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MES PONNANI COLLEGE: I & E POLICY

APPROVAL NOTICE

This is to announce that Innovation and Startup Policy of our college has been formulated, approved and published with effect from 14th January 2022. All the start – up and entrepreneurial activities of the stakeholders of the institution should be as per the norms mentioned in the MES PONNANI COLLEGE: I & E Policy document. All the I &E and IPR related programs and opportunities are made available in college website under the head Innovation ecosystem. A dedicated one page stop for I &E policy and other policy documents of state and central government for reference is made available under this head.

14/01/2022

Principal

Assistant Professor
in charge of the Principal
MES Ponnani College
P.O. Ponnani South - 679 586

Ponnani

MES PONNANI COLLEGE

Govt. Aided Institution | Affiliated to the University of Calicut
Estd : 1968 Recognized under UGC 2(f) & 12(B) | NAAC Re-accredited (III Cycle)
with A+ Grade (3.46 CGPA)

MES PONNANI COLLEGE
INNOVATION AND START-UP POLICY 2021

INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

iEDC
MES PONNANI COLLEGE

MES PONNANI COLLEGE INNOVATION AND START-UP POLICY

VISION

- To nurture and nourish the innovative and entrepreneurial aptitude and talents of the stake holders across the institute and to develop high end technical human resource pool

MISSION

- Establish vibrant and dynamic student/faculty start up hub at MES Ponnani College
- To diversify the collaborative activities of the incubation centre of the college
- To facilitate students and faculties in creative common, intellectual property rights, technology licensing and equity sharing

Short term Objectives

- To help students to innovate and prototype their ideas.
- To improve innovation, creative and design thinking among student community.
- Incubation facility for faculty driven start-up and student/alumni start-up.
- Organize FDP, seminars, workshops, and impact lecture series for students along with faculty and alumni engagements to promote entrepreneurial culture.
- Strengthen institute- industry interaction activity and effectively use the outcomes for achieving the mission.

Long Term Objectives
- Associate with DST, KSCSTE, KSHEC and other academic - research institutions for transferring world class facility to the IIC and IEDC activities of MES Ponnani College.
- Improve quality of research work among students and to attain patent which can be commercially used in production.
- Provide a platform for students to develop innovative products with global recognition and generate business opportunities.
- Enhance the technical employment rate through student and faculty start ups
- Generate revenues through consultancy work and student start-ups.
- Spread awareness to students and faculty regarding IPR related activities.

SI. No	Name of the faculty	Role assigned
Faculty in charge		
1.	Dr. Ajims. P. Mohammed	Principal
2.	Sabna. M	NISP Coordinator
3.	Dr. P. Jayaram	IIC President
4.	Nusrath. K	IEDC Coordinator
5.	Sreejalakshmi. S	YIP Coordinator
6.	Soumya. C. C.	IPR Cell coordinator
7.	Muneera. K	ED Club, Coordinator
8.	Rafeeque M. T.	Start Up Coordinator
9.	Dr. V. K. Brijesh	IQAC Coordinator
10.	Limseer Ali . P	NAAC Coordinator
External Experts		
11.	Joy Sebastian	Start-up : External mentor
12.	Dr. Suneesh. P	IIC- External Mentor
13.	Dr. Nazer Ahammed	Alumni Entrepreneur
Student Coordinator		
14.	Julfar. T	Innovation Coordinator
15.	Sufail	Social Media Coordinator
16.	Binnukrishna	IPR Coordinator
17.	Indhira Devi	Internship Coordinator

The following thrust areas are chosen taking in to consideration of the institutional strength and the regional needs

1. MES-PNI Strategies and Governance for enhancing Innovation and Entrepreneurship

- Creation of innovation ecosystem, instilling entrepreneurship skills and scaffolding for start-up success should be the major arena of the institution's holistic development strategy. To facilitate development of an entrepreneurial ecosystem in the institution, specific objectives and associated performance indicators should be defined for assessment

- Institutions Innovation Council, IEDC and NISP cells join hands in the formulation, articulation and implementation of Innovation and Entrepreneurial Start-up Policy. Staff council headed by the Principal and IIC monitors the development of the entrepreneurial ecosystem in the organization. The policy is formulated in tune with institute's vision and mission.

- Institution's investment in the entrepreneurial and innovation activities should be a part of the institutional financial strategy.

  I. It is mandatory that minimum 2% 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' under the auspices of IIC (lnsitutions' Innovation Council).

  II. The strategy should also involve raising funds from diverse sources including Government agencies (state and central) like DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources should be encouraged.

  III. To support technology incubators, academic institute can approach private and corporate sectors to generate funds under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.

IV. Institute can also raise funding through sponsorships and donations and should actively engage alumni network for promoting Innovation & Entrepreneurship (I&E).

- For expediting the decision making, hierarchical barriers will be minimized, through empowering the IIC and IEDC team to be instrumental in creating an innovation ecosystem

- Importance of innovation and entrepreneurial plan will be publicized to all stake holders of MES Ponnani College and will be promoted and highlighted in the College Academic programs such as conferences, convocations, workshops, invited talks etc.

- Action plan will be formulated at MES Ponnani College for execution of NISP policy, with well-defined short-term and long-term goals.

- MES Ponnani College is on the path to implement innovation and entrepreneurship strategy and policy for the entire college in order to integrate the entrepreneurial activities across various, departments, faculties, career services within the college. Development of entrepreneurship culture should not be limited within the boundaries of the college.

  I. MES Ponnani college 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 College in defining strategic direction for local development.

  II. Strategic international partnerships should 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 innovation and entrepreneurship will also be promoted.

2. Startups Enabling Institutional Infrastructure

Creation of pre-incubation and incubation facilities for nurturing innovations and startups in MES Ponnani College will be undertaken. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises with monitizable outcome are unlikely to succeed. The goal of the effort should be to link INNOVATION to ENTREPRISES which lead to FINANCIAL SUCCESS.

- Dr. P. K. Abdul Ghafoor chair for research, innovation, technology and culture under the aegis of IIC is instrumental in creating facilities for supporting pre-incubation and incubation by mobilizing resources from internal and external sources. On an added account Innovation ambassadors from IIC, IEDC and ED cell, Start UP cell, Tinker Hub, Hackathon cell, Yukhthi 2.0 plays a vital role in popularizing the need of innovative ventures among the stake holders.

- This Pre-Incubation/Incubation facility will be accessible 24x7 to students, staff and faculty of all disciplines and departments across the institution.

- Institute would offer mentoring and other relevant services through pre-incubation / incubation units and might charge a suitable fee for providing space to the start-ups. At times, there may be equity sharing in start-ups supported through   these   units.

3. Innovations and Startups

- Institution shall establish processes and mechanisms for easy creation and nurturing of start-ups/enterprises by students (UG, PG, Ph.D.), staff (including temporary or project staff), faculty, alumni and potential startup applicants even from outside the Institutions.

- While defining their processes, institutions will ensure to achieve the following:

  a) Incubation support: Offer access to pre-incubation & Incubation facility to startups by students, staff and faculty for mutually acceptable time-frame.

  b) Will allow licensing of IPR from institute to start up: Ideally students and faculty members intending to initiate a startup based on the technology developed or codeveloped 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 license fees and/or royalty to obviate the early stage financial burden.

- Will allow setting up a startup (including social startups) and working part-time for the startups while studying / working: HEIs 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 while studying/ working. Student inventors may 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 multi- disciplinary.

- Students who are under incubation, but 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 Head of the Institution. A request letter shall be forwarded to the Head of the Institution by the HoD of the department through the IIC. The Students will be given special permission to do works related to incubation. However, Students will be given permission to attend the examination only if they have above 65% attendance. Faculty members will also be allowed to indulge in startup activities without affecting the works related to their academics. On merit basis, students 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 Head of the Institution.

- The students may be permitted 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.

- The Institute shall explore provision of accommodation to the entrepreneurs within the campus for some period of time.

- Allow faculty and staff to take off for a semester/year(or even more depending upon the decision of Head of the Institution) as sabbatical/ unpaid leave/casual 11 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 shall be preserved for such staff or faculty.

- Institute 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) 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 entrepreneurship, product-costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.

d) Institute shall link the startups to other seed-fund providers/ angel funds/venture funds or it may setup seed-fund once the incubation activities mature.

e) License Institute IPR as discussed in section 4 below.

4. Product Ownership Rights for Technologies Developed at MES Ponnani College

- When MES Ponnani College 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 MES Ponnani College.

  i. Inventors and MES Ponnani College could together license the product / IPR to any commercial organization, 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. MES Ponnani College will not hold the equity as per the current statute, so MES Ponnani College Incubation Centre will hold equity on their behalf.

  iii. 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 be a revenue sharing to be mutually decided between the MES Ponnani College Incubation Centre and the incubated company.

- On the other hand, if product/ IPR is developed by innovators not using any MES Ponnani College 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.

- If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of the MES Ponnani College industry experts / alumni (having experience in technology commercialization) 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. MES Ponnani College can use alumni/ faculty of other institutes as smembers, if they cannot find sufficiently experienced alumni / faculty of their own.

- MES Ponnani College's Centre for Innovation and Incubation 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 however in specific case, clarifications can be sought. When MES Ponnani College is paying for patent filing, university will constitute a committee which can examine whether the IPR is worth patenting. The committee should consist of faculty who have experience and excelled in technology translation. If inventors are using their own funds or non-university funds, then they alone should have a say in patenting.

- MES Ponnani College decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation.

- Interdisciplinary research and publication on startup and entrepreneurship will be promoted by MES Ponnani College.

5. Organizational Capacity, Human Resources and Incentives

- MES Ponnani College will recruit staff having a strong innovation and entrepreneurial/ industrial experience, behavior and attitude. This will help in fostering the innovation and entrepreneurial culture. The different methodologies include

  i. Some of the relevant faculty members with prior exposure and interest will be deputed for training to promote innovation and entrepreneurial aptitude.

  ii. To achieve better engagement of staff in entrepreneurial activities, MES Ponnani College policy on career development of staff will be strengthened with constant up-skilling.

- Faculty and departments of the MES Ponnani College will work in coherence and cross-departmental linkages will be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.

- Periodically some external subject matter experts such as guest lecturers or alumni can be engaged for strategic advice and bringing in skills which are not available internally.

- Faculty and staff will be encouraged to do courses on innovation, entrepreneurship management and venture development.

- In order to attract and retain right people, MES Ponnani College will develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.

- The reward system for the staff may include sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, etc.

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

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

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at MES Ponnani College

- To ensure exposure of maximum students to innovation and pre incubation activities at their early stage and to support the pathway from ideation to innovation to market, mechanisms will be devised at College level.

    i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability will be a part of the MES Ponnani College 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 will innovate with focus on the market niche.

    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 ideathon and innovation competitions, hackathons, workshops, boot camps, 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.

- MES Ponnani College will link their start-ups 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.

    a. MES Ponnani College have well established Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocates appropriate budget for its activities. IIC guide institution in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts are being undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey

b. For strengthening the innovation funnel of the MES Ponnani College, access to financing must be opened for the potential entrepreneurs.

    i. Networking events must be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.

    ii. Provide business incubation facilities premises at subsidized cost. Laboratories, research facilities, IT services, training, mentoring, etc. will 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.

7. Norms for Faculty Startups

- For better coordination of the entrepreneurial activities, norms for faculty to do startups will be created by the MES Ponnani College. Only those technologies will be taken for faculty startups which originate from within the MES Ponnani College.

    I. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.

    II. MES Ponnani College will 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.

- In case the faculty/ staff hold the executive or managerial position for more than three months in a startup, they will go on sabbatical/ leave without pay/ utilize existing leave.

- Faculty must clearly separate and distinguish on-going research at the MES Ponnani College from the work conducted at the startup/company.

- 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 MES Ponnani College) may be permitted to the faculty.

- Faculty must not accept gifts from the startup.

- Faculty must not involve research staff or other staff of MES Ponnani College in activities at the startup and vice-versa.

- Human subject related research in startup should get clearance from ethics committee of the MES Ponnani College.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- Diversified approach should be adopted to produce desirable learning outcomes, which will include cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery.

    I. Student clubs/bodies/departments will be created for organizing competitions, bootcamps, workshops, awards, etc. These bodies will be involved in MES Ponnani College strategy planning to ensure enhancement of the student's thinking and responding ability.

    II. MES Ponnani College will institute annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the College.

    III. For creating awareness among the students, the teaching methods will 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 will be a part of Mes Ponnani College philosophy and culture.

    V. Innovation champions will be nominated from within the students/ faculty/ staff for each department/ stream of study.

- Entrepreneurship education will 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 will be made available to the students.

    I. Integration of expertise of the external stakeholders will 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, MES Ponnani College will conduct an induction program about the importance of Innovation and Entrepreneurship, so that freshly inducted students are made aware about the entrepreneurial agenda of the MES Ponnani College and available support systems. Curriculum for the entrepreneurship education will be continuously updated based on entrepreneurship research outcomes. This will also include case studies on failures.

III. Industry linkages will be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.

IV. Sensitization of students will be done for their understanding on expected learning outcomes.

V. Student innovators, startups, experts must be engaged in the dialogue process while developing the strategy so that it becomes need based.

VI. Customized teaching and training materials will 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 risk.

- Pedagogical changes need to be done to ensure that maximum number of student projects and innovations are based around real life challenges. Learning interventions developed by the MES Ponnani College for inculcating entrepreneurial culture will be constantly reviewed and updated.

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

- Stakeholder engagement will be given prime importance in the entrepreneurial agenda of the MES Ponnani College. MES Ponnani College 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 will be ensured between institutes/ organizations such as incubators, software technology parks of India and science parks, etc.

II. MES Ponnani College will organize networking events for better engagement of collaborators and will open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration and lectures etc.

III. Mechanism will be developed by the MES Ponnani College to capitalize on the knowledge gained through these collaborations.

IV. Care will be taken to ensure that events don't become an end goal. First focus of the Technology Business Incubator will be to create successful ventures.

- MES Ponnani College will develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.

- Knowledge exchange through collaboration and partnership will be made a part of MES Ponnani College policy and college will 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, staffand students of MES Ponnani College will be given the opportunities to connect with their external environment.

II. Mechanisms will be devised by MES Ponnani College to ensure maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators.

III. Knowledge management will be done by the MES Ponnani College through development of innovation knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment

- Impact assessment of college entrepreneurial initiatives such as pre- incubation, incubation, entrepreneurship education will be performed regularly using well defined evaluation parameters.

  I. Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning will be assessed.

  II. Number of start-ups created, support system provided at the college level and satisfaction of participants, new business relationships created by the MES Ponnani College will be recorded and used for impact assessment.

  III. Impact will also be measured for the support system provided by the MES Ponnani College to the student entrepreneurs, faculty and staff for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.

- Formulation of strategy and impact assessment will go hand in hand. The information on impact of the activities will be actively used while developing and reviewing the entrepreneurial strategy.