St. Joseph's College of Arts & Science (Autonomous)

Re-Accredited by NAAC with "A" Grade

Cuddalore

Tamil Nadu– 607001

SJC Innovation & Start-up Policy

(2021)

TABLE OF CONTENTS

ABOUT NATIONAL INNOVATION AND START-UP POLICY 2019

The National Innovation and Start-up Policy 2019 for students and faculty of Higher Education Institutions (HEIs) will enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship related activities. This framework will also facilitate Ministry of Education in bringing uniformity across HEIs in terms of Intellectual Property ownership management, Technology licensing and policy, to enable creation of a robust innovation and Start up ecosystem across all HEIs.

OBJECTIVES

India aspires to become 5 trillion-dollar economy by 2024. To reach the mark, it needs to evolve systems and mechanisms to convert the present demographic dividend into high quality technical human resource, capable of doing cutting edge research and innovation towards deep-tech entrepreneurship. The 'National Student and Faculty Start-up policy 2019' is a guiding framework to envision an educational system oriented towards start-ups and business opportunities for student and faculties. The guidelines provide ways to Indian HEIs for developing entrepreneurial agenda, managing Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Start-ups or enterprises established by faculty and students. In India, innovation is still not the epicentre of educational systems. In order to achieve the above goals and ambitions and to ensure that "Innovation and Start- up" culture is the fulcrum of our higher education system, a policy framework is the need of the hour. These guidelines will enable institutions to actively support their faculty, staff and students to participate in innovation and entrepreneurship (I&E) related activities, thus encouraging students and faculty to consider start-ups and entrepreneurship as a potential career option.

ABOUT STATE INNOVATION AND STARTUP POLICY (TAMIL NADU VISION 2023)

Tamil Nadu is one of the economic power houses of India. Entrepreneurship, social mobility, economic growth and technology innovation have defined the growth story of the State. Today, the State has the potential to further enhance this by supporting the knowledge and capability of individuals to create new technology-driven enterprises to address challenges and take advantage of the opportunities present. This further complements **"Tamil Nadu Vision 2023"** goal of attaining a GSDP growth at a sustained pace of 11% per annum for the coming years.

The contribution of the State to India's GDP is phenomenal in sectors like Automobiles, Commercial vehicles, Auto parts, Leather products, Textiles, Software and ITeS. The scope of the state for technical innovation and product development is ample. In terms of infrastructure, Tamil Nadu is one of the best performing States in the country. With the highest GER, the State is the destination for students from various States, providing the highest number of skilled manpower and one among the best in terms of technically qualified manpower. Tamil Nadu houses the best and renowned Incubator of the country, namely, the IIT-Madras and many promising Incubators catering to the needs of entrepreneurs, students and researchers for innovating new products and processes in various fields. The State is increasingly becoming the destination for Start-ups in Software-as-a-service (SaaS). Thus the State is a potential anchor for many Start-ups not only in Tamil Nadu but also those thriving all over the country. The policy is presumed to nurture innovation, investment in R&D, infrastructure, knowledge creation, technological development and skilled manpower, resulting in high growth entrepreneurial ventures across the spectrum of sectors from agriculture, manufacturing, healthcare, education, logistics, social sector, urban development, environment, to Fintech and ICT.

Vision

To make Tamil Nadu a Global Innovation Hub and the most preferred destination for Start-ups by 2023.

Mission

To create, support and nurture a vibrant Startup ecosystem in Tamil Nadu resulting in innovation and entrepreneurship driven employment and economic growth, facilitating creation of at least 5000 Start-ups including 10 global high growth Start-ups by 2023.

CORE POLICY OBJECTIVES OF THE STATE

4.1. Encourage, facilitate and support emergence of at least 5000 technology start-ups in the State.

4.2. Extend a dedicated support to at least 10 global high growth start-ups developing innovative technology solution for high social impact in sectors like sanitation, food, clean energy, healthcare, education, etc.

4.3. Establish support infrastructure and strengthen the existing mechanism in the thrust areas: Transportation & Logistics, Electrical & Electronics, Health Care & Bio-tech, Agriculture, Renewable energy, Climate change, Fintech, Textile, Information Technology (IT), Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and Software-as-a-Service (SaaS).

4.4. Network (public and private) stakeholders

4.5. Collaborate with educational institutions to promote entrepreneurship among the youth.

4.6. Maximise industry engagement.

4.7. Provide adequate incentives and resources to Start-ups, facilitators, mentors and investors to promote start-up culture in the State.

4.8. Reduce the existing regulatory and tax burden on start-ups in the field of Labour, Pollution and building norms and base these on self-certification.

4.9. Nurture budding start-ups defined as START STEPs to graduate into start-ups.

4.10. Partner with reputed investors across India and the Globe to invest in Tamil Nadu start-ups.

4.11. Brand start-up Hubs in geographically distinct locations – Chennai, Coimbatore, Salem- Erode, Madurai, Trichy-Thanjavur, Tirunelveli, etc.

SJC INNOVATION & START-UP POLICY (2021)

Vision

To make St.Joseph's College of Arts & Science (Autonomous), Cuddalore as one of the finest Innovation Hub and the most preferred destination for Start-ups by 2035.

Mission

- To generate, support and cultivate a vibrant Start-up ecosystem St.Joseph's College of Arts & Science (Autonomous), Cuddalore resulting in innovation and entrepreneurship driven employment and economic growth.
- To increase the self-employment rate to 5% which shall be extended to 20% by 2030.
- To develop atleast 2 well established Start-ups for every three years.

Goals

Short Term Goals

- Organizing workshops related to Entrepreneurial skills, Startup and Innovation importance.
- Evaluating ideas from Expert Committee on regular basis collected from the faculty and students.

Mid Term Goals

- To set-up a fully functional incubation centre at SJC campus.
- To develop and restructure the innovative ideas into small scale Start-up.
- To establish and maintain better relations between universities and R&D centres in and around the institution locality.

Long Term Goals

- Establishing full scaled incubation/innovation centre within the Institute.
- Attracting the funds from R&D centres, Business Incubators, Government Agencies etc.
- Increasing the rate of self-employability and quality of start-up within the Institute.

Objectives

Short Term Objectives

- To nurture entrepreneurial culture by organizing a large number of relevant FDPs, STTPs, seminars and workshops to the students and the faculty.
- To spread awareness among the students and the faculty on research and IPR activities.
- To reinforce the institution-industry interactions and to channelize its outcome towards achieving the mission.
- To strengthen the students on the required technical and entrepreneur skills.
- To promote the culture of problem identification, idea generation, pitching of idea, innovative problem solving skills among the community of students and the faculty members.
- To provide the incubation support for the students and faculty members start-up.

Long term Objectives

- To Extend a dedicated support to at least 01 Indian high growth start-ups developing innovative technology solution for high social impact in sectors like Transportation & Logistics, Electrical & Electronics, Health Care & Bio-tech, Agriculture, Renewable energy, Climate change, Fintech, Textile, Information Technology (IT), Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and Software-as-a-Service (SaaS).
- To associate with the Government bodies like DST, ICSSR, TNASC, MSME, DBT, BIRAC and other academic institutions for collaborating world class facility in Research and Innovation
- To provide a platform for young students to develop products with national recognition that can generate business opportunities in turn generating employment opportunities.
- To set up the Centre of Excellence with the leading industry partners to provide the opportunity for the student's community to explore about the latest tools and technologies.
- To facilitate student's start-ups with angel funding.
- To generate intellectual properties with students and faculty Start-ups

Outcomes

- 10% of student & faculty mass with entrepreneurship Orientation.
- 5% of Student & faculty motivated to start any entrepreneurial activity.
- Atleast 02 of IPR/Innovations developed for commercialization.
- 03 of Student/Early Stage Start-ups formed.
- 20% of In-house Expert Capacity available for advisory services.
- Network Established with connecting multiple stakeholders & Ecosystem Enablers.

Outputs

- 10% of Student & faculty mass exposed to awareness/orientation building programs.
- 25% of Students covered through entrepreneurship Education, MOOC, Class Room, Experiential Learning programs etc.
- 100 of innovators identified, 50 of awarded/recognised, 50 of Supported.
- 10 of Student projects turns to Innovations (commercialized).
- 05 of IPR based product/services generated and registration filed.
- 25% of in-house trained professional developed for advisory services.
- 10 of Research Studies on Entrepreneurship published.
- 05 of Regional, National and International linkages established for the start-up & innovation.
- 10% Representatives of experts & entrepreneurial students across department & disciplines.

NISP PLANNING AND MONITORING COMMITTEE

Internal Members		
S.No	**Name**	**Designation**
1	Rev.Fr.G.Peter Rajendiram	Secretary
2	Rev.Fr.Dr.A.Alex	Dean of Studies and Director, Entrepreneurship Development Cell
3	Dr.M.Arumai Selvam	Principal
4	MrM.Om Prakash	NISP, Institute Co-Ordinator
5	Mr.I.Anand Raj	Placement Co-Ordinator
External Members		
S.No	**Name**	**Designation**
1	Professor.Dr. M.Senthil President- Innovation Café, Institute Innovation Council , Sri Balaji Vidyapeeth University, Puducherry - 605110. Email: senthilm@igids.ac.in Contact No: 9486365954	IPR & Technology Transfer Consultant
2	Mr.R. Ramkumar Proprietor ARR KAY Controls Puducherry – 605110 Email arrkaycontrols@rediffmail.com Contact No: 9500271207	Industry Expert
3	Mr. V.P Arun Karthikeyan Proprietor Kierratys Fuels Sipcot, Perundurai – 638052 Email: kierratysfuels@gmail.com Contact No: 9994899599	Industry Expert
4	Mr. V. Vinayan Managing Partner Neofin Investment Solutions Cuddalore – 607001 Email: vivavinai@gmail.com Contact No:7094941414	Entrepreneur (SJC Alumni)
5	Mr. V. Tyson Vignesh Founder & Managing Director Scode Software Solutions Cuddalore – 607001 Email: tyson@scodesoft.com Contact No: 9629692276	Entrepreneur (SJC Alumni)

THRUST AREAS

S.No	Thrust Areas
1	Strategies and Governance
2	Start-ups Enabling Institutional Infrastructure
3	Nurturing Innovations and Start ups
4	Product Ownership Rights for Technologies Developed at Institute
5	Organizational Capacity, Human Resources and Incentives
6	Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level
7	Norms for Faculty Start-ups
8	Pedagogy and Learning Interventions for Entrepreneurship development
9	Collaboration, Co-creation, Business Relationships and Knowledge Exchange
10	Entrepreneurial Impact Assessment

1. Strategies and Governance

- To facilitate development of an entrepreneurial ecosystem at SJC.
- To frame specific long term and short term objectives and associated performance indicators are framed shall be defined for assessment.
- To workout resource mobilization plan at the institute level for supporting pre-incubation, incubation infrastructure and facilities.
- To develop a sustainable financial strategy in order to reduce the organizational constraints to work on the entrepreneurial agenda.
- As a part of institutional financial strategy **minimum of 0.25 %** fund of the total annual budget of the institution shall be allocated for funding and supporting innovation and start-ups related activities through creation of separate 'Innovation fund' which shall be later extended to 1% based on the development.
- The financial strategy shall involve raising funds through diverse sources, whereby, bringing in external funding through government (state and central) initiatives such as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources shall be encouraged.
- In addition to the financial strategy private and corporate sectors shall be approached to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- Funds shall also be raised through sponsorships and donations.

- The alumni network shall actively be engaged for promoting Innovation & Entrepreneurship (I&E).
- For expediting the decision making, hierarchical barriers shall be minimized and individual autonomy and ownership of initiatives shall be promoted.
- To ascertain and promote the importance of innovation and entrepreneurship programs such as conferences, convocations, workshops, etc. shall be organized to the faculty members and students, at adequate frequency.
- Institute shall integrate the entrepreneurial activities across various departments within the institute through the I&ED cell (Innovation & Entrepreneurship Development Cell).
- Exclusive marketing strategy shall be adopted to market the products developed by the institution on case to case basis.
- The institute shall also provide opportunity for regional start-ups, provision to extend facilities for outsiders and active involvement of the institute in defining strategic direction for local development.
- Strategic international partnerships shall be developed using bilateral and multilateral channels with international innovation clusters and other relevant organizations.
- International exchange programs, internships, engaging the international faculties in teaching and research shall also be promoted.

2. Start-ups Enabling Institutional Infrastructure

- Exclusive facilities shall be created within the institution for supporting pre-incubation and Incubation/ acceleration by mobilizing resources from internal and external sources. (e.g. IICs as per the guidelines by MHRD's Innovation Cell, EDC, IEDC, New-Gen IEDC, Innovation Cell, Startup Cell, Student Clubs, etc.)
- The institution's laboratory facilities shall be utilized at the initial stages of the pre-incubation until exclusive infrastructure is developed.
- The Pre-Incubation/Incubation facility shall be accessible by the students, staff and faculty of all disciplines and departments across the institution at prescribed timings of the institution.
- Pre-incubation facilities may or may not be a separately registered entity or Special Purpose Vehicle (SPV).
- 'Incubation cum Technology Commercialization Unit'(ITCU) shall be constituted and shall be registered as a separate entity preferably under Section-8 of Company Act 2013 or 'Society' registered under Society Registration Act with independent

governance structure, which will allow more freedom to Incubators in decision making with less administrative hassles for executing the programs related to innovation, IPR and Start-ups Moreover, they will have better accountability towards all stakeholders supporting the incubation facility.

- Mentoring and other relevant services w.r.t Innovation, Startup and Entrepreneurship shall be undergone through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis.

3. Nurturing Innovations and Start ups

- Specific processes and mechanisms shall be adopted for easy creation and nurturing of Start-ups/enterprises by students (UG, PG, Ph.D.), staff (including temporary or project staff), faculty, alumni and potential start up applicants even from outside the institutions.
- While defining their processes, institutions will ensure to achieve following:
    i. **Incubation support:** Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty for mutually acceptable time-frame. In case of limited resource constraints (dedicated facility/ infrastructure of its own) the institution may reach out to nearest incubation facilities in other HEIs in order to facilitate access to their students, staff and faculty.
    ii. **Allowing licensing of IPR from institute to start up:** Ideally students and faculty members intending to initiate a startup based on the technology developed or co-developed by them or the technology owned by the institute, shall be allowed to take a license on the said technology on easy term, either in terms of equity in the venture and/ or license fees and/ or royalty to obviate the early stage financial burden.
    iii. **Allowing setting up a start-up (including social start-ups) and working part-time for the start-ups while studying / working:** The institution may allow their students / staff to work on their innovative projects and setting up start-ups (including Social Start-ups) or work as intern / part-time in start-ups (incubated in any recognized HEIs/Incubators) while studying / working. Student Entrepreneurs **may earn additional credits** for working on innovative prototypes/Business Models. Institute may need to develop clear guidelines to formalize this mechanism in concurrence with the competent authority **(Controller of the Examination)**. Student inventors may also be allowed to opt for startup in place of their mini project/ major project, seminars, summer trainings. The area in which student wants to initiate a startup may be **interdisciplinary or multi- disciplinary**. However, the student must describe how they will separate and clearly distinguish their ongoing research activities as a student from the work being

conducted at the start up.

iv. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying shall be allowed to use their address in the institute to register their company with due permission from the institution.

v. Student entrepreneurs shall be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute.

vi. The institution may allow the students to take a semester/year break (or even more depending upon the decision of review committee **(constituted by the institute)** to work on their start-ups and re-join academics to complete the course. Student entrepreneurs may earn additional academic credits for their efforts while creating an enterprise. Institute shall set up a review committee for review of start up by students, and based on the progress made, it may consider giving appropriate credits for academics.

vii. Faculty and staff shall be allowed to take off for a semester / year (**or even more depending upon the decision of review committee constituted by the institute)** as sabbatical/ unpaid leave/ casual leave/ earned leave for working on start-ups and come back. Institution shall consider allowing use of its resource to faculty/students/staff wishing to establish start up as a fulltime effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty.

viii. Part-time/full time MS/ MBA/ PGDM program (Innovation, entrepreneurship and venture development) shall be started, where one can get degree while incubating and nurturing a startup company. (AICTE guidelines for a similar program shall be adopted).

ix. Short-term/ six-month/ one-year part-time entrepreneurship training or Mentorship support on regular basis.

x. Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product- costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.

xi. Institute may also link the start-ups to other seed-fund providers/ angel funds/ venture funds or itself may set up seed-fund once the incubation activities mature.

xii. In return of the services and facilities, institute may take 2% to 9.5% equity/ stake in the startup/ company, based on brand used, faculty contribution, support provided and use of institute's IPR (a limit of 9.5%

is suggested so that **institute has no legal liability arising out of startup.** The institute shall normally take much lower equity share, unless its full-time faculty/ staff have substantial shares. **Other factors for consideration shall be space, infrastructure, mentorship support, seed- funds, support for accounts, legal, patents etc.**

xiii. For staff and faculty, institute shall take no-more than 20% of shares that staff / faculty takes while drawing full salary from the institution; however, this share will be within the 9.5% cap of company shares, listed above.

xiv. No restriction on shares that faculty / staff can take, as long as they do not spend more than 20% of office time on the startup in advisory or consultative role and do not compromise with their existing academic and administrative work / duties. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, then they will go on sabbatical/ leave without pay/ earned leave.

xv. In case of compulsory equity model, Startup may be given a cooling period of 3 months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the institute/incubator. In that case, during the cooling period, institute cannot force startup to issue equity on the first day of granting incubation support.

xvi. The institute shall also provide services based on mixture of equity, fee-based and/ or zero payment model. So, a startup may choose to avail only the support, not seed funding, by the institute on rental basis. Institute could extend this startup facility to alumni of the institute as well as outsiders.

xvii. Participation in start-up related activities needs to be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and must be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup.

xviii. Product development and commercialization as well as participating and nurturing of start-ups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion.

xix. Institutions might also need to update/change/revise performance evaluation policies for faculty and staff on a regular basis.

xx. Institute shall ensure that at no stage any liability accrue to it because of any activity of any startup.

4. Product Ownership Rights for Technologies Developed at Institute

- When institute facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and the institute.
- Inventors and institute could together license the product / IPR to any commercial organization, with inventors having the primary say. License fees could be either / or a mix of
  - **Upfront fees or one-time technology transfer fees**
  - **Royalty as a percentage of sale-price**
  - **Shares in the company licensing the product**
- The institute may not be allowed to hold the equity as per the current statute, so SPV (Special Purpose Vehicle) may be requested to hold equity on their behalf.
- If one or more of the inventors wish to incubate a company and license the product to the company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between the institute and the incubated company.
- On the other hand, if product/ IPR is developed by innovators not using any institute facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.
- If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of the institute's alumni/ industry experts (having experience in technology commercialisation) and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. Institute can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.
- Institute IPR cell or incubation centre will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If institute is to pay for patent filing, it can have a committee which can examine whether the IPR is worth patenting. The committee shall consist of faculty who have experience and excelled in technology translation. If inventors are using their

own funds or non- institute funds, then they alone shall have a say in patenting.

- All the institute's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation. Other faculty in the department / institute will have no say, including heads of department, heads of institutes, deans or registrars.
- Interdisciplinary research and publication on startup and entrepreneurship shall be promoted by the institutions.

5. Organizational Capacity, Human Resources and Incentives

- Some of the relevant faculty members with prior exposure and interest shall be deputed for training to promote Innovation & Entrepreneurship.
- To achieve better engagement of staff in entrepreneurial activities, institutional policy on career development of staff shall be developed with constant upskilling.
- Departments of the institution have to work in coherence and cross-departmental linkages shall be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.
- Periodically some external subject matter experts such as guest lecturers or alumni can be engaged for strategic advice and bringing in skills which are not available internally.
- Faculty and staff shall be encouraged to do courses on innovation, entrepreneurship management and venture development.
- In order to attract and retain right people, institute shall develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
- The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
- The recognition of the stakeholders may include offering use of facilities and services, strategy for shared risk, as guest teachers, fellowships, associateships, etc.
- A performance matrix shall be developed and used for evaluation of annual performance.

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

- To ensure exposure of maximum students to innovation and pre incubation activities at their early stage and to support the pathway from ideation to innovation to market, mechanisms shall be devised at institution level.
- Awareness programmes shall be organized for the students and faculty on a regular frequency to know about the value of entrepreneurship and its role in career development or employability shall be a part of the institutional entrepreneurial agenda.
- Students/ staff shall be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs shall innovate with focus on the market niche.
- Students shall be encouraged to develop entrepreneurial mind-set through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), by inviting first generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition shall be routinely organized.
- To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities shall be done.
- The institute shall link the start-ups and companies with wider entrepreneurial ecosystem and by providing support to students who show potential, in pre-startup phase. Connecting student entrepreneurs with real life entrepreneurs will help the students in understanding real challenges which may be faced by them while going through the innovation funnel and will increase the probability of success.
- The institute shall establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities. IICs shall guide institutions in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts shall be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.
- For strengthening the innovation funnel of the institute, access to financing must be opened for the potential entrepreneurs.
- Networking events must be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.

- Provide business incubation facilities: premises at subsidized cost. Laboratories, research facilities, IT services, training, mentoring, etc. shall be accessible to the new start-ups
- A culture needs to be promoted to understand that money is not FREE and is risk capital. The entrepreneur must utilize these funds and return. While funding is taking risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did right in funding him/ her.
- Institute must develop a ready reckoner of Innovation Tool Kit, which must be kept on the homepage on institute's website to answer the doubts and queries of the innovators and enlisting the facilities available at the institute.

7. Norms for Faculty Start-ups

- For better coordination of the entrepreneurial activities, norms for faculty to do start-ups shall be created by the institutes. Only those technologies shall be taken for faculty start-ups which originate from within the same institute.
- Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.
- Institutes shall work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the startup activities.
- Faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- In case the faculty/ staff hold the executive or managerial position for more than three months in a startup, they will go on sabbatical/ leave without pay/ utilize existing leave.
- Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.
- In case of selection of a faculty start up by an outside national or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/ year (or even more depending upon the decision of review committee constituted by the institute) may be permitted to the faculty.
- Faculty must not accept gifts from the startup.
- Faculty must not involve research staff or other staff of institute in activities at the startup and vice-versa.
- Human subject related research in startup shall get clearance from ethics

committee of the institution.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- Diversified approach shall be adopted to produce desirable learning outcomes, which shall include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.
- Student clubs/ bodies/ departments shall be created for organizing competitions, boot camps, workshops, awards, etc. These bodies shall be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.
- Institutes shall start annual **'Innovation & Entrepreneurship Award'** to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.
- For creating awareness among the students, the teaching methods shall include case studies on business failure and real-life experience reports by start-ups
- **Tolerating and encouraging failures:** Failures need to be elaborately discussed and debated to imbibe that failure is a part of life, thus helping in reducing the social stigma associated with it. Very importantly, this shall be a part of institute's philosophy and culture.
- Innovation champions shall be nominated from within the students/ faculty/ staff for each department/ stream of study.
- Entrepreneurship education shall be imparted to students at curricular/ co-curricular/ extra- curricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes shall be made available to the students.
- Integration of expertise of the external stakeholders shall be done in the entrepreneurship education to evolve a culture of collaboration and engagement with external environment.
- In the beginning of every academic session, institute shall conduct an induction program about the importance of Innovation & Entrepreneurship so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems. Curriculum for the entrepreneurship education shall be continuously updated based on entrepreneurship research outcomes. This shall also include case studies on failures.
- Industry linkages shall be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.
- Sensitization of students shall be done for their understanding on expected learning outcomes.

- Student innovators, start-ups, experts must be engaged in the dialogue process while developing the strategy so that it becomes need based.
- Customized teaching and training materials shall be developed for start-ups
- Pedagogical changes need to be done to ensure that maximum number of student projects and innovations are based around real life challenges. Learning interventions developed by the institutes for inculcating entrepreneurial culture shall be constantly reviewed and updated.

9. Collaboration, Co-creation, Business Relationships and Knowledge Exchange

- Stakeholder engagement shall be given prime importance in the entrepreneurial agenda of the institute. Institutes shall find potential partners, resource organizations, micro, small and medium- sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.
- To encourage co-creation, bi-directional flow/ exchange of knowledge and people shall be ensured between institutes such as incubators, science parks, etc.
- Institution shall organize networking events for better engagement of collaborators and shall open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration, lectures, etc.
- Mechanism shall be developed by the institute to capitalize on the knowledge gained through these collaborations.
- More focus should be ensured on incubator to create successful ventures.
- The institute shall develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.
- Knowledge exchange through collaboration and partnership shall be made a part of institutional policy and institutes must provide support mechanisms and guidance for creating, managing and coordinating these relationships.
- Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty, staff and students of the institutes shall be given the opportunities to connect with their external environment.
- Connect of the institute with the external environment must be leveraged in form of absorbing information and experience from the external ecosystem into the institute's environment.
- Single Point of Contact (SPOC) mechanism shall be created in the institute for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.

- Mechanisms shall be devised by the institutions to ensure maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators.
- Knowledge management shall be done by the institute through development of innovation knowledge platform using in house Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment

- Impact assessment of institute's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education shall be performed regularly using well defined evaluation parameters.
- Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning shall be assessed.
- Number of start-ups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institutes shall be recorded and used for impact assessment.
- Impact shall also be measured for the support system provided by the institute to the student entrepreneurs, faculty and staff for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.
- Formulation of strategy and impact assessment shall go hand in hand. The information on impact of the activities shall be actively used while developing and reviewing the entrepreneurial strategy.
- Impact assessment for measuring the success shall be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model is critical. Commercial success is the only measure in long run.

TENTATIVE PLAN FOR THE NEXT 5 YEARS

Sl.No.	Activity	Frequency
1.	One Day Workshop on "Entrepreneurship and Innovation as Career Opportunity"	2/Year
2.	One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc.	2/Year
3.	Field/Exposure Visit to Village/Society /School/Industry/Market – Identity real Life Problem	1/Year
4.	Special Talk on My Story - Entrepreneur's Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs	2/Year
5.	Product Development Phases - Story Telling - (Innovators in Campus)	2/Year
6.	National Conference on Start-up/Social Innovation & Entrepreneurship	1/Year
7.	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	1/Year
8.	Internship at Innovation & Start-up Centre/Start-ups/Incubation Unit etc. during Semester Break (Duration may vary from minimum 15 day)	2/Year
9.	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre	1/Year
10.	Business Plan Contest	1/Year
11.	Workshop on Business Model Canvas (BMC) and (or) Business Plan Competition to Invite Innovative Business Models from Students	1/Year
12.	One day workshop on "How to plan for Start-up and legal and Ethical Steps	1/Year
13.	Half day Interactive/online Session/Mentoring Session "Hangout with Successful Start-ups"	1/Year
14.	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	1/Year

15.	Field/Exposure Visit to Design Centre/Makers' Space/Fab Lab/Prototype Lab/Tinkering Lab etc.	1/Year
16.	Seminar on Accelerator/Incubation - Opportunity for Student Faculty - Early Stage Entrepreneurs	1/Year

IMPLEMENTATIONS GUIDELINES

- Operational guidelines and clarifications will be issued from time to time.
- The Governing Council or by NISP members of SJC will review the policy performance once in a year based on objectives to be fixed by the council.
- The mission will also arrange for the policy's annual performance efficiency, and the report shall be placed before the College Committee for review and direction.
- SJC– ISP is valid for 5 years from the date of its notification or until a new policy is formulated. However, amendments in this policy could be made with the NISP members' approval without affecting the beneficiaries already covered under the policy.
- The policy shall be reviewed every five years in general, but as and when required as a particular case.

Program Implementation-Using Problem Tree and Policy Logical Tools