



POLICY FOR COMMUNITY START-UP DEVELOPMENT, ENTREPRENEURSHIP AND SUSTAINABLE ENTERPRISE SUPPORT

BRAINWARE UNIVERSITY



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398, Ramkrishnapur Road, Barasat, North 24 Parganas, Kolkata - 700 125

Document Control

Document Title	Policy For Community Start-Up Development, Entrepreneurship and Sustainable Enterprise Support
Document Number	BWU/POL/THE/SDG1/05
Version	1.0
Approving Authority	Academic Council
Approval Reference	Meeting No. 21
Date of Approval	14 June 2024
Effective Date	16 June 2024

Revision History

Version	Date	Description of change	Approved by
1.0	14 June 2024	First Consolidated Policy	Academic Council, Meeting No. 21



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1. Preamble

Brainware University recognizes that a university has a responsibility not only to promote innovation and entrepreneurship among its students and faculty but also to contribute to the economic and social development of the surrounding community. Entrepreneurship can create employment, strengthen local economies, address community needs and contribute to financially and socially sustainable development.

In accordance with the University's existing Student Startup Policy and the principles of the National Innovation and Startup Policy, Brainware University shall facilitate the development of entrepreneurship within its surrounding community by providing appropriate **education, mentorship, training, networking opportunities, incubation support and access to available institutional resources and facilities.**

The University's existing Startup Policy specifically recognises that the development of entrepreneurship should not be restricted to the institutional boundary and that higher education institutions should contribute to entrepreneurship development at the **regional, social and community levels**, including opportunities for regional startups and extending facilities to external stakeholders.

Accordingly, this Policy establishes a structured framework through which Brainware University may support aspiring entrepreneurs, micro and small enterprises, social entrepreneurs, community innovators, local youth, women entrepreneurs, alumni, self-help groups, community organizations and other eligible members of the local community.

2. Purposes

The purpose of this Policy is to:

- a) Promote entrepreneurship and innovation in the local and surrounding community.
- b) Provide relevant entrepreneurship education and practical training to aspiring community entrepreneurs.
- c) Facilitate the development of financially viable and socially responsible businesses.
- d) Provide access, subject to availability and applicable University rules, to appropriate University facilities, laboratories, incubation resources and knowledge support.
- e) Provide mentorship and guidance through faculty members, industry experts, alumni and entrepreneurs.



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- f) Help local entrepreneurs convert ideas and prototypes into viable products, services and enterprises.
- g) Promote social entrepreneurship and enterprises addressing local community needs.
- h) Facilitate linkages with incubators, financial institutions, government agencies, MSMEs, industries, investors and other ecosystem partners.
- i) Encourage employment generation and sustainable livelihood opportunities in the local community.
- j) Strengthen University–Industry–Government–Community collaboration for local economic and social development.

3. Scope

This Policy may support eligible members of the local community, including:

- Aspiring entrepreneurs and innovators;
- Local youth and first-generation entrepreneurs;
- Women entrepreneurs;
- Micro, Small and Medium Enterprises (MSMEs);
- Social entrepreneurs;
- Community-based enterprises;
- Self-help groups and community organizations;
- Local innovators and technology-based entrepreneurs;
- Start-ups at the ideation, prototype or early-stage level;
- Alumni entrepreneurs; and
- Other eligible individuals or organizations identified through university-approved programmes.

Support shall be provided subject to the availability of institutional resources, the nature of the proposed activity and applicable University rules.

4. Objectives

The University shall pursue the following objectives:

4.1 Entrepreneurship Education

To provide practical learning opportunities covering entrepreneurship, innovation, business planning, market identification, financial management and enterprise development.



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4.2 Mentorship

To connect aspiring entrepreneurs with appropriate faculty mentors, industry professionals, successful entrepreneurs, alumni and subject experts.

4.3 Incubation and Pre-Incubation

To facilitate access to appropriate pre-incubation and incubation support for eligible community-based startup ideas and enterprises.

4.4 Sustainable Enterprise Development

To encourage business models that demonstrate potential for long-term financial viability while generating positive social and/or community impact.

4.5 Technology and Innovation

To facilitate appropriate use of university knowledge, technology, laboratories and innovation resources for developing prototypes and solutions to local problems.

4.6 Access to Ecosystem

To connect entrepreneurs with external incubators, Technology Business Incubators, MSMEs, financial institutions, government programmes, investors and other relevant organizations.

5. Forms of Support

Subject to institutional capacity and applicable rules, Brainware University may provide the following forms of assistance.

5.1 Entrepreneurship Training

The University may organise:

- Entrepreneurship development programmes;
- Short-term training programmes;
- Workshops and bootcamps;
- Business-plan development programmes;
- Design-thinking and ideation workshops;
- Financial literacy and business-management programmes;
- Digital entrepreneurship training;



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- Marketing and branding workshops;
- Product-development training;
- Social entrepreneurship programmes; and
- Awareness programmes on government schemes and startup opportunities.

The existing Brainware University's Startup Policy for students also provides for entrepreneurship training and support covering areas such as ideation, creativity, design thinking, fundraising, financial management, cash-flow management, business planning, product development, social entrepreneurship, marketing, branding, human-resource management and applicable laws and regulations.

5.2 Mentorship and Advisory Support

The University may establish a panel of:

- Faculty mentors;
- Industry experts;
- Entrepreneurs;
- Alumni entrepreneurs;
- Chartered accountants and financial professionals;
- Legal and IPR professionals;
- Marketing professionals;
- Technology experts; and
- Other domain specialists.

Mentors may assist entrepreneurs in:

- Idea validation;
- Business-model development;
- Product development;
- Market assessment;
- Financial planning;
- Fundraising;
- Intellectual property;
- Regulatory compliance;
- Marketing and branding;
- Business networking; and
- Scaling and sustainability.



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The Brainware University's existing Startup Policy for students also provides for regular mentorship and access to experts for startup development.

5.3 Access to University Facilities

Where appropriate and subject to availability, safety requirements and University regulations, eligible community entrepreneurs may be provided access to:

- Incubation and co-working facilities;
- Laboratories;
- Prototype-development facilities;
- Mini-fab/prototyping facilities;
- IT and digital resources;
- Internet and technology infrastructure;
- Meeting and training facilities;
- Innovation and entrepreneurship facilities; and
- Other common institutional resources approved for such purposes.

The Brainware University's existing Startup Policy for students also provides for infrastructure and facilities for incubation and startups and specifically envisages extending startup facilities to alumni and outsiders.

5.4 Business and Technical Support

Community entrepreneurs may be guided in:

- Technology development;
- Prototype development;
- Product/service design;
- Business-plan preparation;
- Costing;
- Financial management;
- Cash-flow planning;
- Marketing;
- Branding;
- Human resource management;
- Legal and regulatory matters;
- Intellectual Property Rights; and



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- Commercialisation.

The Brainware University's existing Startup Policy for students supports this directly or through appropriate external experts and partner organisations.

5.5 Networking and Market Linkages

The University may organise:

- Entrepreneurship networking events;
- Startup exhibitions;
- Investor-entrepreneur interaction programmes;
- Business-plan competitions;
- Startup showcases;
- Industry interaction programmes;
- Community innovation fairs; and
- Knowledge-exchange programmes.

Eligible entrepreneurs may also be connected with relevant incubators, investors, banks, MSMEs, government agencies and other ecosystem organisations.

The Brainware University's existing Startup Policy for students specifically provides for networking with investors and linkages with external angel networks, incubators, Technology Business Incubators and other funding sources.

6. Social Entrepreneurship and Community

Brainware University shall encourage community enterprises that address local social and economic challenges, including:

- Livelihood generation;
- Women's economic empowerment;
- Digital inclusion;
- Education and skill development;
- Rural and community development;
- Environmental sustainability;
- Waste management;
- Affordable technology;
- Health and wellbeing solutions;
- Local handicrafts and traditional enterprises; and



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- Other community-oriented needs.

The University shall encourage entrepreneurs to consider both **financial sustainability and social impact** while developing their business models.

This approach is consistent with the University's existing objective of encouraging enterprises that serve social and economic needs.

7. Financial and Funding Facilitation

The University may not necessarily provide direct financial assistance to every community entrepreneur. However, subject to applicable rules and availability, it may facilitate access to:

- Government startup schemes;
- MSME support programmes;
- Bank finance;
- Angel investors;
- Venture funds;
- Incubation grants;
- Seed-funding programmes;
- CSR-supported programmes; and
- Other legitimate sources of startup finance.

Where institutional funding mechanisms are available, support may be considered according to approved procedures, eligibility criteria and availability of funds.

The existing BWU policy envisages prototype funding, financial support for eligible projects and linkages with banks, financial institutions, angel networks, incubators and government institutions.

8. Community Startup Support Process

The University may follow the following broad process:



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9. Selection and Eligibility

Applications may be evaluated based on:

- Originality and feasibility of the idea;
- Relevance to local/community needs;



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- c) Potential social and economic impact;
- d) Financial sustainability;
- e) Technical feasibility;
- f) Market potential;
- g) Entrepreneurial commitment;
- h) Potential for employment generation;
- i) Environmental sustainability, where applicable; and
- j) Availability of appropriate University resources.

Selection does not guarantee funding, incubation, or commercialisation and remains subject to the University's approved procedures and available resources.

10. Institutional Mechanism

The University may coordinate implementation through its appropriate startup, incubation, innovation, or entrepreneurship mechanism, including the Institution's Innovation Council (IIC), Incubation Centre, Entrepreneurship Development Cell (EDC), Startup Cell, **or another designated institutional body.**

The designated body shall:

- Receive and process applications;
- Identify mentors;
- Organize training programmes;
- Facilitate access to resources;
- Maintain records of supported enterprises;
- Coordinate external partnerships;
- Monitor progress; and
- Prepare periodic impact reports.

The Brainware University's existing start-up policy for students already envisages Innovation and Startup Policy mechanisms, incubation facilities, entrepreneurship clubs/bootcamps and IIC-supported innovation and entrepreneurship activities.

11. Partnerships and Community Engagement

Brainware University may collaborate with:

- Local industries;



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- MSMEs;
- Startups;
- Banks and financial institutions;
- Government departments;
- Local entrepreneurial organisations;
- NGOs and social enterprises;
- Alumni;
- Professional bodies;
- Incubators and Technology Business Incubators;
- Investors; and
- Other relevant organisations.

Such partnerships shall facilitate knowledge exchange, mentorship, training, technology support, market access and financial linkages.

The Brainware University's existing start-up policy for students already emphasises collaboration with MSMEs, social enterprises, schools, alumni, professional bodies and entrepreneurs for supporting entrepreneurship and co-creation.

12. Access to Facilities by External Entrepreneurs

Community entrepreneurs and eligible external startup applicants may be permitted to use designated University facilities, subject to:

- Prior approval;
- Availability of facilities;
- Applicable user charges, if any;
- Safety and security requirements;
- Confidentiality requirements;
- Intellectual Property Rights provisions;
- Applicable University regulations; and
- Any other conditions prescribed by the University.

The framework specifically recognises that startup facilities may be extended to alumni and outsiders.



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13. Intellectual Property Rights

Intellectual Property Rights arising from the use of university facilities, resources or intellectual contributions shall be governed by the applicable **Brainware University IPR Policy** and relevant agreements.

The University shall ensure that ownership, licensing, confidentiality and commercialization arrangements are appropriately documented before significant institutional resources are committed.

14. Monitoring and Impact Assessment

The University shall periodically assess the effectiveness and community impact of the Policy. Indicative indicators may include:

Sl. No.	Indicator	Measurement
1	Community members trained	Number
2	Entrepreneurship programmes conducted	Number
3	Community startup ideas supported	Number
4	Entrepreneurs receiving mentorship	Number
5	Startups incubated	Number
6	Prototypes developed	Number
7	Businesses launched	Number
8	External funding facilitated	Amount (₹)
9	Employment opportunities generated	Number
10	Women/community entrepreneurs supported	Number
11	Social enterprises supported	Number
12	University facilities accessed	Number of beneficiaries
13	Industry/financial linkages created	Number
14	Enterprises surviving/scaling after support	Number
15	Community/social impact	Qualitative and quantitative assessment

The University's existing startup framework calls for impact assessment covering startups created, institutional support, participant satisfaction, business relationships, incubation, IPR, industry linkages and sustainable social, financial and technological impact.



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15. Financial Sustainability

The University shall endeavour to develop sustainable mechanisms for supporting entrepreneurship and community startups through:

- Institutional resources;
- Government schemes;
- CSR partnerships;
- Industry collaboration;
- Alumni support;
- Sponsorship;
- Grants;
- Incubation partnerships; and
- Other permissible sources.

The provision of support shall be subject to the University's financial regulations and availability of resources.

16. Risk Management and Compliance

All community startup activities shall comply with:

- Applicable laws and regulations;
- University rules and policies;
- Safety requirements;
- Intellectual Property provisions;
- Data and confidentiality requirements;
- Financial and accounting procedures; and
- Applicable regulatory requirements.

Participation in University-supported entrepreneurship activities shall not create any automatic financial or legal liability for the University.

17. Review of the Policy

This Policy shall be reviewed periodically by the designated University authority to ensure alignment with:

- Emerging entrepreneurial needs;



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- Community requirements;
- Government policies;
- Innovation and startup ecosystem developments;
- University strategic priorities; and
- Outcomes of previous community entrepreneurship initiatives.

18. Expected Outcomes

Through implementation of this Policy, Brainware University aims to contribute to:

- a) Increased entrepreneurship awareness in the local community;
- b) Development of community-based startups;
- c) Creation of financially sustainable enterprises;
- d) Promotion of socially responsible businesses;
- e) Development of local employment and livelihood opportunities;
- f) Improved access to entrepreneurship education and mentoring;
- g) Greater utilisation of appropriate University knowledge and facilities for community innovation;
- h) Stronger University-Industry-Community partnerships; and
- i) Creation of an inclusive local innovation and entrepreneurship ecosystem.

19. Policy Statement

Brainware University is committed to extending its innovation and entrepreneurship ecosystem beyond the boundaries of the University by providing appropriate education, training, mentorship, networking opportunities and, subject to availability and institutional regulations, access to relevant facilities and resources to eligible members of the local community. The University shall encourage financially viable and socially responsible enterprises that contribute to employment generation, innovation, community development and sustainable local economic growth.