

# GU INNOVATION AND START UP POLICY

For “Students and Faculty Members”

(Aligned with National Innovation  
and Start-up Policy 2019)



## About GNA University

---

GNA University (GU) is designed to be a leading higher education organization engaged in creating, preserving and imparting knowledge to a diverse community of students. The University “aspires to nurture value based leaders who have knowledge and skills to create success in their organizations.

The university seeks to improve the quality of life through eclectic blend of science, technology and humanities for innovative solutions to real life problems. The university is engaged in imparting, creating, preserving and propagating knowledge in the global context”

The unique feature of the programs conducted at the University is the focus on experiential learning, industrial internships, learning to learn principles, flexible, credit based study programs and holistic development of personality which in turn will ensure employability of the students.

The GNA University benchmarks itself with leading institutions across the world in terms of intellectual capital, academic quality, delivery practices and industry linkages. The University credo includes focus on meritocracy, transparency, accountability, ethical behavior and service orientation.

## Preamble

---

As Government of India and Government of Punjab Industrial and Business Development Policy 2017 Amended as on 30.07.2018 is fiercely pursuing the goal of businesses creating ample entrepreneurial opportunities and jobs for State's youth and GNA university needs to take initiative to reinforce these initiative by providing innovative ecosystem in campus. GNA University aims at uniform and successful implementation of the 'National Innovation and Startup Policy 2019' for students, faculty and staff. It is vital for GNA University to place Startups and entrepreneurship at the center of policy making and to draft a dedicated policy supporting entrepreneurs at every stage thereby providing with a holistic and sustainable ecosystem. The GNA University seeks its role in spreading the entrepreneurship awareness among the students, faculty and staff, improving their entrepreneurial skills through various trainings apart from regular classroom teaching so as to meet the global challenges in this context.

## Vision

---

“To establish an ecosystem where students and faculty can drive the change in society through various startups and innovations.”

## Mission

---

- To spot the student with entrepreneurial and innovative mindset and provide guidance to set up their business ventures.
- Promote the startup activities in the campus by engaging students and faculty with adequate support and necessary resources.
- Encouraging innovation and entrepreneurship as a career option among the student’s faculty and staff and facilitation through training programs of the same.
- To align the university infrastructure towards start –ups and entrepreneurship to meet global challenges and opportunities for student and faculties.

## Committee Members

---

S.NO	Name	External/Internal/GU-IIC Member	Designation
1.	Mr. C.R. Tripathy	Internal	NISP Coordinator, DEAN FEDA-D.
2.	Dr. V.K.Rattan	Internal	VC, GNA University President, GU-IIC
3.	Mr. Kamal Batra	External	Sr. Director APAC, PTC Education
4.	Mr. Vikas Ghai	External	MD, GVK Metal
5.	Mr. Rahul Sehgal	External	DGM, Designtech
6.	Mr. Kamaljeet Kainth	Internal	Convener, GU-IIC
7.	Mr. Shailesh Pandey	Internal	Assistant Professor, FEDA

## GOALS

---

### Short Term Goals

- To support students to generate ideas which solve some real time problems with the help of various department, GNA Consultancy and Centre for Innovation(GU-CI).
- To promote entrepreneurship development and skill upgradation through FDP, workshop and seminars for students and faculty in collaboration with all departments, Institution Innovation Council (GU-IIC) and Centre for Innovation(GU-CI).
- To add IPR/Design Thinking/Entrepreneurship as an elective or core subjects in course curriculum to generate student interest in innovation/patents/start-ups and entrepreneurship.

### Mid Term Goals

- Setting up Pre-Incubation Unit and Technology Business Incubation Center at initial stage at GNA University.
- Identifying and nurturing innovative ideas into small scale Startups under Pre-Incubation Unit and Incubation Centre of GNA University.
- To conduct short term certificate courses on real time entrepreneurship.
- Establishing links between universities and R&D centers in and around.

### Long Term Goals

- To establish a fully functional Technology Business Incubation Centre and get it reorganized/ support from any government body.
- To provide dedicated Infrastructure & Facilities to Promote Innovation & Entrepreneurship.
- To attract the funds from various Government Agencies, Business Incubators and R&D Centers.
- Increasing the rate of self-employability and quality of startup within the institute.

## Thrust Areas

---

- **Strategies and governance for promoting Innovation and Entrepreneurship at GNA University.**

To promote the innovation and entrepreneurship, GNA university will invest in activities related to innovation and entrepreneurship as a part of its annual budget. Minimum 1% of the fund of the total annual budget of the university should be devoted for the funding and supporting innovation and startup related activities. This would be done by formation of separate expense head on the name of “innovation” under the GU-IIC (GNA University-Institution Innovation Council). For expediting the decision making, hierarchical barriers

should be minimized. All achievements in the institute will be measured by the president and of GU-IIC and Centre for Innovation(GU-CI) respectively. The NISP is intended to promote participation of all stake holders. A signal point of mechanism is in offering for quick decision making.

- **Establishing Infrastructure facilities and Nurturing Innovation and Startups**

GNA University in its midterm goal plan will facilitate all the students, faculties and staff to utilize its resources and infrastructure as and when needed for cultivating various innovations and startups. The university will also support the pre-incubation and Technology Business Incubation by mobilizing internal and external sources. All Pre-Incubation/Incubation facilities will be accessible to students, staff and faculty of Faculty of Engineering, Design and automation; Faculty of Animation and Multimedia, Faculty of Hospitality, GNA Business School, Faculty of Natural Sciences, Faculty of Applied Health Sciences, Faculty of Computational Sciences, Faculty of Physical education.

- **Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level.**

GNA University will dedicatedly work in the area of innovation, startups and entrepreneurship via activities organized by GU-Institution Innovation Council, Centre for Innovation(GU-CI) and pre-incubation/incubation. At this phase the carrier development or employability will be the focus of our entrepreneurial policy/agenda. Linkages with industries/startups/R&D centers will be encouraged. Networking events would be planned for the budding entrepreneurs to meet the investors and pitch their ideas. Centre for Innovation (GU-CI) will help students with an innovation toolkit to answer the queries of the innovators.

- **Norms for Faculty and Student Driven innovation and Startups**

To coordinate the entrepreneurial activities effectively at GNA University, the norms are to be created to do startups for faculty and students. Faculty needs to separate and distinguish on-going research at the institute from the work conducted at startup. Faculty must not involve any other staff engaged in academic projects of the institute in activities at the startup. Students who are under incubation and pursuing some entrepreneurial ventures while studying are allowed to use the address of the institute to register their company with due permission from the higher authority of the institute. Students are allowed to earn academic credits on Innovation prototypes/business models and also avail a semester/year break to work on their startup and rejoin academics to complete the program. A committee will review the startup and based on the progress made, the academic credits awarded.

- **Working for real time projects/prototypes/projects on the emerging technologies like 3D Printing and Prototyping, Animation and VFX, CNC Programming, Cloud and SAAS in Design, AR/VR and Game Design, Market Research & Feasibility Analysis, Entrepreneurial Performance Impact Assessment, Energy conservation, App and Web Development, Internet of Things and Machine Learning and any futuristic technologies.**

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

- **Entrepreneurial Impact Assessment**

Impact Assessment for pre-incubation, incubation, entrepreneurship education is formulated with well-defined evaluation parameters. The entrepreneurial assessment will be done by monitoring and evaluation of knowledge exchange initiatives and exchange of all departments and faculty in entrepreneurial teaching and learning. The support system provided and the number of startups created and new business relationships established in the university should be recorded and used for impact assessment. The key performance indicators are used to measure the entrepreneurial impact assessment.

### **KPIs – Innovation & Start-up Ecosystem Development at Institution Level**

<b>Hierarchy of Objectives</b>	<b>Key Performance Indicators (KPIs)</b>	<b>Means and Verification</b>
Vision	•1% Increase in Self-Employment Rate	ARIIA and NIRF
Objectives	<ul style="list-style-type: none"> <li>• Enabling Environment Established with multiple level of support for innovation &amp; Entrepreneurship in Institute</li> <li>• At least 5% of Graduate students choose Entrepreneurship as career.</li> <li>• At least 2% of Student and Graduates Practicing Entrepreneurship.</li> </ul>	ARIIA
Outcomes	<ul style="list-style-type: none"> <li>• At least 2 zero investment projects.</li> <li>• 2 small projects associated with startups.</li> <li>• 2 ecofriendly/industrial projects</li> </ul>	Annual Report
Activities	<ul style="list-style-type: none"> <li>• At least 2 MoU/s tie Ups.</li> <li>• 5 Short term skill development certificate courses per year.</li> <li>• 10 in house mini projects solving some real time problems which are going to displayed in Engineering Week every year at GNA University.</li> <li>• 5 filed visits every year.</li> <li>• At least 10 activities related to IPR/ Entrepreneurship/Startups annually.</li> <li>• At least 5 In-house events related to design thinking, innovation, team formation, problem solving, business modelling and planning every year.</li> </ul>	Review Meetings

## 5 years Action Plan (2021-2026)

---

S.NO	Tasks	Per Year
1	MOUs/ Tie Ups	2
2	Zero investment projects	2
3	Short term skill development certificate courses	5
4	Real time problem Solving in house mini projects	10
5	Field Visit	5
6	Min. activities related to IPR/ Entrepreneurship/Start-ups annually	10
7	Min. events related to design thinking, innovation, team formation, problem solving, business modelling and planning every year.	5
8	Small projects associated with startups	2
9	Ecofriendly/industrial projects	2

## **GNA University- Innovation, Start-up, and Entrepreneurship Policy**

GNA University has formulated an Innovation and Entrepreneurship Policy, aligned with National Innovation and Start-up Policy (NISP) 2019. GU-Technology Business Incubation (GU-TBI) has been established to help entrepreneurs realize their dreams through a range of infrastructure, business advisory, mentoring, and financial services. A great workspace, ample guidance from faculty & senior students, and the zeal and passion of the GU-TBI team makes GU-TBI a gifted asset for GNA University students. The start-ups and entrepreneurs under the guidance of the Centre for Innovation (Pre-Phase) and GU-Technology Business Incubation (GU-TBI) are encouraged for the creation of jobs, commercialize new technologies and helps strengthen the national economy.

The scope of this document is to define the policies and procedures related to operation of GU-TBI at GNA University. The policy covers the following processes:

- I. Eligibility
- II. Admission procedure
- III. Infrastructure and Services provided to incubates
- IV. Mandatory Mentorship
- V. Incubation tenure and Exit
- VI. Seed funding
- VII. Periodic assessment
- VIII. Intellectual Property (IP) Evaluation
- IX. Considerations
- X. Conflicts of Interest
- XI. Disclaimer
- XII. Agreements
- XIII. Auditing /Accounting & Compliances norms.
- XIV. Faculty Norms
- XV. Agenda of Academics
- XVI. Awards in recognition of Best Entrepreneurship Practices.
- XVII. Virtual Incubation
- XVIII. Settlement of Dispute, Authority, Non-Compete, Confidentiality.

The policy is subject to periodical review and amendments. It will be the sole responsibility of the companies admitted to GU-TBI to update themselves from time to time on amendments in Start-up and Entrepreneurship policy and procedures. GU- TBI reserves the rights to make an exception of all or any of the terms of policy for a particular company or a promoter on a case to case basis.

### **I. Eligibility:**

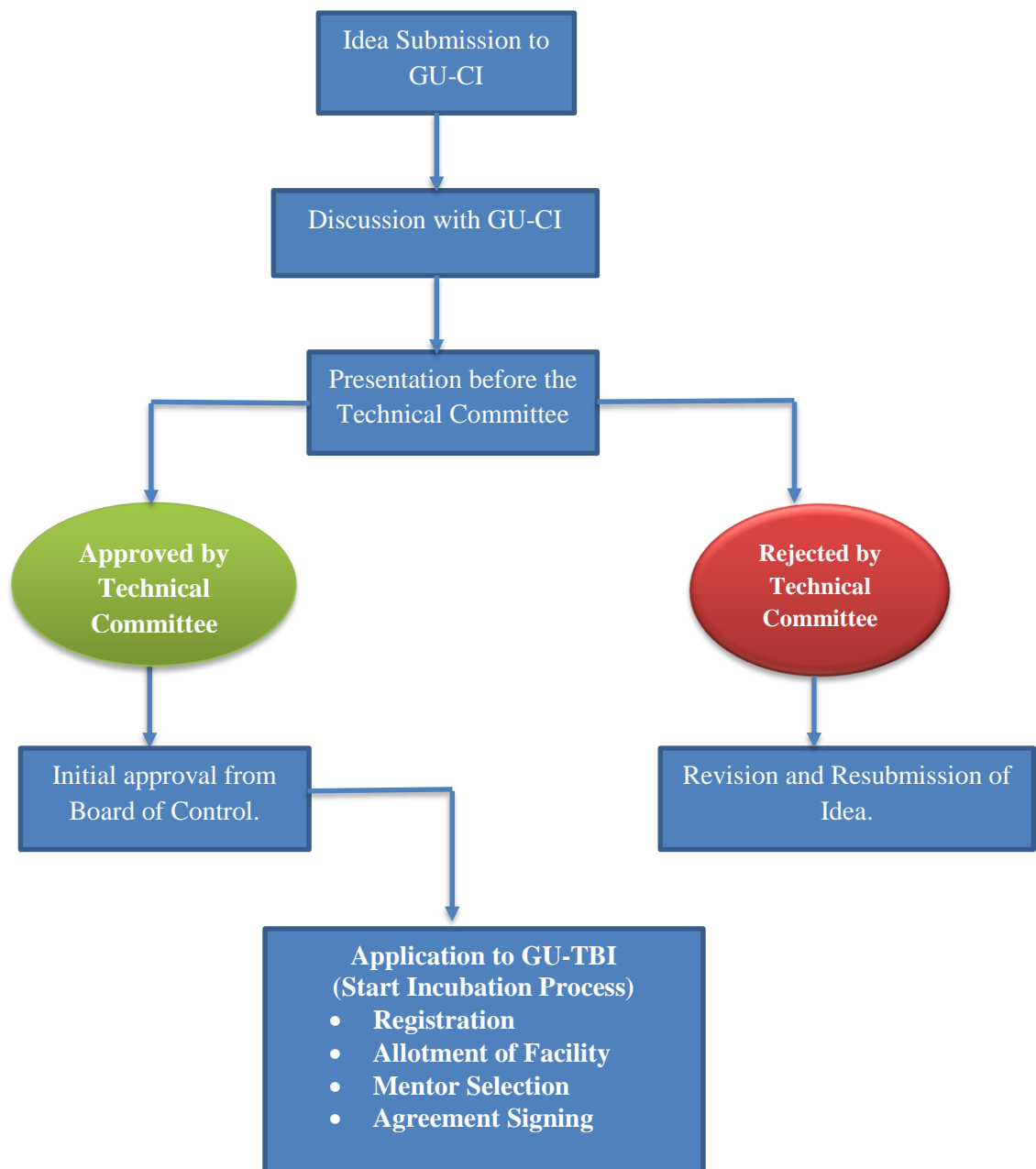
The eligibility for having a startup at GNA University under the guidance of GU-TBI is open for the:

1. Diploma, UG, PG & Ph.D. Students.
2. Alumni of GNA University.

3. Faculty and Staff including adjunct faculty.

## II. Admission Procedure:

Admission to the GU-TBI initiated with submission of the hard copy and the electronic application in approved format to GU-TBI, rounds of screening by Centre of Innovation(GU-CI) (where proposals are examined with attention to financial and technical feasibility) and a final approval by the Board of Control. Approve ideas are required to sign an agreements commencing formal incubation under GU-TBI. The idea to incubation process will go through following procedure:



#### **a. Idea Submission to GU-CI**

Students, Alumni, Faculty, and Staff will submit a raw idea for a start-up to GU-CI to proceed with the process. GU-CI ensures that idea would remain secret to the discussion panel/ and a non-disclosure form will be signed between the idea owner and GU-CI and associated members.

#### **b. Discussion with GU-CI**

During this phase GU-CI facilitates some tools to the idea owner to evaluate their idea and check its feasibility of their idea to become a successful start-up. GU-CI will also facilitate the service of finding IP components from their rough ideas at early stage.

#### **c. Presentation before the Technical committee**

After the brainstorming phase idea owner and their team has to present their ideas with the Business Model Canvas, Business Plan, etc. Technical Committee will approve the idea by considering where proposals are examined with attention to financial and technical feasibility. The final report will be approved by the Technical Committee. The idea may be rejected for the Incubation phase and may be approved after revision. Incubate companies are required to sign an agreement commencing formal incubation under GU-TBI.

#### **d. Start of Incubation Process**

After approval of the Board of Control idea owner can start with the incubation process under the guidance of GU-TBI.

### **III. Infrastructure and Services provided to incubates:**

Upon successfully admission to GU-TBI, the following facilities will be offered to the incubate companies on an individual basis:

#### **a. Physical Infrastructure:**

1. Fully furnished offices (*at some prescribed rent*)
2. Personal computers, Printers if required (*at some prescribed rent*)
3. Telecom facilities if required (*at some prescribed rent*)
4. Internet Facility.
5. Laboratory Facilities of Incubation Labs.

#### **b. Business Support:**

1. Business plan assistance
2. Mentoring support
3. Round the clock operation
4. Key and Locks.
5. IP Services (*at some prescribed fees*)

**c. Branding:** Incubates may apply for permission to brand themselves as “GNA University Incubated Company” or “Incubated by GNA University”.

**d.** Access to professionals with legal, financial, accounting, IP and industry expertise  
Showcasing events for exhibition of products and solutions

**e.** Networking events to facilitate interaction with investors and industries Training programs and seminars relevant to entrepreneurs

**f. Shared Resources:**

1. Meeting and conference rooms equipped with projectors & audio/video conferencing facilities
2. High-end photocopying, fax, scanning machines.
3. Lab facilities
4. Library Facilities

**IV. Mandatory Mentorship:**

The objectives of GU-TBI is to utilize the technical expertise and lab infrastructure of the University, thus every company that is offered incubation at GU-TBI has to select one or two teaching faculty from University as the mentor of the company for proper guidance. The incubate company has to offer a minimum of 1% of equity share to the mentor/ mentors as a consideration of mentorship or at initial level mentorship may be provided without any equity offer.

**V. Incubation tenure and Exit:**

The incubate company is admitted for a maximum of up to **three** years. GU-TBI will conduct periodic reviews and monitoring of the projects.

*Exit: An Incubate company will leave the incubator under the following circumstances:*

1. Completion of three years stay (if no extension granted).
2. Underperformance or non-viability of the business proposition as decided by GU-TBI on case to case basis.
3. Violation of any GU-TBI policy.
4. Any other reason for which GU-TBI may find it necessary for an incubate company to leave.
5. Under any unforeseen circumstances.

Notwithstanding anything written elsewhere, GU-TBI decision in connection with the exit of an incubate company shall be final and shall not be disputed by any incubate company.

**VI. Seed Funding:**

Seed Funding or loan for start-ups and entrepreneurship is subject to the availability of funds/grants/ schemes meant for this purpose. A company desirous of getting a seed loan may submit an application for a seed fund at the time of admission in GU-TBI. The sanction of seed loan will be decided based on the eligibility criteria as decided by GU-TBI. Further, admission to GU-TBI shall not automatically entitle the companies to seed loans.

**VII. Periodic assessment:**

The incubate company has to submit a yearly audited statement of profit and loss account and an unaudited quarterly statement about the activities. However, incubate may be asked to provide more frequent updates to GU-TBI.

## **VIII. Intellectual Property(IP) Evaluation:**

The incubate company would maintain a record with the details of any IP (patents, licenses, copyrights etc.) that has been brought into the company prior to or during their stay at GU-TBI. Also, any IP developed during the stay would be maintained in the register. The service of filling patents can be facilitated by the Centre for Innovation(GU-CI) with no and/discounted fees.

Any patents/copyrights etc. filed by the company will be the property of the company. It is expected that the University will share such IP rights for the technology developed within the University. The involved faculty member(s) and student(s) may sign such agreement with the University.

In case the incubated company is desirous of using the Intellectual Property of GNA University like patent, software code, copyright, design registration, developed product, etc., then the company shall make such a request in writing to GU-TBI. The terms and conditions for such IP licensing shall be guided by Intellectual property policy under GU-CI.

## **IX. Consideration:**

GU-TBI will charge the incubate company for infrastructure and services, seed loan, and University Intellectual Property. This payment would be in the form of service charges and equity share. Liability free (paid-up) *of 2%-9.5% equity* would be assigned to University for providing incubation facility, infrastructure services in all cases. The actual proportion will be discussed with the company! Society! Businessman and approved in writing. Depending on various factors, including but not limited to the resources, time and support provided by the University, the actual percentage will vary. A separate equity allocation agreement will be signed with the company outlining GNA University's s rights and the allocation and exit conditions.

## **X. Conflicts of interest:**

In case of conflict of interests, the decision of GNA University shall be final and binding upon the parties.

## **XI. Disclaimer:**

GU-TBI does not guarantee to company incubated about success and/or feasibility and warrantee technology transferred from GNA University. GNA University or GU-TBI or any person representing GNA University or GU-TBI shall not be liable for any acts or omissions of the incubate company, however, in case of any such event the incubate company shall do all that is required to hold GNA University or GU-TBI any person representing GNA University or GU-TBI harmless from any loss including damage, penalty.

## **XII. Agreements:**

All incubate company shall to enter into following agreements with the Institute:

1. Incubation Agreement: Containing rules and other incubation norms, consideration, equity holding, etc. (Applicable to all)

2. Seed-Fund Agreement: Containing rules of disbursement and repayment. (Applicable to incubate company availing seed-fund)
3. Technology Commercialization Agreement: Applicable to incubate company using technology or IP developed by GNA University.

### **XIII. Auditing/Accounting & Compliances norms:**

The Incubate Companies during the period of Incubation at the GU-TBI will mandatorily get their accounts audited and their books of Account are open for Inspection by the empaneled body of the GNA University. Compliances as laid down by the Companies Act 2013 are binding on the Incubate Companies. The companies will give a quarterly report on the compliances adhered as laid down in the Companies Act. Non Compliance of the same would liable to penalty/strict action by the GU-TBI.

1. Non Adherence to the first warning of the non-compliance by the said Incubate Company will attract penalty of Rs. 10,000 which will be billed with the facilities due.
2. An action against the Non Adherence to the second warning in the form of notice to vacate the residential premises allotted to them.

### **XIV. Faculty Norms**

- The role of the faculty can vary from being an owner/direct promoter, mentor, consultant or start-up member on-board.
- GNA University will work on the implementation of a 'conflict of interests' strategy to ensure that the faculty's daily duties do not suffer due to its participation in start-up activities.
- The start-up of a faculty can consist of faculty members alone or with students, or with faculty members from other institutes, or with alumni or other entrepreneurs.
- (If the faculty/personnel holds an executive or managerial position in a start-up for more than three months, they can go on a sabbatical/pay-free leave/use existing leave.
- (Faculty must clearly differentiate and distinguish on-going research at the university from the work undertaken at the start up/ business.
- In the event of the selection of a faculty founded by an external national or foreign accelerator, the faculty may be permitted a maximum leave (sabbatical/existing leave/unpaid leave/casual leave/earned leave) of one semester per year (depending on the decision of the Board of Control).
- The faculty cannot include research staff or other institute staff in start-up activities and vice versa.
- The faculty shall not either directly or indirectly, pursue equity or pleasure in any way other than as described in this regulation. In the case of a faculty member leaving GNA University for a period of twelve months from the date of departure, this provision will continue to apply. Any faculty member benefiting from the start-up policy provisions and benefits shall, as mandated in the letter of appointment, include twice the notice period for departure from jobs. As deemed necessary by the Board of Control, this is to ensure a smooth, non-disruptive transition of the company.

## **XV. AGENDA OF ACADEMICS**

- Adequate recognition/citation/awards (for example: Best Engineering/Entrepreneurial Student Award) for their achievements will be granted to student start-ups or alumni start-ups (within 3 years of graduation), who have had an exceptional effect & who have an early stage link with GNA University.
- The idea of a student entrepreneur in residence is approved by GNA University. Students would be allowed to apply for an official leave grant of one year at a time during their studies for entrepreneurial initiatives.
- Excellent students who choose to pursue entrepreneurship can take a one-year break, as the academic system enables students to take entrepreneurship credit courses when and when they are introduced and offered to pursue full-time entrepreneurship.
- Thus a student would be eligible for a 4-year degree only if he is able to meet all the degree requirements within 6 years of entering the study programme. This six-year cycle would include a period of leave for entrepreneurship. In case of other degree programs which are less than 4 years, same rule will be applied for period of leave for entrepreneurship and completion of the degree.
- A special Faculty Upgradation Scheme will be instituted. University professors working for a defined time together with students at GNA University to move out and pursue entrepreneurship (sabbatical as governed by Faculty Rules) and on failure / good completion will be able to enter back.
- Also from the first year of university, student entrepreneurs working on a start-up concept may be allowed to convert their start-up project to degree completion as their final year project.
- Students in the final year of GNA University will be expected to take up and solve a real-life practical problem as part of the academic curriculum through their final year project. The Centre for Innovation(GU-CI) will help students who have completed the best of these projects and who want to turn their projects into products/services and want to set up start-ups.
- Students leaving the University or dropping out of their academic courses will need to give written advance notice and request permission to continue or exit the programme. The decision of the GU-TBI and Board of Control will be final.

## **XVI. AWARDS**

- I. GNA University will give Entrepreneurship awards in the following two categories to foster the spirit of Entrepreneurship:
  - Award for Best Entrepreneur-Faculty
  - Best Award for Entrepreneurs- Alumni
  - Best Award Studentpreneur
- II. The awards will be determined by the executive committee of GU-TBI, including President, Vice-President, Secretary and executive members. The award nominee can be recommended by the Deans of the respected departments.


### **XIII. VIRTUAL INCUBATION**

Digital Incubation is an incubation term that enables an incubatee to be part of an incubator without being physically placed on the premises of the incubator. GNA University is open to virtual incubation and will extend all support to other incubates that are physically placed, as made available. This will be regarded as an exception and as accepted by the GU-TBI and Board of Control of GNA University., on a case-by-case basis. All policy rules (as applicable) shall apply to a practically incubated business / founders / students / faculty, as they would apply to a non-virtually incubated company / founders / students / faculty in the normal course.


### **XIV. Settlement OF DISPUTE, AUTHORITY, NON COMPETE, CONFIDENTIALITY**

All aspects of this policy will be regulated by the management of the GNA University or/and by Board of Control, explicitly set up and mandated to control the policy, to approve any derogations and to make changes to the policy as deemed necessary from time to time. The decision by the University Management / Board of Control of GNA University will be final. The Board of Control will decide any conflicts, if any. Any further escalation of the dispute will be subject to arbitration under the Indian Arbitration Act following the decision of the GNA University Management / Board of Control, Phagwara, Punjab, India, is the jurisdiction of all disputes. The confidentiality and non-compete agreements as written from time to time are bound by students, staff and all stakeholders within the programme.

\*\*\*\*\*

  
Convener, GU-IIC

  
Coordinator, NISP

  
Vice-Chancellor, GNA University  
President, GU-IIC