



**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)**

(Deemed to be University)

Visakhapatnam | Hyderabad | Bengaluru

**RESEARCH & DEVELOPMENT CELL**

# **Consultancy & Management Development Program Policy**

submitted by

**Research & Development Cell (RDC)**

GITAM Deemed to be University, Visakhapatnam

## Version Control

<b>Title</b>	GITAM Policy for Consultancy & Management Development Program			
<b>Purpose</b>	The purpose of this policy is to establish standardized framework for undertaking academic consultancy assignments on behalf of the University.			
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## Guidelines for Consultancy Assignment

### 1. PREAMBLE

GITAM is one of India's dynamic and internationally acclaimed universities with a track record of providing innovative industry-based education. It has been making rapid strides in its march to attain excellence in providing professional education in the areas of Engineering, Management, Medicine, Pharmacy and Science.

- i. It is vital for a university 'to be the source of new ideas and of innovation in technology and science' and with its main objective of 'creating an eco-system in which there is an immense scope for new ideas, research and scholarship thrives and which helps in developing future leaders and scholars for the upliftment of the society'. By keeping these important points on the radar, GITAM has taken the initiative to promote consultancy assignments to be accepted by its academic staff. This will give an opportunity to academic staff members to engage and provide premium consulting to both public and private entities, whether national or international. GITAM believes that such activities would help not only in the professional development of its academic staff members but the University as well. Eventually, these may also lead to innovations and protection of Intellectual Property (IP).
- ii. For promoting and supporting innovators to transform their innovative work into commercial products, it is essential to have standardized and solid processes. Hence GITAM has developed '*Guidelines for Consultancy & Management Development Programmes*' to lay down strong processes for encouraging academic staff members to innovate new products. This policy aims to clarify the ownership of IP, developed at GITAM and its commercialization, and should be read in conjunction with the [IPR Policy](#) of GITAM.
- iii. Consulting activities help in enhancing professional expertise of academic staff members, and in building long lasting relationship with Industry. This eventually leads to bridging the gap between Industry and Academia.

### 2. CONSULTANCY SCOPE

- i. University delivers consultancy services in niche areas of its expertise across all industries, sectors, government departments, and other national and international agencies.
- ii. According to the standard terms and conditions, the services offered shall be along the lines of 'Professional Services' and will carry obligations and ethical requirements associated with such services.

The logo of GITAM, featuring the word "GITAM" in a stylized, handwritten font.

- iii. Consultancy and related services offered will be categorized mainly into three categories:

<b>Category 'A'</b>	Individual Consultancy	Consultancy that is based on expertise of the individual member acting as Principal Consultant and does not utilize any institutional facilities.
<b>Category 'B'</b>	Institutional/Departmental Consultancy	Consultancy that is based on expertise of Department/Group on behalf of the University and could also involve utilization of facilities.
<b>Category 'C'</b>	Testing and Evaluation/Calibration	To meet the needs of external clients in the space of testing and evaluation, this service is offered. This service involves utilization of the University labs and other facilities.

- iv. Consultancy projects shall be undertaken either under

**Case 1:** Standard Terms & Conditions

**Case 2:** Specific Agreement or Memorandum of Understanding

In Case 1, the responsibilities and obligations are confined by the standard terms and conditions, for both Principal consultant and the Client. In this case, Principal consultant takes the work from client in good faith.

In Case 2, certain standard terms and conditions can be amended or new points can be added, where critical factors come into consideration like non-disclosure agreements, detailed negotiations of contract terms and signing of contracts in the form of agreement or MoU covering various aspects such as deliverables, milestones, payment schedules, role and responsibilities of the parties, non-disclosure of confidential information, disputes resolution, liability, Intellectual Property Rights (IPR) matters, arbitration, and applicable law.

### 3. CONSULTANCY NORMS

Consultancy work will be taken up by the GITAM faculty and research staff subject to the following norms:

- i. Research & Development Cell, GITAM will provide necessary administrative support, whereas the Consultant Faculty-In-Charge will be fully responsible for conduct of the project and the deliverables.
- ii. Academic staff members cannot deliver consultancy at the cost of their academic duties. Ideally, a faculty member is permitted to devote an average of 8 hours (equivalent to 1 working day) per week for all consultancy projects during a semester.

- iii. The sponsoring agency (client) must pay all the expenses of a consulting project, including the University Overhead Charges and the service tax. GITAM Overhead Charges are set at a flat 30% for projects not requiring use of laboratory resources, and 50% for those that need use of GITAM laboratory or studio facilities. to the total of consultancy fees and all expenditure is grossed up by the Overhead Charge to arrive at the price quoted to the customer for the Consultancy Project. [[Fee distribution proposal](#)]
- iv. The total budget for a consultancy project must be greater than INR 50,000 (excluding the service tax as applicable, including GITAM overhead charges). If project budget is less than, INR 50,000, then special approval from Director, Research & Development Cell is required.
- v. To deliver a consultancy project, if purchase and travel is required, academic staff members shall follow existing University purchase and travel rules.

#### **4. CONSULTANCY GUIDELINES: GENERAL**

- i. An academic member shall offer consultancy service to client, only upon prior approval from his or her Head of the Department and permission of Director of the Research & Development Cell.
- ii. An Academic member shall be limited to providing consulting work for a maximum of fifty-two (52) days per financial year. Vice-Chancellor's permission is required if the quantum of work is estimated to exceed this limit.
- iii. Within the parameters captured above, consultancy assignments shall be taken up and implemented, on condition that they do not have any adverse impact on regular academic duties.
- iv. Without affecting the primary functionalities and responsibilities, permanent employees of the institute can be utilized for the delivery of consulting projects of the institute.
- v. Consultancy projects are normally initiated by requests/enquiries from the industry directly to the Institute or by discussion between the industry and the Consultants.
- vi. Industry sends request/enquiry of consultancy projects directly to the R & D cell or by discussion between industry and Academic members.
- vii. A consultancy project enquiry/request received directly by the Research and Development Cell shall be assigned to specific consultant/or groups of consultants depending on their expertise, and existing commitments, under the guidance of HOD.
- viii. If a consultancy project enquiry/request is received directly by the academic member, he/she shall bring it to the notice of Director - Research & Development Cell for approval, looping in Deputy Director – Consultancy or an officer nominated by the Director.
- ix. Certain academic activities of faculty members like examinations, lectures, selection committees and other professional work shall not be included in the consultancy.

- x. An academic staff member (Principal Consultant) involved in Consultancy assignment shall not receive remuneration through cash, instead it should be received by electronic transfer to the designated Bank account of GITAM.
- xi. During the proposal preparation stage, applicable service tax shall be taken into consideration, which needs to be paid by the client.
- xii. According to University rules, Daily Allowance (DA) / Travelling Allowance (TA) needs to be calculated and considered during proposal preparation stage, if consultant needs to visit client location or any other site for delivering consultancy service.

## 5. REVENUE DISTRIBUTION

- i. The distribution of revenue generated through offering consultancy services will be as:

Consultancy Category	Consultancy Initiated by	Consultant/s Share	GITAM Overhead	Referral Fee from GITAM Overhead
Category 'A' Individual	Consultant	70%	30%	-
	Others (RDC/Referral**)	60%	40%	10%
Category 'B' Institutional/ Departmental	Consultant	70%	30%	-
	Others (RDC/Referral**)	60%	40%	10%
Category 'C' Testing and Evaluation/ Calibration Analysis and Characterization of samples	Consultant	50%	50%	-
	Others (RDC/Referral**)	40%	60%	10%

\*Note: Category 'C' excludes any income generated from the equipment rental (usage by external researchers).

\*\*In case of referral, a person who refers will receive 10% from the GITAM Overhead.

### Note:

- Expenses shall always be added on top of the consultant fees.
- The revenue received from client shall be distributed as per approved proposal.
- GITAM share shall be distributed as per approved proposal. TDS deducted on client revenue, shall be taken into consideration for GITAM overhead.
- TDS will be applicable on consultant fees, as per government policy.
- The above breakup is for internal reference and shall not be shared with the client.

## 6. CONSULTANT FEES

- i. The minimum Consultant fees to offer consultancy services shall be based upon rate slab as captured in the following table:

Grade	Fees per day in INR
Distinguished Professor/Director	30,000
Professor	20,000
Associate Professor	16,000
Assistant Professor	10,000

Note: This excludes travel cost, other logistics etc.

- ii. The consultant shall not take any project where consultant fees is lower than the rate captured in above table. During special scenarios, approval from Vice-chancellor shall be taken.

## 7. PROJECT COST

While capturing the project cost following important factors to be taken into consideration:

- i. Cost of consultant based upon the rate slab - No of working days x Fees per day.
- ii. Cost of expertise needs to be kept in mind while working out the budget.
- iii. Cost of man days of non-technical staff involve in the consultancy project.
- iv. T.A. and DA (as per agreement with the client if client pays or shall follow University rules).
- v. Cost of inputs (like chemicals, raw materials, and other types of consumables) and equipment.
- vi. Cost of stationery
- vii. Miscellaneous
- viii. Service Tax Charges (as per government notification)
- ix. Client shall pay in advance either 30% of total project cost or total cost of above items from like item 2 to 5.

## 8. PROJECT EXECUTION

- i. Consultancy request/enquiry can be received through three different channels:
  - When consultancy request/enquiry is directly received by the Research & Development Cell, the respective Head of the Department shall be approached to identify an academic staff member as Principal Consultant, based upon expertise required for consultancy assignment. Once Principal Consultant is identified, necessary approvals need to be taken from Director, Research & Development before starting the consultancy assignment.
  - When consultancy request/enquiry is directly received by the Principal Consultant, necessary approvals should be obtained from Head of the Department, Head of Institution and Director, Research & Development Cell, before starting any consultancy assignment.
  - When consultancy request/enquiry is received by referral, Faculty shall immediately –inform the Director, Research & Development Cell or his designee



in writing. Upon validating the request, –R&D Cell shall take necessary steps to take approval from Director, Research & Development Cell.

**Note:** In special cases, approval from Vice-Chancellor of GITAM University shall be required.

- ii. The Director, Research & Development Cell of GITAM University shall send all acceptance letters of consultancy requests to respective Principal Consultant.
- iii. Upon validating scope of consultancy work and cost items captured in the proposal, approval for consultancy proposal shall be granted by the Director, Research & Development Cell.
- iv. The Consultancy project cost captured in the proposal will not be negotiable, if finalized and approved by Director, Research & Development Cell. In the case of any amendments in the scope, a new proposal must be prepared and get it approved by Director, Research & Development Cell again.
- v. Any Intellectual Property generated through our consultancy service, shall fall under the purview of Intellectual Property Policy of GITAM, which govern all decisions and actions pertaining to the generation, handling, protection, and commercialization of the Intellectual Property. During the execution of consultancy assignment, it is the responsibility of principal consultant to be aware about the generation of Intellectual property.
- vi. A copy of the précis of the consultancy work, upon completion of consultancy project, by considering confidentiality of the client project details, shall be submitted to Research & Development Cell for future references.
- vii. Vice-Chancellor will be the final authority to take any decision in the complex scenarios

## 9. ELIGIBILITY FOR UNDERTAKING CONSULTANCY

Consultancy assignments can be undertaken by full time academic staff members of all Departments. Any Academic staff member who undertakes consultancy assignment shall be referred as Principal Consultant.

## 10. CERTIFICATION

A principal consultant is not authorized to provide a certification in any form. In special cases, a principal consultant can share details like, upon testing a particular sample, on given date, following result was captured.

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**Director**  
Research & Development Cell  
GITAM Deemed to be University  
Visakhapatnam - 530045

## **ANNEXURE I: STANDARD TERMS AND CONDITIONS**

1. **DECLARATION:** All works undertaken by GITAM Deemed to be University (“GITAM”) as part of the project will be in good faith and based on material / data / other relevant information given by the Client requesting the work.
2. **CONFIDENTIALITY:** Due care will be taken by GITAM to maintain confidentiality and discretion regarding confidential information received from the Client, including but not limited to results, reports and identity of the Client.
3. **REPORTS:** Any test or other consultancy report given by GITAM will be based on work performed according to available standards and / or open domain literature. In any event, this report may not be construed as a legal document, certificate or endorsement and may not be used for marketing of the products or processes, without prior consent from GITAM University. The institute reserves the right to retain one copy of the report and use the results of the project for its internal teaching and joint research and publication purposes.
4. **WORK PERFORMANCE:** Every effort will be made to complete the specified work according to the planned time schedule. However, GITAM will not be held responsible for delays caused beyond its reasonable control.
5. **CONFLICT OF INTEREST:** GITAM may take up work for other Clients also in the same area, provided, to the best of the institute’s knowledge, there is no conflict of interest in undertaking such projects.
6. **PAYMENT:** Before the start of consultancy project, the payment of cost items captured in the proposal to GITAM, are to be made in advance through Electronic Transfer to the following: Bank name – Union Bank of India, Branch: GITAM Campus Branch, Account Name – GITAM R&D, Bank A/C: 534302010021201, IFSC Code: UBIN0553433.
7. **TERMINATION:** The project work may be terminated by either party by giving the other party a notice period of 30 days. However, both parties will meet any residual obligations in connection with the project.
8. **LIABILITY:** GITAM shall not be held liable for any loss, damage, delay or failure of performance, resulting directly or indirectly from any cause, which is beyond its reasonable control (Force Majeure).
9. **INTELLECTUAL PROPERTY RIGHTS:** Any Intellectual Property generated through our consultancy service, shall fall under the purview of Intellectual Property Policy of GITAM, which govern all decisions and actions pertaining to the generation, handling, protection

and commercialization of the Intellectual Property. During the execution of consultancy assignment, it is the responsibility of principal consultant to be aware about the generation of Intellectual property.

10. **RESOLUTION OF DISPUTES:** Any disputes arising out of the project shall be amicably settled by GITAM University and the Client.

**Principal Consultant**

**CLIENT**

## ANNEXURE II: CLIENT PROPOSAL TEMPLATE

- About Client: Capture few points about client from their website.
- About GITAM: Introduction.
- Scope – What this project is all about & its output.
- Objectives – What you would like to achieve through this project.
- Deliverables – How you will deliver to achieve objectives.
- Project Timeline (Gant Chart – Week wise or Day wise)
- Total Project Cost

Item Detail	In Rs.
Expenditures	a
Consultant Fees	b
Total Project Cost	a + b
Note: Service Tax as applicable	

- Capture payment details based on milestone to avoid any sort of confusion.

## **ANNEXURE III: CONSULTANCY FEES DISTRIBUTION PROPOSAL**

**Date:**

**Category of Consultancy**

**Category A: Individual Consultancy**

**Category B: Institutional/Departmental Consultancy**

**Category C: Testing & Evaluation/Calibration**


1. Name of the Principal Consultant:
  
2. Department:
  
3. Laboratory & Department (s)/ Centre undertaking the work:
  
4. Client Name:
  
5. Approval no. & Date:
  
6. Total amount paid by the client:
  
7. Payment distribution as per proposal:
  - a. Total amount for consultancy project : INR
  - b. TDS amount (10%), If any : INR
  - c. Total amount received by GITAM after TDS : INR
  - d. GST as applicable : INR
  - e. Total Expenditures (as per approved proposal) : INR
  - f. Legal Charges, if any : INR  
(Need supporting documents)
  - g. Balance amount : INR  
(Balance amount = c – (d+e+f))
  
8. Principal Consultant fees (as per approved proposal) : INR
9. Referral Fees if applicable : INR
10. University Overhead : INR

(University overhead = TDS amount + fees left after paying consultant & referral)

Enclosure:

- a. Details of the expenditures for materials used
- b. Technical report duly signed by Principal Consultant and Client.
- c. The proposal amount statement that will be distributed among staff members.

**Principal Consultant**

**Head of the Department**

## ANNEXURE IV: STATEMENT OF WORK

(To be typed in the Client letter head)

Date: .....

Project Name	
Consultancy Institution Name	GITAM Deemed to be University

Name of the Representative (Client)	
Designation	
Email	
Contact Number	
Department	

Name of the Principal Consultant (Consultancy)	
Designation	
Email	
Contact Number	
Department	

Project Scope
Please write scope of work here
Any other relevant details (Please capture in this box)

Project Duration	
Project Start Date	
Project End Date	
Project Cost	
Service Tax (as applicable)	
Total Project Cost (Project Cost + Service Tax)	

Payment Schedule

Project Kick - Off	30% of total project cost
Project End Date	70% of total project cost

We agree to the above proposal and the Standard Terms & Conditions of GITAM Deemed to Be University.

**Authorized Signatory of the Organization**

Signature .....

Name .....

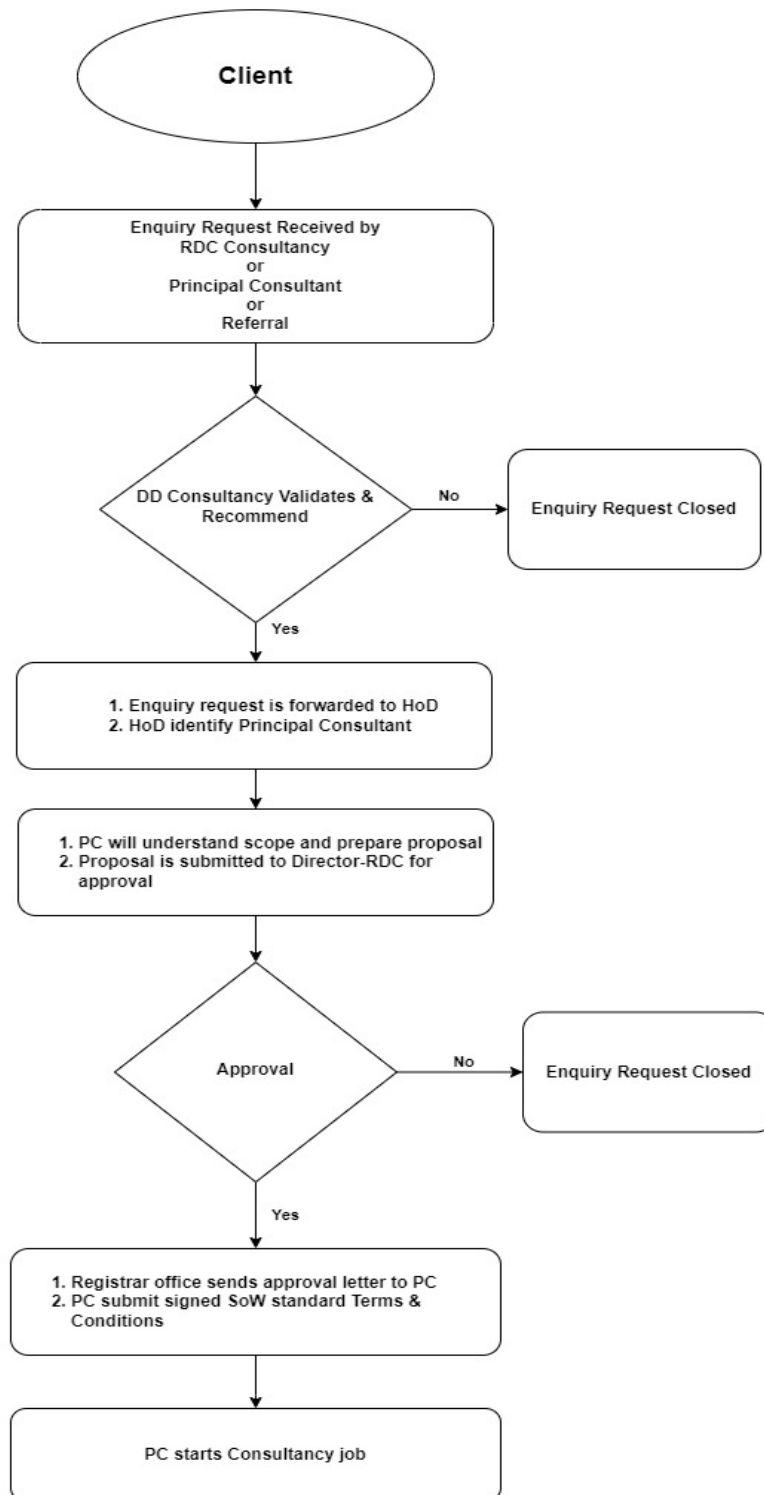
Designation .....

Date .....



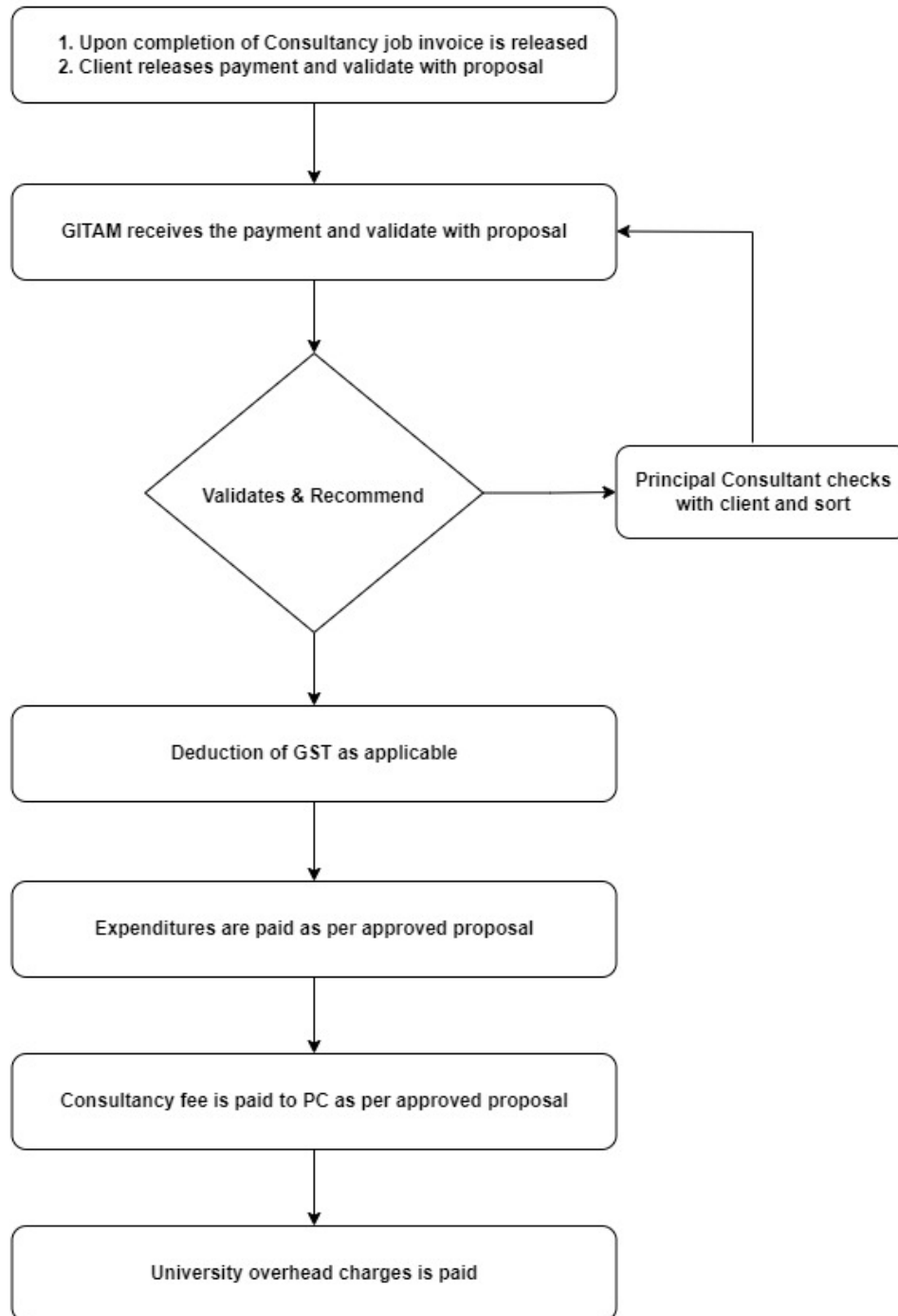
## ANNEXURE V: PROCESS FLOW DIAGRAM – JOB APPROVAL

### Consultancy Job Approval Process Flow Diagram



## ANNEXURE VI: PROCESS FLOW DIAGRAM – FEES DISTRIBUTION

### Consultancy Fee Distribution Process Flow Diagram



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