



Criteria 6

6.1.1

6.1.1 The institutional governance and leadership are in accordance with the vision and mission of the Institution and it is visible in various institutional practices such as NEP implementation, sustained institutional growth, decentralization, participation in the institutional governance and in their short term and long term Institutional Perspective Plan

Participative Management – Research

- **Individual Consultancy/Seed Funding**
- **Publication Policy**
- **FDP/MDP/Conference**
- **Projects**
- **Awards Fellowship Recognition**
- **MOOC Course developed**
- **Professional Membership**
- **Innovation Entrepreneurship Development Cell Policy**



- **Individual
Consultancy/Seed Funding**
- **Publication Policy**
- **FDP/MDP/Conference**
- **Projects**
- **Awards Fellowship
Recognition**
- **MOOC Course developed**
- **Professional Membership**



YEAR 2019-20

ANSAL UNIVERSITY	Research Promotion & Incentive Policy (Version 3.0)
Date of Constitution of Policy	9 July 2018

Research Promotion & Incentive Policy

ANSAL UNIVERSITY

Gurugram, Haryana - India



Research Promotion & Incentive Policy

INDEX

Sl. No.	Description	Page no.#	Remarks
1	Preamble	3	
2	Policy	4	
	A. Projects	4	
	B. Publications	4	
	C. National/International workshop/Conferences/Seminars	5	
	D. National/International award/fellowship/recognition etc.	5	
	E. Seed Funding	5	
	F. Professional Membership	5	
	Refer anex A	6	
3	Annexure 1 – University Seed Funding Performa	7	



Research Promotion & Incentive Policy

1. PREAMBLE

Ansal University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurgaon, India's largest hub of National and Fortune 500 companies, it has eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

Ansal University has been awarded the National Education Excellence award "Best Private University in Northern India 2017" along with "CSR Excellence in Education" award for 2 consecutive years i.e. 2017 and 2018. Sushant School of Art and Architecture at Ansal University is the flagship school which started in 1989 and has been consistently ranked No. 1 Private Architecture School in India by Outlook Magazine.

We are a university with the core ideology of being futuristic with the mission "AHEAD. FOR LIFE". The curriculum design is guided by inter and trans-disciplinary approach incorporating pedagogies that expand learning opportunities, ensuring higher order learning outcomes.

The various schools under the University have carved a niche by offering contemporary programmes with renowned faculty acclaimed nationally and internationally, state-of-the-art Infrastructure and facilities to promote academic excellence. The University has collaborated with some of the finest Universities and Institutions in the UK like the University of Warwick, Art University of Bournemouth, University of West England and Vatel International, France in the areas of Curriculum Development, Student and Faculty Exchanges, Joint PhD supervisions, joint research Conferences, seminars and study semesters abroad.

Need and Guidelines:

In addition to academic activities, all the schools in Ansal University are also involved with research and development in varied fields. The AU Schools (though their faculty/scholars/students) constantly take up research and development work in collaboration with Government organizations, private organizations, independent research organizations, industries, corporates and NGOs. To recognize and encourage excellence in academic research AU notifies a research promotion policy which sufficiently incentivize its members for numerous research related activities

Objective:

The objective of this policy document is to provide incentives in the following categories:

1. For taking up research projects from various organizations
2. Publications in refereed journals/books/book chapters
3. Publication and grant of patents
4. Financial assistance for attending national and international conferences and faculty development programs



5. For national/international awards/fellowship/recognition
6. Seed funding for research

This policy may be modified from time-to-time to suit the evolving nature of research and development activities.

2. POLICY

This policy is applicable to all personnel belonging to Ansal University. University motivates its faculty members and students to publish papers in Scopus/Web of Science, National and International high quality indexed journals with good impact factor, submit proposals for financial assistance from external agencies, apply for patents, books/book chapters and the University will reward its members for the said activities. The research activity has to be recommended by the Head of School and to be forwarded to Office of VC for final approval.

A. Incentives for Projects

All Professors, Associate Professors and Assistant Professors with Doctorate Degree shall endeavor to submit Research Projects for award of grants from external non govt or govt. funding agencies such as DST, DBT, DRDO, ISRO, ICMR, UGC, AICTE, ICAR, CSIR, ICSSR, DST of State Government etc., and international funding agencies.

An honorarium will be provided to the AU members for the duration of the project as per below distribution:

- Rs 14000/- per month to PIs and Rs. 7000/- per month to Co-PIs if the total project cost is more than Rs.10,00,000.
- Rs.10000/-per month to PIs and Rs. 5000/- per month to Co-PIs if the total project cost is less than Rs. 10,00,000.
- The maximum limit of honorarium will be Rs. 34000/- per month to PIs and Rs.14000/- per month to Co-PIs if handling multiple projects.

B. For Publications

If a Research Paper is published with in SCI/SCOPUS/SSCI/A&HCI/ABDC indexed journals (authenticated), the same shall be communicated by the faculty member or student to the concerned Dean/HoD which will be forwarded to the office of the VC along with the details of publication charges borne, if any.

Incentives:

- University shall pay Rs.7500/- per Research Paper published in SCI/SCOPUS/SSCI/A&HCI/ABDC indexed journals (authenticated) & 5000 for UGC CARE indexed as incentive but the authors will bear the publication charges, if any.
- If there is more than one AU faculty member/student as author/co-author, the amount of incentive shall be distributed equally.



- AU shall pay incentive of 7,000/- (authored) & Rs 5000/- (edited) for national book publication and 10000/- (authored) & Rs 7,000/- (edited) for international book publication and Rs.5000/- per chapter in the book published with ISSN and ISBN number.

Note: Inventor should have Ansal University Affiliation for published/granted patent.

C. Financial assistance for attending national and international conferences and faculty development programs

Ansal University encourages its teachers to go for higher education, to be actively engaged in research and also enhance and broaden their knowledge by attending various training programs and academic research works in the allied fields. The financial support to faculty members for attending Conferences/Seminars/Workshops in India and abroad will be governed by POLICY FOR FINANCIAL SUPPORT FOR PARTICIPATION OF FACULTY IN SEMINARS, CONFERENCES, WORKSHOPS, QIPS, TEACHERS' TRAINING PROGRAMMES ETC.

D. For national/international awards/recognition

Faculty members/Students receiving recognition at state/national/International level in the form of award/fellowship will be awarded Rs. 2000/3000/4000/- cash respectively and a letter of appreciation by Ansal University. The decision of the Vice Chancellor will be final in this regard.

E. Seed Funding

Each faculty member/Team of faculty members of the university may apply for AU Seed Funding grant on prescribed annexure -I for undertaking a research project in the University. The project has to be recommended by the Head of school and to be forwarded to Office of VC for final approval and sanctioning of funding.

F. Professional Membership:

University shall incentivise (Maximum upto Rs. 8000) the faculty members for acquiring the membership of professional bodies.



Annexure A		
Financial assistance for participation in National/International conferences FDP's , Short term courses		
S.No	Nature	Incentive granted
1	Conference participation	Minimum 3500 Rs (As per Actuals)
	FDP - State National	5000
3	FDP - National	6000
	FDP - Inter - National	7000
5	Internal Conference organised by SU (Any School)	Registration charges waived off
6	Short term/ Refresher Courses /Workshops/Training Programs	As per Actuals

**** Note : Employees can avail financial assistance only once every academic year****





ANNEXURE 1

FOR UNIVERSITY FUNDED SEED GRANT PROPOSAL

1. Background

- 1.1 Description of problem
- 1.2 Review of work already done

2. Description of Proposal

- 2.1 Objectives of the project (Brief and to the point)
- 2.2 Preliminary Investigations done (if any)
- 2.3 Innovative component of the project
- 2.4 Methodology detailing stepwise activities and sub-activities

3. Output and Deliverables of the Project

(Attempt may be made to quantify output in measurable parameters.)

4. Likely Impact (Please attempt to quantify)

5. Parameters for monitoring effectiveness of project

6. Suggested Post Project Activities

7. Budget estimate (in Rupees):

Please provide brief justification for each head of expenditure.

Signature of PI

Head of School



Research Promotion & Incentive Policy

For Approval



Registrar.

Vice Chancellor





YEAR 2020-21 to 2023-24

Research Promotion & Incentive Policy

SUSHANT UNIVERSITY	Research Promotion & Incentive Policy (Version 5.0)
Date of Revision of Policy	20 October 2020

Research Promotion & Incentive Policy

SUSHANT UNIVERSITY
Gurugram, Haryana - India



Research Promotion & Incentive Policy

INDEX

Sl. No.	Description	Page no.#	Remarks
1	Preamble	3	
2	Policy		
	A. Projects	4	
	B. Publications	4	
	C. Patents	4	
	D. National/International workshop/Conferences/Seminars	5	
	E. National/International award/fellowship/recognition etc.	5	
	F. Seed Funding	5	
	G. MOOC Courses *Refer Anex A	5	
	H. Professional Membership		
3	Annexure 1 – University Seed Funding Performa	6	



1. PREAMBLE

Sushant University (erstwhile Ansal University) was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurgaon, India's largest hub of National and Fortune 500 companies, it has eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

Sushant University has been awarded the National Education Excellence award "Best Private University in Northern India 2017" along with "CSR Excellence in Education" award for 2 consecutive years i.e. 2017 and 2018. Sushant School of Art and Architecture at Sushant University is the flagship school which started in 1989 and has been consistently ranked No. 1 Private Architecture School in India by Outlook Magazine.

We are a university with the core ideology of being futuristic with the mission "AHEAD. FOR LIFE". The curriculum design is guided by inter and trans-disciplinary approach incorporating pedagogies that expand learning opportunities, ensuring higher order learning outcomes.

The various schools under the University have carved a niche by offering contemporary programmes with renowned faculty acclaimed nationally and internationally, state-of-the-art Infrastructure and facilities to promote academic excellence. The University has collaborated with some of the finest Universities and Institutions in the UK like the University of Warwick, Art University of Bournemouth, University of West England and Vatel International, France in the areas of Curriculum Development, Student and Faculty Exchanges, Joint PhD supervisions, joint research Conferences, seminars and study semesters abroad.

Need and Guidelines:

In addition to academic activities, all the schools in Sushant University are also involved with research and development in varied fields. The SU Schools (though their faculty/scholars/students) constantly take up research and development work in collaboration with Government organizations, private organizations, independent research organizations, industries, corporates and NGOs. To recognize and encourage excellence in academic research SU notifies a research promotion policy which sufficiently incentivize its members for numerous research related activities

Objective:

The objective of this policy document is to provide incentives in the following categories:

1. For taking up research projects from various organizations
2. Publications in refereed journals/books/book chapters
3. Publication and grant of patents
4. Financial assistance for attending national and international conferences and faculty development programs



5. For national/international awards/fellowship/recognition
6. Seed funding for research

This policy may be modified from time-to-time to suit the evolving nature of research and development activities.

2. POLICY

This policy is applicable to all personnel belonging to Sushant University. University motivates its faculty members and students to publish papers in Scopus/Web of Science, National and International high quality indexed journals with good impact factor, submit proposals for financial assistance from external agencies, apply for patents, books/book chapters and the University will reward its members for the said activities. The research activity has to be recommended by the Centre for Research and Development and to be forwarded to Office of VC for final approval.

A. Incentives for Projects

All Professors, Associate Professors and Assistant Professors with Doctorate Degree shall endeavor to submit Research Projects for award of grants from external non govt or govt. funding agencies such as DST, DBT, DRDO, ISRO, ICMR, UGC, AICTE, ICAR, CSIR, ICSSR, DST of State Government etc., and international funding agencies.

An honorarium will be provided to the SU members for the duration of the project as per below distribution:

- Rs 14000/- per month to PIs and Rs. 7000/- per month to Co-PIs if the total project cost is more than Rs.10,00,000.
- Rs.10000/-per month to PIs and Rs. 5000/- per month to Co-PIs if the total project cost is less than Rs. 10,00,000.
- The maximum limit of honorarium will be Rs. 34000/- per month to PIs and Rs.14000/-per month to Co-PIs if handling multiple projects.

B. For Publications

If a Research Paper is published with in SCI/SCOPUS/SSCI/A&HCI/ABDC indexed journals (authenticated), the same shall be communicated by the faculty member or student to the concerned Dean/HoD and Centre for R & D and which will be forwarded to the office of the VC along with the details of publication charges borne, if any.

Incentives:

- University shall pay Rs.7500/- per Research Paper published in SCI/SCOPUS/SSCI/A&HCI/ABDC indexed journals (authenticated) & 5000 for UGC CARE indexed as incentive but the authors will bear the publication charges, if any.
- If there is more than one SU faculty member/student as author/co-author, the amount of incentive shall be distributed equally.



Research Promotion & Incentive Policy

- SU shall pay incentive of 7,000/- (authored) & Rs 5000/- (edited) for national book publication and 10000/- (authored) & Rs 7,000/- (edited) for international book publication and Rs.5000/- per chapter in the book published with ISSN and ISBN number.

C. Incentives for Patents

University shall incentivize for filing Patent by faculty member/Ph.D. Scholar/Student. In case of Technology- transfer for commercial purpose, the royalty earned from the awarded Patent may be shared between SU and Inventor(s) as per SU IPR policy.

Incentive distribution criteria for patents

1. For Published patent (National/International): Rs 5,000
2. For Granted Patent (National/International): Rs 5,000/10,000
3. For Design Registration (National/International): Rs. 5,000

S.No	Author Contribution	Incentive distribution in %		Total Incentive in %
		First Author	Other Authors	
1	Patent with only one SU author	100	Not from SU	100
2	Patent with one or more SU authors	Not from SU	50/Number of authors from SU	50
3	Patent with two or more than two authors from SU including 1st author.	100% to be shared with all the authors		100

Note: Inventor should have Sushant University Affiliation for published/granted patent.

D. Financial assistance for attending national and international conferences and faculty development programs

Sushant University encourages its teachers to go for higher education, to be actively engaged in research and also enhance and broaden their knowledge by attending various training programs and academic research works in the allied fields. The financial support to faculty members for attending Conferences/Seminars/Workshops in India and abroad will be governed by POLICY FOR FINANCIAL SUPPORT FOR PARTICIPATION OF FACULTY IN SEMINARS, CONFERENCES, WORKSHOPS, QIPS, TEACHERS' TRAINING PROGRAMMES ETC.

E. For national/international awards/recognition

Faculty members/Students receiving recognition at state/national/International level in the form of award/fellowship will be awarded Rs. 2000/3000/4000/- cash respectively and a letter of appreciation by Sushant University. The decision of the Vice Chancellor will be final in this regard.

F. Seed Funding

Each faculty member/Team of faculty members of the university may apply for SU Seed Funding grant on prescribed annexure -1 for undertaking a research project in the University. The project



has to be recommended by the Centre for Research and Development and to be forwarded to Office of VC for final approval and sanctioning of funding.

G. Development of MOOC courses

Faculty members developing any MOOCs will be awarded Rs. 5000.

H. Professional Membership

University shall incentivise (Maximum upto Rs. 10000) the faculty members for acquiring the membership of professional bodies.

Refer Annexure A		
Financial assistance for participation in National/International conferences FDP's , Short term courses		
S.No	Nature	Incentive granted
1	Conference participation	Minimum 3500 Rs (As per Actuals)
	FDP - State National	5000
3	FDP -National	6000
	FDP -Inter - National	7000
5		Registration charges waived off
6	Short term/ Refresher Courses /Workshops/Training Programs	As per Actuals

**** Note : Employees can avail financial assistance only once every**

academic year**





ANNEXURE 1

FOR UNIVERSITY FUNDED SEED GRANT PROPOSAL

1. Background

- 1.1 Description of problem
- 1.2 Review of work already done

2. Description of Proposal

- 2.1 Objectives of the project (Brief and to the point)
- 2.2 Preliminary Investigations done (if any)
- 2.3 Innovative component of the project
- 2.4 Methodology detailing stepwise activities and sub-activities

3. Output and Deliverables of the Project

(Attempt may be made to quantify output in measurable parameters.)

4. Likely Impact (Please attempt to quantify)

5. Parameters for monitoring effectiveness of project

6. Suggested Post Project Activities

7. Budget estimate (in Rupees):

Please provide brief justification for each head of expenditure.

Signature of PI



Head of School

Research Promotion & Incentive Policy

For Approval

Head – Centre for Research and Development


Registrar


Vice Chancellor





**Innovation
Entrepreneurship
Development Cell Policy**

Innovation and Start-up Policy at Sushant University

Applicable 2024 onwards

INDEX

S. No.	Section Title	Page No.
1.	Introduction	1
Policy Framework		
2.	Strategic Approach and Governance	2
3.	Institutional Infrastructure to Support Startups	3
4.	Fostering Innovation and Startup Ecosystems	3
5.	Technology Ownership and Intellectual Property Rights	4
6.	Organizational Capabilities, Human Resources, and Incentive Structures	5
7.	Innovation Pipeline and Entrepreneurial Pathways at University Level	6
8.	Guidelines for Student-led Startups	6
9.	Guidelines for Faculty-led Startups	9
10.	Pedagogical Approaches for Entrepreneurship Education	10
11.	Partnerships, Co-Creation, Industry Linkages, and Knowledge Sharing	11
12.	University Support Mechanisms and Entrepreneurial Impact Evaluation	12

Preamble

This policy document outlines the vision for fostering and implementing innovation and entrepreneurship initiatives at **Sushant University**. It is designed to cultivate a vibrant culture of innovation and entrepreneurial thinking within the university ecosystem.

The policy actively encourages undergraduate, postgraduate, and doctoral students, as well as faculty members, to explore entrepreneurship as a viable career path and to establish successful startup ventures.

Recognizing the need for adaptability, this document is intended to be dynamic and open to evolution. Input and suggestions from all stakeholders—including students, faculty, staff, parents, alumni, and others—are welcome and can be shared via email at vc@sushantuniversity.edu.in



STRATEGIES AND GOVERNANCE

• Resource Mobilization

1. Budget Allocation for Entrepreneurship:

Investment in entrepreneurial activities will form an integral part of the university's financial strategy. A minimum of 1% of the total annual university budget shall be earmarked for innovation and startup-related initiatives through the establishment of a dedicated '**Innovation Fund**'.

2. Diversified Fundraising Initiatives:

The University Centre for Research and Development (UCRD) will take the lead in mobilizing funds from a variety of sources to reduce reliance on public funding. Efforts will focus on securing external funding from government agencies—such as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, and MSME—as well as from non-government and international sources.

3. CSR-Based Industry Collaboration:

To support the proposed **Technology Business Incubator (TBI)**—to be set up as a separate Section-8 legal entity—the university will explore partnerships with private and corporate sectors. These collaborations will aim to attract funding under **Corporate Social Responsibility (CSR)** in accordance with Section 135 of the Companies Act, 2013.

4. Alumni Contributions:

The university's Alumni Cell will identify high-net-worth individuals (HNIs) within the alumni network who may be interested in contributing to innovation and startup incubation efforts. A curated list of such alumni will be maintained to facilitate outreach and fundraising.

Governance and Decision-Making

To accelerate and streamline decision-making, hierarchical barriers will be minimized. A dedicated "**Advisory Board for Innovation & Entrepreneurship at Sushant University**" will be constituted to guide and oversee all related initiatives.

Advisory Board Structure

The **Advisory Board for Innovation & Entrepreneurship at Sushant University** will comprise designated officials, faculty members, alumni, and external stakeholders with expertise in startup incubation and entrepreneurship.



S.No.	Designation / Nominee	Role on the Board
1	Chancellor	Chairman
2	CEO of the University	Patron
3	Vice-Chancellor & Pro Vice-Chancellor	Patrons
4	Appointed University Faculty Member (must be self-driven, passionate about entrepreneurship, and experienced in startup mentoring and program execution)	Faculty In-Charge, Innovation & Startup Center
5	CEO/Manager of the Proposed Business Incubator	Lead for Startup Incubation
6	Four Alumni Entrepreneurs	Potential Investors and Startup Mentors
7	External Investor	Investor Relations and Network Building
8	Representative from Government of India	Advisor on Government Funding Schemes
9	CEO of a Nearby Incubation Center (supported by DST/AIM)	Expert Advisor on Incubation Strategy

INSTITUTIONAL FOCUS ON INNOVATION & ENTREPRENEURSHIP

All Deans, Program Chairs, and faculty members are strongly encouraged to align academic and co-curricular initiatives with the university's innovation and entrepreneurship agenda. Every event, conference, or academic program should include a dedicated track or session on innovation and entrepreneurship. Furthermore, achievements of students and faculty in these areas should be actively highlighted and promoted in all official presentations and communications by the respective Schools of Sushant University.

STARTUPS ENABLING INSTITUTIONAL INFRASTRUCTURE



1. **Establishment of Pre-Incubation and Incubation Facilities:**
The university will maintain a pre-incubation ecosystem (e.g., IIC-SU, E-Cell, Startup Community) and a dedicated Incubation Center equipped with co-working spaces capable of supporting up to 20 startups simultaneously.
2. **24x7 Access:**
The Pre-Incubation and Incubation Centers will remain open round-the-clock, providing access to students, faculty, and staff from all schools and departments. Usage will be governed by a code of conduct and monitored to ensure discipline and productivity.
3. **Location and Legal Framework:**
The Incubation Center will be established within the university campus and will operate under a separate legal entity registered as a **Section-8 company**, in compliance with relevant regulations.
4. **Supportive Infrastructure Development:**
Additional facilities such as a **Prototype Development Center, Tinkering Lab, and Fab Lab** will be set up using funds secured through various government schemes as well as contributions from internal and external sources.
5. **Rental Waiver for Sushant University Startups:**
Startups founded by students or faculty of Sushant University will be provided access to incubation facilities **free of charge for the first year**. This waiver may be extended or modified on a case-by-case basis, depending on the nature and progress of the startup.



Nurturing Innovations and Startups

1. **Strengthening Entrepreneurship Cells:**
The **Entrepreneurship Development Cell** and **Student E-Cell** will play a central role in organizing and facilitating innovation and entrepreneurship-related activities across the university. These cells will be given priority support and visibility in all institutional events.
2. **Official Use of University Address:**
Student and faculty startups may request to use the university's address as their official business address. This requires prior written approval on the university letterhead, duly signed by the Vice-Chancellor or Registrar.
3. **Relaxation in Attendance for Student Entrepreneurs:**
Students engaged in entrepreneurial ventures may be permitted to appear for examinations even if their attendance falls below the minimum requirement. This will be subject to approval by the respective Dean and endorsement by the Faculty In-Charge of Entrepreneurship. Detailed guidelines are outlined in the **Norms for Student Startups**.
4. **Academic Flexibility and Credit Recognition:**
Students may take a semester or year-long break (or more, if approved by a Review Committee) to focus on their startup. They may rejoin academics later to complete their degree.
Additionally, students actively involved in establishing startups may earn up to 8

academic credits, equivalent to elective subjects (excluding core subjects), based on assessment and recommendation by the Review Committee. This committee will include the Dean-Academics, Controller of Examinations, the concerned School Dean, Faculty Mentor, and a member nominated by the Hon'ble Vice-Chancellor.

5. Recognition in Internal Assessments:

Students who win innovation or business plan competitions will be eligible for internal assessment marks. Detailed procedures are provided in the **Norms for Student Startups/Innovators**.

6. Leave Policy for Faculty and Staff Entrepreneurs:

Faculty and staff may apply for sabbatical, unpaid leave, casual leave, or earned leave for a semester or more (subject to the approval of a Review Committee constituted by the Vice-Chancellor) to focus on entrepreneurial ventures. The university may also provide access to institutional resources for those establishing startups as a full-time pursuit. Guidelines are detailed in the **Norms for Faculty Startups**.

7. Academic Programs in Entrepreneurship:

The **School of Business** will introduce the following programs from the Academic Year 2021–22, with an initial batch size of 20 students:

- MBA with specialization in *Entrepreneurship and Venture Development*
- PGDM in *Innovation, Entrepreneurship and Venture Development*

8. Inclusion in Faculty Performance Appraisal:

Participation in startup-related initiatives will be officially recognized as part of a faculty member's performance metrics. This will be considered alongside teaching, research and development projects, consultancy, and administrative responsibilities during annual performance evaluations.

9. Faculty Assignments in Innovation Support:

Faculty members will now have the option to take on additional responsibilities such as product development and commercialization or mentoring student startups. These activities will be formally included in their performance and promotion evaluations, in addition to their standard teaching and guidance roles.

Product Ownership Rights for Technologies Developed at the University

1. Joint Ownership of IPR:

If university resources—such as funding, infrastructure, or facilities—are significantly utilized for the development of a product or prototype, or if the intellectual property (IP) is created as part of academic coursework or research, the resulting IPR shall be **jointly owned by the inventor(s) and the university**.

2. IP Licensing and Revenue Models:

The university and the inventors may jointly license the developed product or intellectual property to external commercial entities. While both parties will collaborate, the **inventors will hold the primary decision-making authority**. Licensing terms may include:

- Upfront or one-time technology transfer fees



- Royalty payments based on a percentage of the sale price
 - Equity shares in the licensee company
3. **Equity Representation through Section-8 Entity:**
As per existing statutory regulations, the university itself cannot hold equity in private enterprises. Therefore, the **proposed Incubation Center** (to be established as a **Section-8 Special Purpose Vehicle**) will act on behalf of the university for holding equity stakes.
 4. **Licensing to Inventor-Founded Startups:**
If the inventors choose to form a startup and license the IP to their own company, royalty rates shall not exceed **4% of the sale price**, with a preferred range of **1%–2%**, except in the case of pure software products. For equity-based arrangements, the university (through its SPV) may hold **1%–4% equity**. For software-only products, revenue sharing models will be determined on a case-by-case basis in collaboration with the university's consultancy or incubation unit.
 5. **Independent IP Ownership:**
If the product or IP is developed **without the use of university resources**, outside of official working hours (in the case of faculty or staff), or **not as part of a student's academic program**, the IPR will be **solely owned by the inventors**, based on their individual contributions. In such cases, inventors have full autonomy to license or commercialize the IP as they see fit.
 6. **Facilitative Role of IPR Cell/Incubator:**
The **University IPR Cell or Incubation Center** will serve only as a **facilitator and coordinator**, offering support services to inventors. These bodies will not influence decisions regarding the development, protection, or commercialization of the invention.
 7. **Autonomy of the Decision-Making Body:**
All matters related to incubation, IPR, and technology licensing will be overseen by a dedicated committee comprising **faculty members and external experts with proven experience in technology commercialization**. Administrative personnel—including Deans, Program Chairs, and Registrars—will **not be** involved in these decisions.

Organizational Capacity, Human Resources, and Incentives



1. **Strategic Recruitment:**
The university will prioritize hiring individuals with demonstrated expertise and experience in innovation, entrepreneurship, and the industrial domain. This approach aims to build a strong foundation for fostering a culture of innovation and entrepreneurial thinking.
2. **Collaborative Synergy Across Schools:**
Academic schools and faculty are encouraged to collaborate extensively by engaging in cross-departmental teaching, research, and shared projects to maximize internal knowledge and resource utilization.
3. **Faculty Development & Exposure:**
Faculty and staff will be encouraged to pursue courses related to innovation,

entrepreneurship management, and venture development. The university will sponsor selected faculty to participate in innovation and startup events hosted by premier institutions such as IITs and Institutes of National Importance, as per university norms or decisions made by the competent authority.

4. Incentive and Recognition Framework:

The Human Resources department will develop academic and non-academic incentive structures to reward and recognize the contributions of faculty, staff, and stakeholders who actively promote and support the university's entrepreneurship agenda.

Creating Innovation Pipeline and Entrepreneurial Pathways

1. Problem-Solving Mindset in Curriculum:

Faculty members must integrate real-world problem-solving and case study-based assignments into their teaching to instill a design-thinking mindset and entrepreneurial approach in students.

2. Curriculum-Embedded Student Startup Program:

A structured Student Startup Program will be integrated within the academic framework to support entrepreneurial activities at every stage.

3. Ecosystem Integration:

The university will link students and innovators with broader startup ecosystems and provide support during the pre-startup phase. Partnerships through MoUs with organizations such as the Wadhvani Foundation, TiE, and Headstart Network will help connect students with real-world entrepreneurs and industry mentors.

4. Institutional Innovation Council (IIC):

The Sushant University IIC, established under the Ministry of Education's Innovation Cell, will organize various programs and activities to promote entrepreneurship and startup culture.

5. Centralized Resource Hub:

A dedicated FAQ and information document on innovation and entrepreneurship initiatives at Sushant University will be created and published on the university's website. This resource will address common queries and highlight available support and facilities.



Norms for Student Startups and Innovators

Startup Development Stages:

Stage 1: Ideation

Students are encouraged to generate and evaluate innovative ideas. An expert committee will conduct one-on-one interviews to assess business potential and feasibility.

Stage 2: Team Formation and Proof of Concept (PoC) Development

Entrepreneurs must build teams with complementary skills. Once a PoC is developed, the project will be evaluated by a review committee (comprising UCRD, IPR In-charge, Dean, senior faculty, and Entrepreneurship Cell Faculty) and assigned a Technology Readiness Level (TRL):

- **TRL 0–1:** Idea and basic research
- **TRL 2–4:** Concept development and early-stage prototypes
- **TRL 5–7:** Prototypes tested in realistic environments
- **TRL 8–9:** Fully operational commercial systems

Progress reviews will be conducted periodically to ensure advancement to higher TRLs.

Stage 3: MVP Development and Business Formation

Once a Minimum Viable Product (MVP) is developed, it must be certified by experts for commercialization or technology transfer through the IPR Cell.

For service-based businesses, the legal entity must commence operations and generate revenue, and an MoU for incubation at the university must be signed.

Equity and Incubation Support

- Startups incubated at the university will receive access to space, infrastructure, mentorship, seed funding, and legal/IPR support.
- In return, the university may claim **2%–9.5% equity** in the startup, provided no rental fees are charged.
- Terms related to equity and facility usage will be discussed on a case-by-case basis via a term sheet.

SELECTION PROCESS FOR STUDENT ENTREPRENEURS

• DIRECT SELECTION BASED ON ACHIEVEMENTS:

Students who have secured positions or awards in recognized Business Plan Competitions, Hackathons, or Innovation Competitions will be directly considered for selection as Student Entrepreneurs.

• SUPPORT FROM PRE-INCUBATION CENTER

The Sushant University Pre-Incubation Center (IIC-SU) and the Entrepreneurship Development Center will assist student entrepreneurs in developing comprehensive business plans. This includes facilitating access to industry mentors and expert consultants to guide them through the planning process.

• MENTORSHIP AND RESOURCE ALLOCATION:

Each selected Student Startup Team will be assigned:

- **ONE BUSINESS MENTOR**
- **ONE TECHNOLOGY MENTOR**

Additionally, the team may be linked with a relevant



- **CENTER OF EXCELLENCE**, if applicable to their domain.

Subject to availability, student startups will be provided access to infrastructure and facilities necessary to begin operations without delay.

DISTRIBUTION OF GRACE MARKS AND ATTENDANCE

- **Duty Leave / Class Leave**

Student Startup Teams who obtain prior approval from the Head of their respective School will be eligible for Duty Leave or Class Leave to participate in activities such as:

- Entrepreneurship Awareness Camps (EACs)
- Seminars, Workshops, and Competitions
- In-house training sessions organized by the Entrepreneurship Cell or the Incubation Center

This provision will also apply to faculty members who are formally assigned as mentors or guides for the student/team, provided their teaching and administrative responsibilities are managed accordingly.

- **Grace Marks and Attendance Provisions**

Student Startup Teams that are officially incubated at the Sushant University Incubation Center may be granted grace marks (applicable only to internal assessments) and attendance benefits under the following conditions:

The evaluation of eligibility for these benefits will be based on the startup's progress and the stage of development.

Final approval for the distribution of marks and attendance is subject to validation and consent by the respective Dean and the Academic Cell.

Startups will be assessed on pre-defined performance stages (as outlined in the Startup Policy), and corresponding academic support will be extended as part of the university's commitment to fostering innovation and entrepreneurship.

Sr..No	Stages	Grace Marks	Attendance (Max. 40%)
		Marks (Max internal full marks each subject)	
1	Ideation Stage	1%	5%
2	Teaming & Company	1%	5%



	formation		
3A	Prototype (Working model) for technology based firms	50%	20%
Or 3B	Business Services based firms*	100%	40%

*Student must have incorporated as company and formally admitted as incubatee at SU Incubation Center

- ❖ Students shall not be allowed to avail relaxation and skip any of the examinations fixed by the university.
- ❖ Students should be encouraged to participate in nationally reputed idea competitions / business plan competitions / entrepreneurship seminars / national-international hackathons etc. to gain maximum exposure. Duty leave may be given for this purpose. Students who win prizes at university / state / national level idea competitions / business plan contests may also be given up to 2% grace marks in the semester in which prize was awarded

NORMS FOR FACULTY STARTUPS

1. Types of Companies:

Faculty members may engage in startup ventures under the following conditions:

- **Jointly Owned Companies:** Companies co-owned by faculty members, graduating students, alumni, and potentially other partners.
- **Faculty-Owned Companies:** Companies owned solely or jointly by faculty members, possibly in partnership with others.
- **Student-Alumni Owned Companies:** Companies primarily owned by graduating students or alumni, with faculty members serving as founding board members.

2. Role of Faculty:



Faculty members engaging in startups may serve as company owners and directors. They may also take on operational roles, such as:

- Technical Advisor
- CEO
- Marketing Manager
- Or any other relevant leadership position

Faculty members have the following options for balancing their academic responsibilities with their entrepreneurial ventures:

- **Option 1:** Take a **6-month leave**, forfeiting their Earned Leave (EL) or Medical Leave (ML) for the academic year, and work full-time on their business.
- **Option 2:** Dedicate part or all of the time allocated for consultancy work to the startup. However, the total non-university activities cannot exceed the university's norms. The faculty member may adjust their teaching load to a 4-day week, ensuring academic duties are still met.

It is essential that faculty members prioritize their university duties and responsibilities over any entrepreneurial commitments.

3. Balancing Academic and Entrepreneurial Roles:

Faculty members are expected to balance their entrepreneurial endeavors with their academic duties, ensuring full-time active participation in the university. This balance also applies to students or employees involved in the faculty-led startup.

- Faculty can undertake startup projects that align with their academic department, provided the university's overhead charges are paid as per the university's consultancy norms.

4. Sabbatical or Leave for Startup Work:

Faculty and staff members may take a sabbatical, unpaid leave, casual leave, or earned leave for a semester or year (subject to approval by the university) to work on their startups. Upon return, they must resume their academic duties.

5. Disclosure and Compliance:

Faculty members must comply with university disclosure norms:



- A **Financial and Non-Financial Disclosure Agreement** will be signed as per university policy.
- Faculty must **register their startup** within **3 months** of taking leave and submit a self-attested copy of the company registration (including the CIN number).
- If the company registration proof is not submitted within **6 months**, all policy benefits related to faculty startups will be void.



- Faculty and staff may hold shares in their startup, provided they do not allocate more than **20% of their office time** to the startup in an advisory or consultancy role, ensuring it does not interfere with their academic and administrative responsibilities. They cannot take on managerial roles such as CEO or other executive positions, nor can they draw a salary or accept gifts from their startup. However, they are permitted to receive **profits and dividends** as **owners or shareholders** if any are generated by the startup.
- If faculty or staff members are receiving a salary from the university, the university's or the **Incubation Unit's equity stake** in their startup will be limited to **20% of the faculty/staff member's total equity** or **9.5% of the total startup equity**, whichever is lower.
- Faculty must maintain a **clear distinction** between their ongoing academic research at the university and any work related to their startup. There should be no overlap or involvement of university research staff in startup activities.
- Faculty are prohibited from engaging **research staff** or other academic staff involved in university projects in the startup's operations.
- A faculty member's company must be **incubated at the SU Incubation Center**, and cannot be based outside the university campus. The **main office** of the faculty's company must be within the university campus. The **incubation process** will adhere to the guidelines set by the Incubation Unit, and terms related to **equity and intellectual property ownership** will be negotiated individually, as per the specific circumstances.
- In situations where the **objectivity** of a faculty member may be questioned, the university may form an independent committee to review the appropriateness of the **research** intended for the startup, ensure proper oversight during the research process, and ensure open and timely dissemination of research outcomes. The **decision of the Governing Board** will be final in such cases.

Pedagogy and Learning Interventions for Entrepreneurship Development

1. The **student-driven e-Cell** will organize a variety of activities such as competitions, bootcamps, workshops, and awards. The e-Cell at Sushant University will be overseen by a Faculty In-charge.
2. The university will launch the annual '**Sushant Entrepreneurship Awards**' to recognize excellence in entrepreneurship in different categories such as **Student Entrepreneur, Faculty Entrepreneur, Faculty Mentor**, and others. These awards will honor outstanding ideas, successful businesses, and individuals who have made significant contributions to fostering the innovation and entrepreneurship ecosystem within the university.
3. To embed an innovation culture within the learning framework, teaching methods will incorporate **case studies on business failures and real-life reports from startups**. These case studies will be mapped to relevant courses offered by the

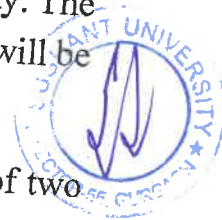


schools in various programs. The mapping will be conducted at the department level, and a compiled Google spreadsheet will be created at the VC office to ensure accessibility and provide resources to all faculty for this exercise.

- **Sushant Campuspreneur Program:** An open credit course will be available to all programs to encourage and promote campus startups at the university. The course will have a maximum batch size of 100 students per term. If more than 100 students opt for the course, a selection process will be implemented.
- **Recognition of Student Achievers:** Students excelling in innovation and startups will be featured as "Poster Boy/Girl" or highlighted in various materials such as pamphlets, prospectuses, and on the university website. The selection process for these students will be transparent. Further details can be found in Chapter 7.
- **Entrepreneurship Education:** Entrepreneurship education will be offered at the curricular, co-curricular, and extracurricular levels through elective courses, short-term, or long-term programs focusing on innovation, entrepreneurship, and venture development.
- **Teacher Assignments:** One of the teacher's assignments will involve evaluating students' participation in innovation and startup events as part of the course. The rubrics for this evaluation can be found in Chapter 7.
- **Student Projects and Innovations:** Student projects and innovations should focus on addressing real-life challenges. The pedagogical methods and learning interventions designed by the university to foster an entrepreneurial culture will be an ongoing process, continuously reviewed and updated to remain relevant.

Collaboration, Co-Creation, Business Relationships, and Knowledge Exchange

1. **Stakeholder Engagement:** Engaging with key stakeholders in the entrepreneurial ecosystem will be a primary objective. Stakeholders may include resource organizations, technology startups from the NCR region, social enterprises, alumni entrepreneurs, professional bodies, and representatives from Government of India (GoI) departments promoting entrepreneurship. Active collaboration with these stakeholders will ensure valuable inputs for entrepreneurship and the co-designing of related programs.
2. **Round-Table Meetups with Stakeholders:** A round-table meetup with relevant stakeholders will be organized once a month, or as per stakeholder availability. The agenda for each meeting will be communicated in advance, and the minutes will be recorded for documentation.
3. **Co-Incubation Model:** The co-incubation model allows startups to be part of two incubation centers or institutes simultaneously, gaining access to the resources of both centers. Memorandums of Understanding (MoUs) will be signed with nearby



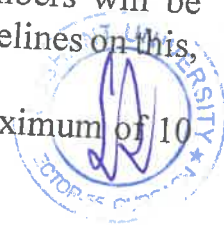
incubators in the NCR region to facilitate the exchange of student startups and innovators between organizations.

4. **Innovation Knowledge Platform:** A dedicated Idea Portal will be developed using the university's in-house Information and Communication Technology (ICT) capabilities. This platform will serve as an open innovation exchange, encouraging collaboration and idea sharing.
5. **MoUs with Other Universities/Institutes:** The university will establish MoUs with other universities and institutes, specifying deliverables in innovation and entrepreneurship. For existing MoUs related to student exchange programs, additional deliverables can be incorporated into the existing agreements, or separate MoUs can be signed as needed.
6. **Knowledge Exchange Programs:** The university's expertise, as well as that of partner institutions (co-incubation or other universities), will be leveraged through structured knowledge exchange programs. Separate programs will be designed for both students and faculty to foster mutual learning and collaboration.

University Support and Entrepreneurial Impact Assessment

University Support

- **Incorporation Assistance:** The University will assist staff and students in the incorporation process of their companies, offering support for incorporation fees and guidance. This assistance will also cover the annual maintenance of the company and any compliance-related costs.
- **Seed Money:** The University may provide financial support to startups in the form of grants, seed funding, and loans to help them establish and grow their businesses.
- **Financial Support:**
 - **Company Promoted by the University:** Fully funded by the University Management, with the University's promoter acting as an angel investor. The proposed equity stake will range from 10% to 15%, depending on the startup's market potential and business plan.
 - **Company Supported by the University:** Proposed equity will range from 2% to 9.5%, depending on the startup's market potential and business plan. The equity stake will vary based on the level of support the staff, faculty, or student has received. In no case will the equity stake exceed 9.5%, in alignment with the National Innovation and Startup Policy.
- **Mentorship and Guidance:** The University will provide necessary mentorship and guidance through the Incubator at no cost to the startup.
- **Special Leaves:** To ensure the success of their startups, staff members will be allowed to dedicate time and effort to their businesses. University guidelines on this, outlined earlier in the "Norms for Faculty Startup," will be followed.
- **Number of Startups to Promote:** The University will promote a maximum of 10



startups every three years, with no more than five startups selected each year. The Committee for Entrepreneurship & Startup will choose these 10 startups in December or January.

- **Startup Support Process:** Support for startups will commence one month after a provisional agreement and business plan are in place. Once the startup shows satisfactory progress, as outlined in the business plan, the University will formalize the startup agreement.
- **Startup Support Tenure:** The maximum support tenure for each startup will be 1000 days.

Entrepreneurial Impact Assessment

1. **Evaluation of University's Entrepreneurial Initiatives:** The University's entrepreneurial programs, including pre-incubation, incubation, and entrepreneurship education, will be assessed every six months. The evaluation will be based on the following parameters.
2. **Number of Events Organized by e-Cell & Other Schools Related to Entrepreneurship/Startups:** The e-Cell and IIC-SU will take the lead in organizing any entrepreneurship or startup-related events. However, individual schools may also organize events such as Alumni Entrepreneur Talks, Webinars, Workshops, Startup Talks, etc., at their level. Every event organized will be thoroughly documented, and the following data will be recorded and maintained:

Title of Event	No. of Student Participated	No. of faculty participated	No. of External participants (Student+Faculty)	Date of Event	Publicizing on University/e-cell/IIC-Social media

1. **Number of participation by Student/faculty Outside:** All schools will provide the details of participation of their students in Innovation, Startup & Entrepreneurship Event along with proof to e-Cell in-charge & IIC-SU in following format:

Title of Event	Level (National/International)	Organized By (Organization name)	Date of Event	Achievement if any	Certificate or any other proof available

For above respective school's Dean may appoint one faculty coordinator to document



the same. Also Student Extra-curricular based assignment may also be used to collect this information.

2. Details of beneficiaries for Courses on Innovation/Entrepreneurship/Startup: No. of Students at all level who have successfully attended Credit course on Innovation/Entrepreneurship/Startup offered or any NPTEL Course should recorded. School's academic coordinator or University ERP coordinator must record this data in following format:

Title Course	Course Coordinator	Duration of Course (Start & End Date)	No. of Student passed	School

3. Details of Awards won by Faculty/Student in Innovation/Entrepreneurship: Must be documented at School level & provide the same to IIC-SU & e-Cell In-charge in following format:

Title of Event/Grant	Level (National/ International)	Organized By (Organization name)	Date of Event	Nature of Award (Mention if any cash or grant money)	Certificate or any other proof available

4. Details of Student Start-up: Student Startup started & running in an academic year will be documented by Faculty In-charge for e-cell & IIC in following format:

Name of Startup	Name of Student & Team members	Start Month	Stage of Startup (Idea/Prototype/ MVP/Growth)	Whether incorporated?	Any Achievement



5. Details of Faculty Start-up: Any faculty members who have incorporated Startup or part of any Startup in Director Capacity must provide the following information to Faculty In-charge for Entrepreneurship & Innovation.

Name of Faculty	Name of Company	Company CIN No.	Faculty DIN	Start date as Director

6. Details of Patent& other IPR filed/Granted: IPR cell will keep record of Patent filed/granted till date in following format:

Type of IPR (Patent/Copyright/ Trademark)	Student/faculty	Name of Inventor	Date of filing	Status	ReferenceNo.

7. DETAILS OF STARTUP RAISING FUND

Name of Startupor Startup Project	Type of Funding (Seed/Series/Grant)	Amount of funding raised	Angel Investor/VC/ Gov Org	Month of Receiving fund

