



Chhatrapati Shahu Ji Maharaj University Kanpur

(FORMERLY KANPUR UNIVERSITY, KANPUR)

Policy

for

**Entrepreneurship,
Start-up and Innovation**

1 Application and Commencement

1.1 These guidelines shall apply to all Faculty members, Research fellows, Ph.D. Scholars and students of CSJM University Kanpur (UP) and its Campuses.

2.1 The Policy Guidelines shall come into force with effect from the date of approval.

2 Preamble

Chhatrapati Shahu Ji Maharaj University Kanpur has been consistently striving to foster entrepreneurship, nurturing innovative and executable ideas from various academic disciplines in collaboration with stakeholders including industry, research institutions and affiliated colleges. This helps all stakeholders including students, research scholars, faculty members and alumni to execute ideas into products, processes or services for the benefit of society.

Innovation and Entrepreneurship forms the backbone of the nation's economy and in order to strengthen the Entrepreneurship ecosystem, CSJM University Kanpur is working on igniting the ideology of starting their own ventures amongst the country's youth. Working close with the nation's ideology of "Atmanirbhar Bharat" and "Make in India", CSJM University Kanpur is committed to assist youth to become self-employed and creating employment opportunities. Therefore a full-fledged Entrepreneurship Innovation Cell has been set up in the Campus to work as a catalyst for entrepreneurship development activities in University Campus, affiliated colleges and local youth of Kanpur region.

The National Innovation and Start-up Policy 2019 intends to guide higher education institutions (HEI) to promote student driven innovations & start-ups and to engage the students and faculty in innovation and start up activities in campus. The policy aims at enabling HEIs to build, streamline and strengthen the innovation and entrepreneurial ecosystem in campus and will be instrumental in leveraging the potential of science, student's creative problem solving and entrepreneurial mind-set, and promoting a strong intra and inter-institutional partnerships with ecosystem enablers and different stakeholders at regional, national and international level.

3 History

In 2017, Chhatrapati Shahu Ji Maharaj University (CSJMU Kanpur) established the Student Start Up Promotion Center (SSPC) to promote innovation activities within the University.

In a revised student Start Up Policy 2019, an Entrepreneurship and Innovation Cell (EIC) was established to give momentum to the activities related to Entrepreneurship, Start Up and Innovation in the University. In 2019, a Faculty Start Up Policy was also implemented to encourage and give impetus for faculty to join in creating spirit of Start Up Ecosystem.

In view of the New education Policy 2020 implementation, Entrepreneurship, Start- Up and Innovation Policy 2023 is proposed as a revision to be in tune with the current national and global developments in the field of Innovation and Entrepreneurship.

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4 Vision

To create and foster entrepreneurial endeavours in the University for practical application of knowledge and creating employment and enhanced quality of life.

5 Mission

To develop CSJM University, Kanpur as a leading Educational Institution which provide conducive environment for nurturing student startup, innovations and entrepreneurship

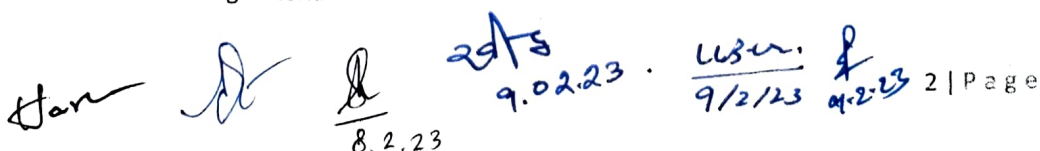
- To provide practical approach to education that converts ideas and innovations into revenue generating products
- To promote large scale employment generation amongst the youth of Kanpur region

6 Objectives

- Develop entrepreneurial attitude in student and faculty by incorporating it within the academic framework.
- Create an environment that converts University students into job creators by providing motivation and end to end support.
- Empower University stakeholders including faculty, research scholars and students to file patents for their innovations and ideas
- Integrate academia, industry as well as government supporting agencies in a systematic manner to create further entrepreneur avenues.
- Create awareness regarding the various Government policies supporting 'Make In India' through workshops, awareness drives, Annual Start up Fest and incentives in form of awards etc.
- Create a pre-incubation platform to nurture ideas to technological inventions and business enterprises by providing pre seed financial support, infrastructures and resources
- To establish Center for Skill Knowledge Innovation Leadership Entrepreneurship Development (CSKILED) to promote research driven skill, knowledge based nurturing of Innovative Ideas that can be translated into Entrepreneurial ventures
- To support activities of University Innovation Cell, Entrepreneurship cell and Industry-Academia Linkage Cell as per MOE and AICTE norms.
- To support activities of Chhatrapati Shahu Ji Maharaj Innovation Foundation (Section 8 company promoted by CSJM University Kanpur)

7 Student Start Up Promotion Policy: -

7.1 Seed Grant Funding Criteria

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- 7.1.1 Seed grant upto Rs 30,000 per year for 10 Start Up at Pre-incubation Stage with potential for incubation at the CSJM Innovation Foundation.
- 7.1.2 Eligibility Criteria: Certified students of CSJM University (single or group) and /or Alumni (not more than five year after graduation will be eligible to apply for seed grant for Idea level, Innovation level or Incubation level support.
- 7.1.3 Project proposal Format: Project proposals for seed grant will have to be submitted on the given format forwarded by respective Head of Institutions. This format will be available online on CSJM University website.
- 7.1.4 Basic Amenities required: Student Start Up Seed Grant applicants will support their ideas/innovations by completing pre-incubation activities and certify that basic infrastructure/amenities are available for their success for their business venture.
- 7.1.5 Mentorship guidelines: Student Start Up should have atleast one faculty members as authorized mentor with or without external agency mentors.
- 7.1.6 Funding: CSJM University will provide Seed grant upto 30 maximum for a Start Up for a period of one year. University will fund 10 new projects per year.
- 7.1.7 Seed grant will be disbursed in two instalment as per decision of the Policy Implementation Committee
- 7.1.8 Period of Support: Period of Support would be for one year

7.2 Evaluation and Assessment

A Policy Implementation Committee for the evaluation and assessment of Seed grant funded Start Up.

7.2.1 Continuing Internal Evaluation:

- 7.2.1.1 University affiliated Institutions/ Colleges must have a continuing internal evaluation by faculty mentor as well as Head of Institution.
- 7.2.1.2 At every 6 month interval, policy implementation committee will ensure that key milestones have been attained by the Start Up. Such evaluations must be recorded for audit purposes (only for malpractice/ data falsification detected at a later stage).

7.2.2 Growth based evaluation:

- 7.2.2.1 Policy implementing committee will follow a progress based evaluation system wherein Start UP will be measured across key Start Up growth stages like idea, Rapid prototype, Customer acquiring, customer validation and scaling stages etc. Such evaluations must be recorded for audit purposes (only for malpractice/ data falsification detected at a later stage).
- 7.2.2.2 Any two of the following five measurable outcomes must be fulfilled for the Start Up to be considered as successful investment:
- 7.2.2.3 Student Start-Up should acquire capital/convertible equity from another funding agency.

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- 7.2.2.4 Employment created: At least 2 additional jobs (other than student founders) with a minimum of 15,000 INR Cost to Company (CTC)/employee paid for one full year, should be created by the Student Start Up.
- 7.2.2.5 Revenue generated: At least 5 lakh INR of cumulative revenue should be generated by student start up as per Audited Profit and Loss Statements per annum.
- 7.2.2.6 Patent Application or Granted: 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.
- 7.3 Students would be given incentive to be part of Start Up initiative by substituting credit for elective courses/ final year projects with their Start Up business model.
- 7.4 Courses /MOOCs / unit in course on Basic Business Management/ Basic of Entrepreneurship and Start Up Ecosystem may be part of open elective for all first year (in twoyear programme) and in the third year (for four year program) as satisfactory/ non satisfactory credit.
- 7.5 *Gap Year Concept for Student Entrepreneurs:* Students who wish to pursue entrepreneurship can take a break of one year, after the first year, to pursue entrepreneurship full time. This may be extended to two years at the most and these two years would not be counted for the time for the maximum time for graduation. An approved scheme by the University would allow the parents to be comfortable and confident. The Gap Year facility may be given to ensure syllabus continuity at the time of joining back and after an appraisal process by an Incubator where the student is attached. In case a student does not want to take a break a further relaxation of 25% on the attendance can be given on the approval of Hon'ble VC.
- 7.6 As per section 8.2.4 of Startup Policy of Government of U.P.: All Universities in Uttar Pradesh shall be encouraged to provide 10% grace marks every year for student Startup teams who are registered under this policy. This is recommended this to be implemented at the discretion of Hon'ble Vice Chancellor.
- 7.7 Student entrepreneurs working on a Startup idea shall be permitted to convert their Startup project as their final year project towards degree completion.
- 7.8 Facilitate use of Incubator (CSJM IF) :
- 7.8.1 25% seats at CSJM IF will be reserved for students/ Alumni (upto 3 years) of CSJM University Kanpur
- 7.8.2 Create action plan and strategies to support startups, and processes to help them. Undertake a holistic approach and create systems to support the CSJMIF, start up process, start ups with inclusion of sectors and spaces.
- 7.8.3 Developing a suitable and flexible protocol for student innovators to leverage existing infrastructures: tinkering/fab labs, mentors, testing facility, operational space etc. across universities after regular class hours. Also create networking opportunities for students among different internal and external stakeholders (Atal Innovation Mission and Corporate Social Responsibility Funds).
- 7.8.4 CSJMIF will categorize and prioritize interventions which may range from low-cost intervention, medium-cost intervention and others in sectors such as Information technology, technology driven entrepreneurship, biotechnology, business services.
- 7.8.5 Institutionalize academia-industry- government linkages

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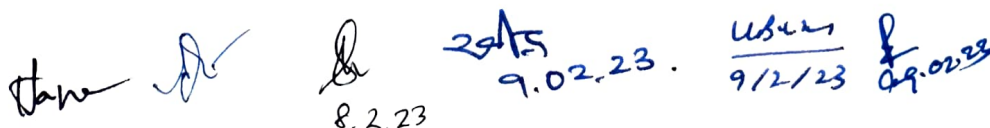
8 Faculty Start Up Promotion Policy

Faculty members at CSJM University are continuously engaged in knowledge generation and dissemination. A large number of R&D activities are being carried out by faculty members and students in several cutting-edge science and technology areas. However, most of these research outcomes do not get translated into commercial products, benefiting the society in general, due to several reasons including lack of interest in the industry in commercializing new and futuristic technologies and restriction on the Institute's employees to start entrepreneurship. It is expected that faculty members will make all efforts to balance their academic responsibilities while assuming the above role and will respect the adherence of this Policy.

8.1 Role of the Faculty Member

The Faculty member has to take prior permission from the University before associating with any business venture or starting a new venture in the application format as prescribed by CSJM University (Annexure I). It is expected that the faculty member would be a Promoter of such Companies and/or a Director on its Board. In addition, the faculty member can choose one of the following options:

- 8.1.1 Provide consultancy to the Company in a non-executive capacity. Undertake projects that could be executed at CSJM University and manage through the Company.
- 8.1.2 Take a sabbatical and/or Leave without pay and work full-time for the Company in an Executive Capacity (COO, CEO, Vertical Head etc). Eligibility and approvals of such leave are governed by the extant rules of the University.
- 8.1.3 It should be noted however that the faculty member of CSJM University should take all possible steps to ensure that his/her duties and responsibilities as faculty, take precedence over all other activities regardless of the nature of his/her engagement with the Company.
- 8.2 University to allow faculty to take off for a semester / year in the form of as sabbatical/ casual leave/ earned leave/ unpaid leave for working on technology transfer/startups/student startups.
- 8.3 The seniority and other academic benefits during such period may be preserved for such faculty.
- 8.4 Process of entrepreneurship
 - 8.4.1 A faculty member will submit the duly filled application form for establishing a new company to the Hon'ble Vice Chancellor, CSJM University.
 - 8.4.2 Once permitted, the faculty member may form a Company. A faculty member may approach the Institute even before the formation of a Company for an in- principle approval for incubation of the Company.
 - 8.4.3 For the incubation of the Company, evaluation will be as per the policy adopted for Student Startup.
 - 8.4.4 No grant will be permitted to Faculty Startups from the University, however they may apply for external funding available to CSJMU incubatees.
 - 8.4.5 In case there are students involved in the Startup, their services will be taken free of charge and will be permitted on prior approval of concerned Head of Department. Such a student will not compromise in his regular study hours, but can take this work under the project on permission of the concerned Head of Department.

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- 8.5 Implementation and Deployment of the Faculty Start Up Promotion Policy
- 8.5.1 The same procedures adopted for Student Startup Policy may be adopted for deployment of the Faculty Startup.
- 8.5.2 The Faculty Startup can avail all resources developed for the Student Startup and also consult Mentors appointed by the University for their startup.
- 8.6 Evaluation and Assessment

Faculty Start Up will be evaluated in the same way as a Student Startup wherein the maximum time of incubation would not exceed 3 years.

9 Governance

- 9.1 CSJM University, Kanpur shall promote an Incubator **"Chhatrapati Shahu Ji Maharaj Innovation Foundation"**, assign a senior competent authority for coordination of such a facility at university level to develop action agendas for short and long term and share the same with the state.
- 9.2 An office of the Entrepreneurship, Start-Up & Innovations Promotion Committee will be maintained within the CSJMIF facility promoted by the University.
- 9.3 Creation of appropriate Infrastructure: -
- 9.3.1 University to provide latest core infrastructural facility for innovation and startup activities such as ready to use infrastructure including fully furnished sitting arrangement, computers with internet connectivity, electricity, water, security and other office.
- 9.3.2 Promote a Section 8 company Chhatrapati Shahu Ji Maharaj Innovation Foundation
- 9.3.3 Facilities such as research labs, testing labs, design studios, Entrepreneurship development centre, Technology transfer cell, IPR cell, Technology enabling centre, to be made available.
- 9.3.4 Promotional support for incubators and startups etc. should be setup by allocation of annual institutional budget for funding and supporting innovation and startups related activities.
- 9.3.5 Engage support from Alumni networks and corporates under CSR activities
- 9.3.6 Proper mechanism to be introduced for monitoring and assessment of outcomes related to Entrepreneurship, Innovation and Start Up to facilitate for the development goals as per annual planning
- 9.3.7 All the Advisers, Deans and Hols will be responsible for implementation of Innovation and Entrepreneurship goals for long term sustainability of the vision and mission statements along with appropriate focus on it.
- 9.3.8 Smooth processes to be developed for decision making and solving hierarchical barriers. Wide publicity of Innovation and Entrepreneurial agenda across all domains and department of the University to be given for promoting innovation through multidisciplinary approach.

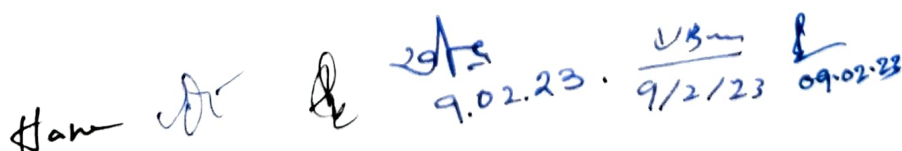
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- 9.3.9 Participation in various activities related to innovation and startups promoted by UP Government, MoE, UGC, AICTE and other government bodies, industry and academia in order to develop the spirit, skill and competencies of innovation and entrepreneurship.
- 9.3.10 Encouragement of participation of Students and Faculty members in national and state level activities like seminar, conference/in-house programmes of Incubators/Accelerators, bootcamps and programmes related to Innovation/Entrepreneurship/IPR/Design.
- 9.3.11 University to create a Hub and Spoke Incubation Model involving all possible stakeholders to have Incubation both in residential campus as well as affiliate colleges
- 9.3.12 University to host regularly start-up related national level dialogues, workshops and conferences to benchmark its own progress and influence national policy makers to shape futuristic policies and action strategies to promote Innovation and Student Start-ups in affiliating- type Universities.

10 Enabling environment for promoting entrepreneurship and start-ups

- 9.4.1 CSJM University to train faculty in entrepreneurship development skills through various Faculty development programmes and Entrepreneurship Development Programmes.
- 9.4.2 The concept of Innovation mentors in all departments and Institutes will help in cross disciplinary research and innovation with linkages in various areas.
- 9.4.3 Faculty and staff should be encouraged to undertake courses/trainings/certification on innovations, entrepreneurship and IPR.
- 9.4.4 Experts from industry/accelerators and incubators/Entrepreneurship development Institutes to be invited for guest lectures and industry collaboration for knowledge advancement and to extend support
- 9.4.5 Faculty ventures, patent / IPR/ technology transfer to be given credit in annual assessment/appraisal system
- 9.4.6 Recognition of efforts place in Entrepreneurship incentivized by Annual Innovation Award etc

11 Committees and its Composition


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11.1 University Level Committee

11.1.1 Role & Responsibilities: -

- Oversee and coordinate the university's innovation and entrepreneurship pipeline
- Ensure the implementation of successful educational programs in Innovation and entrepreneurship
- Resolve any dispute

11.1.2 A University Level Mentoring Committee on the Entrepreneurship, Start-Up & Innovations promotion shall be constituted to provide guidance and to steer the policy's implementation and coordination.

The committee shall comprise of the following members (05):

- Hon'ble Vice Chancellor (Chairperson)
- Pro Vice Chancellor (Vice Chairperson)
- Faculty from University well versed in Entrepreneurship, Innovation and Start up Ecosystem (Member)
- 1 Industry representative (Member)

11.2 Entrepreneurship, Start up & Innovations Policy Implementation Committee/ Institute Innovation Committee (IIC)

11.2.1 Entrepreneurship, Start up & Innovations Policy Implementation Committee shall be constituted to implement the policy and it shall comprise of members nominated by Hon'ble Vice Chancellor to oversee the implementation and deployment of the policy.

11.2.2 The composition of the Entrepreneurship, Start up & Innovations Policy Implementation Committee will be determined as per the policy of Ministry of Education (MOE) and AICTE norms (Appendix 1)

11.2.3 The scope of the committee would be to define the policies and procedures for the operational matters related to Entrepreneurship Cell as well as Start Up Innovation Cell as well as fulfill requirements needed in day to day operations of the cell.

11.3 Screening Committee for disbursement of Student Seed Grant

This committee is in charge of screening the ideas which are submitted by prospective incubates, reviewing the progress of the incubated companies for further extension.

It shall comprise of following:

- Chairman, Entrepreneurship Start UP Innovation Committee
- Faculty from University well versed in Entrepreneurship, Innovation and Start up Ecosystem
- 1 External expert, appointed by Hon'ble VC
- 1 representative appointed by FO
- CSJM IF screening committee

12 University Level Contributions

CSJM University will create processes and mechanisms so that the scope of accessing facilities and benefits can reach student innovators and idea-stage startups, with equal ease on merit basis

The policy will aim to support the Start Up Ecosystem at CSJM University at the following levels:

11.1 Mentoring

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- 11.1.1 Creating a funnel to support ideas for business on demand at prototype stage by creating pre-seed funds / grants
- 11.1.2 Ensure bare minimum exposure for students on how to solve problems, innovate and start up in college.
- 11.1.3 University will encourage students and faculty to build products, services, solutions and convert those to enterprise for value creation that are not duplicated by providing seed funds.
- 11.1.4 Idea and Innovation Level via offering Pedagogical contribution (MOOC courses), proof of concept building, prototyping, mentoring support, academic credits and similar benefits
- 11.1.5 Provide awareness regarding financing options and Intellectual Property Rights, Legal procedures, facilitate access to external research and entrepreneurship infrastructure, industry and external expertise linkages.
- 11.1.6 Pre-incubation/Incubation level: Identification of viable Student Start Up in various areas of Information Technology, Biotechnology, Business Services , Technological Product development and Pharmacy.
- 11.1.7 Provide Seed stage funding to validated and viable demand based Student developed business models upto 30,000/- for a period of one year.
- 11.1.8 The screening committee will review proposals twice a year.
- 11.1.9 Call for "Pitch Day".
- 11.1.10 Screening committee will approve Incubatees after the Pitch Day.
- 11.1.11 The company should be either operational or should be operational before signing of MOU with the university for Incubation.
- 11.1.12 Infrastructure and Testing facility: The existing University infrastructure facilities would be made available to Students Start Up. Expansion of Start Up cells from government funding such as AICTE, AIM etc will be initiated.
- 11.1.13 Facilitate use of government funded Incubator facilities for eg. NSTEB, Department of Science & Technology (DST), Department of Biotechnology, BIRAC, Start Up Incubation Centers and Technology Business Incubators etc.
- 11.1.14 Evaluation and Assessment of the progress of supported Start Up per year and report submission every 6 months.
- 11.2 Outreach:
 - 11.2.1 Outreach to spread awareness and encourage students, faculty and administrators towards entrepreneurship.
 - 11.2.2 Disseminate existing government policies and support schemes across colleges and institution affiliated with the University
 - 11.2.3 Students can be motivated to solve challenges and tap opportunities of other efforts like Skill India, Digital India, Make in India etc. and try to contribute towards them entrepreneurially.

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- 11.2.4 Create suitable open innovation models to create more student innovators and startups, recognize and reward them. Institutionalize innovation and student startup awards.
- 11.2.5 The Entrepreneurship, Start-Up & Innovations Promotion Committee will aim to foster student innovations by reducing transaction time and cost to facilitate support and access to various infrastructures to startups while leveraging existing facilities in Government and/or private domain.
- 11.2.6 CSJM Innovation Foundation may support the activities by contributing as executable partner for sponsored/ non sponsored outreach activities
- 11.2.7 *Disseminate information* regarding Start Up India policy amongst students including academic community.
- 11.2.8 *Organize workshops* for Funding Mechanisms; Role of Venture capitalist and Business Angels;
- 11.2.9 *Organize Start Up fest/ Competitions* as platforms for students to showcase their ideas and works to a large audience, investors and fellow student Start Ups.

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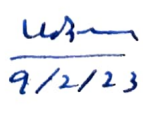

12 Funding

12.1 A budget head under the name of Finance Officer can be created where in funds related to the cell can be allocated. It is estimated that a budget of **INR 10.0 L** per annum will be required to meet the expenses related to implementation of the policy at the academic campuses as a recurring cost.

12.2 The required budget for recurring and non recurring cost is as follows:-

Table 1: Financial budget per annum				
Sr No	Recurring Cost	Details	Amount/month	Total (INR)
1	Manpower	Office Clerk (01)	15,000/-x12	1,80,000/-
		Peon (01)	5000/-x12	60,000/-
2	Consumable	Stationary	10,000/-x12	1,20,000/-
3	Outreach activities	Organizing workshop, seminars, student fests		3,00,000/-
4.	Contingency			25,000/-
5.	Travel Funds			15,000/-
6.	<u>Seed Grant Funds</u>	<u>Upto 30K for max. 10 companies</u>		3,00,000/-
	TOTAL			10,00,000/-
	Non Recurring Cost			
7.	<u>Rapid Prototyping Lab</u>	3D Scanner 3D printer Electronic devices Tinkering tools etc		20,00,000/-
8	<u>Smart Interactive Panels</u>			5,00,000/-
	TOTAL			35,00,000/-

The funds maybe utilized in either of the above heads after permission from Hon'ble Vice Chancellor.

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