

IMS ENGINEERING COLLEGE



IMSEC INNOVATION & STARTUP POLICY

Aligned With
National Innovation & Startup Policy: 2021
For
Students & Faculty Members



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The IMS Engineering College (IMSEC) Innovation and Startup Policy for students and faculty members of IMS Engineering College, Ghaziabad will enable the institute to actively engage students, faculty members and members of staff in innovation and entrepreneurship related activities. This framework will also facilitate in bringing clarity in IMSEC Startup policy, involvement of stakeholders, support and performance parameters thus enabling creation of a robust innovation and Startup ecosystem in the institute. This document states Startups Enabling Institutional Infrastructure, practices for nurturing innovations and startups. It also elaborates Innovation Pipeline and Pathways for Entrepreneurs at Institute Level, Pedagogy and Learning Interventions for Entrepreneurship Development Collaboration. Institute participation in co-creation, Business Relationships and Knowledge Exchange is also discussed at sufficient length. Issue of Entrepreneurial Impact Assessment is also addressed in this policy along with the mention of annual felicitation day to motivate the students to opt entrepreneurship as a carrier option and to felicitate their proud parents.

This policy is aligned with Research & IPR policy of IMSEC, which mentions all the issues related to IP and Product Ownership Rights for Technologies Developed at Institute which accounts and organize all the efforts being done by the institute for promoting and nurturing innovation and entrepreneurship which was adopted as third vertical of the institute.

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About IMS Engineering College

Located in the industrial city of Ghaziabad, IMS Engineering College is known for quality technical and management education, centers of excellence, innovative teaching pedagogy, discipline, and other creative efforts.

IMSEC Ghaziabad is one of the top-notch Engineering colleges in North India, providing technical education and 100% employability prospects to its students. It is ranked 5th in North zone among the top Private Engineering colleges by Times Engineering Institute Ranking Survey 2022. In top 125 Private Engineering Institute Rankings 2022, the institute stands tall at position 14th . On all India basis, among the Top 170 Engineering Institute Rankings 2022, IMS Engineering College ranks at 19th position. In context to best Placements, the livewire of any academic institutions, in shortlisted Top 70 Private Institutions, we are distinguished at 13th position. In the domain of Research capability, IMSEC has consolidated itself at 20th , out of 30 top Engineering colleges' list.

In the survey conducted by Competition Success Review (CSR) for the session 2022-2023, IMSEC has been ranked at 4th position in the entire estate of Uttar Pradesh. Last but not least, “Institute’s Innovation Council an inevitable wing of Ministry of Education Initiative”, IMSEC has been given a 4 star rating.

IMSEC is NAAC Accredited for maintaining world-class quality in Education & Infrastructure and one of its courses, B.Tech. (Information Technology) is NBA accredited upto 2024. Highly experienced and

2dedicated faculty team, state-of-art laboratories, computer centres, learning resource centres and wholesome pedagogic skills/pedagogical techniques provide the students highly exciting and gainful opportunities to acquire knowledge and technical expertise necessary for grooming and orienting their creative young minds. IMSEC, is a TCS Accredited college for Placements & Project Activities.

Faculty at IMS Engineering College have been recruited as per quality policy ensuring that the faculty members have educational and technical backgrounds from institutions of national/international repute and none is below a master degree. A large number of them are being regularly deputed to undergo training programs and attending conferences and seminars to enhance their expertise. The IMSEC motto of imparting quality education is reflected by its academic results and placement. IMS Engineering College, an endeavor of IMS Society, is continuously endeavouring to make its students technically skilled, innovative, behaviourally disciplined, and morally ethical to excel in the global corporate scenario.

The objective of IMSEC of imparting quality education is reflected in its consistently good academic results and placement records. IMS Engineering College, a brain- child of IMS Society, is continuously endeavoring to make its students technically skilled, innovative, behaviorally disciplined, and morally ethical to excel in the global corporate scenario.

About Technology Business Incubation Park of IMSEC (TBIP-IMSEC)

Established in 2014, the TBIP-IMSEC has been facilitating the budding entrepreneurs by way of providing infrastructure, financial support system, technological support, marketing and business management. Ministry of MSME, GOI has given financial support to establish the system and have supported six entrepreneurs till date.

Preamble

In 2014, IMSEC taken an initiative to promote entrepreneurship culture in the institute by opening Technology Business Incubation Park (TBIP). In the same year institution invited proposals from different aspirants to apply for support. The shortlisted proposals were forwarded to Ministry of MSME, Govt of India. Finally DC-MSME, Govt of India, recognized the IMSEC-TBIP and granted fund to six of the proposals.

Gradually TBIP-IMSEC has emerged as one of the most effective TBIs in North India hosting many prestigious schemes of project funding and mentoring from MSME,DST-NSTEDB, and NIESBUD. With long felt need for streamlining the growth in innovative ventures of the students and their interest in entrepreneurial endeavors as carrier option, a Institution Innovation Council (IIC) has been established under the chair of Dean(Student Welfare). The objective of the council is to mentor the students & faculty members and guide them about the startup policies. With release of new national Innovation and Startup Policy for students and faculty, IMSEC has compiled and aligned its own policy with NISP-2021.

Vision

To make it a most preferred destination for facilitating & creating an ecosystem of entrepreneurship & startup so that the students opt their career options of entrepreneurship by converting their ideas into a viable and successful enterprise.

Missions

- [M1] To orient the educational infrastructure of the institute towards start -ups and entrepreneurship opportunities for student and faculties.
- [M2] To support the innovation-based entrepreneurship development infrastructure
- [M3] To strengthen and to support students, faculty and staff to consider start- ups and entrepreneurship as a career option.
- [M4] To provide enabling mechanisms to start-ups, through training and skill development, capacity building, networking, access to knowledge & support services, etc. on continuous basis.
- [M5] To provide the guidelines to stakeholders of IMSEC for developing entrepreneurial agenda, managing Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Startups or enterprises established by faculty and students.

Strategies and Governance

Based on accumulated experience, institute has initiated the establishment of the new vertical of innovation and entrepreneurship along with the traditional verticals of placements and higher studies.

A separate Innovation and entrepreneurship policy (IEC Policy) has been framed to support this vertical. This initiative has created a pathway towards development of culture among students and faculties to adopt entrepreneurship as one of the carrier options. Following steps have been taken to implement IEC policy.

- 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.
- 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 IMSEC.
- 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, MSME, startup in UP as well as non-government sources will also be encouraged.
- To support innovation and entrepreneurship promoting activities, it will be highly encouraged and appreciated to approach private

and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.

- Funding raising through sponsorships and donations engaging alumni network for promoting Innovation & Entrepreneurship (I&E) shall be encouraged.
- Entrepreneurship Center under IEC will organize institutional programs such as conferences, convocations, workshops, Entrepreneurship Awareness Camp etc. to spread the awareness regarding importance of innovation and entrepreneurial agenda across the institute.
- Product to market strategy for startups which is a part of IEC policy document will be finalized on micro level on case to case basis.
- Efforts will be encouraged to make IMSEC 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 IMSEC in defining strategic direction for local development.

Startups Enabling Institutional Infrastructure

Institute has already developed institutional infrastructure to enable startups and progressed in this direction from IEC establishment to its promotion into TBIP (Technology Business Incubation Park). This startup enabling infrastructure and its success is acknowledged by various Govt institutions like EDII Ahmadabad, NIESBUD, Ministry of MSME, Govt. of India etc.

As a part of developed infrastructure, a dedicated operational area of around 1500 Sq. ft, consisting of well-equipped high speed Wi-Fi enabled rooms for startup working, along with all the facilities of prototyping, mentoring for IPR, marketing, business plan development, product development etc.

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.

The Startup cell regularly organises programs like Entrepreneurship Development Programs (EDP), Entrepreneurship Awareness Camp (EAC) etc.

Organizational Capacity, Human Resources and Incentives

Organizational Structure for Innovation and Entrepreneurship is as shown in figure 1. The institution follows the well defined IEC policy given by DC-MSME, GOI.

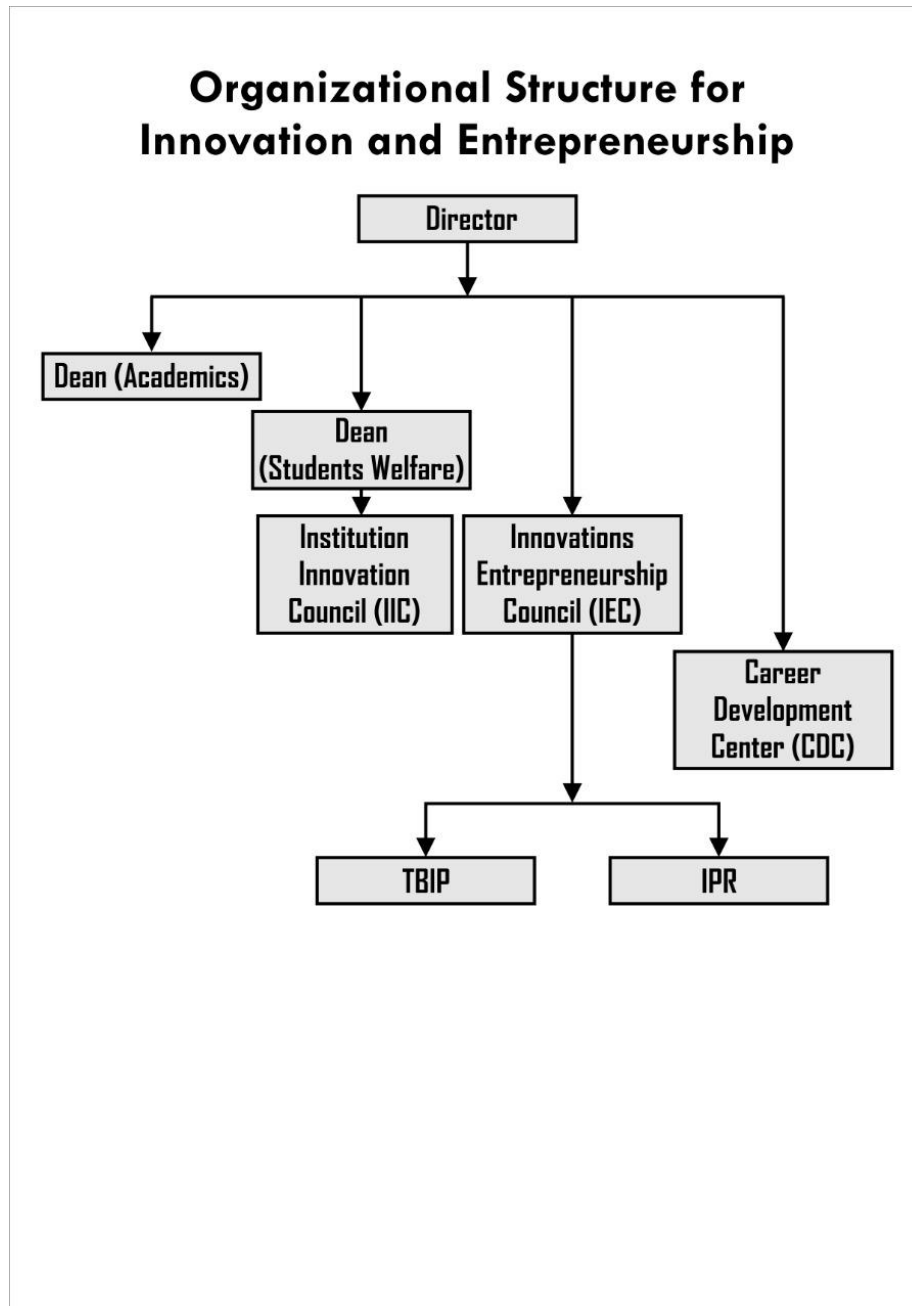


Figure 1: Organizational Structure for Innovation & Entrepreneurship

Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

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

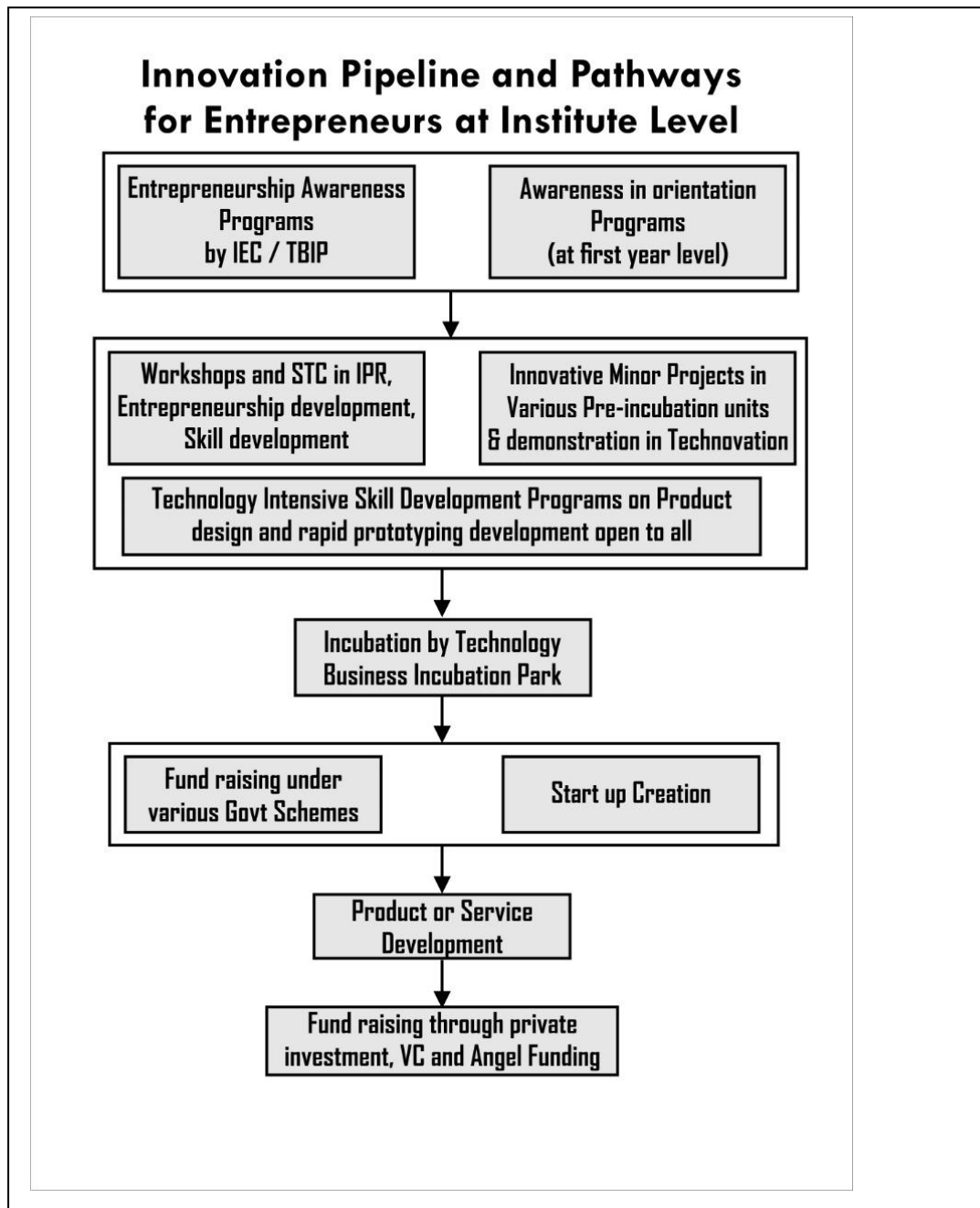


Figure 2: Innovation Pipeline & Pathways for Entrepreneurs at Institute Level

The awareness programs conducted by TBI under their structured Entrepreneurship Awareness Camps of 3 - day duration (in association with EDII or NIESBUD) and awareness sessions conducted during induction programs for first year students introduce the students the spirit of entrepreneurship and innovation.

The institute has established Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities. IICs guides institutions in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts have been under taken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey. For that institution annually organizes its technical fest TECHNOVATION.

We have specific committees for selection for incubation and project monitoring committee in TBIP 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

Suggested Points

For strengthening the innovation funnel of the institute, access to financing must be opened for the potential entrepreneurs.

- Networking events must be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
- Provide business incubation facilities: premises at subsidized cost. Laboratories, research facilities, IT services, training, mentoring, etc. should be accessible to the new startups.
- 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.

We have specific committees for selection for incubation and project monitoring committee in TBIP 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 are mentored for business plan development and idea pitching for incubation in TBIP-IMSEC.

The students incubated in TBIP or have applied for, shall be presenting their proposal in front of Project Selection Committee for funding through various government schemes and agencies.

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.

Norms for Faculty Startups

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 as 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.

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.

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

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.

Faculty must not accept gifts from the startup.

Faculty must not involve research staff or other staff of Institute in activities at the Startup and vice versa.

Human subject related research in Startup should get clearance from ethics committee of this Institution.

Pedagogy and Learning Interventions for Entrepreneurship Development

IMSEC always collaborate with industries and undertake diversified approach in teaching and learning pedagogy including cross disciplinary learning using mentors, labs, case studies, games, etc. in place of traditional lecture-based delivery. Experts from industry, mentors from different areas of business and enterprise are the part of resource person teams.

A dedicated innovation committee is responsible to co-ordinate all student clubs, whereas individual departments are responsible for running technical hobby clubs, project workshops/labs etc.

As a part of awareness program about entrepreneurial ecosystem present in the institute, introductory sessions introductory sessions are organized for all the students of all the programs in IMSEC. Required slots are allocated in the timetable of every department in co-ordination with Dean(Academic) & TBIP-Incharge.

Collaboration, Co-creation, Business Relationships and Knowledge Exchange

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.

TBIP-Incharge and his team will be Single Point of Contact (SPOC) in the institute for the students, faculty, collaborators, partners and other stakeholders.

Institute has collaborations with associations of industries CII, FICCI etc., association various government departments and ministries like DST, MoE, UPIT, Govt of UP, IIRS, poly-technique institutes, entrepreneurship promoting institutes EDII, NIESBUD and venture capitalists etc. All these collaborations prove to be beneficial to the students in their entrepreneurial journey.

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 (Proof of Concept) Prototype, b-plan competitions and hackathons
- f. Participation in pitching for fund raising 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 (Minimum Viable Product) projects
- j. Product development and its launching in the market
- k. Fund raising
- l. Startup registrations and company incorporation
- m. Annual Turn over
- n. IPR application filing, grant and commercialization

The TBIP In-charge & the team members will be responsible for assigning appropriate weightages to the above parameters depending on the maturity of the process. A separate document regarding this will be made available by IIC and reviewed annually.

Review of the Policy:

Considering the feedback from assessment team, which is the reflection of impact of the existing policy, the TBIP-Incharge shall organize the review committee meeting and finalize the recommendations of the review committee.

Way Forward

Successful implementation of the 'IMSEC Innovation and Startup Policy' for students and faculty is the main objective. In order to achieve this, full-fledged support of all the academic, non-academic and supporting departments will be important. The roadmap suggested through this document is 'broad guidelines' and this policy document is supported by the institution research & IPR policy.

This policy is prepared by NISP committee under the supervision of

Dr Meghna Singh,
NISP Co-ordinator



IMS ENGINEERING COLLEGE

IPR POLICY

Educational institutions mainly focus to build technical and ethical human resource for the entire societal development. The inventions of an organization through the human resources may be in the form of products, expressions, designs and so on. The actual challenge is to transfer intellectual assets of an organization to commercial products for the benefit of the society. By considering such challenges IMS Engineering College has formulated its IPR policies for systematic intra and inter-institutional knowledge management. The key features of the IPR policies are as follows: personnel

The IPR policies are focused to

- Encourage, initiate, promote and protect scientific inventions and research which leads to new products/processes/designs development.
- Implement a professional anatomy and process set for the inventions and innovations made through institutional research to make them readily available for the public by transferring the knowledge from institution to commercial society.
- Establish standards for recognizing the rights and responsibilities of the Institution, inventors and their industrial collaborators with respect to intellectual works carried out at the Institution.
- Inspire, support and afford conjointly beneficial rewards to the members of the Institution and others who assisted to transfer Institutional intellectual property to the public through commercial channels.
- Improve the reputation of the Institution as an academic research institution and encouraging novel research activities which lead to provide noble intellectual assets to the Institution.

The IPR policy intends to support and protect the original work of students and faculty members. Policy is designed in a way to provide conducive and competitive environment within the campus.

Objectives

- ***IPR awareness creation:*** By organizing awareness programs to sensitize faculty and students in the campus and disseminating awareness about rights to protect intellectual property and related legal issues.
- ***Foster creativity and innovation:*** By organizing ideathons, hackathons and such activities at institute level to ensure participation of students in national and international levels.
- ***Generation of IPRs:*** By providing proper support to innovators for knowledge creation.
- ***Commercialization of IPRs:*** By developing industry relationships and initiating startups.

Applicability

This policy is applicable to all staff members and students of IMS Engineering College involved in invention/creation of any kind of intellectual property such as patent, copyright, trade mark, trade secret, design, confidential information and integrated circuit's layout.

Ownership

- Institute shall be the joint owner of all the inventions/creations, in whole or part, developed in the institute utilizing its resources.
- Inventions including process, product, software, designs and integrated circuit layouts invented by the staff and student without significant utilization of institution's resources and not connected with the professional conduct of staff or student, for which he/she is associated with institution, shall be owned by the creator.
- If the invention is a result of joint work carried out at institute, with support from external organization/agency in any form such as financial assistance provided by the external agency, ownership of the intellectual property will be based on the mutual agreement of IMS Engineering College with the external agency/organization.
- In case the inventor leaves the institute due to some reason, it shall be mandatory for the inventor to assign the intellectual property rights to the institute before leaving the institute.

- Under all circumstances, IMS Engineering College reserves the right to use intellectual property for any purpose.

Obtaining IPR and Fee for the potential creations

Inventor shall provide the necessary inputs and information for filing IPR application with institution. Institute will bear the cost involved for accessing the intellectual property information data bases, patent filing and registration and other associated tasks with filing the application.

Commercialization

Institute shall attempt to market the intellectual property based on the market demand for the intellectual property to which it has ownership or joint ownership. The creator(s) are expected to support in this process. If institute has not been able to commercialize the creative work in a reasonable time frame; the creator may approach the IPR cell for the reassignment of property rights. In that case inventors should reimburse patenting fees to the institute to receive ownership rights of intellectual property.

Revenue Sharing

Institute and inventor revenue sharing ratio will be 60:40. In case of multiple inventors, every inventor will get equal share or as per agreed terms. For intellectual property owned between institution and industry, as in the case of collaborative research, sharing of revenue and patenting fees will be as per the agreement with the collaborating industry provided that the industry also shares the patenting fees.

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IMS ENGINEERING COLLEGE

THE INNOVATION AND ENTREPRENEURSHIP COUNCIL POLICY

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I. PREAMBLE

This entrepreneurship policy framework aims to create an ecosystem that would empower and enable the students and alumni under the purview of IMS ENGINEERING COLLEGE to pursue their entrepreneurial dreams whereby they can reach their maximum potential. The Institute in line with its vision aspires to initiate an entrepreneurial culture, which contributes to increased knowledge, wealth and employment, with a pro-active sense of social responsibility.

II. PURPOSE

The Entrepreneurship Policy Framework aims to support measures and the relevant academic centers to promote entrepreneurship. It sets out a structured framework of policy areas, embedded in an overall entrepreneurship strategy that helps guide the stakeholders through the process of creating an environment that facilitates the embedding of entrepreneurship in the curricula, the emergence of entrepreneurs and start-ups, as well as the growth and expansion of new enterprises.

III. IMSEC VISION & MISSION

VISION

To impart futuristic technical education and establish A department of excellence by preparing students to apply their knowledge and varied skills as A competent technocrat to contribute towards solving complex societal problems and thus building A peaceful and prosperous nation

MISSION

- M1: To impart quality engineering education so that they become perfect IT professional by getting high quality of technical education, research, training, professionalism with strong ethical values.
- M2: To educate students in such a way that they shape up their minds to ensure their productive careers in industry and academia.
- M3: To help students to excel in research and innovation that discovers new knowledge which enables new technologies and systems.
- M4: To prepare students to become an industry ready IT professional by inculcating creativity, team spirit, leadership and ethical competency through industry academia collaboration, continuous curricular, co-curricular and extra-curricular activities.

OBJECTIVES

1. create an environment to help expose students to entrepreneurship and develop entrepreneurial characteristics/traits in students;
2. provide the information to support the creation of an entrepreneurial learning environment;
3. to encourage faculty to research projects in entrepreneurship;
4. to enthuse faculty to take up entrepreneurial mentoring;
5. create awareness of venture creation as a viable career option; and
6. increase the likelihood of venture creation among students and graduates.

The overall focus of the policy framework is to identify needs and developmental opportunities and attend to the gaps in entrepreneurship education, awareness, and advocacy. This is used to increase entrepreneurial behaviours and activities in students, alumni and faculty, with specific aims.

AIM

The aim of the policy is to increase the:

1. Number of students participating in the entrepreneurship program (the E-Cell)
2. Number of students undergoing the EIP (entrepreneurship internship programme)
3. Number of students developing business plans

4. Students taking internships/ placement with start-ups
5. Entrepreneurial events and activities held
6. New courses offered in entrepreneurship
7. Funds received for promotion of entrepreneurship
8. Research projects in entrepreneurship
9. Entrepreneurial mentoring by faculty

These aims can be met by providing avenues for students to initiate student entrepreneurial activities, initiating occasions for students to work with small and medium-sized businesses/organizations, creating awareness of the resources that support the creation of businesses/ventures, within the institution, providing opportunities for students to generate business/venture ideas, offering opportunity for students to acquire the knowledge to start a venture, providing students access to business courses and initiating occasions for students to learn about various types of entrepreneurship.

The Entrepreneurship Policy Framework focuses specifically on policies aimed at promoting the emergence of new student and alumni entrepreneurs and facilitating new business start-ups. Given this focus, the framework also pays attention to how this entrepreneurship policy interacts with a broader climate. The ultimate focus, internally, is to increase students' likelihood of becoming entrepreneurs (business, social, or inventors/innovators) at some point, either while pursuing their education or after completing it. Additionally, taking business courses and having the knowledge to start a business/venture contribute to a higher likelihood of engaging in certain types of entrepreneurship (business and inventing/innovating).

IV. INNOVATION AND ENTREPRENEURSHIP COUNCIL (IEC)

The Innovation and Entrepreneurship Council aims to support measures and the relevant academic centers to promote entrepreneurship. It is the implementing arm of the Entrepreneurship Policy of the Institute. The goal of the IEC is to provide both internal and external stakeholders like the students, alumni, faculty and the community at large, with an enabling environment and appropriate opportunities to develop their competencies in fields identified by themselves and the IMSEC Strategic Management Committee as essential to their entrepreneurial growth.

V. MAPPING WITH THE VISION & MISSION

IEC focuses specifically on policies aimed at promoting the emergence of new student and alumni entrepreneurs and facilitating new business start-ups within the geographical community. Given this focus, the framework also pays attention to how this entrepreneurship policy interacts with a broader climate. The ultimate focus, internally, is to increase students' likelihood of becoming entrepreneurs (business, social, or inventors/innovators) at some point, either while pursuing their education or after completing it.

These can be met by providing venues for students to

- a. initiate student entrepreneurial activities,
- b. initiating occasions for students to work with startups and small and medium-sized

- businesses/organizations,
- c. creating awareness of the resources that support the creation of businesses/ventures, within the institution,
- d. providing opportunities for students to generate business/venture ideas,
- e. offering opportunity for students to acquire the knowledge to start a venture,
- f. providing students access to business courses and initiating occasions for students to learn about various types of entrepreneurship.

VI. INCUBATION CENTER

The Incubation Center namely Technology Business Incubation Park of IMSEC (TBIP-IMSEC) is designed to support the successful development of entrepreneurial companies through an array of business support resources and services, developed and offered both in the incubator and outside. One main goal is to produce successful firms that will leave the program financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighborhoods, commercialize new technologies, and strengthen local and national economies.

The Incubation Center tries to provide management guidance, technical assistance and consulting tailored to young growing companies and assistance in obtaining the financing necessary for company growth. The objective of this center is also to develop/upgrade entrepreneurial skills and techniques of incubatee companies. This objective will be achieved through various short courses and workshops.

VII. CRITICAL SUCCESS FACTORS

The fact is that there is no systematic information that tells us how these abilities can be imparted effectively by the educational process. Indeed, there is evidence suggesting that many current educational practices in India also inhibit the heterodox thinking that such progress requires. This important issue – exactly how education should be structured to maximize creativity, skills and knowledge of students all at the same time – has not been adequately explored and is characterized by divergent conclusions. Yet at the same time, there are certain critical success factors that can lead to enhancing the entrepreneurial eco-system in which the Institute operates.

a. Promoting student innovation and entrepreneurship

While many students dream of starting the next Facebook® or Twitter® (both of which were started by students), the IEC is more focused on the pedagogical value of entrepreneurship as a set of skills that can be applied across professional environments and activities to supplement the students' classroom experience. The Institute is investing both in formal programs as well as in extra-curricular activities to channel students' interest in solving global problems through entrepreneurship.

b. Encouraging faculty innovation and entrepreneurship

The Institute will strive to put in place a series of changes to encourage more faculty entrepreneurship, which in turn will

complement student entrepreneurship. These changes will include greater recognition of faculty entrepreneurs, integrating entrepreneurship into the faculty selection process, and increasing faculty connections to outside partners - through consultancies, engagement with business, and targeted resources for startup creation.

c. Alumni entrepreneurs

One of the stakeholders for whom this policy has a strategic view are the alumni. For mainstreaming them, a charter for Alumni Entrepreneurs is to be created. This is

- a. Meant to be a support network for advice, resources, connections and preferred pricing
- b. Create a common media for sharing ideas and seeking help
- c. Form a working arrangement so that everyone benefits
- d. Give preference to members for business

VIII. VALIDITY, APPLICABILITY AND EXCLUSIONS

VALIDITY

This policy document is valid with immediate effect and normally up to the period ending June 30, 2025, at which time it will be reviewed. Subsequently, this document shall be reviewed with a 3-year periodicity. However, in case of any unforeseen happening in the interim periods, it may be altered/modified suitably by the IEC to suit current requirements, after due consideration and consultation with the Director.

APPLICABILITY

The scope of this policy document extends to all IMSEC students, alumni, faculty (permanent and adjunct) and research scholars, and also includes all external and internal stakeholders, for the specific purpose of enhancing entrepreneurship in the community. The applicability of this policy is throughout the academic and non-academic centers to encourage and enhance the growth of entrepreneurship within the Institute and in the wider ecosystem, through the Incubation centers, training and other entrepreneurial activities.

EXCLUSIONS

The following are excluded from the scope of this policy document:

1. Guests and other stakeholders, with no interest in entrepreneurship, do not come under the purview of the IEC.

IX. PROCEDURES

Incubates must prepare and present for review a project plan describing each milestone and corresponding activities along with resources needed for each milestone. The project plan must be adhered to strictly and corrective actions carefully designed and implemented to correct any deviation. TBIP Members will ensure that the plan is followed properly.

- a. Procedure Selection of incubatee:

1. Receipt of application from the incubatee
2. Application screening by a committee comprising business and technical experts
3. Meeting/Presentation by the potential Incubate(s).
At this stage, the Potential incubate will present the product concept and business feasibility

b. Selection Decision

1. The applicant is informed whether he/she is selected or rejected by the committee as an incubatee.
2. Monitor Project Progress and assist incubate with future actions
3. Tenancy Agreement

The Selection Committee will include:

Head of the Incubator (TBIP-IMSEC), Faculty Member from the relevant field, External expert and Representative from Industry

The Incubation Center has and will ensure a business-like discipline, teamwork effort and attention to details of every aspect of the project, to ensure success. This will be achieved through developing and managing project milestones such as Product design, Product testing in the market, Prototype development and simulated actual service conditions.

x. STRATEGY

The strategic focus of IEC is two-pronged, one aimed at addressing the internal stakeholders and environment and the second, addressing the external ecosystem.

INTERNAL

The overall focus of the Centre is to identify needs and developmental opportunities and attend to the gaps in entrepreneurship education, awareness, and advocacy, at the Institute level. This is used to increase entrepreneurial behaviors and activities in students and faculty, specifically:

- expose all students to entrepreneurship;
- provide the information to support the creation of an entrepreneurial learning environment;
- develop entrepreneurial characteristics/traits in students;
- create awareness of venture creation as a viable career option; and
- increase the likelihood of venture creation among students and graduates.

EXTERNAL

It is needed to consciously build ecosystems that help the different kinds of entrepreneurs. It is also needed to examine our circumstances, strengths, and weaknesses and design approaches that are rooted in local realities. This requires an openness to include anyone who is interested in joining the startup community — from students, researchers, and professors to corporate employees, lawyers, government, and investors — which is critical. To create a win-win situation for all stakeholders, there has to be some

events in the startup community that engage everyone in it from top to bottom. So, whether it be accelerators, meet-ups, or startup weekends, IEC will have to create things that involve everyone.

Implementation of successful ecosystem projects requires the participation of a broad group of local public and private leaders, which can include government entities, foundations, private enterprises, universities, and public-private partnerships. Our ultimate goal is to stimulate economic growth, development, and prosperity by creating **measurably** more entrepreneurship in a given locale within three years.

Based on this an Action Plan is created as below:

1. Creation of an advisory board (tentative list) for IEC
 - a. Development Commissioner
 - b. DC-MSME
 - c. PNB or other banks
 - d. Indian Angel Network
 - e. 2 to 3 high-level VCs (Tevatron Technologies Pvt Ltd, HexnBit)
 - f. Professors
 - g. Entrepreneurs
 - h. Legal experts, etc.
2. Association of a set of agencies for helping the entrepreneurs in the three stages of evolution
 - i. Mentors
 - ii. Seed funds
 - iii. Technical labs (for product testing)
 - iv. Infrastructure support
 - v. Special sessions/ classes as per requirement

- vi. Association with the best engineering colleges.
- vii. As many angel investors as possible, in different sectors
- viii. Market research organization
- ix. Access to students / human capital
- x. IPO consultants
- xi. Access to bank finance
- xii. VCs

Building on existing academic strengths and relationships with partners in industry and across the public and private sectors, the development of the IEC is a catalyst for a change in engagement between academia, innovation and industry. The IEC reach should permeate activities across the city of Ghaziabad. It will bring together multidisciplinary teams to combine strengths in engineering, science, business, humanities and the social sciences – enhancing the student experience and providing more opportunities for students (internal and external) to interact with external agencies.

XI. REVIEW AND REVISION:

The Policy document would be reviewed at the end of each completed academic year by the Centre and necessary amendments made if found necessary.

XII. IMPACT METRICS & IMPROVEMENT

The Vision & Mission of institution can be quantified by the following metrics as

- Number of students participating in the entrepreneurship program
- Number of students developing business plans
- Students taking internships/ placement with start-ups
- Entrepreneurial events and activities held

- New courses offered in entrepreneurship
- Funds received for promotion of entrepreneurship
- Research projects in entrepreneurship
- Entrepreneurial mentoring by faculty

Job Description

- a. **Head IEC**
- b. **CEO TBIP**

1. JOB DESCRIPTION

a. Head IEC

Overall Departmental Responsibilities

The CEO TBIP is in charge of all aspects of policy and operations, to create a supportive environment for nurturing entrepreneurship within the Institute and in the wider ecosystem, particularly collaborating with all academic and student services departments.

Major Responsibilities:

1. Provide leadership, oversight, and direction for all aspects of entrepreneurship emanating from the Center and oversee all operations of the Center including incubation opportunities, accelerator growth and entrepreneurship curriculum
2. Identify grant opportunities for seed funding, incubation mentoring and VC funding for growth acceleration, including but not limited to conducting of training programmes and workshops
3. Create an advisory board and policy papers to encourage entrepreneurship in the Institute and in the wider ecosystem
4. Collaborate with Deans, Department Heads, and other faculty colleagues to encourage entrepreneurship within the Institute

- and in the wider ecosystem
5. Integrate initiatives, internal and external, that promote and enhance entrepreneurship in the students, through co-curricular and extra-curricular activities.
 6. Form productive relationships with local chambers and entrepreneurship organizations and establish and maintain linkages with local, state and national organizations and institutions, especially those related to entrepreneurship
 7. To promote the importance of entrepreneurship within the Institute and create start-up businesses incubation spin-out companies.
 8. To represent the Institute on external bodies associated with the enterprise, as appropriate
 9. Perform other duties as assigned by the Director

Reporting Structure and Relationship:

Reporting to: The Director

b. CEO, TBIP

Essential Duties and Responsibilities:

2. Full P&L responsibility for ensuring current viability and future growth of the incubator with the objective of making it self-sustaining.
3. Prospecting for and developing a robust pipeline of quality proposals for the Centre.
4. Prospecting for and developing a robust network of advisors, mentors, partners, investors, educational institutions and other stakeholders for the Centre.
5. Oversees the day-to-day operation of the business incubator facility, including marketing the facility, recruiting potential tenants, and assisting in screening potential clients and making recommendations.
6. Evaluates and seeks potential funding sources through program revenue, grants, donors, etc.

7. Develops and maintains a client database, prepares periodic reports, and maintains records of projects, progress, and the status of the incubator.
8. Coordinates, maintains, and reviews tenants' facility needs to ensure the incubator is meeting current targeted industry needs.
9. Assists in developing and implementing policies governing the operation of the facility consistent with the lease and funding contracts, including meeting performance metrics and goals.
10. Manages funds by planning and developing the incubator budget.



SCHEMES HOSTED BY TBIP-IMSEC

ENTREPRENEURSHIP AWARENESS CAMP [EAC]		
Scheme/ Event Hosted (Associated Agency)	Year	No of Participants
Entrepreneurship Awareness Camp (EAC) in association with Entrepreneurship Development Institute of India(EDII) Ahmadabad, undr DST-NIMAT Project	2012	112
	2014	122
	2016	126
Entrepreneurship Awareness Camp (EAC) in association with NIESBUD, NOIDA (Under Ministry of Skill Development & Entrepreneurship	2020	135
	2021	148
AWARENESS PROGRAM ON IPR		
Awareness Program Under National manufacturing Competitiveness Program (NMCP) Ministry of MSME, Govt. of In IPR For SMEs-2016	2016	105

**SUPPORT FOR ENTREPRENEURIAL & MANAGERIAL
DEVELOPMENT OF SMEs THROUGH INCUBATORS
(A Scheme under Ministry of MSME, GOI)**

DC-MSME Scheme, GOI	2015	8 Approved: 4
	2016	4 Approved: 2
DC-MSME, Hackathon	2022	8