INNOVATION AND STARTUP POLICY 2022

(ADAPTED FROM NISP-2019 GOVT. OF INDIA)

A Guiding Framework for Faculty and Students
Paving the way for Entrepreneurship
July 2022

Committee for 'Innovation and Startup Policy-2022' for Students and Faculty

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Preamble:

In November 2016, All India Council of Technical Education (AICTE) released a Startup Policy document for AICTE approved institutions, to address the need of inculcation of innovation and entrepreneurial culture in higher education institutions (HEIs). The Ministry of Human Resource released a National Innovation and Startup Policy 2019 document (NISP), detailed guidelines for various aspects related to innovation, Startup and entrepreneurship management. This document outlines the policy for students and faculty members of Higher Education Institutions (HEIs) to actively engage in innovation and entrepreneurship related activities. So, with an aim to create an environment and a support system, GATES Institute of Technology has framed a Innovation and Startup Policy would enumerate broad guidelines to allow ideas to turn into reality at an early stage and also to create a support system at our Institute level so that the ideas of young minds are encouraged to become start-ups.

Vision:

The 'National Student and Faculty Startup policy 2019' is a guiding framework to envision an educational system oriented towards start ups and entrepreneurship 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 Startups or enterprises established by faculty and students.

GATES Institute of Technology is facilitating the policy guidelines and implementation in line with AICTE 'National Student and Faculty Startup policy 2019' to develop a culture of innovation & Enterpreneurship ecosystem in the institute with a motivation of imparting the knowledge and practice of problem identification, idea creation, prototype development, Business model creation and establishing start-up. These guidelines will enable institutions to actively support our 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 career option.

The Institute's Innovation and Startup Policy is envisioned to develop the culture of innovation among the students and to transform the innovative ideas into technologies, startups for creating students as innovators and entrepreneur.

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Innovation and Startup Policy 2022 for students and Faculty

1. Strategies and Governance

a. Entrepreneurship promotion and development is one of the major dimensions of the strategy of GATES Institute of Technology. To develop an entrepreneurial ecosystem in the institute, an Innovation Lab is established in the name of IDEA LAB. It is defined with specific objectives and associated performance indicators and facilitates the students and faculty to project their innovative IDEAS and to implement them.

b. Implementation of entrepreneurial vision at the institute should be achieved through mission statements rather than stringent control system. The entrepreneurial agenda should be the responsibility of coordinators of R & D Cell, IIC as well as all the staff and faculty in the institute to bring in required commitment and must be well understood by the higher authorities.

c. A sustainable financial strategy should be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.

    i. The funds will be allocated exclusively for funding and supporting innovation and startups related activities through creation of separate 'Innovation fund'.

    ii. Bringing in external funding through government (state and central) 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 should be encouraged.

    iii. Institute also raise funding through sponsorships and donations. Institute is actively engage alumni network for promoting Innovation & Entrepreneurship (I&E).

d. For expediting the decision making, hierarchical barriers are minimized and individual autonomy and ownership of initiatives will be promoted.

e. Importance of innovation and entrepreneurial agenda has spread across the institute and is promoted and highlighted at all the institutional programs such as conferences, seminars, workshops, club activities etc.

f. Institute will have a I & E strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the institutes, thus breaking the silos.

g. Product to market strategy for startups will be developed by the institute on case to case basis.

h. Development of entrepreneurship culture should not be limited within the boundaries of the institution.

    i. The institute becomes the driving force in developing entrepreneurship culture in its vicinity (regional, social and community level).

    ii. Strategic international partnerships have been developed using bilateral and multilateral channels with international innovation organizations such as Village Energy, Florida Atlantic University, Dassault Systems. Moreover, international exchange programs, internships, engaging the international faculties in delivering guest lectures and research have also been promoted.

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2. Startups Enabling Institutional Infrastructure

Creation of pre-incubation facilities for nurturing innovations and startups in the institutions have been undertaken. The institute incubation facility through ATAL Incubation centre, Sree Krishnadevaraya University, Anantapur. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises are unlikely to succeed. The goal of the effort should be to link INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.

    a. The institute has created facilities within the institution for supporting pre-incubation such as IICs as per the guidelines by MHRD's Innovation Cell, EDC, Innovation Cell(IDEA LAB), Startup Cell, Student Clubs, etc.) and Incubation/ acceleration by mobilizing resources from internal and external sources.

    b. This Pre-Incubation/Incubation facility is accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.

    c. The institute is allows more freedom to Incubators in decision making with less administrative hassles for executing the programs related to innovation, IPR and Startups. Moreover, they will have better accountability towards investors supporting the incubation facility.

3. Nurturing Innovations and Start ups

    a. The institute has established processes and mechanisms for easy creation and nurturing of Start ups/enterprises by students (UG, PG), staff, faculty, alumni and potential start up applicants even from outside the institutions.

    b. The process and mechanisms are defined to achieve the following

        i. Incubation support: Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty for mutually acceptable timeframe.

        i. Allow licensing of IPR from institute to start up allow setting up a start up including social start ups) and working part-time for the start ups while studying / working

4. Product Ownership Rights for Technologies Developed at Institute

    a. 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.

    i. Inventors and institute could together license the product / IPR to any commercial organisation, with inventors having the primary say. License fees could be either / or a mix of

        1. Upfront fees or one-time technology transfer fees.

        2. Royalty as a percentage of sale-price.

        3. Shares in the company licensing the product

    ii. An institute may not be allowed to hold the equity as per the current statute, so SPV may be requested to hold equity on their behalf.

    iii. If one or more of the inventors wish to incubate a company and license the product to this 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.

b. 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.

c. If there is a dispute in ownership, a minimum five member 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 commercialization) 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.

d. Institute IPR cell or incubation center 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, they can have a committee which can examine whether the IPR is worth patenting. The committee should 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

5. Organizational Capacity, Human Resources and Incentives

a. Institute have staff with strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I&E culture.

b. Faculty and departments of the institutes have to work in coherence and cross-departmental linkages should be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.

c. 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.

d. Faculty and staff will be encouraged to do courses on innovation, entrepreneurship management and venture development.

e. In order to attract and retain right people, institute should develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.

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

a. 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 should be devised at institution level.

    i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability should be a part of the institutional entrepreneurial agenda.

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ii. Students/ staff should be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs should innovate with focus on the market niche.

iii. Students should be encouraged to develop entrepreneurial mindset 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, bootcamps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition should be routinely organized.

iv. To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities should be done.

b. The institute should link their 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.

c. The institute has established Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities. IICs should guide institutions in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts should be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.

7. Pedagogy and Learning Interventions for Entrepreneurship Development

a. Diversified approach should be adopted to produce desirable learning outcomes, which should
include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.

i. Student clubs/ bodies/ departments must be created for organizing competitions, bootcamps, workshops, awards, etc. These bodies should be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.

ii. Institutes should start annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.

iii. For creating awareness among the students, the teaching methods should include case studies on business failure and real-life experience reports by start-ups.

iv. 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. Tolerating and encouraging failures is a part of institute's philosophy and culture.

b. Entrepreneurship education should be imparted to students at curricular/ co-curricular/ extracurricular level through elective/ short term or long-term courses on innovation,

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entrepreneurship and venture development. Validated learning outcomes should be made available to the students.

c. 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 should be constantly reviewed and updated.

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

Institute should organize networking events for better engagement of collaborators and should 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.

Knowledge exchange through collaboration and partnership should 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 should be given the opportunities to connect with their external environment.

Knowledge management should be done by the institute through development of innovation knowledge platform using inhouse Information & Communication Technology (ICT) capabilities.

9. Entrepreneurial Impact Assessment

a. Impact assessment of institute's entrepreneurial initiatives such as pre-incubation, incubation,

entrepreneurship education should be performed regularly using well defined evaluation parameters.

    i. Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning should be assessed.

    ii. Number of start ups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institutes should be recorded and used for impact assessment.

    iii. Impact should 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.

b. Formulation of strategy and impact assessment should go hand in hand. The information on impact of the activities should be actively used while developing and reviewing the entrepreneurial strategy.

c. Impact assessment for measuring the success should 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.

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