ignou THE PEOPLE'S UNIVERSITY

Ennovate

An e-Newsletter on Innovation

VOLUME 6, ISSUE 3 MARCH, 2020

SPECIAL POINTS OF INTEREST:

- **Meeting of Institution's Innovation Council**

INSIDE THIS ISSUE

"Do not fear to be eccentric in opinion, for every opinion now accepted was once eccentric."

- Bertrand Russell
Nobel laureate

IGNOU - IIC Meeting

IGNOU organised Meeting of Institution's Innovation Council (IIC 2.0)

The IGNOU IIC organised a meeting of its members on 12 March 2020 to place the report of the activities of IIC during Quarter-II (November 2019 –January 2020), and to discuss the plan of action for the next Quarter-III (February 2020 – April 2020). Total, twenty-two members including students, IGNOU faculty members and experts from industry and IPR were present in the meeting.

Under the initiatives of the MHRD Innovation Cell (MIC), the Institution's Innovation Council (IIC) at IGNOU was established on October 15, 2018 to build and streamline innovation and start-up ecosystem at the institutional level. The IGNOU IIC was reconstituted on October 30, 2019, with 44 members, including faculty members and students (http://ignou.ac.in/ignou/aboutignou/icc/ncide/iic). Till date the IIC has undertaken several innovation-related activities involving students and faculty members at the IGNOU headquarters and Regional Centres. These activities include workshops, presentations, talks, slogan writing, etc. related to innovation, Start-Ups and Intellectual Property Rights (IPR).

The Convener, IIC, Dr. Moumita Das welcomed the members to the meeting and placed the agenda. Placing the report for the Quarter II, she mentioned that the IIC carried out three types of activities, namely MIC Driven Activities, IIC Calendar Activities and Self Driven Activities. Dr. Das reported that the IIC was awarded a score of 44.97 out of 50 by the MIC for Quarter-I and Quarter-II. The IIC members applauded these achievements of the Council. Thereafter, she invited Dr. Oum Prakash Sharma, Director, NCIDE and President, IIC to open the discussion regarding the plan of action for Quarter-III.

Dr. Oum Prakash Sharma presented the proposed activities of Quarter-III. He said that for the Quarter II, the IIC has already celebrated the National Science Day, where the activity of on the spot Slogan Writing was organized. He further stated that the IIC proposes to carry out MIC Driven Activities, such as the IIC National Innovation Contest-Idea Submission. He said that the IIC Calendar Activities, such as demo-day and workshops on IPR and Business Model Canvas will be held at the headquarters and in collaboration with the IGNOU Regional Centres, wherever feasible. Self-driven activities, such as the activities of the InnovationClub@IGNOU and InnovationClub@RCs will be routinely held. Dr. Sharma, thereafter, opened the discussion among the members.

During the discussion among the IIC members, several suggestions came up to popularize the activities of the IIC and also to make the activities more comprehensive. The IIC NIRF coordinator Dr. Hema Pant suggested that the activities of the IIC may be publicized at the Regional Centres through the web conference platform of the Regional Services Division (RSD) whenever possible. The IIC Social Media Coordinator, Dr. P. V. Suresh said that SMS may be used by Regional Centres to disseminate information of IIC activities among the students. IIC Member, Dr. Shachi Shah, said that the IIC related activities can be broadcast through Gyan Darshan and Gyan Vani. Dr. Sunil Kumar Das, Member IIC, appreciated the initiative and said that this kind of meetings should be held in every Division to disseminate information about innovation. He further suggested that the employees of the University may be given specific social problems to solve, and their suggestions and solutions may be invited. Member IIC, Dr. R. S. P. Singh, appreciated the efforts of IIC to promote innovation in the university and said that IIC is doing a lot of activities and suggested that there should be a single point of contact/access for all these activities.

Dr. K. S. Kardam, expert on IPR, stated that many students are unaware of the Government Policies regarding innovations and start-ups. He suggested that the monthly meetings of the Innovation Clubs should have presentations on different IPR topics and on how to evaluate intellectual property (IP). He also suggested that for any IIC contest the industry people should be invited to interact with the students. Similarly, IGNOU should collaborate with Incubation Centres and Patent Offices and take the students to visit such institutions. Dr. Kardam further suggested that IGNOU IIC should constitute a Core Committee for IPR that may develop guidelines to protect the intellectual property of the student innovators of IGNOU.

Mr. Satvinder Singh, industry expert, congratulated IIC for obtaining the score of 44.97 and appreciated the hard work put in by the members. He informed that the Government of India has the Livelihood Business Incubation Scheme and the Innovation Startup Scheme and the IGNOU students may participate in both. He mentioned that the main problem in obtaining funds by the proposed startups was the lack of a bankable business plans from the students. He requested IIC to ask the students to enroll in the NITI Ayog's Startup Programme, DST, NSIC, CSIR Labs and MSME for prototype development of their ideas.

Dr. Moumita Das
Assistant Director, NCIDE
Convener IIC

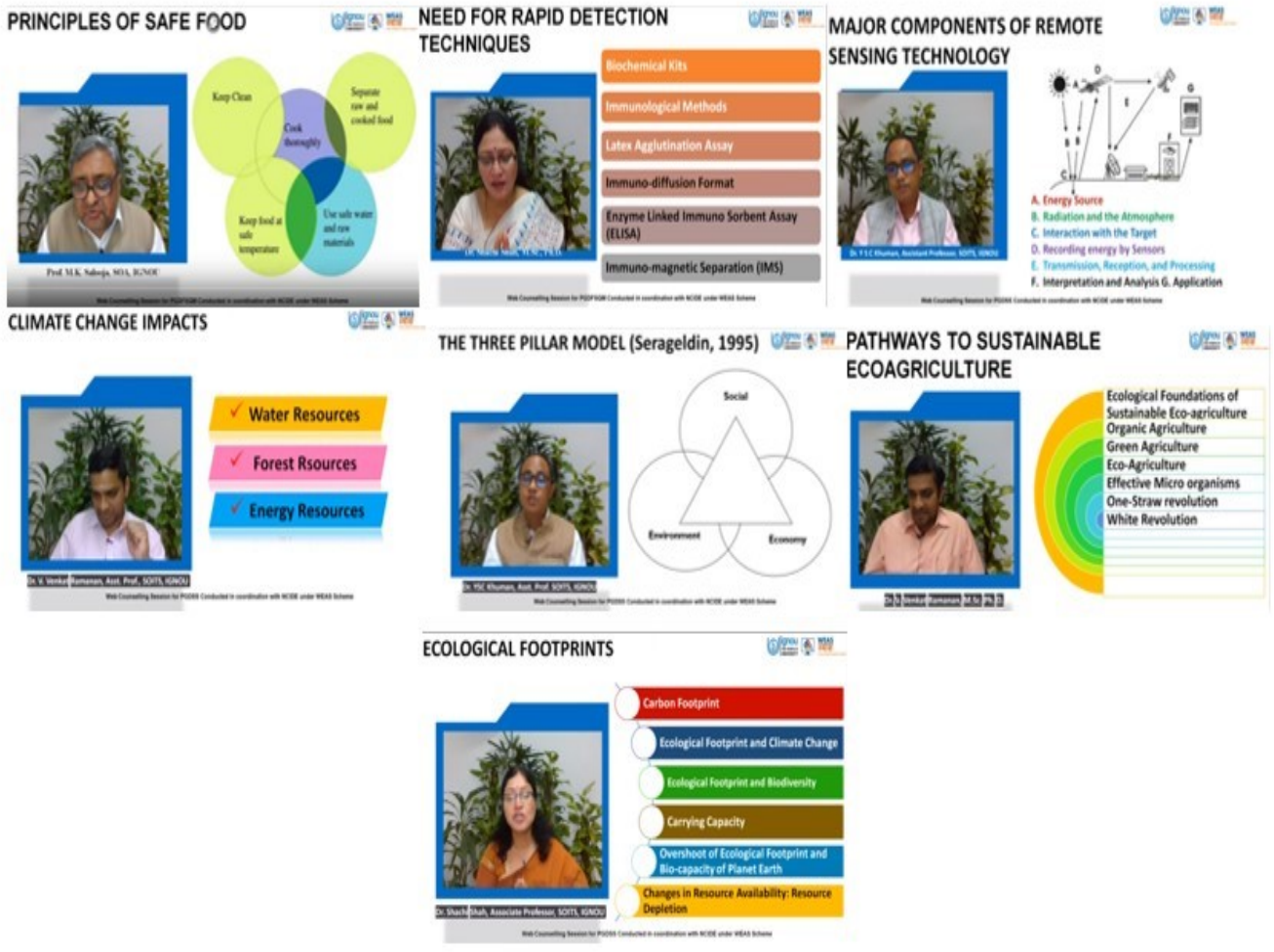
Share your Innovative Ideas with Us

Do you have an idea to improve the existing system, to solve long pending issues, to find a way to remove hurdles with regard to teaching-learning in both face-to-face as well as ODL system? Have you invented or discovered any gadget, have you identified a person who should be brought into the limelight for the betterment of the society? Have you done some innovation? Then this is the place for you. Is it a new idea or innovation? Is it really a new gadget or new method? It will have to be checked by a panel of experts. But it needs to be reported first. You can share your such ideas with us. You can mail your ideas for publication at ncide@ignou.ac.in or sujata.santosh@ignou.ac.in

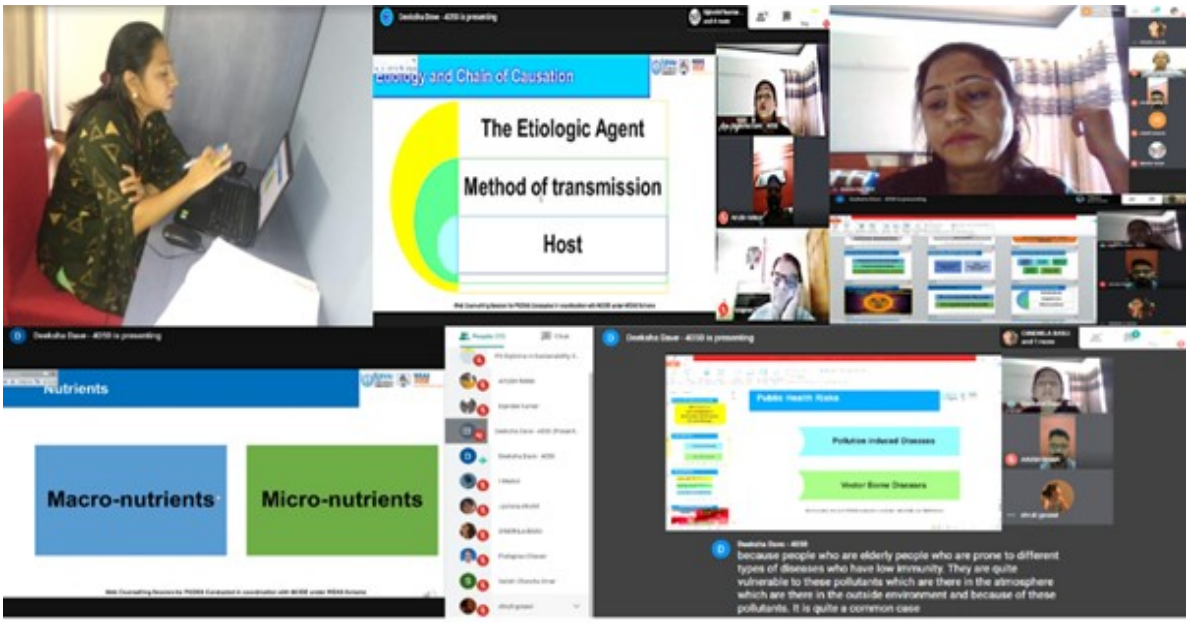
Innovative Practices

Teaching Distance Learners from Home

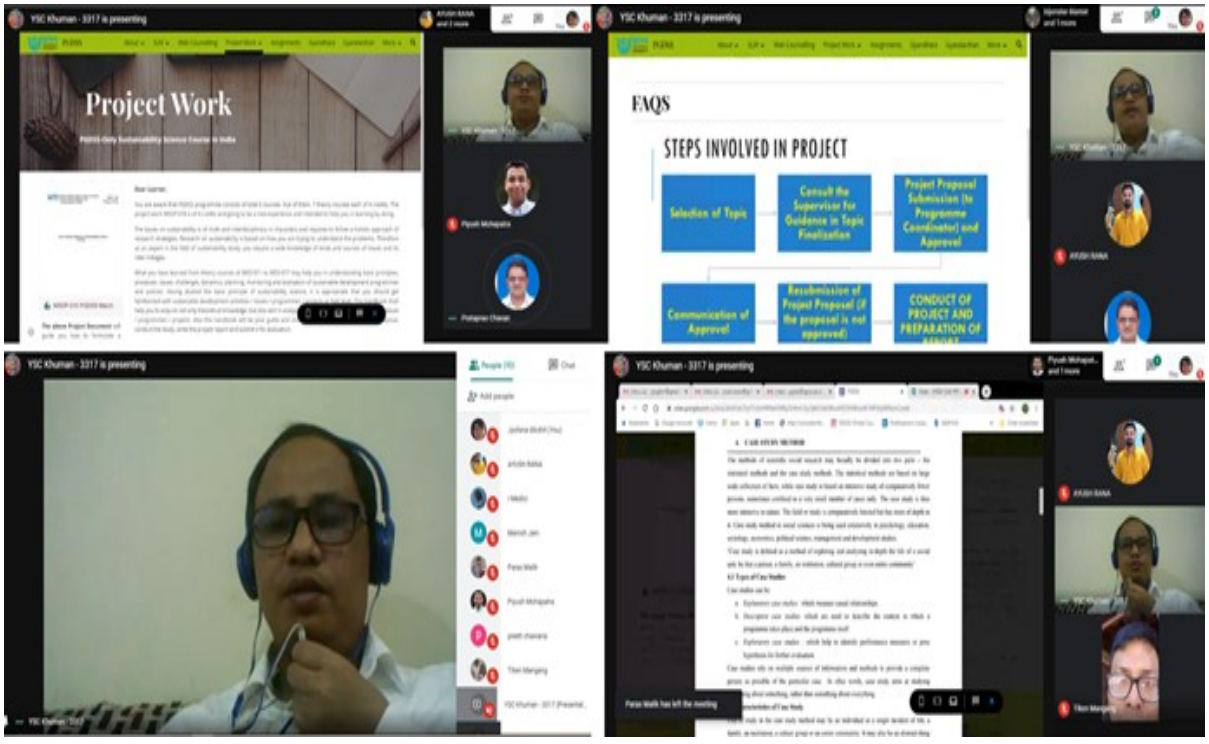
NCIDE has taken an innovative initiative of providing Web Enabled Academic Support to the students of Distance Mode Programmes. NCIDE is experimenting various models of providing low cost improvised way of Web Based Video Counselling. Currently, this experiment of Video Counselling is being conducted from NCIDE for some of the programmes by using the available resources like the existing computer with Web Camera and Projector, etc. NCIDE also plans to support interested Schools in setting-up a similar kind of improvised low-cost Web Based Video Counselling facility in their schools to facilitate the faculty who prefer to deliver live classes from their own place (office/school).



Amid the lockdown due to Covid-19 pandemic out of nine sessions two sessions were taken by the subject experts from their home. On 30th March 2020, Dr. Deeksha Dave, Asst. Prof. SOITS gave a virtual presentation on "Health, Nutrition and Environment" which is a part of the PGDSS programme and highlighted on important topics like Environment and Health, Health and Sanitation, Health Hazards and Nutrition. After her presentation students asked various questions related to the topic.



On 31st March, 2020 Dr. Y.S.C khuman, Asst. Prof. SOITS took a virtual session on Project Work related to the Programme. He explained the learners about the project work, how to identify project topics, how to work on projects and how to write the report. Presentation was followed by discussion session and students asked various questions related to project work.



In the month of March, nine web-based video counselling sessions were held. The sessions were taken by Prof. M.K. Salooja, Prof. Shachi Shah, Dr. Deeksha Dave, Dr. V.Venkatraman, and Dr. Y.S.C Khuman.

Dr. Jyotsna Dikshit, Deputy Director, NCIDE
Dr. Sujata Santosh, Assistant Director, NCIDE

Innovative Initiatives by LSCs

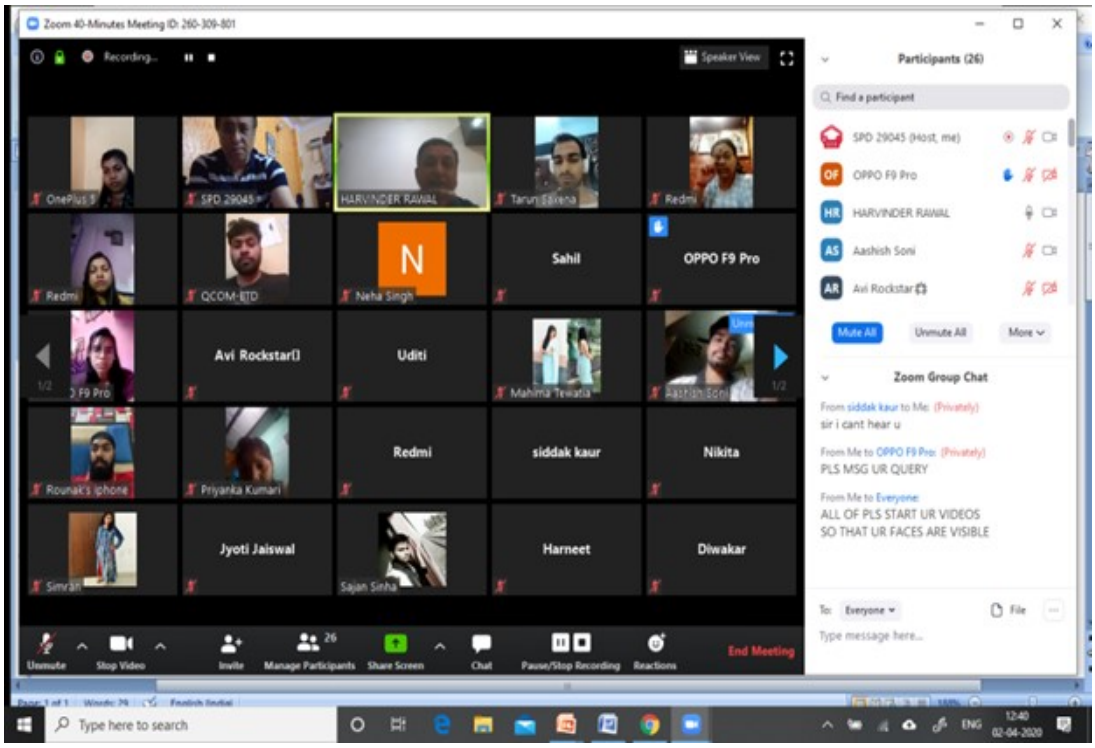
Technology Enabled Academic Support to the Distance Learners by IGNOU LSC

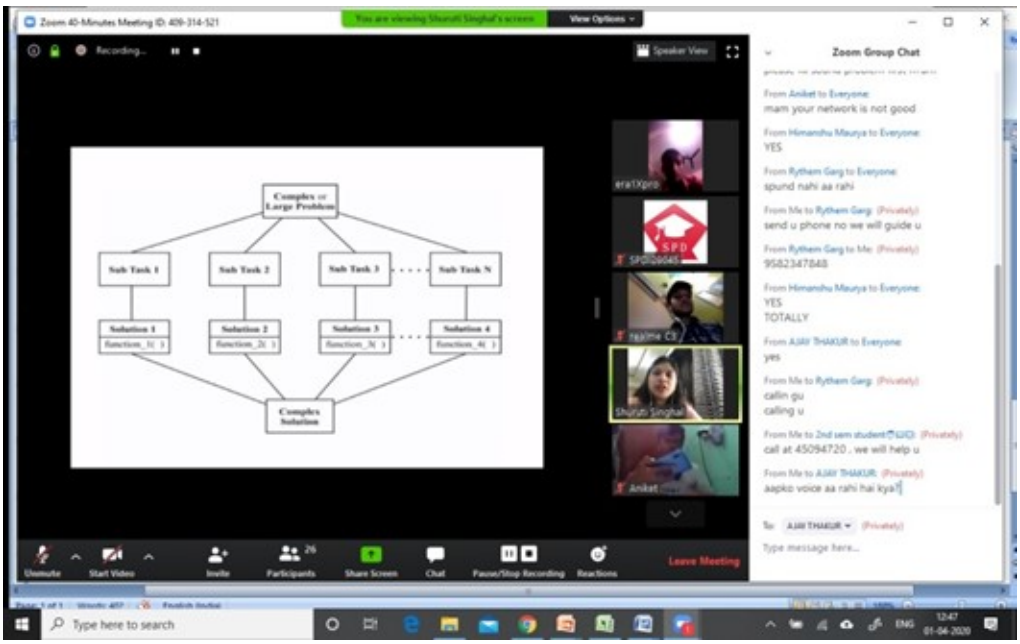
The lockdown due to COVID 19, besides urging development in health sector, also called out educational sector to come out with innovations in imparting education and student support services. In ODL system of IGNOU, Learner Support Centre (LSC) is the front line contact point for distance education learner, where he/she looks upon LSC for academic counselling support and solving other administrative queries. Since there are limited face to face counselling sessions in ODL system of IGNOU, lock down period during COVID 19 phase brought break in this academic channel. With June 2020 exams in sight and exam form link open on the IGNOU's website, learner was getting anxious about getting academic counselling support and answer to their other queries.

Innovation by LSC

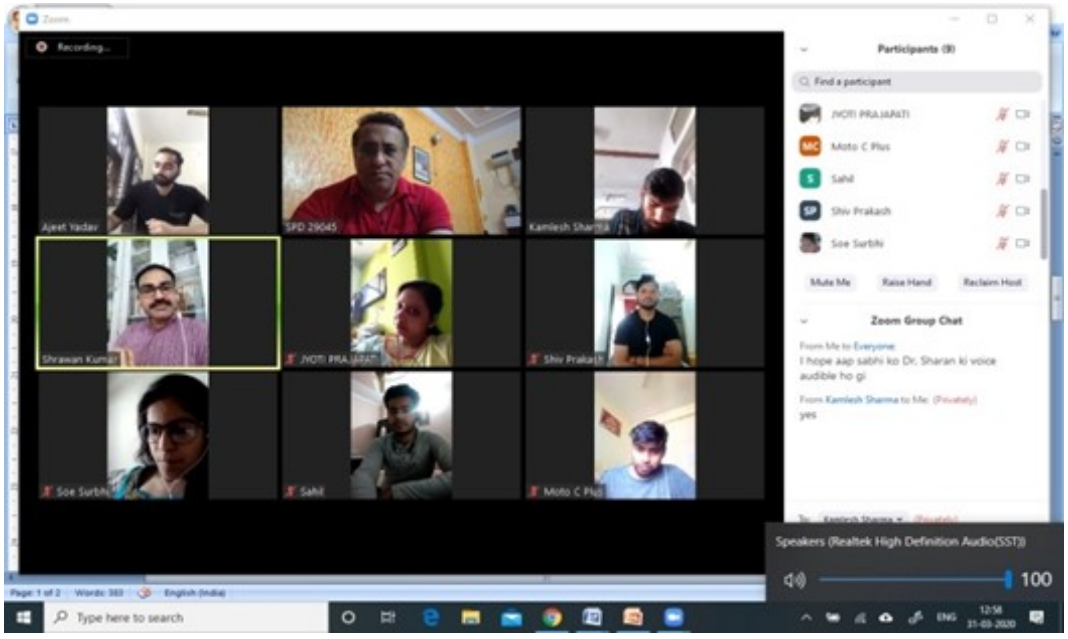
School of Professional Development (SPD), a regular study centre of IGNOU has diverse programmes of IGNOU being conducted at the institute. In line with guidelines of Hon'ble Vice Chancellor of IGNOU to use ICT tools, the learner support centre undertook various measures and strategies using technologies to engage distance education learner in positive activities.

To remove this vacuum and forced distance between LSC and learner, the study centre identified a technology platform and gave training sessions to its Academic Counsellors and Admin Support Staff. A schedule of online face to face live sessions covering various courses and disciplines has been drawn out, spanning multiple sessions each day all seven days of the week. To involve maximum participation of the LSC learners, target students are regularly informed about the sessions through all possible means including SMS, Emails, WhatsApp, Social Media like Facebook, Instagram, etc.





The response has been encouraging. The students and academic counsellors are enthusiastically participating in these live online sessions. The exercise has covered more than 500 students of the IGNOU students studying in various programmes.



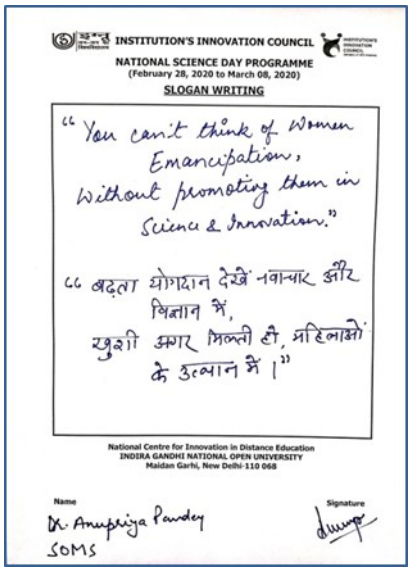
Besides academic sessions, the study centre is also regularly organizing Admin Questions Answers sessions for its learners. The study centre is receiving regularly positive feedback mails from our learners about this initiative.

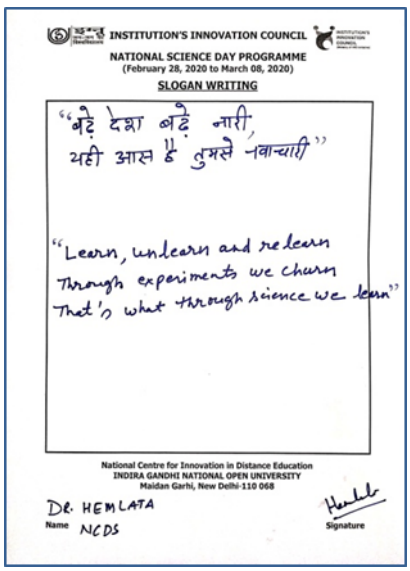
The help line number of the LSC is working seven days a week during lockdown and each call of the-learners are being answered. In the spirit of continuation of providing excellent support to the IGNOU learners, the study centre undertakes all possible measures and strategiesis, and is undertaking all these activities out of its own resources.

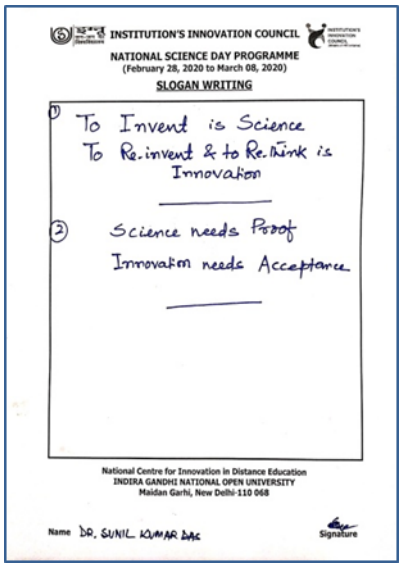
Dr. Sumit, Coordinator, IGNOU-LSC,
School of Professional Development (SPD)

National Science Day Programme
IGNOU Celebrated National Science Day

The **IGNOU Institution's Innovation Council** (IIC) organised an on the spot Slogan Writing activity to celebrate the National Science Day as mandated by the MHRD Innovation Cell on 9th March 2020. Several faculty members of IGNOU were present in the event. The members discussed and appreciated the importance of science in our everyday lives. They emphasized that science and innovation should be made an important component to mitigate the various issues faced by the contemporary society, including women's issues. The participants deliberated and finalized themes for the Slogan writing event, which included "Science in Everyday Life" and "Science and Women." Several creative and thought provoking slogans were coined by the faculty members in the event.







Dr. Moumita Das
Assistant Director, NCIDE

Learning Resource
Valuation of Intellectual Property (IP) for Startups

Entrepreneurship has received a boost in India in the recent times. The Government of India has introduced several schemes, most notably the Start-up India Scheme, to promote innovation and entrepreneurship in the country. The youth, mainly the students of higher education institutions are perceived to be the torch bearers of this endeavour. Indeed, the lead has already been taken by the students of premier institutions, such as IITs and IIMs. Students of other universities are also taking promising initiatives in this direction. With a shift in the objectives to equip the students with the necessary skills and knowledge about entrepreneurship and start-ups, the Universities are gearing up to meet this increasing demand. IGNOU is also making commendable strides in this direction. The setting up of the Institution's Innovation Council, an initiative of the MHRD Innovation Cell is the first step to empower its innovator students with the necessary knowledge and skills to set up their own startups.

On the way to establish their own startup, an innovator student needs to familiarize himself with cerain concepts. Valuation of Intellectual Property is one such concept.

What is Intellectual Property

Intellectual property (IP) is defined as an intangible property, which is the creation of the human mind. The creation has to be new with an element of inventiveness to qualify as intellectual property. Intellectual property is unique as it is the result of personal innovation and creativity. Intellectual property can be a new product such as a ladies handbag with a light fitted inside to facilitate searching of its contents; or it can be a process of weaving traditional saris. The different types of Intellectual Property include inventions; literary and artistic creations; distinctive features, such as brand names, sounds, smells, colour; designs; geographical indications; trade secrets etc.

The main goal of IP is to promote innovation in the society. This protection gives the innovator an economic incentive as it allows her to make profit from her creation. The creator of the intellectual property is provided certain exclusive rights by the law, called Intellectual Property Rights (IPR). In the case of literary and artistic works, the creator automatically gets the copyright and moral rights for his/her work. When the rights are protected, the creator is able to commercialize the product till a fixed time, following which the creation comes into the public domain and then anyone can make use of it. Thus the creator is economically benefited from his/her creation and the society also gets to use a superior creation in terms of quality. The Intellectual Property Rights system, thus, provides incentives to the innovators to produce new inventions and creations.

During the tenure of the Intellectual Property Rights, the inventor or creator can stop others from using the Intellectual Property Rights without his/her permission. The Intellectual Property Rights laws have provisions for penalizing a violator of the Intellectual Property Rights.

The Intellectual Property Rights belong to different types based on the area of creation and application. These include patents, copyright and related rights, industrial design rights, trademarks, plant variety rights, trade secrets, geographical indications, circuit design, supplementary protection certificates and database rights.

The owner of the IP can assign a certain value to his IP asset for its commercialization. This process is called valuation of IP.

Valuation of Intellectual Property

The value of any good or asset can be determined by the value of the economic benefit it will bring in the future. The cost or price indicates the value of the asset.The value of IP asset is, however, determined by the abilities to generate economic benefit and to exclude its competitors from the market. Value does not mean only the price, but also includes other future benefits.

There are many methods for valuation of an IP asset. The main methods are cost method, market method, and income method,

Cost method involves the valuation of an IP asset based on the cost of creating that asset or cost of replacing that asset in that particular point of time. The expenditure incurred and opportunity cost (losses incurred by not availing other opportunities) during the development of the asset is taken into consideration.

Market method is the valuation of an IP asset that is compared with a similar asset available in the market under similar circumstances. A market survey is carried out in which information is obtained about the similar product, such as its cost. An adjustment of the price of the IP asset is then made using factors such as its strength, duration, exclusivity, territory etc.

Income method is the most common method of valuation of IP. It is based on the concept of the amount of income that is expected be generated by the IP asset. It takes into account the investment costs, risks, taxes and other charges.

Conclusion

An understanding of the concept of IP valuation is important for the innovator to be able to reap the economic benefits of the IP asset. A knowledge of the requirement of the innovation by the society, available alternative innovative products in the market, the time of developing the innovation and its launch, and benefits of the innovation contribute significantly to a successful valuation of the IP asset. This ultimately helps in setting up a profitable Start-up.

Dr. Moumita Das
Assistant Director, NCIDE

Inviting Articles on Your Innovative Initiatives Amid COVID-19 Lockdown

On one side COVID-19 pandemic has disrupted the existing teaching-learning and support system, at the same time it has given opportunity to find new and innovative ways to reach out to our students and provide them all types of support by technological interventions during the lockdown period. May be teaching from home, or redressal of their problems from home, various kinds of initiatives have been taken by the teachers, academics and other staff of the university.

We would like to request you to kindly share such innovative initiatives with others through various platforms including this newsletter. You may kindly send small write ups or articles on the innovative initiatives taken up by you or your colleagues for publication in the newsletter. It may not be necessarily a very lengthy article. Even small write up of one or half page would be sufficient to share your idea and initiative highlighting the basic problem addressed and your solution. We are sure, your innovation and new initiative will inspire others also. You can send your write ups/articles through email to ncide@ignou.ac.in or sujata.santosh@ignou.ac.in .

Learning Resource

Open Innovations - A Gateway of Opportunities for Startups

In the world in which we live today, Open Innovations have become a necessity. Open Innovation which was introduced by Chesbrough in 2003, after almost a decade became a widespread practice in institutions, organizations and companies and now holds a prominent place in research related to innovation management. Today, we see disruptions from diverse startups, which enable them to play an important role in the present business environment. They apply Open Innovation by embracing external sources of knowledge. In fact, the rise of startups globally is being witnessed as accelerators of open innovation (OI) processes. This article highlights a brief overview of how open innovation and startups are closely related to each other.

Open Innovation for Startups

Open innovation enables diverse groups of people from various disciplines to handle the same problem at the same time. In context to startups, we see that they have good ideas to work on, even somehow if they develop their idea into a prototype they are underfunded to start a startup. They face complex challenges in converting their idea or prototype into a marketable product which requires identification, analysis, rethinking and combining knowledge to innovate and sustain the startup. The challenges faced by them enables them to apply open innovation strategies. If applied appropriately can bring them large amounts of money for their startup. Some of the Open Innovation strategies are like:

- Creation of a network of business partners and relations to jointly develop new products, processes and services.
- Collaboration with other startup to work
- Application of lean startup strategies to let the business grow with maximum acceleration
- Innovating effectively in collaboration with large companies

Modes of Open Innovation for startups

We will mention two important modes of open innovation - inbound and outbound open innovation. According to Chesbrough "In inbound open innovation, external ideas or technology flow into an organization, while in outbound open innovation organization's internal ideas or technology are used by another organization that are better poised to further develop and commercialize it" [1] In the startup context, in an inbound open innovation mode when startups have limited technological and R&D resources they collaborate with external agencies to gain new technologies or ideas. In an outbound open innovation a startup plays a role of technology provider to a large company. For example, in spite of having an internal R&D unit Samsung under their open innovation initiatives collaborates with various startups. As an inbound open innovation initiative Samsung rather than spending money and time on internal R&D to get an Internet of Things (IoT) platform acquired a startup SmartThings. On the other hand SmartThings had the technology, which was required by a large company like Samsung so it applied the outbound open innovation strategy, while it operates as an independent startup it is backed by the resources of Samsung.

Categories of Open innovation strategies

The common categories of open innovation strategies are partnerships, ventures, accelerators and acquisitions. In the partnership category, companies partner with startups to either create new features or technology or to integrate new features or technology in the existing product.

Venture companies invest into early stage startups. This benefits them to get revenues when they quit. As accelerators these companies provide an innovative and empowering environment to the startups with initial investments. The startups can also work with them and can use suitable resources from the company. Finally, in the acquisition category when companies find a startup which meets its strategic areas of the future they acquire the startups. Thus, on one hand large companies seek the variety of innovations that have already been done by the startups and are ready to be integrated in the existing or new product of the company. On the other hand, the startups might have a good idea or even a workable prototype but due to high initial investments either get investments by large companies or typically better invested in or just acquired. Thus open innovation strategies in a way creates value to both. In context to the global crises of Covid-19 being faced by several countries we see an emerging category of open innovation where ideas, and technologies are invented and improved together irrespective of boundaries for the cause of humanity.

Conclusion

Different business organisations whether large companies or startups at different stages of their development and growth during their life span have different possibilities to work with each other through open innovation strategies. However, the crucial point is to identify these opportunities and adopt the right open innovation strategy.

Reference:

Chesbrough, Henry William (1 March 2003). Open Innovation: The new imperative for creating and profiting from technology. Boston: Harvard Business School Press. ISBN 978-1578518371

Dr. Jyotsana Dikshit,
Deputy Director, NCIDE

NCIDE

The National Centre for Innovation in Distance Education (NCIDE) was established in December 2005. It is a facility for promoting, supporting, re-engineering and disseminating innovations in Open and Distance Learning (ODL) system. The NCIDE is a ground for nurturing bright and inquisitive minds whose ideas and explorations are expected to revolutionize the ODL system to suit the needs of Gennext. The Centre's goal is to develop a culture of continued search for new and innovative solutions to offer seamless education for all, achieve cost efficiency in its operations and provide borderless access to quality education and training.

We look forward to receiving your suggestions for this e-newsletter. We also welcome your contributions for the future issues. Please send us your emails at:

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