

Kongunadu Arts and Science College (Autonomous)

College of Excellence – Status Awarded by UGC

Reaccredited by NAAC with A⁺ Grade (4th Cycle)

Coimbatore – 641 029.

KASC -Start up and Innovation Policy 2020

Start-up Policy Version 1.0 : October 2020

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ARTICLE 1

PRELUDE:

India aspires to become 5 trillion-dollar economy by 2024. To reach this goal, it needs to evolve systems and mechanisms to convert the present demographic dividend into high quality technical human resource capable of doing cutting edge research and innovation and deep-tech entrepreneurship. Aligning to this mission, Innovation and Entrepreneurship has been a focus in the National Education Policy 2020 which encourages new methods of teaching-learning pedagogy such that the students may transform to think out of box and grasp pertinent societal issues. For Research and Innovation, an active mind

supported with mentoring is required. Hence, the policy shall address provisions for both the faculty and students to enable wealth creation for the country through fostering I and E ecosystem. Entrepreneurship and Innovation are required for increasing the GDP of the country.

The present policy document Version 1.0 October 2020 shall be applicable to the students of the institution. The policy shall be applicable to the faculty from the Self Financing Stream only.

1.1 Core Vision and Mission of the Institution

1.1.1 This Institution is an autonomous college, established in the year 1973 marching gloriously towards 50 years of excellence in higher education and research with a yeomen vision of developing the total personality of every student in a holistic way by adhering to the principles of Swami Vivekananda and Mahatma Gandhi and the earliest institution to implement the '**EARN WHILE YOU LEARN**' scheme for the students where they not only learn but also earn for himself / herself. This enables skill development along with theoretical base. The priority and mission of the institution per se is to impart holistic and man making education which transforms the student into a smart citizen.

1.1.2. The primary mission of the institution is to create a strong knowledge base through a structured scientific research which can be translatable and can impact the society to a larger extent.

1.1.3. The Institution recognises that innovation and entrepreneurship can impact the society in very many ways and can be a way forward for identifying and solving scientific and technical challenges faced globally. The institution rightly acknowledges the role of new ventures, enterprise and Startups in commercialising the Intellectual Property (IP) emanating from its Research and development activities such that we become self-reliant and the focus of the institution is to contribute greatly to 'Atmanirbhar Abhiyan' of the Government which aims to make India a globally sought-after place for investments in various sectors.

1.1.4. The Institution and all its stake holders shall always endeavour to promote innovation and entrepreneurship which shall be taken up by its faculty and students and it prioritises commercialisation of its IP in a manner that encourages and fosters entrepreneurship by any stake holder(s). Several incentives and seed money are being provided to the deserving faculty, students and any other stakeholder(s) deemed to be fit.

1.2 Tenacity of the Start-up and Innovation policy

Entrepreneurship promotion and development is one of the major scopes of the Institutional strategy aimed to inculcate a culture of entrepreneurship to the students, teach them to innovate and network with startups, alumni and share their experience with their students. To facilitate development of an entrepreneurial ecosystem in the organization, specific objectives and associated Key Performance Indicators (KPI's) to evaluate the programme, input process and output are defined for assessment through this policy for both faculty, students and any other stakeholder(s). The KPI's which shall be assessed periodically will include (i) Programmes conducted by the Institution on IPR, Entrepreneurship and Start-up Innovation, (ii) Participation of faculty and students in the programme related to IPR, Entrepreneurship and Start-up Innovation, (iii) Impact of financial strategy and incubation support, (iv) Facilitation of preincubation facilities, Institutional facilities, Research centres and utilization of these facilities for fostering I and E, (v) Number of IP generated, startups created and patents filed, startups with CIN number (vi) Number of faculty as founder / cofounder with DIN (vii) No of innovative ideas in TRL 0-4, 5-7 and 8-9 (viii) No of startups with annual turn over of 50L or 10 employee.

1.2.1. Promotion of Entrepreneurship:

The primary focus and intent of the Start-up Policy 2020 is to foster a competent, vibrant and dynamic innovation and entrepreneurial ecosystem which encourages co-creation by blending students, faculty and any other stake holder(s) including the industry in a cross disciplinary fashion. The policy shall also create framework and guidelines for the involvement of the faculty and students from the institution in innovation and entrepreneurship related activities without compromising their regular Teaching-Learning schedules. The policy also envisages the cost sharing mechanism between the student-faculty start-ups that emerge from the institution.

1.2.2. Start-up Mentoring and creation of New Start-ups:

The institution shall work out modules and sessions to develop a culture of entrepreneurship among the various stake holders and to achieve this, a plethora of awareness programmes, workshops, mentoring programs, extensive networking with entrepreneurs, new startups shall be organized. The Institution Innovation Council (IIC) of the institution shall be responsible for organising several awareness programmes, boot camps, hackathons, ideathon, IPR facilitating programs, interaction sessions with entrepreneurs etc. from time to time. These shall help facilitate the students and faculty to innovate and create viable solutions to locally persistent problems and issues either through a product or process which can subsequently be commercialized.

1.2.3. Awareness programmes and guidance for start-ups:

In addition to the regular activities of the IIC, to inculcate and refine the spirit of establishment of startups, a club called i4 club will be created which will help the students and faculty to ideate - innovate - incubate - inspire. The key objectives of the club shall be:

- I. To identify innovation mindset among the students
- II. To provide platform for students to exhibit their innovative ideas
- III. To provide support for implementation of innovative student models
- IV. To support evolving student models into potential startups

The institution shall also establish and nurture pre incubation and incubation facilities to enable the aspiring stake holders to seek necessary guidance, expert advice, infrastructure and other resources to nurture their viable ideas and convert them into functional prototypes and products. The institution currently has the KASC ihub and KASC Tech Hub which are involved in providing adequate infrastructure and mentoring for product design, development and IPR. The IPR Cell of the institution facilitates IP filing and Patent related activities. The institution shall also leverage the alumni network to promote establishment of enterprise by aspiring stake holders.

1.2.4. Entrepreneurship Management:

The Start-up Policy seeks to set the framework for the motivation and involvement of the Staff and Students from the institution in Commercialising the various Research that is happening in the campus into products, services and or processes. It also envisages a clear road map for addressing several local issues. Since the college is located in at the heart of the city and close to the Western Ghats, the policy shall encourage emergence of start-ups that addresses issues pertaining to pollution abatement, development of diagnostic kits, apps etc. It creates a viable framework which encourages all the Staff Members, Students and other stake holders to take up innovation and Entrepreneurship as an option rather than relying on placements alone. The Institution shall aid in facilitating incubation support, explore PPP model, identify faculty and alumni for mentoring support. That apart, seed funding through central / state funding agencies, alumni, CSR funds and specialized banking sectors may also be made available from time to time. The policy also establishes clear rules and procedures for the creation/participation of Staff and Student led startups with a clear definition of the IP and cost sharing. All the start-ups shall be registered through a Special Purpose Vehicle (SPV) which shall be registered under the Section 8 of the

Company's Act of 2013. The details of the SPV shall be appended upon registration as a separate document.

ARTICLE 2

2.1 Definitions:

Without bias to any applicable laws, in this Policy (KASC Start up and Innovation policy 2020), the following definitions set out below shall apply where ever applicable :

2.1 Appointment: Any kind of formal agreement for a at the student/faculty/any other stake holder of the institution is a pre requisite to participate in or conduct Research, product development and use of any other institutional infrastructure/facilities , scholarship, creative work, or teaching at the institution.

2.2 Author: Any person to whom this Policy (KASC Start up and Innovation policy 2020) is applicable, who individually or jointly with other stake holders (including faculty and students/any other stake holder) designs/make a product, design, a mark or copyrightable work, makes a process or a product and who meets the criteria for authorship as admissible under the IP laws of India.

2.3 Conflict of Commitment (COC): Any situation in which an individual Staff Member's or Visitor's primary professional loyalty is not to the institution because the time devoted to outside activities adversely affects their capacity to meet their responsibilities as set out in their employment contract of Appointment.

2.4 Conflict of Interest (COI): Any situation in which real or perceived interests of an individual Staff Member, Visitor or Student may run counter to the interests of the institution or negatively affect their employment or duties including the roles and responsibilities of other stake holders who are involved in the day-to-day functioning of the institution.

2.5. Institution: Kongunadu Arts and Science College (Autonomous) College of Excellence (UGC)

2.6 Institution IP: IP owned or co-owned by the Institution and the stake holder(s) concerned

2.7 Intellectual Property (IP). All outputs of any creative effort in any field at the Institution for which legal rights may be obtained or enforced pursuant to the law.

IP may include:

- a. Literary works, including publications of Research findings and data, associated materials including drafts, data sets and laboratory notebooks, specific manuals, SOP's etc.
- b. Teaching and learning materials developed by individual faculty or a group of faculty using the institutional infrastructure.
- c. Other original literary, dramatic, musical or artistic works, sound recordings, films, broadcasts, podcasts and typographical arrangements, multimedia works, photographs, drawings, sketches and other works created with the aid of Institutional resources and infrastructure.
- d. Databases, tables or compilations, computer software, Computer / Mobile applications, algorithms, preparatory design material for a computer program, firmware, courseware, and related material;
- e. Patentable and non-patentable technical information;
- f. Designs including layout designs (topographies) of integrated circuits etc.
- g. Plant varieties and related information;
- h. Trade secrets; KASC (Autonomous) Start-up Policy (October 2020)
- i. Know-how, information and data associated with the above; and
- j. Any other Institutional commissioned works which are not included above but may be considered from time to time based on the requirements taken by the top management.

2.8 IPR Cell: The administrative unit established by the college, responsible for day-to-day management of all IP-related activities of the institution and creation of awareness programmes among all stake holders.

2.9 Policy: This, KASC (Autonomous) Start-up Policy 2020.

2.10 Staff Member: Any person who is under a contract of employment (both Govt. aided and Self Financing and or Management faculty) with the institution including academic, research, technical, administrative and adjunct staff, whether fulltime or part-time or on a temporary basis.

2.11 Student: Any student registered for any approved course at the Institution.

2.12 Substantial Use: Extensive use of the Institutional resources/infrastructure which include but are not limited to facilities, equipment, human resources or

funds. Not included is routine use of libraries and/or office space or the IP has been written or developed in the personal (unpaid) time of the Inventor.

2.13 KASC Tech hub and KASC ihub: Pre incubation facilities created for innovation and entrepreneurship among faculty and students.

2.14 Visitor: Any person who is neither a Staff Member nor a Student of the institution who engages in work at the institution, including visiting professors, adjunct and conjoint professors, teachers, researchers, scholars and volunteers; and who concludes an Appointment agreement with the **Institution**.

ARTICLE 3:

Scope of the Policy

3.1. Applicability: This Policy applies to all Staff Members, Students and Visitors who are willing to or may have started a commercialisation entity (Company/Start-up) which may or may not be based on the Institution's IP. Rights and obligations under this Policy shall survive any termination of employment, enrolment or Appointment at the institution.

3.2. Binding effect of the Policy: This Policy constitutes an understanding that binds on the institution, Staff Members, Students and Visitors, once adopted by the College Council / Committee and Governing Body of the institution.

3.3. Type of Companies: This institution encourages and promotes establishment of the following companies.

3.3.1. Companies jointly owned by the Staff Members of the Self Financing streams and Graduating Students/Alumni (along with possibly others)

3.3.2. Companies owned by the Staff Members of the self financing stream (one or many) along with possibly others.

3.3.3. Companies owned by the Graduating Students, Alumni along with possibly others, in such cases, the Staff Members of Self financing streams and Students will be known as founding members of the board of the company. The use of the term 'company' in throughout this document refers to the types of companies mentioned above unless specified otherwise

ARTICLE 4

Governance and Cooperation:

4.1 Responsibilities: The ultimate decision-making authority in the determination of the permission to the Staff and Student led Start-up will be the Secretary and Director of the institution in consultation with the Principal and Deans. The NISP Policy Committee shall be the advisory body for any such decisions on Start up cost sharing, equity etc..

4.2. Entrepreneurship Development Cell (ED Cell):

4.2.1. Purpose: The Institution has established an Entrepreneurship Development Cell (EDC) to assist the Institution in promotion of entrepreneurship and organising relevant activities. The Cell organises activities aligning to the activities proposed by the DST EDII Ahmedabad. A plethora of activities are also self-driven ones which promotes the establishment and sustenance of the entrepreneurial spirit among the faculty and students.

4.2.2. Responsibilities: The responsibilities of the ED Cell shall include, but are not limited to:

- a. Outreach/awareness programmes to the students of the college as well as other institutions and schools
- b. Relationship management with potential entrepreneurs, incubators, TBI's etc..
- c. Coordinating with the IPR Cell for IP licensing and Management
- d. Organising entrepreneurship promotion activities and events

Role of the Staff Members of self financing stream: It is expected that the staff members would be owners of companies defined in Article 3 and be a Director on the Board. Also, the staff member may choose to play an operational role (Technical Advisor, CEO, CTO, MD, partner, sole proprietor etc) based on a mutual agreement between the teams.

4.2.3. CII Yi YUVA Club: The institution has signed a MoU with Young Indians YUVA of CII for promotion of leadership and entrepreneurship skills among the students. The coordinator of the Yi YUVA shall organise programs that enable talent acquisition and capacity building for contribution towards nation building, entrepreneurial development and leadership training.

4.2.4. Institution will facilitate the start-up 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:

- i. Short-term/ six-month/ one-year part-time entrepreneurship training.

ii. Mentorship support on regular basis by connects with start-ups, entrepreneurs, industries etc.

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. Institute may also link the startups to other seed-fund providers/ angel investors / venture funds or itself may set up seed-fund once the incubation activities mature.

v. License institute IPR

vi. As per the policy a total of 1% of the annual budget spent by the institution for various activities pertaining to academic/research/ infrastructure maintenance etc. shall be ear marked or promotion of Innovation and Entrepreneurship related activities either on case to case basis or through the Institution Innovation Council.

4.2.5. Participation in start-up related activities shall 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 of the institution shall be encouraged to mentor at least one student led or faculty-student led start-up

4.2.6. Product development and commercialization as well as participating and nurturing of startups would be encouraged in addition to the regular 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 will be evaluated accordingly for their performance and promotion annually. The process of choosing the entrepreneur option and involve in the Innovation activities is primarily voluntary and the concerned HoD and Dean shall be responsible for allocation of a less number of contact hours in teaching and research for the faculty who are involved in I& E activities.

4.2.7 Institute shall prefer recruiting staff who have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude for fostering the I&E culture.

i. Some of the relevant faculty members with prior exposure and interest will be deputed for training to promote I&E. These training programmes offered by the

EDII or other similar agencies shall be identified by the faculty and prior approval of the HoD/Deans/Principal/Director shall be essential. Further those faculty who opt for training programmes shall give an undertaking to lead the role in I & E activities in the campus.

ii. To achieve better engagement of staff in entrepreneurial activities, institution will have a HR policy on career development of staff with constant upskilling. This will be appended as a separate document.

4.2.8. Role of Institutional Innovation Council: Institution's Innovation Councils (IICs) is formed and functioning as per the guidelines of MoE's Innovation Cell and the institution will allocate appropriate budget for its activities on an annual basis. IICs of the institution will strategically plan and guide the stake holders in conducting various activities related to innovation, start-up and entrepreneurship development. Collective and concentrated efforts will be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.

Article 5

INVOLVEMENT IN THE COMPANY

5.1.1. Start-up engagement for Faculty and Students

The staff member can choose one of the following options based on the prior approval from the Secretary/Director of the institution.

a. Take a sabbatical and work full-time in the business. Such faculty shall sign a Memorandum of Agreement with the Management clearly defining the terms and outcomes.

b. Dedicate up to 4 working days per month for the Start-up related activities with due permission from the HoD/Deans/Principal/Secretary of the Institution.

c. In addition to the above, faculty are at liberty to organize periodic lectures/motivation sessions/seminars etc. related to I&E, IPR, Ethics etc.

5.1.2. Conflict of Interest and Conflict of Commitment. It should be noted that the staff should take all possible steps to ensure that his/her regular academic and other co curricular duties and responsibilities of the Institution take precedence over all other activities including I & E.

5.2. Role of the Students: During their enrolment the students will be allowed to be owners of the companies, as defined in Article 3, be a Director on the Board or be employed in a staff member led company. Also, they may be free to play an operational role (Technical Advisor, CEO, CTO, MD, etc).

5.2.1. Start-up engagement. Students will be free to dedicate any time outside their regular academic hours and duties towards their companies. However, if deemed necessary, they may be allowed special leave towards start-up activities subject to approval from the respective department heads/Deans and under no circumstance they will be allowed to avail this leave during the time of their scheduled exams both Continuous Internal Assessments (CIA) and End Semester Examinations (ESE)

5.2.2. Theses or dissertations. The Student may be allowed to base their Start-up on their theses or dissertation with due approval from their supervisor/guides. All the Institution regulations related to Theses or dissertation including the Institution's IP policy will apply.

5.3. Incubation

5.3.1. Institution IP. If a Staff or a Student intends to base their Start-up on the Institution owned IP for which they may or may not be the inventors, they will be required to incubate their company in the Incubator present in the Institution or an incubator suggested by the institution based on a formal MoA. Licensing or allocation of the IP will be governed as per the Institution IP Policy.

5.3.2. No IP / External IP. In case the Staff or Student led Start-up is based on IP not owned by the University or if no IP is involved, they may be free to incubate their company either in the Institution Incubator or outside the Institution . However, if the company Kongunadu Arts and Science College (Autonomous) Start-up Policy (October 2020) is housed outside the Institution Incubator, the benefits outlined in Section 5.1.1 and Article 6 and 7 may not be applicable.

ARTICLE 6

USE OF INSTITUTIONAL RESOURCES, INFRASTRUCTURE AND IP RIGHTS

6.1. Staff and Students. The Staff Members and Students who are the promoters of the Startup housed in the Institution pre incubation or Incubator may i. Some of the relevant faculty members with prior exposure and interest will be deputed for training to promote I&E. These training programmes offered by the EDII or other similar agencies shall be identified by the faculty and prior approval of the HoD/Deans/Principal/Director shall be essential. Further those faculty who opt for training programmes shall give an undertaking to lead the role in I & E activities in the campus.

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ARTICLE 7

INSTITUTIONAL SUPPORT

7.1. Incorporation. The institution may support the staff members and the students in the incorporation of the company in the form of providing a part of the incorporation fees and guidance based on a mutual undertaking. This may also include support extended to the company for annual maintenance of the company and any charges incurred towards its compliance.

7.2. Funding. The Institution may provide funding support to the companies in the form of grant in aid, seed grant and loan based on the approval by the committee constituted for evaluation of the proposal. Equity in the supported companies may be taken up as described in the Article 8.

7.3. Mentorship and Guidance. The institution will provide necessary mentorship and guidance through the KASC Tech Hub and KASC iHub free of cost.

7.4. Special Leaves: Staff Members of the self financing streams are expected to ensure success of their Startups by dedicating efforts and time required. Keeping this in view, the will allow Staff to involve in their companies in one of the following ways.

a. Take a sabbatical and work full-time in the company for a period on 11 months or lesser. Kongunadu Arts and Science College (Autonomous) Start-up Policy (October 2020) up to 4 working days per month for the Start-up related activities with due permission from the HoD/Deans/Principal/ Secretary.

7.5. Equity. The Institution, either directly or through a designated individual or organisation, may exercise its discretion in taking up equity in the company in the following cases.

7.4.1 Equity against freedom to use University resources including the IP.

7.4.2 Equity against incubation.

7.4.3 Equity against seed grant and/or grant in aid.

7.4.4 Equity against loan provided by the Institution . For sections 7.4.1, 7.4.2 and 7.4.3 the maximum Equity University may take up in the company should not exceed 9.5%. Equity against any loan provided by the institution will be independent of this equity limit.

7.4.5 All equity that is claimed shall be through the Special Purpose Vehicle (SPV) that will be created for promotion of start ups in the institution.

ARTICLE 8

DISPUTE

8.1. Violation.

Breach of the provisions of this Policy shall be dealt with under the normal procedures of the institution , and in accordance with the relevant provisions of laws and regulations in force.

8.2. Dispute Resolution. 8.2.1. Any internal disputes or questions of interpretation arising under this Policy must in the first instance be referred to IPR Cell.

8.2.2. If the matter cannot be resolved by the IPR Cell within two months, then the dispute or question of interpretation must be referred to the NISP Committee for mediation.

8.2.3. The Secretary/Director may at their sole discretion refer the matter to the Institution's College Committee/Council and/or an independent committee for arbitration as final arbiter of any disputed issues or for final determination.

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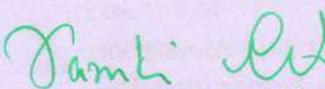
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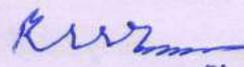
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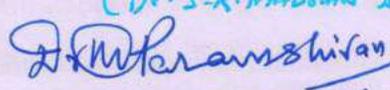
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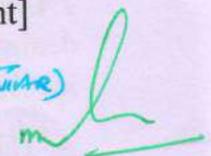
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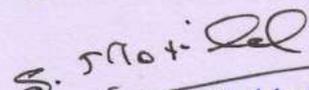
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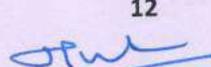

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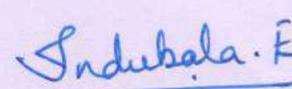

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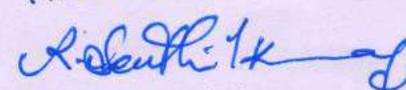

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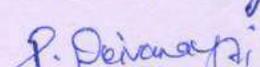

(Thiru. S. Hotalakata)

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(D.J. T. Kudandavelei)


(Tmy. Indubala Elangovan)


(D.J. K. Murugesan)


(D.J. R. Senthilkumar)


(Tmy. P. Deivanayagi)