



Dwaraka Doss Goverdhan Doss Vaishnav College

(Autonomous-Affiliated to the University of Madras)

Gokul Bagh, 833 Periyar E.V.R. High Road, Arumbakkam, Chennai-600 106

Phone: 044-23635101, 23635102

E-mail: office@dgvaishnavcollege.edu.in website: www.dgvaishnavcollege.edu.in

Dr. S. Santhosh Baboo, M.Sc., Ph.D., SLET
Principal

23.05.2022

TO WHOM SO EVER IT MAY CONCERN

This is to state that Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai – 600106 in accordance with the National Innovation & Startup Policy 2019 has joined the campaign on implementing National innovation and start-up policy (NISIP) under the aegis of the Ministry of Education (MoE), Ministry of Innovation Cell (MIC) and adopted the policy framed by MIC.

In the capacity of the President of Institution's Innovation Council (IIC) of Dwaraka Doss Goverdhan Doss Vaishnav College (DDGDVC), I declare that the DDGDVC Innovation & Startup Policy was implemented on May 23, 2022 and the version of the policy is 1.0.

PRINCIPAL

PRINCIPAL

Dwaraka Doss Goverdhan Doss
Vaishnav College
Arumbakkam, Chennai - 600106.





**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras
Chennai – 600 106

INNOVATION & STARTUP POLICY

Preamble

Dwaraka Doss Goverdhan Doss Vaishnav College (DDGDVC), located in Chennai city, is a pioneer institution transmitting splendid education in arts, commerce and science. The College was founded in the year 1964. The history of the college is marked by the presence of illustrious principals ably assisted by dedicated teachers. Today, it has grown to be one of the premier institutions of higher education in the state. The College offers several undergraduate, postgraduate and Research Programmes in various subjects. The College has been conferred the status of “Autonomy” by the UGC and endorsed by the University of Madras from the academic year 2009 - 2010. The college has been awarded “College with Potential for Excellence (CPE)”.

As per the guidelines of MHRD – IIC, the Management of Dwaraka Doss Goverdhan Doss Vaishnav College (DDGDVC) launched IIC- DDGDVC in October 2021.

A board was created by the Institution to verbalize detailed strategies for various facets correlated to innovation, Startup and entrepreneurship management. This committee considered various facets for fostering the innovation and Startup culture in the Institute, which covered Intellectual Property ownership, revenue allotment mechanisms, norms for technology transfer and commercialization, equity sharing, etc. After multiple rounds of meetings, the Institute Innovation and Startup Policy 2022 for students, faculty and staff members of DDGDVC were drafted.

This policy document is a supervisory framework to foresee an educational system concerned with startup and entrepreneurship opportunities for students, faculty and staff members. The guidelines offer elementary policies for evolving entrepreneurial agenda, dealing with Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Startups or enterprises recognized by students, faculty and staff members.

These plans will empower the institution (DDGDVC) to energetically support its faculty, staff and students to partake in innovation and entrepreneurship (I&E) related activities; thus, encouraging students, faculty and staff to consider startups and



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

entrepreneurship as a profession choice. These endorsements and guiding ideologies will also help the Institute in generating its own policy framework, if mandatory.

Moreover, these procedures will enable the Institute in fetching homogeneity across the stakeholders in terms of IPR ownership management, technology licensing and institutional startup policy; thus, aiding the formation of a strong innovation and Startup ecosystem in the Institute.

Vision

To create an energetic innovation and entrepreneurship ecosystem to cultivate ethnic and sustainable solutions for addressing the necessities of society.

Mission

- To form a strong innovation ecosystem encircling young innovative minds of students and the research experience of faculty members to develop sustainable solutions for addressing the issues faced by industry and society.
- To endorse entrepreneurship in the key thrust areas of Science, Commerce and Technology by firming up industry-institute collaboration
- To associate with government, industry, alumni network, angel investors and venture capitalists to enable smooth understanding of innovations from ideation to profit-oriented phase

Long Term Objectives

- To launch an innovation hub with outstanding pre-incubation facilities in collaboration with government funding agencies and ecosystem enablers.
- To impart a culture of innovation and strong entrepreneurship skills among students and faculty members to incubate fruitful startups through the institution's incubation facility
- To enable a good number of technology transfers, technology licensing and commercialization of technologies developed by faculty members and students.
- Enhancing the use of resources towards innovation and entrepreneurship leading to accomplish of higher ranks in various rankings of the Government of India and other reputed agencies



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras
Chennai – 600 106

Short Term Objectives:

- To inspire participation of students in various competitions linking innovation and business plan competitions and establish apprenticeships /Hackathons in the campus at least twice a year.
- To encourage faculty members to attend and organize workshops/training programmes/certificate courses on innovations, entrepreneurship, IPR and project expansion.
- To develop a performance matrix to measure the contributions of faculty members/staff towards innovation and entrepreneurship.

Strategies & Governance

- A. Entrepreneurship promotion development will be one of the major dimensions of the Dwaraka Doss Goverdhan Doss Vaishnav College (DDGDVC). With the help of Innovation and Startup Policy, DDGDVC intends to create an entrepreneurial ecosystem and to facilitate the development of an entrepreneurial ecosystem in the DDGDVC, specific objectives and associated performance indicators will be periodically defined for assessment.
- B. Implementation of entrepreneurial vision in DDGDVC will be achieved through mission statements rather than stringent control system. The entrepreneurial agenda will be responsibility of the IIC-DDGDVC to bring in required commitment and well understood by the Management.
- C. Research / activities in Startups where Microbial/ Animal/ human subjects are involved, ethical clearance from respective Institute Ethics Committee (IEC) or Institute Review Boards (IRB) of DDGDVC will be obtained.
- D. Resource Mobilization plans will be made available at the institute for supporting pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy will be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.
 - i. Investment in the entrepreneurial activities shall be a part of the institutional financial strategy. Minimum 1% fund of the total annual budget of the institution shall be



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

allocated for funding and supporting innovation and startups related activities through creation of separate ‘Innovation fund’.

- ii. DDGDVC will provide infrastructure and facilities to promote innovation and startups related activities.
- iii. Attempts will be made by DDGDVC to raise funds from diverse sources such as State and Central - DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and also through nongovernment sources.
- iv. In order to support the incubation-related activities, DDGDVC shall approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- v. DDGDVC shall also raise funds through sponsorships and donations. DDGDVC will actively engage its alumni network for promoting Innovation & Entrepreneurship (I&E).
- vi. DDGDVC may also work with industries/ Venture Capitalist / Government institutions to set up a **“Student/Faculty Startup Fund”** to support outstanding Startups.
- vii. DDGDVC shall promote international exchange programs, internships, and engaging the international/expert faculties in teaching and research Entrepreneurship.
- E. For expediting the decision making, hierarchical barriers shall be minimized through empowering the IIC team and individual autonomy and ownership of initiatives shall be promoted.
- F. Importance of innovation and entrepreneurial agenda should be known across the DDGVC and shall be promoted and highlighted through Academic calendar and by institutional programs such as conferences, convocations, workshops, colloquiums, webinars, etc.
- G. Action plan shall be formulated at the institute level, having well-defined short-term and long-term goals.
- H. DDGDVC will develop and implement innovation and entrepreneurship strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centre for excellence, departments, faculties, career services within the college, thus breaking the silos.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- I. Product to market strategy for startups shall be developed by the institute on case-to-case basis.
- J. Development of entrepreneurship culture shall not be limited within the boundaries of the institution.
 - i. DDGVC will be the driving force in developing entrepreneurship culture in its vicinity (regional, social and community level). This shall include giving opportunity for regional startups, provision to extend facilities for outsiders and active involvement of the institute in defining strategic direction for local development.
 - ii. Strategic international partnerships shall be developed using bilateral and multilateral channels with international innovation clusters and other relevant organizations. Moreover, international exchange programs, internships, engaging the international faculties in teaching and research shall also be promoted.

2. Startups Enabling Institutional Infrastructure

Creation of pre-incubation and incubation facilities for nurturing innovations and startups in DDGDVC shall be undertaken. Incubation and Innovation can be organically interlinked as without innovation, new enterprises are unlikely to succeed. The goal of the effort shall be to link INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.

- a) DDGDVC will create facilities within their institution for supporting pre-incubation (e.g. IICs as per the guidelines by MHRD's Innovation Cell, EDC, IEDC, New-Gen IEDC, Innovation Cell, Startup Cell, Student Clubs, etc.) and Incubation/ acceleration by mobilizing resources from internal and external sources.
- b) This Pre-Incubation/Incubation facility shall be accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.
- c) Pre-incubation facilities will be maintained by DDGDVC Incubation centre, and this will be a separate entity preferably registered under Section-8 of Company Act 2013 or 'Society' registered under Society Registration Act with independent governance structure. This will allow more freedom to Incubators in decision making with less administrative hassles for executing the programs related to innovation, IPR and



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

Startups. Moreover, they will have better accountability towards investors supporting the incubation facility.

- d) Technology Business Incubator (TBI) of DDGDVC will offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees, equity sharing and (or) zero payment basis. The modalities regarding Equity Sharing in Startups supported through TBI will depend upon the nature of services offered.

3. Nurturing Innovations and Start ups

- A. DDGDVC Incubation centres will provide a facilitating environment for easy creation and nurturing of startups/enterprises by students (UG, PG, Ph.D.), staff (including temporary or project staff), faculty, alumni and potential start up applicants even from outside the institutions.
- B. DDGDVC TBI will define their processes, and will ensure to achieve the following:
- i. Incubation support: Offer access to pre-incubation & Incubation facility to start-ups by students, staff and faculty for a mutually acceptable time frame.
 - ii. DDGDVC Will allow licensing of IPR from institute to start up: Ideally students and faculty members intending to initiate a start-up based on the technology developed or co-developed by them or the technology owned by the institute, shall be allowed to take a license on the said 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.
 - iii. DDGDVC will allow setting up a startup (including social startups) and working part-time for the startups while studying / working and may allow their students / staff to work on their innovative projects and setting up startups (including Social Startups) or work as intern / part-time in startups (incubated in any recognized Incubators) while studying / working. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models. DDGDVC will develop a clear guideline to formalize this mechanism. Student inventors may also be allowed to opt for startup in place of their mini project/ major project, seminars, summer trainings. The area in which student wants to initiate a startup may be interdisciplinary or multidisciplinary. However, the student must describe how they will separate and clearly distinguish their ongoing research activities as a student from the work being conducted at the start up.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- C. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying shall be allowed to use their address in the institute to register their company with due permission from the institution.
- D. Student entrepreneurs shall be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute.
- E. DDGDVC will allow their students to take a semester/year break (or even more depending upon the decision of review committee constituted by the institute) to work on their startups and re-join academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise. DDGDVC shall set up a review committee for review of start up by students, and based on the progress made, it may consider giving appropriate credits for academics.
- F. The institute shall explore provision of accommodation to the entrepreneurs within the campus for some period of time.
- G. DDGDVC shall allow faculty and staff to take off for a semester / year (or even more depending upon the decision of review committee constituted by the institute) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on startups and come back. Institution shall consider allowing use of its resource to faculty/students/staff wishing to establish start up as a fulltime effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty.
- H. DDGDVC shall start a part-time/full time MBA/ PGDM (Innovation, entrepreneurship and venture development) program where one can get degree while incubating and nurturing a startup company as per the guidelines issued by AICTE.
- I. DDGDVC will facilitate the startup activities/ technology development by allowing students/ faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:
 - i. Short-term/ six-month/ one-year part-time entrepreneurship training.
 - ii. Mentorship support on regular basis.
 - iii. Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- entrepreneurship, product costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.
- iv. DDGDVC may also link the startups to other seed-fund providers/ angel funds/ venture funds
 - v. or itself may set up seed-fund once the incubation activities mature.
 - vi. License institute IPR as discussed.
- J. In return of the services and facilities, DDGDVC may take 2% to 9.5% equity/ stake in the startup/ company, based on brand used, faculty contribution, support provided and use of institute's IPR (a limit of 9.5% is suggested so that DDGDVC has no legal liability arising out of the startup. The institute will normally take much lower equity share, unless its full-time faculty/ staff have substantial shares). Other factors for consideration should be space, infrastructure, mentorship support, seedfunds, support for accounts, legal, patents etc.
- For staff and faculty, DDGDVC will not take more than 20% of shares that staff / faculty takes while drawing full salary from the institution; however, this share will be within the 9.5% cap of company shares, listed above.
 - No restriction on shares that faculty / staff can take, as long as they do not spend more than 20% of office time on the startup in advisory or consultative role and do not compromise with their existing academic and administrative work / duties. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, then they will go on sabbatical/ leave without pay/ earned leave.
 - In case of compulsory equity model, Startup may be given a cooling period of 3 months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the TBI.
- K. The TBI shall also provide services based on mixture of equity, fee-based and/ or zero payment model. So, a startup may choose to avail only the support, not seed funding, by the institute on rental basis.
- L. The TBI could extend this startup facility to alumni of the institute as well as outsiders.
- M. Participation in startup related activities needs to be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

management duties and must be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup.

- N. Product development and commercialization as well as participating and nurturing of startups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion.
- O. DDGDVC might also need to update/change/revise performance evaluation policies for faculty and staff as stated above.
- P. Institute shall ensure that at no stage any liability accrue to it because of any activity of any startup.
- Q. Where a student/ faculty startup policy is pre-existing in this institute, then the institute may consider modifying their policy in spirit of these guidelines.

4. Product Ownership Rights for Technologies Developed at Institute

- A. When DDGDVC facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and the institute.
 - i. Inventors and institute could together license the product / IPR to any commercial organisation, with inventors having the primary say. License fees could be either / or a mix of
 - 1. Upfront fees or one-time technology transfer fees
 - 2. Royalty as a percentage of sale-price
 - 3. Shares in the company licensing the product
 - ii. DDGDVC will not hold the equity as per the current statute, so DDGDVC TBI will hold equity on their behalf.
 - i. If one or more of the inventors wish to incubate a company and license the product to this company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may there may be a revenue sharing to be mutually decided between the institute and the incubated company.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- B. On the other hand, if product/ IPR is developed by innovators not using any DDGDVC facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by 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 deem fit.
- C. If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialisation), two of the DDGDVC's alumni/ industry experts (having experience in technology commercialisation) and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. DDGDVC can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.
- D. DDGDVC IIC cell or incubation center will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If DDGDVC is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. The committee will consist of faculty who have experience and excelled in technology translation. If inventors are using their own funds or non-institute funds, then they alone should have a say in patenting.
- E. All institute's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation.
- F. Interdisciplinary research and publication on startup and entrepreneurship shall be promoted by DDGDVC.

5. Organizational Capacity, Human Resources and Incentives

- A. DDGDVC shall recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I&E culture.
 - i. Some of the relevant faculty members with prior exposure and interest shall be deputed for training to promote I&E.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- ii. To achieve better engagement of staff in entrepreneurial activities, institutional policy on career development of staff shall be developed with constant upskilling.
- B. Faculty and departments of the DDGDVC will work in coherence and cross-departmental linkages shall be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.
- C. Periodically some external subject matter experts such as guest lecturers or alumni shall be engaged for strategic advice and bringing in skills which are not available internally.
- D. Faculty and staff shall be encouraged to do courses on innovation, entrepreneurship management and venture development.
- E. In order to attract and retain right people, institute shall develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
- i. The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
- ii. The recognition of the stakeholders may include offering use of facilities and services, strategy for shared risk, as guest teachers, fellowships, associateships, etc.
- iii. A performance matrix shall be developed and used for evaluation of annual performance.

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

- A. 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, mechanisms shall be devised at the institution level.
- i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability shall be a part of the institutional entrepreneurial agenda.
- ii. Students/ staff will be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs shall innovate with focus on the market niche.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- iii. Students will be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g., design thinking, critical thinking, etc.), by inviting first-generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, bootcamps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition will be routinely organized.
- iv. To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities will be done.
 - B. The DDGDVC will link their startups and companies with wider entrepreneurial ecosystem and by providing support to students who show potential, in pre-startup phase. Connecting student entrepreneurs with real life entrepreneurs will help the students in understanding real challenges which may be faced by them while going through the innovation funnel and will increase the probability of success.
 - C. The DDGDVC will establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate an appropriate budget for its activities. IICs will guide DDGDVC in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts shall be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey
 - D. For strengthening the innovation funnel of the institute (DDGDVC), access to financing must be opened for the potential entrepreneurs.
 - i. Networking events shall be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
 - ii. Provision of business incubation facilities: premises at subsidised cost. Laboratories, research facilities, IT services, training, mentoring, etc. should be accessible to the new startups.
 - iii. A culture needs to be promoted 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.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- E. DDGDVC shall develop a ready reckoner of Innovation Tool Kit, which must be kept on the homepage on institute's website to answer the doubts and queries of the innovators and enlisting the facilities available at the institute.

7. Norms for Faculty Startups

- A. For better coordination of the entrepreneurial activities, norms for faculty to do startups shall be created by the DDGDVC. Only those technologies shall be taken for faculty startups which originate from within the DDGDVC.
- i. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.
- ii. DDGDVC shall work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the startup activities.
- iii. Faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- B. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, they will go on sabbatical/ leave without pay/ utilize existing leave.
- C. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.
- D. In case of selection of a faculty start up by an outside national or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/ year (or even more depending upon the decision of review committee constituted by the institute) may be permitted to the faculty.
- E. Faculty must not accept gifts from the startup.
- F. Faculty must not involve research staff or other staff of the institute in activities at the startup and vice-versa.
- G. Human subject related research in startup will get clearance from ethics committee of the institution.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- A. Diversified approach shall be adopted to produce desirable learning outcomes, which shall include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.
- i. Student clubs/ bodies/ departments must be created for organizing competitions, bootcamps, workshops, awards, etc. These bodies shall be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.
 - ii. DDGDVC shall start annual 'VAISHNAV INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute (DDGDVC).
 - iii. For creating awareness among the students, the teaching methods shall include case studies on business failure and real-life experience reports by startups.
 - iv. Tolerating and encouraging failures: Our systems are not designed for tolerating and encouraging failure. Failures need to be elaborately discussed and debated to imbibe that failure is a part of life, thus helping in reducing the social stigma associated with it. Very importantly, this shall be a part of institute's philosophy and culture.
 - v. Innovation champions should be nominated from within the students/ faculty/ staff for each department/ stream of study.
- B. Entrepreneurship education shall be imparted to students at curricular/ co-curricular/ extracurricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes shall be made available to the students.
- i. Integration of expertise of the external stakeholders shall be done in the entrepreneurship education to evolve a culture of collaboration and engagement with external environment.
 - ii. In the beginning of every academic session, institute shall conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems. Curriculum for the entrepreneurship education shall be continuously updated based on entrepreneurship research outcomes. This shall also include case studies on failures.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras

Chennai – 600 106

- iii. Industry linkages shall be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.
 - iv. Sensitization of students shall be done for their understanding on expected learning outcomes.
 - v. Student innovators, startups, and experts must be engaged in the dialogue process while developing the strategy so that it becomes need-based.
 - vi. Customized teaching and training materials shall be developed for startups.
 - vii. It must be noted that not everyone can become an entrepreneur. The entrepreneur is a leader, who would convert an innovation successfully into a product, others may join the leader and work for the startup. It is important to understand that entrepreneurship is about risk-taking. One must carefully evaluate whether a student is capable and willing to take risks.
- C. Pedagogical changes need to be done to ensure that a maximum number of student projects and innovations are based on real-life challenges. Learning interventions developed by DDGDVC for inculcating entrepreneurial culture shall be constantly reviewed and updated.

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

- A. Stakeholder engagement should be given prime importance in the entrepreneurial agenda by DDGDVC. DDGDVC will find potential partners, resource organizations, micro, small and medium sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.
- i. To encourage co-creation, bi-directional flow/ exchange of knowledge and people shall be ensured between institutes such as incubators, science parks, etc.
 - ii. Institute shall organize networking events for better engagement of collaborators and shall open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration, lectures, etc.
 - iii. Mechanism shall be developed by the institute to capitalize on the knowledge gained through these collaborations.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras
Chennai – 600 106

- iv. DDGDVC shall ensure that events don't become an end goal. First focus of the TBI shall be to create successful ventures.
 - B. The institute shall develop policy and guidelines for forming and managing relationships with external stakeholders including private industries.
 - C. Knowledge exchange through collaboration and partnership shall be made a part of institutional policy and institute shall provide support mechanisms and guidance for creating, managing and coordinating these relationships.
 - i. Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty, staff and students of the institutes shall be given the opportunities to connect with their external environment.
 - ii. Connect of the institute with the external environment shall be leveraged in form of absorbing information and experience from the external ecosystem into the institute's environment.
 - iii. Single Point of Contact (SPOC) mechanism shall be created in the institute (DDGDVC) for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.
 - iv. Mechanisms shall be devised by the institutions to ensure maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators.
 - v. Knowledge management shall be done by the institute through the development of an innovative knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment

- A. Impact assessment of DDGDVC's entrepreneurial initiatives such as pre-incubation, incubation, and entrepreneurship education shall be performed regularly using well-defined evaluation parameters.
 - i. Monitoring and evaluation of knowledge exchange initiatives and engagement of all departments and faculty in entrepreneurial teaching and learning shall be assessed.
 - ii. Number of startups created, support system provided at the institutional level and satisfaction of participants, new business relationships created by the institutes should be recorded and used for impact assessment.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras
Chennai – 600 106

- iii. Impact shall also be measured for the support system provided by the institute to the student entrepreneurs, faculty and staff for pre-incubation, incubation, IPR protection, industry linkages, exposure to the entrepreneurial ecosystem, etc.
- B. Formulation of strategy and impact assessment shall go hand in hand. The information on impact of the activities shall be actively used while developing and reviewing the entrepreneurial strategy.
- C. Impact assessment for measuring the success shall be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model is critical. COMMERCIAL success is the ONLY measure in long run.

11. DISPUTE

11.1 Violation.

Breach of the necessities of this policy shall be dealt with under the normal procedures of the college and in accord with the pertinent provisions of laws and regulations as prescribed by the Governing Council of the College.

11.2 Dispute Resolution.

- A. Any internal disputes or questions of clarification arising under this Policy must in the first instance be referred to IIC.
- B. If the matter cannot be set by the IIC within their horizon of operation, then the dispute or question of interpretation must be referred to the I & E committee for arbitration. In case of IPR-related disputes, IPR Cell will be consulted.
- C. If the matter cannot be resolved by the I & E committee, it may decide to refer the matter to the Chairperson of Governing Council, who will have a final say on the matter of dispute.
- D. It's the sole discretion of the Chairman of Governing Council to refer the matter to an independent committee for arbitration as the final arbiter of any disputed issues or for the final decision.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)**

Reaccredited by NAAC with A++ Grade

College with Potential for Excellence

Linguistic Minority Institution, Affiliated to University of Madras
Chennai – 600 106

AMENDMENT:

This policy is as per the MHRD's National Innovation and Startup policy 2019 for students and faculty members and Tamil Nadu Government startup policy 2018-23. This policy is subject to the review once in 3 years. Yet, minor amendments can be done as and when required and whenever policy changes are introduced in the central and state government startup policies. The college is permitted to make suitable amendments from time to time in the policy and introduce new changes as and when found necessary.

End of Document