



ANNAMACHARYA COLLEGE OF PHARMACY

INNOVATION and STARTUP

Policy 2020

for

Students and Faculty



ANNAMACHARYA COLLEGE OF PHARMACY

Approved by AICTE & PCI, New Delhi. Affiliated to JNTUA, Ananthapuramu,
Accredited by NAAC with 'A' Grade, Bangalore, Accredited by NBA (UG Programme), New Delhi
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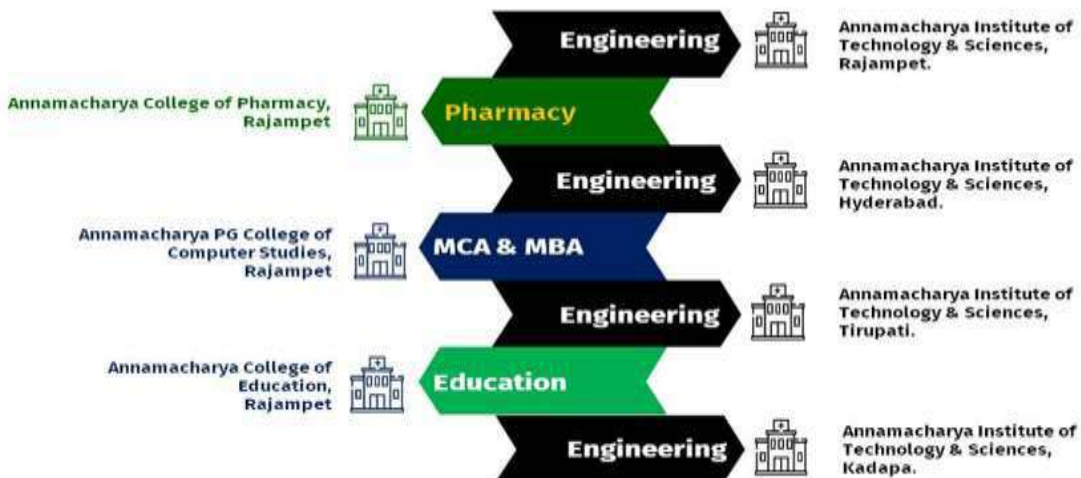
ANCP ISP - 2020

Annamacharya College of Pharmacy - Innovation and Startup Policy for Students and Faculty (ANCP-ISP)



Institutions under Annamacharya Educational Trust

Annamacharya Educational Trust has been running the following professional educational institutions at Rajampet, Tirupati, Kadapa, and Hyderabad.



Message from Hon'ble Secretary

Best Wishes - Greetings!



It is really a great honour and pleasure for me to express my gratitude to the Ministry of Human Resource Development - National startup programme policies for both teachers and student's individuals with higher education for providing an example, possibility of creating a startup facilitating policy document the encouragement of innovation and business ventures within the campuses. Students and teachers must prioritise innovation as one of the main startup and entrepreneurship focuses in order to encourage entrepreneurship.

I am delighted to share that Annamacharya College of Pharmacy (ANCP) is creating an environment that is favorable to meet the needs of entrepreneurs through ANCP - Institutional Innovation Council (ANCP - IIC), Entrepreneur Development Cell (EDC) and ANCP- Innovation and Startup Policy (ANCP-ISP). The Goal has instructed the higher education institutions to develop a strategy to integrate entrepreneurship, science, and technology in order to build a strong innovation culture and ecosystem. Consequently with the help of innovation and strategic policy. Annamacharya College of Pharmacy (ANCP) is to establish an environment for Startups-related research and activity.

This policy will help a sizable number of students and instructors work on novel approaches to creating ideas and turning them into prosperous companies. I strongly believe that this policy take the responsibility for t growth of all possible facilities for research thirst and support and motivate all the faculty members and students toward innovations.

"To nurture a culture of innovation and entrepreneurship that leads to improved knowledge, wealth, and employment in our society" is the mission of the top-notch "technology based and knowledge driven Startup ecosystem".

Sri. C. Gangireddy
Hon'ble Secretary
Annamacharya Educational Trust (AET)

ANCP - Innovation and Startup Policy for Students and Faculty (ANCP - ISP)

S. No	Index	Page Number
1	About Institute	5
2	Abstract	6
3	ANCP - Institutional Innovation Council (IIC)	7
4	Preamble	8
5	Vision and mission	9
6	Committee for ANCP- Innovation and Startup Policy	10
7	Members of Brainstorming Meetings for ANCP- Innovation and Startup Policy and Strategies and Governance, Resource Mobilization	11
8	Startup Eligibility	12
9	Start-up Admissibility Procedure	12
10	Startups Enabling Institutional Infrastructure	12
11	Mentoring and Advisory Services	13
12	Nurturing Innovations and Startups	13
13	Pedagogy	14
14	Product Ownership Rights for Technologies Developed at Institute	14
15	Norms for Faculty Startups	15
16	Acknowledgements	15
17	Bibliography	16

About Institute

Annamacharya College of Pharmacy (ANCP) was established in the year 2003 by Annamacharya Educational Trust. The college offers B. Pharmacy, M. Pharmacy, Pharm D and Pharm D (PB) courses. ANCP admitted its first batch of students in the academic year 2003-04. The college is located in a pleasant locale, nearer to Thallapaka, the birth place of “The singing saint Annamacharya” on Chennai-Mumbai highway and well connected by road and train. At present, the college is running smoothly under the capable administration of a never tiring management. The Annamacharya Educational Trust was established in the year 1997, with the goal to promote quality education, by starting various courses to impart futuristic technical education, and install high patterns of discipline. The educational trust has established several colleges since. ANCP is managed by an able and enthusiastic management selected by the Trust. The Annamacharya Educational Trust was established in the year 1997 with a goal to promote quality education. Their mission is to start various courses to impart futuristic technical education, and install high patterns of discipline.

ANCP is a best and leading Pharmacy Institute in India, ANCP is synonymous with high quality of Pharmaceutical education in Andhra Pradesh. The institute was established in the year 2003 under Annamacharya Educational Trust. ANCP was started in the year 2003 with Bachelor of Pharmacy (B. Pharm), Diploma of Pharmacy (D. Pharm) and has attained enormous growth by offering Master of Pharmacy (M. Pharm) in various specializations such as Pharmaceutical Analysis, Pharmaceutics, Pharmacology, Pharmaceutical Quality Assurance and Doctor of Philosophy (Ph.D). It is our pride to inform that we are conducting Pharm. D (Doctor of Pharmacy) Programme (Six years integrated course) and Pharm. D (Post Baccalaureate) by giving exposure to the students at various National Hospitals. ANCP is one of the largest premier pharmacy institutes in the country, approved by All India Council for Technical Education (**AICTE**), Pharmacy Council of India, New Delhi and affiliated to Jawaharlal Nehru Technological University Anantapur (JNTUA), Andhra Pradesh, India. It is an **ISO 9001:2015** certified institute. The college is accredited by National Board of Accreditation (**NBA**), New Delhi for under graduate course (**UG**) and National Assessment and Accreditation Council (**NAAC**) with “**A**” grade. The infrastructure available makes the college a conducive academic learning that provides students with quality education in a clean, comfortable environment. The college is functioning as self – financed institution in its own lush green and noise free campus, located on the highway. The Admission intake, Procedure, Academic regulations are followed as per respective regulatory bodies of Govt. of India / Govt. of Andhra Pradesh. ANCP having **2(f) and 12 (B)** by UGC.

Abstract

Annamacharya College of Pharmacy Innovation and Startup Policy (ANCP- ISP) for students and faculty of Annamacharya College of pharmacy will enable the institute to actively engage students, faculty in innovation and entrepreneurship related activities. This framework will also facilitate the University in terms of Intellectual Property ownership management, technology licensing equity sharing, thus enabling creation of a robust innovation and Start up ecosystem.

ANCP-ISP

ANCP - Institutional Innovation Council (IIC)

The College has created an Entrepreneurship Development Cell (EDC), Institutional Innovation Council (IIC) and Entrepreneurship, Innovation and Start-Ups Centre (EISC) for promoting innovation & entrepreneurship activities. The formation of IIC is as per the guidelines of Ministry of Education (MoE) & AICTE. In the year 2018, the Ministry of Education (MoE) through MoE's Innovation Cell (MIC) launched the Institution's Innovation Council (IIC) program in collaboration with AICTE for Higher Educational Institutions (HEIs) to systematically foster the culture of innovation and start-up ecosystem in education institutions.

The IIC model is designed to address the existing challenges/issues in HEIs such as less numbers, occasional and unplanned Innovation & Entrepreneurship (I&E) activities organised in HEIs with low involvement of top leadership, lack of coherence and absence of synergy in resource mobilization, deployment and underutilization of creative potential of youths as major barrier for vibrant I&E ecosystem to emerge from HEIs.

Functions of IICs:

- To conduct various innovation and entrepreneurship-related activities prescribed by Central MIC in time bound fashion.
- Identify and reward innovations and share success stories.
- Organize periodic workshops/ seminars/ interactions with entrepreneurs, investors, professionals and create a mentor pool for student innovators.
- Network with peers and national entrepreneurship development organizations.
- Create an Institution's Innovation portal to highlight innovative projects carried out by institution's faculty and students.
- Organize Hackathons, idea competition, mini-challenges etc. with the involvement of resource persons.

Preamble

In order to enable us to understand the current role and involvement in streamlining and strengthening the innovation and startup ecosystem in the University, MHRD's Innovation Cell (MIC) along with All India Council of Technical Education (AICTE) conducted Orientation Programs on the theme "Orientation and Adoption of NISP at HEI Level" in 2020 with the following learning objectives:

- ✚ Reason for adoption of National Innovation and Startup Policy (NISP) by HEIs
- ✚ Provisions and components in NISP for HEIs to implement
- ✚ Desirable approaches, expected outcomes and likely impacts which will be created both at Micro & Macro level and Short- and Long-Term
- ✚ Task Sheet preparation: To-do list for adoption.

Annamacharya College of Pharmacy constituted a committee according to MIC instructions to brainstorm and develop ANCP Innovation and Startup Policy to address the need for inculcation of innovation and entrepreneurial culture in the Institution. This committee deliberated on various facets for nurturing innovation and Startup Culture in AISP, which covered Intellectual Property ownership, revenue sharing Mechanisms, norms for technology transfer & commercialization, equity sharing, etc. After Several rounds of discussion, "AISP Innovation and Startup Policy 2020" for students and Faculty of AISP was prepared.

Vision and Mission of ANCP-ISP

Vision - ANCP - ISP is to promote student driven innovations & start-ups and to engage the students and faculty in innovation and start up activities in campus. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level. Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Startups or enterprises established by faculty and students. To develop high quality technical human resource capable of doing cutting edge research and innovation and deep-tech entrepreneurship.

Mission: To establish vibrant and dynamic Startup Ecosystem across all the departments

Committee for ANCP Innovation and Startup Policy (ANCP - ISP)

The following members are nominated for the ANCP Innovation Startup Policy Development Committee Based on National Innovation and Startup Policy (NISP) Guidelines. The National Innovation and Startup Policy for students and faculty of Higher Education Institutions (HEIs) as a guiding framework will enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship related activities. Annamacharya College of Pharmacy (ANCP) in consultation with NISP, the Principal has decided to be a part of NISP framework which will facilitate Ministry of Human Resource Development (MHRD) in bringing uniformity across HEIs in terms of Intellectual Property ownership management, technology licensing and institutional Startup policy, thus enabling creation of a robust innovation and Start up ecosystem across all HEIs. Members of the committee have agreed to support and share their expertise in successful implementation of NISP 2020.

Name Of Member	Affiliation	NISP Role
Dr. D. Swarnalatha	Head of the Institute, ANCP	President, NISP
Dr. P. Dwarakanadha Reddy	Professor & HOD, ANCP	NISP Coordinator and Convener
Mr. Shivakiran Makkam	Chief Executive Officer , Atal Incubation Centre, SK University, Anantapur. AP	Advisor – Member
Dr. C. Shoba Bindu	Director, Incubation Centre, Skill Development Centre Jawaharlal Nehru Technological University Anantapur, AP	Advisor- Member
Dr. Pawan Pradeep	Manager MSN Laboratories , Hyderabad	Industry Expert
Dr. C. Suryaprakash Reddy	Professor, ANCP	MHRD- Innovation Ambassador on IPR
Mr. Sudhakar Simham	Professor, ANCP	In Charge, IIC- MHRD- Innovation Ambassador On Design Thinking
Mr. Madhu M	Professor, ANCP	MHRD- Innovation Ambassador On Startups
Dr. K. Adinarayana	Professor, ANCP	Expert Member
Mr. Y. Pradeep Kumar	Professor, ANCP	Expert Member
Dr. Ramesh Boga	Director, Bogar Laboratories Post Box: 1554 Suwanee, Ga 30024, USA	Entrepreneur
Mr. G. Sravan Kumar Reddy	Director, Inception Source Pvt. Ltd, Prasanth Nagar, Hyderabad (Alumni)	Entrepreneur

Members of Brainstorming Meetings for ANCP Innovation and Startup Policy (ANCP-ISP) Development

1. Prof. D. Swarnalatha
Principal
Annamacharya College of Pharmacy, Rajampet
2. Prof. SMV Narayana
Principal
Annamacharya Institute of Technology and Sciences, Rajampet
3. Sri. C. Gangireddy
Hon. Secretary, Annamacharya Educational Trust (AET)
4. Dr.P.Dwarakanadha Reddy
Professor, Annamacharya College of Pharmacy
5. Dr. C. Shoba Bindu
Director,
Incubation Centre, Skill Development Centre Jawaharlal Nehru Technological
University Anantapur, AP

Strategies and Governance

1. ANCP Strategies & Governance for Promoting Innovation & Entrepreneurship
2. Creating Innovation Pipeline and Pathways for Entrepreneurs.
3. Building Organizational Capacity, Human Resources and Incentives to support and promote innovative and entrepreneurial activities.

Resource Mobilization

- i. Resource mobilization plan should be worked out at the institute for supporting pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy should be defined in order to reduce the organizational constraints to work on the entrepreneurial agenda.
- ii. The strategy should also involve raising funds from diverse sources to reduce dependency on the public funding. Bringing in external funding through government (state and central) such as DST, AICTE, PCI , Startup India, Invest India, MeitY, MSDE, MSME, etc. and non-government sources should be encouraged.
- iii. Importance of innovation and entrepreneurial agenda should be known across the institute and should be promoted and highlighted at institutional programs such as conferences, convocations, workshops, etc.

Start-up Eligibility

Applicants are eligible for start-up facility at ANCP provided its stakeholders or partners are from one of the following categories: a) Student b) Alumni c) Faculty member d) Non-teaching staff e) Any outside applicant having relevant ideas as per the mandate of ANCP All proposals from any of the above categories of applicants will be approved based on the screening by ANCP committee members.

Start-up Admissibility Procedure

- a) **For Applicants from ANCP:** The applications for admission of startups at ANCP - ISP shall be processed once the applicant(s) has taken due recommendation from the Institute Startup Committee cell, which will evaluate and carry out the selection procedure before forwarding the same to NISP cell of ANCP for further screening.
- b) **For Applicants from outside of ANCP:** Individuals, Companies or Institutions, which are not related to ANCP group of institutions, will directly address the application to Coordinator, IIC and NISP, Annamacharya College of Pharmacy, Rajampet, Andhra Pradesh, India
- c) The application should include a detailed Business Plan. The business plan must cover all aspects including: Startup description, value proposition, products and services, market and competition analysis, revenue model, milestones and timelines, development and marketing plan, organizational structure, core team, risk analysis, funding requirements and projected financials. Applicants may give additional information as they think would help in the assessment of their proposal.
- d) Human subject related research in startup should get clearance from ethics committee
- e) Collaboration Co-creation and Business Relationship and Knowledge Exchange.

Startups Enabling Institutional Infrastructure

a. Initially create Pre-incubation facility:

- ✚ Students to be enrolled in Pre-incubation facility.
- ✚ Each student to have a faculty member as mentor and this is a support system for students to “test” their ideas.
- ✚ Pre-incubatees will get space in the incubator or any other dept to establish proof of concept.
- ✚ Institute to provide seed fund if possible.
- ✚ Pre-incubation Centre will be accessible to all interested students and faculty members.
- ✚ Pre-incubation Centre to conduct “Ideation Festivals/ Hackathons” at regular intervals to encourage students to generate and nurture innovation

b. Incubation Centers

- ✦ After completing Pre-incubation phase, Pre-incubate to register as Incubate in the Incubators.
- ✦ After their innovative ideas are validated, they can register a Startup company.
- ✦ Eligibility criteria: Students who have completed pre-incubation, Alumni of the ANCP, regular faculty, individuals partnered with Faculty.
- ✦ Upon admission in the incubation center, the following facilities will be offered to the incubate companies on chargeable basis as decided by the institute
- ✦ Office space
- ✦ Computers
- ✦ Printer
- ✦ Internet connection
- ✦ Standard Furniture
- ✦ scanner
- ✦ Library
- ✦ Meeting and conference rooms with video conferencing facilities

Mentoring and Advisory Services

The Technical Mentor Committee will consist of experienced and qualified professionals from specific industry, leading bankers, seasoned venture capitalists, academicians and successful alumni entrepreneurs providing mentorship on technical issues. In order to assist the Startup team in creating business ideas, networking, and investing, the Commercialization Partners Committee will have a team of executives, entrepreneurs, and investors.

Nurturing Innovations and Startups

1. ANCP-ISP Pre - Incubation centers will provide a facilitating environment for UG, PG, Ph.D, Alumni and potential Startup applicants even from outside of ANCP
2. Details regarding innovation / product development related to their research /project topic should be included in PG or Ph.D thesis/ dissertation
3. Best Student innovation award will be decided as per ANCP- IIC and NISP guidelines.
4. Best Mentor award for innovation also will be decided as per ANCP- IIC and NISP guidelines
5. Pre Inculcate innovation and entrepreneurship knowledge across the faculty and students by webinars, awareness programs and training sessions for the students and faculty to write proposals.
6. Conducting orientation programs on success stories.
7. Encouraging students and faculty to attend free International & National online programs.
8. Innovator centric provision for industrial visits periodically to stimulate & the opportunity to observe the innovation and strategy Coupled with the business

9. Ideas collection from all the students/ faculties of the ANCP with an idea box.
10. Conducting number of Hackathons among students community to increase Awareness on innovations and Startups.

Pedagogy

1. The Departments will be instructed to adjust the course content to reflect changing technology, match industry requirements, and to promote entrepreneurship education programmes through incubators
2. Incubators may use industry experts to teach courses, and interested students may choose to take these courses.
3. The incubator may provide the assessment made by authorised industry experts to schools or universities for inclusion in the electives that students might take as a part of their degree programme.
4. Inviting local, national, and international entrepreneurship experts on a regular basis to support startup endeavors.
5. 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 are all areas that can benefit from facilitation.
6. Mock-up marketing space enables entrepreneurs to launch marketing on campus
7. ANCP-ISP to offer seminars and conferences at the national and international level to promote innovation and startups.
8. ANCP-ISP shall observe yearly "Startup Day" to raise awareness

Product Ownership Rights for Technologies Developed at Institute

- ✚ Incubatees (Students/Faculty/Alumni) should fill in IP declaration form of ANCP –ISP
- ✚ The entrepreneur would have the option to either give ANCP-ISP equity in lieu of direct payments or to first purchase IP rights from ANCP-ISP prior to being incubated.
- ✚ The incubate company shall inform to ANCP-ISP if any IP has been generated as a result of collaborative work with faculty members (who are not Incubates) and is being incorporated into the product(s). Faculty member also has a right on the IP generated.
- ✚ The incubation centre would maintain a register with the details of any IP

Norms for Faculty Startups

1. For better coordination of the entrepreneurial activities, norms for faculty to do startups should be created by the institutes. Only those technologies should be taken for faculty startups which originate from within the same institute.
2. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the startup.
3. Institutes should work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the startup activities.
4. Faculty startup may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
5. In case the faculty/ staff holds the executive or managerial position for more than three months in a startup, they will go on sabbatical/ leave without pay/ utilize existing leave.
6. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the startup/ company.
7. In case of selection of a faculty start up 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 review committee constituted by the institute) may be permitted to the faculty
8. Faculty must not accept gifts from the startup.
9. Faculty must not involve research staff or other staff of institute in activities at the startup and vice-versa.
10. Human subject related research in startup should get clearance from ethics committee of the institution.

Acknowledgements:

We appreciate this Endeavour and the support provided by the National Innovation and Startup Policy (NISP) Implementation Team throughout the process. We sincerely thank our Honorable Secretary, Sri. C. Gangi Reddy for providing the motivation and guidance that helped us to develop the ANCP - ISP Innovation Startup Policy. We appreciate the efforts of all the committee members on the ANCP-ISP Innovation and Startup Policy for academics and students.

Dr. P. Dwarakanadha Reddy

M.Pharm, Ph.D

Convener

ANCP - Innovation Startup Policy Committee

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