

Consultancy Policy and Guidelines

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and

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Preamble:

Ramaiah University of Applied Sciences (RUAS) is established as a Private University under an Act passed by the Government of Karnataka. Envisioned as a modern as well as innovation-intensive University, RUAS is engaged in interacting with Industry, Business Community and Government Organizations. The University is now looking beyond traditional R&D metrics of Publications, Sponsored Research and Patents, through Industrial Consultancy by leveraging on intellectual outputs and knowledge creation from RUAS Community. In particular, Consultancy means Faculty Member provide knowledge and intellectual solutions to Industry problem statements or challenges for economic and societal benefit. However, Consultancy projects can be attained by virtue of sustained long-term engagements and interactions with Industries/Client Organizations. In order to encourage the Faculty Members to undertake Consultancy, a lucrative Policy can motivate and ensure transparency in the University ecosystem. Further, this policy applies to all Faculty Members and Technical Staff of RUAS. In principle, executing Consultancy has twin advantages viz. Faculty Members can enrich Professional Expertise, elevate Academic Delivery and R&D along with facilitating network for Placements of RUAS Students. On the other hand, there shall be a new revenue generation model for the Faculty Members and the University.

Consultancy Policy:

Consultancy can be defined as a professional work carried out for Industries/Client Organizations to aid technological growth. The University encourage Faculty Members to undertake Consultancy in Engineering; Basic and Life Sciences; Dental and Pharmacy; Social Sciences and Management; Art and Design; Hospitality Management and Allied Domains. Moreover, Consultancy project include:

- Subject Expertise
- Industrial Problem Solving
- In-Vivo and In-Vitro Studies
- Drug Discovery and Development

- Cell Line Studies
- Testing and Calibration
- Characterization and Laboratory based Experiments
- Market Research and Survey

As RUAS has expertise in various research domains, the Consultancy Policy and Guidelines is proposed for the benefit of Faculty Members in order to keep pace with frontiers of knowledge and global outreach. The University proposes an incentive scheme which shall be shared between Principal Investigators (PI) and RUAS in the ratio of 60:40 respectively based on the attained net profit from the Consultancy project. The Incentive scheme is arrived by reviewing and benchmarking Consultancy Policies of various Universities worldwide and within India. The distribution of incentive scheme can be depicted in the below table:

Table 1. Distribution of Incentive Scheme for Consultancy Projects

Sl. No.	Criteria	Value in INR	Remarks
1	Total Revenue Received	A	Project Cost
2	GST	B	
3	Net Revenue Available	$R = A - B$	
4	Total Expenditure	E	Financial Statements Required
5	Available Incentive Amount	$I = R - E$	
6	Investigating Team Share	$0.60 * I$	PI and Team can share based on Individual Contributions
7	University Share	$0.40 * I$	RUAS may divert this share to Ph.D. Endowment Fund

The University shall receive 40 percent for providing overall support, infrastructure and equipment and the Investigating Team shall receive 60 percent of the net income (after deducting all the expenses and taxes) from the Consultancy project/task/work for executing the assignment. However, the proposed incentive ratio may be varied (70:30) on a case to case basis based on the approval of University officials. This Policy can envisage in to a new revenue stream model and enhance University's research capabilities in alignment with Industry needs by responding to their requirements in an agile manner. Further, the Consultancy Policy is

developed in tandem with the requirements of outreach activities of HEIs and Accreditation agencies. Overall, the incentive scheme aims to be favorable for Faculty Members and Technical Staff of RUAS to undertake Consultancy projects as a part of Revenue Generation, Community Service and Development. In parallel, there is a lot of intangible benefits to Faculty Members in terms of recognition, networking with Industries, supporting Ph.D. scholars and students, Training along with contributing to the University's growth.

Guidelines:

Few key procedures and guidelines are as follows:

- All Consultancy projects and related activities must have prior approval from respective Dean and recommendations from Pro-Vice Chancellor. The Budgetary Quote for the Consultancy Project shall be reviewed by the Accounts Team based on the Terms of Reference/Agreement with Sponsoring Agency/Client Organization. The final recommendations shall be forwarded by the Research Division for Vice Chancellor's approval
- The Pro Vice Chancellors of RUAS shall oversee and monitor the implementation of the Consultancy Policy in alignment with University's strategic plan
- After obtaining approval from University Authorities, two sets of agreement can be executed between RUAS and Sponsoring Agency. One set of the signed agreement shall be sent to Office of the Registrar for the purpose of filing
- Consultancy requirements may originate from Industry and approach RUAS for expertise or Faculty Members may approach Industries demonstrating their expertise and networking ability
- The Investigating Team shall ensure no conflict of interest exists and shall schedule Consultancy activities without any adverse impact on the ongoing Academic, Research and Administrative activities
- Broad guidelines and format for preparing Budget to the Industry/Client Organization is reported in Appendix 1. The Research Division shall help the Investigating Team to prepare appropriate Budget inclusive of expenses on supporting manpower, travel, consumables, equipment utilization, expert advice, contingency etc. based on the current market prevailing conditions
- All payments inclusive of GST pertaining to Consultancy projects shall be in favour of "**M.S. Ramaiah University of Applied Sciences**" payable at Bangalore and payments shall be credited

by the Industry/Client Organization as per the agreed milestones. The University shall ensure complying with statutory laws and taxes

- After receipt of funds for the Consultancy project, PI may request funds through Inter Departmental Note (IDN) to procure Consumables, Travel etc. as per the general practices adopted in the University
- All expenses related to Consultancy project shall be maintained in a separate file by the PI
- IPR rests with the Sponsoring Agency as per their terms and conditions. In addition, any intellectual output/copyrights generated during the execution of the Consultancy Project rests with the University
- Faculty members interested to publish scientific reports or develop case studies for the Academic purpose shall take written approval from the Sponsoring Agency. Upon receiving approval, the Sponsoring Agency needs to be acknowledged accordingly
- The Project responsibility along with deliverables rest with PI and Investigating Team. The University provides necessary platform and support to execute the project. Lastly, the Project closure report shall be submitted by the PI to the Sponsoring Agency
- Faculty Members undertaking Consultancy projects can avail On Official Duty (OOD) with due permission from their respective HoD for attending meetings and technical discussions with the representatives of Industry/Client Organization
- In general, Faculty Members may not spend more than 52 Days per year for the Consultancy Activities. In special cases, the number of days may be extended up to 70 Days with prior approval from the University Officials
- Equipment and resources can be utilized with prior approval from Dean of the respective Faculty
- The Investigating Team may engage the services of Techno Centre and book the expenses accordingly
- Ph.D. Scholars and Students may also be inducted with a stipend or honorarium on a project/internship mode for executing the Consultancy projects. All these expenses need to be incorporated as a part of Budget
- The upper limit for taking Expert services outside RUAS shall not exceed 30% of the total project cost
- Faculty Members deviating from the Consultancy policy shall attract disciplinary action from the appropriate statutory committee of University

- Incentives shall be processed by the University to the Investigating Team after successful completion of the Consultancy Project (Email or Closure Letter from the Sponsoring Agency can be attached)

Appendix – 1:
Template for Budget Preparation – Consultancy Projects

Budget for Consulting Project			
Criteria		Value in INR	
Manpower			
Consulting Hours of PI		A	
Consulting Hours of Co-PI		B	
Consulting Fee to Expert Advice		C	
Total Consulting Fee		D = A + B + C	
Other Expenses			
Equipment with Installation		E	
Consumables with 25% Buffer		F	
Honorarium/Stipend Manpower (PG Students and Ph.D. Scholars)		G	
Travel and Accommodation		H	
Contingency Expenses		I	
Total Other Expenses		J = E + F + G + H + I	
Total Expenses		K = D + J	
Overheads Expenses (20% of Total Consulting Fee)		$L = 0.2 * K$	
Sub-Total including Overheads		$M = K + L$	
GST and Other Levies as Applicable		N	
Total Budget for Consulting in INR		P = M + N	
We certify that the above budget is prepared as per the Consultancy Policy			
Signature of:	PI	HoD	Dean
Financial Review	CFO	Approval & Recommendations	Registrar
			PVC
Final Recommendations, if any:			
Approval by the Vice Chancellor			