



KANNUR UNIVERSITY

കണ്ണൂർ സർവകലാശാല

Re-accredited by NAAC with 'B++' Grade



Policies of Kannur University

**Internal Quality Assurance Cell (IQAC)
Kannur University**

Startup Policy

1. Introduction :

The Kannur University Startup policy is based on Kerala Technology Startup Policy of 2014. The Kerala Technology Startup policy is built on nine major pillars viz., Infrastructure, Incubators & Accelerators, Human Capital Development, Funding, State Support, Governance, PPP (Public Private Partnership) , Establishing new Incubators and scaling up the existing ones and Start up-Boot up-Scale up model for moving fast from ideas to implementation.

This Startup policy is further re-defined with the advent of National Innovation &Startup Policy 2019 for faculty and students by Ministry of Human Resource Development. The 'National Student and Faculty Startup policy 2019' is a policy direction to envision an academic system oriented towards startups and entrepreneurship opportunities for student and faculties. The framework provides ways for Higher Education Institutions to develop entrepreneurial flair, management of Intellectual Property Rights (IPR), technology licensing and equity dilution in Start-ups or enterprises established by stake holders.

2. Business Incubation Centre (BIC)

Incubators are infrastructure designed to build and develop small business ideas with various hard and soft facilities established by the management of the incubators. The facilities are developed and offered directly as well as through network of contacts generated by the operations. Business Incubators attached to the educational institutions majorly cater to the idea generation and further development of student startups. The local incubators act as the hub of ideation, employment generation and further a vibrant economic activity centre. Every Business Incubation Centre becomes the cradle for future business leaders and entrepreneurs. Business Incubation Centres works on the basic premises of “Catch them young” - this allows students to get into small time business very early in their academic career. Studies reveal that there is a higher chance of success when they start young. Keeping this in mind, Kannur University established an incubator under the aegis of Dept of Management Studies, Kannur University with

the name, and 'Business Incubation Centre' in January 2015 at Dr Janaki Ammal Campus, Thalassery. The Centre shall envisage a radical shift from stage of students being 'Job Creators' rather than 'Job Seekers'. The tag line of BIC is 'Corporates from Campuses'. BIC is the first Incubation Centre started in a University campus in Kerala State.

BIC aims explicitly at incubating enterprises and to provide its clients with a wide range of services, which includes rental space at an affordable price and a full range of business services aimed at high end technology utilization. BIC has a strict entry and exit criteria for the entrepreneurial firms. They are expected to perform based on the performance matrices already set by the management in terms of growth, employment generation, equity dilution and revenue streams. The maximum time frame for operation is stipulated currently at 3 (three) years. If a firm achieve the performance parameters within three years they will be graduated to the next level.

Chief Mentor

Sri. Ajit Balakrishnan, CEO, Rediff.com has been designated as the Chief Mentor of BIC since its inception. He visits the BIC at least three times a year.

Expert Committee

BIC should have a committee of experts from various industry domains as its members to monitor the activities and for giving admission to Start-ups.

University Entrepreneurship Coordinator

The University has to delegate faculty member as University Entrepreneurship Coordinator to monitor and coordinate all the entrepreneurial activities at the University level.

Office Setup

BIC shall have an office setup with University Entrepreneurship Coordinator as the head of the office and a faculty member as an in charge and an Office Assistant. The Office Assistant may be appointed by the University fixing a reasonable remuneration, which will be in the office on all the working hours.

Amenities at BIC:

Following are the basic amenities provided to the startups.

- Open space
- Computer Lab
- Conference Hall
- Video Conferencing
- Telephone, Fax, Photostat, Scanner
- 24x7 10 MBPS Wi-Fi Internet Connectivity
- Generator facility during day time.
- Lockers
- Bean bags
- 24x7 Work space
- 24x7 Security Service

Services Provided at BIC.

- The services provided are:
- Business Address
- ID card
- Space in BIC Website
- Connecting to mentors, Kerala Startup Mission (KSUM), District Industries Centre, KSIDC etc.
- Connecting to investors, Banks, Seed Capital sources, Venture Capital etc.
- Seminars/ Workshops/ Video Conferences etc.
- Services of CS/CA/ tax Consultants etc.

Areas of opportunities for development at BIC

- This Centre has been set up with an idea to promote the traditional manufacturing industries and service industries in the northern part of the state, with special focus on Energy & Communication, Health care & wellness, Education and Training, FMCG and FMCD. It also proposes to impart consultancy services to already existing enterprises which lack the modern management skills.

The present areas under our focus are:

- Products/ Processes in Agriculture, Engineering & Technology, Robotics, Handloom, Wood Technology, Fashion Technology, etc
- E- Commerce
- ERP
- Smart farming
- Media & Communication
- Games & Entertainments
- Embedded Systems
- Web Development etc.

Fablab

Appreciating the rapid developments at BIC, Kerala Startup Mission extended an offer to provide a Fablab with all the equipment and amenities required along with trainer. The Fablab will be setup at Mangattuparamba Campus. The University has sanctioned three rooms for the same and has started the procedures of arranging infrastructure.

Conversion of BIC to Technology Business Incubator (TBI)

As part of converting BIC to a Technology Business Incubator (TBI) of Dept of Science and Technology (DST), the University Syndicate has given nod for registering the incubation centre as a society in the name 'TBI-Kannur University'.

Innovation and Entrepreneurship Development Centres (IEDC)

Innovation and Entrepreneurship Development Centres (IEDC) are platforms set up mainly in Engineering, Arts & Science Colleges and Polytechnics with an aim to provide students an opportunity to innovate and experiment. Kerala Startup Mission has set up 226 IEDCs in Kerala state. One centre of IEDC has been setup at Palayad to boost the innovative activities in the University.

Organizing Skill Development Programmes and entering in to MOU

BIC shall be organising various Skill Development Programmes like that of National Skill Development Corporation (NSDC) etc. It can also take initiative to sign MOU with various Skill Development Programme agencies.

Admission to BIC

BIC promotes the ‘zero reject principle’ in educational philosophy which says “No child can be denied an education because they are uneducable”. Similarly the BIC feels that ideas need not be rejected as they are not feasible at the initial stage, they can be turned into feasible ones with expert advice.

Ways & means of finding out operating expenses of BIC

An amount of Rs 1000/- per month will be charged from the full time startups and Rs 100/- per annum from the student startups. Fees will be collected by the Office Assistant at BIC. BIC utilizes the fund received from the startups as well as financial assistances received from university and other external agencies/organizations for organizing various events throughout the year. BIC should have a transparent accounting practice. Hence the accounts are to be yearly audited by a Chartered Accountant. The University Entrepreneurship Coordinator shall be given approval for periodically revising the fees of the Full-time/Part-time/Student startups.

Official Website

BIC shall have an official website to provide all information and to showcase all its activities. Also it shall have an official e-mail id for making all communications.

3. Stages in Incubation Process

Under the Student Entrepreneurship Initiative, the following stages are identified under the incubation process.

Stage I. Ideation Stage

Ideation Stage is the process of researching, gathering information, processing and coming up with new ideas and technology, which are unique and scalable. The ideas should be practical and there should be possibilities of generating revenue streams. The expert panel goes through each idea on its merits of feasibility and sustainability.

Stage II. Team Formation & Company Registration

Team formation is the most critical aspect in Startup business. Especially in student startups it is important that team members have unique and complementary skill sets. There should be expertise on Technology, Process mapping, Operations, Finance, Marketing and Human Resource Management. Once the team is formed the entity should be registered initially with the Incubation Centre. The details of the ownership structure, Mode of operations and responsibilities should be clearly defined in this stage.

Stage III. Prototype Development & Starting of Business operation

At this stage a working model of the business is developed. If the firm intends to manufacture a product, the product prototypes are prepared. For services the service blue prints are created. Application based business will have to build the business application software. The prototype should be tested for both reliability and scalability. Once the prototype is accepted by the expert committee, the firm will start the Business operation and work towards the commercialization of the project.

. 4. Selection Process of Student prospect with Start up idea

Every College registered under Kannur University/ Kannur University Department has to appoint a Faculty Member as a Coordinator for Student Start UP from among the faculty of that college/department.

The Business Incubation Centre, Kannur University invites application towards start up registration from time to time.

3. The interested Student Entrepreneur will have to apply to the Business Incubation Centre, Kannur University with a recommendation by the Student Start up Coordinator of the college/department and submit his business proposal for evaluation.

7. The Expert Committee of Student Start Up Kannur University will then business proposal submitted by the student entrepreneur. This expert committee consists of a minimum of 5 members including the University Entrepreneurship Coordinator, experts from the domains of technology, finance, infrastructure, and marketing. The committee once convinced about the business prospects of the proposal approves the same and the strat up is accepted for registration under Kannur University Business Incubation Center.

6. The BIC may also extend the consultation service to the student entrepreneurs to prepare their business proposal by either providing templates & guidance or the BIC may direct students to domain consultants for this purpose.

5. Performance Reviews

The Expert Committee conducts annual, half yearly and quarterly reviews by evaluating the progress of the student entrepreneur on various areas and adequate corrective measure are advised to overcome the short falls.

6. Measure for Promotion of student Entrepreneurship

To encourage student entrepreneurship in Kerala, Government have announced a landmark Student Entrepreneurship Initiative. Kerala Startup Mission (KSUM) is the nodal agency to boost the startup activities in the state.

Duty Leave

Duty Leave will be granted to the students for attending conference/symposium/workshops/industrial trainings, related to start up activities. The duty

leave is provided subject to the condition that the students have obtained prior written approval from the Head of the institution for attending the program.

This shall be applicable to start up coordinators/ other nominated faculty members also if they are accompanying the student/student teams as the mentor or guide. Prior written approval of the Head of the institution is warranted to avail this facility.

Grace Marks and attendance

Grace marks and attendance will be providing by the University to Student Entrepreneurs who are incubated in BIC. The students' entrepreneurs who are registered with the BIC are eligible for 20 % attendance relaxation and 4% grace marks in academic courses. Accordingly, a student entrepreneur (or group) will be rated at different stages shown below:

Sl. No	Stages	Grace Marks (In %)	Attendance (In %)
		Max 4	Max 20
1	Ideation Stage	1	5
2	Team formation & Company Registration	1	5
3A or 3B	Prototype (Working Models) for Technology based firms*	2	10
	Business Service of Service Based firms*	2	10

* The student company (Arts/Commerce/ Science/Business/ Management Studies/ /Engineering) should have developed a working model (proto type) which is commercially viable (for technology based companies) and has started generating sufficient cash flow towards attaining self-sustainability and have as sound workable business plan validated by a DST approved Incubator (for service based companies)

1. The students who avail the special attendance scheme should obtain an attendance percentage of 75, including the special attendance he or she is eligible for.
2. No student shall be allowed to skip any College/University exam based on the special attendance thus earned.
4. Kannur University departments/ Colleges should have a mechanism to consolidate and recommend award of marks/ attendance based on the letters from the BIC.
5. Students should be encouraged to participate in nationally reputed idea competitions/business plan contexts/entrepreneurship seminars etc. to gain maximum exposure. Duty leave may be given for this purpose. Students who win prizes at university/state/national level idea competitions/ business plan contexts may also be given up to 2% grace marks in the semester in which prize was won. The list of TBI approved may be maintained by the Universities for this purpose and may be uploaded in the University website.