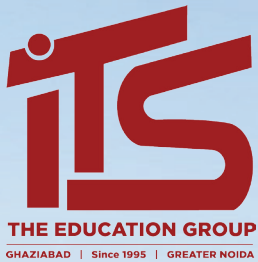


A policy to promote startups in I.T.S Engineering College

# START-UP POLICY

w.e.f 01/07/2018



**I.T.S Engineering College**  
**Plot No: 46, Knowledge Park –III**  
**Greater Noida, Gautam Budh Nagar**  
**Uttar Pradesh**

[www.its.edu.in](http://www.its.edu.in)

## **Foreword by Chairman, I.T.S - The Education Group**



I am delighted to know that I.T.S Engineering College, Greater Noida has come up with its own startup policy. I am happy that institute has formulated a start-up policy that aims to propel the engineering and management students of I.T.S Engineering College, to contribute to the nation's socio-economic progress through promotion of technology-driven students start-up.

Students have lot of potential to do wonders and have big dreams while studying in the campus. In fact many students wish to start his own venture and looking himself as boss but they fails due to lack of pre-entrepreneurial knowledge, guidance and eco-systems.

I hope successful implementation of this startup policy will create many world renowned CEOs from I.T.S Engineering College Campus.

**Dr.R.P.Chadha**  
**Chairman**  
**I.T.S –The Education Group**

# **Executive Director's Message**

## **I.T.S - The Education Group**



It is moment of bliss for me that I.T.S Engineering College, Gr.Noida is officially releasing its own Start-up Policy for the flourishing future of students. Today start-up is not just a buzz word but it is a essential responsibility of leading academic institutions.

I.T.S Engineering College, Gr.Noida has created a vision document for establishing a holistic echo system to promote innovation, creativity and entrepreneurship at the institute.

This start-up policy has been formulated after considering startup policies of other agencies and by considering on ground challenges faced by early stage startups.

The main objective while designing this policy was to create a simple and flexible policy which can be easy to understand by a common student entrepreneur.

This policy will promote 'Ease of doing start-up' in campus and will provide handholding to budding entrepreneurs for 1000 days.

I am confident that the startups, hosted by us, shall perform the best on technological, social, and economical front.

**Dr.Vikas Singh**  
**Executive Director**  
**I.T.S –The Education Group**

## **Preamble:**

Entrepreneurship and Startup Policies play a vital role in the economic and social development of a nation. In developing economics, these policies extends support to entrepreneurs and start-ups in overcoming the numerous barriers while trying to promote their start-ups. India has significant market potential for start-ups.

I.T.S Engineering College is committed to design a unique Start-up Policy to provide Start-up platform within the campus.

New ventures, mostly started by young people with little prior knowledge of corporate affairs, have many hurdles to face during the early stages. Rather than worrying about how to get their business floated, concerns of IP Protection, navigating through state and central regulations and incentives, tech entrepreneurs should be able to focus on building the right product and seeking early customer validation. Further, there are numerous informational and awareness needs of startups that should be addressed in a business friendly environment. To overcome such hurdles, there is a need start-up policy.

I.T.S Engineering College, Greater Noida took initiative to create an eco-system for choosing entrepreneurship as an alternate career system by the students. I.T.S Engineering college conducted a series of entrepreneurship awareness camp, entrepreneurship development programme, faculty development programme, idea generation activities by organizing 'Weekly Hackathon' and Annual 'Satrtup Weekend' and incubation of ideas for product development & commercialization at Incubation Centre.

Incubation centre facilitates the process of incubation and entrepreneurship among the students. By being innovative students becomes job creator rather than the job seekers.

I.T.S Engineering College is proud to be have three different government supported incubation Centre:

I.T.S Engineering College has been approved as Business Incubator (BI) by Ministry of Micro, Small & Medium Enterprises (MSME), Government of India

NewGEN IEDC by Department of Science & Technology (DST), Govt. of India has now also been established at ITS, which has mission to promote knowledge based and technology-driven start-ups by harnessing young minds and their innovation potential in an academic environment.

I.T.S Engineering College also has Institution's Innovation Council (IIC) by MHRD, Govt. of India.



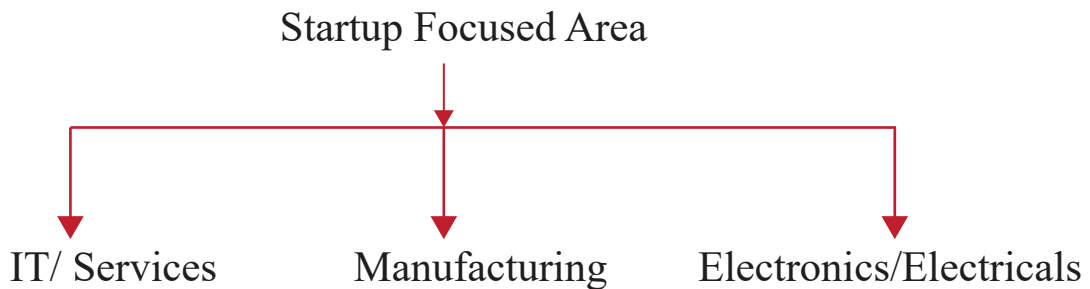
**Vision** : To be a leading startup platform for job creators.

**Mission** : Motivate, Train, Incubate and Startup.

**Objectives :**

- To create & ideate an eco-system for promoting startups for students and alumnus of I.T.S Engineering College.
- To support startups to be self-sustainable within 1000 days.
- To create in-house operational startups promoted by I.T.S Engineering College.
- To provide end to end mentorship for potential startups.

**Focus:**



**Action Plan**

- Motivation through activities of Entrepreneurship Development Cell & Pradhan Mantri Yuva Yojna [ EDC ]
- Organizing Business Plan Competition
- Skill development through Technology Based Learning [ CoEs]
- Weekly Hackathon for creation of idea for incubation
- Startup weekend for selection of ideas for incubation
- Incubation [ Business Incubation Centre ]
- Startup [ Startup Centre ]

**1) Eligibility:** Current Students / Alumnus from I.T.S Engineering College.

**2) Number of startup to promote :** Maximum ten startup in every three years but not more than five startups in a year.

Sector wise targets :

IT/Services Based	: 06
Manufacturing Based	: 02
Electrical/Electronics	: 02

**3) Infrastructure Facilities :**

Office Space & Furniture : 10 Nos. for all categories of startups

Internet /Intercom: for all categories of startups

Printer / Scanner: Sharing basis

Manufacturing Facility: Industrial Shade with Common tools ( Size 1000 sqft)

**4) Accessibility :** 08 A.M to 8.00 P.M

**5) Selection of Startups:** Winners of startup weekend & recommended by college start-up committee headed by Executive Director.

**6) Monitoring:** On the basis of monthly progress report & quarterly presentation to college authorities, which shall be reviewed by a committee comprising Executive Director as chairman and two other members nominated by him for three years

**7) Financial Support :**

A) Company Promoted by Institute: Fully funded by Institute  
Proposed Equity: 10 to 15 Percent based on potential of market of the startup and business plan.

B) Company Supported by Institute: Equal Match Funded by Institute  
Proposed Equity: 3 to 4 Percent based on potential of market of the startup and business plan.

**8) IPR Rights :** IPR rights are reserved to Board of directors of the companies with I.T.S Engineering College as applicant for IPR

**9) Startup support tenure:** Maximum 1000 Days.

**10)** All the startup support shall started after one month based on provisional agreement and business plan. Based on satisfactory progress report as per commitments in business plan. The institute authority will confirm the startup agreement.

**11) Hostel Facility :** By the institute on nominal charges.

**12) Remuneration:** Rs. Five Thousand per month for CEO of the company during startup period. The said amount will be paid to company.

**13) Team Members:** Preferably from I.T.S Engineering College. Person from outside of the institute can be considered with a prior permission of the start-up committee.

**14) Directors of the Company:** Nominated by Institute authority & CEO of Startup with mutual consent.

**15) Incorporation of the company:** Only registered companies are allowed for startup in the campus either as Private Limited or Partnership LLP. For fully funded startup support, company must be Private Limited.

**16)** Adhar Card, PAN Card and brief Bio data of all the Directors/Partners and members of advisory board should be submitted to Startup Centre before the incorporation of Company.

**17)** A affidavit for “No Legal & Financial Liability on the institute ..” must be submitted before the agreement of startup.

**18)** Institute has to right to terminate the startup agreement in case of unsatisfactory progress of the business due to casual working and also in case of other illegal involvement.

**Dr. Vikas Singh**  
**(Executive Director)**  
**I.T.S Engineering College, Gr. Noida**

**Dr. R.P. Chadha**  
**(Chairman)**  
**I.T.S – The Education Group**