



**SREYAS**  
INSTITUTE OF ENGINEERING AND TECHNOLOGY  
AUTONOMOUS

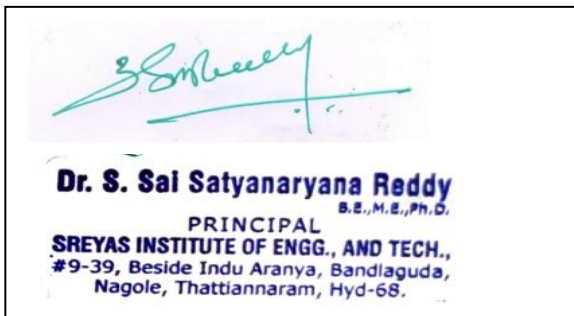
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Sreyas/IIC/NISP/L.NO.1

Dt. 26.09.2022

**APPROVAL LETTER – SREYAS INNOVATION AND START-UP POLICY DOCUMENTS**

This is to certified that the institution is going to implement the final Sreyas Innovation and start-up policy draft proposed by the expert committee and implementation committee.



**Enclosure:**

NISP Policy Document



## **SREYAS INNOVATION AND START-UP POLICY (SISP)**

### **Objectives:**

1. To foster better linkages between the Parent Institution, Industries and R&D institutions
2. To create an environment for self-employment, promoting innovation, incubation and Entrepreneurship development through formal and non-formal programs
3. To introduce the concept of Entrepreneurship in curriculum at UG level.
4. To develop management personnel at appropriate levels for non-corporate and unorganized sectors like education, rural development, small-scale industry etc
5. To promote employment opportunities
6. To utilize the infrastructure facilities and technically trained manpower for the development of non-corporate and unorganized sectors.
7. To conduct skill industrial development training programs with updated technologies.

### **GOALS**

#### **Short Term Goals**

Organizing workshops related to Entrepreneurship skills, Startup and Innovation importance.  
Evaluating ideas from Expert Committee on regular basis collected from the faculty and students.

#### **Mid Term Goals**

Setting up incubation center at Sreyas.  
Restructuring the innovative ideas into small scale Start-up.  
Establishing relations between universities, R&D centers and Incubation centers in and around region.

#### **Long Term Goals**

Establishing full scaled incubation/innovation center within the Institute.  
Attracting the funds from R&D centers, Business Incubators, Government Agencies.  
Increasing the rate of self-employability and quality of startup within the Institute.



## 1. Strategies and Governance

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Based on accumulated experience, institute has initiated the establishment of third vertical of innovation and entrepreneurship along with the traditional verticals of placements and higher studies. A separate Innovation and entrepreneurship policy (SISP Policy) has been framed to support this vertical. This initiative has created a pathway towards development of culture among students and faculty to adopt entrepreneurship as one of the carrier options. Following steps have been taken to implement SISP policy.

**1.1** A dedicated Innovation and Entrepreneurship Council with defined specific objectives and associated performance indicators for assessment, has been established to facilitate development of an entrepreneurial ecosystem in the organization.

**1.2** Minimum 1% fund of the total annual budget of the institution is being allocated for funding and supporting innovation and startups related activities through creation of separate 'Innovation fund'. However, revenue earning activities will be encouraged to minimize the burden on SIET.

**1.3** Encouragement shall be given for raising funds from diverse sources to reduce dependency on the public funding. Bringing in external funding through government (state and central) such as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, NRDC, Startup India, Invest India, MeitY, MSDE, MSME, startup in UP as well as non-government sources will also be encouraged.

**1.4** Funding raising through sponsorships and donations engaging alumni network for promoting Innovation & Entrepreneurship (I&E) shall be encouraged.

**1.5** Entrepreneurship Center under SISP will organize institutional programs such as conferences, convocations, workshops etc. to spread the awareness regarding importance of innovation and entrepreneurial agenda across the institute.

**1.6** Product to market strategy for startups which is a part of SISP policy document will be finalized on micro level on case-to-case basis.

**1.7** Efforts will be encouraged to make SIET as a driving force in developing entrepreneurship culture in its vicinity (regional, social and community



level). These efforts include giving opportunity for regional startups, provision to extend facilities for outsiders and active involvement of SIET in defining strategic direction for local development.

**1.8** Development of strategic international partnerships using bilateral and multilateral channels with international innovation clusters and other relevant organizations will be encouraged and participation in such international events such as World Innovation Summit shall be encouraged.

**1.9** SIET has initiated the setup of student owned E-Cell to propagate and involve student community to take enterprising activities Viz. awareness, HULT prize, Hackathon etc.

## **2. Startups Enabling Institutional Infrastructure**

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Institute has already developed institutional infrastructure to enable startups and progressed in this direction from EDC establishment to its promotion into TBI. This startup enabling infrastructure and its success is acknowledged by various ministries and bodies of Government of India and state government i.e. by approving their flagship program i.e. National Initiative for Developing and Harnessing Innovations EIR and PRAYAS, Seed Fund Scheme by NSTEDB, DST, TIDE 2.0, a flagship program of MeitY. Govt. of India, Startup in UP scheme by government of UP etc.

As a part of developed infrastructure, a dedicated building with 25000 sq. ft. of operational area consisting of well-equipped cubicles for startup working, fab lab with all the facilities of prototyping, mentoring for IPR, marketing, business plan development, product development etc. is available in the campus of SIET Group of Institutions, Ghaziabad.

**2.1** Thus creation of pre-incubation and incubation facilities for nurturing innovations and startups in SIET has already taken place and SISP policy document reflects the roadmap of INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.

**2.2** The list of all the pre-incubation units in the campus i.e. hobby clubs, students' clubs working on various technologies, E-cell, advanced labs and design centers, centers of excellence and innovation center has been disseminated. A functional IIC is managing all the activities regarding innovation, entrepreneurship and startup related activities within the institute.



**2.3** SIET is executing and administrating the programs related to innovation, IPR and Startups. The details of the programs like Entrepreneurship Development Programs (EDP), Faculty Development Program (FDP), Woman's Entrepreneurship Development Program (WEDP), Technology Entrepreneurship Development Program (TEDP), Entrepreneurship Awareness Camp.

**2.4** A separate policy document has been created to offer mentoring and other relevant services through Pre-incubation/Incubation units for nominal charges or zero payment basis. The modalities regarding Equity Sharing in Startups supported through these units will depend upon the nature of services offered by these units and are elaborately explained in the document. Seed support fund to start up for ready to market product or service or soft loan with collateral for specific period.

### **3. Nurturing Innovations and Startups**

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**3.1** A separate IPR policy is in existence with the objective to facilitate IPR filing by students and faculty members along with one IP expert on retainer basis.

**3.2** A separate policy document regarding Innovation and Entrepreneurship as a third vertical for the institute, is available stating institute support policy, norms of faculty startup and working regulations regarding startups by faculty and staff.

**3.3** SISPPolicy document addresses all the issues of the Students who are opting for entrepreneurship as a career option and are pursuing some entrepreneurial ventures while studying. To recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute, Annual Felicitation Day shall be celebrated in which awards for Best Innovator Award, best IPR awarded (Patent and Copyright), best Start-up award, Proud Parent Award-06 (for parents of winners of all the above award category). The awardees shall be given felicitation, certificate, trophy and cash award to shall be announced by core team.



**3.4** A micro degree certificate course for the students interested in opting entrepreneurship as a career option is being launched from the 2020-21 session. In this program, interested students will undergo through specially designed curriculum whose outcome is to start his or her own startup.

**3.5** With the help of resources available at TBI-SIET, SISP facilitates aspirants 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 business.

**3.6** SIET Group of institute 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 (incubated in any recognized HEIs/Incubators) while studying/working. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models. Institute may need to develop clear guidelines to formalize this mechanism. Student inventors may also be allowed to opt for startup in place of their mini project/major project, seminars, summer trainings. The area in which student wants to initiate a startup may be interdisciplinary or multi-disciplinary. However, the student must describe how they will separate and clearly distinguish their ongoing research activities as a student from the work being conducted at the startup.

**3.7** Students who are under incubation, but are pursuing some entrepreneurial ventures while studying should be allowed to use their address in the institute to register their company with due permission from the institution.

**3.8** The institute should explore provision of accommodation to the entrepreneurs within the campus for some period of time.

**3.9** SIET Group of institute 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. Institutions should consider allowing use of its resource to faculty/students/staff wishing to establish



startups as a full-time effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty.

**3.10** Institute will facilitate the startup activities/ technology development by allowing students/faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:

- i. Mentorship support on regular basis.
- ii. 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.
- iii. Institute may also link the startups to the seed-fund provider/angel funds/venture funds or itself may set up seed-fund once the incubation activities mature.
- iv. License institute IPR as discussed in section 4 below.

**3.11** In return of the services and facilities, institute may take 2% to 9.5% equity/stake in the startup/company, based on brand used, faculty contribution, support provided and use of institute's IPR (a limit of 9.5% is suggested so that institute has no legal liability arising out of startup.

- i. For staff and faculty, institute can take no more than 20% of shares that staff/faculty takes while drawing full salary from the institution; however, this share will be within the 9.5% cap of company shares, listed above.
- ii. No restriction on shares that faculty/staff can take, as long as they don't spend more than 20% of office time on the startup in an advisory or consultative role and do not compromise with their existing academic and administrative work/duties. In case the faculty/staff holds the executive or managerial position for more than three months in a startup, then they will go on sabbatical/leave without pay/earned leave.

**3.12** Institute could extend this startup facility to alumni of the institute as well as outsiders.

**3.13** Participation in startup related activities need to be considered as a legitimate activity of faculty in addition to teaching, R&D projects,



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

**3.14** Product development and commercialization as well as participating and nurturing of startups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion.

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

## **4. IP and Product Ownership Rights for Technologies Developed at Institute**

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A separate IPR policy is in place for addressing the guidelines and issues regarding Product Ownership Rights for Technologies Developed at Institute. Students who are developing and demonstrating proof of concepts of their ideas in minor and major project exhibitions, inter-institute competitions, hackathons etc. are facilitated in Technology Business Incubator - Fab lab and Innovation Center to convert their PoCs into MVPs.

## **5. Organizational Capacity, Human Resources and Incentives**

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Organizational Structure for Innovation and Entrepreneurship is as shown in figure 1. SISPP policy document is available regarding implementation of all Innovation and Entrepreneurship related activities and programs.

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

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Innovation Pipeline and Pathways for Entrepreneurs at Institute Level is shown in figure no. 2.

**6.1** The awareness programs conducted by TBI under their





structured Entrepreneurship Awareness Camps of 3-day duration and awareness sessions conducted during induction programs for first year students by Dean, SISPI introduce the students to entrepreneurship and innovation.

**6.2** Specialized workshops and short-term courses in IPR, entrepreneurship development, various technology-based skill development programs etc. help students to develop various skills required in their entrepreneurial journey.

**6.3** The institute should establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities. IICs should guide institutions in conducting various activities related to innovation, startup and entrepreneurship development. 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** For strengthening the innovation funnel of the institute, 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. should be accessible to the new startups.
- iii. A culture needs to be promoted to understand that money is not FREE and is risk capital. The entrepreneur must utilize these funds and return. While funding is taking risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did right in funding him/her.

**6.5** A specially designed minor degree certification course in Innovation and Entrepreneurship has been floated for first year students. Also innovative projects undertaken by the students are also supported by institute and TBI. Details of the program are available in Annexure 3.

**6.6** We have specific committees for selection for incubation and



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project monitoring committee in TBI consisting of experts from incubation and entrepreneurship, prototype development, IPR, marketing, finance and technology experts. Students who have exhibited interest in entrepreneurship and innovation by participating in programs mentioned in 6.1, 6.2 and 6.3 are mentored for business plan development and idea pitching for incubation in TBI-SIET.

- 6.7** The students incubated in TBI or have applied for, shall be presenting their proposal in front of Project Selection Committee for funding through various government schemes and agencies. The schemes presently being hosted by TBI-SIET is available.
- 6.8** For prototype or product development, fabrication and rapid prototyping facilities are being provided by TBI-SIET through Innovation Center and fab lab named DST-Prayas Shala.
- 6.9** When incubated student registers his/her company, he/she is mentored and introduced to angel investors, venture capitalists and investors for scaling up his/her business.

## **7. Norms for Faculty Startups**

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- 7.1** For better coordination of the entrepreneurial activities, norms for faculty to do startups should be created by the institutes.  
Only those technologies should be taken for faculty startups which originate from within the same institute.
- Role of faculty may vary from being an owner/direct promoter, mentor, consultant or on-board member of the startup.
  - Institutes should 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.
  - Faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
- 7.2** 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.
- 7.3** Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/company.
- 7.4** In case of selection of a faculty startup by an outside national



or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/year (or even more depending upon the decision of review committee constituted by the institute) may be permitted to the faculty.

- 7.5** Faculty must not accept gifts from the startup.
- 7.6** Faculty must not involve research staff or other staff of Institute in activities at the Startup and vice-versa.
- 7.7** Human subject related research in Startup should get clearance from ethics committee of this Institution.

## **8. Pedagogy and Learning Interventions for Entrepreneurship Development**

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SIET Group of Institutions initiated Micro degree certification program 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 will be the part of resource person team of this micro degree certification program. This program has adopted blended learning mode of pedagogy which consists of project and problem-based learning, online learning with MOOC platform and courses from course era. The learning journey of aspirant entrepreneur is shown in figure 3.

**8.1** A dedicated innovation center is responsible to coordinate all student clubs, whereas individual departments are responsible for running technical hobby clubs, project workshops/labs.

**8.2** Entrepreneurship Center is responsible for organizing competitions, boot-camps, workshops, awards, etc. A separate E-cell run and administered by students is totally involved in strategic planning and implementation of these activities.

**8.3** As a part of awareness program about entrepreneurial ecosystem present in the institute, introductory sessions will be organized for all the students of all the programs in SIET Group of Institutions. Required slots will be allocated in the timetable of every department in coordination with Dean, SISP.

**8.4** A dedicated Industry Institute Interaction Cell with well drafted policy is responsible for conducting research and survey on trends in technology, research, innovation, and market intelligence. Industrial consultancy,



industrial visits and student internship related activities will be coordinated by this cell.

**8.5** To promote student ideas, projects and innovations based around real life challenges, boot-camps, visits to rural and underprivileged areas in nearby region and hackathons will be organized by IIC-SIET on regular basis. These activities and other IIC calendar activities will be displayed in the institute's activity calendar.

**8.6** Innovation champions should be nominated from within the students/faculty/staff for each department/stream of study.

**8.7** Institute should start annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprise ecosystem within the institute.

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

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**9.1** For all the activities relevant to the entrepreneurial agenda of the institute, participation and collaboration of industry partners, institutes of national importance, international institutions, social enterprises, schools, alumni, professional bodies and entrepreneurs will be encouraged.

**9.2** Dean SISP and his team will be Single Point of Contact (SPOC) in the institute for the students, faculty, collaborators, partners and other stakeholders.

**9.3** Institute has collaborations with associations of industries IIA, CII, CEL etc., with various government departments and ministries like DST, MeitY, UPIT, Govt of UP etc, ITI and poly-technique institutes, research organizations like NRDC, entrepreneurship promoting institutes EDII, and international organizations like INNOVICs, IP firms and network of angel funding and venture capitalists etc. All these collaborations prove to be beneficial to the students in their entrepreneurial journey.

## **10. Entrepreneurial Impact Assessment**



The various parameters to be considered for Entrepreneurial Impact Assessment are

- a. Satisfaction of the participants in micro degree certification program, workshops and training programs
- b. Participation in awareness programs
- c. Utilization of pre-incubation facilities by students
- d. Number of curriculum projects addressing real life problems
- e. Participation in various idea, PoC, Prototype, b-plan competitions and hackathons
- f. Participation in pitching for fundraising and grants/support from government and non-government agencies
- g. Contribution in industrial projects and consultancy projects
- h. Idea to PoC projects
- i. PoC to Prototype/MVP projects
- j. Product development and its launching in the market
- k. Fundraising
- l. Startup registrations and company incorporation
- m. Annual Turnover
- n. IPR application filing, grant and commercialization

The SIS P team in chairmanship of Dean SIS P will be responsible for assigning appropriate weightages to the above parameters depending on the maturity of the process. A separated document regarding this will be made available by IIC and reviewed annually.



**Expert Committee**

Sr.No	Name of Member	Member Type (Teaching/ Non- teaching /External Expert)	Key Role/ Position assigned in IIC
1	Dr. S. Sai Satyanarayana Reddy	Teaching	Head of the Institute
2	Dr. V. A. Sankar Ponnappalli	Teaching	President & IPR Activity Coordinator
3	Dr. M. Jayaram	Teaching	Vice-President & Social Media Coordinator
4	Mr. Praveen B Ronad	Teaching	Member and Convener & Innovation Coordinator
5	Dr. J. Pandu Ranga Rao	Teaching	Member and ARIIA Coordinator, NIRF Coordinator
6	Dr. V. Bisham	Teaching	Member and Internship Coordinator
7	Mr. Sainath Kasuba	Teaching	Member and Start up activity Coordinator
8	Dr. Suresh Akella	Teaching	Member
9	Dr. Shaik Abdul Nabi	Teaching	Member
10	Dr. Uma Maheshwar	Teaching	Member
11	Mr. B. Sreenivasu	Teaching	Member
12	Dr. K. Sridhar Reddy	Teaching	Member
13	Dr. Ashwani Kumar	Teaching	Member
14	Mr. Md. Naseeruddin	Teaching	Member
15	Mr. Sriharsha	Teaching	Member

### **ThrustAreas**

1. Signal Processing and Communication Systems
  2. Smart Antennas and Wireless Communications
  3. ArtificialIntelligence andMachine Learning
  4. Robotics and Automation
  5. Data Analytics
  6. 3D printing
  7. Industrial IoT
  8. Data Sciences
  9. Medical Electronics
  10. Electric Vehicles
  11. Manufacturing Technologies
  12. Structural Engineering
  13. Computer Aided Design
  14. Networking
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## Policy Document

Sreyas Innovation and Startup Policy document is divided into following broad headings:

1. Strategies and governance for promoting Innovation & Entrepreneurship
2. Establishing Infrastructure facilities and Nurturing Innovation & Startups
3. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level
4. Norms for Faculty & Students Driven Innovations and Startups
5. Collaboration, Co-creation, Business Relationships Knowledge Exchange
6. Entrepreneurial Impact Assessment

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