



# AIM-PRIME Playbook

## Why in News?

Recently, the **AIM-PRIME** (Program for Researchers in Innovation, Market Readiness, and Entrepreneurship) **Playbook** was launched by [NITI Aayog](#).

- The playbook was aimed at promoting early-stage science-based, deep technology ideas to market through **training and guidance over a period of 12 months** using a blended learning curriculum.

## What is Atal Innovation Mission (AIM)?

- **About:**
  - AIM is the Government of India's flagship initiative **to promote a culture of innovation and entrepreneurship** in the country.
- **Objective:**
  - To develop **new programmes and policies** for fostering innovation in different sectors of the economy, provide platform and collaboration opportunities for different stakeholders, create awareness and create an umbrella structure to oversee the innovation ecosystem of the country.
- **Major Initiatives:**
  - **[Atal Tinkering Labs](#):** These are creating problem-solving mindsets across schools in India.
  - **Atal Incubation Centers:** Fostering world class startups and adding a new dimension to the incubator model.
  - **Atal New India Challenges:** Fostering product innovations and aligning them to the needs of various sectors/ministries.
  - **Mentor India Campaign:** A national mentor network in collaboration with the public sector, corporates, and institutions, to support all the initiatives of the mission.
  - **[Atal Community Innovation Center](#):** To stimulate community-centric innovation and ideas in the unserved/underserved regions of the country including Tier 2 and Tier 3 cities.
  - **Atal Research and Innovation for Small Enterprises (ARISE):** To stimulate innovation and research in the MSME industry.



## What is AIM-PRIME?

- **Objective:**
  - Promoting science-based, **deep technology ideas** to market through training and guidance over a period of 12 months.
    - Deep technology is based on tangible engineering innovation or scientific advances and discoveries. Deep Tech is often set apart by its profound enabling power, the differentiation it can create, and its potential to catalyse change.
- **Focus Area:**
  - Science-based, knowledge-intensive, deep technology entrepreneurship.
- **Launching & Implementing Agency:**
  - AIM has collaborated with [Bill & Melinda Gates Foundation \(BMGF\)](#) to launch this nationwide programme which will be implemented by Venture Centre - a non-profit technology business incubator hosted by [Council Of Scientific And Industrial Research](#)-National Chemical Laboratory (CSIR-NCL).
- **Beneficiaries:**
  - Technology developers (early-stage deep tech start-ups, and scientists/ engineers/clinicians) with **strong science-based deep tech business ideas**.
  - Chief Executive Officers and Senior incubation managers of [AIM Funded Atal Incubation Centers](#) that are supporting deep tech entrepreneurs.
- **Significance:**
  - Candidates selected for the programme will get access to **in-depth learning** via a comprehensive lecture series, live team projects, exercises, and project-specific mentoring.
  - They will also have **access to a deep tech start-up playbook**, curated video library, and plenty of peer-to-peer learning opportunities.

**Q. Atal Innovation Mission is set up under the (2019)**

- (a) Department of Science and Technology
- (b) Ministry of Labour and Employment
- (c) NITI Aayog
- (d) Ministry of Skill Development and Entrepreneurship

**Ans: C**

**Source: PIB**

PDF Refernece URL: <https://www.drishtias.com/printpdf/aim-prime-playbook>

