



Jaipuria Noida Campus INNOVATION AND START UP POLICY

FOR “STUDENTS AND FACULTY MEMBERS”

**(Aligned with National Innovation
and Start-up policy-2019)**

**JAIPURIA INSTITUTE OF
MANAGEMENT,
NOIDA**

A-32, opposite IBM, Sector 62, Noida, Uttar Pradesh 201309



About JAIPURIA Institute of Management Noida

Jaipuria Institute of Management Noida was established in 2004 by the Jaipuria group the second in the series of four campus starting with Lucknow in 1995. Indore & Jaipur Campus were set up in 2010 and 2006, respectively. The Noida campus has gone from strength to strength since its establishment and boasts of a 5 acre campus in Noida with a sanctioned strength of 360 student intake for PGDM in General (180 students), Marketing (120 Students) and Service Marketing (50 students) recognized by AICTE. All programs at Noida are recognized by Association of Indian Universities as equivalent to MBA and accredited by National Board of Accreditation (NBA). Jaipuria Noida is 'A' grade institution as accredited by NAAC, an autonomous body under University Grant Commissions (UGC). Latest ranking by National Institute of Ranking Framework (NIRF) 2020, Ministry of Human Resource Development ranks Jaipuria Noida as 69 among all B schools in the country,

Vision:

To be an educational institution of choice for all stakeholders which promotes human well-being through continuous learning

Mission:

To provide learner-centric education that focuses on developing learners as competent, ethical, and socially conscious management professionals through continuous improvement in the quality of teaching-learning process and research.

JAIPURIA INNOVATION and STARTUP Policy for Students and Faculty

The JAIPURIA Innovation and Startup Policy for students and faculty members of JAIPURIA, Noida will enable the institute to actively engage students, faculty members and members of staff in innovation and entrepreneurship related activities. This framework will also facilitate in bringing clarity in JAIPURIA Startup policy, involvement of stakeholders, support and performance parameters thus enabling creation of a robust innovation and Startup ecosystem in the institute. This document states Startups Enabling Institutional Infrastructure, practices for nurturing innovations and startups. It also elaborates Innovation Pipeline and Pathways for Entrepreneurs at Institute Level, Pedagogy and Learning Interventions for Entrepreneurship Development Collaboration. Institute participation in co-creation, Business Relationships and Knowledge Exchange is also discussed at sufficient length, issue of Entrepreneurial Impact Assessment is also addressed in this policy along with the mention of annual felicitation to motivate the students to opt entrepreneurship as a carrier option and to felicitate their proud parents.

This policy also addresses the IPR policy of JAIPURIA Noida, which mentions all the issues related to IP and Product Ownership Rights for Technologies Developed at Institute Organizational Capacity and Start Up policy of JAIPURIA Noida which accounts and organize all the efforts being done by the institute for promoting and nurturing innovation and entrepreneurship.

1. Strategies for Governance

1. Specific objectives and associated performance indicators shall be defined by Jaipuria Institute of Management, Noida, hereafter it will be read as JIM Noida.
2. The entrepreneurial agenda shall be the responsibility of a senior person at the level of dean/ director/ equivalent position to bring in required commitment and must be well understood by the higher authorities.
3. Resource mobilization plan
4. Minimum 1% fund of the total annual budget of the institution should be allocated for funding and supporting innovation and startups related activities through creation of separate 'Innovation fund'
5. Raising funds from diverse sources to reduce dependency on the public funding
6. Institute may also raise funding through sponsorships and donations. For technology based start-ups funds can be brought through CSR from private and corporate sector.
7. Removal of hierarchical barriers. Individual ownership and initiatives to be promoted.
8. Programs such as conferences, convocations, workshops, etc. to be organized for institutional awareness.
9. Development of entrepreneurship culture.
10. Involvement of outsiders and supporting them through the incubation center infrastructure of JIM, Noida.
11. Development of strategic international partnerships.

2. Startups Enabling Institutional Infrastructure

1. JIM, Noida will create facilities within its institution campus for supporting pre-incubation and Incubation/ acceleration by mobilizing resources from internal and external sources.
2. JIM, Noida may offer mentoring and other relevant services through Pre-incubation/Incubation

units in-return for fees, equity sharing and (or) zero payment basis.

3. Proposal for the establishment of Technology Business Incubator (TBI) sponsored by the Department of Science and Technology at Jaipuria Institute (JAIPURIA), Noida.

TBI's Objectives

1. To identify potential entrepreneurs from the student community, alumni, faculty, and others in the region and to encourage them to set up start-up companies within the TBI located in JAIPURIA campus.
2. To identify potential entrepreneurs who are tenants in other incubators and incubate them in a partnership mode using a virtual model and vice versa.
3. To provide a managed workspace with low-cost office facilities, business, and professional services necessary for nurturing and supporting early-stage growth of technologies and technology-based enterprises.
4. To provide grants available through DST/MSME/Niti Ayog/ State Government and other sources to assist start-ups at critical stages of the enterprise.
5. To provide various forms of business planning and managerial advice, finance, and accounting. access to business networks, legal services, and other value addition to the business.
6. To take equity positions in selected start-ups with the aim of supporting them with the JAIPURIA brand, and exiting in a time-bound, manner once the start-up is established
7. To generate sustainable income for the incubator and wealth creation for JAIPURIA and country.
8. To generate quality research in entrepreneurship that generates insights that can be used to develop entrepreneurs.

Technology Thrust Area for TBI

Considering the industrial milieu of the region, the academic strength of the institution, the local government support to knowledge industries, and Noida as a preferred destination for IT companies, 'Information and Communication Technologies' has been identified as the focus area. However other technologies may also be considered. The ICT focus would be complemented by the presence of a strong data analytics faculty pool and start of the art lab at the campus.

3. Nurturing Innovations and Start ups

1. JIM, Noida is expected to work exhaustively to establish processes and mechanisms for easy

creation and nurturing of Startups/enterprises by students (PG, Ph.D.), faculty, alumni, staff, and outsiders.

2. JIM Noida's responsibility while defining process shall be.
 - a. Incubation support
 - b. Allow licensing of IPR from institute to start up
 - c. Allow setting up a startup (including social startups) and working part-time for the startups while studying / working.
 - d. Students' entrepreneurs should 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. JIM, Noida should allow their students to take a semester/year break to work on their startups and re-join academics to complete the course.
 - f. JIM, Noida should 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.
 - g. JIM, Noida can start a part-time/full time MS/ MBA/ PGDM (Innovation, entrepreneurship, and venture development) program where one can get degree while incubating and nurturing a startup company.
3. JIM Noida shall 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:
 - a. Short-term/ six-month/ one-year part-time entrepreneurship training.
 - b. Mentorship support on regular basis.
 - c. In return of the services and facilities, JIM Noida 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.
 - d. JIM Noida can extend this startup facility to alumni of the institute as well as outsiders.
4. JIM Noida may update/change/revise performance evaluation policies for faculty and staff as stated above.
5. JIM Noida shall make sure that at no stage any liability accrues to it because of any activity of any startup.

3.1 Integrating Start-up policy with Academic Policy

1. Student can take a trimester/year break and shall be allowed to complete in next academic session after the approval from chairperson E-cell.
2. In case student wants to appear in exams without attending minimum classes; He/She shall be permitted to do so up to a year based on the progress report duly examined by review committee.
3. For internal component of the mark's student shall be allowed to appear in quizzes during the course/exclusively whichever brings ease at his/her end. Such students shall be exempted from submitting assignments and project. Hence, only quiz and end term exam marks shall make a composition of 100 marks for evaluating the student with 70% end-term exam marks and 30% quiz marks.
4. Review committee shall be composed of Director (chairperson of the committee), All Deans, Area Chairs, Program Director (s), President of Alumni Committee, and Chairperson Entrepreneurship cell. Above 60% availability of the members would be sufficient to complete the quorum.
5. Students benefited from the relaxations in start-up policy shall be asked to submit their entire work progress report to chairperson E-cell before their completion of the MBA/PGDM course.
6. Encourage faculty research to culminate in Start Ups. Research IPR to be registered and commercialized.
7. Faculty making in efforts in this direction to be allowed one day off in a week to work on their Start Up as per NISP policy.

4. IP and Product Ownership Rights for Technologies Developed at JIM Noida

- 1) JIM Noida's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation.
- 2) Interdisciplinary research and publication on startup and entrepreneurship through various platforms like case studies, conference papers, journal papers, and project reports shall be emphasized and promoted by JIM Noida.
- 3) Students will be educated and also updated on filing of copyright and trademarks as well as process patents

5. Organizational Capacity, Human Resources, and Incentives

- 1) JIM Noida shall recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behavior, and attitude.
- 2) Faculty and departments of JIM Noida must work in coherence and cross-departmental linkages should be strengthened through shared faculty.
- 3) Periodically some external subject matter experts such as guest lecturers or alumni shall be engaged for strategic advice at the institute.
- 4) Incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities; therefore, at JIM Noida following may be included in this regard.
 - a. The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.
 - b. A performance matrix should be developed and used for evaluation of annual performance.

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

1. JIM Noida shall link its startups and companies with wider entrepreneurial ecosystem and by providing support to students who show potential, in pre-startup phase.
2. JIM Noida shall establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities.
3. Networking events must be organized at JIM Noida to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
4. At JIM Noida, a culture needs to be promoted to understand that money is not FREE and is risk capital.
5. JIM Noida 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 at JIM Noida

- 1) 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.
- 2) Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.
- 3) Faculty must not accept gifts from the startup.

- 4) Faculty must not involve research staff or other staff of institute in activities at the startup
- 5) Human subject related research in startup should get clearance from ethics committee of JIM Noida.
6. There will be an effort to pair up faculty with students for creating Start Ups and atleast one faculty and student team wit Start Up would be targeted in the next three years

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- 1) Student clubs/ bodies/ departments must be created for organizing competitions, boot camps, workshops, awards, etc.
- 2) JIM Noida may start annual 'INNOVATION & ENTREPRENEURSHIP AWARD'.
- 3) JIM Noida shall adopt a policy of tolerating and encouraging failures for long-term success.
- 4) Entrepreneurship education should be imparted to students at curricular/ co-curricular/ extracurricular Level.
- 5) Pedagogical changes need to be done to ensure that maximum number of student projects and innovations are based around real life challenges.

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

- 1) JIM Noida must take care to ensure that events DON'T BECOME an end goal. First focus of the incubator should be to create successful ventures.
- 2) JIM Noida should develop a policy and guidelines for forming and managing the relationships with external stakeholders including private industries.
- 3) Knowledge exchange through collaboration and partnership should be made a part of institutional Policy.
- 4) Through formal and informal mechanisms such as internships, teaching and research exchange Program faculty, staff and students of JIM Noida shall be given the opportunities to connect with their external environment.
- 5) Single Point of Contact (SPOC) mechanism should be created at JIM Noida.
- 6) Knowledge management should be done by the institute through Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment at JIM Noida

- 1) Performance Matrix

- a) Incubation center shall be able to fetch funding of 1 Crore from industry and alumni network in the 2-years of NISP implementation.
 - b) At least 10 business ideas shall be completely supported by institute's infrastructure in each PGDM batch within two years
 - c) At least one faculty Start Up within three years.
 - d) The institute will aim to identify and nurture up to three start ups as a role model for other students to emulate
 - e) A minimum of 2-patents must be filed by start-ups in association with the institution from each PGDM batch within three years.
 - f) A cultural shift must be visible with start-up eco-system in the campus which shall be measured with interested students' participation in organizing boot camps with successful personalities, involvement of students in live projects based on socio-technological aspects, attending institutional and corporate conferences, and celebrating E-week in campus.
 - g) The incubation center shall become independent of institutional funding in next 5-years.
- 2) Monitoring and evaluation of knowledge exchange initiatives.
 - 3) Number of startups created, support system provided at the institutional level and satisfaction of Participants.
 - 4) Impact should also be measured for the support system provided by the institute to the student entrepreneurs.
 - 5) Formulation of strategy and impact assessment should go hand in hand.
 - 6) Impact assessment for measuring the success should be in terms of sustainable social, financial, and technological impact in the market.

11. Policy Formulation

This policy has been reviewed and recommended by the committee constituted by Director Jaipuria Noida under the NISP guidelines of Ministry of Education. The committee consisting of Five members - Prof. Nikhil Agarwal (CEO First IIT Kanpur), Shri Suresh Vedula (Head NBU, Google India), Prof. Sandeep Gupta (Founder SLC, Himalyas), Dr. Deepak Pandit (NISP nominated faculty & Chair) and Dr. Ankur Chauhan (Faculty) has deliberated the same.

Appendix 1: Performance Indicators of Incubation Center

Inputs	Activities	Throughput	Output
Entrepreneurship Faculty Pool consisting of Full Time, Adjunct faculty and Practice Faculty	•No and types of Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc.	•No/% of Student & faculty mass exposed to awareness/orientation building programs &	Nos/% of student & faculty mass with entrepreneurship Orientation, Increment/year
Support Staff in terms of RA & TA to support the faculty pool	•No of workshops, awareness, market out reach events, orientation, advocacy meetings etc.	•No/% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc. & Increment/year	Nos/% of Student & faculty motivated to start any entrepreneurial activity & Increment
Number of Entrepreneurs and Executives in Residence	•No of networking event (Intra and Inter-institutional, enablers, stakeholders) organized	•No of beneficiaries accessing the infrastructure & facilities per day, month & Increment	No of IPR/Innovations developed for commercialization & Increment/year
Number of Outside Start Ups invited to use Campus facilities	•No of skill and competency development training programs/FDPs/EDPs organised	•No of innovators identified; No of awarded/recognized; No of Supported, & Increment	No of Student/Early Stage Start-ups formed & Increment/year
Physical Infrastructure in terms of analytics labs , discussion rooms , co working spaces	•No of research studies related to Entrepreneurship conducted	•No of Student projects turns to (commercialize) Innovations	No/% of In-house Expert Capacity available for Advisory Services & Increment/year
•Amount of total budget/year spend against total institution revenue for start-up	•No of convergence and leverage with schemes/programs offered by major enablers	•No of IPR based product/services generated and registration filed	% of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs
•Budget allocation and Spend ratio for the start-up mandate in institute	•No of national and regional award and campus Hackathon like events organised	•No/% of in-house trained professional developed for advisory services & Increment	Network Established with connecting multiple stakeholders & Ecosystem Enablers
Selection of Students with mandate for creating Start Ups incentivized by Institution at entry level	•Incentivising Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc.	•No of Research Studies on Entrepreneurship published	Number of Students getting Intrapreneurial Profiles in companies & incremental profiles over last year
		•No of Regional, National and International linkages established for the start-up & innovation	•No of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell
		•No/% of Representatives of experts & entrepreneurial students across Departments & Disciplines.	•No of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell

Appendix 2: Process Mapping of Incubation Center

