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Startup Policy of Swarnim Startup and Innovation University

Preamble

Studying entrepreneurship without doing it is like studying the appreciation of music without listening to it. Until you confront the fear and discomfort of being in the world and saying, "Here, I made this," it's impossible to understand anything at all about what it means to be an entrepreneur".

- Seth Godin-

Knowledge is undoubtedly the most powerful tool for the new world order today. Phenomenon such as the fourth Industrial revolution creates a seismic shift across a broad spectrum of industries with greater convergence of the physical experiences with advanced technologies. Hence it will be appropriate to attribute Industry 4.0 as knowledge revolution which combines the human and machine intelligence together to transform products, services and societies. It is witnessed that knowledge is applied for designing innovative solutions and to create an impact by scaling it through entrepreneurial pursuit.

The role of Higher Education Institutions/Universities has always been crucial as a part of the Innovation and Entrepreneurial ecosystem. The HEIs are natural incubators for nurturing the creative potential of students and present an ideal platform to enterprise creation within the campus which later taken the world by storm. For a transient economy like India the HEIs can play a significant role for fostering a innovation culture within the campus and can help in preparing the students for contributing to the growth economy.

The Swarnim Startup and Innovation University, Gujarat aims to provide an enabling ecosystem for not only the students, faculties, and staffs of the University but also the people of Gujarat to harness their innovative potential. By smoothly integrating the technological and creative skills of all the stakeholders to solve the contemporary problems, the Innovation and Startup Policy Swarnim Startup and Innovation University aspires to kick-start an entrepreneurial culture, and can be a catalyst which contributes to increased knowledge, wealth and employment for the state and the nation at large.

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Objectives

- To create and foster a university wide ecosystem for new ideas to flourish.
- To provide orientation to innovators and nascent entrepreneurs towards business basics/management of business enterprises including help in the preparation of the business plan, and consultancy (technical, legal, financial) as well as technology support services, quality assurance, marketing assistance, and Intellectual Property Rights (IPR) issues.
- To provide support for conversion of the innovative idea of students, faculty, staff and researchers to ventures that address the problems in society with special focus on less developed regions.
- To provide the infrastructure and incentives for generating interest among the students, staff, faculties, and researchers to engage in innovative pursuits and product development for facilitating commercialization.
- To support innovative knowledge-based venture creation within the University.
- To support physically impaired persons with the help of social innovation and make their life dignified.
- To provide support in the area of women entrepreneurship and child care and give encouragement to women to participate in entrepreneurial journey.
- To make an effort to get benefits from startup India, Make in India, Stand up India, Vocal for local and other schemes of Government of India.
- To provide support in the area of agriculture and rural entrepreneurship.
- . Involvement of faculty in entrepreneurial activities and entrepreneurial mentoring

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- Any novel technological idea that can be upgraded for the commercial proposition, scaling up a laboratory proven concept qualifies for a pre-incubation project. Innovative ideas to go through the pre-incubation step and it is expected that the innovator is interested in commercializing the technology to move to registering the Business within a year of pre-incubation.
- Selected Ideas to be admitted to “Innovation Space” the pre incubation facility of Swarnim Startup and Innovation University and the university will provide free working space for the nascent entrepreneurs.
- Each student group to be assigned to a senior faculty member for mentorship. Under the mentorship the group/s to prepare a prototype. The student can use the laboratory and other resources of the university for developing the prototype.
- The prototype developed to be evaluated by a team of experts and based on the market value, a decision to nurture the idea as a startup will be taken
- The startup to be registered as a student business entity – Partnership, LLP, Private Limited Company, One Person Company. Startups to provide a copy of the registration certificate/letter to their academic institution.
- Swarnim Incubation center can be utilized by external students who wish to incubate his startup idea. There is an incubation agreement for external students.
- If the student of Swarnim Startup and Innovation University want to quit from his startup, other students who are his team member in the startup can take a lead and run the organization or allow another student to join their startup.

Institutional Infrastructure

Innovation is linked to enterprises and as part of the lab ecosystem, ventures in this space will have access to programming and other resources:

- Life science ventures are offered a selection of diverse resources – industry-specific programming, wet laboratory, and collaborative co-working space
- Swarnim Startup and Innovation University will actively foster collaborations with university research centers, IT/ITES, agriculture, food, biotech, and pharmaceutical industry experts, academics, and investors
- Labs to provide fully functional lab space, permits, waste handling in addition to reasonably common lab equipment for research. Access to the conference rooms, event space is also allowed.



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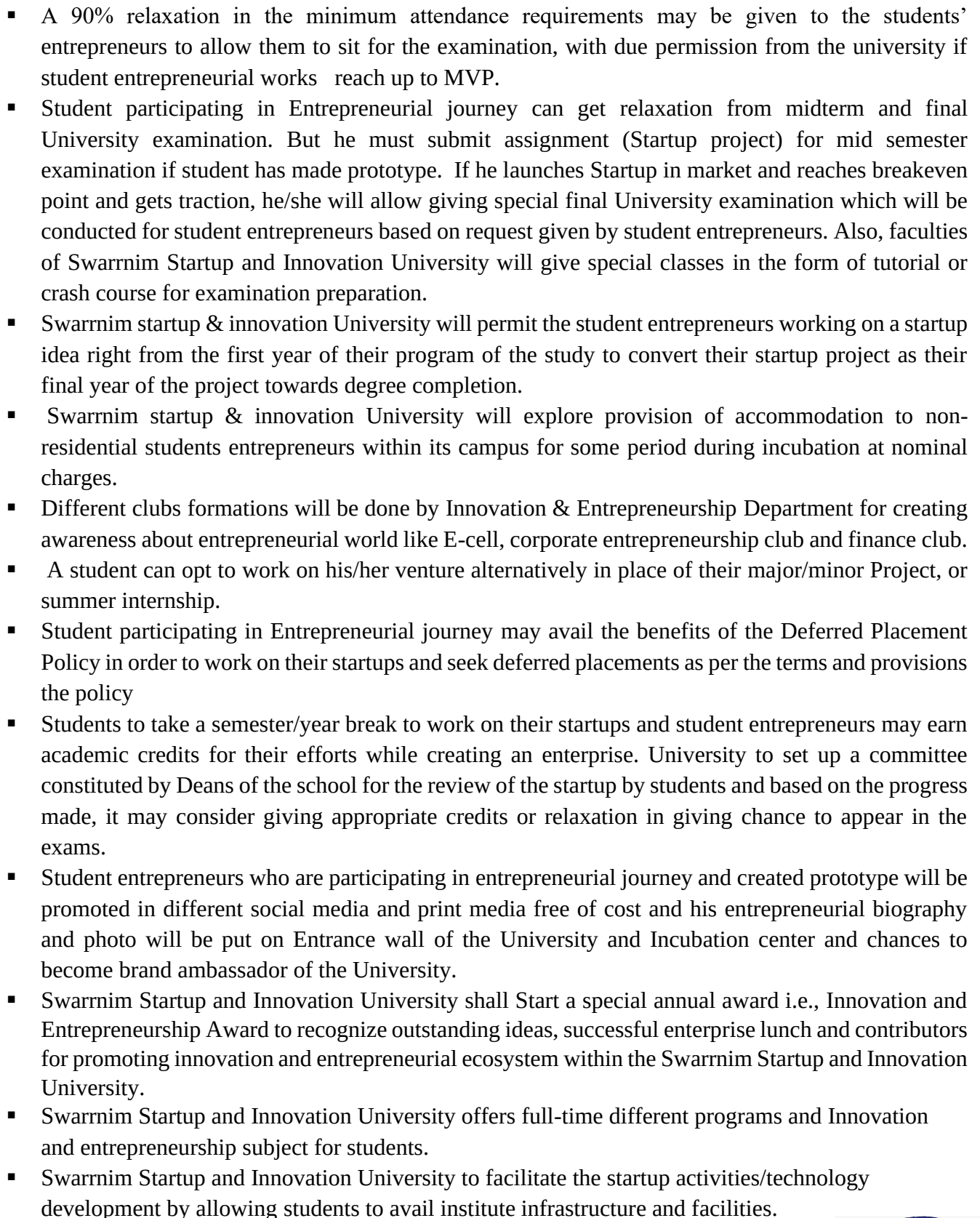
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- The SSIP of Government of Gujarat Rs. 20 lakhs to be earmarked annually in cash and/ or kind for Innovation and Entrepreneurial activities (Seed grant for prototype development/ Capability enhancement activities)
- **IE Courses at different semester:** are the flagship program to be launched as an initiative of the Swarnim Startup and Innovation University for nascent entrepreneurs (Youth Entrepreneurs/Student Entrepreneurs). The startups shall be administered by an advisory board that includes representatives from the schools of Engineering, Agriculture, Life Sciences, and Management.
- The students of all programs and classifications across Swarnim Startup and Innovation University can get involved in the entrepreneurial community

- Students are encouraged to develop entrepreneurial mindset through experimental learning by exposing them to training in cognitive skills (e.g., Design thinking, critical thinking etc.) by inviting first generation local entrepreneur or expert to address young mind and through innovative pedagogies. The Swarnim Startup and Innovation university will routinely organize students events like Idea & innovation competition, hackathons, workshop, boot camps, seminars, conferences, exhibition, mentoring by academic and industry personal throwing real life challenges.
- Students are encouraged to bring some problem statements and motivated to solve the problems with innovation. Best solution provided by students can get award & recognition by Innovation and entrepreneurship department in the form of certification. This will help in creation of idea bank and entrepreneurial mindset among students of Swarnim Startup and Innovation University.
- Student pursuing some entrepreneur venture that are under incubation while studying at Swarnim startup & innovation university would allow to use address of the university to register their company with due permission from the Swarnim Startup & Innovation University.
- Student participating in Entrepreneurial journey can earn credits for working on innovative prototypes/ business models. The area in which student wants to initiate a startup may be interdisciplinary or multidisciplinary. The credits and the grading would be determined by a committee constituted by Swarnim Startup & Innovation University and concerned department/ institutions. If student startup reaches his startup journey successfully up to prototype will be given credits flexibility according to their course requirement and if student startup reaches his startup journey successfully up to MVP will be given permission to sit in final examination in respective semester. If student startup reaches his startup journey at scale up stage and breakeven point will allow to give final examination and exemption from regular attendance. This is not applicable to health science (BAMS, BHMS, BPT and Nursing).
- A 50% relaxation in the minimum attendance requirements may be given to the students' entrepreneurs to allow them to sit for the examination, with due permission from the university if student entrepreneurial works reach up to prototype.



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- Swarnim Startup and Innovation University will create Swarnim Innovation and new venture Development Fund which will work as a soft loan to student with zero interest or equity sharing basis subject to approval of Competent authorities of Swarnim Startup and Innovation University. Student entrepreneurs will return the loan amount after 6 months or more than 6 months as approved by higher authorities of Swarnim Startup and Innovation University after some alternative arrangement like getting seed fund from SSIP or other government funds. In worst case, if student entrepreneur is not getting funds from any govt. Schemes, he must return the loan amount to Swarnim Innovation and new venture Development Fund in six months
- Swarnim Startup and Innovation University will give flexibility in course fees for student entrepreneurs who are getting incubation facility in Swarnim Incubation Centre. Also, all semester fees for student entrepreneurs who have successfully reached their startup journey at Scale up stage and about to become Unicorn or valuation of 100 cr. of the company will be waived off as a financial reward. This will give inspiration to others to participate in entrepreneurial journey.
- Swarnim Startup and Innovation University to link the startups to other seed-fund providers/angel funds/venture funds or may have seed fund once the incubation activities mature
- Swarnim Startup and Innovation University will give reimbursement of participation fees and travelling expenses to Student Entrepreneurs who have done show case their product in different Startup fests and competitions subject to prior approval of competent authorities of Swarnim Startup and Innovation University.
- Swarnim Startup and Innovation University will assist Student Entrepreneurs in development of state of art product or service (User Experience) by connecting them to different technological labs and eminent experts in India and foreign countries.
- The Swarnim Incubation Centre of Swarnim Startup and Innovation University must conduct different seminar and workshop on Intellectual property rights where experts from IPR will give practical insights on every aspect of IPR (Intellectual Property Rights).

IPR Evaluation

All IPR related issues to be addressed keeping in view the policy of Swarnim Startup and Innovation University. The IPR policy and the procedures for filing and evaluation of IPR, ownership, royalty sharing as applicable to all the full and part-time employees and the students. The IPR policy to include the following:

- ✓ **Evaluation of IP** – All IP evaluations to be done by the IP facilitation Cell of the University. The IP facilitation cell will assist all schools of the university in all matters relating to intellectual property. Other responsibilities of the IP cell include – protection of the intellectual property where appropriate and will review infringements, maintain central databases with patent applications, issued patents, trademarks, and copyrights, licenses, and agreements, coordinate with various departments in negotiating and preparing license and other agreements, review and approve all agreements relating to IP. IP will be evaluated on the following aspects:



- ✓ **Product Ownership Rights** –Ownership of the rights to follow the norms given below:

- ## Organizational Capacity, Human Resources, and Incentives

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Creating Innovation Pipeline and Pathways for Entrepreneurs

Mechanisms to encourage students to the innovation and incubation activities will be promoted and include the following:

- Spreading awareness among the students, faculty, and staff about the value of entrepreneurship and its role in carer development or employability
- Students would be encouraged to develop the entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (design and critical thinking), by inviting the local entrepreneurs or experts to address budding entrepreneurs. Initiatives like idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by the academic and industry personnel with real-life challenges, awards, and recognition to be periodically organized
- Prepare the students for creating startup through education, and by the integration of education with enterprise-related activities
- The University will follow the guidelines of the Institution's Innovation Council (IICs) as and allocate budget for its activities
- IICs to guide the university in conducting activities related to innovation, startup and entrepreneurship development
- University to connect the startups and companies with the wider entrepreneurial ecosystem by providing support to the students in the pre-startup phase. Networking events to be organized to create a platform for collaboration with investors and to pitch in the ideas
- University to provide business incubation facilities: leasing of the premises at low cost, laboratory space, research facilities, IT services, training and mentoring, and hosting the details of the innovation and entrepreneurship strategies on the host website
- A culture to be promoted to understand that money is risk capital and the entrepreneur must utilize these funds and return

Provisions to Nurture Innovation and Entrepreneurship for faculty Startup and benefits

Only those technologies should be taken up for faculty startups that originate from within the same university. Provisions include:

- Faculties are expected to identify some problems in their teaching domain or inter-disciplinary domains and find out tentative feasible solutions in every quare. These things must bring in notice to Swarnim Incubation center and the incubation manager must maintain MIS of above activities. This will help in understanding the mindset of faculties towards entrepreneurship and help in annual appraisal of faculties. Those faculties who are not participating in above mentioned activities will be answerable and accountable to competent authorities of the Swarnnim Startup and Innovation University if they ask.
- Business ideas including technologies that originate within the university would be given priority for incubation and other institutional support.



- Faculty startup may consist of faculty members alone, non- teaching Staffs, or with faculty of other Institutes or with alumni or with other entrepreneurs.
- Faculty to separate the on-going research at the institute from the work done at the startup
- Faculty who has successfully created MVP will get flexible timing for working in Swarnim Startup and Innovation University and his daily work will be assigned accordingly on condition that it will not hamper progress of the university.
- Swarnim Startup and Innovation University will create Swarnim Innovation and new venture Development Fund which will work as a soft loan to faculty with zero interest or equity sharing basis subject to approval of Competent authorities of Swarnim Startup and Innovation University. Faculty startup founders will return the loan amount after 6 months or more than 6 months as approved by higher authorities of Swarnim Startup and Innovation University after some alternative arrangement like getting seed fund from SSIP or other government funds or angel investors.

- Swarnnim Startup and Innovation University will give reimbursement of participation fees and travelling expenses to faculty startup founders who have done show case their product in different Startup fests and competitions subject to prior approval of competent authorities of Swarnnim Startup and Innovation University.
- Swarnnim Startup and Innovation University will assist faculty startup founders in development of state of art product or service (User Experience) by connecting them to different technological labs and eminent experts in India and foreign countries.
- Swarnnim Startup and Innovation University will provide extra 60 days paid leave for faculty who is participating in entrepreneurial journey who is getting incubation support from Swarnnim Incubation Centre subject to requirement of work and approval from higher authorities of the university.
- The role of the faculty may vary from being the founder/ cofounder/ owner of the startup
- Faculty/staff holding the executive or managerial position for more than three months in a startup are required to go on sabbatical leave without pay/utilize existing leave
- Faculty cannot accept gifts from the startups
- A faculty who has reached his startup journey successfully up to creation of MVP can avail the leave for a maximum period of one semester/year or even more (pre-approval taken from top management of Swarnnim Startup and Innovation University) if the startup gets selected by an outside national or international accelerator.
- Swarnnim Startup and Innovation University will reduce the teaching load if faculty who is participating in entrepreneurial journey and if his/ her startup has successfully made MVP will get 50% reduction in workload and will get full salary despite of reduction in teaching load.
- Swarnnim Startup and Innovation University will reduce the teaching load if faculty who is participating in entrepreneurial journey and if his/ her startup has successfully reached Scale up Stage will get 90 % reduction in workload and will get full salary despite of reduction in teaching load.



- In case, the faculty/ staff holds an executive or managerial position for more than three months in a startup, then they would go on sabbatical/ leave without pay/ earned leave.
- Participation in entrepreneurial related activities must be considered as a required activity of the faculty in addition to teaching, R&D projects, industrial consultancy, and academic and administrative duties and must be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup and if his mentor startup has successfully reached up to minimum viable product will get financial reward and appreciation from top management.
- Product development and commercialization as well as participating and nurturing of startups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to a minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion by their reporting authorities.
- Faculty startup founders who are participating in entrepreneurial journey and created MVP will be promoted in different social media and print media free of cost and his entrepreneurial biography and photo will be put on Entrance wall of the University and Incubation center and chances to become best faculty of the University.
- Swarnim Startup and Innovation University shall Start a special annual award i.e., Innovation and Entrepreneurship Award to recognize outstanding ideas, successful enterprise lunch and contributors for promoting innovation and enterprise ecosystem within the Swarnim Startup and Innovation University.
- Faculty Startup founders who are quitting teaching job at Swarnim Startup and Innovation University for any reason can also avail or continue the incubation facility. It will not affect the support systems to faculty startup founders.
- For faculty startup founders assuming board position in Startup, their director identification number (DIN) is required to be submitted to HR office for record keeping.

Pedagogy and Learning Interventions for Entrepreneurship Development

University to be focused on the pedagogical value of entrepreneurship as a set of skills that can be applied across professional environments and activities to supplement the student's classroom experience. Few programs to be taken up by the university include:

- ✓ Formal programs such as degrees and certificates in entrepreneurship to be developed in addition to involving students in extra-curricular activities such as entrepreneurship clubs, startup internships, hosting a multi-level business plan competition comprising of different competitions throughout the school year, in combination with seminars, courses, and mentorship to assist in pushing student ideas to the next level
- ✓ Experiential or applied learning by actively engaging students in innovative and entrepreneurial activities through workshops, conferences, internships, hands-on experience, and real-world projects will be largely emphasized

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- ✓ Institute to support specialized internship programs focused on entrepreneurship and technology education and innovation programs that tie students directly to startup projects, technology transfer office, venture capital firms, and industry

Collaboration, Co-creation, Business Relationships

- University to strategically partner with companies offering internships and, sharing facilities with startups, and creating incentive programs funded by the industry to drive innovation and product development by the students, faculty, and staff
- Collaborations such as - an advanced technology research collaboration with industry, university, and government organizations, partnership with industry (a consortium of companies supporting fundamental and collaborative research) based on a two-way knowledge transfer, the startup accelerator that offers entrepreneurial education and access to experienced mentors, experts, and investors in an immersive, shared-learning, open workspace to be actively promoted
- Local and regional development has been an important mission of Swarnim Startup and Innovation University. Institute to increasingly focus on innovation and entrepreneurship as key contributors to the growth and success of the local communities. Institute to seek partners to supplement their strengths through partnerships with community colleges, non-profit economic development agencies, governments, and entrepreneurship groups. Students and faculty to contribute to local community development through service and projects. Institute to integrate with the surrounding ecosystem by engaging students with the community through entrepreneurial projects, and faculty and students to provide for cost-free consulting and local assistance to local entrepreneurs on business and technical issues
- University to actively support technology transfer. Technology Transfer Office (TTO) to support patenting, commercializing university-based innovation and entrepreneurship, and building networks with the investors. Other activities of TTO include organizing networks across institute communities to better understand new technologies, and aligning institute goals with institute advancement and develop shared strategies around fundraising, engaging alumni and corporate relations
- Institute to actively pursue collaborations with the industry to tap the resources, for licensing innovation, and for hiring students

Entrepreneurial Impact Assessment

The performance of the institute's entrepreneurial activities such as pre-incubation, incubation, and entrepreneurship education to be assessed periodically (quarterly review) using well-defined evaluation parameters such as:

- Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments, and faculty in the entrepreneurial teaching and learning



- The number of startups created, support system provided at the university level and satisfaction of the participants, new business relationships created by the university would be evaluated
- Impact to be measured for the support system provided by the institute to the student entrepreneurs, faculty, and staff for pre-incubation, incubation, IPR protection, and industry linkages. Assessment for measuring the progress should be related to sustainable social, financial, and technological impact in the market
- Any kind of research projects and handsome grants obtained by faculties can be considered as performance parameter of individual faculty.

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ANNEXURE I

The committee which will evaluate the applications for Startup from students and faculty members of Swarnim Startup and Innovation University to avail the benefits of the Swarnim Startup Policy. The Board members of the committee are as below:

1. Vice President
2. Director General
3. Provost
4. CAO
5. Registrar
6. Dean Academics
7. Head Incubation Centre
8. Subject Matter Expert

- The committee may invite any subject matter expert deemed necessary to evaluate the proposal, as and when required.
- The Dean of Research may also be invited to attend the meetings of the Committee on a need basis.
- The committee may seek inputs from any external agency to evaluate the business potential or market opportunity of the proposal.

The following are the suggested Terms and Reference of the Committee:

- To ensure that the proposal conforms to the University Innovation & Entrepreneurship Policy
- To evaluate the objectives of the startup and ensure its alignment with the vision of the University
- To ensure that the IP/know-how proposed to be used by the startup is unencumbered and is

free to use by the startup;

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ANNEXURE II

FACULTY STARTUP REQUEST APPROVAL FORM

This form is to be used by Swarnim Startup and Innovation University, Gandhinagar, Gujarat, faculty to seek internal approval from the University prior to incubating a startup. This form should be submitted to the incubation Manager of Swarnim Incubation centre for administrative processing.

Faculty Information

1	Name	
2	Employee Code	
3	Date of Birth	
4	Designation	
5	Department & School	
6	E Mail	
7	Mobile	

(Please attach another form if more than one faculty is involved. There is no upper cap for number of members involved in the startup.)

Other team members (students, external members)

A	Name	
B	Date of Birth	
C	Course/ Designation	
D	Affiliation	
E	Department & School	
F	E Mail	
G	Mobile	

(Please attach another form if more than one team member is involved)

Startup incorporation information

8	Name of the startup	
9	Corporate Identification Number	
10	Date of incorporation	
11(a)	Registered Address	
11(b)	Office Address	
12	Website URL (if available)	



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Business and knowledgebase details of the startup

20	Domain area (sector) of startup	○ Pharma & healthcare ○ Biotechnology ○ Advanced materials ○ AI/ML ○ Clean tech and energy ○ Agriculture ○ Technology ○ Engineering ○ Social ○ Others _____ (More than one option can be selected)
21	Please provide a brief description of the business and its objectives	
22	Benefits of the startup to market, consumers, society, etc	
23	Does the proposed startup make use of any knowledgebase or intellectual property of Swarnnim Startup and Innovation University, Gandhinagar, Gujarat.	Yes/ No
	If yes, please provide information for (a) to (b) below	
	a) List of patents issued/patent applications	
	b) List of publications	
24	Does the proposed start up make use of any work/R&D outcome based on a funded or sponsored or collaborative work with an external agency? If yes, please provide information for S. No. (a) to (d) below	Yes/ No
	a) Name of the project	
	b) Name of the sponsor/collaborator/funding agency	
	c) Date of start and completion of project	
	d) Is any foreign partner involved? If yes, please provide details	Yes/ No
25	Does the proposed startup intend to make use of any of resources of Swarnnim Startup and Innovation University?	
26	Place of Incubation	

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Undertaking and self-declaration

I, _____, have read the institutional guidelines on Swarnnim Startup and Innovation University Startup policy, and I solemnly resolve that:

- My participation in M/s _____ (“startup”) shall be in my personal capacity and I shall not involve on Swarnnim Startup and Innovation University or claim any involvement of on Swarnnim Startup and Innovation University, Gandhinagar, Gujarat in any matters pertaining to the startup.
- The startup shall be solely responsible for any activities undertaken by me on the startup’s behalf including any liabilities that may arise from those activities.
- My primary responsibility will be towards Swarnnim Startup and Innovation University, Gandhinagar, Gujarat and I shall abide by the instructions issued by the competent authority from time to time.
- I assure that my association with the startup shall not affect my existing academic and administrative work / duties in any manner.
- I understand my obligation to disclose, avoid and/or manage conflict of interest and commitment situations and will take active measures to avoid, mitigate and manage any issues relating to conflict of interest and commitment that may arise from my involvement with the startup.
- I understand that my involvement with the startup shall not automatically imply any transfer of IP/knowledgebase or offering of any services or resources (including manpower) from Swarnnim Startup and Innovation University, Gandhinagar, Gujarat for free, or at concessional terms.
- I declare that the knowledgebase/IP of Swarnnim Startup and Innovation University, Gandhinagar, Gujarat that will be used by the startup, where I have been involved as a researcher (inventor) is unencumbered / has been licensed to the startup company without any objection from the collaborating party/funding agency.

Ragin
Ravindrab
hai Shah

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ANNEXURE III

STUDENT STARTUP REQUEST APPROVAL FORM

Note: This form is to be used by students of to seek approval for opting to work on a startup as part of their academic project, or otherwise. This form should be submitted to the Incubation manager for administrative processing.

Student-entrepreneur information

1	Name	
2	Date of Birth	
3	Nationality	
4	Program/ Course pursuing at Swarnim Startup and Innovation University, Gandhinagar, Gujarat	
5	Roll No	
6	Mentor	
7	E Mail	
8	Mobile	
9	Current address	
10	Names of other team members	

Business and proposed details of the startup

11	Domain area (sector) of startup	○ Pharma & healthcare ○ Biotechnology ○ Advanced materials ○ AI/ML ○ Clean tech and energy ○ Healthcare ○ Technology ○ Engineering ○ Agriculture ○ Others _____ (More than one option can be selected)
12	Project description (Please attach a brief description of the objectives of proposed startup)	
13	Is the proposed place of incubation the University Incubator?	Yes/ No
14	Have you undertaken basic course on entrepreneurship? If yes, please mention details	Yes/No

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Undertaking and self-declaration

I, _____, have read the institutional guidelines on student startup policy, and I agree to abide by all the rules and regulations of Swarnim Startup and Innovation University, Gandhinagar.

Signature	
Name	
Place	
Date	

Ragin
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hai Shah

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