

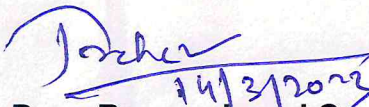


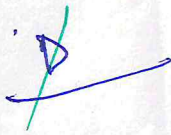
Dr B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY, JALANDHAR
G T Road Bye Pass, Jalandhar-144027, Punjab (India)

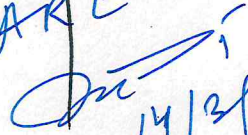
Subject: NITJ Innovation and Start-up Policy- 2023 – Regarding.

Please find attached herewith NITJ Innovation and Start-up Policy – 2023 for the approval in the upcoming BoG meeting.

Regards,


14/3/2023
Dean Research and Consultancy

 Approved as prepared
14/3/23

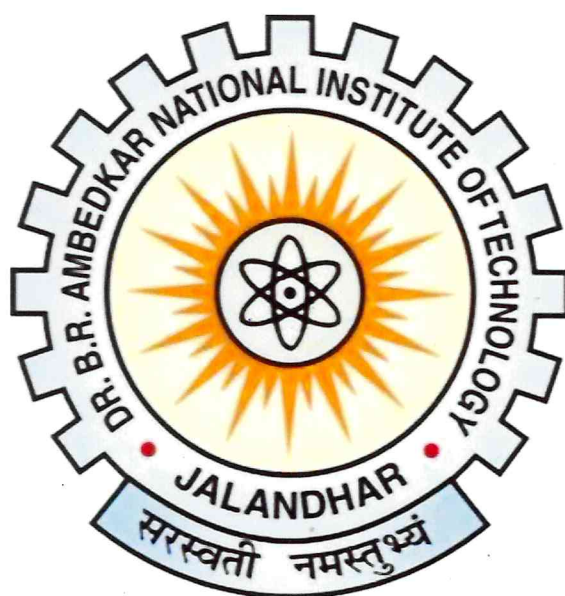
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14/3/23

Sh. Amarjit

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14/3/23

NITJ Innovation and Startup Policy-2023

Aligned with National Innovation and Startup Policy




**Dr B R Ambedkar National Institute of Technology
Jalandhar- India**

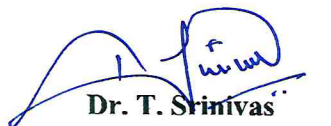


डॉ. बी. आर. अम्बेडकर राष्ट्रीय प्रौद्योगिकी संस्थान
Dr B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY, JALANDHAR
जी टी रोड बाई पास, जालंधर – 144011, पंजाब
G T Road Bye Pass, Jalandhar-144011, Punjab (India)

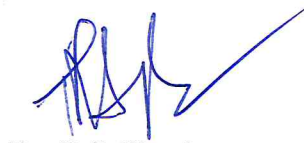
Subject: Revised Policy to enhance the Start-up and IPR in the Institute

A revised Policy framework to enhance the Start-up and IPR in the Institute is appended in Annexures A and B, respectively. It may be noted that while preparing the revised policy, policies of various IITs have been referred. This policy is aligned as per the National Innovation and Startup Policy of Ministry of Education, Government of India, New Delhi.



Dr. B.S. Saini
President – IIC


Dr. T. Srinivas
Vice President – IIC


Dr. Ajay Gupta
Convenor – IIC


Dr. R.S. Bharj
Co-ordinator
Start-up Activity IIC


Dr. K. Senthil
Member
Start-up Activity IIC


Dr. Sukhwinder Singh
Member
Start-up Activity IIC


Dr J N Chakraborty
Dean (Research & Consultancy)

Director
(Prof. Binod Kumar Kanaujia)

NITJ Innovation and Startup Policy-2023

Aligned with National Innovation and Startup Policy



**Dr B R Ambedkar National Institute of Technology
Jalandhar- India**



Content

Section I: Abstract

Section II: Definitions for this policy framework

Section III: Guidelines for business incubation and/or involvement of NITJ Researcher with startups

- *Association of NITJ Researcher with a Startup*
- *Startups eligible under this Policy*
- *Guidelines for being associated with a Startup*
- *Licensing of intellectual property (IP) generated at NITJ*
- *Conflict of Interest*
- *Resolution of Disputes*
- *Incubation at NITJ TBI*
- *Implementation*

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Dr B R Ambedkar National Institute of Technology Jalandhar

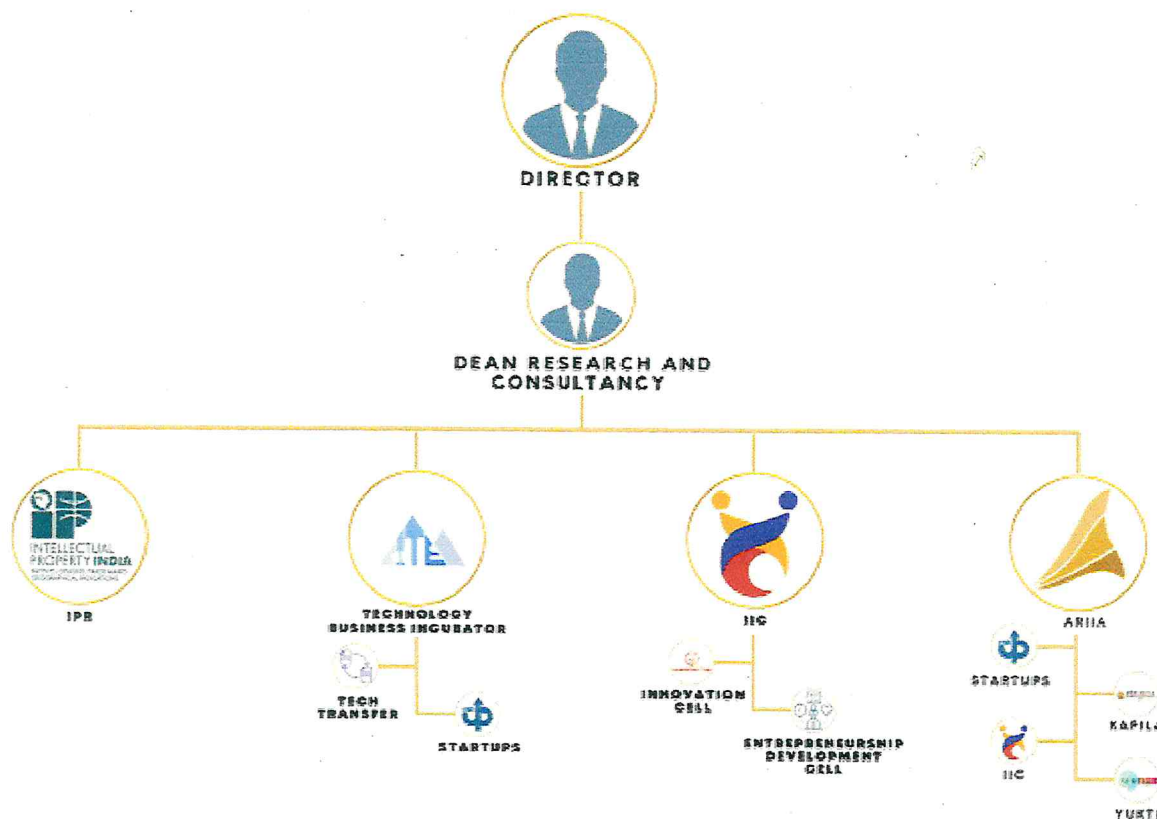
Startup Policy 2023

Section I: Abstract

National Institute of Technology Jalandhar being an engineering college has always pioneered for its students to have inter disciplinary knowledge, develop technical human resource of excellence suitable for global requirements, ensure good quality academic and industrial research programs in different areas of engineering and technology and generate industry-institute synergy for shaping technical education to meet the requirement of industry. To walk the path that it has defined for itself, the institute has established various branches under cells and hobby clubs which catalyze innovation and entrepreneurship amongst its students. To pursue national initiative for Design Innovation by Ministry of Education, NIT Jalandhar took an initiative by creating Innovation Club in order to promote and give nourishment to new ideas as well as recycling the existing ones in order to make our daily life easy. Similarly, more cells and clubs such as Entrepreneurship Development Cell, Science and technology Innovation Hub, SPIC MACAY Club, etc, have been established by the host institute. The campus also has an Institute's Innovation Council, Central Workshop, an Institute Instrumentation Centre, Computer Centre and Training and Placement Cell. All these cells and clubs come under the umbrella of the Institute's Innovation Council which is highly devoted towards aligning innovation and entrepreneurship amongst the students in the campus.

To keep this flame burning, NITJ with the support of DST (Department of Science and Technology) established the NITJ Technology Business Incubator, in 2016 as a society under the Societies Registration Act of 1860. Since its inception the TBI has been focused towards creating a vibrant startup culture in the whole of Punjab while focusing on product development in the campus mentored under the faculty of NITJ and other stakeholders.

The organization structure at NITJ is as follows:



In this context, as the most important move, the Institute has set up a facilitating ecosystem to promote entrepreneurship. The various initiatives included:

1. Allocation of minimum of 1% fund of the total annual budget of NIT Jalandhar for funding and supporting innovation and startups related activities through creation of a separate 'IE Fund'.
2. Creation of pre-incubation and incubation facilities for nurturing innovations and startups at NITJ is already in place and with a defined roadmap.
3. Encouraging students to undertake LIVE projects (Likeable, Innovative, Viable, and Entrepreneurial Activities) to support grassroots innovation on the campus and as final year projects by students.
4. Providing an academic understanding of entrepreneurship through courses in the institute
5. Setting up a Technology Business Incubator (TBI), in 2016, to provide 'Start to scale' support for technology based entrepreneurship and facilitate the conversion of research activity into entrepreneurial ventures.
6. Setting up Centres of Excellence in various areas, providing translational research initiatives, product development, testing and research infrastructure labs and funding resources for the students to experiment with innovation, and participate in national/ international technology

2



- competitions.
7. Establishing a large network of institute, industry, alumni and government funding bodies, both national and international.
 8. Organising student driven technology-based festivals and exhibitions showcasing research and innovation activities and outputs.
 9. Setting up various initiatives in the campus to create a thriving ecosystem for innovation, translation and deployment.
 10. Establishment of Startup Suvidha Kendra to facilitate new startups.
 11. Establishment of TASK (Tinkering and Startup Knowledge) lab to help startups.

The institute set up a startup policy for NITJ Researchers early on, to permit various activities under its broad framework. Significant progress has been made at the institute in developing and deploying its technologies and promotion of entrepreneurship. Various activities are ongoing under the existing framework.

Aligning with the National Innovation and Entrepreneurship Policy (NISP) of the Government of India which was set up in 2019 and as per its provisions, higher educational institutes (HEIs) are to align their policies with the given framework. In view of this, the current policy document is drafted below and provides a framework of terms to start/co-found a company by an NITJ Researcher along with the rules and norms set by NITJ for this activity. The document adds to the existing policy with provisions under the broad framework of NISP.

This policy document is intended to promote, encourage and enable entrepreneurship whilst providing a framework for supporting innovators and entrepreneurs in the institute.

Section II: Definitions for this policy framework

Activity means co-founding a Company along with or without other NITJ Researchers or with a non NITJ founder or providing advisory consultancy to a Startup Equity Share reflects the ownership in the issuing company where each equity holder is a fractional owner of the issuing company.

NITJ or Institute shall mean Dr B R Ambedkar National Institute of Technology Jalandhar.

NITJ Researcher shall mean Regular/full time faculty member, other part time faculty member on roll of NITJ, Institute postdoctoral researcher, staff on duty, research scholars and other students studying in NITJ and other researchers (such as interns or external students guided by NITJ faculty member) associated with NITJ in a formal manner.

DRC means Dean (Research & Consultancy), the coordinating unit to manage IP protection and technology licensing activities at NITJ.



Non-Executive position means a person in this post who is not in employment of a company and who is not paid salary by the company.

Regular/Full time Faculty member is a faculty member appointed by the Institute and approved for taking up activities under this policy.

Startup means and include

- a. A start-up/new company registered in India
- b. Defined as per the provisions of the NISP document / Gazette notification therein
- c. Incubated inside or outside of the NITJ TBI
- d. A company with which an NITJ Researcher is associated
- e. Any other with the permission of the institute authority.

Startup policy shall mean this document and any revisions, modifications made therein and approved from time to time.

NITJ TBI the technology business incubator (TBI) at NITJ, which provides 'Start to scale' support for technology based entrepreneurship and facilitates the conversion of research activity into entrepreneurial ventures.

Type of Compensation means holding equity by the NITJ Researcher in the Startup for any Activity.

Section III: Guidelines for business incubation and/or involvement of NITJ Researcher with startups

1. Association of NITJ Researcher with a Startup

An NITJ Researcher is permitted to start or co-found a company and related matters and hold equity in the same subject to completing procedural formalities prescribed by the Institute, as given.

The NITJ Researcher may be associated with a Startup in two main modes.

- a. Be a co-founder of the startup and use the research outcome/intellectual property generated by him/her in the Institute
- b. Provide advisory consultancy/mentorship to a startup in their core domain of expertise.

2. Startups eligible under this Policy

- a. Startups jointly owned/cofounded by NITJ Researchers with/without outsiders and submitted for incubation in NITJ TBI



- b. Startups owned jointly/cofounded by NITJ Researchers with/without outsiders and started outside of NITJ TBI.
- c. Startups that pursue businesses that are a direct result of the research and development activities at NITJ.
- d. Startups pursuing commercialisation in technology domains.
- e. Startup that does not compete or conflict with the core activities of the institute.
- f. Other such class of Startups that are not covered by the above will be taken up on a case by-case basis.

3. Guidelines for being associated with a Startup

- a. Only Regular/Full time faculty members of NITJ are allowed to provide advisory consultancy/mentorship in a Startup in lieu of holding equity. Any other faculty members associated with NITJ should consult the Institute before taking up such an assignment.
- b. A Regular/Full time faculty member is expected not to spend more than permitted time as per Institute rules, in the Startup either as a Cofounder/Director or in advisory consultative/mentorship role. His/her involvement in the Startup should not compromise with their existing academic, research and administrative duties. In view of this a Regular faculty member is not permitted to be the sole owner of a Startup.
- c. It is expected that an NITJ Researcher starting a company as a founder will find a cofounder within a reasonable time of establishing the company. In case the NITJ Researcher wishes to hold an executive or managerial position in a Startup, then he/she will go on appropriate leave (sabbatical) as per Institute rules.
- d. Subject to all due diligence assessment and clearance, the Institute may permit the NITJ Researcher to be associated with the startup as per the provisions of this clause. The details of appropriate permissions for specific NITJ Researcher (such as a student, post-doctoral researcher, project staff, etc.) will be given in the implementation guidelines.
- e. In return for the NITJ Researcher being associated with a Startup and using their time, expertise, knowhow, consulting, etc. NITJ may take a nominal fee from the Startup either as a percentage equity holding and/or as a percentage of its annual turnover for a fixed period. Such charges will be as per approved prevailing policy of NITJ.
- f. Any use of specific research/infrastructure facilities of NITJ by the Startup will be based on charges approved for the same.



g. Every NITJ Researcher wishing to be part of a Startup will have to submit a declaration with disclosure of all relevant information to the Institute as per the procedure laid out and revised from time to time.

h. NITJ Researchers are allowed to use their research outputs/intellectual property to seek government/other grants for prototype development, pre-incubation etc. Appropriate process will be followed to provide him/her with required clearance/no objection. However, establishing any startup thereafter or otherwise will be as per rules and processes of NITJ.

i. The process of obtaining no objection (NOC), other relevant permissions and commercial terms will be as per implementation guidelines of the Institute, which may be revised from time to time. A sample copy of typical application form for applying for a startup is given on the last page of this policy document.

4. Licensing of intellectual property (IP) generated at NITJ

a. The intellectual property (IP) ownership and licensing of technologies developed at NITJ will be as per approved prevailing IPR policy of NITJ.

b. In addition to being associated with a Startup in the form of a co-founder, an NITJ Researcher may wish to use the outcome of his/her research and development efforts, and IP in the Startup. This may be permitted by providing an appropriate license by NITJ to the Startup as per prevailing policies.

c. IP generated at NITJ with use of significant resources of the Institute belongs to the Institute, as per the approved prevailing policy. This will facilitate the licensing process especially when there is more than one inventor involved and after graduation of student inventors.

d. An NITJ Researcher wishing to license a technology IP generated at the institute will need to fill a form giving all details of the technology, its status, funding source, terms and conditions governing the same, etc.

e. Based on an internal due diligence and feedback, an in-principle no objection will be provided to the NITJ Researcher to use the technology in their Startup for commercial activities.

f. In return for such licensing, a fee may be charged by the Institute which may include an upfront fee and/or royalty as a percentage of annual sales or as a percentage equity holding. The details will be finalized over a specified period based on the commercialisation/deployment model, market potential, etc. within a defined period. In case of Startups in the NITJ TBI, this may be finalized latest at the time of graduating.



g. The preferred mode will be a non-exclusive license, however, if a researcher wishes to receive an exclusive license, this may be permitted subject to a consent of all the inventors/owners as applicable, associated with such technology.

5. Conflict of Interest

All NITJ Researchers shall be bound by the conflict of interest related policy/guidelines of NITJ as applicable from time to time.

6. Resolution of Disputes

Any dispute will be resolved by mutual discussion with Dean (R&C) and if required, a committee (including at least one member from startup activity of IIC excluding Ex-Officio) may be set up to review the same for a resolution. Recommendation of the committee will be made to the Director and the decision of the Director will be final and binding.

7. Incubation at NITJ TBI

NITJ TBI provides a platform to support technology-based startups; with Director NITJ being the chairperson of its Board.

a. NITJ TBI offers start-to-scale support under its pre-incubation and incubation programs to technology-based startups.

b. In lieu of incubation support and services to be provided by NITJ TBI, the TBI supported entities will be subject to 5% of the equity.

c. Tenure in NITJ TBI will be upto 24 months. Additional six months of extension will be given based on the recommendation of the startup selection committee.

d. NITJ TBI supports startups through:

- Mentoring, Training, workshop on various aspects of business, product development.
- Facilitates connections with Industry, Investors, Mentors, through it ecosystem network
- Access to funding

7.1 Incubation process and steps

To boost entrepreneurship and innovation on the campus, NIT Jalandhar, initiated a compulsory 1 semester entrepreneurship course with diversified approach in teaching and learning pedagogy including cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery. Experts from industry, mentors from different areas of business



and enterprise are a part of resource person team of this program which goes in the first semester of the B.Tech and M.Tech. This program has adopted blended learning mode of pedagogy which consists of project and problem-based learning with live examples and practical knowledge for the learning journey of an aspirant entrepreneur as shown in the figure below.

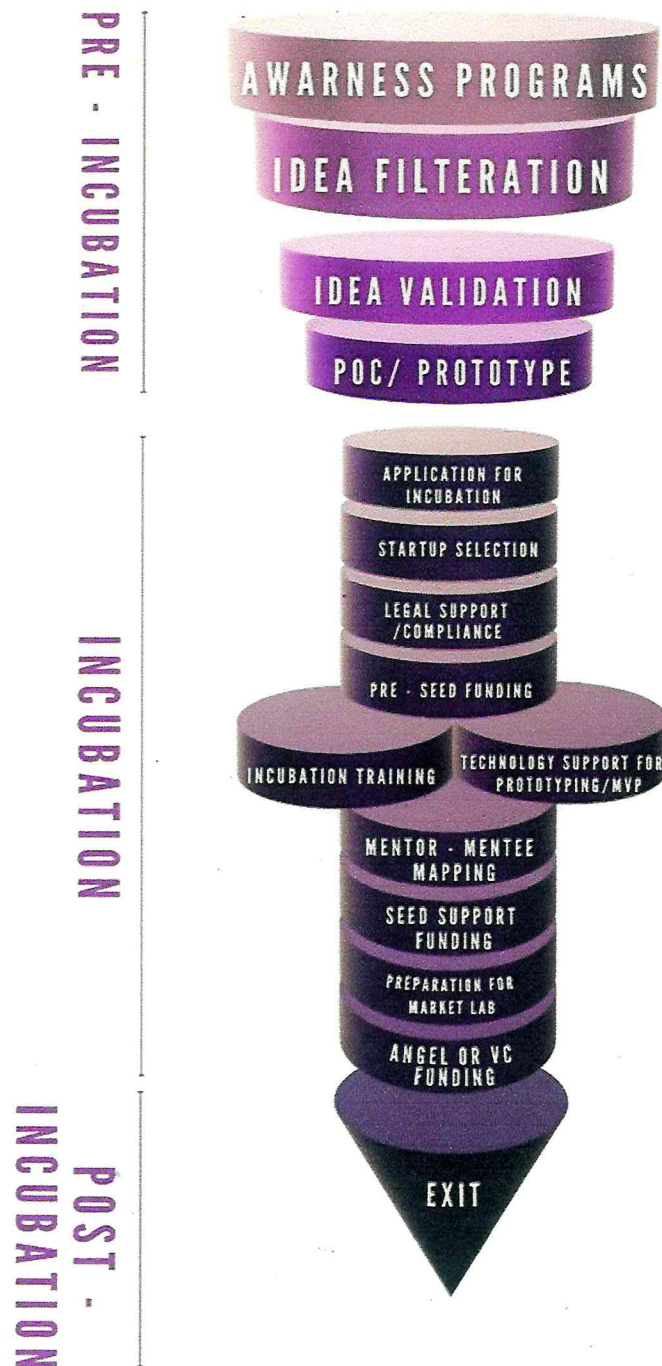


Figure showing the step wise journey of a student in NIT Jalandhar in the context of innovation and entrepreneurship

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Stepwise process for Incubation

- 1) Participate in the Idea Hackathon conducted by Yukti Team at NIT Jalandhar
- 2) If your idea gets selected for the second round, you have to present your idea before a panel.
- 3) A few selected ideas will be recommended by the panel for "pre incubation"
- 4) During Pre-incubation, you have to create a working "prototype" and present it to the TBI along with the sample "pitch".
- 5) Roughly, the pre-incubation phase is six months' duration.
- 6) After the pre-incubation, you apply at the TBI for Incubation. Please refer to Annexure for Startup Application Form.
- 7) Prerequisite for Incubation is a working prototype, a core team and a ready "pitch"
- 8) A panel of internal startup selection will go through your application. A few selected startups will be asked to present their pitch before the External startup selection committee.
- 9) Based on the recommendations of the external committee, the idea will be given "incubation" at NIT Jalandhar.
- 10) Company registration is not a mandate for incubation, but a prototype is a must.
- 11) The incubation is for 24 months.
- 12) Here are the things one is required to do within 6 months of incubation
 - a. Company registration
 - b. DPIIT registration
 - c. Minimum viable product
- 13) The founder needs to file IPR and other protective measures to protect the product from getting copied
- 14) Next 1.5 years is spent in doing the following activities
 - a. Pilot project
 - b. Final product
 - c. Funding for market launch
- 15) After the market launch, the company graduates

N.B. People with prototype can directly apply for incubation without following the steps from 1 to 7.

8. Implementation:

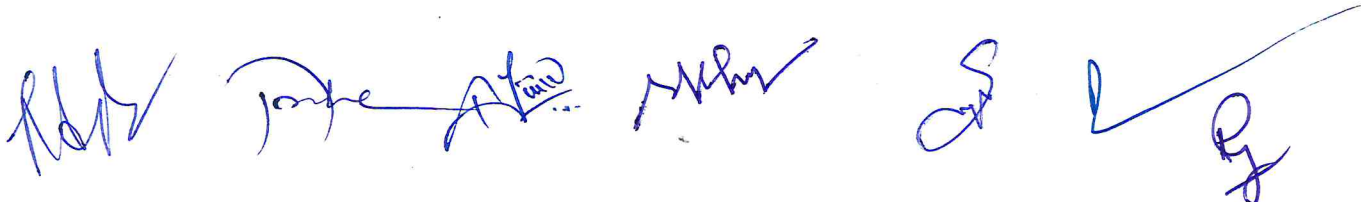
The implementation of the provisions of the NITJ Startup policy will be made through appropriate documentation and approvals, within the framework of the National Innovation and Startup Policy (NISP) of the Government of India.



- Any modifications of the framework may be possible, within the overall objective of promoting and facilitating innovation and entrepreneurship.
- The policy will be reviewed as and when required. The review committee will amend any changes as deemed fit.
- Any items not covered above will be addressed on a case-to-case basis keeping in mind the overall objective of promoting and facilitating innovation and entrepreneurship.

Startup Details

1. Name of the Startup*
2. Founder's name
3. Founder's Email Id
4. Contact Number
5. Stage of the Idea
6. Brief Description of the Idea
7. What is the novelty in the idea?
8. Is a prototype ready?
9. Stage of the product (in terms of TRL)
10. Who is the idea's Target Audience?
11. Have you filled an IPR for this?
12. If NO, is there a scope of IPR. Elaborate
13. If yes, fill the details of IPR
14. Who are in your core team
15. Is your company registered?
16. Does your company have a DPIIT number?
17. Share your plan for commercialization
18. Upload team member's photos
19. Upload product photo
20. Website details, if any

A series of handwritten signatures in blue ink, likely representing the founder or team members, located at the bottom of the document.



NITJ Technology Business Incubator

Dr. B R Ambedkar National Institute of Technology, Jalandhar, Jalandhar - 144027

Application Form for the Incubates at NITJ-TBI

(Please elaborate with additional annexures wherever necessary)

1. Name(s) of the Applicant(s)

2. Date of Birth: _____

3. Nationality: _____

4. Address for Communication (Website, Email, Telephone, Fax):

5. Please indicate your status:

i) You have a novel technological idea and hope to convert it into a commercially viable product through technological support/R&D collaboration with NITJ.

Yes [] No []

ii) You hope to become a new technology entrepreneur in a few years.

Yes [] No []

iii) You own/represent a First Generation Start-up Company engaged in a technology business in which expertise/research interest exists in NITJ.

Yes [] No []

Title of your Business/Technology proposal for Incubation

6. Brief description of the Product/Services/ technology business you plan to incubate in NITJ

7. Brief description of the R&D efforts and other technological inputs you hope to resource from NITJ.

i) Please indicate names of faculty member(s) along with Dept./Centre of the Institute

ii) Please indicate role of faculty member(s)

Founder / Equity Stake / Mentor:

Yes / No

1



NITJ Technology Business Incubator

Dr. B R Ambedkar National Institute of Technology, Jalandhar, Jalandhar - 144027

- % of shareholding in the start-up, if any: _____
- If Mentor / Advisor, frequency of involvement - Daily/Weekly/Fortnightly/Monthly/ Quarterly
- Agreed Fee, if any, and terms thereof:

Faculty involved needs to give an Undertaking that the time committed for incubation shall be within 52 days as per Institute norms for consultancy except when he/she is on a longterm leave for incubation (Annexure-I)

8. Have you interacted with the concerned faculty and has the expressed consent of faculty obtained? If yes, please provide confirmation
9. Have you prepared a Business Plan (including a technology plan) for the next 3-5 years? If yes, please submit a copy.

(The Business Plan should cover, interalia, Executive summary, team members, key focus areas, market information on customers, competitors and collaborators, financial parameters such as investment plans, cash flow forecasts etc.)

Yes []

No []

10. Please indicate source of funds, nature of funds (equity/loan etc.) and broad terms and condition attached thereof.

Are you an alumnus of NITJ?

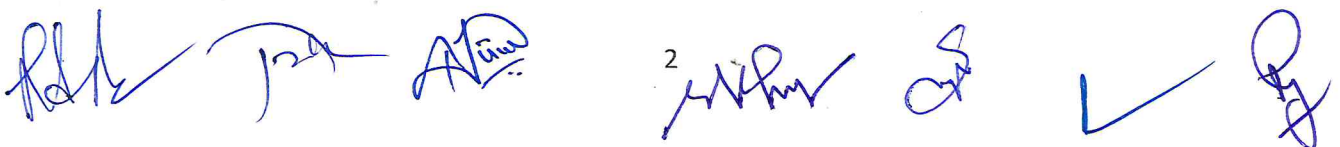
Yes []

No []

If Yes: Please indicate year / Stream / degree and other educational qualifications.

If No: Please give details of your alma-mater(s) and educational qualifications.

11. Please give a brief description of your experience and background.





NITJ Technology Business Incubator

Dr. B R Ambedkar National Institute of Technology, Jalandhar, Jalandhar - 144027

12. Profile of your Company, if already registered.

(Type of business, details on date of registration etc., membership of stock exchange if any, key personnel/associates, specific achievements etc. – Please attach documents where applicable)

13. Please give names and addresses of upto 3 referees who are acquainted with your career profession/achievement.

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NITJ Technology Business Incubator

Dr. B R Ambedkar National Institute of Technology, Jalandhar, Jalandhar - 144027

ANNEXURE - I

I, _____ (name of faculty with employee code) of _____ (Dept./Centre) is going to be engaged with _____ (name of start-up company) as _____ (Founder / Stakeholder / Mentor) and shall be holding _____ % of stake in the company.

I hereby undertake that the time committed for incubation by me shall be within 52 days per year as per Institute norms for consultancy. In case, I am required to give more than 52 days per year for the incubation, I shall take leave of the kind due for the same.

(_____)

Signature with Date

To: Dean (Research & Consultancy), NIT Jalandhar