ERODE SENGUNTHAR
ENGINEERING COLLEGE

(An Autonomous Institution)
Approved by AICTE, New Delhi, Permanently Affiliated to Anna University- Chennai,
Accredited by National Board of Accreditation (NBA), New Delhi &
National Assessment and Accreditation Council (NAAC), Bangalore with 'A' Grade
PERUNDURAI -638 057, TAMILNADU, INDIA.

ESEC-National Innovation and Startup Policy Minutes of Meeting 2021-2022

The First meeting of ESEC-National Innovation and Startup Policy (ESEC-STARTUP), Erode Sengunthar Engineering College, Erode on 15.07.2021 at 03.30 pm was conducted by Chairman and Principal Dr.V.Venkatachalam and Dr T.S.Senthil, Co-ordinator and Convenor, ESEC-National Institute of Startup Policy.

Venue: Conference Hall.

The following points were discussed

1. Welcoming address
2. Roles and Responsibilities of ESEC-NISP members
3. Document preparation for ESEC-Startup Policy
4. Invited Suggestions from members

S.No	Name	Designation	Signature
1	Dr.V.Venkatachalam, Principal, ESEC	Chairman	
2	Dr.T.S.Senthil, HoD of Physics, ESEC	Coordinator & Convener	
3	Dr.G.S.Satheeshkumar, AP/ECE, ESEC	Innovation Activity	
4	Mr.S.N.Thangaraju, Raj Gas Agency, Erode	Industry Expert	
5	Mr.Karthikeyan, Harji Lab Systems, Fume Hoods, Lab Furniture, Turnkey Solution	Startup Expert	
6	P.Chockkalingam, AP/Mechanical, ESEC	Member: Startup Activity	
7	Dr. S.Karthick, Director-IIPC, ESEC	Member: Internship Activity	
8	Dr. R. Kalaivani, Professor/ECE, ESEC	Member: Innovation Activity	
9	Dr.P.G.Palanimani, HoD/Maths	Member: IPR Activity	

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ESEC-National Innovation and Startup Policy Minutes of Meeting 2021-2022

Implementation Team

S.No	Name	Designation	Signature
1	Dr.S.Navaneethakrishnan, AP/Mech	Member	
2	Mr.L.Anbarasu, AP/EEE	Member	
3	K.Balasubramanian, HoD/BME	Member	
4	Dr. T.Usharani , ASP/Chemical	Member	
5	Dr.G.Saravanan, ASP/CSE	Member	
6	Dr.S.Umarani, AP/IT	Member	
7	Dr.S.Arulmozhi, ASP/Civil	Member	
8	Dr.A.Ravisankar, HoD/MBA	Member	
9	S. Pradeep, Student, III IT	Student Member	
10	M. Madhu, Student, III ECE	Student Member	
11	Mr. V. Thamizharasan	Alumni Member	

Minutes of the Meeting

S.No.	Minutes	Responsible Person	Target date	Remarks
1	The committee approves the ESEC-STARTUP policy to implement the startup ecosystem in the campus	All	Continuous	
2	It was decided to give orientations on emerging innovations in various fields such as robotics, AI, 3D printing, Drones, Infrastructure, Nanotechnology and Environmental Problems	All	Continuous	
3	It has been decided to identify the volunteers from various branches of Engineering to conduct brainstorming sessions and the thrust areas of intervention	Faculty	Continuous	
4	The management being having the background of textiles the stockholder from management suggested innovations in textiles and fashion technologies	Faculty	Continuous	

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Ref.:ESEC/ Startup cell/2020-21/01

17.07.2021

CIRCULAR

This is to inform that based on the suggestion given by the implementation team of ESEC-National Innovation and Startup Policy (ESEC-STARTUP) held on 15.07.2021, ESEC-Startup Policy was formulated and approved to implement the startup ecosystem in the campus.

The Policy aims to

- Encourage, facilitate and support emergence of at least 50 technology startups in the Institute
- Create and extend a dedicated support to at least 5 startups developing innovative technology solution for high social impact in the sectors like sanitation, food, clean energy, healthcare, etc.
- Establish support infrastructure and strengthen the existing mechanism in the thrust areas: Nanotechnology, Electrical & Electronics, Health Care & Biotech, Agriculture, Renewable energy, Climate change, Information Technology (IT), Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and Software-as-a-Service.
- Network (public and private) stakeholders
- Collaborate with educational institutions to promote entrepreneurship among the youth.
- Maximise industry engagement.
- Provide adequate incentives and resources to startups, facilitators, mentors and investors to promote startup culture in the State.
- Partner with reputed investors
- Brand startup Hubs in Erode Sengunthar Engineering College
- Institute 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:
    1. Short-term/ six-month/ one-year part-time entrepreneurship training.
    2. Mentorship support on 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 may 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.

- 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. The institute should normally take much lower equity share, unless its full-time faculty/ staff have substantial shares). Other factors for consideration should be space, infrastructure, mentorship support, seed-funds, support for accounts, legal, patents etc.

1. For staff and faculty, institute can 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.
2. 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.
3. 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

institute/incubator. In that case, during the cooling period, institute cannot force startup to issue equity on the first day of granting incubation support.

4. The institute should 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.
5. Institute could extend this startup facility to alumni of the institute as well as outsiders.
6. Participation in start uprelated 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.
7. 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.
8. Institutions might also need to update/change/revise performance evaluation policies for faculty and staff as stated above.
9. Institute should ensure that at no stage any liability accrue to it because of any activity of any startup.
10. Where a student/ faculty startup policy is pre-existing in an institute, then the institute may consider modifying their policy in spirit of these guidelines

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ESEC-Startup Policy

(Approved in the Meeting of Board of Management held on 04.04.2019)

Erode Sengunthar Engineering College (ESEC) Startup Policy aims to

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Principal

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