



**MAHATMA GANDHI UNIVERSITY**



**Mahatma Gandhi University**  
**Priyadarsini Hills P. O.**  
**Kottayam, Kerala - 686560**

**(Re-accredited by NAAC with A Grade)**

**Student Start-up Policy**

## **I PREAMBLE**

Mahatma Gandhi University in its drive to establish world class university announces its 'Start-up India' policy, intended to construct a robust eco-system for nurturing innovation and start-ups by extending administrative, academic and financial support to students through R&D support, start-up grants, patent facilitation, and entrepreneurship support. The objective is to lead university students to a culture of job creation as opposed to a culture of job seeking, by blending academic/ industrial research with innovation through the establishment of companies. The policy aims to support job creation, university-industry collaboration, through different institutional mechanisms in the University for promoting entrepreneurship and technology based student start-ups. The University realizes the most of the student (owned) start-ups have evolved from technology courses like IT, Bioscience, Nano Technology, Electronics and other science related disciplines rather than from liberal studies or social sciences disciplines, however, the University would like to open its doors to all the students, who belong to the departments/ Centre and affiliated colleges of the university, its alumni as well as the students from different schools that come under the territorial jurisdiction of Mahatma Gandhi University. In consonance with the Central and State Government policies and other institutions the promote start-ups, the University intends to provide requisite infrastructure, Incubators and Accelerators, Human Capital Development, Funding, State Support, institutions of governance, academia-industry Partnership, Scaling Existing and Establishing New Incubators and Startup- Bootup-Scaleup model that strengthen student's start-up projects.

## **II. OBJECTIVES**

- *To synergize the triadic relationship of university-industry-government for building better Innovation system and enabling knowledge flow;*
- *To bridge the gap between theoretical classroom learning and real-world applicability.*
- *To make the students job creators than job seekers.*
- *To strengthen University-national Rand D research tie-ups and interaction with reputed firms having strong R & D facilities*
- *To enable the students/ faculty to meet the demands of industry, government and the broader community through research, curriculum, workshops, seminar, and courses and empower the students to take their ideas from labs to markets through research.*
- *To offer an all-encompassing support system in extending ideas, nurturing incubation, facilitating product development, assisting training and providing premises.*
- *To create a Monitoring and Evaluation (M & E) Unit for monitoring and evaluating Government policies and the programs of other agencies, innovations, start-ups and entrepreneurship.*

### III. DEFINITIONS

- a) *Start up*: An entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant.
- b) *Student Start-up*: A Start-up that is initiated by student(s) enrolled in the departments/Centre and affiliated college of the university, its alumni as well as the students from different schools that come under the territorial jurisdiction of Mahatma Gandhi University.
- c) *Start-up Course Curriculum*: It refers to the course contents and academics that are provided by the MGU Business Innovation and Incubation Centre or the associating Department/ Colleges under a specific course or program of study. The Start-up Course Curriculum have courses on business opportunity identification, business idea generation, IPR/patenting laws, B-plan and feasibility, start-up finance, launching and sustaining start-ups, soft-skills for start-ups, foundation of the business basic subjects as well as management, accounting & finance, negotiation etc. or the courses approved by AICTE and approved by MGU.
- d) *Pedagogy and Experiential Learning*: It refers to specific methods and teaching practices as an academic subject or theoretical concept), which would be implied for students working on start-ups and would demand experiential learning rather than traditional classroom lecturing. The courses involve discussion on practical business situations that can help students to arrive at a decision while facing business dilemma(s), field based interactions with prospective customers and may necessitate supporting institutions/industrial units/businesses forming a part of the pedagogy to orient the students.
- e) *Host Institution*: Host institutions refer to well-known technology, management and R&D institutions working for developing start-ups and contributing towards developing a favourable entrepreneurial eco-system.
- f) *Tinker Lab*: Tinker lab is a combination of experimental research and specialization. It sharpens technical and content specific aspects of a drawing and expands it by taking an open attitude in regards to the image and its possibilities within the design.
- g) *Business Innovation and Incubation Centre (BI/CJ)*: BIJC, the umbrella institution in MGU that provides support to innovations/incubations/ entrepreneurship by extending administrative, Academic and financial support to students through R&D support, start-up grants, patent facilitation, and entrepreneurship support and co-ordination activities of Technology Business Incubator (TBI) and Policy Incubator Paleethnology Business Incubator (TBI): Any Incubator that is recognized by ol/GoK is deemed to be a TBI. Policy Incubator (PI): The platform where various government policies related to student startups in general and other similar areas are discussed, debated and are put under pilot testing mode.

- h) *Science Park* It is the institutional mechanism consisting of a conglomeration of associated departments that include School of Pure and Applied Sciences, School of Biosciences, School of Chemical Sciences, School of Computer Sciences, School of Technology and Applied Sciences, Centre for Nanotechnology, and allied departments/ Centres.
- i) *Foblab*: It refers to the fabrication lab that promotes education in hardware manufacturing and creates prototypes of hardware products.
- j) *Accelerators*: Start-up Accelerators design programs in batches and transform promising business ideas into reality under the guidance of mentors and several other available resources.
- k) *Angel Investors and Venture Capital Funds*: An angel investor is a wealthy individual who invests his or her personal capital and shares experiences, contacts and mentors (as possible and required by the start-up in exchange for equity in that start-up). Angels are usually accredited investors. Since their funds are involved, they are equally desirous in making the start-up successful.
- l) *Venture Capital*: A well-known form of start-up funding. Venture Capitalists (VCs) typically reserve additional capital for follow-up investment rounds. Another huge value that VCs provide is access to their networks for employees or clients for products or services of the start-up.
- m) *Entrepreneurial Individuals*: An Individual who has an entrepreneurial mindset and wants to make his/her idea successful.
- n) *Start-up Managers*: Start-up Managers are entrepreneurial individuals who facilitate the start-up functions and manage everything that is required to make the start-up successful and sustainable.

#### **IV. CURRICULUM AND PEDAGOGY**

- a. **Knowledge, Skills and Attitude**: Courses aimed to develop students as start-up entrepreneurs will have 30 percent Knowledge related courses, 40 percent Skills based courses and 30 percent Attitude related courses.
- b. **Entrepreneurship Courses**: Entrepreneurship courses will be comprised of the Basics of Entrepreneurship, Entrepreneurial Economics, Start-up Eco-system in the Country, Business Idea Generation, Support Institutions to Entrepreneurship and Social Innovation.
- c. **Start-up Stream as one of the Specializations**: The provision of acquiring a degree with specialization in a start-up should be ensured with every professional course like B.Tech./M.Tech.
- d. **Industry-Government-Academic Linkages**: The linkage that ensures interface between experts from Industry and Government in selecting student-startups, involvement of industrialists in the curricular development in different teaching departments and

mentoring of start-ups by industrialists. Linkage is further ensured through representation from Industry and Government as well as academia in various Academic Advisory Committee, and engagement of regular classes and assignments by, entrepreneurs or start-up entrepreneurs (both successful and failed)/ Angels and Venture Capitalists. Representatives will also be provided with mentorships.

- e. Business Idea Lab should be set up at every campus to pool the business ideas of students, test their feasibility and compile and file the IPR. The Business Idea Lab can be run by students who have one year left with the Institutions. They can encourage, guide and mentor the first and second year students while identifying least one feasible business idea for a business or social venture.
- f. MOOC: Courses on Technopreneurship conducted by different teaching departments in association with BIIC.
- g. Summer School: Summer School run by BIIC during summer vacation to offer short term course having modules on Innovation, Technology, Entrepreneurship, Intellectual Property Rights and Start-ups. The thrust is to motivate students to make start-up ventures course having modules online run by BIIC to offer one week credits and Start-ups. The
- h. Inaugural Orientation Programme run by BIIC to offer one week course having modules on innovation, Technology Entrepreneurship, Intellectual Property Rights and Start-up. The thrust is to a bridge between theoretical classroom learning and real-world applicability.

## **V. SCOPE OF THE POLICY**

The policy shall apply to all Start-up the students of Departments/ Centres or Colleges affiliated to Mahatma Gandhi University.

The policy shall also apply to students of schools who avail the facilities provided by Mahatma Gandhi University for incubating their idea, provided the schools they represent falls within the territorial jurisdiction of Mahatma Gandhi University.

MGU start-up Programme is a structured the of practical encouragement designed at helping students from ideational to Start-up/ market phase. MGU aid them to make their business ideas and concepts market- ready. Making an idea or concept market ready can be a serpentine process that can reach effective culmination only through knowledge coupled with right guidance. MGU Start-up Programme aims to manage this process. A successful student could launch his start-up within 12 months or even less.

## **VI. SUPPORT SERVICES**

Contingent on the needs of each innovation, there is a menu of possible support services that the innovators receive in order to nurture their Start-ups. The support services include assistance with business development, premises, stationery, internet and telecommunication facilities. Our support services also include:

1. Professional guidance and mentorship provided by entrepreneurs/ scientists/experts, who are regularly invited to interact with innovators;
2. Academic /technological guidance provided by faculty members from relevant disciplines of Mahatma Gandhi University;
3. Administrative support provided by a full-time Research Associate and team, engaged by the Centre with a background in business administration and accounting, Patent Law, Software and University Innovation System;
4. IPR support includes transfer of technology, R & D collaboration, licensing patent filing, trademarks, copyrights, etc.
5. Financial Support: The University will provide a sum of Rupees to start-up projects selected by the Expert Committee

## **VII THE SCOPE OF THE POLICY**

A Student who start-up project is selected has undergo the following tracks/

Track 1. The ideational phase with affiliation to any of the departments or centres identified by BIIC (The track includes the idea phase, or the research and development phase.

Track 2. The prototype phase and assessing the feasibility of the product as a start-up and its potential market.

Track 3. The entrepreneurial phase that involves designing an action plan to bring the product or service to market through company formation and launch, establishing sustainable legal, operational, marketing and legal structures for the business launch.

Participants could join the programme at any of the stages/ tracks and will have access to office space and facilities of BIIC/ TBI and the Departments they are attached to, provided their entry is recommended by the expert committee.

## Application for Student Start-up Grants

**MAHATMA GANDHI UNIVERSITY  
BUSINESS INNOVATION AND INCUBATION CENTRE**

**APPLICATION FORM**

**1. General Information:**

|   |  |
|---|--|
| Title   |  |
| Name of Applicant(s) :                              |  |
| College/Department Student/<br>Alumni Phone Contact |  |
| E-mail Address                                      |  |
| Address   |  |