



Chhatrapati Shahu Ji Maharaj University Kanpur

(FORMERLY KANPUR UNIVERSITY, KANPUR)

Policy

for

**Student Start-Up
Promotion-2019**

1. Preamble

Government of India is reaching out to innovators to drive economic growth as well generate large scale job opportunities with the mission of "Start-Up India". To bolster the Start Up ecosystem several project schemes and projects have been proposed at various levels. The National Student Start-up Policy aims to create 100, students owned tech-based start-ups and a million employment opportunities by 2025. At the University and educational front, the National Student Start Up policy has outlined the roles of AICTE, academic institutions and Technology Business Incubators (TBI) in creating student entrepreneurs. At the State Government level, capital grant on setting up of Technology Infrastructure shall be reimbursed upto 75% in case of Government Host Institutes and 50% in case of other Host Institutes, subject to a maximum limit of INR 1 crore as part of the "Uttar Pradesh Information Technology & Start-UP Policy 2017-2022", in order to encourage students to take up self-employment through startup projects.

CSJM University, Kanpur is administered under the state legislature of Uttar Pradesh. Its' one of the largest universities of Asia catering to urban and rural area students offering both professional and academic courses in the disciplines of Art, Sciences, Commerce, Law, Business management, Engineering, Biotechnology, Computer Applications, Management, medicine and Health related courses. For catering to the needs of young engineering aspirants, University Institute of Engineering & Technology situated in the University campus offering various courses in Engineering: Chemical, Computer Science and Information Technology, Electronics & Communications, Material Science and Mechanical Engineering. The University in its ambit includes various Institutes for high scientific and management research: Institute of Life Sciences, University Institute of Pharmacy, University Institute of Health Sciences, Institute of Biosciences & Biotechnology, and the Institute of Business Management.

CSJM University aims to promote technology, science and management based entrepreneurship amongst its students and thereby facilitate practical application of knowledge for the development of demand based ideas

and innovations that benefit the society. With this goal, CSJM University has based its Student Start Up Policy to promote amongst its large student body and academic fraternity a spirit of Start Up and Make in India.

The University is willing to incubate atmost 10 incubated companies at a time. One financial year can have atmost 5 new companies incubated.

Women led startups: Minimum 25% incubation seats at GoUP recognized incubators shall be mandatorily allocated to startup startups with women founders/co-founders on preferential basis. (as per section 8.6.i pg 9 Startup UP Policy 2018)

2. Student Start Up Promotion Policy

Vision

To create and foster Student centric entrepreneurial endeavors for practical application of knowledge and creating employment and enhanced quality of life.

Mission

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

Objectives

1. Develop a Student Start Up Promotion Center to foster student centric innovative technology build-up and entrepreneurship.
2. Create a pre-incubation platform to nurture ideas to technological inventions and business enterprises by providing pre seed financial support, infrastructures and resources
3. Develop entrepreneurial attitude in student and faculty by incorporating it within the academic framework.
4. Create an environment that converts University students into job creators by providing motivation and end to end support.
5. Empower students to file patents for their innovations and ideas

6. Integrate academia, industry as well as government supporting agencies in a systematic manner to create further entrepreneur avenues.
7. 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.

3. Key facets of Student Start Up Promotion Policy

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

(1) Mentoring :

1.1. University will encourage students to build products, services, solutions and convert those to enterprise for value creation that are not duplicated by providing seed funds.

1.2. Idea and Innovation Level via offering Pedagogical contribution (MOOC courses), proof of concept building, prototyping, mentoring support, academic credits and similar benefits

1.3. Provide awareness regarding financing options and Intellectual Property Rights, Legal procedures, facilitate access to external research and entrepreneurship infrastructure, industry and external expertise linkages.

1.4. Mentorship Assistance of INR 2 Lakhs per mentor shall be given to Mentors associated with Incubator / Accelerator provided we get funding for the same from the government of UP as specified in their policy (Uttar Pradesh Information Technology & Start-UP Policy 2017-2022), else the matter will be subject to Hon'ble Vice Chancellor's approval. This assistance shall be given for covering expenses incurred on coaching, guiding, travelling, lodging etc. Further coaches would also be appointed. These coaches would be the mentors who possess deeper knowledge about the local ecosystem of the state. Their remuneration will be decided by Hon'ble Vice Chancellor.

(2) Pre-incubation/Incubation level:

2.1. Identification of viable Student Start Up in various areas of Information Technology, Biotechnology, Business Services, Technological Product development and Pharmacy.

2.2. Provide Seed stage funding to validated and viable demand based Student developed business models upto 25,000/- for a period of one year extendable by 2 years upon yearly evaluation.

2.2.1 The screening committee will review proposals twice a month.

2.2.2 Call for "Pitch Day".

2.2.3 Screening committee will approve Incubatees after the Pitch Day.

2.2.4 The company should be either operational or should be operational before signing of MOU with the university for Incubation.

2.3. 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.

2.4. 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.

2.5. Evaluation and Assessment of the progress of supported Student Start Up per year and report submission every 6 months.

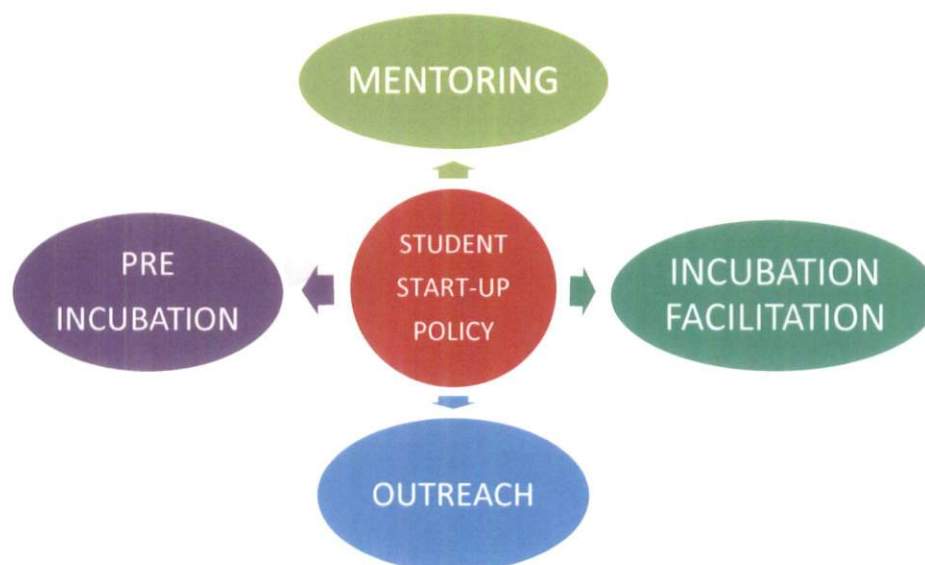
(3) Outreach:

Outreach to spread awareness and encourage students, faculty and administrators towards entrepreneurship.

3.1 Disseminate existing government policies and support schemes across colleges and institution affiliated with the University

3.2. 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.

3.3. Create suitable open innovation models to create more student innovators and startups, recognize and reward them. Institutionalize innovation and student startup awards.



4. Implementation and Deployment of the Student Start Up Promotion Policy

a) University Level Mentoring Committee

A University Level Mentoring Committee on the Student Start up ideas & 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)
- Dean Student Affairs (Vice Chairperson)
- Manager, Entrepreneurship & Incubation Cell (EIC)
- 1 Faculty from University (Member)
- 1 Industry representative (Member)

b) EIC Committee /Policy Implementation Committee

The Entrepreneurship & Incubation Cell 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.

The scope of this committee would be to define the policies and procedures for the operational matters related to **Student Start Up Promotion Center (SSPC)** as well as fulfill requirements needed in day to day operations of the cell.

c) Screening Committee

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:

- 1 External expert, appointed by Hon'ble VC
- 2 E-cell members
- 2 internal University members, appointed by Hon'ble VC
- 1 representative appointed by FO

5. University Level Contributions

CSJM University will contribute to Student Start Up by creating 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. Start Up Promotion policy 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.

5.1. CSJM University, Kanpur shall set up a basic facility in form of a **Student Start Up Promotion Center**, employ human resources to look after the council, 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.

5.2 Eligibility criterion for availing Student Start Up Promotion Center facilities:

- Applicant (single/ group of students) should be a certified student of CSJM University or Alumni (5 years post graduation).
- Student applicants should demonstrate certification of completion of at least one academic course related to “Start Up Management and Entrepreneurship”. MOOCs are being offered by IIT and several renowned national and international institutions.

5.3. The Student Start Up Promotion Center shall work on four levels mentioned as thrust areas in the Student Start Up Policy:

- Mentoring,
- Pre-incubation,
- Facilitate Use of Incubator facilities
- Outreach

5.3.1. Mentoring: Ideas and Innovative business models

- Creating a funnel to support ideas for business on demand at prototype stage by creating pre-seed funds / grants
- Ensure bare minimum exposure for students on how to solve problems, innovate and start up in college.

5.3.2. Pre-incubation :

- SSUPC will identify which ideas and innovations can successfully go through the process of Incubation and are eligible for Seed grant. The following activities are to be performed:

5.3.2.1. Basic idea testing: Pre-incubation qualifications would include market demand, market research, innovation, skill training, value addition to existing models etc

5.3.2.2. Promoter details: Validations of the details of promoters before allowing Stat Up to enter incubation phase

5.3.2.3. Registration of Start Up: The Student Start up requires to be registered under a form of business entity like Partnership Firm, One Person Company, Private Limited Company, LLP etc. Start Up should be able to provide a copy of the registration letter/certificate.

➤ Universities will encourage students to build products, services, solutions and convert those to enterprise for value creation that are not duplicated by providing seed funds.

5.3.3. Facilitate use of Incubators

5.3.3.1. Create action plan and strategies to support startups, and processes to help them. Undertake a holistic approach and create systems to support the SSPC, start up process, start ups with inclusion of sectors and spaces.

5.3.3.2. 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).

5.3.3.3. SSPC 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.

5.3. 3.4. Institutionalize academia-industry- government linkages

5.3.4. Outreach

Any earnings from such activities will go into the EIC fund head under the Finance Officer as we would try to cover our recurring expenses from this head primarily. If the earnings do not suffice the University will bear the expenses of the recurring costs of the cell. The major roles under this objective are:

5.3.4.1. *Disseminate information* regarding Start Up India policy amongst students including academic community.

5.3.4.2. *Organize workshops* for Funding Mechanisms; Role of Venture capitalist and Business Angels;

5.3.4.3. *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.

5.3.4.4. *Credit Incentive:* 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.

5.3.4.5. *Courses /MOOCs on Basic Business Management/ Basic of Entrepreneurship and Start Up Ecosystem* may be made compulsory for all first year (in two year programme) and in the third year (for four year program) as satisfactory/ non satisfactory credit. Course load (1 h per week) will orient students with fundamentals of business and other related areas.

5.3.4.6. *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.

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. We would recommend this to be implemented at the discretion of Hon'ble Vice Chancellor.

Student entrepreneurs working on a Startup idea shall be permitted to convert their Startup project as their final year project towards degree completion.

5.4. Funding and Administration

A budget head under the name of Finance Officer, EIC 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.

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

Table 1: Financial budget of Recurring Costs				
Sr No	Recurring Cost	Details	Amount/month	Total (INR)
1	Manpower	Office Clerk	15,000/-x12	1,80,000/-
		Peon	5000/-x12	60,000/-
2	Consumable	Stationary	10,000/-x12	1,20,000/-
3	Outreach activities	Organizing workshop, seminars, student fests		2,00,000/-
4.	Contingency			25,000/-
5.	Travel Funds			15,000/-
	TOTAL			6,00,000/-
6.	Seed Grant Funds	Upto 25K for max. 2 companies		50,000/-
	TOTAL			6,50,000/-

The remaining 2.5 L may be utilized in either of the above heads after permission from Hon'ble Vice Chancellor.

Non-Recurring:

A one- time cost can be spent on the furnishing the infrastructure. The infrastructure needs to be developed in accordance with the norms of GoUP for accreditation.

The following infrastructure needs to be built up.

1. Co-working Space
2. Meeting Rooms
3. Conference Room
4. Cafeteria/Refreshment Zone

A total budget of 5L may be sanctioned for the development of these facilities.

At the State Government level, capital grant on setting up of Technology Infrastructure shall be reimbursed upto 75% in case of Government Host Institutes and 50% in case of other Host Institutes, subject to a maximum limit of INR 1 crore as part of the "Uttar Pradesh Information Technology & Start-UP Policy 2017-2022". Since IT infrastructure can be reimbursed, facility to thrust on IT areas can be developed subject to prior approval from the GoUP for reimbursement. The facilities of Computer nodes, workstations, servers, video-conferencing, TVs

etc. can be developed on prior approval of GoUP for reimbursement, in which case the university will invest as an advance towards the facilities and seek 75% of the invested amount as reimbursement from the GoUP.

As per "U.P. Startup Policy 2018" pg 10, Cost of setting up the technology infrastructure shall be reimbursed upto 75% in case of Government Host Institutes and 50% in case of other Host Institutes of the total claimed amount subject to a maximum limit of:

- a) Service Industry: INR One (1) Crore for setting up the technology infrastructure
 - b) Manufacturing industry: INR Five (5) Crore for setting up of plant & machinery, testing equipments etc. The same limit shall be applicable to Host Institutions for scaling up existing incubator/accelerators. In case the grant amount needs to be increased, the same shall be decided by Empowered Committee on case to case basis.
- On prior approval from Govt. the University may spend the amount required to develop relevant facilities

Seed Grant Funding Criteria

5.4.1. 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.

5.4.2. 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 Ecell website.

5.4.3. 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.

5.4.4 Mentorship guidelines: Student Start Up should have atleast one faculty members as authorized mentor with or without external agency mentors.

5.4.5. Funding: CSJM University will provide Seed grant upto 25K maximum for a period of one year.

5.4.6. Period of Support: Period of Support would be for one year initially extendable by 1 Year post evaluation and assessment, maximum for a period of 3 years in total.

5.6. Evaluation and Assessment

Student Start Up Promotion Center will constitute a Policy Implementation Committee for the evaluation and assessment of Seed grant funded Student Start Up.

5.6.1. Continuing Internal Evaluation:

University affiliated Institutions/ Colleges must have a continuing internal evaluation by faculty mentor as well as Head of Institution every 6 month interval for ensuring 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).

5.6.2. Growth based evaluation:

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). The any two of the following five measurable outcomes must be fulfilled for the Start Up to be considered as successful investment:

5.6.2.1. Funding: Student Start-Up should acquire 1- 5 lakhs from another funding agency as capital/convertible equity.

5.6.2.2. 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.

5.6.2.3. Revenue generated: At least 5 lakh INR of cumulative revenue should be generated by student start up as per Audited Profit and Loss Statements.

5.6.2.4. Surplus generated: At least 5 lakh INR of cumulative surpluses should be generated by student start up as per Audited Profit and Loss Statements.

5.6.2.5. 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.

5.7. Incentives for Startups (as per section 9.3 of policy for Startups in UP)

If our Incubation Cell gets GoUP recognition, various benefits for our incubated companies will be available.

These are as follows:

At Idea Stage

5.7.1 Sustenance allowance at the rate of INR 15,000 per month for a period of one year shall be given to startups at the idea stage.

At Prototype/POC Stage

5.7.2 A one-time prototyping assistance of upto INR 5 Lakhs shall be provided to startups which have been recognized and accepted under incubation program (including virtual incubation).

At Pilot Stage

5.7.3 Commercialization assistance of upto INR 10 Lakhs shall be provided to startups to launch their prototype product/services in the market at pilot stage.

Note: Additional 50% shall be given to startups founded/co-founded by women/divyangjan/transgender or startups having 50% or more women/divyangjan employees or startups having registered offices/operations in Purvanchal/Bundelkhand regions.

Other Incentives

5.7.4 Patent Filing Cost: The cost of filing and prosecution of patent application shall be reimbursed to the incubated startups for Indian as well as foreign awarded patents.

5.7.5 SGST Reimbursement: 100% SGST reimbursement shall be given to startups for the period of 5 years after the start of production/commercialization.

5.7.6 Event participation: Reimbursement to startups for participation in events – upto INR 50,000 for national events and INR 100,000 for international events. This is applicable to only those startups which are registered under the UP Startup Policy 2018 and incubated with GoUP supported incubators/virtual incubator of GoUP.

Non-Fiscal Incentives for Incubators/Accelerators/CoEs/Startups

10 Startups and incubators in the State will be permitted to file self-certifications, in the prescribed formats under the following acts and rules framed (may be amended from time to time) there under barring inspections arising out of specific complaints:

- I. The Factories Act 12
- II. The Maternity Benefit Act
- III. The Shops & Establishments Act
- IV. The Contract Labour (Regulations & Abolition) Act
- V. The Payment of Wages Act
- VI. The Minimum Wages Act
- VII. The Employment Exchanges (Compulsory Notification of Vacancies) Act 11 Permission shall be available for 3-shift operations with women working in the night for startups, subject to such units taking the prescribed precautions in respect of safety and security of employees in addition to providing the required welfare and health amenities as prescribed under applicable labour laws and obtaining the necessary approvals from the competent authority

6. GLOSSARY

Student Start Up: Student Startup is student-led innovation based startup that has been founded by the efforts of one or more any CSJM University, Kanpur certified student(s) and /or alumni (not more than 5 years from graduation with or without the help of faculty guides and external support agents).

Innovation: Conceptually, any innovation implies substantial improvement in the ways of doing things, producing goods or providing services. It may involve a new use of an existing resource or producing or delivering existing goods or services through new methods or new instruments/materials.

Startup: Startup is an entity that develops a business model based on either product innovation or service innovation and makes it scalable and replicable so as to be self-reliant. Startup may also be an entity that satisfies the requirements of the Department of Industrial Policy and Promotion (DIPP), Government of India, notification dated 17.02.2016 as specified in the G.S.R.180 (E).

Start Up ecosystem: A startup ecosystem is defined as a society of founders with ideas and skills, young companies at early stages with talent, incubators with mentors and capital, early adopters and the media.

Proof-of-concept (POC) stage: Proof-of-concept is the stage where the innovator / startup demonstrate a fundamental functioning demonstration of the idea / hypothesis / innovation.

Prototype-stage: A prototype-stage is a pre-production / pre-launch stage where the innovator / startup team has developed a basic minimum viable product (MVP) with most key features desired in the final product.

Minimum viable product (MVP) is a product with just enough features together validated learning about the product and its continued development.

Startup India Action Plan: The Government of India has announced the 'Startup India, Stand up India' initiative for creating a conducive environment for startups in India. Different ministries of the central government have initiated a number of activities for this purpose, and the government has also published an action plan for the same.

Academic / educational institute: Any government / grant-in-aid / self-financed institute / college in the state affiliated to CSJM University, Kanpur.

Pre-incubation: Pre-incubation makes up early stage support systems for the innovation & startup value chain that comprises an enabling environment to trigger creative ideas, hand-holding ideas at conceptualization stage, extending basic facility to test the ideas and validate its early users, basic common working infrastructures, and access to existing resources before the innovation reaches an enterprise stage.

Incubator: Incubator is an organization established to accelerate the growth of startups, through an array of business support, resources, mentorship, networking and other common services such as physical space, capital, and coaching.

Technology Business Incubator: A Technology Business Incubator (TBI) is an incubator established to support technology-driven startups generally supported by the National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Government of India.

Atal Innovation Mission (AIM): The Atal Innovation Mission (AIM) is Government of India's endeavor to promote a culture of innovation and entrepreneurship. Its objective is to serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, Startup businesses and other self-employment activities, particularly in technology driven areas. AIM is established under the NITI Aayog.

Tinkering Lab / Fab Lab / Innovation Studio: A Tinkering Lab / Fab Lab is a combination of experimental research and specialization, where students may tinker with emerging technology and fabricate and create new products /prototypes.

Accelerators: An accelerator is similar to an incubator except, as the name suggests, a startup accelerator fosters rapid growth of the startups it incubates. Usually accelerators package mentorship, access to technology, office space and access to an innovative community into a relatively shorter timeline for faster growth.




REGISTRAR
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