



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC & AICTE Approved) Gurugram, Delhi-NCR

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Innovation and Startup Policy for Students, Faculty and Staff

 **Registrar**
SGT University
Budhera, Gurugram

CONTENTS

Sr. No.	Description	Page No.
1.	Preamble	3
2.	Mission	3
3.	Introduction	3
4.	Innovation and Startup Policy for Students, Faculty and Staff	4
5.	Strategies and Governance	4 - 5
6.	Startups Enabling SGT University Infrastructure	5
7.	Nurturing Innovations and Start ups	5 – 7
8.	Product Ownership Rights for Technologies Developed at SGT University	7 – 8
9.	Organizational Capacity, Human Resources and Incentives	8 – 9
10.	Creating Innovation Pipeline and Pathways for Entrepreneurs at SGT University Level	9 – 10
11.	Norms for Faculty Startups	10 – 11
12.	Pedagogy and Learning Interventions for Entrepreneurship Development	11 – 12
13.	Collaboration, Co-creation, Business Relationships, and Knowledge Exchange	12
14.	Entrepreneurial Impact Assessment	13


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PREAMBLE

In November 2016, the All India Council of Technical Education (AICTE) released a Startup Policy document for AICTE-approved institutions to address the need for the inculcation of innovation and entrepreneurial culture in higher education institutions (HEIs). The policy primarily focused on guiding the AICTE-approved institutions in implementing the 'Startup Action Plan' of the Government of India. After the release of the Startup policy by AICTE and further interaction & feedback received from education institutions, a need was felt for a more detailed and comprehensive policy guiding document, which could apply to all the HEIs in India. This led to the 'National Innovation and Startup Policy (NISP)'. NISP is a guiding framework to envision an educational system oriented towards startup and entrepreneurship opportunities for students and faculty. The guidelines provide ways to develop entrepreneurial agenda, manage Intellectual Property Rights (IPR) ownership, technology licensing, and equity sharing in Startups or enterprises.

In the framework of the NISP, a committee was constituted by SGT University to formulate detailed guidelines for various aspects related to innovation, startup, and entrepreneurship management. This committee deliberated on different facets for nurturing the innovation and startup culture at SGT University, which covered Intellectual Property ownership, revenue sharing mechanisms, norms for technology transfer and commercialization, equity sharing, etc. After multiple rounds of meetings, the Innovation and Startup Policy for student/faculty/staff of SGT University was prepared.

MISSION

- To Identify student/faculty/staff innovators and promote and support them to evolve self-sustaining business models.
- To cultivate the innovation ecosystem within the university to harness the entrepreneurial potential of young minds.
- To impart a supportive and vibrant environment to stimulate the innovative attitude of student/faculty/staff entrepreneurs, startups/SMEs, and enable them to design technology-based products and services leading to job creation for strengthening the regional and national economy.

Introduction

The Atal Community Innovation Center (ACIC) is an initiative of Atal Innovation Mission (AIM), NITI Aayog, Government of India which was launched to encourage a spirit of entrepreneurship in the underserved/unserved regions of India by providing enabling infrastructure and facilitating environment for innovation. ACIC in SGT University (ACIC-SGTU) was established September 12th, 2021. It aims to encourage innovation and entrepreneurship among students, faculty, staff of SGT University, and local startups. It further aims to create design-aware societies, enabling them to leverage design principles to build more human-centric, meaningful innovations. This is achieved by creating repositories of knowledge centered on the core design principles of sensitivity, learning and finding experience, and sustainability which will be accessible across center for encouraging self-learning and growth. ACIC-SGTU aims to provide a supporting ecosystem to build scalable enterprises through our incubation programs by unlocking the leadership potential in youth and providing them with avenues to build systems that can contribute to social impact. Establishing a strong innovation and startup ecosystem across SGT University will be made possible by this policy. It will also make it easier to handle intellectual property rights and license technologies and establish institutional startup policies. The policy is open to regular review and revision.

Innovation and Startup Policy for Students, Faculty and Staff

1. Strategies and Governance

- 1.1 One of the key facets of the SGT University strategies will be the promotion and growth of entrepreneurship. Specific goals and related performance indicators will be created for evaluation regularly to help promote the development of an entrepreneurial ecosystem at SGT University.
- 1.2 The Director of ACIC will be accountable for securing the necessary commitment and ensuring that Top Management is aware of the entrepreneurial agenda. In contrast to other academic pursuits, supporting entrepreneurship requires a different mindset. As a result, the Director of ACIC should be able to understand a wide range of industries and businesses.
- 1.3 A plan for mobilizing resources will be developed at the SGT University level to support infrastructure and facilities for pre-incubation, incubation, and innovation. A sustainable financing strategy will be established to ease organizational constraints to pursue the entrepreneurial agenda.
 - 1.3.1 Investment in entrepreneurial activities will be a part of the institutional financial strategy. SGT university will provide funds to support innovation and startups related activities.
 - 1.3.2 The strategy will also involve raising funds from diverse external funding sources through government (state and central) such as DST, DRDO, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources.
 - 1.3.3 SGT University will approach private and corporate sectors to support ACIC to generate funds under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
 - 1.3.4 SGT University will also raise funding through sponsorships and donations. The alumni network will be actively utilized to promote innovation and entrepreneurship.
- 1.4 To expedite the decision-making, hierarchical barriers will be minimized by empowering the policy implementation team, and individual autonomy and ownership of initiatives will be promoted.
- 1.5 The value of innovation and entrepreneurship will be promoted and highlighted in events on the University Academic Calendar, such as conferences, convocations, workshops, etc., making aware everyone at SGT University.
- 1.6 The action plan will be formulated at SGT University with well-defined short-term, mid-term and long-term goals.
- 1.7 SGT University will create and implement an innovation and entrepreneurship strategy and policy for the entire institution to integrate entrepreneurial activities across various centers of excellence, departments, faculties, and career services within the University, thus breaking the organizational silos.
- 1.8 The SGT University can develop a product-to-market strategy for startups on case-to-case basis.
- 1.9 The development of entrepreneurship culture should not be limited to the boundaries of the University.
 - 1.9.1 SGT University will be the driving force in developing entrepreneurship culture in its vicinity (regional, social, and community levels). This entails providing opportunities for local startups, making facilities available to

visitors, and actively involving the university in determining the strategic course for regional growth.

- 1.9.2 Establishing bilateral and multilateral relationships with global innovation hubs and other pertinent organizations is important to create strategic international alliances. Additionally, it will be pushed for international exchange programs, internships, and the involvement of foreign faculties in innovation and entrepreneurship.

2. Startups Enabling SGT University Infrastructure

Pre-incubation and incubation facilities for nurturing innovations and startups will be created. Incubation and Innovation can be organically interlinked, and effort will be made to link INNOVATION to ENTERPRISES to FINANCIAL SUCCESS.

- 2.1 SGT University has established Institutional Innovation Council (IIC) as per the guidelines by 'MoE's Innovation Cell, Government of India and Incubation by mobilizing resources from internal and external sources.
- 2.2 Pre-Incubation/Incubation facility will be accessible 24x7 to students, staff, and faculty of all disciplines and departments across the University, including startups from the vicinity.
- 2.3 ACIC will provide mentorship and other pertinent services during the pre-incubation and incubatory phases in exchange for fees, equity participation, or a zero-payment basis. The terms of equity sharing in startups funded by ACIC will depend on the type of services provided.

3. Nurturing Innovations and Startups

- 3.1 SGT University will establish processes and mechanisms for the easy creation and nurturing of startups/enterprises by students, staff (including temporary or project staff), faculty, alumni, and potential startup applicants, even from outside the institutions.
- 3.2 ACIC will define their processes and will ensure to achieve the following:
 - 3.2.1 Incubation support: Pre-incubation & Incubation facility to start-ups by students, staff, and faculty for mutually acceptable time-frame.
 - 3.2.2 Will allow licensing of IPR from institute to start up: Students and faculty who want to launch startups based on technologies they have developed or co-developed, or technologies owned by the university, should ideally be allowed to take licenses for those technologies on simple terms, either in the form of stock in the company, license fees, or royalties to avoid the financial burden at the early stages.
 - 3.2.3 With the proper approval from the competent authority, SGT University may permit its students and employees to work on their creative projects, launch start-ups (including social start-ups), or work as interns or part-time employees in start-ups (incubated at any authorized Incubators). Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models. SGT University will develop clear guidelines to formalize this mechanism. Student inventors may also be allowed to opt for startups in place of their minor/major projects, seminars, and summer training. The student's chosen start-up topic could be interdisciplinary or multidisciplinary. However, the student must explain how they will

- differentiate and distinguish between the work being done at the start-up and their ongoing research efforts as a student.
- 3.3 Students whose projects are incubated and pursuing some entrepreneurial ventures while studying will be allowed to use their institute address to register their company with due permission from the competent authorities.
 - 3.4 Student entrepreneurs may take the exam even if their attendance falls below the minimum acceptable % with the proper approval from the Director (ACIC) and Pro-Chancellor, of SGT University.
 - 3.5 Students at SGT University will be allowed to work on their start-ups for a semester or year (or even longer, depending on the review committee's decision) before returning to class to finish the course. Student entrepreneurs may receive academic credit for their efforts in building a business. SGT University will establish a review committee to look at student start-ups, and depending on the results; it may consider giving appropriate credits for academics.
 - 3.6 SGT University will explore the provision of accommodation to entrepreneurs within the campus for some period of time.
 - 3.7 SGT University may allow faculty and staff to take off for a semester/year (or even more, depending upon the decision of the review committee constituted by the University) as sabbatical/ unpaid leave/ earned leave for working on a startup and coming back. University may consider using its resource for faculty/students/staff wishing to establish a start up as a full-time effort. The seniority and other academic benefits may be preserved for such staff or faculty.
 - 3.8 SGT University will start startup and entrepreneurship subjects for students. However, in the long term, University will decide to start a part-time/full-time MS/ MBA/ PGDM (Innovation, entrepreneurship, and venture development) program where one can get a degree while incubating and nurturing a startup company as per guidelines issued by AICTE.
 - 3.9 SGT University will help support startup activities and the creation of new technologies by allowing students, faculty, and staff to use university infrastructure and facilities according to the potential entrepreneur's preferences. This can be accomplished in the following ways:
 - 3.9.1 Short-term/six-months/one-year part-time entrepreneurship training.
 - 3.9.2 Mentorship support on a regular basis.
 - 3.9.3 Facilitation in a variety of areas, such as the development of new technologies, ideation, creativity, design thinking, fundraising, 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 that affect a business.
 - 3.9.4 University may also link the startups to other seed-fund providers/angel funds/ venture funds, or itself may set up a seed fund once the incubation activities mature. In addition, required incentives in the form of resources, infrastructure, finances, time, and support will be provided to students and faculty members on a need basis.
 - 3.9.5 License institute IPR as discussed under section 4.
 - 3.10 In return for the services and facilities, the ACIC may take an equity stake of 2% to 9.5% in the startup or company, depending on the brand used, the contribution of faculty, the support provided, and the use of the institute's

intellectual property rights (a limit of 9.5% is suggested so that the University does not have any legal liability arising out of the startup). In most cases, the university will accept a considerably smaller equity portion, but if any full-time academic or staff members hold considerable shares, the university will make an exception. Other considerations include space, infrastructure, mentorship, seed funding, account support, legal, patents, etc.

3.10.1 For staff and faculty, an institute can take no more than 20% of shares that staff/faculty takes while drawing a full salary from the University; however, this share will be within the 9.5% cap of company shares listed above.

3.10.2 There will be no restrictions placed on the number of shares that faculty and staff members are allowed to purchase as long as they do not spend more than 20% of their office time working on the startup in an advisory or consultative role and as long as they do not compromise with the academic and administrative work or responsibilities they already have. Suppose a faculty or staff member at a startup has held an executive or managerial position for more than three months. In that case, that individual will be eligible for a sabbatical, leave without pay, or earned leave.

3.10.3 In the case of the compulsory equity model, the Startup may be given a cooling period of 3 months to use incubation services on a rental basis to make a final decision based on satisfaction of services offered by the ACIC.

3.11 The ACIC will also provide services based on a mixture of equity, fee-based, and zero-payment models. So, a startup may avail only the support, not seed funding, by the ACIC on a rental basis.

3.12 ACIC will extend this startup facility to alumni of the University and outsiders.

3.13 In addition to teaching, R&D projects, industry consultancy, and managerial responsibilities, participation in startup-related activities should be recognized as a valid activity for faculty members. They should be considered in annual evaluations of faculty members' performance. Every faculty member may be urged to mentor at least one company.

3.14 Product development and commercialization, as well as participating in and nurturing startups, would now be added to a bucket of faculty duties. Each faculty member would choose a mix and match of these activities (in addition to the minimum required amount of teaching and guidance). The respective faculty would be evaluated accordingly for their performance and promotion.

3.15 University might also need to update/change/revise performance evaluation policies for faculty and staff, as stated above.

3.16 SGT University and ACIC ensure that at no stage does any liability accrue to it because of any startup activity.

4. Product Ownership Rights for Technologies Developed at SGT University

4.1 When SGT University 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 SGT University.

4.2 Inventors and SGT University could together license the product / IPR to any commercial organization, with inventors having a primary say. License fees could be either/or a mix of

- 4.2.1 Upfront fees or one-time technology transfer fees
- 4.2.2 Royalty as a percentage of the sale price
- 4.2.3 Shares in the company licensing the product
- 4.3 SGT University will not hold the equity per the current statute so the ACIC will have equity on their behalf.
- 4.4 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 the sale price, preferably 1 to 2%, unless it is a pure software product. If shares are in the company, they will again be 1% to 4%. For pure software product licensing, revenue sharing may be mutually decided between the ACIC and the incubated company.
- 4.5 On the other hand, if the product or IPR is developed by innovators without using any SGT University facilities, outside of office hours (for staff and faculty), or not as a part of the curriculum by a student, then the product or IPR will be entirely owned by inventors in proportion to the contributions made by them. In this scenario, the inventors can license the technology to third parties or use it in whatever they see fit for their own purposes.
- 4.6 If there is a disagreement regarding ownership, a minimum five-person committee made up of two faculty members (who have sufficiently developed their intellectual property and translated it to commercialization), two SGT University-industry experts/alumni (who have experience in technology commercialization), and one legal advisor with expertise in IPR will examine the situation after meeting with the inventors and assist them in resolving it, hopefully to everyone's satisfaction. If SGT University cannot identify alumni or professors of their own with adequate experience, they may use alumni or faculty of other institutions as members.
- 4.7 When SGT University pays for patent filing, University will constitute a committee that can examine whether the IPR is worth patenting. The committee should consist of faculty with experience and expertise in technology translation. If inventors are using their funds or non-university funds, then they alone should have a say in patenting.
- 4.8 SGT University's decision-making body with respect to incubation / IPR / technology licensing will consist of faculty and experts who have excelled in technology translation.
- 4.9 The SGT University will promote interdisciplinary research and publication on startup and entrepreneurship.

5. Organizational Capacity, Human Resources, and Incentives

- 5.1 SGT University will recruit staff with strong innovation and entrepreneurial/ industrial experience, behavior, and attitude. This will help in fostering Innovation and entrepreneurial culture.
 - 5.1.1 Some relevant faculty members with prior exposure and interest should be deputed for training to promote innovation and entrepreneurship.
 - 5.1.2 To achieve better engagement of staff in entrepreneurial activities, SGT University policy on career development of staff should be developed with constant upskilling.
- 5.2 The faculty and departments of SGT University will work together cohesively, and cross-departmental linkages will be developed through shared faculty, cross-

faculty teaching, and research. This will allow the university to make the best possible use of its internal resources and knowledge.

- 5.3 It is possible to bring in external subject matter experts periodically, such as alumni or guest lecturers, to receive strategic advice and bring in talents not currently available within the organization.
- 5.4 Classes on innovation, entrepreneurship management, and the development of new businesses will be strongly encouraged for faculty and staff members.
- 5.5 To entice and keep the right people, SGT University will develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities. These incentives and reward mechanisms will be geared toward attracting and retaining the right people.
 - 5.5.1 The employees may be eligible for sabbaticals, office and lab space for entrepreneurial activity, reduced teaching loads, awards, trainings, and other opportunities as part of the reward system.
 - 5.5.2 The recognition of the stakeholders may include providing the use of facilities and services, a strategy for shared risk, as guest professors, fellowships, associateships, and other similar opportunities.
 - 5.5.3 An evaluation of the annual performance will be conducted using a performance matrix that will be established.

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at SGT University Level

- 6.1 To ensure maximum student exposure 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 the SGT University level.
 - 6.1.1 Educating students, teachers, and staff at SGT University about the importance of entrepreneurship and its role in career development or employability will be a component of the entrepreneurial agenda at SGT University.
 - 6.1.2 Students/ staff will be taught that innovation (technology, process, or business innovation) is a mechanism to solve society's and consumers' problems. Entrepreneurs will innovate with a focus on the market niche.
 - 6.1.3 Students will be encouraged to develop an entrepreneurial mindset through experiential learning by being exposed to training in cognitive skills (such as design thinking, critical thinking, etc.) and by inviting first-generation local entrepreneurs or experts to address young minds. This will be accomplished by exposing them to training in cognitive skills (for example, design thinking, critical thinking, etc.). Competitions for ideas and innovations, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industrial experts, and tossing real-life challenges, rewards, and recognition will be frequently arranged as part of these initiatives.
 - 6.1.4 To prepare the students for creating the start up through education, education activities with enterprise-related activities will be integrated.
- 6.2 SGT University will link its start-ups and companies with a wider entrepreneurial ecosystem by supporting students who show potential in the pre-startup phase. By fostering relationships between student entrepreneurs and real-world businesspeople, we can help students better understand the realities of the

challenges they may face as they progress through the innovation funnel, thereby increasing the likelihood that they will be successful in their ventures.

- 6.3 SGT University has established Institution's Innovation Councils (IIC) as per the guidelines of MoEs Innovation Cell and allocated an appropriate budget for its activities. IIC should guide institutions in conducting various innovation, startup, and entrepreneurship development activities. Collective and concentrated efforts should be undertaken to identify, scout, acknowledge, support, and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey
- 6.4 To strengthen the innovation funnel of SGT University, access to financing must be opened for potential entrepreneurs.
 - 6.4.1 Networking events must be organized to create a platform for budding entrepreneurs to meet investors and pitch their ideas.
 - 6.4.2 Provide business incubation facilities: premises at a subsidized cost. Laboratories, research facilities, IT services, training, mentoring, etc., will be accessible to the new startups.
 - 6.4.3 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 them. While funding is taking a 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 them.
- 6.5 SGT University may develop a ready reckoner of Innovation Tool Kit, which must be kept on the university website's homepage to answer the innovators' doubts and queries and enlist the facilities available at the University.

7. Norms for Faculty Startups

- 7.1 SGT University will create norms for faculty to do startups to better coordinate entrepreneurial activities. Only those technologies will be taken for faculty startups within SGT University.
 - 7.1.1 The role of faculty may vary from being an owner/ direct promoter, mentor, consultant, or on-board member of the startup.
 - 7.1.2 SGT University will work on developing a policy on 'conflict of interests to ensure that the regular duties of the faculty don't suffer owing to their involvement in the startup activities.
 - 7.1.3 Faculty startups may consist of faculty members alone, with students, faculty of other institutes, alumni, or entrepreneurs.
- 7.2 Suppose a faculty member or staff member occupies a startup's executive or administrative position for longer than three months. In that case, they will take a sabbatical, an unpaid leave of absence, or use any existing leave.
- 7.3 Faculty must separate and distinguish ongoing research at SGT University from work at the startup/ company.
- 7.4 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 SGT University) may be permitted to the faculty.
- 7.5 Faculty must not accept gifts from the startup.
- 7.6 Faculty must not involve research staff or other staff of SGT University in activities at the startup and vice-versa.

- 7.7 Human subject-related research in a startup should get clearance from the ethics committee of SGT University.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

- 8.1 A diversified approach should be adopted to produce desired learning outcomes, including cross-disciplinary learning using mentors, labs, case studies, games, etc., in place of traditional lecture-based delivery.
- 8.1.1 Student clubs/ bodies will be created for organizing competitions, boot camps, workshops, awards, etc. These bodies will be involved in SGT University strategy planning to ensure the enhancement of the student's thinking and responding abilities.
- 8.1.2 SGT University will start the annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises, and contributors for promoting innovation and enterprises ecosystem within the University.
- 8.1.3 To create awareness among the students, the teaching methods will include case studies on business failure and real-life startup experience reports.
- 8.1.4 Failure tolerance and encouragement: Our systems are not intended for failure tolerance and encouragement. Failures must be thoroughly acknowledged and argued to instill the idea that failure is a part of life, hence assisting in lowering the social stigma attached to them. Importantly, this will become a part of the ethos and philosophy of SGT University.
- 8.1.5 Innovation champions will be nominated from within the students/ faculty/ staff for each department/ stream of study.
- 8.2 Through optional, short, mid, and long-term courses on innovation, entrepreneurship, and venture creation, students will get entrepreneurship education at the curricular, co-curricular, and extracurricular levels. It will be possible for students to access validated learning outcomes.
- 8.2.1 To develop a culture of collaboration and involvement with the outside world, the expertise of external stakeholders will be integrated into entrepreneurship education.
- 8.2.2 To inform newly enrolled students about SGT University's entrepreneurial goal and the support resources available, an introduction program on the significance of innovation and entrepreneurship will be held at the start of each academic session. Based on the findings of entrepreneurship research, the curriculum for entrepreneurship education will be regularly revised. Case studies of failures will also be included in this.
- 8.2.3 Industry connections will be used for research and surveys on technological, scientific, innovative, and market-intelligence developments.
- 8.2.4 Sensitization of students will be done for their understanding of expected learning outcomes.
- 8.2.5 For the strategy to be need-based, student innovators, startups, and experts must be involved in the discussion.
- 8.2.6 Customized teaching and training materials will be developed for startups.

- 8.2.7 The fact that not everyone can start their own business must be acknowledged. When an entrepreneur effectively turns innovation into a product, others may follow the leader and work for the startup. Realizing that taking risks is a key component of entrepreneurship is critical. To what extent a pupil is capable and willing to take a chance must be carefully assessed.
- 8.3 To ensure that most student projects and inventions are based on real-world problems, pedagogical improvements must be made. The SGT University's educational initiatives to foster an entrepreneurial culture will be continuously revised and updated.

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

- 9.1 In the entrepreneurial agenda of SGT University, stakeholder involvement will be given top priority. To boost entrepreneurship and co-design the programs, SGT University will seek suitable partners, resource organizations, micro, small, and medium-sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies, and business owners.
- 9.1.1 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.
- 9.1.2 SGT University will organize networking events for better engagement of collaborators. It will open up opportunities for staff, faculty, and students to allow a constant flow of ideas and knowledge through meetings, workshops, space for collaboration and lectures, etc.
- 9.1.3 The SGT University will develop mechanisms to capitalize on the knowledge gained through these collaborations.
- 9.1.4 Care will ensure that events don't become an end goal. The first focus of the ACIC will be to create successful ventures.
- 9.2 SGT University will create policies and guidelines to establish and maintain connections with external stakeholders, including the private sector.
- 9.3 Knowledge exchange through collaboration and partnership will be part of SGT University policy, and University will provide support mechanisms and guidance for creating, managing, and coordinating these relationships.
- 9.3.1 Through formal and informal mechanisms such as internships, teaching and research exchange programs, clubs, social gatherings, etc., faculty, staff, and students of SGT University will be given the opportunities to connect with their external environment.
- 9.3.2 Connecting the SGT University with the external environment must be leveraged by absorbing information and experience from the external ecosystem into the University environment.
- 9.3.3 A single Point of Contact (SPOC) mechanism will be created in the SGT University for the students, faculty, collaborators, partners, and other stakeholders to ensure access to information.
- 9.3.4 The SGT University will devise mechanisms to ensure the maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators.
- 9.3.5 The SGT University will manage knowledge by developing an innovative knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment

- 10.1 Using clearly defined evaluation criteria, impact assessments of university-level entrepreneurial efforts, such as pre-incubation, incubation, and entrepreneurship education, will be conducted regularly.
 - 10.1.1 Knowledge-sharing activities will be monitored and evaluated, and faculty participation in entrepreneurial teaching and learning across all departments will be considered.
 - 10.1.2 The number of start-ups formed, the university's support system, participant satisfaction, and new business connections made by SGT University will all be noted and utilized to calculate the program's impact.
 - 10.1.3 The impact will also be assessed for the pre-incubation, incubation, IPR protection, industry connections, exposure to the entrepreneurial environment, and other support systems offered by SGT University to student entrepreneurs, teachers, and staff.
- 10.2 Impact assessment and strategy formulation will be done in tandem. During the development and review of the entrepreneurial strategy, the data on the impact of the actions will be heavily utilized.
- 10.3 Impact assessment for measuring the success will be in terms of sustainable social, financial, and technological impact in the market. Developing a sustainable enterprise model is critical for innovations at the pre-commercial stage.

The only long-term metric is a COMMERCIAL SUCCESS.


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