



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A+' GRADE' UNIVERSITY)

Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

E-mail: academicsectionju14@gmail.com

No. F.Acd./22/12130-12131

Dated: 2-3-2023.

The Director,  
SIIEDC,  
University of Jammu,  
Jammu.

Sub.: Establishment of Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC) with the following verticals:

1. Entrepreneurship Development
2. Skill Development and Career Planning
3. Business Incubation and Innovation (BII)
4. Industrial -Academia Partnership

as well as the following policies:

1. Intellectual Property Rights (IPR)
2. National Innovation and Startup Policy (NISP)
3. Institution Innovation Council (IIC)

Madam,

The item with regard to the subject cited above was placed before the 87<sup>th</sup> University Council at its meeting held on 21.01.2023 and the University Council vide Resolution No.87.67, resolved that -

*"Establishment of Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC) with the following verticals:*

1. Entrepreneurship Development
2. Skill Development and Career Planning
3. Business Incubation and Innovation (BII)
4. Industrial -Academia Partnership

*as well as the following policies:*

1. Intellectual Property Rights (IPR)
2. National Innovation and Startup Policy (NISP)
3. Institution Innovation Council (IIC)."

**BE APPROVED."**

It is requested to kindly take further necessary action as per the above resolution and the action taken in this regard may be communicated to the Academic Section. **An original file is enclosed herewith.**

Thanking you,

Yours faithfully,

Deputy Registrar (Acd)

Encl.: As above

Copy to:-

1. I/c Coordination

88  
02/03/23  
Tdy 02/03/23





**ITEM NO: 87.65**

Considered the adoption of Consultancy Norms under the policy framework of University of Jammu Special Purpose Vehicle Foundation (UOJSPVF).

**RESOLVED** that the adoption of Consultancy Norms under the policy framework of University of Jammu Special Purpose Vehicle Foundation (UOJSPVF) **BE APPROVED**, with the ratio of sharing of Consultancy fee/Charges as 80% in case of University and 20% in case of Faculty concerned.

**ITEM NO: 87.66**

Considered the adoption of Guidelines for Pursuing Two Academic Programmes simultaneously.

**RESOLVED** that the adoption of Guidelines as per UGC for Pursuing Two Academic Programmes simultaneously **BE APPROVED**.

**ITEM NO: 87.67**

Considered the establishment of Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC) with the following Verticals:

1. Entrepreneurship Development
2. Skill Development and Career Planning
3. Business Incubation and Innovation (BII)
4. Industrial -Academia Partnership

as well as the following policies:

1. Intellectual Property Rights (IPR)
2. *National Innovation and Startup Policy (NISIP)*
3. Institution Innovation Council (IIC)

**RESOLVED** that the establishment of Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC) with the following Verticals:

1. Entrepreneurship Development
2. Skill Development and Career Planning
3. Business Incubation and Innovation (BII)
4. Industrial -Academia Partnership

as well as the following policies:

1. Intellectual Property Rights (IPR)
2. *National Innovation and Startup Policy (NISIP)*
3. Institution Innovation Council (IIC)

**BE APPROVED.**

*Nasrath*



**UNIVERSITY OF JAMMU**

**NATIONAL INNOVATION AND START-UP POLICY**  
**(NISP)**



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## **PREAMBLE**

The **National Innovation and Start-up Policy** of University of Jammu (UOJ) is designed to help students, research scholars, and faculty to develop skills, explore their innovation and entrepreneurship talents in the context of product/service/technology development. The policy is dedicated to provide scientific, technological, and managerial exposure to innovators, as well to assist them in conceptualising their ideas through work experience, hands-on learning, and a conducive environment for start-up concepts. Its goal is to provide a hand-holding platform for creative minds to nurture their ideas, produce prototypes, and protect their intellectual property rights. Academically sound and technically trained faculty in diverse labs will support the Incubation, Start-up, and Entrepreneurship. Mentors from relevant fields will be assigned to each incubator.

The goal of the policy is to build a strong eco innovation system that meets societal needs by supporting start-up activities that result in sustainable and dynamic growth while also creating job opportunities. Its mission is to identify societal needs and facilitate start-up activities for innovative minds; to motivate, inspire, and facilitate students, scholars, and faculty with innovative ideas and inquisitiveness toward product development; and to provide the incubate with technical skills for transforming ideas into prototypes through appropriate design and fabrication. The policy targets to build a start-up environment, foster innovative thinking and a productive work culture, improve communication, marketing, and management abilities, and aid in the creation of productive plans.



## 1. Strategies and Governance

I. University of Jammu (UOJ) proposes to set up ***Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC)***, with four verticals at the University level, viz., Entrepreneurship Development; Skill Development and Career Planning; Business Incubation and Innovation; and Industrial-Academia Partnership and two policies initiatives, viz., **National Innovation and Start-up Policy (NISP)** and **Intellectual Property Rights (IPR)**. The basic aim of the Centre is to synergize the endeavours being pursued by University Business Innovation and Incubation Centre (UBIIC); University Skill and Entrepreneurship Development Centre (USEDCE); Institution Innovation Council (IIC) and Industry-Academia Partnership Centre (IAPC), so as to foster skilling, promote innovation, encourage incubation and enhance entrepreneurial initiatives among faculty members, research scholars and students. The Centre shall leverage and uplift the existing administrative acumen, financial rationality and institutional networking of these centres and council. It shall be set up in the main campus of the University and shall provide necessary guidance and support to all the offsite campuses of University of Jammu.

I. To provide long-term vision and direction to the working and functioning of the Institute – we propose the establishment of Advisory/Governing Council, which will have the following members:

- i. Vice Chancellor (Ex-Officio) – Chairman
- ii. Dean Academic Affairs (Ex-Officio)
- iii. Dean Research Studies (Ex-Officio)
- iv. Director, SIIEDC (Ex-Officio)
- v. Registrar (Member Secretary) (Ex-Officio)
- vi. Industry Representatives (No. 3; One each from Local, Regional and National Industry) – To be nominated by Vice-Chancellor
- vii. Academia Representatives (No. 2; Other than University of Jammu, who are directly associated with skilling, innovation, incubation and entrepreneurship related initiatives in their respective institution)



II. The **SIIEDC** shall function through the following members of Executive Board:

- i. Vice Chancellor (Chairman)
- ii. Dean Planning
- iii. Director, SIIEDC (Ex-Officio)
- iv. Industrialists (No. 2; One Local and National each)
- v. Skill Representative (NSQF, NSCs)
- vi. EDI Representative
- vii. Alumni Entrepreneurs (No. 2; One Local and National each)
- viii. Research Scholar and Student representatives (3 each for Business, Sciences, Social Sciences)

III. The initiatives shall be operationalized through the collaborative and decentralized efforts of both University and its Centres/Departments and Campuses. Following shall be responsible for effective implementation of the initiatives:

- i. University Level – Director, SIIEDC
- ii. Off-site Campus – Rector (Concerned)
- iii. Department – Head/Director of the Department

IV. Under the ambit of **National Innovation and Start-up Policy (NISP)**, a student driven Innovation and Entrepreneurship Club (SIEC) shall be constituted in each department, which will have student and scholars of the concerned department as the members. The Head/Director of the Department will nominate one faculty member as Mentor of the Club and a student committee will be constituted. The IEC will be responsible to execute the workshops/seminars/interactions/competitions/related activity within the department on a regular basis. The Mentor of the Club will keep a close liaison with SIIEDC to act as the bridge between University and Students of their concerned departments.

V. To support the innovation and entrepreneurship initiatives within the University, we propose to set up “Innovation and Start-up Fund” through which various innovation and start-up activities shall be funded. The source of revenue for the fund shall be as follows:

- i. Creation of a special annual recurring grant at the University Level.
- ii. An Innovation and Entrepreneurship Fee of INR 200 per student should be collected at the time of admission. Out of this 50% of the money will remain with the concerned department and the remaining shall be transferred to Innovation and Start-up Fund. The money will be used to support any activity pertaining to innovation and entrepreneurship only.
- iii. University shall focus on raising funds from diverse sources to reduce dependency on public funding. Bringing in external funding through government (state and central) such as DST, DBT, MHRD, DSIR, CSIR, AICTE, BIRAC, TDB, Start-up India, Invest India, MSDE, MSME, etc. and non-government sources.
- iv. University with approach local/regional industry to explore partnerships, sponsorships, contract R&D and seek generation of funds.
- v. University will also approach the Alumni of the University to support the Innovation and Entrepreneurship initiatives of the University by generously donating towards this fund.
- vi. The “Innovation and Start-up Fund” shall be governed by (i) Vice-Chancellor (ii) Director, SIIEDC (iii) Registrar (iv) One Member of Syndicate to be nominated by Vice-Chancellor (v) Joint Registrar (Finance).
- vii. A separate account shall be created in a nationalized bank and maintenance of the account, its reconciliation and audit shall be the overall responsibility of Joint Registrar (Finance).

## **2. Start-ups Enabling Institutional Infrastructure**

University of Jammu will strengthen the already established Institution Innovation Council (IIC), University Business Innovation & Incubation Centre (UBIIC), University Skill & Entrepreneurship Development Centre (USEDCE) and Industry – Academia Partnership Centre (IAPC). In addition to this, UOJ will explore to leverage the well-established Incubating facilities under:

- i. National Initiative for Developing and Harnessing Innovations (NIDHI), which is an umbrella programme conceived and developed by the Innovation & Entrepreneurship





- division, Department of Science & Technology, Government of India, for nurturing ideas and innovations (knowledge-based and technology-driven) into successful startups;
- ii. Technology Business Incubator under National Science and Technology Entrepreneurship Board (NSTEDB), Department of Science and Technology;
  - iii. Technology Business Incubator under Technology Incubation and Development of Entrepreneurs (TIDE) 2.0 scheme, Ministry of Electronics and IT Innovation;
  - iv. Bio-incubators Nurturing Entrepreneurship for Scaling Technologies (BioNest);
  - v. Atal Community Innovation Centre (ACIC) to promote community driven innovation.

In addition to this-

- i. To nurture and support various initiatives, facilities in Science and other Labs shall be created and/or upgraded in all the Departments. All the faculty members and research scholars will be encouraged to explore innovation opportunities in their respective fields.
- ii. University Institute of Engineering & Technology (UIET) will be encouraged to establish Tinkering Lab/Fab Lab by either raising funds from various government agencies or collaborating with regional/local industry players.
- iii. Central Incubation facilities shall be strengthened for facilitating the students to independently work on their innovative ideas.
- iv. Student driven Innovation and Entrepreneurship Club (SIEC) shall be made vibrant. The SIEDC will facilitate conversion of innovative ideas from the pre-incubation stage to incubation/acceleration to start-up and help to scale this up to entrepreneurship.

### **3. Nurturing Innovations and Start-ups**

- I. Skilling, Innovation, Incubation and Entrepreneurship Development Centre (SIEDC) and Student Innovation and Entrepreneurship Club (SIEC) will be given key importance for facilitation and conduct of events at UOJ.
- II. Student/Faculty Start-ups can use University Address as their company official address by getting prior approval duly signed by Vice-Chancellor/Registrar on the letter head.
- III. Student entrepreneur will be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the respective dean and

duly endorsed by the Director SIIEDC. A clear guideline on relaxation in attendance is given in Norms for Student Start-ups.

IV. Students will be allowed to take a semester break depending upon the decision of the review committee composed of Dean-Academics, Controller of Examinations, Respective Dean, Faculty mentor and any other member nominated by Vice Chancellor to work on their start-ups and re-join academics to complete the studies. Student entrepreneur can also earn academic credits (maximum 8 only) for their efforts while creating an enterprise. Review committee for award of credit for start-up incorporation will assess students who have applied to avail credits under Start-up Incorporation, and based on the recommendation, maximum 8 credits in equivalence to elective subject/course can be earned (core subjects cannot be included).

V. Award of internal marks for students winning Innovation competitions/Business Plan Competition. A clear guideline is given in Norms for Scholar/Student Start-ups.

VI. Faculty will be allowed to take off for a semester/year (or even more depending upon the decision of review committee constituted by the Vice Chancellor of UOJ) as sabbatical/unpaid leave/casual leave/earned leave for working on start-ups and come back. University will also consider allowing use of its resource to faculty/students/scholars wishing to establish start-up as a fulltime effort. A clear guideline is given in Norms for Faculty Start-ups.

VII. Participation in start-up related activities will be considered as a performance activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and will be considered while evaluating the annual appraisal of the faculty.

VIII. Product development and commercialization as well as participating and nurturing of student start-ups will be proposed as assignment for faculty-duties in addition to their regular duties and each faculty may choose either product development or mentoring student start-up or both (in addition to minimum required teaching and guidance) and then respective faculty will be evaluated accordingly for his/her performance and promotion.

IX. In return of the services and facilities, institute may take 2% to 9.5% equity/stake in the start-up/company, based on brand used, faculty contribution, support provided and use of Institute's IPR (a limit of 9.5% is suggested so that institute has no legal liability arising out of start-up).



Other factors for consideration should be space, infrastructure, mentorship support, seed funds, support for accounts, legal, patents etc.

- i. For faculty, SIIEDC can take no-more than 20% of shares that faculty takes while drawing full salary from the institution; however, this share will be within the 9.5% cap of company shares, listed above.
- ii. No restriction on shares that faculty can take, as long as they do not spend more than 20% of office time on the start-up in advisory or consultative role and do not compromise with their existing academic and administrative work/duties. In case the faculty holds the executive or managerial position for more than three months in a start-up, then they will go on sabbatical/ leave without pay/earned leave.
- iii. In case of compulsory equity model, Start-up may be given a cooling period of three months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the institute/incubator. In that case, during the cooling period, institute cannot force start-up to issue equity on the first day of granting incubation support.



#### **4. Product Ownership Rights for Technologies Developed at University**

Faculty members of UOJ are only allowed to incorporate Start-ups whose business objectives can be fulfilled by using the know-how and/or technologies developed at UOJ. Thus, it is critical that there is clarity vis-à-vis policy of usage of University resources; know-how developed using University resources and IP Rights.

I. In the event the Start-up uses any “know-how” for Start-up purpose, which has not been secured through any IP prospects, the Faculty member has to disclose the source and origin of such “Know-how”.

II. In the event the faculty member(s) want to use an existing Intellectual Property developed at University and protected by filing/grant of patent where UOJ is an applicant and the faculty member is an inventor, the faculty member(s) may request for an exclusive license of the IP from the UOJ to the start-up, the grant of which may be guided by the policy stated below:

- i. The faculty member would submit an application for the same to the office of Vice Chancellor;
- ii. Upon obtaining permission, the Start-up may initiate the process of getting the IPR licensed to it;
- iii. The exclusive license may be given to the start-up on a perpetual basis till the time the start-up is in the business and/or the IPR is within its protected period;
- iv. In case the Start-up agrees to sublicense the “licensed IPR(s)” to any other entity, then the licensing revenue generated by the Start-up will be distributed among the inventors and the UOJ, as per the extant IPR policy of the University of Jammu.

In any case, UOJ reserves the “First Right of Refusal” for any IPR generated in the University.

#### **5. Organizational Capacity, Human Resources and Incentives**

University of Jammu aims at formation of student club under the supervision of Executive Board comprising of Faculty Advisors to be chaired by Director SIIEDC, Coordinator of four verticals and students across various disciplines; to promote and coordinate student research and development through industry-academia interaction. It aims to provide students the freedom and opportunities to work upon diverse areas of business, technology and existing industrial and





national challenges as well as pursue their own ideas so as to become innovators and future leaders. It shall interact with faculty, departments, alumni and government bodies to create a Sustainable Innovation Ecosystem. The institute would encourage training and development of faculty and staff, students, young entrepreneurs involved in innovations and entrepreneurship development activities in the School.

I. Faculty and departments of UOJ have to work in coherence and cross departmental linkages should be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.

II. To achieve better engagement of faculty in entrepreneurial activities, institutional policy on career development of faculty and staff would be developed with constant up skilling.

III. Periodically some external subject matter experts such as guest lecturers or alumni would be engaged for strategic advice and bringing in skills, which are not available internally.

IV. Faculty would be encouraged to do courses on innovation, entrepreneurship management, and venture development.

V. In order to attract and retain right people, School would develop academic and non-academic incentives and reward mechanisms for faculty and stakeholders that actively contribute and support entrepreneurship agenda and activities.

VI. The reward system for the faculty may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.

VII. The recognition of the stakeholders may include offering use of facilities and services, strategy for shared risk, as guest faculty, fellowships, associateships, etc.

VIII. A performance matrix would be developed and used for evaluation of annual performance.

IX. The University will be one among such institutes to have entered into different national and international institute tie-up. Every year UOJ shall focus on bringing together the students of various countries to enable them to have a feel of national and international business with all its diversities. The learning shall focus on several areas related to development entrepreneurship skills among all in UOJ.

X. During any semester, two-week internship for students in a business organization related to their discipline need to attend so as to formulate the business idea and thoughts among all.

XI. Building organizational capacity envelops strategic management within the context of higher education in UOJ, and provides practitioners with the tools to better understand university challenges in accomplishing its missions and realizing its aspirations and motivating students, faculty and alumni towards entrepreneurship.

## **6. Student Innovation and Start-up Policy (SISP)**

The thrust of SISP is to create innovation and entrepreneurship culture in the University by introducing new courses on creativity, innovation, and entrepreneurship development. Students of University of Jammu (P.G. Students/Research Scholars) can undertake innovation and entrepreneurship activity by following any of the three distinct routes, as per their choice and situation:

- Route I: by registering for the semester and opting for Innovation & Entrepreneurship credits (I&EC), a system to be followed under NEP 2020 and duly approved by DAC;
- Route II: by opting for Open course/Course through MOOCs/Discipline specific electives/Internship/Summer Training/Dissertation/Vocational course (4 credit) designed for imparting knowledge regarding innovation, entrepreneurship and start-up activities to be mentored by the faculty of the concerned department and duly approved by the DAC;
- Route III: by pursuing a Certificate (6-month duration) or Diploma program (one-year duration) to be mentored by the faculty of the concerned department and duly approved by the DAC.

### **I. Innovation and Entrepreneurship Credit Registration System**

In line with the NEP 2020, where there is tremendous emphasis on innovation & entrepreneurship, it is proposed that University of Jammu shall start the Innovation & Entrepreneurship Credit System (I&EC).

i. It is proposed that a dedicated academic committee – The Innovation and Entrepreneurship Credit Management Committee (IECMC) will be responsible for the complete management and implementation of the I&E credit system. The following members shall constitute the committee:

- Dean Academic Affairs
- Dean Research Studies
- Director, SIIEDC
- Dean of the concerned discipline (linked with student)
- Head of the department (of the concerned student proposal)
- Faculty Mentor (of the concerned proposal)
- One Industry Mentor (to be identified by student)





- Any other expert/mentor, if needed
- ii. The student can earn up to eight credits during the degree program through I&E credit activities. The student will have a choice to replace the credits to be earned through Open Course/Course through MOOCs/Discipline Specific Electives/Internship/Summer Training/Dissertation/Vocational Courses. Under no circumstance the core courses can be replaced by I&EC activities.
  - iii. Earning I&EC will not be a mandatory requirement. However, the credits earned through such activities will be counted towards the academic load calculation of the semester.
  - iv. The IECMC will decide the evaluation of the activities undertaken by the student and shall also provide necessary grades/marks.

## **II. Eligibility for I&EC registration**

- i. Any PG student can commence entrepreneurship activity, i.e., start registering for I&ECs, only after earning credits equivalent to two courses of normal academic load as per the template of their respective departments.
- ii. Registration for I&ECs will only be allowed only when a student has successfully earned the credits equivalent to two semesters. Students with backlogs/reappears will not be allowed for I&EC registration.
- iii. Students interested in I&EC registration will have to apply three months in advance (preferably at the beginning of the second semester) as per the prescribed format.

## **III. Scope of activities permissible under I&EC**

Since the aim of earning I&EC is to advance the innovation and entrepreneurship activities in the University and the region, it is understood that all actions performed under the ambit of I&ECs should limit the purpose. All submitted proposals will be scrutinized to ensure that there is a value addition for the society. No activity which violates the spirit of this clause will be permitted as part of I&ECs.

Some indicative activities under the innovation and entrepreneurship proposals can be related to any combination of the following:

- product development
- translational research
- technology assessment
- engineering design calculations
- preparation of drawings
- fabrication of artifacts
- technology demonstration models
- simulations
- creating business pitches
- patent filing/writing
- patent survey

- research/development proposal document writing or
- any other activity or activities where a student is undertaking work that does not amount to registering any company/entity with the competent governmental authority
- In case a student wishes to pursue activities that involve the registration of a company/entity, IECMC will be empowered to make a decision.

IECMC will ensure that any I&E activity pursued is fairly original, authentic, novel, and worthy of the quest. The work proposed by the students is expected to generate new knowledge, novel translational research, or product/process/ algorithm/ technology development/ readiness level and add value to the Institutional silhouette.

#### **IV. Proposal submission and administration**

- All students involved in innovation and entrepreneurial activities, i.e., desirous of registering for I&ECs must work with at least one faculty mentor from the institute.
- The faculty mentor will have a choice to work as an “active mentor” or “administrative mentor”. Here the word, active mentor means that the faculty is actively involved in the innovation and entrepreneurship aspect of the submitted proposal, whereas administrative mentor means that the student has a choice to opt for an external ‘active mentor’, only with prior approval, and the internal faculty will only be looking after the administrative aspect of the proposal
- Proposals can be submitted by individual students or groups of students, with clear work distribution and the roles the members intend to play.

#### **V. Role of Mentors**

- The scholar/student desirous of registering for I&EC has to work with one faculty mentor from the UOJ. The mentor has to perform the role of both ‘active mentor’ and ‘administrative mentor’.
- The mentor has to help the student to achieve his/her goals, provide business/administrative/technical/other requisite support and guidance, perform liaising activities with other centres/cells/councils of UOJ, and recommend I&E credit grades and recommend long/short leave.
- The mentor is expected to provide inputs to the IECMC on the progress of the student and recommend the I&E credit grades of the mentee to the Convener, IECMC.

### **7. Faculty Innovation and Start-up Policy (FISP)**

To permit and enable the faculty members to involve in start-ups both at the main campus as well as satellite campuses, UOJ may set the following guidelines:

- Any permanent faculty member on duty or leave will be permitted to involve with start-ups either on a full- or part-time basis as promoter/advisor/consultant/any other approved role.





- II. An UOJ member as defined above will be permitted to use specified UOJ and/or intellectual resources (e.g., laboratory and workshop equipment, laboratory instrument, IT resources, and assistance of other UOJ Members) as per prevailing rules notified by UOJ.
- III. The start-up formed by the faculty member would be promoted by the individual in consultation with UOJ.
- IV. Participation in start-up-related activities will be considered a legitimate activity of faculty members in addition to teaching, conducting research, guiding researchers, providing industrial consultancy, and completing management/administrative duties. The same will be considered while evaluating the annual performance of faculty members.
- V. It should be noted that the Coordinator of a vertical shall take all possible steps to ensure that his/her duties and responsibilities as a member of UOJ take precedence over all other activities regardless of the nature of his/her engagement with the start-up. His/her engagement with the start-up during regular working hours or on leave would be subject to prior approval from the university's competent authorities. The faculty member has to take prior permission from the university before associating with any business venture or starting a new venture, through a proper application process.

### ***Full-time engagement***

- I. A UOJ faculty member may avail of either sabbatical or extraordinary leave (EOL) of up to one year, extendable by another one year (i.e., maximum two years) as per prevailing UOJ leave rules, and may work full time for the start-up.
- II. The faculty member will seek prior approval of UOJ for the above-mentioned sabbatical or EOL as the case may be under the prevailing UOJ rules.
- III. The faculty member must apply for approval of engagement with the start-up and the start-up must enter into an agreement with UOJ. Such an agreement should establish the mode of

engagement of the faculty member with the start-up besides including the UOJ technology/Intellectual Property being licensed to the start-up.

IV. During the sabbatical leave or EOL, the payment of salary of the faculty member will be governed by the prevailing UOJ rules (norms of UOJ shall be applicable).

V. During the period of EOL, the faculty member can receive remuneration from the start-up as he/she will not be receiving any salary during this period from UOJ. However, in the case where the faculty member is on a sabbatical leave and receives remuneration from the Start-up, then UOJ norms for consultancy projects will be applicable and he/she will be required to share a certain percentage as per the then prevailing UOJ norms.

VI. Faculty member on EOL will be allowed to obtain shares of the start-up as remuneration for engagement with the start-up in part or in full, instead of cash payment. However, he/she will not be required to share any part of these shares with UOJ as he/she will not be receiving any salary during this period.

VII. When on EOL, if the remuneration received from the start-up is related to any work done in UOJ then University norms for consultancy projects will be applicable and he/she will be required to share a certain percentage as per the then prevailing UOJ norms. This will also apply to those on sabbatical leave.

VIII. Faculty members on sabbatical leave too will be allowed to obtain shares of the start-up as remuneration for engagement with the start-up in part or in full, instead of cash payment. He/she will, however, be required to share a certain percentage of shares with UOJ as per the then prevailing University norms irrespective of whether it is related to any work done at UOJ or not as he will be receiving salary also during this period. The shares shall be transferred to UOJ on the same valuation terms.

IX. The faculty member after completing his sabbatical or EOL will re-join UOJ. Post this, no remuneration is due to UOJ as long as the involvement of the member, for which the remuneration was paid, completely ceases after the leave period.

X. Faculty members may continue to involve with the start-up as a shareholder on re-joining UOJ after a sabbatical or EOL.





XI. In case the faculty member is involved as a mentor, consultant, or any other form other than a shareholder after sabbatical or EOL, then the rules applicable will be the same as that of part-time engagement listed below.

***Part time engagement***

I. Faculty members are allowed to participate in a start-up on a part-time basis as per prevailing UOJ norms.

II. The faculty member will seek prior approval from the competent authority of UOJ for engagement with a start-up on a part-time basis as per prevailing UOJ rules. The faculty member must apply for approval of engagement with the start-up and the start-up must enter into an agreement with UOJ. Such an agreement should establish the mode of engagement of the faculty member with the start-up besides including the UOJ technology/Intellectual Property being licensed to the start-up. Regarding the extent of time spent on such participation, the remuneration to the faculty member may be in cash for which UOJ norms for consultancy projects will be applicable.

III. Alternately, the faculty member will be allowed to obtain shares of the start-ups remuneration for engagement with the start-up in part or in full, instead of cash payment. In such cases, the faculty member will offer a certain percentage of these shares to UOJ. The shares shall be transferred to UOJ on the same valuation terms.



## **8. Pedagogy and Learning Interventions for Entrepreneurship Development**

Students should be taught that innovation (technology, process or product innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs should innovate with focus on the market niche. The student who has attendance lag due to his involvement in start-up activities will be allowed to attend the examinations with minimum attendance percentage, which will be decided on a case-to-case basis depending on the strength and quality of the innovation and its subsequent engagements. Student entrepreneurs shall be allowed to use the address of Hostel (or) pre-incubation and (or) incubation unit to register their venture while studying at UOJ. The student may use the UOJ Start-up Centre address or the hostel address (for hostellers) to register their start-up venture. If a student drops out from his/her academic course from the Institute, he/she should inform the Start-up Centre at least two months in advance and request permission to continue/ exit from the Program. Decision will be taken on a case-to-case basis. The School shall explore provision of accommodation to the entrepreneurs within the campus for some period of time. Any innovative product/ prototype by the student will earn 1-2 credits in his/her course based on the extent of innovation, applicability and societal benefits. A student can apply to the Director SIIEDC for transferring the innovation to credits and the same will be analyzed for its extent of innovation, applicability and societal benefits by a group of experts of that innovation subject domain. Credits will be awarded based on the expert recommendation during evaluation of the result.

School of Skilling and Vocation shall offer, but not restricted to, following skill based courses-

- Mushroom Farming – Three months certificate course
- Handicraft Courses – Bamboo, Basoli painting
- Entrepreneurship – Three months certificate course
- Beauty and Wellness courses
- Life Skill courses- Value Added Course
- Courses on Personality Development and Communication Skills
- Sales Tools and Technique courses
- Finance for Non-finance course
- Course on GST Accounting
- Course on e-filing of ITR and GST





- Diploma in Event Management
- Technical Skill Enhancement course- Excel courses, Computer Hardware and Networking
- Course on Material Management
- Foreign Language courses
- Course on Story Telling
- Certificate of Fitness Cum Yoga Trainer

## **9. Collaboration, Co-creation, Business Relationships and Knowledge Exchange**

I. University of Jammu will seek collaboration with the local, regional and national level industries for incubating the ideas and bringing significant innovations. It will further collaborate with all the R&D institutes and laboratories like (i) Indian Institute of Integrative Medicine, (ii) Institute of Urinary Diseases, (iii) State Forest Research Institute, (iv) Govt. Agricultural Department, (v) State National Medicinal Plant Board, and (vi) NGOs for preparing a roadmap for initiating the start-ups by the stakeholders of the University.

These collaborations shall help in-

- creation of databank of experts and market in the field;
- co-creation of opportunities through mutual discussions, seminars and lectures;
- networking of concerns in a better way;
- setting up of National Innovation and Startup Incubator in University of Jammu.

Main function of the incubator shall be making alive the aforesaid interactions. Collaborations of University with different concerns shall start visits and exposure of faculty and students of the University to these concerns.

II. School of Skilling and Vocation shall collaborate with local industry, regional and national stakeholders, viz., J&K EDI, National Skill Development Corporation (NSDC), Jammu & Kashmir State Skill Development Mission (JKSSDM). Linkages with Sector Skill Councils (SSC) for conducting train the Trainer Programs and skill gap studies in the region. Linkages with Sector Skill Councils (SSC) for conducting train the Trainer Programs and skill gap studies in the region.



### ***Road map for Collaborations***

I. Identification of collaborators: Departments in the University of Jammu, will identify the potential institutes, Govt. departments, research laboratories, IITs, IIMs, Non-Governmental organizations for the collaborations.

II. Public-private partnership: The incubation centre will also look towards the public-private partnership. The entrepreneurs in the area will also be involved as the partners in the policy.

III. Identification of potential areas: The potential areas will be explored through-

- i. Brainstorming sessions;
- ii. Visits to the concerned institutes;
- iii. Analysis and reviewing of scientific and technological research;
- iv. Discussions.

IV. Memorandum of Understanding: After all the thoughtful process, the Memorandum of Understanding (MoU) between the University (through SIIEDC) and potential concern will be framed. School of Skilling and Vocation has signed MoU with JKEDI in December, 2021 for training and skill enhancement programs for entrepreneurship development. MoUs with SSCs and other skill development institutes shall be signed in the future.

### ***Road map for Co-creation***

I. Identification of demand: The close collaborations with the industry and other concerns will help to identify the type of demand in the market. The entrepreneurs through public-partner collaborations will also help in the identification of demand so that product can be designed.

II. Designing of products: The partnership through collaborations with different concerns under MoU will help in the designing of market desired product.

III. Collaborations through public-private partnership will also help in the designing of the product from raw material to final product.

MoUs will pertain to the following points:

- i. Visit of faculty and students to the industry and institutes.
- ii. Invitation to the entrepreneurs to the University system.
- iii. Exposure of faculty and students to the recent technology.
- iv. Generation of federal fund by the contribution of industry for product-oriented R&D in University.





- v. Job and internship placement of the students in Industry.
- vi. Redesigning of course curriculum of University based on the market demand.
- vii. Training of students in highly skilled industrial applications.
- viii. Generation of collaborative patenting facilities and procedures.
- ix. Sharing of technology among the University and Industry.

***Steps need to be taken for Knowledge Exchange***

- I. Collaborating with external partners, whether from the public, private or third sectors, or from other academic institutions.
- II. Opening a club for exchanging ideas and knowledge in the incubator shall be a step ahead for creating, managing and coordinating relationships between University and other institutes.
- III. Identification of the potential natural resources of the region to be used in the material business by Departments of the University.
- IV. Collaborative research projects; Consultancy services; Commissioned/contract research.
- V. Providing specialist University facilities, equipment and testing services to companies.
- VI. Continuing professional development and training (CPD).
- VII. Knowledge Transfer partnerships (KTPs); IP exploitation; Licensing technologies, tools or training materials.
- VIII. Briefings and other ways of communicating research; Events with external audiences; Placement positions.

**10. University Support and Entrepreneurial Impact Assessment**

Entrepreneurial impact assessment for pre-incubation, incubation, skills and entrepreneurial education should be built up with well focus evaluation parameter. The Entrepreneurial impact assessment will be done by focusing on exchange of knowledge and entrepreneurial skill with the help of students, faculty members, of all departments of University of Jammu. The SIIEDC is liable to provide all type of needed support system to incubates. The School will be liable to record the number of start-ups created, which are further used for impact assessment.

- I. Incorporation: The University may support the staff members, scholars and the students in the incorporation of the company in the form of incorporation fees and guidance. This may also

include support extended to the company for annual maintenance of the company and any charges incurred towards its compliance.

II. Seed Money: The University may provide funding support to the companies in the form of grant in aid, seed grant and loan.

III. Financial Support: Proposed equity of 10 to 15 percent based on potential of market of the start-up and business plan. In addition, 2-9.5% equity based on potential of market of the start-up and business plan. Equity stake will depend on what kind of support faculty/student has availed. In no case equity stake will be higher than 9.5% (following the National Innovation & Start-up Policy).

IV. Mentorship and Guidance: University will provide necessary mentorship and guidance through the Incubator free of cost.

V. Special Leaves: Staff Members are expected to ensure success of their Start-ups by dedicating efforts and time required. Keeping this in view University will allow staff to involve in their companies in one of the following ways. A clear guideline in this regard is already mentioned in this document earlier in "Norms for faculty Start-up".

VI. Number of start-ups to promote: Maximum 10 start-ups in every three years but not more than five start-ups in a year. SIIEDC will select not more than five Start-ups in the month of December-January.

VII. Start-up agreement: All the start-up support shall be started after one month based on provisional agreement and business plan. Based on satisfactory progress report as per commitment in business plan, the Institute authority will confirm the start-up agreement.

VIII. Start-up support tenure: Maximum 1000 Days.

