



St Joseph College of Communication

Media Village, Changanassery
Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

Start-Ups & Entrepreneurship Policy

Responsible Executive	Coordinator, Start-Ups & Entrepreneurship Incubator, St Joseph College of Communication
Responsible Office	Incubation Centre, St Joseph College of Communication
Date Issued	November 2022
Date Last Revised	November 2023
Code	SJCC/INSP/26/23

1. Statement of Policy

Start-Ups & Entrepreneurship Incubator at SJCC is dedicated to reshaping the mindset of students, shifting their focus from job-seeking to entrepreneurial endeavours. Leveraging the theoretical knowledge and practical skills acquired at the College, the initiative strives to nurture a culture of innovation and enterprise among the student body. In collaboration with the Young Innovators Programme under the Kerala Development and Innovation Strategic Council (K-DISC), Start-Ups & Entrepreneurship Incubator aims to empower aspiring entrepreneurs to create novel products, services, or models that address emerging societal needs or unmet market demands. Through innovative challenges, the policy seeks to equip future innovators with the tools and support needed to drive meaningful change in society.

2. Objectives

- Foster the emergence of student entrepreneurs and instil an entrepreneurial ethos among both students and the wider community.
- Provide mentorship to aspiring entrepreneurs and establish robust networking channels to facilitate the growth of technology-driven startups.
- Forge connections between students and industry leaders, enterprises, and potential funding sources to catalyze the development of innovative ventures.
- Cultivate internationally recognized technologies that address contemporary challenges and enhance global competitiveness.
- Champion the growth of small and medium-sized enterprises by providing support and opportunities for their advancement.

3. Individuals and entities affected by this Policy

All students, alumni, teachers and staff members of incubating companies of St Joseph College of Communication will come under the purview of this policy.

4. Eligibility

Admission to Start-Ups & Entrepreneurship Incubator is open to:

- Faculty members /Students /alumni
- Any general public with a technology/ Innovative idea

5. Admission Process

Based on the initial scrutiny of affirmative assessment, applicants will be asked to submit a formal application for admission into Start-Ups & Entrepreneurship Incubator. The application form can be collected from the office of Start-Ups & Entrepreneurship Incubator or can be downloaded from its website.

Business Plan

The business plan is expected to cover the basics of the business, namely, value proposition, products and services, market analysis, competition analysis, funding requirements, capital structure, milestones and timelines, development and marketing plan, organizational

structure, team, risk analysis, break-even period and projected financials. Applicants may give any additional information they think would help in the assessment of their proposal.

Based on the documents submitted, the application will be screened by an expert team to assess the suitability of the proposal for further evaluation by expert members regarding its potential for incubation.

The business Plan will be reviewed by experts having technical, business and financial expertise.

6. Infrastructure

Upon admission to Start-Ups & Entrepreneurship Incubator, the following infrastructural facilities and services may be offered to the incubate companies:

- Office Space with furniture
- Internet
- Shared Resources
- Conference Room
- Meeting Room
- Library
- Laser Printer
- Photocopier
- Scanner
- Teleconferencing facilities
- Cafeteria etc.

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7. Other Services

Apart from physical infrastructure as stated above, Start-Ups & Entrepreneurship Incubator may also try to offer other supports and services which would include:

- The pool of mentors, experts in technology, legal, financial and related matters, with or without consideration,
- Meetings with industry professionals.
- Organizing events to help companies in networking.

Start-Ups & Entrepreneurship Incubator will facilitate the incubate companies to access various studios and other resources of SJCC for their product development purposes. Access to departmental resources is possible and usage of such resources should be with permission of the concerned department to avoid conflict with departmental activities. Further usage of such resources shall be on a commercial basis. The consideration payable to SJCC for usage of departmental resources will generally be in the form of cash.

8. Periodic Information Submission

Start-Ups & Entrepreneurship Incubator will evaluate the performance of incubating companies periodically. Incubate companies have to submit the information to Start-Ups & Entrepreneurship Incubator quarterly in a prescribed format. The companies may also be subject to an annual assessment by a committee comprising external experts.

Incubate companies have to submit information to Start-Ups & Entrepreneurship Incubator about all material changes or developments taking place in their companies from time to time. Such information could be changes in business or product profile, changes in directors, promoters or shareholders, or additional equity or debt investments. Prior concurrence of Start-Ups & Entrepreneurship Incubator should be obtained for effecting such changes.

9. Terms & Conditions

Companies will be permitted to stay in Start-Ups & Entrepreneurship Incubator for a maximum period of three years. A nominal monthly charge will be levied to the company. Entrepreneurship Incubator may, at its discretion, permit companies to extend their stay for a maximum period of another 12 months. Companies will have to pay the charge at the

prevailing market rate for the extended period, which would be for the facilities being used by them.

The Licensee shall not cause any disturbance, annoyance, nuisance, or damages to Start-Ups & Entrepreneurship Incubator or the peaceful functioning of other units on other premises in SJCC Campus and shall not create any obstructions in the common areas. No acts subversive of discipline or those which may tarnish the name or reputation of Start-Ups & Entrepreneurship Incubator or SJCC shall be indulged in by the incubate.

Entrepreneurship Incubator shall always own the licensed premises and shall have full right to control the access to the Licensed Premises and structures therein or any part thereof, incubates shall allow persons and vehicles entering and leaving Start-Ups & Entrepreneurship Incubator to be examined by the staff or any agency authorized by SJCC to check and security measures.

The Licensee shall use the licensed premises only for the purpose for which it was allotted and also take care not to store any combustible materials or articles prohibited under law. The Licensee shall not use the license for any purpose other than the one for which it is now permitted, without the previous written consent of the Start-Ups & Entrepreneurship Incubator.

The incubates shall not, without the previous written permission of Start-Ups & Entrepreneurship Incubator, alter, improve or make structural alterations to the licensed premises permitted to be used by the Licensee and it is not obligatory on the part of Start-Ups & Entrepreneurship Incubator to give such permission if in their opinion such alteration/ addition/removal are not required to be done.

The incubation fee payable per month for the premises to the incubator will be at the rate of **Rs..... /-** shall be paid on the 5th day of every month regularly in advance and the incubator shall obtain receipt from Start-Ups & Entrepreneurship Incubator or their authorized representative.

In case the incubation fee amount due to Start-Ups & Entrepreneurship Incubator exceeds for a period over 3 months at any point of time, the Licensee agrees to the unconditional right of the Start-Ups & Entrepreneurship Incubator to terminate the incubation license and incubator will not be entitled to enter Start-Ups & Entrepreneurship Incubator or use the premises or unit.

This agreement can be terminated by giving 30 days' written notice of termination by either party to the other. Further, if the Licensee violates any of the conditions hereinabove mentioned or such other rules and regulations framed by Start-Ups & Entrepreneurship Incubator or SJCC from time to time, Start-Ups & Entrepreneurship Incubator shall have every right to terminate the agreement and evict the Licensee from the premises forthwith. Notwithstanding the period mentioned herein or any of the clauses contained herein, Start-Ups & Entrepreneurship Incubator shall always have the right to terminate this license arrangement at any time without assigning any reasons whatsoever and the License hereby agrees to abide by all such decisions without raising any objections.

10. Approval & Review Details

Approval Authority:

Executive Director, St Joseph College of Communication, Changanacherry

Officer In-charge:

Coordinator, Start-Ups & Entrepreneurship Incubator, St Joseph College of Communication

Approved on: November 2023

Next Review Date: November 2024

11. Feedback:

Stakeholders may provide feedback about this document by e-mailing IQAC.