



CONSULTANCY POLICY

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Introduction

AMMA says, “unlike physical treasure which gets depleted on sharing, the treasure of knowledge enhances its glitter and glory and expands its frontiers on sharing with others”.

Consultancy services offered by our faculty are primarily aimed at sharing their knowledge and expertise with the stakeholders like industry, corporates, research laboratories, government departments and undertakings. This university encourages faculty taking up consultancy and sponsored research since, we believe, it forms an integral part of education, benefitting the faculty, the university and the society in multiple ways. There are also other benefits that can be accrued from such initiative, besides revenue generation. The consultants are exposed to numerous real-life problems and advanced technologies when faculty engage themselves in consultancy activities. Another indirect benefit is the enhanced visibility for the faculty and the university in the industry and academic circles, at national and international levels.

Consultancy services undertaken by faculty form part of their performance appraisal and when successfully executed, shall carry points to their credit, besides earning them monetary incentives. It is also assumed that the learnings from consultancy and other related activities would help in enhancing the quality of teaching, research and publication. Since consultancy activities should not interfere in any way with the routine academic work of the faculty, the following guidelines are specified to cover these activities.

1. Policy Statement

This policy document, approved by the Board of Management, stipulates rules and regulations governing consultancy services offered by the full-time faculty of this university, with the approval of the competent authorities in the university.

2. Definition

- i. **Centre / department / school** shall mean a research centre or department administering academic programmes and / or schools established by the university.
- ii. **Consultancy** refers to any work – technical or management advice or service of any nature undertaken by the faculty of a centre / department / school of the university for an organization within India or abroad and such an undertaking by the faculty generates revenue to the university and monetary benefits to the faculty and their team.
- iii. **Consultancy Committee** – a Committee constituted for the purpose of monitoring the consultancy work and ensuring compliance with the consultancy policy of the university and is chaired by a person not less than a Provost / Dean / Director, appointed by the Vice Chancellor for overseeing all consultancy activities.

- iv. **Principal Investigator (PI)** is the main person responsible for planning and execution of consultancy assignment as per the agreement with the client and in line with the policies of the university and other statutory bodies.
- v. **Policy** refers to in this document and any other document in vogue as approved by the Board of Management
- vi. **University** herein means Amrita Vishwa Vidyapeetham.

3. Scope and Applicability

The rules and regulations specified in this document shall apply to all consultancy work undertaken by the faculty from centres / departments / schools, solely or in collaboration with other individual/s or organisations, for which prior sanction from the competent authority has been taken.

4. Guidelines

- i. Consultancy should be considered as an extension of academic activity and therefore, should enhance the consultants' knowledge and exposure.
- ii. Consultancy can be taken up by any full-time faculty as Principal Investigator (PI) and he / she can take the help of adjunct faculty, research scholars, students and lab staff, depending on the specific requirement.
- iii. Consultancy proposal shall be prepared and submitted by the PI to the Chairman, Consultancy Committee, processed through the Centre Head / Head of the Department / School Head, after due verification of various parameters like feasibility, likely time involved in the execution by the PI and freedom from conflict of interest with the policy requirements.
- iv. It is the primary responsibility of the PI to ensure that the consultancy work undertaken shall not interfere with his/her academic work and complies with the university's policies in this regard.
- v. The quantum of payment to be received by the schools / university on account of any consultancy work shall be worked out by the PI, finance officer and head of the centre / department / school.
- vi. All consultancy payments must be remitted to the school / university account, created for the purpose.
- vii. Finance officer and the PI are responsible for all the payments made from his specific consultancy project fund towards consumables, equipment or travel.
- viii. Faculty undertaking consultancy projects shall ensure that the quality of work they execute would promote university-industry relations and create goodwill for the university in the industry circles and government agencies.
- ix. Travel to clients' premises or other places shall be permitted on a case to case basis and the Centre Head / Department Chair / Head of the School can authorize such travel, while ensuring that the faculty absence does not adversely affect routine academic activities.

- x. No faculty can site consultancy work as an excuse for abstaining from their teaching / research / publication responsibilities, unless any reduction in any one or more of these responsibilities is authorized in writing by the Centre Head / Department Chair / Head of School, as the case may be.
- xi. It is expected that exposure of faculty to consultancy project will eventually lead to development of technology and augmenting of domain expertise and generation of goodwill for the university.

5. Approval

- i. Consultancy projects may be initiated by faculty themselves, based on enquiries from industry directly or by Director, Academia-Industry Partnership, situated in every campus, through his initiative.
- ii. Usually, the task of identifying the faculty as consultant for a specific project lies with the Centre Head / Department Chair and approved by the Head of School, unless the client seeks the services of any specific faculty as consultancy, based on their information and past performance.
- iii. CIR can also suggest a faculty on the basis of earlier work executed by him / her, which will then be ratified by the Centre Head / Department Chair / Head of School.
- iv. It is necessary to discuss consultancy project proposal with the client before sending the same for approval to the respective Centre Head / Department Chair / Head of School and for final approval to the Chairman, Consultancy Committee.
- v. Whenever scope of proposal is modified, consultancy charges will be altered accordingly.
- vi. Expenses for preliminary discussions and site visits may be charged to clients when there is definite indication of likely award of the consultancy work to the PI.
- vii. The proposal should clearly state if, in the event of an intellectual property (IP) is likely to be generated during execution of the consultancy project, whether it will be jointly held by the client and the university or exclusively by the client, if findings are likely to impact client's business interests.
- viii. In all cases where the university is committing investment towards the project, the PI should ensure that the proposal protects the IP interests of the university and the clients could be offered "the first right of refusal", before the IP so generated is offered to a third party for commercial exploitation.

6. Consultancy Charges

- i. Consultancy charges include consultant's fee, which may also cover any payments required to be made for the services of external consultants, if utilized.
- ii. Where the university facilities are used, costs of use of such facilities and charges for availing the services of the university personnel are to be factored into the final cost.

- iii. Cost of consumables, energy cost and travel expenses likely to be incurred in the execution of the project and any allowances to be paid for the services of those involved are also to be considered.
- iv. Cost of equipment, spares etc. to be purchased should get added to the project cost.
- v. Applicable taxes at prevailing rate should be provided for, while arriving at the total cost.

7. Disbursement

Sl #	Category	Consultant & Team	University
1.	Consultancy based on expertise of the faculty consultant, without availing any institutional facilities	50%	50%
2.	Research consultancy in which institutional facilities and consumables besides manpower are utilized, provided such costs add up to 40% of consultancy income	30%	70%
3.	In cases where costs of material and services used are above 40% of consultancy income apportioning between university and faculty are done after deducting such costs from the gross consultancy income	50% of net income	50% of net income

- i. All statutory deductions will be made before faculty and team receives their share of consultancy income.
- ii. The monetary incentive of an individual consultant from the consultancy shall not exceed his / her gross annual salary in a financial year.
- iii. The final disbursement of payment to the faculty consultant shall be made on receipt of a completion report by Chairman of the Consultancy Committee, who will then forward his clearance for payment to the Finance officer. Finance officer will also ensure that consultation fee has been received by the university, in full.
- iv. Chairman, Consultant Committee, may permit PI to draw an advance equal to 50% of the consultancy fee received into university account from the client, provided there is evidence to show that substantial progress has been made in the execution of the project.
- v. In the event of premature termination of the consultancy project due to any reason and only part payment has been received from the client, the allocation will be made first for the service tax and then institute overheads and other budgeted expenditure, before sharing the balance in the ratio of 50:50, between faculty consultant and the university.
- vi. The maximum duration permitted to each faculty for consultancy related work in a year is limited to 60 days, plus travel time associated with consultancy work, if any.

- vii. Consultancy report submitted to the client being a confidential document, is not shared with anyone in the university other than the Chairman of the Consultancy Committee for perusal and records.
- viii. All documents relating to the project shall bear the title of the project and will be serially numbered by the Office of the Chairman, Consultancy Committee.
- ix. All the equipment acquired for the consultancy will be accounted as assets of the university.

8. Arbitration

If the client has any specific requirements to be met and such requirements are not in line with the university Consultancy Policy, the deviations have to be approved by Chairman, Consultancy Committee, prior to finalization of the Memorandum of Understanding.

On matters relating consultancy projects, the decision of the university management is final and binding on the client and others involved in consultancy.

Approved
Vice Chancellor