



3.5.1 Institution has a policy on consultancy including revenue sharing between the institution and the individual and encourages its faculty to undertake consultancy.

The University has a well-articulated consultancy policy with established procedures for revenue sharing. With this, the University encourages and promotes the flow of knowledge and expertise to and from businesses. This contributes to the development of growing and productive relationships ensuring that benefits accrue to all stakeholders.

Consultancy activity is often associated with other responsibilities including teaching, mentoring, professional development, research and other academic activities; consultancy is therefore to be undertaken in a manner consistent with the contractual responsibilities of the faculties. The primary objective however is to provide quality services to meet the needs of the clients while at the same time managing risks. Therefore, a faculty is permitted to undertake upto 30 working days of consultancy activities per academic year with the approval of HoD/ Dean/ Pro-VC/ VC.

The benefits that the University hopes to accrue from successful consultancies are:

- development of useful business and academic collaborations and contacts; adding value to Industry-Academia symbiosis.
- extension of the knowledge base, thereby augmenting the teaching and learning capabilities of academic and research faculty/ staff;
- increased external stimulus for enriching intellectual activity;
- leveraging external funding through enhanced reporting of consulting activities;
- development of possible opportunities for future partnerships such as research projects, internships, knowledge transfer partnerships, commercialization and licensing of IPR, spin-off commercial ventures;
- development of marketing opportunities;
- activities that may form the basis for case studies;
- financial benefits to the University and to faculty in the form of additional income;
- contribution to over-all faculty development.

The types of consultancies that can be undertaken are University Research Consultancy, University non-Research Consultancy and Private Consultancy. A Research Consultancy exists where an academic faculty provides research skills or expertise in return for remuneration from an external funder. Non-research consultancies include non-research activities performed under contract for a third party and includes the provision of professional services (use of laboratories, analysis of data, surveys, field trials, designs, etc) to external agencies for a fee. A faculty may undertake private consultancies that does not conflict with their responsibilities to the University.

The revenue sharing is based on the nature of consultancies. Whenever the University resources are utilized, the revenue sharing between the University and faculty is 70%-30%.

Where no resources of the University are required for undertaking the consultancy, the revenue sharing between the University and faculty is 30%-70%. In private consultancy also the revenue sharing between the University and faculty is 30%-70%. The Consultancy Project Form of the University sets out the costing/ pricing of activities and contractual requirements.

The [Consultancy Policy](#) of the University aims to encourage faculty to undertake research consultancies, professional service provision, design, prototyping and commercialization of products, and development of intellectual property rights.