



SANATAN DHARMA COLLEGE, AMBALA CANTT



SDC: National Innovation and Startup Policy (NISP)



सत्यमेव जयते
Ministry of Education
Government of India





Sanatan Dharma College

Ambala Cantt

NAAC Accredited Grade A+ C.G.P.A. 3.51 in 3rd Cycle
College with Potential for Excellence
ISO 9001:2015 & ISO 14001:2015 Certified

About the College

Sanatan Dharma College, Ambala Cantt. is a College with Potential for Excellence, UGC, New Delhi and has been awarded A+ Grade in the 3rd Cycle of accreditation by National Assessment and Accreditation Council of India (NAAC), Bengaluru with CGPA of 3.51 out of 4. The College was established in 1916 by Bharat Ratna Pt. Madan Mohan Malviya, the founder of Banaras Hindu University, Varanasi and the foundation stone of the relocated college at Ambala was laid by the first President of India, Dr. Rajinder Prasad. The college is run by S.D. College Society, New Delhi.

Sanatan Dharma College, Ambala Cantt is a premier multi-faculty, co-educational institution affiliated to Kurukshetra University, Kurukshetra. With over 3000 students on its rolls, the college excels in various fields of academics, sports, cultural and co-curricular activities. The college offers graduation and post-graduation courses in Arts & Humanities, Science, Management, Commerce, Business Administration and job-oriented vocational and add-on courses. The college was bestowed with the status of Deen Dayal Upadhyay Kaushal Kendra in 2015 by UGC, New Delhi for running Skill Development courses as per NSQF. E-Resource Development Cell of the college provides hands-on training to academicians across the nation for development of e-content through Faculty Development Programs and Webinars.

In today's fast paced world, innovation is the key to success. New ideas and teaching methods especially in the field of education are essentially the need of the hour. Sanatan Dharma College, Ambala Cantt. has joined the campaign for the implementation of the National innovation and startup policy (NISP) under the aegis of the Ministry of Education (MoE) and Ministry of Innovation Cell (MIC). This policy is a guiding framework to nurture entrepreneurial mindset amongst youth of our nation. It aims at promoting HEIs to build, streamline and strengthen the innovation and entrepreneurial ecosystem in the institution. This policy will be instrumental in leveraging the potential of science, student's creative problem solving and entrepreneurial mind-set; and promoting a strong intra and inter-institutional partnerships with ecosystem enablers and different stakeholders at regional, national, and international level. The entrepreneurial ecosystem in HEIs will play key role in identifying, mentoring, nurturing innovative and entrepreneurial potential of students, faculty and staff; and transforming them into startup entrepreneurs by providing avenues of funding, investment opportunities and networking support to make the innovation and venture successful. College has adopted the policy framed by Ministry of Innovation Cell. A copy of the NISP document is attached below.

The Core Committee:

Sr. No.	Name	Designation	Department	Role
1.	Dr. Rajinder Singh	Principal	Electronics	Head of the Institution
2.	Dr. Prem Singh	Associate Professor	Physics	Convener
3.	Dr. Balesh Kumar	Librarian		IPR Activity Coordinator
4.	Ms. Zeenat Madan	Assistant Professor	Zoology	ARIIA Coordinator
5.	Dr. Gulshan Singh	Assistant Professor	Chemistry	Member
6.	Dr. Mohit Bindlish	Assistant Professor	Commerce	Startup Activity Coordinator
7.	Dr. Arti	Assistant Professor	Electronics & IT	Innovation Activity Coordinator
8.	Dr. Girdhar Gopal	Assistant Professor	Computer Science	NIRF Coordinator
9.	Ms. Chhavi Kiran	Assistant Professor	Commerce	Member
10.	Ms. Amandeep Kaur	Assistant Professor	Computer Science	Social Media Coordinator
11.	Dr. Renu Sharma	Assistant Professor	Commerce	Internship Activity Coordinator

External Experts:

Sr. No.	Name	Key Role
1.	Mr. Jitender Saini	Startup/Alumni Entrepreneur
2.	Mr. Jagjeet Singh	Expert from nearby Industry
3	Dr. Rahul Taneja Scientist	External Patent Expert, , Patent Information Centre · Department of Science & Technology , Govt of India

Students Coordinators:

Sr. No	Name	Class	Key Role
1	Rajat Kumar	B.Sc. (Hons)-IT-III	Innovation and Entrepreneurship Development Cell (IEDC)
2	Prabhjot Kaur	B.Com-II	Innovation and Entrepreneurship Development Cell (IEDC)
3	Ritik	B.Sc. (CS)-II	Innovation and Entrepreneurship Development Cell (IEDC)
4	Abhivinav Singla	B.Com-II	Innovation and Entrepreneurship Development Cell (IEDC)
5	Ridhi Kapoor	B.Com-II	Innovation and Entrepreneurship Development Cell (IEDC)
6	Yoginder Kapoor	B.Com-I	Innovation and Entrepreneurship Development Cell (IEDC)
7	Ajay Chauhan	B.Sc. (Hons)-IT-III	Innovation Cell
8	Vishal Saini	B.Sc. (Hons)-IT-III	Innovation Cell
9	Lovepreet	B.Sc.-II	Innovation Cell
10	Suraj Negi	B.Sc.-II	Innovation Cell
11	Anshul	B.Sc.-I	Innovation Cell
12	Jashan Gogia	B.Com-II	Innovation Cell
13	Aarushi Sharma	B.Sc.-I(NM)	Innovation Cell
14	Aarushi Prashar	B.Sc.-I(N.M)	Innovation Cell
15	Nikhil	BCA-I	Social Media
16	Akshita	BCA-I	Social Media
17	Hiteshi	BCA-I	Social Media
18	Hemant	BCA-I	Social Media
19	Yash	BCA-I	Social Media

20	Pallavi Gulati	B.Com.- III	IPR student representative
21	Abhinav Singla	B.Com.- II	IPR student representative
22	Aryan Kapoor	B.Com.- SF II	IPR/ Technology Transfer Unit student representative
23	Bhavika	B.Sc.- N.M II	IPR/ Technology Transfer Unit student representative
24	Priya	B.Sc. -NM- I	IPR/ Technology Transfer Unit student representative
25	Saiyam Sharma	B.Sc. N.M. II	IPR/ Technology Transfer Unit student representative
26	Shubham Rajput	B.A. - Hons –Political Sc. II	IPR/ Technology Transfer Unit student representative
27	Abhishek Shukla	B.A.- Hons- Political Sc. III	IPR/ Technology Transfer Unit student representative

PREAMBLE:

National Innovation and Startup Policy-2019 (NISP) for students and faculty of Higher Education Institutions (HEIs) is initiated by Ministry of Human Resource and Development's (Now, Ministry of Education) Innovation Cell (MIC) and the All India Council for Technical Education (AICTE). Sanatan Dharma College, Ambala Cantt has adopted the NISP to motivate the students and faculty towards Innovation and Entrepreneurship related activities.

Sanatan Dharma College Ambala Cantt's Innovation and Startup Policy for students and faculty will actively engage students and faculty in innovation and entrepreneurship related activities by enabling creation of a robust innovation and startup ecosystem in the college. The entrepreneurial ecosystem in the college will play a key role in identifying, mentoring, nurturing the innovative and entrepreneurial potential of students and faculty and transforming them into startup entrepreneurs by providing avenues of funding, investment opportunities and networking support to make the innovation and venture successful. This policy will also facilitate in bringing uniformity in the college in terms of Intellectual Property ownership management, technology licensing and institutional Startup policy.

Notwithstanding anything contained in this role, the college may consider amending it from time to time based on the requirements.

Vision of Sanatan Dharma College NISP:

The vision of National Innovation & Startup Policy adopted by Sanatan Dharma College is

- (1) Creating an ecosystem and congenial environment to promote innovation and startup policy among the students and faculty of the college.
- (2) Promoting student driven innovations and startups.
- (3) Conducting the awareness workshops for promoting the innovation and Entrepreneurship among the students and faculty and to provide them facilities to become entrepreneurs capable of providing commercially viable and ethically correct technical solutions to the societal needs.
- (4) Building of partnership with industries to provide the student training in different industrial units of District Ambala.

Mission of Sanatan Dharma College NISP:

The mission of National Innovation and Startup Policy adopted by Sanatan Dharma College is:

- (1) Creating awareness on innovation, startup, and entrepreneurship to the students and faculty of the college through systematic academic activities.
- (2) Setting an ecosystem and congenial environment to promote innovation and startup policy among the students and faculty of the college resulting in innovation and entrepreneurship driven employment and economic growth.
- (3) Providing funding to the viable innovative ideas and encourage partnership from funding agencies to speedup Innovation and Startup.
- (4) Facilitating the students and faculty to work on joint Entrepreneurial projects identified in collaborations with Ambala industry in the multidisciplinary domain of technology.

Objectives, Scope and Plan of Action:

The main objective of NISP is to enable the students and faculty a congenial atmosphere for participation in the innovation and entrepreneurship activities. The plan of action is as follows.

- (1) Governance for Promoting Innovation and Entrepreneurship by a Team of Faculty members.
- (2) To nurture entrepreneurial culture by organizing a large number of relevant faculty development programs, bootcamps, seminars/webinars and workshops.
- (3) To develop creative, novel and innovative thinking among the students and faculty.

- (4) To encourage development of an entrepreneurial culture, innovation pipeline and pathways for entrepreneurs.
- (5) To highlight the Importance of innovation and entrepreneurship among the students and faculty through conferences, workshops, seminars/webinars, lectures by the experts.
- (6) To build resources for innovation and entrepreneurship activities and to give incentives for quality work.
- (7) To create the norms for students and faculty driven innovations and startups.
- (8) To propagate awareness among the students and faculty about research and intellectual property rights (IPR) activities.
- (9) To organize training programs, practical workshops, visits to small and large scale industries for the motivation and skill development of students and faculty for innovation and entrepreneurship.
- (10) To encourage startup initiatives by providing opportunities to explore more into consultancy activities.
- (11) To reinforce the institution-industry interactions and to channelize its outcome towards achieving the mission.
- (12) To develop pre-incubation and incubation support.
- (13) To use the ARIIA ranking framework to set the objectives and to assess the entrepreneurial performance impact.

National Innovation and Startup Policy 2019 for Students and Faculty

1. Strategies and Governance:

The promotion and development of entrepreneurship will be one of the major dimensions of Sanatan Dharma College's strategy.

In order to facilitate the development of an entrepreneurial ecosystem in the college, specific goals and associated performance indicators will be defined for their evaluation.

Institution Innovation cell of college, faculty and students will work together to successfully implement the culture of entrepreneurship.

College shall encourage the development of an innovative and entrepreneurial culture in the college and in its vicinity at the regional, social and community level.

College shall organize training programs, practical workshops, visits to small and large scale industries, and skill development for employment to the students of the college.

An innovation fund will be created in the college and a minimum of 1% fund of total annual budget of the college will be allocated for funding and supporting the innovation and startups related activities in the college.

A strategy will also be developed for raising the funds through state and central government such as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources to reduce the dependency on the public funding.

2. Startups Enabling Institutional Infrastructure:

To nurture the innovation and startup in the college, a resource mobilization plan will be developed to support pre-incubation, infrastructure and incubation facilities. These facilities shall be accessible to the students and faculty. The college will offer these facilities to the persons from different industries on some nominal payment basis to reduce the financial burden when working on the business agenda.

3. Nurturing Innovations and Startups:

College will develop processes and mechanisms for the simple establishment and promotion of Startups/companies by students and faculty, alumni and potential startup applicants, also from outside the college.

College will encourage the students and faculty to work on their innovative ideas/projects and setting up startups including social startups or work as intern/parttime in startups (incubated in any recognized HEIs/Incubators) while studying/working.

Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models.

For motivating the students and faculty to work for setting up startups, necessary incentives will be provided in terms of resources, infrastructure, finance, time and support.

All the faculty members will be encouraged to pursue at least one startup/innovative project.

Participation in startup related activities will be considered as a legitimate faculty activity alongside teaching, industry consultation and management responsibilities and will be taken into account when assessing the faculty's annual performance.

The area in which students and faculty want to initiate a startup may be interdisciplinary or multidisciplinary.

College will facilitate students and faculty to work on joint projects identified in collaborations with industry in the multidisciplinary domain of technology.

For the design of new products, equipments and experiments, the students and faculty will also be allowed to share and update the academic and technical knowledge with the industry people.

College will be allowed to take IPR license on the developed technology on easy term, either in terms of equity in the venture and/ or license fees and/or royalty to obviate the early-stage financial burden.

Students, who are in the process of incubation but who are involved in business activities during their studies, will be allowed to use their address for registering their company with due permission from the Principal and management of the college.

The college will consider placing some of the entrepreneurs for a period of time. Faculty will be allowed to take vacation/unpaid/temporary vacation for one semester per year or longer, depending on the decision of the Principal and management.

Student entrepreneurs will be allowed to appear in the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the Principal of the college.

The college will facilitate startup activities/technology development by allowing students and faculty to use the infrastructure and facilities of the college, at the option of the potential entrepreneur, in the following ways:

- (1) Part-time business training for a short time/six months/a year.
- (2) Regular support from mentors.
- (3) Assistance in a variety of areas including technology development, brainstorming, creativity, design thinking, fundraising, financial management, cash flow management, startup planning, business development, product development, social entrepreneurship, product costing, marketing, branding, resource management, as well as laws and regulations that affect a company.
- (4) The college will network startups with other providers of seed funds/angel funds/venture funds or can set up a seed fund as soon as the incubation activities are mature.

4. Product ownership rights for Technologies Developed at Sanatan Dharma College:

When the facilities/resources of Sanatan Dharma College are used to a considerable extent or if IPR is developed within the framework of the curriculum/academic work, the IPR is to become the joint property of the inventor and the college.

Royalties can be a combination of upfront fees or one-time technology transfer fees, royalties as a percentage of the sale price, shares in the company licensing the product (applicable after the establishment of the SPV) if one or more inventors want to incubate a company and license the product to them.

For this company, the license fees would be no more than 4% of the sales price per

hardware product and 1 to 2% per pure software product. In the case of company shares, the shares will again be 1 to 4% (after the establishment of the SPV).

On the alternative hand, if product/ IPR is evolved by the innovators not by using the college facilities, outside workplace hours (for the faculty) or not as a part of curriculum by the student, then product/IPR will be totally owned by the inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they consider appropriate.

If there is a dispute in ownership, a minimum five-member committee consisting of two faculty members (both having developed sufficient IPRs and translated to commercialization), two of the college's alumni/industry experts (both having experience in technology commercialization) and one legal advisor having experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. College can use alumni/faculty of different institutes as members, if they cannot find sufficiently skilled alumni /faculty of their own.

Institute's Innovation Council (IIC) facilitates for imparting services to college, faculty and students. IIC will now no longer say on how the discovery is carried out, how it is far patented or how it is far to be licensed.

If college is to pay for patent filing, the college can constitute a committee that has revel in and excelled in era translation can observe whether or not the IPR is really well worth patenting. If inventors have used their own funds or non- institute funds, then they alone should have to say in patenting.

IIC of Sanatan Dharma College is likewise the nodal frame to border and screen agreements concerning coverage and honest use among Sanatan Dharma College and incubated companies. Interdisciplinary research and publication on startup and entrepreneurship will be promoted by the college.

5. Organizational Capacity, Human Resources and Incentives

Sanatan Dharma College may recruit the staff, constantly engaged in information technology and with some knowledge of entrepreneurship, for the dissemination of awareness among the students about the value of innovation and entrepreneurship, which will help in fostering Institution's innovation and entrepreneurial culture.

For the better engagement of the faculty in the innovation and entrepreneurship activities, college policy on the career development of the faculty should be developed with sustained upskilling.

A congenial atmosphere should be developed for different departments and faculty to work in coherence. Interdepartmental linkages should be strengthened to achieve the maximum utilization of internal resources and knowledge of the faculty.

Faculty should be encouraged to attend the courses on the innovation, entrepreneurship management and venture development.

For the development of skills and strategic advice, workshops should be arranged for the faculty by the external experts or alumni.

An incentive mechanism should be developed for the faculty and stakeholders to encourage them to contribute in the innovation and entrepreneurship activities.

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

The recognition of the stakeholders may include offering use of facilities and services, strategy for shared risk, as guest teachers, fellowships, associate ships, etc.

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

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

Mechanisms should be devised in the college to ensure exposure of maximum students to innovation and pre-incubation activities at their early stage and to support the pathway from ideation to innovation to market.

Raising student, faculty and staff awareness about the value of entrepreneurship and its role in professional development or employability should be part of the institutional business agenda.

Students/faculty must be taught that innovation (technology, processes or business innovation) is a mechanism for solving the problems of society and consumers. Entrepreneurs should innovate with focus on the market niche.

Students should be encouraged to develop an entrepreneurial mindset through experiential learning by subjecting them to training in cognitive skills, e.g., design thinking, critical thinking etc. by inviting first generation local entrepreneurs or experts to address the students.

Initiatives like idea and innovation competitions, seminars, conferences, workshops, hackathons, bootcamps, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition should be routinely organized.

To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities will be performed.

For strengthening the innovation funnel of the college, access to financing must be opened for the potential entrepreneurs. This may include:

- (1) Raising students, faculty and staff awareness of the value of entrepreneurship and its role in career development or employability.
- (2) Students/faculty must learn that innovation (technology, process or business innovation) mechanism for solving the problems of society and consumers.
- (3) Entrepreneurs need to be innovative and focus on the niche market.
- (4) Students should be encouraged to develop an entrepreneurial mindset through experiential learning, connecting with real entrepreneurs, networking events, etc. with innovation and entrepreneurship, the facilities of the college and for related questions.
- (5) A culture should be developed to understand that money is not free and is risk capital. The entrepreneur must utilize these funds and return. While funding is taking risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did right in funding him/her.
- (6) College must develop a ready reckoner of Innovation Tool Kit, which must be kept on the homepage on college website to answer the doubts and queries of the innovators and enlisting the facilities available at the college.

7. Norms for Faculty Startups

- (1) The college has created standards for the faculty to make startups to better coordinate business activities. Only those technologies should be taken for faculty startups, which originate from within the college.
- (2) College should develop a policy on 'conflict of interests' to ensure that the regular duties of the faculty are not impaired owing to his/her involvement in the startup activities.
- (3) The faculty should clearly separate and distinguish the ongoing research at the college from the work in the startup /company.
- (4) Teachers should not accept startups gifts.
- (5) Research on human subject in startup should get clearance from ethics committee of the college.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- (1) Student clubs / agencies / departments are encouraged to organize competitions, bootcamps, workshops, awards, etc.
- (2) Teaching methods should include business failure case studies and startups experience reports.

(3) The student induction program at the beginning of each program should include sessions on the importance of innovation and entrepreneurship so that newly admitted students are familiar with the college's entrepreneurial agenda and the support systems available.

(4) Leverage industry connections to conduct research and surveys on trends in technology, research, innovation and market intelligence.

(5) Student projects and innovations are encouraged to focus on real life challenges.

(6) The college should design courses on entrepreneurship that cover all facets required to Start a Business.

(7) Awards and recognitions should be given to students and teachers who excel in Activities innovation and entrepreneurship.

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

The college needs to find potential partners, resource organizations, micro, small and medium-sized enterprises, social enterprises, schools, college graduates, professional associations and entrepreneurs to support entrepreneurship and codify various programs.

The college will manage relationships with external stakeholders, including the private sector, through the pre-incubation and incubation facilities, from which knowledge will be exchanged through collaboration and partnership within the framework of institutional policy.

Through formal and informal mechanisms such as internships, teacher and researcher exchange programs, clubs, social gatherings, etc., faculty and students of the college will get the opportunity to connect with their external environment. Contact mechanism will be created in the college for students, teachers, employees, partners and other interested parties to ensure access to information.

10. Entrepreneurial Impact Assessment

The assessment of the impact of the business initiatives of the college, such as pre-incubation, incubation and business education, should be done regularly using clearly defined assessment parameters.

Monitoring and evaluation of initiatives for the exchange of knowledge, the participation of all departments and teachers in business teaching and learning should be evaluated.

The number of startups, the support system at the college level and the satisfaction of the

participants, the new business relationships created by the college should be recorded and used for the impact evaluation of the college to enterprising students and faculty for pre-incubation, incubation, protection of IPRs, links with industry, contact with the business ecosystem, etc.

The impact evaluation should go hand in hand and circulate to all existing departments on campus. Information about the impact of activities should be actively used during the development and review of the business strategy.

The impact evaluation to measure success is carried out with a view to social and financial sustainability and technological impact on the market. Commercial success is the only long-term measure.