



SRI BALAJI VIDYAPEETH

Deemed-to-be University

U/S 3 of UGC Act 1956

Accredited with 'A' grade in the First Cycle by NAAC

SBV POLICY ON HEALTH CARE INCUBATION & START-UP – 2019

SRI BALAJI VIDYAPEETH (SBV)
 (DEEMED-TO-BE-UNIVERSITY)
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TITLE AND APPLICABILITY

SBV POLICY ON HEALTH CARE INCUBATION & START-UP - 2019

The policy on Health Care Incubation & Start-up would henceforth be known as **SBV POLICY ON HEALTH CARE INCUBATION & START-UP- 2019.**

PREAMBLE

Sri Balaji Vidyapeeth (SBV) is a Health Sciences Deemed-to-be-University accredited with “A” Grade by NAAC and figures among the top 100 Universities in India, as per NIRF rankings. SBV has under its ambit, two Medical Colleges, one Dental College, two Nursing Colleges, School of Pharmacy and School of Biological Sciences. Besides, SBV has in place Physiotherapy, Allied Health Sciences and designated centres.

SBV strongly believes that the Student (owned) start-ups will contribute immensely towards health care market expansion and job creation. Most of the student (owned) start-ups in the country have evolved from technology programs unlike those in health sciences. SBV has taken the lead among healthcare institutions by promulgating the concept of incubation and the start-up policy. The policy would promote new ventures in technology and entrepreneurship development and more significantly among the students in the SBV campus.

INTRODUCTION

India is presently proving itself to be a startup powerhouse with a several start-up activities centered in many cities. There are six major cities in India at present which render our country, other than USA to take its claims in this arena. However, the main challenge facing our country is to retain its current ranking in intellectual property activities as compared to many developed and developing countries.

Higher education institutions even other than the technology oriented universities have got a big role to play in sustaining the quality of endowers as related to startups. Keeping this perspective in mind, it is the need of the hour for all the higher educational institutions across the country, in general and health science higher education institution also to possess a well-defined, objective and comprehensive incubation and startup policy.

SBV is in compliance with the revised IPR policy of India and this policy document has been prepared in line with the Tanah exhibited by the National IPR policy.

PURPOSE AND SCOPE

The purpose and scope of the policy essentially centers on the various objectives aimed at sustenance of activities related to incubation and startup. These are enumerated below:

- SBV aims to prepare students towards benefiting from Government of India's "Start-up India" program.
- To encourage health professionals for choosing entrepreneurship as a viable career option.
- To motivate students in order to help convert their Detailed Project Reports (DPRs) and projects into viable business plans.
- To create a common virtual platform and sensitize students to submission of projects on this platform.
- To inculcate and sustain social responsive behaviors among aspiring students to launch start-ups.
- To enable students drawn from rural regions of India, and training them in health care towards creating business opportunities with reference to identification of suitable scenarios as applicable to the local area.
- To orient students as to how they can conceptualize health care business start-ups that would essentially address the relevant social issues.
- To provide handholding to students for launching their startups during the entire period of their study.
- To equip students with the necessary knowledge, skills and attitude for managing their business enterprise.

STARTUPS ENABLING INSTITUTIONAL INFRASTRUCTURE

The creation of pre-incubation and incubation facilities for nurturing innovations and startups in the campus is a prerequisite. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises are unlikely to succeed. The goal of the effort should be to link INNOVATION to ENTERPRISES eventually leading to FINANCIAL SUCCESS.

- a. SBV will create facilities within their institution for supporting pre-incubation (e.g. IICs as per the guidelines by MHRD's Innovation Cell, EDC, IEDC, New-Gen IEDC, Innovation Cell, Start-up Cell, Student Clubs, etc.) and Incubation/acceleration by mobilizing resources from internal and external sources.

- b. This Pre-Incubation/Incubation facility should be accessible 24x7 to students, staff and faculty of all disciplines and departments across the university.
- c. SBV will offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees, equity sharing and (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 Section 3.

NURTURING INNOVATIONS AND START-UPS

- SBV will establish processes and mechanisms for easy creation and nurturing of Start-ups/enterprises by students (UG, PG, and Doctoral), staff (including temporary or project staff), faculty, alumni and potential start up applicants even from outside the institutions.

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

- Incubation support: Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty at mutually acceptable time-frame.
- In case an institute doesn't have a dedicated facility/infrastructure of its own, then it may reach out to the proximal incubation facilities located in other higher education's institutions in order to facilitate access to their students, staff and faculty.
- SBV would 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 co-developed by them or the technology owned by the institute, should be allowed to take a license on the said technology on easy term, either in terms of equity in the venture and/or license fees and/or royalty to obviate the early stage financial burden.
- SBV will allow these setting up of start- up (including social start-ups) and working part-time for the start-ups while studying/working: SBV may allow their students/staff to work on their innovative projects and set up start-ups (including Social Start-ups) or work as intern/part-time in start-ups while studying/working. Student entrepreneurs may earn their due credits for working on innovative prototypes/Business Models.
- Student inventors may also be permitted to choose start up in place of the designated mini project/major project. The area in which this student wants to initiate a start-up may be interdisciplinary or multidisciplinary. However, the

student must describe as to how they will clearly distinguish their ongoing research activities as a student from the work being conducted at the start up.

- Students who are under incubation, but are pursuing some entrepreneurial ventures while studying should be allowed to use their institutional to register their company, but following due permission accorded by the institution.
- Students entrepreneur should be allowed to appear for the examination, even if their attendance suboptimal than the minimum permissible percentage, with prior permission obtained from the institute.
- HEIs should allow their students to take a semester/year break (or even more depending upon the decision of review committee duly constituted at the institute) to work on their start-ups and rejoin academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise.
- SBV will setup committee to review the start-up endeavors undertaken by the students, and based on the progress made; it may consider giving appropriate credits for academics.
- SBV will provide campus accommodation to the entrepreneurs, but for a period of time.
- SBV will 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.
- SBV will allow using its resources to faculty/students/staff wishing to establish start-up as a fulltime effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty.
- SBV 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 manner:
 - i. Short-term/six month/one year part-time entrepreneurship training.
 - ii. Mentorship support on regular basis.
 - iii. 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.

- iv. SBV will link the startups to other seed-fund providers/angel funds/venture funds or itself may set up seed-fund once the incubation activities mature.
 - v. In return of the services and facilities, the institute may take 2% to 9.5% equity/stakes in the startup/company, based on brand used, faculty contribution, support provided and use of institute's IPR.
 - vi. For staff and faculty, institute can take no-more than 20% of shares that staff / faculty take while drawing full salary from the institution; however, this share will be within the 9.5% capital of company shares, listed above.
- No restriction on shares that faculty/staff can take, as long as they do not spend more than 20% of office time on the startup in advisory or consultative positions and who also 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.
 - In case of compulsory equity model, Startup may be given a cooling period of 6 months to use incubation services on rental basis to arrive at a final decision based on the satisfaction of services provided by the institute/incubator. In such case, during the cooling period, institute cannot force startup to issue equity on the first day of granting incubation support.
 - SBV will provide services based on mixture of equity, fee-based and/ or zero payment model. So, a startup may choose to avail only the support, not seed funding, by the institute on rental basis.
 - SBV will extend this startup facility to alumni of the institute as well as outsiders.
 - Participation in start-up related activities needs to be considered as a legitimate activity of faculty in addition to teaching, R& D projects and must be considered while evaluating the annual performance of the faculty. In this regard UGC mandated academic performance indicator (API) would be linked to performance appraisal. Every faculty may be encouraged to mentor at least one startup.

- Product development and commercialization as well as participating and nurturing of start-ups would be acceded to the duties of a faculty and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty is evaluated accordingly for their performance and promotion.

PRODUCT OWNERSHIP RIGHTS FOR TECHNOLOGIES DEVELOPED AT SBV

When SBV's facilities/funds are used substantially or when IPR is developed as a component of curriculum/academic activity, the rights will be jointly owned by inventors and the institute.

- i. Inventors and institute could together come forward for obtaining the license/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. 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 1-2%.

On the other hand, if the product/ IPR endeavor is developed by innovators who have not used any institute facilities, but beyond the 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.

SBV mission for intellectual property and technology transfer (SBVMIPTECH) will act as a coordinator in facilitating the essential services regarding filing of IPR by faculty, staff and students. However, they will have no say on as to how the invention is carried out, how it is patented or how it is to be licensed. If institute is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. The committee should consist of faculty who have experience and excelled in health care technology translation. However, if inventors are utilizing the private funds/non-institute funds then such of those individuals alone would have a say in patenting.

CREATING INNOVATION PIPELINE AND PATHWAYS FOR ENTREPRENEURS

In order to ensure exposure to innovation maximally as well as pre-incubation activities at the fundamental stage and also to further support the pathway from the preliminary stage ideation to actual innovation so that the product could be effectively marketed. In order to enable the following strategies both main and off campuses the following strategies need to be adopted:

- i. Spreading awareness among students, faculty and staff regarding the value of entrepreneurship and its role in career development or employability should form a component of the institutional entrepreneurial agenda.
- ii. Students/Staff should be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs should innovate with focus on the market.
- 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 idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions will be organized routinely.
- iv. To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities should be enabled.

COLLABORATION, CO-CREATION, BUSINESS RELATIONSHIPS AND KNOWLEDGE EXCHANGE

Stakeholder engagement should be given the primary importance with reference to entrepreneurial agenda. SBV would enter into agreement with 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.

INVOLVEMENT OF MEDIA, IF ANY

As and when suitable advertisements, press releases, press reports, Interviews to the media/television channels occur. Under such circumstances, the policy and guidelines elaborated by the Media and Publicity Committee (SBV-MAPCOM) would be enforced.

INVOLVEMENT, IF ANY OF MAJOR FINANCIAL IMPLICATIONS CONCERNING EXTERNAL AGENCIES

Yes, as per the norms of SBV based on the guidelines of UGC.

EXCEPTIONS, IF ANY

Not applicable

ANY OTHER PERTINENT DETAILS






Not applicable

ENQUIRIES

All enquiries, in confidence, should be addressed to the Legal Officer, SBV with a copy marked to the office of the Registrar.

APPELLATE AUTHORITY

For all difficulties pertaining to this policy, the power to remove difficulties rests with the Vice-chancellor of SBV.

Sl.No	Role	Name	Designation	Signature
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Approved by: Prof. A.R. Srinivasan, Registrar, SBV:

