

CONSULTANCY PROMOTION POLICY



AUDISANKARA COLLEGE OF ENGINEERING & TECHNOLOGY

Aravindanagar; NH-16 Bypass Road, GUDUR – 524 101

SPSR Nellore District, ANDHRA PRADESH, INDIA

Phone: +91-08624-221942/212042

FAX: +91-08624-221941

Website: www.audisankara.ac.in

CONTENT

S.No.		Name of the item	Page No.
1.	1.0	PREAMBLE	3
2.	2.0	List of Abbreviations	4
3.	3.0	Definitions	4
4.	4.0	Scope; Policy provisions and Objectives	5
	4.1	Scope	5
	4.2	Policy Provisions	5
	4.3	Objectives	6
5.	5.0	Consultancy Policy – An Overview	6
	5.1	Policy Statement	6
	5.2	Purpose	7
	5.3	Introduction	7
	5.4	Eligibility	7
6.	6.0	Consultancy Rules	8
7.	7.0	Costing of consultancy projects	9
	7.1	Consultant fee	9
	7.2	Charges for personnel engaged in technical services	10
	7.3	Overheads and Institutional cost	10
	7.4	Project staff salaries	10
8.	8.0	Distribution of Institute and Consultant shares	10
9.	9.0	Payments	11
10.	10.0	Resolution and disputes	11

1. **PREAMBLE**

This policy deals with consulting, that is, where a person is engaged by a third party on a personal fee-for-service basis for the primary purpose of obtaining the benefit of professional knowledge, skills, or expertise. Consultancy activity is one the important service based work for payment by which faculty & staff of the ASCET can make use available facilities like machineries, workshop, drawing, software, hardware etc., and knowledge & expertise to government, public-sector organizations, community groups and business on request with mutual benefit. Management governs rules and regulations as on when required have the right to change the policy keeping the following conditions of the institute for which they appointed:

- 1.1. Increase academic competence and advancement of professional expertise of faculty & staff members and provides a continuing professional education opportunity in the world outside academia and research.
- 1.2. Creates and enhances links between the Institution and external organizations/ Industry/ business centre that will aid the institute in areas such as increasing research opportunities thereby helping the Institute in achieving its objective and mission of knowledge transfer to improve the local and regional economies; and
- 1.3. May generate additional income for the staff members (both academic & non-academic) funding for the Institute.

In considering whether or not permission will be given for consulting activity the relevant member of the faculty (teaching or non-teaching) will take into account such factors as the compatibility of the activity with the responsibilities and commitments of the staff members, potential conflicts of interest, and the use of Institute resources.

2. List of Abbreviations:

ASCET : Audisankara college of Engineering & Technology

IPR : Intellectual Property Rights

MOU : Memorandum of Understanding

IIC : Innovation and Incubation Centre

ASIIC : Audisankara Innovation and Incubation Centre

IIP : Industry Institute Partnership Centre

3. Definitions:

Authorize: Principal or Institute higher authority who approves documents on recommendation by the top management member or Chairman or his/her nominated officer.

Consultancy: Means the provision of professional service by a teaching or non-teaching faculty member to an external party.

Executive manager: It refer to the most senior officer heading the relevant major teaching or administrative area of the institute to which the staff member is attached, and includes Vice-Chairmen, CEO etc.

Head of the Department: This is the actual Head of the Department where person with signing authority to whom the staff member ultimately reports, whomsoever is more appropriate.

Institution: ASCET or any sister institutions running under Audisankara Group of Intuitions and in context may mean a subsidiary or affiliate designated as an appropriate entity for the conduct of consultancy activities.

Professional body: Means a body that regulates admission to membership by reference to defined educational standards including the requirement that member attend a tertiary institution for at least three years and with a code of ethics for members governing professional behavior.

Institution Officers: An officer of the Institute duly authorized by the Chairman/ President/ Vice-chairman/ CEO/ Principal to perform the functions required by this policy. The nominated Institution officers at the time this policy was made are:

- Director
- Principal
- Dean, Research & Development
- Head of the concerned department

Research Grants: Funding from an industry/ private/ government quasi government body for a specified research project to be undertaken with identified aims and objectives. Research Grants may also result from jointly-initiated research collaborations between the Institute and an industry, government or semi-government body or from a competitive bid (a request for tender). Research Grants provide no additional income to staff members involved.

Staff member: Means a member of academic staff or general staff employed under the appropriate enterprise bargaining agreement or casual or sessional staff employed under specific contracts, including those staff employed with non-recurrent funding. The provisions of the ASCET Consultancy Policy apply to all full-time staff members (but not casual or part-time employees).

Student: They are not employees of the Institute per se. However, they do from time to time provide services for a fee (such as tutoring or practical demonstration) and any involvement in assisting with consultancies should be managed under the same casual employment arrangements.

4. **Scope, Policy provisions and Objectives**

4.1. **Scope:** This policy is applying to

- a) All staff (both teaching and non-teaching) members of Audisankara Group of institutions in particularly to ASCET, who are involved in the conduct of a consultancy service.
- b) All funds provided to the Institution for the purpose of conducting or supporting a consultancy service.

4.2. **Policy Provisions:**

The Institution recognizes that consultancy work can bring financial and other benefits both to the institution and its employees. Such activities also serve to link the Institute and its staff more closely to the wider community, especially Industry and the public sector at state and National level.

4.3. **OBJECTIVES:**

- 4.3.1. To encourage staff participation in consultancies which bring opportunities and benefits to the Institute, its staff and clients and recognition of staff for professional development.
- 4.3.2. Provide an income stream to the ASCET, its sister colleges, Service to the Departments and their Staff, and a financial return on capital investment.
- 4.3.3. To facilitate the negotiation and entering into consultancy contracts bringing significant benefits to the Institute and its staff while ensuring full cost recovery as required by the competitive neutrality provisions.
- 4.3.4. To provide a flexible management framework to cover the range of consultancies customarily undertaken by staff members using the Institute name, services, space, facilities, equipment, intellectual property and/or paid work time, including consultancies directed toward charitable purposes, community service, and strategic priorities for the Institute.
- 4.3.5. To define the Institute management and quality control expectations for consultancy contracts involving or implicating the Institute, including those relating to risk management and accountability.
- 4.3.6. To provide guidance to persons inside and outside the Institute as to when and how consultancies may be undertaken using the Institutes name, services, space, facilities, equipment, intellectual property and/or paid work time.
- 4.3.7. To set guidelines for sharing the income from consultancy activities across various legitimate participants.
- 4.3.8. To set guidelines that will ensure equitable access to consultancy assignments by all staff members, including junior and female staff members.

5. **Consultancy policy – An overview**

5.1. **Policy Statement**

The Audisankara College of Engineering & Technology is committed to support external engagements that facilitate knowledge and technology transfer, contributing to economic growth and social impact of this institution also to the Nation. This external engagement takes many forms but in defined circumstances may be considered as “Consultancy” activity.

5.2. **Purpose**

The Institution encourages both teaching and non-teaching and research scholars to undertake consultancy to support the achievement of the Institution objectives including advancement of the professional expertise of all classes of staff members. Academic staff are encouraged to undertake consultancy which promotes the reputation of the institute as a pace of education and research. Consultancy represents external recognition of individual expertise and apart from the financial consideration, each consultancy should offer educational feedback to the department or an element of continuing professional development for the consulting department.

5.3. **Introduction:**

Audisankara College of Engineering and Technology (ASCET) is committed to make its expertise as effective way of service to all sectors of industry under state, central and quasi governments. Being an autonomous Institute in service Engineering and management education to the society, ASCET want to surpass its professionalism with its expertise available through its state of Art laboratories and center of excellence supported by Govt. of Andhra Pradesh to society, other educational and research organizations.

Consultancy is well recognized as an effective way of institutions to disseminate knowledge and make an early and direct impact on society. However, the balance between consultancy and the traditional roles of the academic staff needs to be managed and the interests of the Institutes must be protected. This policy delivers provisions for conducting consultancy to ensure that consultancies undertaken by staff and innovative students are consistent with the Institute strategic and operational objectives and the costs are sustainable.

5.2. **Publications:**

Publication arising from consultancy work shall include the faculty affiliation of the institute and acknowledge for the facilities used from the respective departments.

5.3. **Intellectual property Rights (IPR) and Conflict of interest:**

ASCET Research & Development Centre operating an IPR Centre as an inclusion body, is responsible to control and undertake the issues under conflict of interest with rights of third parties or any commercialization plan. However, the project may be terminated by either party by giving the other party a notice period of 30 days. Moreover, both parties will meet any residual obligations in connections with the project.

5.4. **Eligibility:**

5.4.1. Principal Investigator or Consultant faculty members associated with consultancy work will be able to accomplished without unduly affecting the duties of the position.

5.4.2. The use of Institute trademarks such as letterheads, brands etc., or Institute Intellectual Property is strictly prohibited in Private consultancies.

- 5.4.3. Either Institutions or Industry/ company/ organization requesting consultancy should not use library resources, power, space, equipment, consumables, telephone facilities for the fulfilment of private consultancy, or the cost of the use of any such facility will be reimbursed under the terms of a written agreement between the staff members and the Institute approved by Institute authorized officer.
- 5.4.4. This policy applies to all faculty members of this institute as well as sister institutes running under the umbrella of Aishwarya Vignan Educational Society.
- 5.4.5. The faculty members involving in the conduct of a consultancy service can avail on-duty for industrial/ field visit and meeting with Industry persons for discussion, related to consultancy works.
- 5.4.6. The faculty or staff must ensure that the consultancy work does not create a conflict of interest with the role of the faculty in the institute.

6. Consultancy Rules:

Consultancy projects are normally initiated by requests/ enquires from the industry directly to the Institute or by discussion between the industry and the consultants.

- 6.1. The time spent on consultancy work and related assignments shall be limited to the 50 working days in a year, preferably at the rate of one working day per week. In addition, Consultants may be permitted to utilize, on an average one non-working day per week.
- 6.2. When an enquiry is directly received by the Institute, the work will be assigned to specific consultants or groups of consultants depending on their expertise, and existing commitments, by the Dean, R&D.
- 6.3. In the event of a client preferring the services of a specific consultant, the assignment may normally be assigned to the identified person, provided the requirements in respect of without affecting the regular duties of the concerned faculty member (ie., Academic & Research).
- 6.4. All the acceptance letters will be sent by the Dean, R&D.
- 6.5. Once the consultancy project is taken up by the institution faculty/ staff member, (s)he has to finish the entire work without affecting the bylaws of the institution and (s)he will not be allowed to relieve if they wanted to quit the primary post/ their regular job work/ regular work.
- 6.6. The services of permanent employees of the Institute may be utilized for the execution of the consultancy projects provided it does not affect their primary functions and responsibilities to the Institute.
- 6.7. Students who are willing to work on consultancy projects may be permitted as per Institute norms to do so, provided it does not affect their academic commitments and performance. Such work by students may be compensated by suitable honoraria.

- 6.8. Consultancy assignments may be taken up and implemented, within the constraints indicated above, provided they do not have any adverse impact on the ongoing academic, research and related activities. Further, such assignments need to be carefully scheduled in the light of ongoing commitments. If required, a clear indication of the earliest date on which the assignment can commence may be clearly spelt out in the proposal form.
 - 6.9. Consultancy project proposals made, by the proponent as per the requirements of client, are to be approved by the Dean R&D, who may examine the scope of the work and cost estimates. It is essential to discuss proposed work plans with a client vis-a-vis-à-vis the scope, in order to obtain clarity before the consultant prepares the cost estimates.
 - 6.10. In extreme requirements, a consultant may take up an assignment with intimation to the Dean, R&D and then seek approval from higher authorities. It would, however, be necessary to ensure that the task involved is not a major one involving a total charge not more than Rs. 50,000/- or two days of faculty time and payments are made immediately, well before submission of any formal report.
 - 6.11. The charges once finalized will not be negotiable. However, if the scope is altered, a fresh estimate may be considered.
 - 6.12. The minimum charges applicable in respect of consultancy jobs will be Rs. 10,000/- excluding any applicable taxes.
 - 6.13. It is desirable that preliminary diagnostic discussions/ Site Visits, leading to the generation of consultancy proposals may be charged at a minimum rate of Rs. 1000/- (or equivalent currency of the country of request, in case of International assignments) per day or part thereof, in addition to travel and incidental expenses as applicable. As an industry friendly move, the consultant may decide to absorb such charges for potentially large projects, into the final project cost.
 - 6.14. Consultant should be aware of the potential for the generation of Intellectual Property Right (IPR) as per the college policy during the execution of projects. The Intellectual Property Policy of the Institute will govern all decision and actions concerning the generation, handling, protection and commercialization of the Intellectual Property of the College source.
 - 6.15. The services of external consultants (especially retired Faculty / Research Scientists /Research Engineers) may be utilized to a limited extent in order to provide comprehensive services to clients. Such external consultants which may include will be entitled to a lump sum consultant fees which may be fixed after taking into account essential expenditure directly related to the assignment. Deductions by way of Institutional charges, and mandatory taxes will, however, be made. The consultant fees payable to External Consultants may not exceed 40% of the total project cost.
7. **Costing of Consultancy projects:**
The consultancy project costing is based on the following component charges:
- 7.1. **Consultant Fee:** This will include charges for the time of the institute and External consultants. This fee is limited to 20% of the project cost. This fee will be applicable if

concerned expertise is not available in the campus or exclusive expertise only available in specific industry/ institute/ organization etc.

- 7.2. **Charges for Personnel engaged in Technical Services:** This refers to the charges payable to the permanent employees of the Institute for their effort in the execution of the project. This is limited to 50 % if work does not require any institutional equipment support. However, 40% is allowed if they are using institutional equipment with specific requirement and 30% of the project cost is allowed if external consultant also involved in the project completion. Other operational expenses including consumables, contingency, travel, daily allowance, honoraria for students and all other expenses related to the consultancy project need to be mentioned while preparing the total budget to meet with in the total 60% of the total cost of the project.
- 7.3. **Overheads and Institutional cost:** 20% overheads will be charged on personnel engaged in technical services and other operational charges. This includes the charges for the purchase of specific equipment for implementation of consultancy projects. Contract negotiations/ Legal expenses may be levied for projects involving contract negotiations. Service tax and other taxes as applicable shall be provided for the project cost.
- 7.4. **Project Staff Salaries:** This will be applicable in special cases where external temporary staff is employed for the project. This should be clearly mentioned while submitting the proposal to the industry or before, taking up the consultancy work.
8. **Distribution of Institute and Consultant shares:**
The amount collected under Consultancy project will be distributed in the following manner to all staff members involved including institution grant and all unspent balances in closed projects, after deduction of overheads will be transferred to an open ended Research Development Fund (RDF) in the name of consultant for use in honoraria for work by students and project staff, consumables and contingencies, travel and daily allowance and other expenses as approved by the Dean, R&D. The funds available in the RDF may be used for the expenses under the department development grant by HOD of the concerned department with prior approval of DEAN R&D and Principal. The amount allocated to the institute can be utilized administration to meet major infrastructure augmentation, promotion of R&D through seed money grants, etc., and operational expenses. Some amount also can be transferred to Institution main account to support library expenses and staff welfare fund as per the norms of the college/ institution.

S. No	Consultant Fee		Institutional Fee	
	Purpose of fee to be charged	Amount (% of total cost)	Purpose of fee to be charged	Amount (% of total cost)
A.	Consultant fee without using Institutional equipment	60	Institutional charges	40
B.	Consultant (Staff/Faculty) fee	40	Institutional charges if Consultant uses institute equipment's	60
C.	Consultant Fee	40	Institutional charges	40
			Overheads as per item no. 7.3 in this policy	20
D.	Consultant Fee	50	Institutional charges	30
	Staff salaries (all together)	20		
E.	Consultant Fee	30	Institutional charges if Consultant uses institute equipment's	50
	Staff salaries (all together)	20		
F.	Other mode of disbursements as per the R&D and Consultancy policies of Institution will be changed time to time according the regulations of the Institution policy			

9. **Payments:**

The payment of consultation charges to ASCET R&D account are to be made in advance and in full before the start of the project, through a demand draft / crossed valid cheque, drawn in favor of The Principal, ASCET, Nellore and sent to the Consultant or the address overleaf. The charges will also include any applicable tax as prescribed by the Government of India from time to time.

10. **Resolution of disputes:**

Any disputes arising out of the project shall be amicably settled by both the organizations. Any unsettled disputes may be subject to resolution as per the Indian Arbitration and Conciliation Act 1996.


DEAN, R&D

DEAN R&D
AUDISANKARA GROUP OF INSTITUTIONS
NH-5, BYPASS ROAD,
GUDUR - 524 101, NELLORE Dt., (A.P.)



- 13


PRINCIPAL

PRINCIPAL
AUDISANKARA COLLEGE OF
ENGINEERING & TECHNOLOGY
(AUTONOMOUS)
GUDUR, NELLORE Dt., (A.P.)