

UEM Jaipur Innovation and Start-up Policy



Version 1.1

**INSTITUTE INNOVATION COUNCIL (IIC),
INSTITUTE OF ENGINEERING AND MANAGEMENT,
UNIVERSITY OF ENGINEERING AND MANAGEMENT (UEM),
JAIPUR-303807, RAJASTHAN (INDIA)**

2022

PREAMBLE


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All India Council of Technical Education (AICTE) released a Startup Policy document for AICTE approved institutions on November 2016, to address the need of inculcation of innovation and entrepreneurial culture in higher education institutions (HEIs). The policy primarily focused on guiding the AICTE approved institutions in implementing 'Startup Action Plan' of Government of India. Subsequent to release of the Startup policy by AICTE and further interaction & feedback received from education institutions, a need was felt for a more elaborate and comprehensive policy guiding document, which could be applicable for all the HEIs in India. This leads to the 'National Innovation and Startup Policy (NISP)'. In context to the NISP A Thirteen-member committee was constituted in our institute to formulate detailed guidelines for various aspects related to innovation, Startup and entrepreneurship management. This committee deliberated on various aspects for nurturing the innovation and Startup culture in University. After multiple rounds of meetings, institutional Innovation and Startup Policy was prepared for students and faculties of UEM Jaipur.

VISION

Vision of University of Engineering and Management Jaipur Innovation and Startup policy is to provide entrepreneurship knowledge, encourage students for innovations & start-ups and create entrepreneurial skills in faculty and students

MISSION

- To Encourage and imbibe the culture of Entrepreneurship among Students and Faculty.
- To promote and conduct activities related to Ideation, Pre-incubation and Incubation to support startups
- To Expose the students to Innovation and hackathon competitions at National level


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- Creating awareness among students and other sections of society regarding various aspects of entrepreneurship
- To Act as a support system by helping in providing all sorts of assistance like infrastructure, legal advice, technical expertise to start ups.

THRUST AREAS

Different fields where university will focus on incubation support, innovation and startup, but not limited to:

- Artificial Intelligence
- Machine learning
- Block Chain
- Drone technology
- Other emerging areas of Engineering

SHORT TERM ACTION PLANS AND GOALS FOR IMPLEMENTATION OF NISP AT UEM JAIPUR

- To create awareness among students and assist students to prototype their innovative ideas and project. At least two such idea per department will be prototyped.
- To promote and imbibe innovative and novel thinking among the students and the faculty. At least one hackathon will be conducted every year by each department.
- To nurture entrepreneurial culture by organizing a large number of relevant FDPs, seminars and workshops. Every department will host one activity in each semester.

LONG TERM ACTION PLANS AND GOALS FOR IMPLEMENTATION OF NISP AT UEM JAIPUR


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- To make the incubation infrastructure self-sufficient and self-sustainable
- To associate with the government bodies and other academic institutions for transferring world class facility to the stakeholders of UEM Jaipur.
- To promote International exchange programs, internships, engaging the international faculties in teaching and research

COMMITTEE MEMBERS

List of members in Expert Committee for formulation of NISP

Sr.No.	Name	Designation
1.	Prof. Dr. Pradeep Kumar Sharma	Director, University of Engineering and Management, Jaipur
2.	Prof. Dr. Aniruddha Mukherjee	Dean(Academics), University of Engineering and Management, Jaipur
3.	Prof. Dr. G. S. Dangayach	Professor, Department of Mechanical Engineering, MNIT Jaipur
4.	Prof. Dr. Manvinder Singh Pahwa	Associate Professor, School of Business & Commerce, Manipal University, Jaipur
5.	Prof. Dr. S. C. Bhaduri	Professor and Principal, School of Heating, Ventilation Air Conditioning (HVAC) and Refrigeration Skills, BSDU, Jaipur
6.	Shri D R Dhariwal	CEO & Founder VISION 2025-OUTLOOK CHANGE Mentor for Change(NITI Aayog) Atal Innovation Mission(GOI)

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7.	Mr. Krishna Chaitanya Jha	Manager, India Infrastructure Finance Company Limited, New Delhi
8.	Dr. Anurag Hamilton	Associate Professor, Department of Mechanical Engineering, University of Engineering and Management, Jaipur
9.	Prof. Dr. Mrinal Kanti Sarkar	Professor, Department of Computer Science & Engineering, University of Engineering and Management, Jaipur
10.	Dr. G Uma Devi	Associate Professor, Department of Computer Science & Engineering, University of Engineering and Management, Jaipur
11.	Prof. Dr. Preeti Sharma	Professor, School of Management Sciences, University of Engineering and Management, Jaipur
12.	Dr. Vishal K Pandey	Associate Professor, Department of Electronics & Communication Engineering, University of Engineering and Management, Jaipur
13.	Dr. Bhanu Pratap Soni	Associate Professor, Department of Electrical Engineering, University of Engineering and Management, Jaipur


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UEM JAIPUR INNOVATION AND STARTUP POLICY

1. STRATEGIES AND GOVERNANCE:

- I. Entrepreneurship promotion and development is going to be one of the major dimensions of the UEM Jaipur strategy.
- II. Implementation of entrepreneurial vision and culture at the UEM Jaipur shall be achieved through mission statements rather than stringent control system.
- III. The implementation of NISP policy will be the responsibility of a senior person at the level of dean/ director/ equivalent position, who understands the industry and start-up culture. A separate position of Dean(Innovation and Entrepreneurship) will be created.
- IV. Resource mobilization plan will be made at the UEM Jaipur for supporting innovation, pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy will be drawn up for the success of the Innovation and Entrepreneurship Development at UEM Jaipur and to reduce the organizational constraints to work on the entrepreneurial goals
 - Minimum 1% fund of the total annual budget of the UEM Jaipur will be allocated for funding and supporting innovation and startups related activities through the creation of a separate “Innovation fund”.
 - University will also focus on raising funds from diverse sources to reduce dependency on the funding.
 - University will also focus on raising funding through sponsorships and donations by actively engaging alumni networks for promoting Innovation & Entrepreneurship.
 - To support innovations and start ups, the University will approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per of the Company Act 2013.


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2. STARTUPS ENABLING INSTITUTIONAL INFRASTRUCTURE

Pre-incubation and incubation facilities for nurturing innovations and startups will be created.

- I. UEM Jaipur will provide facilities to support pre-incubation and Incubation/ acceleration by mobilizing resources from internal and external sources.
- II. Pre-Incubation/Incubation facility will be accessible 24x7 to students, staff and faculty of all disciplines and departments across the institute.
- III. All the incubation centre should be Registered under Section-8 of company act 2013 or Society registered under Society Registration Act with independent governance structure.
- IV. Mentoring and other relevant services may be offered through Pre incubation/Incubation units in-return for fees and equity sharing.

3. NURTURING INNOVATIONS AND START UPS

- I. UEM Jaipur will establish processes and mechanisms for easy creation and nurturing of Start ups/enterprises by students, staff members alumni and potential start up applicants even from outside the institutions.
- II. While defining their processes, institutions will ensure to achieve following:
 - Incubation support: Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty for mutually acceptable time-frame.
 - UEM Jaipur will allow IPR license on the developed 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.
 - UEM Jaipur will allow their students / staff to work on their innovative projects as start ups or work as intern / part-time in start ups (incubated in any recognized institution)

while studying / working. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models.

III. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying will be allowed to use their address in the institute to register their company with due permission from the Director, UEM Jaipur.

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

V. UEM Jaipur will allow faculty and staff 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 startups and come back. Institution may consider allowing use of its resource to faculty/students/staff wishing to establish start up as a fulltime effort.

VI. Institute will facilitate the startup activities/ technology development by allowing students/ faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:

- Short-term/ six-month/ one-year parttime entrepreneurship training.
- Mentorship support on regular basis.
- 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.
- Institute may also link the startups to other seed-fund providers/ and venture funds or itself may set up seed-fund once the incubation activities mature.


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VII. 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.

- For staff and faculty, institute can 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.
- 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.
- 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.

4. PRODUCT OWNERSHIP RIGHTS FOR TECHNOLOGIES DEVELOPED AT UNIVERSITY

I. 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


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3. Shares in the company licensing the product

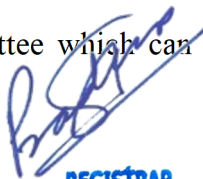
ii. UEM Jaipur will not hold the equity as per the current statute, so Incubation center will hold equity on their behalf.

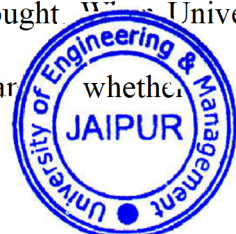
iii. If one or more of the inventors wish to incubate a company and license the product to this company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between the Incubation center and the incubated company.

II. 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

III. If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialisation), two of the institute industry experts / alumni (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. UEM Jaipur can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni/ faculty of their own

IV. UEM Jaipur 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 however in specific case, clarifications can be sought. If the University is paying for patent filing, institute will constitute a committee which can examine whether IPR is


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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-university funds, then they alone should have a say in patenting.

V. 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.

5. ORGANIZATIONAL CAPACITY, HUMAN RESOURCES AND INCENTIVES

I. University will recruit staff that have a strong innovation and entrepreneurial/industrial experience in order to foster the I&E agenda and culture. Seats will be reserved in each department for faculty having innovation and entrepreneurial experience.

II. 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.

III. Faculty and departments of the institute 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.

IV. All the Faculty and staff of the university will be encouraged to do courses/trainings/certificates on innovations, entrepreneurship and IPR. One course will be made mandatory for each faculty.

V. 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.

- 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 will be developed and used for evaluation of annual performance

6. CREATING INNOVATION PIPELINE AND PATHWAYS FOR ENTREPRENEURS AT INSTITUTE LEVEL

I. 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 will be devised at institute level.

- Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability will be a part of the UEM Jaipur entrepreneurial agenda.
- Students/ staff will be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs will innovate with focus on the market niche.
- Students will 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, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition will be routinely organized.
- To prepare the students for creating the start up through the education, integration of education activities with enterprise related activities will be done.


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II. UEM Jaipur will 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.

III. UEM Jaipur will establish 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

IV. For strengthening the innovation funnel of the UEM Jaipur, 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 subsidised cost. Laboratories, research facilities, IT services, training, mentoring, etc. will be accessible to the new startups.
- 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.


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7. NORMS FOR FACULTY STARTUPS

I. For better coordination of the entrepreneurial activities, norms for faculty to do startups will be created by the UEM Jaipur. Only those technologies will be taken for faculty startups which originate from within the University.

- Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.
- Institutes will 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

II. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, they will go on sabbatical/ leave without pay/ utilize existing leave

III. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.

V. 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.


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8. PEDAGOGY AND LEARNING INTERVENTIONS FOR ENTREPRENEURSHIP DEVELOPMENT

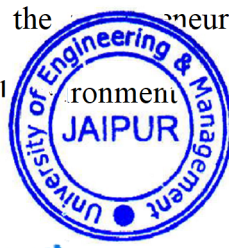
I. Diversified approach should be adopted to produce desirable learning outcomes, which should include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.

- 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
- Institute will 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 should include case studies on business failure and real-life experience reports by startups.
- Tolerating and encouraging failures: Our systems are not designed for tolerating and encouraging failure. 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 will be a part of institute's philosophy and culture.

II. Entrepreneurship education should be imparted to students at curricular/ co-curricular/ extracurricular level through elective/ short term or long term courses on innovation, entrepreneurship and venture development. Validated learning outcomes should be made available to the students.

- Integration of expertise of the external stakeholders should be done in the entrepreneurship education to evolve a culture of collaboration and engagement with external


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- In the beginning of every academic session, institute will conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems. Curriculum for the entrepreneurship education should be continuously updated based on entrepreneurship research outcomes. This should also include case studies on failures.
- Industry linkages should be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.
- Student innovators, startups, experts must be engaged in the dialogue process while developing the strategy so that it becomes need based. Customized teaching and training materials should be developed for startups
- It must be noted that not everyone can become an entrepreneur. The entrepreneur is a leader, who would convert an innovation successfully into a product, others may join the leader and work for the startup. It is important to understand that entrepreneurship is about risk taking. One must carefully evaluate whether a student is capable and willing to take risk.

9. COLLABORATION, CO-CREATION, BUSINESS RELATIONSHIPS AND KNOWLEDGE EXCHANGE

I. UEM Jaipur will give importance to stakeholder engagement in the entrepreneurial agenda. Institute will 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 will be ensured between institutes/ organisations such as incubators, software technology parks of India and science parks, etc.


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- UEM Jaipur will organize networking events for better engagement of collaborators and will open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration and lectures etc.
- Mechanism will be developed by the institute to capitalize on the knowledge gained through these collaborations.
- Care will be taken to ensure that events don't become an end goal. First focus of the Technology Business Incubator will be to create successful ventures.

II. The institute will develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.

10. ENTREPRENEURIAL IMPACT ASSESSMENT

I. Impact assessment of institute's entrepreneurial initiatives such as pre incubation, incubation, entrepreneurship education should 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 should be assessed.
- Number of start ups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institute will be recorded and used for impact assessment.
- Impact should also be measured for the support system provided by the institute to the student entrepreneurs, faculty and staff for preincubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.

II. 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.


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III. 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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