



शिक्षा मंत्रालय  
MINISTRY OF  
EDUCATION



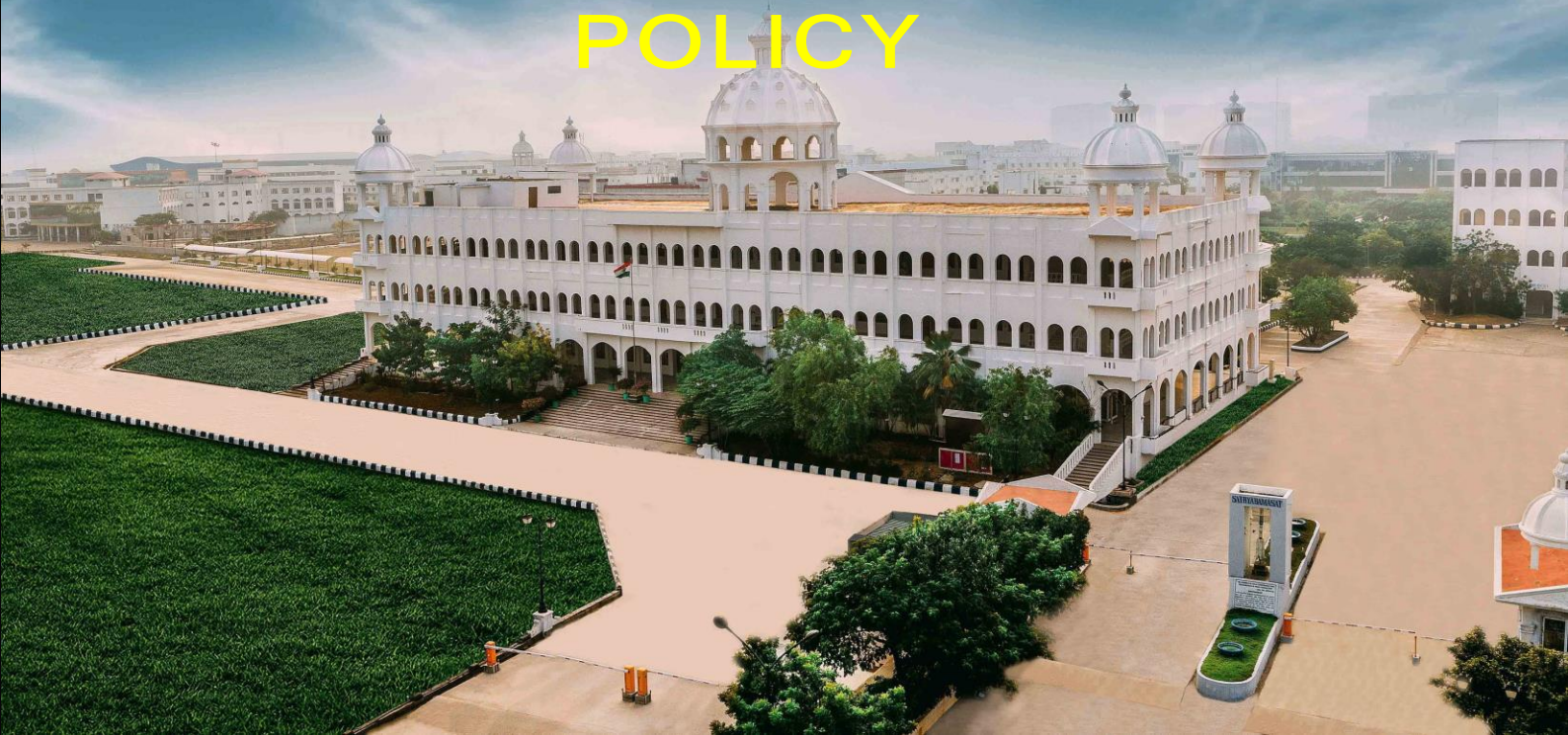
INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

# SATHYABAMA

## INNOVATION AND STARTUP POLICY



For  
FACULTY & STUDENTS

**Sathyabama Institute of Science and Technology**

(Deemed to be University),

Accredited with 'A' Grade by NAAC and Approved by AICTE

Jeppiaar Nagar, Rajiv Gandhi Road, Chennai- 600119

Tamilnadu, INDIA

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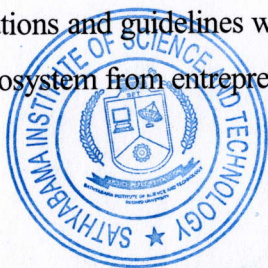
[www.sathyabama.ac.in](http://www.sathyabama.ac.in)

# PREAMBLE

The National Innovation and Startup Policy-2019 (NISP) for the faculty and students of Sathyabama Institute of Science and Technology is a co-initiative of the Ministry of Education's (previously MHRD) Innovation Cell (MIC) and the All India Council for Technical Education (AICTE). Sathyabama Institute of Science and Technology has clasped the NISP to create an innovation and entrepreneurship-driven ecosystem. The policy aims to garner the full potential of its faculty and student resource to strengthen and achieve a generation of entrepreneurial mindsets in academia. Adhering to the objectives of the NISP, Sathyabama Institute of Science and Technology will promote Intellectual Property Rights (IPR) ownership, technology transfer/licensing and equity sharing in startups established by faculty and students. Sathyabama Institute of Science and Technology will be pivotal in leveraging, nurturing, mentoring and training the faculty and students with proven research/technology development, innovative ideas and proof of concepts and transforming them into entrepreneurs and eventually as startups. The institute NISP will offer its support to its startups in terms of working space, lab space, research tools available in the institute, networking, mentoring, training and angel/venture investment support. To achieve this the institute has partnered with leading angel and venture networks.

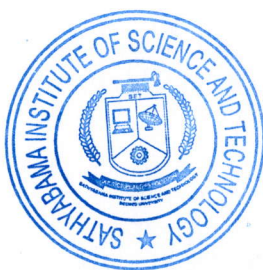
# VISION

India aspires to become a 5 trillion-dollar economy by 2024. To reach this milestone, it needs to evolve systems and mechanisms to convert the present demographic dividend into high-quality technical human resources capable of doing cutting-edge research and innovation and deep-tech entrepreneurship. The 'National Student and Faculty Startup policy 2019' is a guiding framework to envision an educational system oriented toward startups and entrepreneurship opportunities for students and faculties. The guidelines provide ways for students and faculties of Sathyabama Institute of Science and Technology for developing entrepreneurial agenda, managing Intellectual property rights (IPR) ownership, technology licensing and equity sharing in Startups or enterprises established by faculty and students. In India, innovation is still not the epicentre of education. To achieve the cultural and attitudinal shift and to ensure that 'Innovation and Startup' culture is the primary fulcrum of our higher education system a policy framework and guideline is the need of this hour. These guidelines will enable Sathyabama Institute of Science and Technology to actively support their faculty and students to participate in innovation and entrepreneurship (I&E) related activities, thus encouraging students and faculty to consider startups and entrepreneurship as a career option. These recommendations and guidelines will also help Sathyabama Institute of Science and Technology to foster the startup ecosystem from entrepreneurial business models to financial success stories.



# MISSION

- *To nurture the ideas/innovations of faculty and students into successful business models and incorporation.*
- *To offer entrepreneurship guidance, training, mentoring, connecting to the investor network and planning their business commercialization for the long run*
- *To incubate the startups in the institute's Technology Business Incubator, Startup Cell or Sathyabama Innovation Council.*
- *To open an arena where the technology, products and solutions developed in the institute are commercialized.*
- *To enable the commercial exploitation of the institutes/creator's intellectual property through technology transfer, and licensing of IP.*



# INSTITUTE NISP POLICY COMMITTEE

## **NISP Institute-Chairperson**

Dr. Sasipraba T, Vice Chancellor

## **NISP Co-ordinator**

Dr. Brijitta J

## **Administrative Members**

Dr. Sundari G, Director, Administration

Dr. Sheela Rani B, Director, Research

Dr. Kishore Sonti, Co-ordinator, IIC

Dr. Bharathi V, Dean, Academics

Dr. Swarnalatha Y, Dean, Higher Studies

Dr. Prakash S, Scientist, Centre for Climate Change Studies

## **Monitoring Committee**

Dr. Sasikala T, Dean, School of Computing

Dr. Bhuvaneshwari G, Dean, School of Management Studies

Dr. Nandhitha NM, Dean, School of Electrical and Electronics

Dr. Prakash S, Dean, School of Mechanical Engineering

Dr. Rekha Chakravarthi, Dean, School of Science & Humanities

Dr. Dilshad Shaik, Dean, School of Law

Dr. Devyani Gangopadhyay, Dean, School of Building and Environment

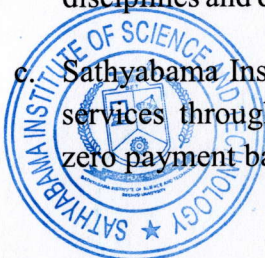


## 1. STRATEGIES AND GOVERNANCE

- a. Sathyabama Institute of Science and Technology will facilitate the development of an entrepreneurial ecosystem in the institute. The following objectives and performance indicators will be set to bring forth a successful entrepreneurial ecosystem in the institute.
- b. Sathyabama Institute of Science and Technology will support the student and faculty with pre-incubation, incubation infrastructure and facilities.
- c. As part of the institutional financial strategy, Sathyabama Institute of Science and Technology will allocate 1% of the total annual budget of the institution for funding and supporting innovation and startups related activities through creation of separate 'Innovation fund'.
- d. Sathyabama Institute of Science and Technology will involve in raising funds from diverse sources to reduce dependency on the public funding. Funds will be secured through sponsorships, investor networks and donations. Sathyabama Institute of Science and Technology will engage the alumni network for promoting Innovation & Entrepreneurship (I&E) in the campus.
- e. Innovation and startups related activities at Sathyabama Institute of Science and Technology will be also supported through state and central government funding as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Startup TN, Invest India, MeitY, MSDE, MSME, etc. and non-government sources.
- f. Sathyabama Institute of Science and Technology will approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- g. Sathyabama Institute of Science and Technology will promote the importance of products, innovations and technology from **Lab to Market** at institutionally organized programs such as conferences, pitch fests, demo days, workshops, etc.
- h. International partnerships will be developed using bilateral and multilateral channels with international innovation clusters and other relevant organizations.

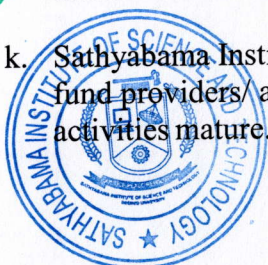
## 2. STARTUPS ENABLING INSTITUTIONAL INFRASTRUCTURE

- a. Sathyabama Institute of Science and Technology will create facilities for supporting pre-incubation (e.g. IICs as per the guidelines by MHRD's Innovation Cell, EDC, IEDC, New-Gen IEDC, Innovation Cell, Startup Cell, Student Clubs, etc.) and Incubation/ acceleration by mobilizing resources from internal and external sources.
- b. This Pre-Incubation/Incubation facility will be accessible 24x7 to students, and faculty of all disciplines and departments across the institution.
- c. Sathyabama Institute of Science and Technology will offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis.



### 3. NURTURING INNOVATIONS AND STARTUPS

- a. Sathyabama Institute of Science and Technology will establish processes and mechanisms for easy creation and nurturing of Startups/enterprises by students (UG, PG, Ph.D.), faculty (including temporary or project staff), faculty, alumni and potential start up applicants even from outside the institutions.
- b. Sathyabama Institute of Science and Technology will offer Incubation support: Offer access to pre-incubation & Incubation facility to startups by students and faculty for mutually acceptable time-frame.
- c. Sathyabama Institute of Science and Technology will allow licensing of IPR from institute to start up.
- d. Sathyabama Institute of Science and Technology will allow setting up a start-up (including social startups) while studying/working. Sathyabama Institute of Science and Technology will allow its students/faculty to work on their innovative projects and setting up startups (including Social Startups) or work as intern in startups (incubated in any recognized HEIs/Incubators) while studying/working. Student Entrepreneurs will earn credits for working on innovative prototypes/Business Models.
- e. Student inventors will 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.
- f. Students entrepreneurs will be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute.
- g. Sathyabama Institute of Science and Technology will allow its students to take a semester break to work on their startups and re-join academics to complete the course. Student entrepreneurs will earn academic credits for their efforts while creating an enterprise. Sathyabama Institute of Science and Technology will set up a review committee for review of start up by students, and based on the progress made, it can consider giving appropriate credits for academics.
- h. Sathyabama Institute of Science and Technology will allow its faculty to take a sabbatical/ unpaid leave/ casual leave/ earned leave for working on startups and come back.
- i. Institute will facilitate the startup activities/ technology development by allowing students/ faculty to use institute infrastructure and facilities.
- j. Sathyabama Institute of Science and Technology will facilitate 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.
- k. Sathyabama Institute of Science and Technology Institute will link the startups to other seed-fund providers/ angel funds/ venture funds or itself may set up seed-fund once the incubation activities mature.



- l. In return of the services and facilities, Sathyabama Institute of Science and Technology will take 4.5% equity/stake in the startup/company, based on brand used, faculty contribution, support provided and use of institute's IPR.
  - For faculty and students, Sathyabama Institute of Science and Technology will take 4.5% of shares in their company.
  - No restriction on shares that faculty 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.
- m. Sathyabama Institute of Science and Technology will 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.
- n. Sathyabama Institute of Science and Technology will extend the startup facility to alumni of the institute as well as outsiders.
- o. Product development and commercialization as well as participating and nurturing of startups will be added to a bucket of faculty-duties and each faculty will 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.
- p. Sathyabama Institute of Science and Technology will update/change/revise performance evaluation policies for faculty as stated above.

#### 4. PRODUCT OWNERSHIP RIGHTS FOR TECHNOLOGIES DEVELOPED AT INSTITUTE

When Sathyabama Institute of Science and Technology's research facilities/funds are used substantially or when IPR is developed as a part of curriculum/academic activity, the IPR is to be jointly owned by inventors and the institute.

- ✓ Inventors and Sathyabama Institute of Science and Technology together will license the product / IPR to any commercial organisation, 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
- ✓ If one or more of the inventors wish to incubate a company and license the product to their company, the institute royalties will be 4% of the sale price. For software product licensing, the revenue generated from the licence will be shared mutually between Sathyabama Institute of Science and Technology and the incubated company.
- ✓ If product/ IPR is developed by innovators not using any institute facilities, outside office hours (for 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 commercialisation), 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. Sathyabama Institute of Science and Technology will use its alumni/ faculty of other institutes as members of the committee.

- ✓ Institute IPR cell or incubation centre will only be a coordinator and facilitator for providing services to faculty 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 will 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 should have a say in patenting.
- ✓ Sathyabama Institute of Science and Technology 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**

- a. Sathyabama Institute of Science and Technology will appoint its faculty having a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude for its entrepreneurial activities. This will help in fostering the I&E culture.
- b. Faculty and departments have to work in coherence and cross-departmental linkages will be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.
- c. Periodically subject matter experts will be invited for strategic advice and bringing in skills which are not available internally.
- d. Faculty will be encouraged to do courses on innovation, entrepreneurship management and venture development.
- e. In order to attract and retain right people, Sathyabama Institute of Science and Technology will develop academic and non-academic incentives and reward mechanisms for its faculty that actively contribute and support entrepreneurship agenda and activities. The rewards may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.

## **6. CREATING INNOVATION PIPELINE & PATHWAYS FOR ENTREPRENEURS AT INSTITUTE LEVEL**

Sathyabama Institute of Science and Technology will devise a strategy to its early stage entrepreneurs in supporting their pathway from ideation to innovation to commercial success.

- a. Sathyabama Institute of Science and Technology will establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and will allocate 1% of the total annual budget to support Innovation and startup agenda of the institute appropriate budget for its activities.
- b. Networking events will be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.



## **7. NORMS FOR FACULTY STARTUPS**

- a. Technologies which are developed in the institute with faculty as the lead will be considered as Faculty-Startups.
- b. Faculty can have the role of a director/founder/co-founder/shareholder/mentor/consultant/ board member in the startup.
- c. Faculty startup can consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- d. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.
- e. Faculty must not accept gifts from the startup.
- f. Faculty must not involve research staff or other faculty of institute in activities at the startup and vice-versa.
- g. Human subject related research in startup should get clearance from ethics committee of the institution.

## **8. PEDAGOGY AND LEARNING INTERVENTIONS FOR ENTREPRENEURSHIP DEVELOPMENT**

- a. Student clubs will be created for organizing competitions, boot camps, workshops, awards, etc. The representative of the clubs will involve in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.
- b. Sathyabama Institute of Science and Technology will conduct competitions for its students and an annual 'INNOVATION & ENTREPRENEURSHIP AWARD' will be presented to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.
- c. For creating awareness among the students, entrepreneurial value added programs will be conducted. Motivational lectures will be organized for the students by inviting successful startups. Validated learning outcomes will be made available to the students.
- d. Case studies and surveys will be part of the curriculum to understand business failure and tolerate failure.
- e. Innovation champions will be nominated from within the students/ faculty for each department/ stream of study.
- f. An induction program will be conducted to all the students at the beginning of the academic year to inculcate 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 will be continuously updated based on entrepreneurship research outcomes.

## **9. COLLABORATION, CO-CREATION, BUSINESS RELATIONSHIPS & KNOWLEDGE EXCHANGE**

Sathyabama Institute of Science and Technology will associate with potential partners, resource organizations, micro, small and medium- sized enterprises (MSMEs), social enterprises, schools,

alumni, professional bodies and entrepreneurs and investors to support entrepreneurship and co-design the entrepreneurial activities.

- a. Sathyabama Institute of Science and Technology will organize networking events and pitch fests for its faculty and students.
- b. Periodic mentoring sessions will be arranged for all the innovators and to emanate as commercial success.
- c. Sathyabama Institute of Science and Technology will develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.
- d. Sathyabama Institute of Science and Technology will provide support mechanisms and guidance for creating, managing and coordinating these relationships.
- e. Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty and students of Sathyabama Institute of Science and Technology will be given the opportunities to connect with their external environment.
- f. Single Point of Contact (SPOC) mechanism will be created in the institute for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.
- g. Knowledge management will be performed through the Information & Communication Technology (ICT) capabilities.

#### **10. ENTREPRENEURIAL IMPACT ASSESSMENT**

The institute NISP committee will periodically assess the impact of the entrepreneurial activities initiated by the institute.

- i. The pre-incubation, incubation, proof of concepts, prototyping, business ideation and validation, and IP activities will be regularly monitored.
- ii. The contribution of the schools, departments and research centres of the institute in knowledge sharing initiatives, bootstrapping and mentoring will be assessed.
- iii. The number of startups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institute will be recorded and will be used for impact assessment.
- iv. Impact will be measured for the support system provided by the institute to the student entrepreneurs, faculty for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.
- v. Formulation of strategy and impact assessment will go hand in hand. The information on impact of the activities will be actively used while developing and reviewing the entrepreneurial strategy.
- vi. Impact assessment for measuring the success will be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model will be validated through the institutes entrepreneurial network.





At SATHYABAMA we help to create your business and we would like to hear from you!



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www.sathyabama.ac.in



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