



**Sri Guru Granth Sahib World University**  
Fatehgarh Sahib, Punjab  
(Established under Punjab State Act 2008)

**Centre for Scientific Research and Innovation**  
(CSRI-SGGSWU)



# Sri Guru Granth Sahib World University

## INNOVATION and STARTUP Policy

### NISP – 2023



As per guidelines of



**Centre for Scientific Research and  
Innovation (CSRI-SGGSWU)**  
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ज्ञान - विज्ञानं विमुक्तये

## Contact Us

The staff and students of various faculties can contact following members of Centre for Scientific Research and Innovation (CSRI-SGGSWU) for implementation and approval of research, innovation, entrepreneurship and startups. After reviewing the proposal and approval from competent authorities, the nominated CSRI Members will provide support to avail research benefits listed under National INNOVATION and STARTUP Policy.

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## **PREFACE**

The National Innovation and Startup Policy (NISP) was initiated in 2021 for students and faculty of SGGSWU will enable active engagement of students, faculties and staff in innovation and entrepreneurship related activities. This framework will also facilitate Ministry of Human Resource Development (MHRD) in bringing uniformity across universities in terms of Intellectual Property ownership management, technology licensing and institutional Startup policy, thus enabling creation of a robust innovation and Start up ecosystem across all universities.

The Center for Scientific Research and Innovation (CSRI-SGGSWU) was constituted to promote innovative research and garner funding for research from various industrial and academic organizations. The five-member committee formulated the guidelines after multiple deliberations for promoting innovation and start up culture at SGGSWU and formulated the mechanism for identification, promotion, technology transfer and commercialization of innovative ideas. The center will also set up new incubator facilities for students, to turn the existing research being undertaken in various departments into their own entrepreneurship opportunities.

In the next five years, the CSRI-SGGSWU plans to start several interdisciplinary research programs and incubator facilities as per the implementation of the NISP-2021 mandate, in collaboration with various departments of SGGSWU and other research/academic organizations at National/International level. Incubators will be set up in Agri-Biotechnology, Nano-Electronics, Food Processing, Food Preservation, Nano-biotechnological diagnostics, Computer applications etc.

## **Brief Overview – NISP – Goals**

A guiding framework for higher education institutions is provided by National Innovation and Startup Policy (NISP), Ministry of Human Resource Development (MHRD), Government of India; which will enable the universities to actively engage students, faculties and staff in innovation and entrepreneurship related activities.

Sri Guru Granth Sahib World University Start Up Policy will focus on robust innovation with entrepreneurship ecosystem. Hackathons, tech-fests, startup boot camps, etc. are the ways forward to implement the National Innovation and Startup Policy for students and faculty members of Sri Guru Granth Sahib World University, Fatehgarh Sahib.

Sri Guru Granth Sahib World University has a wide range of departments where researchers are contributing in various fields of science and technology. Various minor and major projects are undertaken by graduating students during the course of degrees. Such high potential can be channelized for startups and entrepreneurship. To boost the research work and to support young minds policy framework is stated to be followed by the university students and staff members.

The university wishes to contribute to the society by providing a connect between the projects, research, etc. of social and environmental benefits conducted by the university members and the agencies funding such startups, projects and entrepreneurship programs.

Centre for Scientific Research and Innovation, Sri Guru Granth Sahib World University (CSRI-SGGSWU) constituted by the university to work within the research framework, will be involved in implementation of these policies. CSRI-SGGSWU will raise funds from central and state government agencies, to find sponsorships and donations for promoting innovation and entrepreneurship, to lay institutional financial strategies for research and innovation for projects related to

various educational streams running in the university. Inter-departmental research will also be focused and encouraged.

## **1. Strategies and Governance**

- a. Entrepreneurship promotion and development would be one of the major dimensions of the SGGSWUs strategy. To facilitate development of an entrepreneurial ecosystem in the organization, specific objectives and associated performance indicators would be defined for assessment.
- b. Implementation of entrepreneurial vision at the university would be achieved through mission statements rather than stringent control system. The entrepreneurial agenda implementation would be the responsibility of Chairperson, CSRI-SGGSWU to bring in required commitment and share the same with the Vice Chancellor of the university.
- c. CSRI-SGGSWU would put in place resource mobilization plan at the university for supporting pre-incubation, incubation infrastructure and facilities.
  - i. From the total annual university budget, 1% fund will be allocated as Innovation Fund. This fund can be used for investment in entrepreneurship activities, for supporting innovation and startup and other related research work as suggested by the CSRI-SGGSWU.
  - ii. The strategy will also involve raising funds from diverse sources to reduce dependency on the public funding. 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 would be encouraged.
  - iii. To support technology incubators, CSRI-SGGSWU will approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
  - iv. CSRI-SGGSWU may also raise funding through sponsorships and donations. University will actively engage alumni network for promoting Innovation & Entrepreneurship (I&E).
- d. For expediting the decision making, hierarchical barriers would be minimized and individual autonomy and ownership of initiatives would be promoted.
- e. Importance of innovation and entrepreneurial agenda would be known across

the university and would be promoted and highlighted at institutional programs such as conferences, convocations, workshops, etc.

- f. Student and faculty startup Policy and action plan would be formulated and implemented in the coming session with short-term and long-term goals as defined in preface.
- g. CSRI-SGGSWU will develop and implement Innovation & Entrepreneurial (I & E) strategy and policy for the entire university in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the university, thus breaking the silos.
- h. Product to market strategy for startups would be developed by the CSRI-SGGSWU on a case to case basis.
- i. Development of entrepreneurship culture will not be limited within the boundaries of the university.
  - i. CSRI-SGGSWU would be the driving force in developing entrepreneurship culture in its vicinity (regional, social and community level). This shall include giving opportunity for regional startups, provision to extend facilities for outsiders and active involvement of the university in defining strategic direction for local development.
  - ii. CSRI-SGGSWU will develop strategic international partnerships using bilateral and multilateral channels with international innovation clusters and other relevant organizations. Moreover, international exchange programs, internships, engaging the international faculties in teaching and research will also be promoted.
- j. The proposal to use the innovation fund, will be channeled by the department heads and will be submitted to CSRI-SGGSWU for further action as per the following action plan:
  - i. Student/Faculty/Staff will propose and find a realistic problem associated with any social issue with innovative solution. The idea of innovative process need to be uploaded through the university website [www.sggswu.in.CSRISGGSWU](http://www.sggswu.in.CSRISGGSWU).
  - ii. CSRI-SGGSWU will constitute a four-member committee with expert faculty from the field and allied disciplines to review the proposal and deliberate on the potential of the idea.

- iii. The committee shall accept or reject the proposal based upon the rules, regulations and the applicability of proposal, subject to availability of funds on case to case basis.
- iv. Each group will be assigned a faculty member for mentorship. The group will prepare a prototype or design under the faculty mentor. University will provide all lab facility to the group for incubating the idea and proceeding with the work and preparation of a prototype.
- v. The prototype will be evaluated by field-expert committee constituted by CSRI-SGGSWU for patentability, market value, potency for development as a start up.
- vi. The prototype then will be registered as a start-up under form of business entity appropriately. The registration certificate/letter will be submitted to CSRI-SGGSWU.
- vii. The start up will be admitted to the CSRI-SGGSWU Incubator for incubating start up.
- viii. CSRI-SGGSWU will provide complete support for successful transition from Start up to market.
- k. As per the recommendations of CSRI-SGGSWU, the funds as required for various I & E activities, will be allocated to the project on final approval from Dean Research, Registrar and Vice- Chancellor.
- l. Once the fund is granted to the said project, the project committee shall submit the detailed report for the efficient use of innovation fund.
- m. From the fund allocated for any project, the research and innovation cell will do regular inspections for utilization of allocated budget.
- n. The university reserves the rights to discontinue the allocated budget to the project in case of inadequate utilization of allocated resources.
- o. Each department of the university can file one or more nominations for best research from their department, to CSRI-SGGSWU, routed via head of department.
- p. The CSRI-SGGSWU, shall further select best research from each academic year and the team may be awarded the “Researcher of the Year” by the university.
- q. The department organizing maximum number of workshops, seminars, conferences, etc. on startups, entrepreneurship and research may be awarded

“Research Department of the Year” by the university as per the recommendation of CSRI-SGGSWU.

## **2. Startups Enabling Institutional Infrastructure**

Creation of pre-incubation and incubation facilities for nurturing innovations and startups in SGGSWU would be undertaken. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises are unlikely to succeed. The goal of the effort would be to link INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.

- a. CSRI-SGGSWU will create facilities within the university for supporting pre-incubation (e.g. Institutional Innovation Cell (IIC) as per the guidelines of 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. CSRI-SGGSWU will establish an institutional IIC at the earliest in addition to setting up an institutional IPR Cell within its premises.
- c. This Pre-Incubation/Incubation facility would be accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.
- d. Pre-incubation facilities may not be a separately registered entity or Special Purpose Vehicle (SPV). ‘Incubation cum Technology Commercialization Unit’(ITCU) would 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 Startups. Moreover, they will have better accountability towards investors supporting the incubation facility.
- e. CSRI-SGGSWU may offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis. The modalities regarding Equity Sharing in Startups supported through these units will depend upon the nature of services offered by these units and are elaborately explained in Section 3.
- f. To provide the pre-incubation facility to students, staff and faculty members, all the departments can submit the short term and long term goals

of their projects, startups, etc. and the CSRI-SGGSWU can suggest to provide the resources required for pre-incubation for smooth start of projects.

- g. The students can be allowed to work as interns/ part-time for a startup on recommendation of the head of the department and by the consent of CSRI-SGGSWU. The area in which student wants to initiate a startup may be interdisciplinary or multidisciplinary. 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.
- h. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying will be allowed to use their address in the university to register their company with due permission from the university.
- i. Students entrepreneurs will be allowed to sit for the examination, even if their attendance is less than 75%, with the recommendation of subject in-charge and with the due permission from the head of the department. The subject in-charge will take assignments, tests, etc. to make sure student is well prepared for the examination.
- j. The students can avail the semester break (or more as per CSRI-SGGSWU recommendation) to work on their startups and re-join academics to complete the course.
- k. Student availing research break will be given credits for work done in the availed research period. The student will submit a report to the department in this regard and the department will submit the credits to the examination department as per the credits allocated in board of studies syllabus.
- l. The regular faculty and staff members of the university shall be given research break for a semester / year (or even more depending upon the decision of CSRI-SGGSWU and approval from the Vice Chancellor) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on startups. Such faculty/ staff member will report back before end of the allocated research leave and a report of the work conducted shall be presented to the CSRI after joining back. The seniority and other academic benefits during such period will be preserved for such staff or faculty.

### **3. Nurturing Innovations and Start ups**

- a. CSRI-SGGSWU will establish processes and mechanisms for easy creation and nurturing of Startups/enterprises by students (UG, PG, Ph.D.), staff (including temporary or project staff), faculty, alumni and potential start up applicants even from outside the university. While defining NISP processes, institutions will ensure to achieve the following:
  - i. **Incubation support:** CSRI-SGGSWU will Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty for mutually acceptable time-frame.

The university will create a dedicated centralized facility/ infrastructure of its own in order to facilitate access to students, staff and faculty members from different departments of SGGSWU.
  - ii. **Will allow licensing of IPR from university 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 university, would 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. **Will allow setting up a startup (including social startups) and working part-time for the startups while studying / working:** CSRI-SGGSWUs may allow the students / staff to work on innovative projects and setting up startups (including Social Startups) or work as intern / part-time in startups (incubated in any recognized SGGSWUs/Incubators) while studying / working. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models. University may need to develop clear guidelines to formalize this mechanism. 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.
- b. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying would be allowed to use their address in the university to register their company with due permission from the institution.
- c. Students entrepreneurs would 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. SGGSWU will allow their students to take a semester/year break (or even more depending upon the decision of review committee constituted by the university) to work on their startups and re-join academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise. University will 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.
- e. The university will explore provision of accommodation to the entrepreneurs within the campus for some period of time, if required and demanded.
- f. Faculty and staff will be allowed 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 startups and come back. SGGSWU will allow the 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 will be preserved for such staff or faculty.
- g. CSRI-SGGSWU will start a part-time/full time MS/ MBA/ PGDM (Innovation, entrepreneurship and venture development) program where one can get degree while incubating and nurturing a startup company as per guidelines of AICTE for a similar program.
- h. University will facilitate the startup activities/ technology development by allowing students/ faculty/ staff to use university infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners.
  - i. Short-term/ six-month/ one-year part-time entrepreneurship training.
  - ii. Mentorship support on regular basis.
  - iii. 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.
  - iv. University will also link the startups to other seed-fund providers'/ angel funds/ venture funds or itself may set up seed-fund once the incubation activities mature.

- v. License university IPR as discussed in section 4 below.
- i. In return of the services and facilities, university may take 2% to 9.5% equity/ stake in the startup/ company, based on brand used, faculty contribution, support provided and use of university's IPR (a limit of 9.5% is suggested so that university has no legal liability arising out of startup. The university will normally take much lower equity share, unless its full-time faculty/ staff have substantial shares). Other factors for consideration would be space, infrastructure, mentorship support, seed- funds, support for accounts, legal, patents etc.
- j. For staff and faculty, university 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.
- k. 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.
- l. 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 university/incubator. In that case, during the cooling period, university cannot force startup to issue equity on the first day of granting incubation support.
- m. The university would 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 university on rental basis.
- n. University will also extend this startup facility to alumni of the university as well as outsiders.
- o. Participation in startup related activities will be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and will be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup.
- p. Product development and commercialization as well as participating and nurturing of startups 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.

- q. SGGSWU will also update/change/revise performance evaluation policies for faculty and staff as stated above.
- r. University will ensure that at no stage any liability accrue to it because of any activity of any startup.
- s. For all students doing research, startup, entrepreneurial innovation, etc. the department will allocate minimum one mentor for such individual student/team. It will be responsibility of the mentor to monitor, guide and track progress of the candidates.
- t. On recommendation of the mentor and CSRI-SGGSWU, the university shall provide infrastructure facilities required for startup, etc.

#### **4. Product Ownership Rights for Technologies Developed at University**

**a. At the point when CSRI-SGGSWU facilities / funds are utilized significantly or when IPR is established as a part of curriculum/ academic activity, IPR is to be jointly claimed by creators/ inventors and the CSRI-SGGSWU.**

- i.** Inventors and CSRI-SGGSWU could together license/ permit the product / IPR to any commercial organization, with creators 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
- ii.** CSRI-SGGSWU will not be allowed to hold the equity as per the current statute, so SPV may be requested to hold equity on their behalf.
- iii.** In the event that at least one or more of the creators wishes to incubate an organization and license the product to this organisation, the royalties would be no more than 4% of sale price, ideally 1 to 2%, except it is pure software product. On the off chance that it is shares in the

organization 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 university and the incubated organization.

- b.** On the other hand, **if product/ IPR is established by innovators not utilizing any CSRI-SGGSWU facilities, outside 16 MIC office hours (for staff and faculty) or not as a part of curriculum by student**, then product/ IPR will be completely claimed by inventors with respect to the contributions made by them. For this situation, inventors can choose to license the innovation to third parties or utilize the innovation in the manner in which they consider fit.
- c.** If there is a dispute in ownership, a minimum five membered committee comprising of two faculty members (having developed sufficient IPR and translated to commercialization), two of the university'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. The university can use alumni/ faculty of other universities as members, if they cannot find sufficiently experienced alumni / faculty of their own.
- d.** CSRI-SGGSWU 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 CSRI-SGGSWU 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-university funds, then they alone will have a say in patenting.
- e.** University 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 of department, heads of department, deans or registrars.

- f. Interdisciplinary research and publication on start-up and entrepreneurship will be promoted by CSRI-SGGSWU.

## **5. Organizational Capacity, Human Resources and Incentives at SGGSWU**

- a. CSRI-SGGSWU would recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I & E culture.
  - i. A portion of the pertinent faculty members with earlier exposure and interest will be deputed for training to promote I & E.
  - ii. To accomplish better commitment of staff in entrepreneurial exercises, institutional policy on career development of staff will be developed with constant upskilling.
- b. Faculty and departments of SGGSWU 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 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 suitable manpower, SGGSWU will develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
  - i. The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
  - ii. The recognition of the stakeholders may include offering use of facilities and

services, strategy for shared risk, as guest teachers, fellowships, associateships, etc.

- iii. A performance matrix would be developed and used for evaluation of annual performance.

## **6. Creating Innovation Pipeline and Pathways for Entrepreneurs at SGGSWU**

- a) CSRI-SGGSWU shall provide exposure to students regarding innovation and pre incubation activities at their early stage, supporting the pathway from idea generation to innovation to market, via regular awareness programs using following mechanism.
  - i. University shall be spreading awareness among students, faculty and staff about role and values of entrepreneurship in career development or employability as part of SGGSWU entrepreneurship agenda.
  - ii. The students/ staff shall be made aware about the technology, process or business innovation with focus on the market niche.
  - iii. Students shall be encouraged to develop entrepreneurial mindset through experiential learning by inculcating cognitive skills in them that includes design thinking, critical thinking. The program shall include interactions, meeting and addressing of students with first generation local entrepreneurs or experts. University shall take initiatives in arranging innovative competitions, hackathons, workshops, bootcamps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition will be routinely organized.
  - iv. University shall provide help for students in preparation for creating startups through the education, integration of education activities with enterprise-related activities.
- b. CSRI-SGGSWU shall link all its startups with wider entrepreneurial ecosystem, and shall be providing support to students showing potential to excel in pre-startup

phase. The university shall offer the students with real life entrepreneurs in understanding real challenges, which they might face while going through the innovation funnel to make their efforts a success.

- c. SGGSWU shall establish Institution's Innovation Councils (IICs) adhering to guidelines offered by MHRD's Innovation Cell and shall allocate appropriate budget for its activities. SGGSWU IICs constituted by the university shall guide its faculty regarding the activities related to innovation, startup and entrepreneurship development. The university shall take responsibility to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.
- d. In order to strength the innovation, the university shall be open to provide finance to potential entrepreneurs.
  - i. CSRI-SGGSWU shall organize networking events to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
  - ii. SGGSWU shall be providing business incubation facilities: premises at subsidized cost. The university shall be providing access to its Laboratories, research facilities, IT services, training, mentoring to the new startups.
  - iii. SGGSWU shall promote culture to understand that money is not FREE and is risk capital, the entrepreneur need to return these funds after utilization. The university/ entrepreneur shall take responsibility of taking risk on the entrepreneur; and therefore university reserve right to ask the entrepreneur to put up every best effort possible to prove that the funding agency did right in funding him/ her.
- e. The university will develop a facility on university's website to answer the doubts and queries of the innovators and enlisting the facilities available at the university.

## **7. Norms for Faculty Startups**

- a. SGGSWU shall create norms for faculties who wish to take part in startups for the



- i. All the departments of the university will be instructed to form Student clubs/ bodies/ for organizing competitions, boot camps, awards, etc. These bodies would be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.
  - ii. Workshops will be organized by these bodies where the students will be given practical experience and training so that they will be able to work for their startups. In these workshops the students from other universities will also be allowed to participate.
  - iii. The university will start annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the university.
  - iv. For this award the students/faculty will have to apply to CSRI-SGGSWU through their HOD and the committee will review the idea and will decide the winner.
  - v. For creating awareness among the students, the teaching methods would include more practical aspects like case studies on business failure and real-life experience reports by startups.
  - vi. Students would be encouraged to spend time with their case study subject so that they will be able to learn the critical points of the startup and they will have some experience before going for their own startup.
  - vii. 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 university's philosophy and culture.
  - viii. For this a counseling cell will be set up by CSRI-SGGSWU where students will be counseled to deal with the stress related to work pressure and failure, if any.
  - ix. Innovation champions would be nominated from within the students/ faculty/ staff for each department/ stream of study.
- b. Entrepreneurship education will be made mandatory at curricular/ co-curricular/ extra- curricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes will be made available to the students.

- i. Integration of expertise of the external stakeholders will be done in the entrepreneurship education to evolve a culture of collaboration and engagement with external environment.
  - ii. Under this scheme the CSRI-SGGSWU cell will sign MOUs with various stakeholders for training our entrepreneurs and providing exposure to the students.
  - iii. In the beginning of every academic session, departments of the university 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 university and available support systems.
  - iv. Under these induction programs students will be guided about the objectives of the entrepreneurship and they will be sensitized about expected learning outcomes of the course.
  - v. Students will be guided about the Curriculum for the entrepreneurship education will be continuously updated based on entrepreneurship research outcomes. This will also include case studies on failures.
  - vi. Industry linkages will be leveraged after signing MOUs for conducting research and survey on trends in technology, research, innovation, and market intelligence.
  - vii. CSRI-SGGSWU cell will encourage the Student innovators, startups, experts to get engaged in the dialogue process while developing the strategy so that it becomes need based.
  - viii. The faculty of each department will be instructed to develop customized teaching and training materials that may include Books, PPTs, e-content etc. for startups.
  - ix. 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.
  - x. Therefore, it will be the duty of the mentor to carefully identify and evaluate the students who want to go for startup, and will make it sure that the student is capable and willing to take risk. Hence, this will not be mandatory for all the students, rather its will be purely on the basis of capability of the student.
- 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 universities for inculcating entrepreneurial culture

will be constantly reviewed and updated.

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

- a. Stakeholder engagement will be given prime importance in the entrepreneurial agenda of the University. University will find potential partners, resource organizations, micro, small and medium- sized enterprises (MSMEs), social enterprises, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.
  - i. CSRI-SGGSW cell will look for the potential collaborators and linkage and collaborations will be made with potential entrepreneurship social enterprises, and other bodies to strengthen Innovation and entrepreneurship environment in the campus.
  - ii. To encourage co-creation, bi-directional exchange of knowledge and people will be ensured between universities such as incubators, science parks, etc.
  - iii. CSRI-SGGSW cell of University 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, lectures, etc.
  - iv. Mechanism will be developed by the university to capitalize on the knowledge gained through these collaborations.
  - v. University will make sure that the main focus of the collaborations will be to create successful ventures. The organization of events will entirely be the secondary part of the practice as these will only work for the inculcation of entrepreneurship temperament among the students.
- b. The full policy and guidelines in the form of MOU will be framed by the university for forming and managing the relationships with external stakeholders including private industries.
- c. Knowledge exchange through collaboration and partnership will be the part of institutional policy and university will work to provide support mechanisms and guidance for creating, managing and coordinating these relationships.
  - i. Through formal and informal mechanisms such as internships, teaching and research exchange programs, clubs, social gatherings, etc., faculty, staff and students of the universities will be given the opportunities to connect with their external environment.
  - ii. Connect of the university with the external environment must be leveraged in form of absorbing information and experience from the external ecosystem into

the university's environment.

- iii. Single Point of Contact (SPOC) mechanism will be created in the campus for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.
- iv. To ensure maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators, the departments of the university will arrange internship programs for the students in these collaborating enterprises.
- v. Knowledge management will be done by the university through development of innovation knowledge platform using in house Information & Communication Technology (ICT) capabilities.
- vi. At the end of each session, feedback and suggestions will be taken from the external collaborators, students and faculty to strengthen the innovation ecosystem in the campus.

## **10. Entrepreneurial Impact Assessment**

- a. Impact assessment of university's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education will be performed regularly using following evaluation parameters.
  - i. Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning will be assessed.
  - ii. Number of startups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the universities will be recorded and used for impact assessment.
  - iii. Impact will also be measured for the support system provided by the university 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 will go hand in hand. The information on impact of the activities will be actively used while developing and reviewing the entrepreneurial strategy.
- c. 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 is critical.

COMMERCIAL success is the ONLY measure in long run.