

T. K. M. College of Arts and Science Kollam

(Re-accredited by NAAC with "B++" Grade)



INSTITUTION'S INNOVATION CELL

National Innovation and Start-up Policy (NISP) Document

2022-2023



Certificate of Approval

This is to certify that the policy document prepared as part of “National Innovation and Startup Policy (NISP)” by Institution’s Innovation Cell of T. K. M. College of Arts and Science under the supervision of Smt. Shiny Salam (Coordinator, NISP) is verified by Intitution’s Innovation Council (IIC) and approved the same as the start-up policy of the institution from the academic year 2022-23 onwards.




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1. Introduction

A study conducted among students of T. K. M. College of Arts and Science indicates that an appreciable number of them have a business mindset and are desperate to make some results. However, students with innovative ideas often struggle to become a successful entrepreneur due to lack of motivation, support, and mentoring. Besides, the paradigm shift in various aspects of entrepreneurship as a result of ever-increasing technological interventions must be addressed comprehensively in arts and science education platforms. Establishing and exploiting startup incubators is the way to nurture the young minds of T. K. M. College of Arts and Science to achieve their business goals.

➤ Vision

To establish a vibrant platform to motivate, support and mentor students and faculties to nurture innovative business ventures that make progressive impacts on the society.

➤ Mission

- Create awareness about Entrepreneurship among students and teachers by organizing seminars, webinars, workshops, and talks.
- Provide opportunities that help students to bring out innovative ideas through interactive sessions and brainstorming.
- To motivate, support and mentor students for identification, development and commercialisation of their innovative ideas

- Function as a platform for the young brains to develop their skills and to give proper technological exposure
- Utilize the surplus revenue of commercial products for the benefits of economically backward students.
- To create a responsible citizen and to contribute to the economic development of the nation

➤ Objectives

The primary objective of NISP is to make successful student entrepreneurs. The policy is designed to achieve this goal through multiple stages. We set short-term as well as long-term objectives for this purpose.

- **Short-term objectives**

1. Popularize entrepreneurship among students and faculties.
2. Inter-college competency development to serve potentiality to the incubators.
3. Complete at least two start-up programs at the end of the academic year.
4. Defining Key Performance Indicators (KPIs) for Entrepreneurial Performance Impact Assessment.

- **Long-term objectives**

1. To develop innovation clusters and collaborations with other organizations.
2. Innovation, pre-incubation, incubation and start-up facilities on the campus
3. Academic courses offered by the institute on Innovation, IPR and Start-ups.
4. Creating Societal, ethical and technological entrepreneurs through National Innovation and Start-up Policy.

❖ Committee Members

| S. No | Name of Member | Member Type | Role of Member |
|------------------------|-----------------------------------|-------------|---|
| Faculty Members | | | |
| 1. | Dr. Chithra Gopinath | Faculty | Head of the Institution |
| 2. | Smt. Shiny Salam | Faculty | NISP Coordinator |
| 3. | Dr. Shehnaz S. R. | Faculty | IPR Activity Coordinator & IIC President |
| 4. | Dr. Fairuos C. | Faculty | IC & IEDC Coordinator |
| 5. | Sri. Harilal N. Thazhikkattuseril | Faculty | YIP Coordinator & Innovation Activity Coordinator |
| 6. | Dr. Mumtaz Y. | Faculty | Start-up Activity Coordinator |
| 7. | Dr. Muhammadali P. K. | Faculty | Internship Activity Coordinator |
| 8. | Dr. Riyas Y. | Faculty | Social Media |
| 9. | Dr. Divesh Kumar K. V. | Faculty | Member |
| 10. | Ms. Aziya Shanavas | Faculty | Member |
| Student Members | | | |
| 1. | Ms. Al Azna Nazeer Shemina | Student | Innovation Coordinator |
| 2. | Mr. Swalih Noushad | Student | Internship Coordinator |
| 3. | Mr. Anandapadmanabhan S U | Student | Social Media Coordinator |
| 4. | Mr. Abdul Basith | Student | Start-up Coordinator |
| 5. | Mr. Devakrishnan | Student | IPR Coordinator |
| Expert Member | | | |
| 1. | Akash | Expert | Startup-Alumni Entrepreneur |

❖ Policy Problem

The proposed areas for the startup programs are selected based on the available infrastructures and active collaborations. These chosen focus areas include: Rural Innovation and Social Entrepreneurship, Agri-Business (aquaculture and pisciculture culture farmer producer company, post-harvest technology, foundation seed production programme) , Information and communication Technologies (to include Social media and E-commerce), Data Analytics, Education and Education Technologies, Social Start-ups with focus on creating social impact, startup program for waste management, e.tc,.

❖ KPI Monitor and Evaluation

| Objectives - stages | Key Performance Indicators | Method/Evaluation |
|---------------------|--|---|
| Vision | <ul style="list-style-type: none"> ● # 2 established start-ups | <ul style="list-style-type: none"> ● ARIIA, NIRF Ranking ● YIP |
| Impact | <ul style="list-style-type: none"> ● Enable Environment with multiple levels of support for innovation & Entrepreneurship in TKMCAS. ● 2% under graduate students continue with their business plans | <ul style="list-style-type: none"> ● ARIIA, NIRF Ranking ● Survey |
| Outcomes | <ul style="list-style-type: none"> ● One innovation developed for commercialization ● # 3 student-early startups ● Network Established with connecting multiple stakeholders & Ecosystem Enablers | <ul style="list-style-type: none"> ● IEDC ● Ideathon ● Business meet |

| | | |
|-------------------|---|---|
| <p>Outputs</p> | <ul style="list-style-type: none"> ● All students and faculties are exposed to awareness/orientation building programs in entrepreneurship ● Five number of Regional, National and International linkages established for the start-up & innovation. ● 10% Representatives of experts & entrepreneurial students across Departments. | <ul style="list-style-type: none"> ● Bi-monthly progress report |
| <p>Activities</p> | <ul style="list-style-type: none"> ● Skill development certification programs on Entrepreneurship, Innovation, e.t.c. ● # 5 of workshops, awareness, market outreach events, orientation programs ● #2 Hands-on-Training programs ● Encouraging Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits e.t.c. | <ul style="list-style-type: none"> ● Review meetings ● Monthly progress reports |

➤ **Plan for Next 5 Years**

| S. No. | Activity | Frequency |
|--------|--|-----------|
| 1. | One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity” | 2/Year |
| 2. | One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc. | 2/Year |
| 3. | Field/Exposure Visit to Village/Society /School/Industry/Market - Identity real Life Problem | 1/Year |
| 4. | Special Talk on My Story - Entrepreneur’s Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs | 2/Year |
| 5. | Product Development Phases - Story Telling - (Innovators in Campus) | 2/Year |
| 6. | National Conference on Start-up/Social Innovation & Entrepreneurship | 1/Year |
| 7. | Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs | 1/Year |
| 8. | Internship at Innovation & Start-up Centre / Start-ups/Incubation during Semester Break (Duration may vary from minimum 15day) | 2/Year |
| 9. | Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre | 1/Year |
| 10. | Business Plan Contest | 2/Year |

2. Strategies and Governance

- Promoting and establishing innovative startups is in the priority list of T. K. M. College of Arts and Science Kollam. The entrepreneur activities of the institution are carried out under the coordination of the Institution's Innovation Council (IIC). These activities will be assessed periodically under the supervision of the Principal to ensure the maximum output.
- The primary objective of the Institution's Innovation Council will be to organize awareness programs as much as possible among students and faculties to create a business mindset in the community.
- The Institution's Innovation Council will also be responsible for coordinating other entrepreneurship related units. This includes, Innovation and Entrepreneurship Development Centre (IEDC), Entrepreneurship Development (ED) cell, and Young Innovators Program (YIP).
- The necessary financial support for the initial stages will be provided by the management as well as Alumni Association of T. K. M. College of Arts and Science. Also, the financial strategy is planned by encouraging the members individually as well as a team to bring in external funding through government (state and central) agencies such as DST, MHRD, CSIR, UGC, KUSM etc. and non government sources. IIC will seek help from the Alumni Association to carry out interaction sessions with successful entrepreneurs and startup founders to motivate young minds of the institution.
- The Institutions Innovation Council will be constantly interacting with external organizations/ bodies/ colleges by organizing webinars/talks/workshops. Also, the faculty and student members of IIC will exploit various opportunities to promote potential startups by participating in webinars/talks/workshops/conclaves organized by other institutions.
- To avail technology incubators, IIC may approach nearby T. K. M. College of Engineering. Being a technical institution, T. K. M. C. E is enriched with developed facilities, especially in the area of technology.

- Action plan is formulated at Institute level, which is in line with the current document along with well-defined short-term and long-term goals. Micro action plans are to be developed by the departments to accomplish the policy objectives.
- Appropriate strategy will be developed for the marketization/commercialization of successful startups.
- The policy will be reviewed periodically and updated if necessary.

3. Start-ups Enabling Institutional Infrastructure

Initiation of incubation and pre-incubation opportunities for fostering innovations and startups in T. K. M. College of Arts and Science should be undertaken. The aim of the council should be to link innovation to enterprises leading to financial success

- a. The institute may innovate and continue to improve resources to support preincubation (e.g. IICs as per the guidelines by MHRD's Innovation Cell, Innovation Cell, Startup Cell, Student Clubs, IEDC, ED, YIP etc.) and Incubation/ acceleration by organizing resources from internal and external sources.
- b. The Pre-Incubation/Incubation facility should be accessible (including weekends) to students, staff and faculty of all disciplines and departments across the institution.
- c. Pre-incubation facilities may or may not be a separately registered entity, but it is recommended that 'Incubation cum Technology Commercialization Unit' must be a separate entity. 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. The institution and the management may offer mentoring and other relevant services through Pre-incubation/Incubation units in-return for fees (or) zero payment basis. The management may not hold the equity as per the current statute. The modalities regarding Equity Sharing in Startups supported through these units will depend upon the nature of services offered by these units.

4. Nurturing Innovations and Start-ups

- a. IIC shall establish norms for 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 startup applicants even from outside the Institutions.
- b. During the process of commercialization of products by above mentioned entities, the institute will ensure to achieve the following:
 1. Incubation support: Offer access to pre-incubation & Incubation facility to startups by students, staff and faculty for mutually acceptable time-frame.
 2. The T. K. M. College of Arts and Science will allow licensing of IPR from Institute to start up: Ideally students and faculty members intending to initiate a startup based on the technology developed or developed by them or the technology owned by the institute, shall be allowed to take a license on the said technology on easy term, either in terms of license fees and/or royalty to obviate the early stage financial burden.
- c. Student inventors may be allowed to opt for start up in place of their mini project/ major project, seminars, summer training. The area in which a student wants to initiate a startup may be interdisciplinary or multi- disciplinary.
- d. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying shall be allowed to use their address in the Institute to register their company with due permission from the Head of the Institution. A request letter shall be forwarded to the Head of the Institution by the HoD of the department through the IIC. The Students will be given special permission to do works related to incubation. However, Students will be given permission to attend the examination only if they have above 65% attendance. Faculty members will also be allowed to indulge in startup activities without affecting the works related to their academics.
- e. On merit basis, student entrepreneurs shall be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the Head of the Institution.

- f. The students may be permitted to take a semester/year break (or even more depending upon the decision of the review committee constituted by the Institute) to work on their startups and re-join academics to complete the course.
- g. The Institute shall explore provision of accommodation to the entrepreneurs within the campus for some period of time. Allow faculty and staff to take off for a semester/year (or even more depending upon the decision of Head of the Institution) as sabbatical/ unpaid leave/casual leave/earned leave for working on startups and come back. Institution shall consider allowing use of its resources to faculty/students/staff wishing to establish a startup as a full time effort. The seniority and other academic benefits during such period shall be preserved for such staff or faculty.
- h. i. Institute shall 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:
 - 1) Short-term/ six-month/ one-year part-time entrepreneurship training.
 - 2) Mentorship support on a regular basis.
 - 3) 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.
 - 4) Institute shall link the startups to other seed-fund providers/ angel funds/venture funds or it may set up seed-fund once the incubation activities mature.
- i. In return for the services and facilities, the Institute may take consultancy fees (as decided by IIC and Head of the Institution). The Institution shall consider taking equity share from the start-up from 2% to 9.5% in the later stage, i.e, after establishing a SPV. The percentage of share shall depend on the type of support provided to the start-up.
- j. For staff and faculty, the Institute shall not claim any equity or consultancy fees.
- k. Faculty / staff shall involve themselves in entrepreneurship / start-up activities without affecting their regular roles.
- l. The Institute will provide services based on a fee-based model. Seed funds shall be provided only to students/alumni initially.

- m. Institute could extend this startup facility to alumni of the Institute as well as outsiders.
- n. Participation in startup related activities shall be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and shall be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one startup/innovative project. Faculty who get funds for start-up will be recognized through promotions and sufficient incentives.
- o. Product development and commercialization as well as participating and nurturing of startups shall 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 members are evaluated accordingly for their performance and promotion.
- p. Institute along with IIC shall ensure that at no stage any liability accrue to it because of any activity of any startup/ project.

5. Product Ownership Rights for Technologies Developed at TKM

The ownership of IP will be made according to the IPR policy of T. K. M. College of Arts and Science. Faculties and experts with excellence in the relevant field will be included in the institute's decision-making body with respect to IPR / technology-licensing / incubation. Institute IPR cell and incubation centre 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 the institute is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting and owns the patent. The committee should consist of faculty who have experience and excelled in technology translation. Further, there will be strong encouragement and appreciation from the Institute for Interdisciplinary research and publications on startup and entrepreneurship.

6. Organizational Capacity, Human Resources and Incentives

1. The Institution's Innovation Council shall identify staff having strong connections towards innovation and entrepreneurship/ industrial experience and involve them in IIC activities. This will help in fostering the innovation and entrepreneurship culture. Also, To achieve better engagement of staff in entrepreneurial activities, Institutional policy on career development of staff shall be developed with constant up-skilling.
2. Faculty and departments of the Institutes have to work in coherence and cross departmental linkages shall be strengthened through shared faculty, cross-faculty teaching and research in order to gain maximum utilization of internal resources and knowledge.
3. Periodically, external subject experts such as industry personnel/ alumni shall be invited for interaction and provide strategic advice and bringing in skills which are not available internally. Being the alumni of the institute, the expenditures for the programs will be less.
4. With the use of financial support like professional development funds, faculty and staff are encouraged to do courses on skill based training on innovation, entrepreneurship management and venture development.

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

- Mechanisms should be formulated at the institution level to ensure exposure of maximum students to innovation and pre-incubation activities at their early stages of college, and to support the pathway from ideation to innovation to marketization. This can be achieved through the following methods:
 1. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development. Also, employability should be a part of the institutional entrepreneurial agenda.
 2. The entire community should be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of society and consumers. Entrepreneurs should innovate with focus on the market niche. Curriculum subjects like entrepreneurship development should be incorporated for students.

3. Students should 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 should be routinely organized.
 4. To prepare the students for creating the start up through the education, integration of education activities with enterprise-related activities should be done.
- Institution's Innovation Council (IIC) has been established in the campus as per the guidelines of MoE's Innovation Cell and allocates appropriate budget for its activities. IICs should guide institutions in conducting various activities related to innovation, start-up and entrepreneurship development. Collective and concentrated efforts are undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to further facilitate their entrepreneurial journey.
 - IIC endeavors to link their start-ups and companies with a wider entrepreneurial ecosystem and by providing support to students who show potential, in the pre-start-up 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.
 - For strengthening the innovation funnel of the institute, access to financing is opened for the potential entrepreneurs.
 1. Networking events are organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.
 2. Provide business incubation facilities: premises at subsidized cost.
 3. Laboratories, research facilities, IT services, training, mentoring, etc. should be accessible to the new start-ups.
 4. A culture is promoted to understand that money is not FREE and is risk capital. The entrepreneur must utilize these funds and return. While funding is taking a risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did the right thing in funding him/ her.
 - IIC envisages to develop a ready reckoner of Innovation Tool Kit, which must be kept on the homepage on the institute's website to answer the doubts and queries of the innovators and enlisting the facilities available at the institute.

8. Norms for Faculty Start-ups

- ❖ Faculty members of T. K. M. College of Arts and Science are also encouraged to involve themselves in start-up activities. They may support the Institutions in the following manner:
 - 1) Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.
 - 2) Faculty members shall float their own start-ups without compromising their assigned academic duties, and this is very important.
 - 3) 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 a month in a startup, they will go on sabbatical/ leave without pay/utilize existing leave.
- ❖ Faculties of T. K. M. College of Arts and Science shall 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 the review committee constituted by the institute) may be given.
- ❖ Faculty must not accept gifts or money from the startup.
- ❖ Faculty must not involve research staff or other staff of the Institute in activities at the startup and vice-versa.
- ❖ Human subject related research in startups should get clearance from the Government of India and the ethics committee of the Institution.

9. Pedagogy and Learning Interventions for Entrepreneurship Development

- ❖ T. K. M. College of Arts and Science has adopted a diversified approach like cross disciplinary learning, mentoring, innovative lab experiments, case studies, presentations to produce desirable learning outcomes focusing innovation.
- ❖ Student clubs/ bodies/ departments are created for organizing competitions, bootcamps, workshops, awards, etc.
- ❖ Institute has started conducting an annual program to motivate students to come up with outstanding ideas. Best idea will receive prizes.
- ❖ Entrepreneurship education is imparted to students at curricular/ co-curricular/ extra-curricular level through elective/ short term or long-term courses and seminars on innovation, real life success and failure stories by internal and external stakeholders to evolve the culture of collaboration.
 - 1) Integration of expertise of the external stakeholders should be done in the entrepreneurship education to evolve a culture of collaboration and engagement with the external environment.
 - 2) In the beginning of every academic session, the Institute shall conduct an induction program about the importance of I&E so that freshly inducted students are made aware about the entrepreneurial agenda of the Institute and available support systems. Curriculum for entrepreneurship education shall be continuously updated based on entrepreneurship research outcomes. This should also include case studies on failures.
 - 3) Industry linkages should be leveraged for conducting research and survey on trends in technology, research, innovation and market intelligence. More MoUs with start-ups may also be linked for knowledge sharing purposes.
 - 4) Sensitization of students should be done for their understanding on expected learning outcomes.
 - 5) Customized video materials/learning materials should be available for the startups to guide them.

- 6) It must be noted that not everyone can become an entrepreneur. The entrepreneur is a leader, who would convert an innovation successfully into a product, others may join the leader and work for the startup. It is important to understand that entrepreneurship is about risk taking. One must carefully evaluate whether a student is capable and willing to take risks.
- ❖ In the beginning of every academic session, the institute conducts an induction program about the importance of Innovation and Entrepreneurship so that freshly inducted students are made aware about the entrepreneurial agenda of the institute and available support systems.
 - ❖ Pedagogical changes need to be done to ensure that the maximum number of student projects and innovations are based around real life challenges.

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

- ❖ IIC believes that collaboration with external organizations is important and promotion of collaboration will definitely help to reach the goals easily. Therefore, stakeholder engagement shall be given prime importance in the entrepreneurial agenda of the Institute.
- ❖ Institute shall identify potential partners, resource organizations, micro, small and medium- sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship.
 - To encourage co-creation, bi-directional flow/ exchange of knowledge, material and people shall be ensured between Institute and incubation / co- 17 incubation facilities
 - IIC shall organize networking events for better engagement of collaborators and should open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, lectures, etc.
 - Mechanism shall be developed by the institute to capitalize on the knowledge gained through these collaborations.
 - Care shall be taken to ensure that events DON'T BECOME an end goal. First focus of the incubator should be to create successful ventures.

- ❖ Institute shall provide support mechanisms and guidance for creating, managing and coordinating the relationships with Industries.
 - Through formal and informal mechanisms such as internships, teaching and research exchange programmes, clubs, social gatherings, etc., faculty, staff and students of the institute shall be given the opportunities to connect with their external environment.
 - The Institute shall depute Single Point of Contact (SPOC) of industry linkages and start-ups.
 - Knowledge management shall be done by the Institute through development of innovation knowledge platforms using in house Information & Communication Technology (ICT) capabilities.

11. Entrepreneurial Impact Assessment

Impact assessment on the working and results of IIC with well-defined evaluation parameters should be done for all entrepreneurial activities like:

- Engagement of all departments and faculty in the entrepreneur teaching and learning.
- Support system provided at the institutional level for pre-incubation, incubation, IPR protection, industry linkages, exposure to entrepreneurial ecosystem, etc.
- Satisfaction of participants at each stage.
- New business relationships created by the institutes.
- Number of startups created.

Impact assessment for measuring the success should be in terms of sustainable social, financial and technological impact in the market. IIC believe that in the business world, commercial/financial success is the only measure in the long run.

12. Bibliography

1. *National Innovation and Startup Policy 2019 for Students and Faculty, MHRD's Innovation Cell, 2019*
2. *Guideline for Developing Student Innovation & Startup Ecosystem in University/ Engineering Campuses, TEQIP-III, Ministry of Human Resource Development*
3. *Guidelines for Innovation and Entrepreneurship Development Centre, Kerala Startup Mission, Govt. of Kerala*
4. *Kerala Technology Startup Policy 2014*