

The Effectiveness of National Innovation and Startup Policy (NISP) in Cultivating Entrepreneurial Ecosystems within Management Institutions in Pune

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Abstract: *This study investigates the effectiveness of the National Innovation and Startup Policy (NISP) in cultivating entrepreneurial ecosystems within management institutions in Pune. A mixed-method approach involving surveys and interviews with students, faculty, and NISP coordinators across 15 HEIs was employed. The findings reveal that NISP has fostered a supportive environment by promoting awareness, offering mentorship, and establishing infrastructure. However, challenges remain, including limited funding, lack of industry partnerships, and insufficient resources for startups.*

Analysis of student responses indicates a positive influence on entrepreneurial interest and confidence. However, concerns exist around access to funding, infrastructure, and specialized equipment. Additionally, diversifying engagement activities is crucial to reach a wider student base.

Based on these results, recommendations are provided to enhance NISP's effectiveness. These include increased funding, fostering industry collaborations, expanding awareness campaigns, and providing high-value resources like seed funding and investor networks. Additionally, dedicated faculty mentors and standardized resource allocation across institutions are recommended. Finally, establishing data-driven evaluation mechanisms with student feedback loops is crucial for continuous improvement.

By implementing these recommendations, NISP can be strengthened to cultivate robust entrepreneurial ecosystems within management institutions, fostering innovation and contributing to India's emergence as a global hub for entrepreneurship.

Keywords: National Innovation and Startup Policy, Entrepreneurial Ecosystem, HEIs, Entrepreneurship, Start-Up