

NATIONAL INNOVATION AND STARTUP POLICY



MANIPAL UNIVERSITY JAIPUR

Jaipur-Ajmer Express Highway,
Dehmi Kalan, Near GVK Toll Plaza,
Jaipur, Rajasthan 303007.

This policy shall be called the Manipal University Jaipur, Innovation and Start-up Policy which extends to all the faculty, staff and students of Manipal University Jaipur during their period of association with the university.

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1. Preamble

In November 2016, the All-India Council of Technical Education (AICTE) released a Startup Policy document aimed at fostering innovation and entrepreneurial culture in higher education institutions (HEIs). This policy was designed for AICTE-approved institutions to effectively implement the Government of India's 'Startup Action Plan'. The policy committee extensively deliberated on various aspects crucial for nurturing an innovation and startup culture within HEIs. These discussions encompassed Intellectual Property ownership, revenue-sharing mechanisms, norms for technology transfer and commercialization, and equity sharing, among others.

The comprehensive HEIs, enable them to systematically integrate innovation and entrepreneurship into their academic and administrative processes. By doing so, NISP aims to create an environment conducive to the development of innovative solutions and the establishment of startup ventures, thereby contributing to the broader objectives of economic growth and technological advancement in India. insights and guidelines developed by the committee culminated in the formulation of the 'National Innovation and Startup Policy (NISP)'.

Manipal University Jaipur is dedicated to fostering a nurturing environment that promotes research and innovation. MUJ encourages its students, faculty, and staff to actively participate in research initiatives that drive innovation and entrepreneurship. This Innovation and Startup policy serves as a guiding framework to facilitate and support the entire innovation process, ensuring that all members of the university community can contribute to and benefit from a vibrant culture of creativity and entrepreneurial spirit.

2. Definitions

- Entrepreneurship –refers to the process of creating or starting a new organization at MUJ.
- Faculty – shall refer to a regular faculty member of MUJ
- Incubation– refers to the unique combination of business development processes, infrastructure and people, designed to nurture and grow new businesses by providing support in the initial stages of developing their business.
- Innovation –refers to the creation and implementation of a new product, service, a process that helps in improvement in the efficiency and effectiveness of service delivery by the students,

staff and faculty of MUJ.

- Atal Incubation Centre (AIC) – refers to MUJ’s AIC established as per the MHRD guidelines for HEIs. The AIC at MUJ shall be the nodal agency to provide support needed in implementing this policy.
- Policy – means MUJ’s Innovation and Startup Policy
- Pre-incubation – refers to the process with entrepreneurs at MUJ who are in the very early stages of setting up their company with an idea of early prototype of their product or service that can graduate into a full-fledged incubation program.
- Staff Member – shall refer to any regular employee of MUJ other than faculty member.
- Startup – shall refer to 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. (An entity shall cease to be a Startup on completion of ten years from the date of its incorporation/ registration or if its turnover for any previous year exceeds one hundred crore rupees.)
- Student – shall refer to a full-time student at the UG, PG, or PhD programme studying at Manipal University Jaipur
- University – shall refer to Manipal University Jaipur (MUJ).

3. Scope

- To build a robust and supportive environment, the MUJ Innovation and Startup policy places a major emphasis on encouraging innovation and entrepreneurship among students, teachers, and staff. This policy will prioritize fostering a more innovative atmosphere across the board and promote grassroots involvement.
- It aims to work with researchers and grassroots innovators on collaborative research initiatives, fellowships, and scholarships. In this approach, the institution will support local innovators, incorporate Traditional Knowledge Systems (TKS), and employ cutting-edge technology to curate, and preserve knowledge.

4. Objectives

The following objectives shall govern the Innovation Policy of MUJ:

- The policy shall provide a framework to guide, encourage and support faculty and students to innovate and develop entrepreneurship activities.

- It shall provide the guidelines for MUJ to develop entrepreneurial activities, and manage IPR ownership, technology licensing and equity sharing in startups.
- To bring about cultural and attitudinal change in the culture of innovation and startups.
- To create an ecosystem to promote research and innovation and develop a robust system for planning, implementation and evaluation.

5. Strategies for Implementation

5.1. Governance

- For effective governance and management of all activities related to innovation and entrepreneurship, the Institution's Innovation Council of MUJ shall handle all the decisions related to it with the requisite support and guidance from the university. AIC shall develop monitoring and reporting guidelines for all the innovation and entrepreneurial activities at MUJ. The AIC shall work in coordination and consultation with the Research and Development Cell of MUJ in all matters related to research, innovation and startups.
- MUJ shall develop and implement the innovation policy for the entire university to integrate entrepreneurial activities across all departments, centers and faculty.
- Widespread awareness should be initiated across MUJ during academic programs such as conferences, workshops and seminars about the importance of innovation.

5.2. Resource Mobilization

MUJ shall plan resource mobilization for supporting pre-incubation, incubation infrastructure and facilities with a clear entrepreneurial agenda to sustain finances.

- The university shall also invest in entrepreneurial activities as part of the university' financial strategy and shall constitute a separate 'innovation fund' for funding and supporting innovation and startup-related activities.
- Efforts shall also be made to raise funds from other sources to reduce dependency on the university like external funding through the government such as DST (Department of Science and Technology), DBT (Dept of Biotechnology), MHRD (Ministry of Human Resource Development), AICTE (All India Council for Technical Education), TDB (Technology Development Board), TIFAC (Technology Information, Forecasting and Assessment Council), DSIR (Department of Scientific and Industrial Research), CSIR (Council

of Scientific & Industrial Research), BIRAC (Biotechnology Industry Research Assistance Council), NSTEDB (National Science & Technology Entrepreneurship Development Board), NRDC (National Research Development Corporation), Startup India, Invest India, MeitY (Ministry of Electronics and Information Technology), MSDE (Ministry of Skill Development and Entrepreneurship), MSME (Ministry of Micro, Small & Medium Enterprises), etc., and non-government sources.

- MUJ may also raise funds through sponsorships, donations and involve the alumni network for promoting innovation and entrepreneurship and ensure that there is long-term sustainability.
- Private and corporate sectors can also be approached as part of CSR (Corporate Social Responsibility) to generate funds for supporting incubators.

6. Enabling Institutional Infrastructure

Incubation is generally done by institutions or HEIs which have experience in the business and technology sectors. Incubation support includes providing technological facilities and advice, initial growth funds, network and linkages, co-working spaces, lab facilities, mentoring and advisory support.

7.1 Creation of pre-incubation and incubation facilities: Innovation is linked with incubation and hence such incubation facilities should be created for nurturing innovation in the university. The main goal should be innovation linked to enterprises leading to financial gains.

- The Atal Incubation Centre Cell (AIC) of MUJ established as per guidelines of MHRD, shall facilitate the pre-incubation and incubation centers by mobilizing internal and external resources.
- Pre-incubation facilities may or may not be a separately registered entity, but it is recommended that 'Incubation cum Technology Commercialization Unit'(ITCU) should be a separate entity registered under Section-8 of the Company Act 2013 or 'Society' registered under the 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.

7. Incubation Process

7.1. **Pre-incubation** – the emphasis in this stage is on the formation of an idea and the person with the innovative idea shall be provided with a working space.

- Applicants for admission to the incubation center will be required to submit a preliminary application to the convener's office.
- Pre-incubation Stage: Pre-incubation stage mainly focuses on the ideation stage, where a technologist having a potentially innovative idea can be provided with a co-working space. During this period, the entrepreneur takes up the role of a 'techno-evangelist' who develops the idea to into a proof of concept and prepares him for understanding the technical feasibility of the idea proposed.
- Based on the initial scrutiny of the preliminary and affirmative assessment, the applicants will be asked to submit a formal application for admission into the incubation center along with a detailed proposal along with the documents as asked by the scrutiny committee
- The committee consists of The Director, E Cell, Dy Director, E Cell, Astt. Director, E Cell, and two Subject Experts (Invitee Members) shall evaluate the application and eligibility for allotting the space at the center.
- The recommendation of the committee will be communicated to the applicant within 10 working days.
- The accepted applicant will have to sign the service agreement and equity agreement (if any – based on his status – whether the application is for a start-up or company).
- Incubates shall be required to present the proposal to the concerned Management Committee. The sanction of the amount (Seed grant / loan / equity fund) to the particular proposal will be done based on the recommendations of a separate committee.

7.2. **Incubation**–During this stage, the provision of basic infrastructure and linkages with marketing and business establishments become crucial.

- Workspace, access to communication technology, equipment, and library shall ease the startup to focus on their production.
- Emphasis shall be on providing other support needed to establish network and linkages with industries, markets, financial support, etc.
- This would help in enabling the new startup in its initial stage of existence.

Incubation Tenure– A Start-up will stay in incubation Centre, for a period of 36 months. Further

Extension, for a period of 18 months, may be granted. However, there will be a six monthly review by MUJ and if found unsatisfactory, MUJ may ask the Start-up to leave without assigning any reason, whatsoever. In case of any indiscipline or unlawful activity, start-up will be asked to leave immediately by MUJ without any notice. The talent from the incubator once graduated shall represent the incubator to the outside world, to the industry and be active in reaching out to others in the industry.

8. Eligibility and Admission to Innovations and Start-ups

8.1 Eligibility

- Admission to an incubation center as a start-up or company is open to:
 - i) MUJ faculty, staff, students and alumni,
 - ii) MUJ R&D partners (sponsors of R&D and consultancy projects)
 - iii) Agencies associated with MUJ's research and innovations
- The proposals for business incubation must satisfy one or more of the following:
 - i) Proposals with Intellectual Properties (IP) generated within MUJ Institutions and transferred to the company for consideration
 - ii) Proposals with IP belonging to faculty, students or alumni (created outside MUJ)
 - iii) Proposals with potentials for strong identifiable involvement or interaction with MUJ faculty with/without usage of MUJ facilities,
 - iv) Proposals with potential for large resource generation, visibility to MUJ, its incubation activities and which will have social impacts

8.2 Admission Process

Applicants for admission to the incubation center will be required to submit a preliminary application to the convener's office. Applicants are required to disclose information on the executive involvement of the promoters/founders in other start-ups/companies or commercial entities. The process has been divided into the following two stages:

Pre-incubation Stage: Pre-incubation stage mainly focuses on the ideation stage, where

technologist having a potential innovative idea can be provided with a co-working space. During this period, the entrepreneur takes up the role of a ‘techno-evangelist’ who develops the idea into a proof of concept and prepares him for understanding the technical feasibility of the idea proposed.

Incubation Stage: The incubation stage will be 6-12 months where startup companies graft product development and prepare themselves for marketing. During this stage, the entrepreneur takes up the role of a ‘Technopreneur’, who brings all his efforts (such as technology, team, and seed money) to build a market-viable prototype (MVP’s). MUJ incubator shall assist these startups to get some grants for developing proof of the concept. Product Ownership and Intellectual Property Rights

Innovation is directly linked with licensing of Intellectual Property Rights (IPR). The guidelines and criteria that govern this licensing by the university are discussed in relevant sections of the Policy on Intellectual Property Rights which can be accessed from the University IPR policy.

9. Capacity building and Management of Human Resources

- MUJ shall encourage staff to develop an interest in taking up innovation and foster the innovation culture in the university.
- Those faculty who has prior experience, interest and knowledge shall be deputed to train and promote innovation and entrepreneurship. Further, external subject experts can be invited for guest lectures to promote the innovation skills of faculty.
- MUJ shall evolve a mechanism to promote innovation by developing academic and non-academic incentives and mechanisms for all the staff and stakeholders who actively participate in the innovation and entrepreneurship activities.
- Rewards for staff may comprise lab space for entrepreneurship, reduction of teaching load, awards, training, and recognition of stakeholders, MUJ can offer them the use of facilities and services, such as guest teachers, fellowships, etc.
- MUJ shall develop a performance matrix for evaluating the annual performance.

10. Creating Innovation Channels and Routes

MUJ shall devise the following mechanism to ensure that maximum students get exposure to

innovation and pre-incubation activities from the early stage until the market phase:

- The institutional entrepreneurship agenda shall comprise of creating awareness among students, faculty and staff on the value of entrepreneurship and its role in career development.
- Education on aspects that innovation is the mechanism to solve problems of society and consumers and the focus should be on the demands of the market.
- Students of MUJ shall also be encouraged to develop an entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), by inviting local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition shall be organized regularly.
- Education activities shall be integrated with enterprise-related activities to prepare the students for startup.
- Linking of startups and companies with the wider entrepreneurial ecosystem to provide support to potential students and connect them with entrepreneurs to enable students to understand the challenges related to entrepreneurship.
- The Institution's Innovation Council (AIC) of MUJ shall guide the university in conducting various activities related to innovation, startup and entrepreneurship development and budget for these activities should be allocated by the university to the AIC.
- MUJ shall organize events to network with potential investors to create a platform for new entrepreneurs to have access to finances.

11. Pedagogy and Learning Interventions for Entrepreneurship Development

- MUJ shall adopt innovative pedagogy to bring about interdisciplinary learning and varied approaches by using games, creative activities, case studies etc., instead of the monotonous delivery of lectures.
- Adopt and produce desirable learning outcomes as part of the curricular, co- curricular and extracurricular levels.
- Under the direction of the relevant departments, the university can utilize the current student groups to host events such as boot camps, workshops, and contests. They will participate in the university's strategic planning initiatives aimed at fostering students' critical thinking skills.

- Pedagogy to create awareness among students shall focus on creative and practical aspects such as case studies, success stories, failed approaches and real-life experiences of startups.
- At all educational levels, entrepreneurship-focused instruction should be included to encourage courses on innovation. Newly admitted students can learn about the university's entrepreneurship support options during the induction program.
- The university will establish partnerships with businesses to do study on the latest developments in the fields of innovation, technology, and research.

12. Collaboration

Collaboration with important stakeholders is very important to support entrepreneurship.

- MUJ will identify potential partners, enterprises, and resource organizations, organizing events to enhance networking opportunities. This will allow faculty and students to exchange knowledge and ideas with collaborators.
- MUJ will establish a Single Point of Contact (SPOC) mechanism to ensure faculty, students, and collaborators have seamless access to information, maximizing the utilization of entrepreneurship opportunities.
- The university will develop an Innovation Knowledge Development unit to oversee knowledge management, leveraging the available ICT facilities within the university.

13. Performance and Impact Assessment

To conduct an effective assessment of all entrepreneurial activities, including pre-incubation, incubation, and entrepreneurship education, MUJ will develop specific evaluation metrics. The following elements can be evaluated:

- Evaluation of the knowledge exchange initiatives.
- Engagement of faculty and concerned departments in entrepreneurial teaching and learning.
- Performance Analysis of services and facilitating regularly
- Development of key performance indicators
- Focus on Input, process, output, outcome and impact level
- Assessment of the number of startups, the support offered by the university, participant feedback, etc.

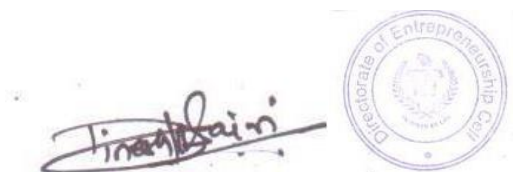
Way Forwards

In situations where there is any conflict of interest related to the innovation by the members involved or by their immediate family, it shall be governed by the decisions taken by the review committee established for this purpose. The members are also expected to ensure that their involvement in the entrepreneurial activity shall not have any adverse impact on other regular responsibilities in the university.

The policy will be revised annually or more frequently as circumstances warrant. The main goal of addressing any issues or concerns not covered by this policy is to foster an atmosphere at MUJ that encourages and supports innovation on an individual or case-by-case basis.

References

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Dr Prof Dinesh Kumar Siani
Director, of E- Cell