



Adichunchanagiri University

Sri Adichunchanagiri College of Pharmacy, BG Nagara

Adichunchanagiri

Innovation and Start-up Policy



Adichunchanagiri Center
for Entrepreneurs

ABSTRACT

The Adichunchanagiri Innovation and Start-up (AIS) Policy for students and faculty of Adichunchanagiri University and the units associate with this university will enable the institute to actively engage students, faculty in Research, innovation, New product design, establishment of product prototype and entrepreneurship related activities. This framework will also facilitate the University in terms of Intellectual Property ownership management, technology licensing equity sharing, thus enabling creation of a robust innovation and Start up ecosystem.

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Preamble

To strengthen the Innovation and research among the across various institutions and Universities, to facilitate and motivate the students and faculty to conceive novel ideas and to convert the idea to the product, MHRD's Innovation Cell (MIC) along with All India Council of Technical Education (AICTE) conducted Orientation Programs on the theme "Orientation and Adoption of NISP at HEI Level" in the month of August 2020 with the following learning objectives;

- Reason for adoption of National Innovation and Startup Policy (NISP) by HEIs
- Provisions and components in NISP for HEIs to implement
- Desirable approaches, expected outcomes and likely impacts which will be created both at Micro & Macro level and Short- and Long-Term
- Task Sheet preparation: To-do list for adoption.

In response to the above, Adichunchanagiri University constituted a core committee as per MHRD innovation cell to facilitate, motivate and nurture the respective faculty and students in generating novel ideas though various brainstorming sessions to establishing idea into innovation. This committee also deliberated in protecting the innovation rights intellectually, financially and hand holding the innovator till he/she establishes completely.

VISION

“To identify / generate novel ideas from the faculty and students, nurture the innovators to establish into a successful entrepreneur by providing necessary infrastructure, training and financial support”

1. Strategies and Governance

- a. Entrepreneurship promotion and development will be one of the major dimensions of the HEIs strategy. To facilitate development of an entrepreneurial ecosystem in the Adichunchanagiri University, specific objectives and associated performance indicators will be defined for assessment.
- b. Implementation of entrepreneurial vision at the Adichunchanagiri University will be achieved through mission statements rather than stringent control system. The entrepreneurial agenda will be the responsibility of a senior person at the level of dean/ director/ equivalent position to bring in required commitment and must be well understood by the higher authorities. However, promoting entrepreneurship requires a different type of mind set as compared to other academic activities. Therefore, this person will be very carefully chosen from someone who understands the industry and above all business.
- c. Resource mobilisation plan will be worked out at the Adichunchanagiri University for supporting pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy will be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.
 - i. Investment in the entrepreneurial activities will be a part of the institutional financial strategy. Minimum 1% fund of the total annual budget of the institution will be allocated for funding and supporting innovation and startups related activities through creation of separate 'Innovation fund'.
 - ii. The strategy will also involve 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, etc. and non-government sources will be encouraged.
 - iii. To support technology incubators, Adichunchanagiri University may approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
 - iv. Adichunchanagiri University may also raise funding through sponsorships and donations. Adichunchanagiri University actively engage alumni network for promoting Innovation & Entrepreneurship (I&E).

- d. For expediting the decision making, hierarchical barriers will be minimized and individual autonomy and ownership of initiatives will be promoted.
- e. Importance of innovation and entrepreneurial agenda will be known across the Adichunchanagiri University and will be promoted and highlighted at institutional programs such as conferences, convocations, workshops, etc.
- f. Action plan will be formulated at Adichunchanagiri university level, which is in line with the current document along with well-defined short-term and long-term goals. Micro action plan will also be developed by the affiliated institutes to accomplish the policy objectives.
- g. Adichunchanagiri University will develop and implement I & E strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the institutes, thus breaking the silos.
- h. Product to market strategy for startups will be developed by the Adichunchanagiri University on case to case basis.
- i. Development of entrepreneurship culture will not be limited within the boundaries of the institution.
 - I. Adichunchanagiri University will be the driving force in developing entrepreneurship culture in its vicinity (regional, social and community level). This shall include giving opportunity for regional startups, provision to extend facilities for outsiders and active involvement of the Adichunchanagiri University in defining strategic direction for local development.
 - II. Strategic international partnerships will be developed using bilateral and multilateral channels with international innovation clusters and other relevant organizations. Moreover, international exchange programs, internships, engaging the international faculties in teaching and research will also be promoted.

2. Startups Enabling Institutional Infrastructure

Pre-incubation and incubation facilities for nurturing innovations and startups in Adichunchanagiri University affiliated institutions will be undertaken. Incubation and Innovation need to be organically interlinked. Without innovation, new enterprises are unlikely to succeed. The goal of the effort will be to link INNOVATION to ENTREPRISES to FINANCIAL SUCCESS.

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

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

c) Pre-incubation facilities will be managed by Adichunchanagiri University will be a separate entity preferably registered under Section-8 of Company Act 2013 with independent governance structure. This will allow more freedom to Incubators in decision making with less administrative hassles for executing the programs related to innovation, IPR and Startups. Moreover, they will have better accountability towards investors supporting the incubation facility.

d) Opex Accelerators 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.

3. Nurturing Innovations and Start ups

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

b) Opex Accelerator Pvt Ltd will defining their processes, institutions will ensure to achieve following:

i. Incubation support: Offer access to pre-incubation & Incubation facility to start ups by students, staff and faculty for mutually acceptable time-frame. In case an Adichunchanagiri University doesn't have a dedicated facility/ infrastructure of its own, then it may reach out to nearest incubation facilities in other HEIs in order to facilitate access to their students, staff and faculty.

ii. Adichunchanagiri University will allow licensing of IPR to start up: Ideally students and faculty members intending to initiate a start up based on the technology

developed or co-developed by them or the technology owned by the Adichunchanagiri University, will 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.

iii. Adichunchanagiri University will allow setting up a start up and working part-time for the start ups while studying / working: Adichunchanagiri University may allow their students / staff to work on their innovative projects and setting up start ups or work as intern / part-time in start ups while studying / working. Student Entrepreneurs may earn credits for working on innovative prototypes/Business Models. Adichunchanagiri University will develop clear guidelines to formalize this mechanism. Student inventors may also be allowed to opt for start up in place of their mini project/ major project, seminars, summer trainings. The area in which student wants to initiate a start up may be interdisciplinary or multidisciplinary. 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 start up.

c) Students who are under incubation, but are pursuing some entrepreneurial ventures while studying will be allowed to use their address in the institute to register their company with due permission from the Adichunchanagiri University.

d) Students entrepreneurs will be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the Adichunchanagiri University.

e) Adichunchanagiri University will allow their students to take a semester/year break (or even more depending upon the decision of review committee constituted by the institute) to work on their start ups and re-join academics to complete the course. Student entrepreneurs may earn academic credits for their efforts while creating an enterprise. Adichunchanagiri University will set up a review committee for review of start up by students, and based on the progress made, it may consider giving appropriate credits for academics.

f) Adichunchanagiri University will explore provision of accommodation to the entrepreneurs within the campus for some period of time.

g) 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. Adichunchanagiri University will

consider allowing use of its resource to faculty/students/staff wishing to establish start up as a fulltime effort. The seniority and other academic benefits during such period may be preserved for such staff or faculty

h) Start a part-time/full time MS/ MBA/ PGDM (Innovation, entrepreneurship and venture development) program where one can get degree while incubating and nurturing a startup company.

AICTE has already issued guidelines for a similar program.

i) Adichunchanagiri University 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) 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) Adichunchanagiri University will also 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 License institute IPR as discussed in section 4 below

j) 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. Adichunchanagiri University will take much lower equity share, unless its full-time faculty/ staff have substantial shares). Other factors for consideration will be space, infrastructure, mentorship support, seedfunds, support for accounts, legal, patents etc.

- For staff and faculty, Adichunchanagiri University will 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.

- 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 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

- In case of compulsory equity model, Startup may be given a cooling period of 3 months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the Adichunchanagiri University. In that case, during the cooling period, institute cannot force startup to issue equity on the first day of granting incubation support.

k) Adichunchanagiri University will also 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.

l) Adichunchanagiri University will extend this startup facility to alumni of the institute as well as outsiders.

m) Participation in start up related activities needs 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.

n). 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.

o) Adichunchanagiri University will update/change/revise performance evaluation policies for faculty and staff as stated above.

p). Adichunchanagiri University will ensure that at no stage any liability accrue to it because of any activity of any startup.

q) Where a student/ faculty startup policy is pre-existing in the same institute, then Adichunchanagiri University may consider modifying their policy in spirit of these guidelines.

4. Product Ownership Rights for Technologies Developed at Institute

a) In case of Adichunchanagiri 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 Adichunchanagiri University.

i. Inventors and Adichunchanagiri University could together license the product / IPR to any commercial organisation, 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. Adichunchanagiri University will not be allowed to hold the equity as per the current statute, so SPV may be requested to hold equity on their behalf.

iii. If one or more of the inventors wish to incubate a company and license the product to this company, the royalties would be no more than 4% of sale price, preferably 1 to 2%, unless it is pure software product. If it is shares in the company, shares will again be 1% to 4%. For a pure software product licensing, there may be a revenue sharing to be mutually decided between the institute and the incubated company

- b) On the other hand, if product/ IPR is developed by innovators not using any Adichunchanagiri University facilities, outside office hours (for staff and faculty) or not as a part of curriculum by student, then product/ IPR will be entirely owned by inventors in proportion to the contributions made by them. In this case, inventors can decide to license the technology to third parties or use the technology the way they deem fit.
- c) If there is a dispute in ownership, a minimum five membered committee consisting of two faculty members (having developed sufficient IPR and translated to commercialisation), two of the Adichunchanagiri University's alumni/ industry experts (having experience in technology commercialisation) and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. Adichunchanagiri University can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.
- d) Adichunchanagiri University's IPR cell or incubation center will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If institute is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. The committee will consist of faculty who have experience and

excelled in technology translation. If inventors are using their own funds or non Adichunchanagiri University's funds, then they alone will have a say in patenting.

- e) Adichunchanagiri University's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation. Other faculty in the department / institute will have no say, including heads of department, heads of institutes, deans or registrars.
- f) Interdisciplinary research and publication on startup and entrepreneurship will be promoted by the Adichunchanagiri University.

5. Organizational Capacity, Human Resources and Incentives

a) Adichunchanagiri University will recruit staff that have a strong innovation and entrepreneurial/ industrial experience, behaviour and attitude. This will help in fostering the I&E culture.

- i. Some of the relevant faculty members with prior exposure and interest will be deputed for training to promote I&E.

- ii. To achieve better engagement of staff in entrepreneurial activities, institutional policy on career development of staff will be developed with constant upskilling.

b) Faculty and departments of the Adichunchanagiri University have to work in coherence and cross-departmental linkages will be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.

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

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

e) In order to attract and retain right people, Adichunchanagiri 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.

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

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

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

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

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

- i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability will be a part of the Adichunchanagiri University's entrepreneurial agenda.
- ii. Students/ staff will be taught that innovation (technology, process or business Innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs will innovate with focus on the market niche.
- iii. Students will be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), by inviting first generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, bootcamps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition will be routinely organized.
- iv. To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities will be done.

b) Adichunchanagiri University will link their start ups and companies with wider entrepreneurial ecosystem and by providing support to students who show potential, in pre-startup phase. Connecting student entrepreneurs with real life entrepreneurs will help the students in understanding real challenges which may be faced by them while going through the innovation funnel and will increase the probability of success.

c) Adichunchanagiri University will establish Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell and allocate appropriate budget for its activities. IICs will guide institutions in conducting various activities related to innovation, startup and entrepreneurship development. Collective and concentrated efforts will be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.

d) For strengthening the innovation funnel of the Adichunchanagiri University, 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 subsidised cost. Laboratories, research facilities, IT services, training, mentoring, etc. will be accessible to the new start-ups.

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.

e) Institute must develop a ready reckoner of Innovation Tool Kit, which must be kept on the homepage on institute's website to answer the doubts and queries of the innovators and enlisting the facilities available at the institute.

7. Norms for Faculty Startups

a. For better coordination of the entrepreneurial activities, norms for faculty to do startups will be created by the Adichunchanagiri University. Only those technologies will be taken for faculty startups which originate from within the Adichunchanagiri University.

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

ii. Adichunchanagiri 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 his/her involvement in the startup activities.

iii. Faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.

b. 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.

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

d. 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 institute) may be permitted to the faculty.

e. Faculty must not accept gifts from the startup.

f. Faculty must not involve research staff or other staff of institute in activities at the startup and vice-versa.

g. Human subject related research in startup will get clearance from ethics committee of the institution.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

a. Stakeholder engagement will be given prime importance in the entrepreneurial agenda of the institute. Institutes will find potential partners, resource organizations, micro, small and mediumsized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.

i. To encourage co-creation, bi-directional flow/ exchange of knowledge and people will be ensured between institutes such as incubators, science parks, etc.

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

iii. Mechanism will be developed by the institute to capitalize on the knowledge gained through these collaborations.

iv. Care must be taken to ensure that events DON'T BECOME an end goal. First focus of the incubator will be to create successful ventures

b) Adichunchanagiri University will develop policy and guidelines for forming and managing the relationships with external stakeholders including private industries.

c) Knowledge exchange through collaboration and partnership will be made a part of institutional policy and institutes must provide support mechanisms and guidance for creating, managing and coordinating these relationships.

i. Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty, staff and students of the institutes will be given the opportunities to connect with their external environment.

- ii. Connect of the institute with the external environment must be leveraged in form of absorbing information and experience from the external ecosystem into the institute's environment.
- iii. Single Point of Contact (SPOC) mechanism will be created in the institute for the students, faculty, collaborators, partners and other stakeholders to ensure access to information.
- iv. Mechanisms will be devised by the institutions to ensure maximum exploitation of entrepreneurial opportunities with industrial and commercial collaborators.
- v. Knowledge management will be done by the institute through development of innovation knowledge platform using inhouse Information & Communication Technology (ICT) capabilities.

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

a. Stakeholder engagement will be given prime importance in the entrepreneurial agenda of the Adichunchanagiri University. Adichunchanagiri University will find potential partners, resource organizations, micro, small and mediumsized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs.

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10. Entrepreneurial Impact Assessment

a. Impact assessment of Adichunchanagiri University's entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education will be performed regularly using well defined evaluation parameters.

- i. Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning will be assessed.
- ii. Number of start ups created, support system provided at the Adichunchanagiri University's level and satisfaction of participants, new business relationships created by the institutes will be recorded and used for impact assessment.
- iii. Impact will also be measured for the support system provided by the Adichunchanagiri University to the student entrepreneurs, faculty and staff for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.

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

c. Impact assessment for measuring the success will be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model is critical. COMMERCIAL success is the ONLY measure in long run.