



Innovation, Incubation and Start-up Policy

Shobhit University

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Table of Contents

Sr. No.	Contents
1.	Preamble
2.	Purpose and Objectives
3.	Scope and eligibility
4.	Strategy and Governance
	Supporting & Nurturing Innovations and Start-ups
	A. Incubation & Pre-Incubation support
	B. Services
5.	C. Periodic Assessment and Information Submission
	D. Tenure
	E. Academic Policy
	F. Virtual Incubation
6.	Norms for Faculty/Staff Start-ups
7.	Financial Implications & Liabilities
8.	Product Ownership Rights for Technologies Developed at SUG
9.	Agreement
10.	Creating Innovation Pipeline and Pathways for Entrepreneurs
11.	Pedagogy and Learning Interventions for Entrepreneurship Development
12.	Collaboration, Co-creation, Business Relationships and Knowledge Exchange
13.	Organizational Capacity, Human Resources and Incentives
14.	Entrepreneurial Impact Assessment
15.	Entrepreneurship Award
16.	Way Forward
17.	Review Committee



1. Preamble

In November 2016, a pivotal development emerged with the creation and release of a Start-up Scheme document by the All-India Council of Technical Education (AICTE) specifically designed for AICTE- approved institutions. This strategic initiative was driven by the imperative to contemporize the academic milieu, placing greater emphasis on fostering a culture of innovation and entrepreneurship across all higher education institutions (HEIs).

The National Innovation and Start-Up Policy is an amplification of the Start-Up Policy, centering on providing guidance and facilitation to educational institutions in aligning with the 'Start-up Action Plan' endorsed by the Government of India. Following extensive deliberations and insights garnered from diverse educational establishments regarding the Start-up Policy, it became apparent that there was a compelling need for a more methodical and comprehensive framework. Consequently, the "National Innovation and Start-up Policy (NISP)" was conceived, encompassing all the enhancements and refinements not covered within the conventional Start-up Policy.

In the context of implementing the NISP, a Review Committee (RC) was convened to meticulously explore the facets to be encompassed within Shobhit University Innovation, Incubation and Start – Up Policy. This policy at the university is poised to furnish not only a comprehensive set of directives to foster the assimilation of a broader ethos conducive to innovation and entrepreneurship but also to introduce novel domains within this realm to the student body.

The Executive Council (EC) recognized this as a transformative stride and, in alignment with their aspiration to cultivate an all-encompassing ecosystem, incorporating facets such as commercialization and technology transfer norms, intellectual property, and equity distribution, delineated a meticulously structured policy.

3. Purpose and Objectives

The Innovation, Incubation and Start-Up Policy aims to put a structure and mechanism in place for the University Incubation Cell to function more cohesively, and sustainably so that the students, faculty and staff of the university can continue to benefit from it and launch innovative projects and start-ups. The Policy will also act as a testimony to the university's commitment to the cause of entrepreneurship development.

The aims of this Policy Encompass the following:

- a) Encouraging students, faculty and staff members to actively engage in the realms



of innovation and entrepreneurship.

- b) Setting up a vibrant startup ecosystem to align itself with our country's major policy initiatives of Make in India, Start-up India and Stand-up India.
- c) Motivating students and faculty to align their endeavors with the overarching objective of the university, which is to nurture and support job creators, enhance students' employability and cultivate their entrepreneurial aptitude.
- d) Cultivating an environment conducive to generating innovative concepts spanning diverse fields, with the potential to evolve into successful technological advancements, products, and services.
- e) Establishing mechanisms for the development and transfer of technology.
- f) Offering mentorship, guidance, and robust support to facilitate the creation of startup ventures.
- g) Providing an accelerated path to monetization of ideas, services and products.
- h) Collaborating with various governmental bodies, research institutions, industries, and funding agencies to foster and bolster innovation, technology development, and startup initiatives.
- i) Formulating an institutional framework to ensure the efficient implementation, monitoring, and evaluation of this policy.

4. Scope and Eligibility

The Policy applies to the following stakeholders:

- 1. Registered active students at the university.
- 2. Registered alumni of the university.
- 3. Full-time faculty at the university.
- 4. Full-time staff at the university.

Eligibility:

Admission to the University's Incubation Cell will be open to any of the university's stakeholders to whom the policy is applicable. To be considered as eligible/qualified, proposals seeking business incubation must align with one or more of the ensuing criteria:

- I. Proposals involving Intellectual Properties (IP) originating within the university (and subsequently transferred to a company in exchange for compensation).
- II. Proposals featuring IP owned by faculty, staff, students, or alumni



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(generated externally to the university).

- III. Proposals demonstrated potential for significant scalability.
- IV. Proposals anticipated to yield social and strategic benefits.
- V. Proposals displaying the possibility of substantial resource generation and/or impactful outcomes.

Applications for admission to the University Incubation Cell should be submitted in the name of registered unlisted companies as defined by the Companies Act, 2013. If a company isn't yet registered, the application can be submitted under the names of all promoters/founders. However, promoters/founders must ensure that the company gets registered within Six Months of the date of approval of the application for admission to the University Incubation Cell. No Incubate shall be permitted to use the premises or the address of the University Incubation Cell for the registration of the Company. They can use the University Incubation Cell address as a communication address only subject to the approval of the University Incubation Cell Review Committee.

5. Strategies and Governance

Entrepreneurship focus has been, and will remain, one of the major dimensions of the university's strategies to facilitate development of an entrepreneurial ecosystem in the university and nearby area.

A. The entrepreneurial agenda will be the responsibility of the Head of Incubation Cell, holding relevant industry and business expertise.

B. In line with the model guidelines issued by the Ministry of Education, a sustainable financial strategy will be defined to reduce the organizational constraints to work on entrepreneurship development.

- i. Up to 1% fund as part of the total annual budget of the institution will be allocated for supporting innovation and start-up related activities through creation of separate 'Innovation Fund'.
- ii. The strategy will involve raising funds from external funding sources through the government (e. g. Department of Science and Technology, Department of Biotechnology **DBT**, Ministry of Human Resource and Development **MHRD**, All India Council for Technical Education **AICTE**, Technology Development Board **TDB**, Technology Information, Forecasting, and Assessment Council **TIFAC**, Department of Scientific and Industrial Research **DSIR**, Council of Scientific and



Industrial Research **CSIR**, Biotechnology Industry Research Assistance Council **BIRAC**, National Science & Technology Entrepreneurship Development Board **NSTEDB**, National Research Development Corporation **NRDC**, Start-up India, Invest India, The Ministry of Electronics and Information Technology **MEITY**, Ministry of Skill Development and Entrepreneurship **MSDE**, Ministry of Micro Small & Medium Enterprises **MSME**), non- government entities, private and corporate sectors under CSR under section 135 of the Companies Act, 2013 and through sponsorships/donations and will actively engage the alumni.

- C. The Review Committee will develop a mechanism for easy creation and nurturing of start-ups by students, faculty, staff and alumni.
- D. The university will strive to integrate entrepreneurship development activities across all its schools, centers, departments, faculties and career services, thus breaking the silos.
- E. Ethics and Conflict of Interest: The members of the Review Committee, who are engaged in the investment procedure must abstain from engaging in any action that might compromise their capacity to render unbiased judgments and decisions.

6. Supporting & Nurturing Innovations and Start-ups

SUG will allow & encourage students/faculty/staff to work on their innovative projects and to set-up start-ups or work as interns/part-time in start-ups while studying/working with due approval of the competent authority.

A. Incubation & Pre-Incubation support

a) Pre-incubation

Pre-incubation establishes early-stage innovation support systems, including an environment for creative ideas, guiding idea validation, basic working infrastructure, and resource access before the enterprise stage. Faculty mentors will be encouraged to mentor the start-ups at this stage. The ideal faculty mentor-to-start-up ratio will be 1:5.

The university will create pre-incubation facilities like the Institution Innovation Council (as per guidelines by MoE), Entrepreneurship Cells, and Student Clubs, involving all university Schools and external experts. These facilities collaborate to foster an innovative ecosystem, engaging students to identify and assist young innovators.

b) Incubation:

After pre-incubation, entrepreneurs with completed business plans and scalable products or business idea can move to the incubation phase. Here, they continue to receive physical facilities, training, consultancy, and mentoring services as in the pre-incubation stage. The



incubation period, lasting 1-3 years, varies by sector. Sectors like health and food, needing certificates and patents, have longer incubation times than software.

At the incubation stage, entrepreneurs establish companies, develop product/services and receive technical and business support from incubation centers. Post-development, the challenging commercialization phase begins, often requiring increased financing due to its costliness. This stage varies based on sectors and products; health field entrepreneurs, for instance, face significant costs from licenses and certificates.

The eligible start-ups at the pre-incubation stage will be screened by the review committee to get incubation support. To become eligible for the incubation stage, a start-up must at least be at the prototype stage.

B. Services: In addition to physical infrastructure, the university intends to provide other support-related services including but not limited to:

- I. Facilitating company registration and filing
- II. Aiding in seeking accounting/ legal/ HR services
- III. Intellectual Property (Copyrights, Trademarks, Patent) filings
- IV. Training/Conferences/Workshops
- V. Seed Funding support
- VI. Facilitating governmental agency funding
- VII. Venture capitalists / Angels / Investors Introductions
- VIII. Meetings with visitors to the university (such as alumni, industry professionals)
- IX. Entrepreneurship meets
- X. Accommodation facility

The aforesaid services will be provided either free of cost or on payment of charges as may be decided by the **Review Committee**.

C. Periodic Assessment and Information Submission: The assessment of the performance of incubated companies will involve the obligatory submission of information on a quarterly basis, adhering to a designated format. Furthermore, these companies might undergo annual evaluations. The criteria, formats, and frequency of these assessments will be communicated to the incubated companies by the Review Committee.



Incubate companies will submit information to the Review Committee:

- i) Regarding any significant alterations or advancements occurring within their respective firms periodically. This information may encompass various changes such as but not confined to modifications in the company's name, alterations in business or product profiles, adjustments in board members, promoters, or shareholders, acquisition of new premises, and supplementary equity or debt investments.
- ii) The university may request incubating companies to furnish additional pertinent data as deemed appropriate.
- iii) Furthermore, on all operational, financial, and other quantifiable benchmarks as stipulated by the Review Committee, utilizing suitable formats and the prescribed frequency.

D. Tenure

Initially, companies are granted the opportunity to utilize facilities of the University Incubation Cell for a duration of 12 months, with the possibility of an additional extension for up to 12 months (in 4 instalments of 3 months each) following a thorough evaluation at each interval. During this cumulative period of 24 months, a monthly fee can be assessed to the respective companies. At the discretion of the Review Committee, there exists the potential for companies to seek further extension of their occupancy for a maximum duration of 12 months, subject to payment of fees at the prevailing market rate, as determined by the University Incubation Cell. It's important to note that the initial 12-month period might be subject to alterations based on prevailing market conditions and other relevant factors, rendering it a general guideline rather than a definitive standard.

E. Academic Policy

- i. The University embraces the concept of student entrepreneurs in residence. The university will allow its students to take a semester/year break to work on their entrepreneurial pursuits during their academic tenure. Such leaves shall be granted post the explicit approval of the Review Committee
- ii. Exceptional students aspiring to embark on an entrepreneurial path can take even more that a one-year hiatus. Such leaves shall be granted post the explicit approval of the Review Committee.
- iii. This is facilitated by the academic framework, allowing these students to



undertake credit courses centered on entrepreneurship as and when they are introduced and made available. This dedicated time permits full-time pursuit of entrepreneurship. Successful completion of all degree requirements within six years of program commencement, which includes the entrepreneurship leave period, makes a student eligible for the conferment of a 4-year degree.

Students who commence working on a startup concept may be granted permission to align such project with their mini/major/minor/final project, seminars, summer training etc. thereby contributing to their degree completion requirements with due permission from the respective School Dean, Head and Vice-Chancellor.

- i. Student entrepreneurs will be allowed to appear for examinations, even if their attendance is less than the minimum permissible percentage, with due permission from the respective School Dean, and Vice-Chancellor.
- ii. Exceptional student/faculty-led startups or alumni startups (within 3 years of graduation), which have had a significant impact and an early-stage association with the university, will receive appropriate acknowledgment, citations, or awards for their notable achievements.
- iii. In their final year, the students of the university will be tasked with addressing a practical real-world issue, devising solutions as part of their academic curriculum through their culminating year project.
- iv. Students who opt to leave the university prematurely or withdraw from their academic program must formally provide written notice and seek permission for either program continuation or exit. Decisions in this regard will rest with the Review Committee and the Vice-Chancellor and will be deemed final.
- v. The university will allow the use of its resources/infrastructure/facilities to faculty/students/staff wishing to establish start-ups on such terms & conditions as decided by the Review Committee.

F. Virtual Incubation

The University Incubation Cell is open to virtual incubation and will extend all support as made available to other incubates that would be physically located. This will be considered as an exception and on a case-to-case basis as approved by the Review Committee. All rules of the policy (as relevant) will apply to a virtually incubated company / founders / co-founders/ students / faculty/ staff/ alumni, as it would in the normal course to a non-virtually incubated company / founders / students / faculty.



7. Norms for Faculty/Staff Start-ups

The faculty & staff of the university will also be allowed & encouraged to pursue innovative projects and start-ups.

- i. Faculty start-up may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- ii. Role of faculty may vary from being an owner/co-owner/direct promoter, mentor, and consultant or as on-board member of the start-up. The university will work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the start-up activities.
- iii. Faculty must clearly separate and distinguish on-going research at the university from the work conducted at the start-up/company. Faculty to not involve research staff or other staff engaged in academic projects of the university in activities at the startup.
- iv. Every faculty shall be encouraged to mentor at least one startup or innovative ideas of students.
- v. Faculty will be allowed to start Startup based on the technology developed in the lab at the university but the university to have ownership on IP. To facilitate licensing the product / IPR to any commercial organization in consultation with the inventors. License fees could be either /or a combination of
 - Upfront fees or one-time technology transfer fees
 - Royalty as a percentage of sale-price or fee per product sold
 - Equity-stake in the company licensing the product
- vi. A distinctive faculty up-gradation scheme will be introduced. The university's professors collaborating with students at the university to explore entrepreneurship endeavors will have the opportunity to temporarily disengage from their academic responsibilities and engage in entrepreneurial pursuits for a specified duration (in accordance with the rules for Faculty). Based on the outcomes of these pursuits, whether they lead to success or otherwise, these professors will have the option to rejoin the university. The faculty/staff will need to obtain a no objection certificate from the respective Dean/HOD, and the Review Committee in the prescribed format.
- vii. In case the faculty/staff holds the executive or managerial position in a start-up for a period exceeding three months, they will go on sabbatical/ leave without pay/utilize existing leave arrangement.



- viii. In case of selection of a faculty start-up by an external national or international accelerator, a maximum leave duration without pay of one semester/year (or even more depending upon the decision of the Review Committee) may be permitted.
- ix. Human subject-related research in start-up must get clearance from the Ethics Committee of the university.
- x. Faculty/staff in advisory or consultative roles can take shares up to 2% in student start-ups, as long as they do not spend more than 10% of office time on the start-ups and do not compromise with their existing academic, research and administrative work /duties.

8. Financial Implications & Liabilities

- i. The University Incubation Cell may set up an autonomous financial reserve or collaborate with multiple stakeholders to establish a fund aimed at providing crucial support to start-ups in their nascent stages or start-ups that have been vetted and accepted into the program.
- ii. The University Incubation Cell will offer its service either free-of-cost, or in return for fees, or against equity or a combination there of as may be decided by the Review Committee. The modalities of equity sharing will depend upon the services offered and negotiations.
- iii. The University Incubation Cell is committed to extending financial backing to individual student-led start-ups based on their merits, within the confines of available financial resources.
- iv. Seed funding may be provided to start-ups that meet the funding criteria and are duly approved by the Review Committee.
- v. The University Incubation Cell may take 2% to 9.5% equity in the start-up, based on brand usage, faculty contribution, Support provided and use of institute's IPR.
- vi. There will be no restriction on stake that faculty/staff can hold, in their start-up. In case faculty/staff is drawing salary from institute, then the University Incubation Cell's stake/equity on start-up should be limited to 20% of total share of faculty/staff or 9.5% of total stake whichever is minimum. This is subject to the final explicit approval of the Review Committee.
- vii. The University Incubation Cell will actively collaborate with governmental institutions at both state and central levels to facilitate students in securing



seed funding during the initial phases of their ventures, particularly when they have developed a Minimum Viable Product (MVP).

viii. To bolster this endeavor, Incubation Cell will forge strategic alliances with external angel networks, incubators, and Technology Business Incubators (TBIs). This collaboration will enable the seamless connection of appropriate spinoffs with these entities, ensuring timely assistance for student-led start-ups as and when required.

ix. SUG Incubation Cell will take proactive measures to showcase the participating companies in the program through various platforms, including funding-related events and programs, thereby providing them with increased visibility and access to potential opportunities.

9. Agreement

The following agreements are required to be established between SUG Incubation Cell and the respective companies, as far as applicable

- **Incubation Agreement**

A Service Agreement will be executed between the University Incubation Cell and the incubate company, facilitating the company's admission to the University Incubation Cell. This agreement will serve as the Master Services Agreement and will encompass stipulations regarding the Terms of Services, Confidentiality, and Non-Compete clauses.

- **Equity Agreement**

An Equity Agreement will be established between the University Incubation Cell and the incubated company. This agreement will pertain to the University Incubation Cell equity stake in the incubate company.

- **Transfer of Technology/Technology License Agreement**

A Transfer of Technology or Technology License Agreement will be formalized between the University Incubation Cell and the incubate company. The purpose of this agreement is to facilitate the transfer of technology from the Incubation Cell to the incubate company. The Incubation Cell will ensure that no liability will ever accrue to the university because of any activity of any start-up.

Exits: Companies within the incubator will be withdrawn from the incubation program under the following circumstances:

- Upon the lapse/completion of a 12-month stay period, unless an extension is granted by the Review Committee or if the stay duration was initially shorter.
- Instances of misconduct or failure to adhere to established policy guidelines.



- Non-compliance with legal statutes of the jurisdiction, including the violation of intellectual property rights.
- Engaging in actions that tarnish the reputation of the University.
- In cases of underperformance or non-feasibility of the proposed business concept: the criteria for such determination will be formulated and applied by the Review Committee on an individual case basis. The decision of the Review Committee will be final in this regard.
- Instances of irreconcilable disputes among promoters or founders. The Review Committee will determine the point at which disputes are considered insurmountable.
- When the company becomes a part of an acquisition, merger, amalgamation, or significant restructuring substantially alters the company's profile, its stakeholders, directors, products, or business strategies; or when the company intends to go public. The decision of the Review Committee will be final in this regard.
- Any other reasons that the University Incubation Cell or Review Committee deems necessary for the exit of an incubating company.
- Despite any provisions to the contrary, the University Incubation Cell or Review Committee's verdict concerning the departure of an incubating company shall be ultimate and not subject to challenge by any incubating entity.
- Any other conditions that the University Incubation Cell or Review Committee may specify under the agreements executed with the incubating company.

Dispute Resolution, Jurisdiction, Non-Compete, Confidentiality

All components of this policy shall be overseen by the management of the University Incubation Cell and or Review Committee that has been specifically established and authorized to administer the policy.

The Incubation Cell and the Review Committee holds the authority to sanction any exceptions and introduce amendments to the policy as necessary. The verdict made by the Incubation Cell and the Review Committee shall be definitive.

In the event of disputes, if any arise, resolution shall be determined by the Review Committee. All individuals, including students, faculty, and other stakeholders getting incubated in the Incubation Cell, are obligated to adhere to the confidentiality and non-compete agreements that are periodically issued.



10. Product Ownership Rights for Technologies Developed at the Incubation Cell

The following are certain important points in connection with the ownership rights.

- I. The University will take IPR license on the developed technology on easy terms, either in terms of equity in the venture and/or license fees and/or royalty to obviate the early-stage financial burden.
- II. When the University Incubation Cell facilities/funds are used substantially or when IPR is developed as a part of curriculum/academic activity, IPR will be jointly owned by inventors and the university.
- III. The university and inventors may together license the product/IPR to any commercial organization. In such cases, License fees may be either of or a mix of Upfront fees, one time technology transfer fees, Royalty as per percentage of sale-price, Shares in the company licensing the product.
- IV. If one or more of the inventors wish to incubate a company at the university and license the product to his/her company, the royalties would be no more than 4% of the sale price, but preferably 1% to 2%.
- V. If the product/IPR is developed by innovators not using the facilities of the university, outside office hours (for faculty/staff) or not as a part of the curriculum by students, 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.
- VI. If there is a dispute in ownership, the Review Committee's decision will be final and binding on all concerned.
- VII. The University or the University Incubation Cell will only be a coordinator and facilitator for providing services to students, faculty and staff. The University or the University Incubation Cell will have no say on how the invention is carried out, how it is patented or how it is to be licensed, however in specific cases, clarifications can be sought. When the university is paying for patent filing, it will constitute a committee that can examine whether the IPR is worth patenting. If inventors are using their own funds or non-university funds, then they alone will have a say in patenting.



11. Creating Innovation Pipeline and Pathways for Entrepreneurs

Mechanisms will be devised to ensure the exposure of maximum students to innovation and pre- incubation activities at their early stage and to support the pathway from ideation to innovation to market.

- A. Awareness will be spread among students, faculty and staff about the value & role of entrepreneurship in career development or employability.
 - i. Students will be trained & encouraged to develop an entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills like design thinking.
 - ii. 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 will be routinely organized.
 - iii. Integration of education activities with enterprise-related activities will be done to prepare the students for creating start-ups.
- B. The University will link incubated start-ups and companies with a wider entrepreneurial ecosystem to help understand real challenges which they may face, thereby increasing their probability of success.
- C. The University has already established the Institution's Innovation Council (IIC) as per the guidelines of MHRD's Innovation Cell and will allocate an appropriate budget for its activities. Through IIC, collective and concentrated efforts are undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.
- D. For strengthening the innovation funnel at the university, access to financing must be opened for the potential entrepreneurs. Accordingly, networking events will be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
- E. A culture will be promoted to make incubates understand that an entrepreneur must utilize funds ethically and provide returns to the investors.

12. Pedagogy and Learning Interventions for Entrepreneurship Development

A diversified approach will be adopted to produce desirable learning outcomes.

- A. The approach will include cross-disciplinary learning using mentors, labs, case studies,



games, etc. in place of traditional lecture-based delivery.

- i. In the beginning of every academic session, SUG will conduct an induction program about the importance of Innovation and Entrepreneurship, so that freshly inducted students are made aware of the entrepreneurial agenda of SUG and available support systems.
 - ii. Entrepreneurship education will be imparted to students at curricular/co-curricular/extracurricular level. Validated learning outcomes will be made available to the students.
 - iii. Student E-cell will organize competitions, boot camps, workshops, awards, etc. to ensure enhancement of the student's thinking and responding ability.
 - iv. The university will continue its annual 'Innovation & Entrepreneurship Award' & the conclave 'Shobhit Innovate' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the University.
 - v. Our systems are not designed for tolerating and encouraging failures. 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. This will be a part of the university's philosophy and culture.
 - vi. Customized teaching and training materials will be developed for start-ups.
- B. Efforts will be made to nominate Innovation champions from within the students/ faculty/ staff for each school/centre/department.
- C. 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.
- D. Not everyone can become an entrepreneur. It is important to understand that entrepreneurship is about risk taking. The university will carefully evaluate whether a student is capable and willing to take such risks.
- E. Pedagogical changes need to be made to ensure that the maximum number of student projects and innovations are based around real-life challenges. Learning interventions developed by the university for inculcating entrepreneurial culture will be constantly reviewed and updated.

13. Collaboration, Co-creation, Business Relationships and Knowledge Exchange

- A. Stakeholder engagement will be given prime importance in the entrepreneurial agenda. SUG will find potential partners, resource organizations, MSMEs, social enterprises,



- schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.
- B. To encourage co-creation, bi-directional flow/exchange of knowledge & people will be ensured between institutes/organizations such as incubators, software technology parks of India and science parks, etc.
 - C. The university will organize networking events for better engagement of collaborators and will open-up opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration and lectures etc. Mechanisms will be developed by the university to capitalize on the knowledge gained through these collaborations. Care will be taken to ensure that events don't become an end goal, and the focus will be to create successful ventures.
 - D. Knowledge exchange through collaboration and partnership will be made a part of policy and the university will provide support mechanisms and guidance for creating, managing and coordinating these relationships.
 - E. Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty, staff and students of the university will be given opportunities to connect with their external environment.
 - F. Knowledge management will be done by the university through the development of innovation knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

14. Organizational Capacity, Human Resources and Incentives

In addition to physical resources, human resources will play a big role in this effort.

- A. The university will recruit faculty/staff that have a strong innovation and entrepreneurial/industrial experience, behavior and attitude. This will help in fostering the culture of innovation and entrepreneurship.
- B. To attract and retain right people, the university will develop academic and non-academic incentives and reward mechanisms for those who actively contribute & support entrepreneurship.
- C. The reward system for the staff will include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, training, etc.

15. Entrepreneurial Impact Assessment

- a. Impact assessment of university entrepreneurial initiatives such as pre incubation,



incubation, and entrepreneurship education will be performed regularly using well defined evaluation parameters.

- b. Monitoring and evaluation of knowledge exchange initiatives, and engagement of all departments and faculty in the entrepreneurial teaching and learning will be assessed.
- c. 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.
- d. Formulation of strategy and impact assessment will go hand in hand. The information on the impact of the activities will be actively used while developing and reviewing the entrepreneurial strategy.
- e. 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. In the long run, commercial success is the only true measure.

16. Entrepreneurship Award

To promote the spirit of Entrepreneurship, Shobhit University will give Entrepreneurship awards in the following categories:

- A) Best Entrepreneur Award- Faculty and/ or Student Start Ups
- B) Best Entrepreneur Award- Alumni

The awards will be decided by the Start-up Review Committee.

Any key policy changes and all commercial decisions, as may be applicable, taken by the Review Committee on behalf of the university and the University Incubation Cell, will require the explicit approval of the Vice Chancellor and the approval of Hon'ble Chancellor.

Way Forward

Successful implementation of the University Innovation and Start-up Policy for students and faculty is the main objective. To achieve this, full-fledged support of all the academic, non-academic and supporting departments will be important. The roadmap suggested through this document is 'broad guidelines and this policy document is supported by other relevant Policies at Shobhit University, Gangoh.



18. The Review Committee

The Review Committee responsible for evaluating proposals and overseeing initiatives of the University Incubation Cell shall comprise designated members with relevant expertise. This committee will play a key role in assessing innovation-driven submissions, supporting entrepreneurial activities, and ensuring alignment with the University's strategic vision for incubation, startups, and knowledge-based economic development through structured and timely reviews. The committee shall include the following.

1. **Chairperson**-Vice-Chancellor.
2. **Member Secretary**-Director/Coordinator – Innovation, Incubation & Entrepreneurship Cell.
3. **Faculty Representatives** (2–3 Members).
4. One member each from Science, Technology, Management, or relevant departments with experience in research, innovation, and entrepreneurship.
5. External Expert (1–2 Members)
6. A reputed Startup Mentor/Industry Expert/Angel Investor/Incubator Head from outside the university.
7. IPR and Legal Expert (1 Member)
8. A faculty member or external advisor with knowledge of Intellectual Property Rights, licensing, and legal compliance.
9. Finance & Compliance Officer (1 Member)
10. Alumni Entrepreneur (1 Member)
11. Student Innovator Representative (1 Member)

