

# **GURUKULA KANGRI (DEEMED TO BE UNIVERSITY), HARIDWAR**

## **INNOVATION AND STARTUP POLICY**

### **1. PREAMBLE**

Over the last decades the Indian academia is witnessing a subtle revolution, one such change is the efforts of the academia to embrace the industry for a mutually symbiotic partnership. The industry provides both the technical problems that have academic value as well as a revenue source that can be reinvested in upgrading the research infrastructure and laboratories for continuous research. GKDTBU is desirous of creating a robust eco-system that facilitates technology commercialization and this necessitates having policy, rules and regulations in place.

### **2. OBJECTIVE**

With the help of Innovation and Start-up Policy, GKDTBU intends to create an ecosystem that can generate an entrepreneur in every family. To facilitate development of an entrepreneurial ecosystem in GKDTBU, specific objectives and associated performance indicators shall be defined for assessment.

### **3. RESOURCE MOBILIZATION**

- a. Resource mobilisation plans will be made for supporting pre-incubation, incubation infrastructure and other facilities. A sustainable financial strategy should be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.
- b. University will provide infrastructure and facilitate to promote innovation and start-ups related activities.
- c. Attempts will be made by university to raise funds from diverse sources such as State and Central - DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and nongovernment sources.
- d. University may also raise funding through sponsorships and donations.

### **4. INFRASTRUCTURE**

#### **a. PRE-INCUBATION FACILITY**

- i. Pre-incubation Centre will be accessible to all interested students and staff.
- ii. Pre-incubation period will be for a period of 6 months.
- iii. This will be a support system for students to "test" their ideas.



- iv. Pre-incubates will get space in the incubator or any other dept to establish proof of concept.

b. INCUBATION CENTRE

- i. It shall be a separate entity preferably registered under Section-8 of Company Act 2013 or 'Society' registered under Society Registration Act with independent governance structure. This 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 investors supporting the incubation facility.

- ii. Any person desirous of availing incubation facilities has to incorporate a private/public limited company under the Indian Companies Act and apply in the prescribed format along with the required documents. No application for incubation shall be entertained if the applicant has not incorporated a private/public limited company under the Companies Act.

- iii. Any company promoted by

- a. Faculty of GKDTBU,
- b. Students enrolled for full-time Degree
- c. Regular Government staff or employee
- d. Alumni

shall be offered incubation only upon submission of 'No Objection Certificate' from the competent authority or employer. However, companies having faculty, students, employees or alumni as shareholders are eligible to apply for incubation.

- iv. Although the student promoted company shall not be offered incubation if the student is holding any Executive position; however, the companies promoted by students can apply under pre-incubation scheme.
- v. Any company that is engaged or is proposing to be engaged in activities that are in conflict with the university like imparting educational courses and/or training programs including vocational trainings or is planning to undertake such activities during the incubation period shall require explicit permission from GKDTBU. Upon university' approval such companies shall be offered the incubation.
- vi. The Incubation Centre shall levy charges for the services, facilities, laboratory, and equipment. These services and facilities shall be as per rules and regulations of the university and shall be on availability basis either through empanelled service providers or through the university.



vii. The incubation Centre shall offer following facilities to the incubate on availability basis

- a. Office space
- b. Personal Computers
- c. Internet Connection
- d. Laser Printer (All-in-one)

viii. Common services and facilities:

- a. File server
- b. Access to Knowledge Resources (e-Library and Library)
- c. Shared Secretarial services
- d. Meeting/Conference room with projection equipment
- e. Besides, Incubation Centre will facilitate the incubate to access departmental laboratories and other resources of academic units for their product development purposes. Access to departmental resources is possible through the Incubation Centre and the permission to use such resources should be obtained by the Incubation Centre on behalf of the incubate to avoid conflict with departmental activities and objectives and provide a hassle-free single window facility to the incubate.
- f. In case of any special or additional requirement the incubate company shall make an application to the centre. However, this special or additional requirement shall be on case to case basis and subject to availability.
- g. Mentorship: The incubation centre shall identify a faculty member of the university or a suitable person of Industry or institutes like IITs/NITs from the technical domain as requested by the company.

ix. The incubate company shall be offered an incubation period of two years. However, based on the performance of the company and a written request the term can be extended by six months.

x. The centre may provide seed loan subject to the availability of funds/grants/schemes meant for this purpose. Seed loan, if sanctioned, shall be sanctioned only to the incubated companies. There shall be no guarantee of seed loan automatically or otherwise. The sanction shall be subject to the performance and milestone achieved by the incubates. A company desirous of getting seed loan may apply for seed fund after three months of incubation. The application of the seed loan shall clearly indicate the requirement, activities, expenditure heads and timeline.



- xi. The incubation centre shall evaluate the performance of incubates every quarter. The emphasis of evaluation will be on checking if the milestones specified in the incubation application have been achieved or not. For a company which has taken seed fund loan, additional checks will be done on the financial health of the company in terms of its order booking, expenses, profitability, utilization of seed money loan for the specified purposes and its ability to repay the loan. Further seed fund disbursement will be dependent on the progress shown in previous appraisal.
- xii. Any intellectual property generated by the company during the incubation term shall be owned by the company.

#### 5. Nurturing Innovations and Start ups

- a. Students and faculty members intending to initiate a start-up based on the technology developed or co-developed by them or the technology owned by the University, shall be allowed to take a license on the said technology on easy terms, either in terms of equity in the venture and/ or license fees and/ or royalty to obviate the early stage financial burden.
- b. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying shall be allowed to use their address in the university to register their company with due permission from the university.
- c. Students 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 university.
- d. The university shall allow accommodation to the entrepreneurs within the Hostels/Guest House for one year.
- e. The university shall allow faculty and staff to take off for a semester / year (or even more depending upon the decision of review committee constituted by the university) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on start-ups and come back. The university shall allow use of its resources to faculty/students/staff wishing to establish start up as a fulltime effort. The seniority and other academic benefits during such period will be preserved for such staff or faculty.
- f. Students will be given 5% grace marks and 20% attendance for every semester for student Prototype/ Start-up teams.
- g. Students/Research Scholars can avail special leave for a semester to work for a Start-up on a fulltime basis.
- h. Students shall be given an additional 4 credits on successful development of the prototype in over and above the total program credits.



- i. The faculty members shall be involved as mentors to provide technical expertise or provide capital investment alone. The capital investment of permanent faculty is treated as a purely private commercial transaction for which University is not responsible.
- j. Faculty should not engage research staff or other staff of the university in activities of their Start-up and vice-versa.
- k. 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.
- l. In order to attract and retain right people, university shall encourage academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
- m. The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads and awards.
- n. In case of Equity held by a faculty member, share of university in the revenue should be 10% of X, where 'X' is the equity of faculty in the start up.

#### 6. Pedagogy

- a. The Departments shall be advised to change the course curriculum to be in tune with the emerging technologies and align to the requirements of the Industry and to introduce courses in entrepreneurship development through incubators.
- b. Industry Experts shall be leveraged to teach courses at incubators and students who are interested may elect these courses.
- c. A PGD course in Innovation and Entrepreneurship will be started where one can get degree while incubating and nurturing a Start-up company.
- d. University shall host Start-up related National/International level workshops and conferences to promote Innovation and Start-ups.
- e. Student clubs/ bodies/ departments shall be created for organizing competitions, bootcamps, workshops, awards, etc. These bodies shall be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.
- f. In the beginning of every academic session, university shall conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the university and available support systems. This should also include case studies on failures.



- g. Sensitization of students shall be done for their understanding on expected learning outcomes.
- h. Pedagogical changes shall be done to ensure that maximum number of student projects and innovations are based around real life challenges.

#### **7. Product Ownership Rights for Technologies Developed at GKDTBU**

- a. When university 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 university.
- b. On the other hand, if product/ IPR is developed by innovators not using any university 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 membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialisation), two of the 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. University can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.
- d. GKDTBU 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 university is to pay for patent filing, university will 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, then they alone should have a say in patenting.
- e. All university'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 / university will have no say, including heads, deans or registrar.



## APPLICATION FORM FOR BUSINESS INCUBATION

1. Name of Applicant Company:
2. Names of All Promoters/Directors: (Attach a Resume of all Directors and Promoters containing Director's identification number from ROC, Educational qualification, Experience or past achievements, Profession )
3. Company Registration no. (Attach a copy of MoA/AoA):
4. GENERAL DESCRIPTION OF BUSINESS (Provide detailed information. Attach extra sheets or business plan if necessary)
  - i. Company's business (in 3-5 lines):
  - ii. What you plan to do in the incubation period:
  - iii. Products:
    - A. Product description:
    - B. Development schedule:
    - C. Differentiation (Please attach a Patent search containing details about similar products and the difference with your products)
    - D. Technology comparison

Competitor's name	Their Offerings (technical)	Comparison with our offerings

5. Market
  - i. Who is your customer? (Customer profile)
  - ii. Major competitor offerings same or similar products/services
  - iii. Market Potential (reports on market size, growth rate, trends)
  - iv. Demand (actual feedback from the customer)
6. How do you plan to sell your product to the targeted customer?
7. How you are planning to scale-up the sales?
8. Financial/Commercial Viability and 3-year projection of P&L, Balance Sheet and Cash Flows
  - i. Funds requirement and sources
  - ii. Time-line and milestone
  - iii. Time to market (readiness of the product)



iv. Break-even period

9. Intellectual Property

Do you own the technology?

Are you planning to develop jointly with GKDTBU? If yes, please identify the laboratories and faculty expert?

Are you planning to seek license from third-party? (including GKDTBU).

10. Does your business require any governmental or regulatory approvals?

11. Why do you want to locate in the Incubator?

12. Space and equipment requirement

13. Is there any proceedings initiated against Promoter/Director?

- i. Non-compliance,
- ii. Bank default,
- iii. Civil Suits
- iv. Criminal proceedings
- v. Any unpaid creditors from the past business

Declaration

We the promoters of \_\_\_\_\_ Pvt. Limited do hereby declare that all facts and information given herein is true and to the best of our knowledge and that nothing material has been concealed. We have read the rules and regulations of GKDTBU and the incubation centre and agree to abide by the same.

Signature

Name

Date

Place