

Sona College of Technology
(An Autonomous Institution)



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

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**SONA INNOVATION, ENTREPRENEURSHIP AND STARTUP POLICY FOR
STUDENTS AND FACULTIES**

Sona College of Technology, Junction Main Road, Salem, Tamilnadu-636005

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1. Introduction

Sona College of Technology (SCT) is a private engineering institution that offers engineering degree programmes at under graduate level and post graduate level, computer applications and management studies at post graduate level and doctoral programmes in the areas of engineering and science and humanities.

The SCT has its own robust eco system for innovation, Entrepreneurial, Startup and IPR management system in place. The students, scholars and faculties are motivated to bring the innovations and guided by the relevant domain mentors. The required infrastructure in labs and R & D Centres are being utilized to develop their innovative ideas. The students and faculties are guided to file intellectual Property Rights for their ideas as well.

The SCT has established the Sona business Incubation Center to cater not only the students and faculties but also to motivate the budding entrepreneurs in the Salem region to develop their innovative ideas utilizing pre-incubation, incubation facilities and other infrastructure.

The Entrepreneurship Development Cell is actively engaged in creating awareness on entrepreneurship and imparts the knowledge and skills to student by conducting various programmes and workshops.

The SCT is the Hub institute for 36 other spoke institutions in four districts (Krishnagiri, Dharmapuri, Salem and Namakkal) for implementing the Innovative Entrepreneurship Development programme (IEDP) of Entrepreneurship Development and Innovation Institute of Tamilnadu (EDII-TN) to the students and faculties of these spoke institutions. Several programmes, FDPs, workshops and Innovation contest are being held to promote entrepreneurship and to bring innovators from the spoke Institutions - Engineering Colleges in the region.

Sona Institution Innovation Council was established on the guidance of MoE-Innovation Cell on 21.11.2018. Based on the programme schedule of MoE-IC, the innovation and entrepreneurial events are being conducted to motivate the students and faculties.

The Sona IIC secured the four golden stars and above since establishment and recognized as the Mentor Institute based on its better performance.

The ED Cell in SCT nominated a faculty as coordinator from each department to inculcate the entrepreneurial knowledge and skills to the students and meeting is being held regularly for planning and review.

The ED Cell in SCT introduced an open elective course in UG curriculum on "Innovation, IPR and Entrepreneurship Development" and more than 500 students optioned the course in three consecutive years.

The SCT secured the rank in Band A (6th to 25th) from ARIIA-2020 and Rank Excellent Band in ARIIA-2021 (Atal Ranking of Institutions on Innovation Achievements) in the category of self-financing colleges at national level.

The faculty, staffs and students of SCT are always committed towards creation of innovative ideas in the area of manufacturing, healthcare, education, logistics, social sector, urban development, agriculture, environment, and ICT.

To convert the innovative ideas into PoC, prototype, acquiring IPR and commercialization process, a well-defined innovation, entrepreneurship and startup policy is required.

2. National INNOVATION and STARTUP Policy 2019 for Students and Faculty:

AICTE Startup Policy 2016 and the National Innovation and Startup Policy 2019 for students and faculty of Higher Education Institutions (HEIs) will enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship related activities. This framework will also facilitate Ministry of Human Resource Development in bringing uniformity across HEIs 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 HEIs. This policy is framed to envisage:

- i. Student and faculty startup Policy and action plan should be formulated at university level, which is in line with the current document along with well-defined short-term and long-term goals. Micro action plan should also be developed by the affiliated institutes to accomplish the policy objectives.
- ii. Institute should develop and implement I & E strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the institutes, thus breaking the silos.
- iii. Product to market strategy for startups should be developed by the institute on case-to-case basis.
- iv. HEIs should 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 institute in defining strategic direction for local development.
- v. Strategic international partnerships should be developed 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 should also be promoted.
- vi. Creation of pre-incubation and incubation facilities for nurturing innovations and startups in HEIs institutions should be undertaken. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises are unlikely to succeed. The goal of the effort should be to link INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.
- vii. It is recommended that 'Incubation cum Technology Commercialization Unit' (ITCU) should 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.

3. The Tamil Nadu Startup and Innovation Policy 2018-2023:

Tamil Nadu Startup and Innovation Policy 2018-23 aims to nurture innovation, knowledge creation, technological development, investment in R&D, infrastructure development and skilled manpower, resulting in higher growth in entrepreneurial venture in various sectors. This policy encourages:

- i. To establish Entrepreneurship Development and Innovation Councils (EDIC) headed by qualified faculty member to guide student led Entrepreneurship Development Cell (EDC) to promote startups, entrepreneurship and innovation activities among students in the Institutes.
- ii. To permit both faculty and students to establish startups based on the research project works in the University / Institutes.

4. Based on the above Government policy guidelines, Sona Innovation and Startup policy 2020 is framed for Students and faculties. This policy address the

- i. Development of Entrepreneurship Cells for Innovation and Startup in the Institutes
- ii. Norms for the Faculty, Staffs and Students Startups
- iii. Intellectual Property Rights Protection and licensing,
- iv. Monitoring of the policy implementation.

5. Vision

To become an excellent eco-system for creation of innovative ideas, imparting entrepreneurial ethics, knowledge, and skills to the students, scholars and faculties who aspire to establish enterprises/startups for accelerating the growth of our society in the region with integrity & sustainability.

6. Mission:

- To inculcate the Entrepreneurial culture among the students & faculties and to act as an institutional mechanism through conducting awareness programme & getting feedback, and providing information on entrepreneurship to students & faculties.
- To provide ecosystem to students and faculties to bring out their inherent talent and thereby enhance their innovative capability.
- To spread entrepreneurship through education, research and training, thus accelerating economic growth, by increasing the supply of new entrepreneurs.
- To organize skills development programmes that increase capacity building to own and run a business in long term basis.
- To catalyze and promote Science and Technical knowledge-based enterprises and generate employment opportunities in the region.
- To identify possible resource-based projects in the region and to respond effectively to the emerging challenges and opportunities both at national and international level.
- To assist the students and faculties for conceiving ideas, development of PoC, prototype, product and commercialize the new products & filing for IPR.

7. Policy Objectives

- i. To encourage students to take up innovation led entrepreneurship as a preferred career choice and provide assistance for the successful launch of their start-ups.
- ii. To promote faculty and staff led start-ups to convert ideas/ innovations into commercially viable product / process as per Sona IESP.
- iii. To inculcate within the faculty and the students the need and importance of Enterprise Development.
- iv. To promote culture of innovation to enterprise among the students.
- v. To enable students to remain self-reliant in their employment.
- vi. Foster within the academic community the ability to provide innovative technological and business ideas and connect them to peers, mentors and incubators.
- vii. Provide the facilities and trainings for the skill development with formal education.
- viii. Nurture the social entrepreneurship by providing hands on training as well as distance education.
- ix. Develop self-esteem of young entrepreneurs through mentorship and networks.

8. Definitions

Accelerators	Startup Accelerators design programs in batches and transform promising business side as into reality under the guidance of mentors and several other available resources.
Angel Fund	An angel investor is a wealthy individual who invests his or her personal capital and shares experiences, contacts, and mentors (as possible and required by the startup in exchange for equity in that startup). Angels are usually accredited investors. Since their funds are involved, they are equally desirous in making the startup successful.
Co-Creation	Co-creation is the act of creating together. When applied in business, it can be used as an economic strategy to develop new business models, products and services with customers, clients, trading partner or other parts of the same enterprise or venture.
Equity	An equity share, commonly referred to as ordinary share also, represents the form of fractional or part ownership in which a shareholder, as a fractional owner, undertakes the maximum entrepreneurial risk associated with a business venture. The holders of such shares are members of the company and have voting rights.
Entrepreneurial culture	A culture/ society that enhance the exhibition of the attributes, values, beliefs and behaviors that are related to entrepreneurs.
Entrepreneurial	An Individual who has an entrepreneurial mindset and wants to make his/her idea Individuals successful.
Entrepreneurship	Entrepreneurship education seeks to provide students with the knowledge, skills education and motivation to encourage entrepreneurial success in a variety of settings.
Fab Lab	A fab lab is a small-scale workshop offering digital fabrication. A fab lab is typically equipped with an array of flexible computer-controlled tools that cover several different length scales and various materials, with the aim to make "almost anything".
Hackathon	A hackathon is a design sprint-like event in which computer programmers and others involved in software development, including graphic designers, interface designers, project managers, and others, often including domain experts, collaborate intensively on software projects.
Incubation	Incubation is a unique and highly flexible combination of business development processes, infrastructure and people, designed to nurture and grow new and small businesses by supporting them through the early stages of development.
Intellectual property Rights licensing	A licensing is a partnership between an intellectual property rights owner (licensor) and another who is authorized to use such rights (licensee) in exchange for an agreed payment (fee or royalty).

Pre-incubation	It typically represents the process which works with entrepreneurs who are in the very early stages of setting up their company. Usually, entrepreneurs come into such programs with just an idea of early prototype of their product or service.
Prototype	A prototype is an early sample, model, or release of a product built to test a concept or process.
Seed fund	Seed fund is a form of securities offering in which an investor invests capital in a startup company in exchange for an equity stake in the company
Startup	An entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant and as defined in Gazette Notification No. G.S.R. 127(E) dated February 19, 2019.
Faculty / Staff / Student Startup	A Start-up that is initiated by Faculty (s) / Staff (s) / student(s) enrolled in any academic institution recognized/approved by AICTE.
Technology Business incubator (TBI)	TBI is an entity, which helps technology-based Incubator startup businesses with all the necessary resources/support that the startup needs to evolve and grow into a mature business.
Technology commercialization	TC is the process of transitioning technologies from Commercialization the research lab to the marketplace.
Technology licensing	Agreement whereby an owner of a technological intellectual property (the licensor) allows another party (the licensee) to use, modify, and/or resell that property in exchange for a compensation.
Venture Capital	It is the most well-known form of startup funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the startup
Technology Readiness Level	<p>TRL 0: Idea- Unproven Concept, No testing has been performed,</p> <p>TRL 1: Basic Research- Principles postulated and observed but no experimental proof of concept available</p> <p>TRL 2: Technology Formulation- Concept and application have been formulated</p> <p>TRL 3: Applied Research- First Laboratory test completed; Proof of Concept.</p> <p>TRL 4: Small Scale Prototype built in a laboratory environment (“Ugly” Prototype)</p> <p>TRL 5: Large Scale Prototype tested in intended environment</p> <p>TRL 6: Prototype System tested in intended environment close to expected performance</p> <p>TRL 7: Demonstration System operating in operational environment at pre-commercial scale</p> <p>TRL 8: First of kind commercial system- Manufacturing issues resolved</p> <p>TRL 9: Full Commercial application- Technology available for consumers.</p>

9. Strategies & Governance

- a. The Faculty Coordinator for National Innovation and Start-up Policy (NISP) 2019 of the college will hold the responsibility to promote innovation, entrepreneurship and start-ups in the Institute.
- b. The following facilities and teams will be collectively headed and coordinated by the NISP Faculty Coordinator towards implementation of Sona IESP policy and promotion of start-ups:
 - i. Entrepreneurship Development Cell (EDC)
 - ii. The Entrepreneurship Development Cell framed syllabi on **Innovation, IPR and Entrepreneurship Development** and **brought in to the curriculum as an open elective course** during 2019-20 academic year.
 - iii. EDII-TN- Innovation and Entrepreneurship Development Hub for 36 other spoke engineering Colleges.
 - iv. Institution's Innovation Council SCT (IIC Sona)
 - v. Intellectual Property Rights (IPR) Cell
 - vi. Sona Business Incubation Center supported by MSME-DI
 - vii. Sona Incubation Foundation, registered as a not-for-profit under section -8 company and MoU with IITM Incubation for Co-incubation.
- c. These Pre-Incubation and Incubation facilities will be made accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.
- d. A sustainable financial strategy has been defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.
 - i. Investment for these activities not to be less than 1% of the total annual budget of the Institute (Innovation Fund)
 - ii. The strategies for raising funds from diverse sources will be devised. 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 will be encouraged.
 - iii. SCT may also raise funding through sponsorships and donations. SCT will actively engage alumni network for promoting Innovation & Entrepreneurship (I&E) and tap private and corporate sector funds under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- e. SCT will be the driving force in developing entrepreneurship culture in its vicinity (regional, social and community level). This shall include giving opportunity for regional start-ups, provision to extend facilities for outsiders and active involvement of the institute in defining strategic direction for local development.
- f. SCT will offer mentoring and other relevant services through Pre- incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis.

10. Nurturing Innovation and Start-ups

a) Entrepreneurship Development Cell (EDC)

- i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development.
- ii. To promote entrepreneurship as a viable career and provide pre-incubation support to innovators / students to culminate in campus start-ups / new ventures.
- iii. EDC to comprise of Overall Coordinator, Departmental Faculty Coordinators, Departmental Student Coordinators and student members.

b) Sona IIC

- i. To work in accordance with the Annual calendar activities prescribed by the MIC and promote innovation-led activities.
- ii. Organize periodic workshops/ seminars/ interactions with entrepreneurs, investors, professionals and create a mentor pool for student innovators / Hackathons, idea competition, mini-challenges etc. with the involvement of industries. Sona IIC to comprise of President, Vice President, Convenor, Faculty Coordinator, Innovation Ambassadors, Faculty and Student Coordinators for various activities, Departmental Faculty Coordinators and student members.

c) SCT 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.
- 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. To support early-stage innovators for prototyping, SCT has two funding schemes to support
 - SCT student seed money supports up to Rs.10,000/- per idea (TRL 0-3)
 - SCT spark fund support up to Rs.50,000/- per idea (TRL 4-5)
- v. A separate committee will receive the applications, shortlist worthy ideas which are scalable and monitor the progress of sanctioned ideas.
- vi. In addition, to channelize and create innovation pipe line and pathways for innovators/ Entrepreneurs at Institute level, mentoring and networking will be done to help them to pitch in their ideas for various schemes like EDII Innovation Voucher Program (IVP) scheme and MSME Incubation Scheme.
- vii. In order to attract and retain right people, institute should develop academic and non-academic incentives and reward mechanisms for all faculty/staff who actively contribute and support entrepreneurship agenda and activities.
 - The reward system for the staff may include sabbatical leave, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
 - Evaluation of annual performance will be made by the Monitoring committee.
- viii. In return of the services and facilities, institute may take 2% to 9.5% equity/ stake in the start-up/ company, based on brand used, faculty contribution, support provided and use of institute's IPR
- ix. A start-up may choose to avail only the support, not seed funding, by the institute on rental basis.
- x. Institute will update/change/revise performance evaluation policies for faculty and staff based on innovation policy periodically.

d) Sona Incubation Foundation (SIF) in SCT and Con Incubation with IITM-IC

- i. SIF to provide incubation facilities.
- ii. SIF to comprise of Chief Executive Officer, Manager, Project Coordinators and Technical staffs.
- iii. All facilities in SIF are made available to students, faculty and staff 24x7.
- iv. SIF may also link the start-ups to other seed-fund providers/ angel investors/ venture capitalists or itself may set up seed-fund once the incubation activities mature.
- v. SIF will extend this start-up facility to alumni of the institute as well as outsiders.
- vi. IITM – Incubation Cell will provide all the above facilities for the incubates on the basis of co-incubation.

e) POWER ON ME @ SCT:

- i. POWER ON ME is the platform devised by the Management of SONA to enable the student innovators from various colleges in around Salem to pitch their ideas.
- ii. The idea pitching workshop is being conducted on Pournima day (Full moon day) every month regularly.
- iii. The identified potential ideas will be given support like seed money, mentoring, infrastructure and IPR services.

11. Entrepreneurship Development and Innovation Council (EDIC)

Based on the guidelines of the Tamil Nadu Startup Policy 2018-2023 [1] and MoE National Innovation and Startup Policy 2019 [2], the following action points are prescribed for the Institutions.

- i. Establishment of Entrepreneurship Development and Innovation Council (EDIC) headed by a willing and qualified Senior Professor to promote startups, entrepreneurship and innovation in the Institute.
- ii. Importance of Innovation and entrepreneurial agenda should be promoted at the Institute through workshops, conferences etc.
- iii. Investment for the EDIC activities must not be less than 1% of the total annual budget of the Institute.
- iv. Creation of Incubation center in the Institute by using internal / external resources. It should be a separate entity preferably registered under Section 8 Company of Company Act 2013 or Society registered under Society registration act with independent governance structure.
- v. Establishment of fab labs / maker's space in the Institute that will serve as a bridge between innovators and incubators and it should be accessible 24 x 7 to students, staff and faculty of all the departments across the Institution.
- vi. Provide training programs for both startups as well as other needy persons on the entrepreneurship skills to bridge the gap between industry requirement and current curriculum.
- vii. Networking events must be organized to create a platform for the budding entrepreneurs to meet the Investors and pitch their ideas.

12. Norms for the Faculty, Staff and Students Startup

This policy permits faculty, staff and students to transform the ideas based on IPR owned / co-owned by them for running Startup Company. Faculty startup may a faculty member alone or with students or with faculty of other institutes or alumni or with other entrepreneurs. The following mechanisms are evolved for running such a company with in the Institute.

For Faculty and Staffs

- i. The Institute should provide space, infrastructure, mentorship support, seed funds, support for accounts, legal, IPRs etc for the Startup company owned by Faculty and staff. In return for the services, the Institute may take 2.0 – 9.5 % equity / stake in the company.
- ii. If a faculty member is an Owner or Co-owner of such companies with the permission of the Institute and be a Director on the Board, he / she may also play an operational role (Technical Adviser, CEO, Manager etc.,) with the approval of the Institute with the conditions given below:
 - No restriction on the shares that faculty / staff can hold, **as long as they do not spend more than 20 % of office time on the startup company** in the role mentioned and do not compromise in their academic and administrative work / Responsibilities.
 - Faculty must clearly separate and distinguish on-going research work at the Institute from the work conducted at the startup / company
 - Faculty must not involve research staff or other staff of institute in the activities of the startup and vice versa.
 - Faculty must not accept honorariums or gifts from the startup.
- iii. In case the faculty / staff holds the executive or managerial position for more than three months in a startup company, they should be on sabbatical /leave without pay/ or utilize existing leave.
- iv. Other Faculty members may undertake projects from the company owned by a faculty member / staff following the Institute norms of consultancy projects that prevails. Similarly for the utilization of any testing / characterization of product developed by the company it should be as per the norms of the Institute testing charges.
- v. The IP Rights for the technology developed by the company and faculty shall be held jointly by the company and the faculty concerned as per the IPR Policy of the Institute.
- vi. A Company owned or co-owned by a faculty/ staff will normally be required to incubate at the Institute incubator. However, in exceptional cases, where the faculty / staff /wants to incubate outside the institute, a sufficient justification has to be provided for the approval of the Institute. Decision of the Institute is final and binding in this case.
- vii. For the incubation of the Company owned or co-owned by a faculty / staff evaluation should be as per the incubation policy of the existing incubator in the Institute.
- viii. In case of selection of a faculty startup by an outside accelerator, a maximum leave of one / two year may be permitted to the faculty as per Institute leave norms.

For Students

Institutes are requested to encourage as many startups by the students with inter departmental and inter-institutional participation, taking note of the fact that startup planning and management require inter-disciplinary skills. Students should be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g., design thinking, critical thinking, etc.), by inviting first generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition should be routinely organized. The Institute should prepare the students for creating startup through the above activities.

- i. Institute may allow students to establish Startup or working part time for the startup already present with the Institute Incubator while studying / working as intern.
- ii. Allow the students to earn credit for working on the Innovative prototypes / business models to a maximum of 1 Credit / semester certified by the Incubator and approved by the Concerned students Department Committee.
- iii. Students may be allowed to opt for startup in place of mini project / summer training / Seminar with the approval of Concerned students Department Committee.
- iv. Students may be permitted to use the startup idea / prototype development as their major project work for the Institute academic requirements with the approval from the affiliated incubator.
- v. Student Startup may be permitted to use the address of the Hostel or the Incubator to register the Company while studying in the Institute
- vi. Institute may exempt Student startup affiliated with the Institute incubator to avail maximum up to 20 % attendance in any semester. Including this grace of 20 % attendance, student should secure 75 % attendance in each subject to appear for the end semester examination.
- vii. Students may be allowed to undertake a semester / year break to work with startups affiliated with the Institute Incubator, after completion of 6th semester and rejoin the Institute to complete the course with the approval from the Institute.
- viii. Institute may set-up a review committee (Senior faculty in charge of EDIC, HOD of the Student Department, CEO of Incubator and Dean / Principal of the Institute) for review of student startup to provide accommodation for the student entrepreneur within the campus for a maximum period of 6 months.
- ix. For the incubation of the Company owned or co-owned by the student, evaluation is as per the incubation policy of the existing incubator in the Institute for the seed funding / any other support required.
- x. Students may be allowed to attend a programme on entrepreneurship, starting a project and developing creative projects and programme may be sponsored by the institution, based on the merit scheme coined by the incubation center.

13. Entrepreneurial Pedagogy

- i. Faculty are encouraged to adopt a diversified approach to produce desirable learning outcomes, which should include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.
- ii. Students are encouraged to choose courses like Economics & Management, Entrepreneurship development, Innovation and Business Plan Development, Product design and development, Principles of Management & Industrial Psychology in order to develop their knowledge in entrepreneurial conduct.
- iii. EDC, IIC Sona and SBIC will jointly organize idea & design competitions, demo days, networking events, boot camps, workshops, etc. to ensure enhancement of the student's thinking and responding ability. During these activities, the following are to be ensured:
 - Stakeholder engagement should be given prime importance in the entrepreneurial agenda.
 - Open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge.
- iv. SCT will create MoUs with potential partners, resource organizations, micro, small and medium sized enterprises (MSMEs), social enterprises, universities, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs:
- v. Single Point of Contact (SPOC) mechanism created in the institute for the students, faculty, collaborators, partners and other stakeholders will ensure access to information.
- vi. Faculty, staff and students of the institutes are encouraged to take part in formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc. to connect with their external environment.
- vii. SCT will constitute annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.
- viii. Innovation champions will be nominated from within the students and faculty in each department.
- ix. In the beginning of every academic session, Sona IIC will conduct an induction program about the importance of Innovation & Entrepreneurship so that freshly inducted students / faculty are made aware about the entrepreneurial agenda of the institute and available support systems.
- x. Periodic pedagogical changes will be done to ensure that maximum number of student projects and innovations are based around real life challenges.
- xi. Learning interventions developed for inculcating entrepreneurial culture will be constantly reviewed and updated.

14. Intellectual Property Rights Protection and licensing

Intellectual Property Rights (IPR) denotes the specific legal rights of the inventors to hold and exercise Patents, Trademarks, Copyrights, Industrial Designs, etc. IPR aims to exclude third parties from exploiting the protected subject matter for a certain period of time (normally 20 years), without explicit authorization from the right holders. The IPR developed by the Institute / startup has to be protected and licensed as per the Institute norms.

- i. When institute facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and the

institute. The Anna University IPR Policy 2016 must be followed for patent filing, revenue sharing etc.

- ii. Inventors and institute could together license the product / IPR to any startup by Faculty / Staff / Students, with inventors having the primary say. License fees could be either / or a mix of Upfront fees or one-time technology transfer fees or Royalty as a percentage of sale-price or Shares in the company licensing the product as per the Anna University IPR Policy 2016.
- iii. On the other hand, if product/ IPR is developed by innovators not using any institute facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.
- iv. If there is a dispute in ownership, a minimum five-member committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of the institute's alumni/ industry experts (having experience in technology commercialization) and one legal advisor with experience in IPR, will examine the issue after consulting the inventors and help them settle this to everybody's satisfaction.
- v. Institute 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.
- vi. All institute's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation. Other faculty in the department / institute will have no say, including heads of department, heads of institutes, deans or registrars.

15. Monitoring

The success of the Anna University Faculty, Staff and Students startup policy will depend upon the Knowledge exchange through collaboration and partnership. The implementation of the policy is the responsibility of Institute Dean / principal and institutes must provide support mechanisms and guidance for creating, managing and coordinating these relationships.

- a. Impact assessment of Institute's entrepreneurial initiatives such as pre- incubation, incubation, entrepreneurship education should be performed regularly using well defined evaluation parameters such as Number of Workshops, conferences conducted / fab lab infrastructure / IPR policy / Review committee meeting both at Department and Institute level.
- b. Number of startups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institutes should be recorded as indicated in the following Table.

Year	Number of Startup	Employment generated	Revenue	Surplus	IPR
1					
2					

The success of the policy should be in terms of social / sustainable economics / technological impact in the market based on the commercial output.