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Pre Incubation



Team Up

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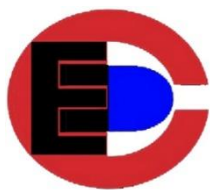
## KSRIET INNOVATION AND ENTREPRENEURSHIP POLICY (KSRIET IEP)



NISP 2019



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



# **K S R INSTITUTE FOR ENGINEERING AND TECHNOLOGY**

**(Approved by AICTE, New Delhi & Affiliated to Anna University)  
UG Programmes (CSE, EEE, ECE, MECH, IT) Accredited by NBA**

## **KSRIET INNOVATION AND ENTREPRENEURSHIP POLICY (KSRIET IEP)**

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## **1. ABOUT KSRIET:**

The K S R Institute for Engineering and Technology (KSRIET) is the landmark of the Aarthi Educational & Charitable Trust which has the prerequisite of sprawling education proportionally to the society. It has been founded in the year 2011 by the man of remarkable insight, Thiru. R. Srinivasan. He is the younger son of Lion Dr. K. S. Rangasamy whose altruism enlightens the society. His constant dreams and endeavours erected the dome of knowledge for quenching the long unanswered quest among the blooming minds.

The college's embellishment holds the new teaching doctrine, ideal for students to kindle the dormant spirit towards learning. KSRIET is an optimal place for pedagogical as well as ethical values. The proficient stream of faculty and the well-equipped laboratories and technical support foresee the students' dream.

Being part of 16 institutions the KSR Education Institutions, the campus also houses various Institutions that offer Engineering and Technical programs, Arts, Management and Business Studies, Teachers Training Education courses on par with international standard. True to its legacy, KSRIET has embarked on a mission to empower students with high-quality, accessible, yet world-class engineering education and prepare these young minds for lifelong learning by creating and disseminating innovation and entrepreneurship knowledge.

### **1.1 The vision of KSRIET:**

To become a globally recognized Institution in Engineering Education, Research and Entrepreneurship.

### **1.2 The mission of KSRIET:**

To accomplish its unique vision, the institute has a far-reaching mission that aims:

- Accomplish quality education through improved teaching learning process.
- Enrich technical skills with state of the art laboratories and facilities.
- Enhance research and entrepreneurship activities to meet the industrial and societal needs.

### **1.3 Quality Policy of KSRIET:**

KSRIET aims to impart Quality Education in Engineering and Technology through an effective teaching-learning process, up-gradation of facilities and human resources, collaborating with industry for promoting training and placement, research and consultancy activities with a commitment to continual improvement of the Quality Management System.

## **2. PREAMBLE OF KSRIET INNOVATION AND ENTREPRENEURSHIP POLICY (KSRIET IEP):**

Ministry of Education (MoE) launched the National Innovation and Start-up Policy 2019 (NISP) for Students and Faculty members to outreach the innovation culture in the nation. The guidelines framed in the NISP provide the pathway for framing Innovation and Entrepreneurship Policy in Higher Educational Institutions (HEIs) and implementing the same in respective HEIs. The objective of NISP 2019 is to bring India into the top 5 in innovation index ranking.

Government of Tamil Nadu proposed the “Tamil Nadu Start-up and Innovation Policy” (TNSIP) for the period 2018 – 2023 with a vision to make Tamil Nadu a Global Innovation Hub and the most preferred destination for Start-ups by 2023.

For more than 34 years, KSR Education Institutions (KSREI) has been a leader in higher education in India and around the world. K S R Institute for Engineering and Technology (KSRIET) a part of the KSREI with its first-rate facilities and world-class teaching faculty, and gives access to extraordinary academics, caring faculty, and endless opportunities to fulfilling the objectives of NISP and TNSIP with a contribution from its side by enabling an innovation and entrepreneurial ecosystem. As a road map to this missionary vision, the KSRIET Innovation and Entrepreneurship Policy (KSRIET IEP) is formulated by the stakeholders from various fields.

## **3. NATIONAL INNOVATION AND STARTUP POLICY 2019:**

The National Innovation and Start-up Policy 2019 for students and faculty of Higher Education Institutions (HEIs) will enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship-related activities. This framework will also facilitate Ministry of Education in bringing uniformity across HEIs in terms of Intellectual Property ownership management, technology licensing and institutional start-up policy, thus enabling the creation of robust innovation and Start-up ecosystem across all HEIs.

### **3.1 Vision:**

India aspires to become 5 trillion-dollar economy by 2024. To reach the mark, it needs to evolve systems and mechanisms to convert the current demographic dividend into high quality technical human resource capable of doing cutting edge research and innovation and deep-tech entrepreneurship. The ‘National Student and Faculty Start-up policy 2019’ is a

guiding framework to envision an educational system oriented towards start-ups and entrepreneurship opportunities for student and faculties. The guidelines provide Indian HEIs for developing entrepreneurial agendas, managing Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Start-ups or enterprises established by faculty and students. In India, innovation is still not the epicentre of education. To achieve the cultural and attitudinal shift and to ensure that “Innovation and Start-up” culture is the primary fulcrum of our higher education system, a policy framework and guidelines are the need of this hour. These guidelines will enable institutions to actively support their faculty, staff and students to participate in innovation and entrepreneurship (I&E) related activities, thus encouraging students and faculty to consider start-ups and entrepreneurship as a career option. These recommendations and guiding principles will also help HEIs in reading their policy framework if required. Moreover, these guidelines will facilitate Ministry of Human Resource Development in bringing uniformity across HEIs in terms of IPR ownership management, technology licensing and institutional start-ups policy, thus enabling creating a robust innovation and Start-up ecosystem across all HEIs. These guidelines will also help emphasise that the entrepreneurship is all about creating a business, which is financially successful.

#### **4. TAMIL NADU START-UP AND INNOVATION POLICY 2018 – 2023:**

The Tamil Nadu Start-up and Innovation Policy 2018-2023 aim to provide an enabling, innovative ecosystem. Implementation of the policy will enable the state to emerge as the “Knowledge Capital” and “Innovation Hub” of the country. It will also attract entrepreneurs and investors across the globe.

##### **4.1 Vision:**

To make Tamil Nadu a Global Innovation Hub and the most preferred destination for Start-ups by 2023.

##### **4.2 Mission:**

To create, support and nurture a vibrant Start-up ecosystem in Tamil Nadu resulting in innovation and entrepreneurship have driven employment and economic growth, facilitating the creation of at least 5000 Start-ups including 10 global high growth Start-ups by 2023.

## **5. STRUCTURE OF NISP PLANNING & MONITORING COMMITTEE:**

<b>S.No.</b>	<b>Category</b>	<b>Stakeholders count</b>
<b>1.</b>	NISP Chairman of the institution	1
<b>2.</b>	NISP Coordinator of the institution	1
<b>3.</b>	Senior faculty of the institution	2
<b>4.</b>	Institution's Innovation Ambassador	1
<b>5.</b>	KSRIET IIC Incharge	1
<b>6.</b>	I & E ecosystem enabler	1
<b>7.</b>	Industry Associate software	1
<b>8.</b>	Industry Associate core	1
<b>9.</b>	Alumni cum Start-up Founder	1
<b>10.</b>	NISP Student Ambassador	1
<b>Total</b>		11

## **6. KSRIET INNOVATION AND ENTREPRENEURSHIP POLICY (KSRIET IEP):**

### **6.1 The vision of KSRIET IEP:**

The Institution "s Innovation Council of K S R Institute for Engineering and Technology (KSRIET IIC) is committed to enabling an innovation culture in the institute and to be recognised as one amongst the leading hubs in promoting entrepreneurship and startup ecosystem nationally.

### **6.2 The mission of KSRIET IEP:**

To accomplish its unique vision, KSRIET IIC has a far-reaching mission that aims:

- To establish an entrepreneurial incubation centre with adequate infrastructure to nurture start-ups.
- To impart creativity and passion for innovation among the students and faculty members of KSRIET.
- To promote the practice of Intellectual Property creation practice consistently.
- To inculcate the entrepreneurial skills among the students and faculty members of KSRIET.
- To produce talented intrapreneurs who may later become an entrepreneur.

### **6.3 Objectives of KSRIET IEP:**

- Encourage, facilitate and support the emergence of many start-ups in our institute to the minimum of one per year.
- Address Local Problems in thrust areas: Healthcare, Agriculture (Primary & Secondary), Education, Water, Transport & Road Safety, Alternative Energy, Environment, and Disaster Management which may expand further in phases.
- Provide smart solutions using Cutting-edge Technology.
- Implement the strategy involving local government and other stakeholders.
- Network (public and private) stakeholders at least one in a semester
- Collaborate with course offering institutions to promote entrepreneurship among the youth.
- Maximise industry involvement and engagement through MoUs.
- Partner with reputed investors across India and the Globe to invest in KSRIET start-ups.
- To promote innovation culture through innovation contest at least one per year.
- Offer certification courses and elective courses on Entrepreneurship Development and Intellectual Property Rights.

## **7. STRATEGIES AND GOVERNANCE IN IMPLEMENTING KSRIET-IEP:**

### **7.1 Strategies and governance:**



- KSRIET invest a minimum of 1% of its annual budget for activities related to the promotion of innovation, entrepreneurship and intellectual property rights management.
- Programs will be conducted to foster the innovation and entrepreneurship culture through financial aid from the government and Non-governmental agencies
- KSRIET IIC promotes innovation culture through institutional programs like workshops, conferences, webinars, etc.
- KSRIET IEP and its action plans will be disseminated among all stakeholders and will be subjected to continual amendments as required
- Through KSRIET IEP, all the departments, clubs' associations governing bodies will be integrated to ensure the sustainability of the innovation ecosystem in the institute
- KSRIET will be acting as a driving force in developing innovation and Entrepreneurship culture in Namakkal district by giving opportunities for potential people
- Partnerships will be developed with Innovation and entrepreneurship facilitators, including TBI@KEC EDII-TN hub, nearby incubation units, Technology incubation centres, Angel investors, etc.

## **7.2 Enabling institutional infrastructure:**

- KSRIET Entrepreneurship Development cell (KSRIET ED Cell), KSRIET Intellectual Property Rights Cell (KSRIET IPR Cell), Project Laboratories, Fab lab, Incubation centre will be strengthened with adequate resources as per requirement.
- KSRIET will offer mentoring and other relevant services through the facilities or faculties available in the institution.
- Infrastructure on the innovation ecosystem will be strengthened whenever with the financial aid from management. Governmental and non – governmental agencies.

## **7.3 Nurturing innovation and start-ups:**

- KSRIET offers access to the facilities for the students, faculty members and other innovators at the mutually acceptable time frame
- KSRIET will allow applying license of intellectual property rights from the institute to the start-ups based on mutual consent

- Students who are under incubation may be allowed to use the address of the institution to register their company with due permission
- The students who become an entrepreneur will be given provision for utilising the infrastructure and the facilities of KSRIET based on mutual consent
- Certification programs on innovation, entrepreneurship and venture development provided for the interested students through various facilitators
- KSRIET may take 2 to 9.5% equity or stake in a Start-up that utilises the facilities of the institute
- Institute may extend the facility to the Alumni of KSRIET as well as outsiders.

#### **7.4 Product ownership rights for Technologies developed at institute:**

- When an intellectual property right is developed with the institute's resources, joint ownership or acknowledging the institute has to be ensured.
- If the same intellectual property is to be commercialised, the license fee could either be
  - i. Royalty as a percentage of the sale price
  - ii. Shares in company licensing the product
  - iii. One-time technology transfer fees
- If there is a dispute in ownership minimum 5 members committee consisting of faculty members with expertise in IPR, alumni or industrial experts, legal Advisors with experience in IPR will examine the issue and settle the same.
- KSRIET will guide IPR management if required by the start-up or the firm
- The institution will promote interdisciplinary research and Publication on start-up and entrepreneurship.

#### **7.5 Organisational capacity, human resources and incentives:**

- Faculty members trained periodically and will be given exposure to promote innovation and entrepreneurship.
- Working on faculty incoherence and cross-departmental linkages will be strengthened to maximise internal resources and knowledge.
- Guest lectures and alumni's expertise will be availed for the needed students or faculty members or start-ups.

- Faculty members will be encouraged to do courses on innovation, entrepreneurship management, venture development and IPR management.
- Proper reward mechanism will be formulated and provided for faculty members involving themselves in innovation, entrepreneurship management, venture development management and IPR management.
- A performance matrix will be developed and used for the evaluation of annual performance.

## **7.6 Setting the innovation pipeline:**

- KSRIET IIC aims to spread awareness among students, faculty members and staff members about the value of entrepreneurship and its role in career development through KSRIET ED Cell.
- Students will be inculcated with entrepreneurial skills by exposing them with cognitive skills by inviting entrepreneurs or experts to address them.
- Financial support will be provided to KSRIET ED Cell for conducting programs related to entrepreneurship and innovation.
- A good platform will be provided for the students to expose their entrepreneurial skills.

## **7.7 Collaboration co-creation business relationships and knowledge exchange:**

- Linkages and collaboration will be made with potential entrepreneurship enabling firms, social enterprises, professional bodies, alumni to strengthen the I&E ecosystem.
- In-plant training, knowledge sharing, and resource exchange will be enabled for the students in potential industries through Memorandum of understanding.
- Feedback and suggestions will be received from the stakeholders to strengthen the innovation ecosystem in the campus.

## **8. ACTION PLANS:**

KSRIET Innovation and Entrepreneurship Policy (KSRIET-IEP) shall focus on driving entrepreneurship and innovation in the institute through 5 priority actions:

- Create a conducive ecosystem for encouraging entrepreneurship and innovations.
- Ensure adequate resources channelled to the start-up ecosystem.

- Enable skill development and inclusive job creation.
- Extend the support to social entrepreneurship for a positive social impact and inclusion.
- Establish global accessibility, connections and partnerships.

## **8.1 Creating a conducive ecosystem for encouraging entrepreneurship and innovations:**

KSRIET is well known for its reputation and talent in Engineering and Technology. The ethnic Intellectual resources would be strengthened and leveraged to create entrepreneurial venture through the following action plan.

### ***Intellectual property support:***

- KSRIET identify and empanel KSRIET IPR cell to partner or engage with start-up networks, associations, co-working spaces, to provide IPR guidance to start-ups.

## **8.2 Ensuring adequate resources channelled to the start-up ecosystem:**

KSRIET will provide a positive and motivating business climate for the growth and acceleration of the start-up.

### ***Policy Research group & regulation:***

- KSRIET Entrepreneurship Development cell is functioning to research the start-up ecosystem. They will give prioritisation start-up working with the government of India budget guideline thrust area.

### ***Incubators/Accelerators***

- Industrial organisations and private commercial organisations will be approached to set Incubators/Accelerators using funds allocated under DST schemes, AIM, AICTE, DBT, DEITY, and MSME-DC of Government of India.
- Provide support to facilitators, incubatees, to develop a concept/idea into a prototype/product.

### ***Funding:***

- The institute will ensure an adequate budget for entrepreneurship development and start-ups. A minimum budget will be allotted for I&E activities if necessary.

- Innovative ideas shall be nurtured by special innovation programs, including Innovations day and National Science day celebrations.
- Efforts will also be made to attract NRI / Distinguished alumni entrepreneur/angel investors/Ventures and Private Equity investors to fund start-ups.

***Grants:***

- KSRIET will be collaborating and receiving tapping research grants from AIM, AICTE, BIRAC, DST/NSTEDB, CSIR, DEITY and MSME-DC in collaboration with industry, generating product or process innovations.
- CPSUs and SPSUs will be communicated and motivated to fund Incubators and start-up programmes using Corporate Social Responsibility regulations in force.
- KSRIET shall facilitate start-ups in marketing and R&D activities.

### **8.3 Enabling skill development and inclusive job creation:**

***Skill Development:***

To provide the impetus for fostering innovation, KSRIET aims to augment academic research and campus environment through and:

- KSRIET will recommend incentives to students and faculty innovators to sponsors.
- Structured programmes in association with EDII-TN Hub.

***To ensure the KSRIET students are start-up ready***

- Facilitate industry-academia interaction.
- Introduce entrepreneurship as part of the curriculum in as per Anna University Regulations as Elective subject.
- Decentralise innovation by establishing fab labs/tinkering labs that will bridge innovators and Incubators.
- Credits will be provided for students who choose entrepreneurship-related learning activity at colleges in line with AICTE policy & Anna University regulations.
- Permit faculty to transform their/student research projects developed at colleges to become start-up's and hold equity in such start-up's.
- Provide training programmes for both start-up's and start-up/industry ready employees to bridge the gap between industry requirement and current curriculum.

***Introducing entrepreneurship competencies in KSR Educational Institutions:***

- School-level entrepreneurship programmes such as create a product, Business plan to indoctrinate entrepreneurship as a career choice and provide basic introductory understanding.
- To enhance the entrepreneurial ecosystem around Namakkal District Competitions/challenges for school students in innovation and Entrepreneurship are planned.

#### ***Job Creation:***

- The mission shall aim for creating high skilled direct and indirect jobs in and around the Namakkal district through incubated start-ups.

### **8.4 Supporting social entrepreneurship for a positive social impact:**

- The policy aims to provide extended support to the eco-friendly green start-ups, including water, waste management, and education.
- The policy encourages students to participate in social impact centric activities through KSRIET NCC, KSRIET NSS
- Challenges in a rural community will be identified, and the same will be addressed through student's projects
- Students will be encouraged to participate in Hackathon that focuses on addressing social problems.
- Priority will be given for potential start-ups that are run by women, transgender and differently-abled people.

### **8.5 Establishing accessibility:**

- KSRIET will host meets and interactions with investors and other entrepreneurship ecosystem enablers for mentoring and support.
- Business plan competitions will be organised within the institution, and the best performers will be sent to external participations to get exposure
- Internal Hackathon will be hosted to harvest the innovations from students and faculty members
- Proper guidance and mentoring will be provided for the incubatees and student entrepreneurs based on the need.

## **9. IMPLEMENTATIONS GUIDELINES:**

- Operational guidelines and clarifications will be issued from time to time.
- The Governing Council or by NISP members will review the policy performance once in a year based on objectives to be fixed by the council.
- The mission will also arrange for the policy's annual performance efficiency, and the report shall be placed before the IQAC, P&M and Governing council for review and direction.
- KSRIET IEP is valid for 5 years from the date of its notification or until a new policy is formulated. However, amendments in this policy could be made with the NISP members' approval without affecting the beneficiaries already covered under the policy. The policy shall be reviewed every five years in general, but as and when required as a particular case.

## **10. CONTACT**

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## STARTING A BUSINESS

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83% OF FAILURES IN  
BUSINESS COME FROM  
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for offline and online  
activities. Companies  
present online earn  
much more than those  
who are not.

- ✓ PLANNING
- ✓ PRICING



- ✓ GOING ONLINE

SPEND TIME ON WHAT  
MATTERS THE MOST

OUTSOURCE NON-CRITICAL TASKS  
LIKE  
COMPLIANCE AND REGISTRATION

FREE YOUR TIME  
FOR CHALLENGING BUSINESS NEEDS



- ✓ CHECKLISTS
- ✓ IP SERVICES AND PROTECTION



- ✓ LOCAL LICENSE AND INFORMATION SERVICE

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Design Campus

Empathize  
↓  
Define  
↓  
Ideate  
↓  
Prototype (MVP)  
↓  
Testing

DO YOUR  
RESEARCH  
IT IS WORTH IT

WRITE DOWN YOUR  
BUSINESS PLAN: SET YOUR  
GOALS AND REFINE THE  
TASKS

GET BACK TO THE PLAN EVERY 6 MONTHS:  
EDIT IT CONSIDERING  
MARKET TRENDS AND YOUR EXPERIENCES



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