CMR COLLEGE OF ENGINEERING & TECHNOLOGY

Dated: 16/11/2020

This is to bring to the kind notice of the Students, Faculty and the Staff of **CMR College of Engineering & Technology** that the **Innovation & Entrepreneurship Policy** of the institute has been released on the website for everyone's information.
Please find it at

https://www.cmrcet.ac.in/cie.php

PRINCIPAL
CMR College of Engineering & Technology
Kandlakoya (V), Medchal Road,
Hyderabad-501 401.

INSTITUTE INNOVATION & ENTREPRENEURSHIP POLICY 2020

Salient Features of NISP:

1. Strategies and Governance:

- Entrepreneurship promotion and development should be one of the major dimensions of the HEIs strategy. To facilitate the development of an entrepreneurial ecosystem in the organization, specific objectives and associated performance indicators should be defined for assessment.

- Implementation of entrepreneurial vision at the institute should be achieved through mission statements rather than stringent control systems.

- Resource mobilisation plans should be worked out at the Institute for supporting pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy should be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.

- For expediting the decision making, hierarchical barriers should be minimized and individual autonomy and ownership of initiatives should be promoted.

- Development of entrepreneurship culture should not be limited within the boundaries of the institution.

2. Startups Enabling Institutional Infrastructure:

- 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.

- HEIs may offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis.

3. Nurturing Innovations and Startups:

- HEIs are expected to establish processes and mechanisms for easy creation and nurturing of startups/enterprises by students (UG, PG, PhD), staff (including temporary or project staff), faculty, alumni and potential start-up applicants even from outside the institutions.

- Incubation support: Offer access to pre-incubation & Incubation facility to startups by students, staff and faculty for mutually acceptable time-frame.

- Will allow licensing of IPR from institute to start up.

- Will allow setting up a start-up (including social startups) and working part-time for the startups while studying/working

4. Product Ownership Rights for technologies Developed at the institute:

- 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.

- If product/ IPR is developed by innovators not using any institute facilities, outside 16 MIC office hours (for staff and faculty) or not as a part of the curriculum by the 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.

- If there is a dispute in ownership, a minimum five-membered committee consisting of two faculty members, two of the institute's alumni/ industry experts and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. Institute can use alumni/faculty of other institutes as members if they cannot find sufficiently experienced alumni/faculty of their own.

5. Organizational Capacity, Human Resources and Incentives:

- Institute should recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I&E culture

- In order to attract and retain the right people, the institute should develop academic and non-academic 17 MIC incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

- To ensure 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, mechanisms should be devised at the institution level.

- The institute should link their startups and companies with a wider entrepreneurial ecosystem and by providing support to students who show potential, in the pre-startup phase.

- The institute should establish the Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities.

- For strengthening the innovation funnel of the institute, access to financing must be opened for the potential entrepreneurs.

7. Norms for Faculty Startups:

- For better coordination of the entrepreneurial activities, norms for faculty to do startups should be created by the institutes.

- In case of selection of a faculty start-up by an outside national or international accelerator, a maximum leave (as sabbatical) of one semester/ year (or even more depending upon the decision of the review committee constituted by the institute) may be permitted to the faculty.

- Human subject related research in a startup should get clearance from the ethics committee of the institution

8. Pedagogy and Learning Interventions for Entrepreneurship Development:

- The diversified approach should be adopted to produce desired learning outcomes, which should include cross-disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.

- Entrepreneurship education should be imparted to students at curricular/ co-curricular/ extracurricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes should be made available to the students.

- Pedagogical changes need to be done to ensure that the maximum number of student projects and innovations are based around real-life challenges.

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

- Stakeholder engagement should be given prime importance in the entrepreneurial agenda of the institute.

- The institute should develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.

- Knowledge exchange through collaboration and partnership should be made a part of institutional policy and institutes must provide support mechanisms and guidance for creating, managing and coordinating these relationships.

10. Entrepreneurial Impact Assessment:

- Impact assessment of the institute's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education should be performed regularly using well-defined evaluation parameters

- Formulation of strategy and impact assessment should go hand in hand.

- **Academic Policy**

1. Student entrepreneurs will be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage.

2. Student inventors may also be allowed to opt for start-up in place of their mini project/ major project, seminars, summer training. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models.

3. At the beginning of every academic session, the institute should conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems.

4. Curriculum for entrepreneurship education should be continuously updated based on entrepreneurship research outcomes.

5. International exchange programs, internships, engaging the international faculties in teaching and research should also be promoted.

6. In the first year (for two-year programme) and the third year (for four-year programme) courses like Basics of Entrepreneurship Accounting and Book-Keeping, Basics of Entrepreneurial Marketing, Principles of Inventory Management and related concepts, Small Business Management, should be discussed for 2 hours per week. This will orient students with the fundamentals of business and other related areas.

7. The Pre-Incubation/Incubation facilities should be accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.

8. Allow faculty and staff to take off for a semester/year (or even more depending upon the decision of the review committee constituted by the institute) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on startups and come back.

9. Failures need to be elaborately discussed and debated to imbibe that failure is a part of life, thus helping in reducing the social stigma associated with it. Very importantly, this should be a part of the institute's philosophy and culture.

10. Industry Institute partnerships reflect in equipping faculty to latest practices and makes the students industry-ready by providing exposure to current industry practices and hone their skills to adapt to changing technologies.

11. All the 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.

12. Single Point of Contact (SPOC) mechanism should be created in the institute for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.

13. For better coordination of the entrepreneurial activities, faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.

14. Curriculum for entrepreneurship education should be continuously updated based on entrepreneurship research outcomes.

15. Offer a variety of independent study opportunities. Students may initiate, design, and execute independent study projects with the help of faculty advisors.

16. Faculty must separate and clearly distinguish on-going University research from work being conducted at the start-up.

● Financial Policy

1. A sustainable financial strategy should be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda. For instance, a minimum of 15% of the total annual budget of the institution, bringing in external funding through government, fundraising activities through sponsorships and donations.

2. Institute should ensure that at no stage any liability accrues to it because of any activity of any startup.

3. Institutes should find potential partners, resource organizations, micro, small and medium-sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs because a start-up exists upon receiving seed funding from angel investors/HNIs.

4. Inventors and the institute could together license the product / IPR (Intellectual Property Rights) to any commercial organisation, with inventors having the primary say.

5. On the other hand, if product/ IPR is developed by innovators not using any institute facilities, or not as a part of the curriculum by the 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.

6. Institute IPR cell or incubation centre will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If inventors are using their own funds or non-institute funds, then they alone should have a say in patenting.

7. Develop relationships and motivate angel investors, HNIs, funding agencies and individual entrepreneurs to fund start-ups.

8. Engage Third Party providers for Finance, HR, Legal, Marketing and other related services – at additional cost to start-up.

9. Expand the scope of incubators to market (outside CMRCET) to encourage outsiders to contribute into the CIE.

10. Mentors / Faculty / Committee members should not indulge in any activities that include negotiating with the institution on behalf of the investors or receive gifts or sponsor research.

11. The institute should invest in a proper infrastructure that can include

    a. Co-working space for the start-ups
    b. Discussion/conference rooms for discussions, breakout sessions and workshops
    c. Internet connectivity for faster access
    d. Start-up specific hardware and software

12. It's important for inventors to understand that this policy coverage options and licenses are intended to enable inventors to succeed in translating their technologies into use without jeopardizing the mission or funding status of the Institution.

● Activity Policy

1. Initiatives like Hackathons, tech fests, idea competitions, startup boot camps to foster the culture of innovation in our educational institutions, engaging alumni networks for promoting Innovation and Entrepreneurship. Seminars by industry experts should be given at least 2 times a semester.

    a. Short orientation programmes by industry experts/established entrepreneurs on how to pitch business ideas for funding.
    b. Short films of 2-3 minutes can be made about several related aspects of venture planning, start-up launching, financing, elevator pitch, negotiating with customers etc. to give an idea and start discussions among the students who are conceptualizing startups.

2. Identifying technologies/innovations which have the potential for commercial ventures. Product to market strategy for startups should be developed on a case-to-case basis.

3. International exchange programs, internships, engaging the international faculties in teaching and research should also be promoted.

4. In order to attract and retain the right people, the institute should develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.

5. Institute could extend this startup facility to alumni of the institute.

6. Institute should recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I&E culture.

7. The institute should link their startups and companies with a wider entrepreneurial ecosystem and by providing support to students who show potential, in the pre-startup phase. Networking events must be organized to create a platform for budding entrepreneurs to meet investors and pitch their ideas.

8. Institute should start an annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.

9. At the beginning of every academic session, the institute should conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems.

10. Impact assessment of the institute's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education should be performed regularly using well-defined evaluation parameters.

11. The student start-up should have applied for registration of One Indian or International Patent OR such patent should be granted to the start-up.

12. Intellectual Property (IP) Team must be established, whose main role would be to help establish whether parties outside of the University have a claim to any rights in the intellectual property (IP) created by members of the University, by virtue of involvement in, or support for, the creation of the IP.

13. CMRCET START-UP CLUB, that includes experienced students, mentors/ faculty, can be established which acts as a mediating body between the start-up student teams and the Committee Board. This body could be an effortless approach for students with startup ideas, or the companies, investors etc. who are likely to invest in them.

    a. It will be a coordinated suite of resources designed to assist startups with efficiently moving technologies to the marketplace.
    b. It will help entrepreneurs navigate the legal, market, operational, funding, talent, strategic and other hurdles all the way from company formation to advanced venture capital deal-making.
    c. In addition to these offerings, this club has a mentor-in-residence program that provides entrepreneurs with advice and connections to funding sources.

The meeting was conducted online and was attended by the following members.

S.No.	Name	Member Type	Key Role
1	Dr V. A. Narayana	Teaching	Head of the Institute
2	Dr K. Vijaya Kumar	Teaching	President of IIC
3	Dr Merugu Suresh	Teaching	Vice President of IIC
4	Dr Sarat Chandra Nayak	Teaching	Innovation Activity Coordinator
5	Dr G. V Hari Prasad	Teaching	Internship Activity Coordinator
6	Mr Abdul Subhani Shaik	Teaching	Startup Activity Coordinator
7	Mr Raveendrababu P	Teaching	NIRF Coordinator
8	Mr Anil Gunde	Teaching	ARIIA Coordinator
9	Mr Siva Skandha S	Teaching	IPR Activity Coordinator
10	Ms P. Rosy Matilda	Teaching	IPR Activity Coordinator
11	Mr V. Narasimha	Teaching	Social Media Coordinator
12	Dr Suresh Merugu	Teaching	Convener
13	Mr I. Arun Kumar	External	CEO, P&P Co. Ltd., Hyd.
14	Mr Sri Charan Lakkaraju	External	Co-Founder & CEO, Stumagz
15	Mr B. Sunil Kumar	External	COO, Cluster IT Solutions, Hyd
16	Mr Vijay Kumar Gupta	External	MD, Kwality, Photonix, ECIL
17	Dr V. Chandra Sekhar	External	MD, Fusion Technologies, Hyd.
18	Mr M.J. Purohit	External	MD, Axiom Energy, Charlapally,
19	Dr H. B. Singh	External	Professor, IIT BHU
20	Mr S K Moinuddin	External	Alumni Entrepreneur
21	Mr A. Tharun	External	Alumni Entrepreneur
22	Mr N. Manish Reddy	Student	Startup Coordinator
23	Mr K Sai Charan Reddy	Student	Internship Coordinator
24	Mr S Laxmi Prasad	Student	IPR Coordinator
25	Mr Vamshi Krishna J	Student	Innovation Coordinator
26	Mr T. Meghanath	Student	Social Media Coordinator