Innovation & Start-up Policy-2022

Sri Krishnadevaraya University, Anantapuramu-515003

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Preamble

Sri Krishnadevaraya University Innovation and Start-up Policy (SKU-ISP 2022) drafted on the mandatory lines of National Innovation and Start-up Policy (NISP 2019) will enable the students, faculty and staff of the University, to actively engage innovation and entrepreneurship related activities. This framework also facilitates in bringing uniformity in colleges and departments of Sri Krishnadevaraya University in terms of Intellectual Property ownership management, technology licensing and institutional Start-up policy, thus enabling with robust innovation and Start-up ecosystem in the University.

Vision

To create a vibrant ecosystem of Innovation, Entrepreneurship, and Enterprise in Sri Krishnadevaraya University through unremitting engagement of students, faculty and staff in various innovation & start-up related activities.

Mission

- To cultivate the innovation ecosystem in the university to harness the entrepreneurial potential of the young minds.
- To outreach and identify student innovators, promote and support them to evolve sustaining business models.
- To help entrepreneurs create technology-based products and services leading to job creation for strengthening the regional and national economy.

Short term Objectives

- To facilitate development of an entrepreneurial ecosystem in the University
- To support and develop a minimum of 10 start-ups or innovative ideas per year with all amenities for the first 5 years.

Long term Objectives

- To support the innovative ideas from idea stage to prototype/MVP/Market Ready stage.
- To develop a bilateral and multilateral channel with national and international innovation clusters and other relevant organizations
- To create soft and hard infrastructure that support the entrepreneurship ecosystem in the University.

Committee for Implementing SKU- ISP 2022

SRI KRISHNADEVARAYA UNIVERSITY
ANANTAPURAMU – 515 003, ANDHRA PRADESH, INDIA

Prof. Aluru KrishnaKumari
M.Sc., M.Phil., Ph.D.,

REGISTRAR

Tel (O) : 08554 – 255700
Fax: +91 – 08554 – 255805
Cell: +91-9440975719
Email: registrar@skuniversity.ac.in
www.skuniversity.ac.in

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Formation of Experts Committee to Implement National Innovation & Startup Policy (NISP)

The National Innovation and Startup Policy (NISP) for students and faculty of Higher Education Institutions (HEIs) is a guiding framework to enable the institutes to actively engage students, faculties and staff in innovation and entrepreneurship activities. NISP framework also facilitates to bring uniformity across HEIs in terms of Intellectual Property ownership management, technology licensing and institutional Startup policy, thus enabling creation of a robust innovation and Startup ecosystem across all HEIs.

As per the discussions held during the orientation session conducted on 29th July 2021 which were attended by our NISP National Coordinator Prof. K. Nagabhushan Raju, following committee is formed to implement, amend and monitor NISP. Members of the committee have agreed to support and share their expertise in successful implementation of NISP.

Name of Member	Affiliation	NISP Role
Prof. K. Nagabhushan Raju	Dept. of Instrumentation, Sri Krishnadevaraya University, Anantapuramu	Chairman & NISP Coordinator
Dr. M. S. Shivakiran	CEO, AIC, Sri Krishnadevaraya University, Anantapuramu	Innovation & Incubation Expert
Dr. Chitta Suresh Kumar	Dept. of Biochemistry, Sri Krishnadevaraya University, Anantapuramu	Research Advisor
Dr. D. Muralidhara Rao	Dept. of Biotechnology, Sri Krishnadevaraya University, Anantapuramu	IPR Expert
Srikanth Vellala	Welfinity, 447, CQAL Layout, Sahakarnagar, Bangalore	Start-up Founder
Naga Prathap Reddy	Founder, Vedaslab, Anantapuramu	Industry Expert
Dr. C. Chandra Mouli	Technical Execute, AIC, Sri Krishnadevaraya University, Anantapuramu	Start-up Ecosystem Expert
Nara Parthasaradhi	Organic Anantha, Uppanesina Palle, Anantapuramu	Entrepreneur
Dr. P. Jyothi	Mentor, Centre for Skill Development, Entrepreneurship & Incubation, S.K.University, Anantapuramu	Alumni
N. Rajesh Kumar Gowd	Faculty, Dept. of Electrical & Electronics Engineering, SKU College of Engineering & Technology, Anantapuramu	NISP Member
Dr. K Varalakshmi Devi	Faculty, SKU College of Pharmaceutical Sciences, Anantapuramu	NISP Member

Innovation Council Anantapur Andhra Pradesh Sri Krishnadevaraya University

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ANANTAPUR-515 003.

1. Strategies and Governance

i. SKU shall facilitate development of an entrepreneurial ecosystem, specific objectives and associated key performance indicators defined for assessment as mentioned in Table – I.

Table – I: Objectives & Key Performance Indicators Per Annum

Objectives	Key Performance Indicators (KPIs)	Impact: Means and Verification
Vision	1. 5% Increase in Self-Employment Rate 2. 10 Innovations/Start-ups	○ ARIIA, • NIRF Rankings
Goal/Impact	1. Enable environment with multiple levels of support for innovation & Entrepreneurship 2. 100 Students and Graduates Practice Entrepreneurship	• Biannual Survey • ARIIA, NIRF Rankings
Output & Outcomes	1. 5% of students, faculty & staff with entrepreneurship Orientation 2. 1% of students and faculty motivated to start any entrepreneurial activity. 3. 10 IPR/Innovations developed for commercialization 4. 10 Student/Early-Stage Start-ups formed 5. Network Established with multiple stakeholders & Ecosystem Enablers 6. 10% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc. 7. 500 beneficiaries will access the infrastructure & facilities per annum. 8. 10 Student projects turns to (commercialize) Innovations 9. IPR based product/services generated and registration filed 10. 5 Research Studies on Entrepreneurship published 11. 10 Regional, National and International partners for the start-up &innovation 12. 10 beneficiaries generated under various schemes and programs leveraged and converged at IIC/Incubation Centre	• Biannual Survey • Monthly Progress Report

Activities	1. Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc. 2. 5 Education/Skill certification programs on Entrepreneurship, IPR, Innovation etc 3. 10 Workshops, awareness, market outreach events, orientation, advocacy meetings etc. 4. 5 Networking events (Intra and Inter-institutional, enablers, stakeholders) organized 5. 5 skill and competency development training programs/FDPs/EDPs organized 6. 2 Research studies related to Entrepreneurship conducted 7. 2 National and regional award and campus Hackathon like events organized.	• Biannual Survey • Quarterly News Letter • Monthly Progress report • Review Meetings

ii. Entrepreneurial agenda responsibility shall be given to a senior person at the level of Dean/Director/Principal/Equivalent position to bring in required commitment and must be well understood by the higher authorities. (However, one must understand that promoting entrepreneurship requires a different type of mindset as compared to other academic activities).

Facilities for Innovation & Entrepreneurship activities

- Skill Development Labs at Institute for Practical Learning: Centre for Skill Development, Entrepreneurship & Incubation – established in 2015, Focuses on skilling the students in diversified domains- programming languages/computer/software/App development/ hardware.
- Incubation & Pre-incubation Units: AIC-SKU Confederation – established in 2018, Incubator funded by AIM, NITI-Aayog & AP Innovation Society, Excellent team in place to strategize, operate and mentor, 20,000 S.ft. Incubation Centre with Co-working spaces, maker space for Agri processing and ICT.
- Design Centre/Maker's Space/Arts and Craft making Design: Robust infrastructure which includes research laboratories, animal house, Miyawaki Forest, poly-houses accessible to UG, PG and Ph.D. students and Allied departments such Polymer Technology, Instrumentation, Engineering are active in research and technology development
- Innovation Cell: Innovation Facilitation Centre supported by the host institute to support IPR activities.
- Biosciences departments (Biochemistry, Biotechnology, Botany, Pharmaceutical Sciences) with good funding from DST, DBT, UGC.
- Tinkering Labs/Centre: SKU facilitates software and hardware tinkering labs for students to ideate and prototype their ideas.

- Idea Clubs/Innovation Clubs/Start-up Clubs/IP Clubs lead by Student Bodies: SKU Engineers Club is the student body to promote ideas, innovations, start-ups etc. to develop entrepreneurship eco-system within student community.
- Internship Centre for Students /Short-term Placement in Start-ups: Atal Incubation centre supports students in pursuing the internship/short term placement in starteups in diversified domains.

iii. Resource Mobilization & Financial Strategy:

   a. Investment in the entrepreneurial activities is part of the institutional financial strategy. A minimum of Rs.20.00 Lakh per year for the first two years and Rs.30.00 Lakh per year for the next three years budget shall be allocated for funding and supporting innovation and start-up related activities through AIC-SKU
   b. IIC SKU shall make efforts to raise funds from various Government agencies such as BIRAC, MSME, DST and others.
   c. SKU shall approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR).
   d. SKU shall also raise funds through sponsorships and donations and shall actively engage alumni network for promoting Innovation & Entrepreneurship (I&E).

iv. SKU has already established AIC-SKU, an SPV to have independent legal entity that ensures swift decision-making and trimming down the bureaucratic formalities.

v. SKU promotes the importance of innovation and entrepreneurial agenda across all departments and colleges and also highlights Innovation &Entrepreneurship activities at institutional programs such as conferences, , workshops, etc.

vi. SKU shall follow necessary steps in suggesting product to market strategy for start-ups on case-to-case basis

vii. SKU shall provide opportunity for regional start-ups, and to extend facilities for outsiders and active involvement of the institute in strategic direction for local development.

viii. SKU encourages strategic international partnerships to develop bilateral and multilateral channels with international innovation clusters and other relevant organizations. SKU also promotes international exchange programs, internships, engaging the international faculties in teaching and research.

2. Start-ups Enabling Institutional Infrastructure

a. SKU has already established Institution's Innovation Council (SKU-IIC) to oversee these activities.

b. SKU has in-house pre-incubation & incubation facility in AIC-SKU Confederation since 2018, funded by Atal Innovation Mission, NITI-Aayog. Excellent team is in place to strategize, operate and mentor, 10,000 S.Ft. Co-working space with maker space for agri processing and ICT

c. AIC-SKU Confederation is a Special Purpose Vehicle (SPV), registered under Section-8 of Companies Act 2013 with independent governance structure. Hence speedy expedition in decision making with less administrative hassles for executing the programs related to innovation, IPR and Start-ups. Moreover, AIC-SKU Confederation have better accountability towards investors supporting the incubation facility.

d. SKU shall offer mentoring, prototype, IPR, financial assistance and other relevant services through CSDEI, AIC-SKU Confederation and IIC.

e. These facilities shall be accessible to students, staff and faculty of all disciplines and departments across the institution.

3. Nurturing Innovations and Start ups

i. SKU shall allow licensing of IPR from institute to start up: Ideally students and faculty members intending to initiate a start-up based on the technology developed or co-developed by them or the technology owned by the institute, shall be allowed to take a license on the said technology on easy term, either in terms of equity in the venture and/ or license fees and/ or royalty to obviate the early-stage financial burden.

ii. Will allow setting up a startups and working part-time for the startups while studying / working:
    a. SKU shall allow their students / staff to work on their innovative projects and setting up start-ups (including Social Start-ups) or work as intern / part-time in start-ups (incubated in any recognized Incubators) while studying / working.
    b. Student Entrepreneurs earn 1 credit for 15 hrs working on innovative prototypes/Business Models.
    c. Student inventors are allowed to opt for start-up in place of their mini project/ major project, seminars, summer trainings. The area in which student wants to initiate a start-up may be interdisciplinary or multi-disciplinary. However, the student must describe how they will separate and clearly distinguish their ongoing research activities as a student from the work being conducted at the start up.

iii. Students who are under incubation, but are pursuing some entrepreneurial ventures while studying are allowed to use their address in the institute to register their company with due permission from the institution.

iv. Student entrepreneurs are allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute.

v. Students are allowed to take a semester/year break (or even more depending upon the decision of review committee constituted by the institute) to work on their start-ups and re-join academics to complete the course.

vi. Student entrepreneurs can earn academic credits for their efforts while creating an enterprise. Institute shall set up a review committee for review of start up by students, and based on the progress made, it will be considered appropriate credits for academics.

vii. The institute shall provide provision of accommodation to the entrepreneurs within the campus for certain period of time.

viii. Faculty and staff are allowed to take off for a semester / year (or even more depending upon the decision of review committee constituted by the institute) as sabbatical/ unpaid leave/ casual leave/ earned leave for working on start-ups and come back.

ix. SKU considers allowing the usage of resources to faculty/students/staff to establish start up as a fulltime effort. The seniority and other academic benefits during such period shall be preserved for staff or faculty.

x. Certificate Course on Innovation, Entrepreneurship & Venture Development is being offered by the University in association with AIC-SKU with 5 modules comprising of core courses, skill certification, capstone projects and Action Learning Segments. The objective of this course is to translate the learning in innovation and entrepreneurship into practice.

xi. Institute shall facilitate the start-up activities/ technology development by allowing students/ faculty/ staff to use institute infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:

    a. Mentorship support on regular basis.

    b. SKU shall facilitate in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product-costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.

    c. In return of the services and facilities, institute may take the equity to be routed through AIC-SKU as per the Incubator's policy, since the University cannot hold stakes in any commercial entity including start-ups.

i. Appropriate remuneration shall be paid to the staff and faculty actively participating and contributing to the start-up activities that includes mentoring, technical consultancy, cofounding and any other.

ii. In case of compulsory equity model, Start-up may be given a cooling period of 3 months to use incubation services on rental basis to take a final decision based on satisfaction of services offered by the institute/incubator. In that case, during the cooling period, institute cannot force start-up to issue equity on the first day of granting incubation support.

iii. SKU shall extend this start-up facility to alumni of the institute as well as outsiders.

iv. Participation in start-up related activities needs to be considered as a legitimate activity of faculty in addition to teaching, R&D projects, industrial consultancy and management duties and must be considered while evaluating the annual performance of the faculty. Every faculty may be encouraged to mentor at least one start-up.

v. Product development and commercialization as well as participating and nurturing of start-ups would now be added to a bucket of faculty-duties and each faculty would choose a mix and match of these activities (in addition to minimum required teaching and guidance) and then respective faculty are evaluated accordingly for their performance and promotion.

vi. SKU shall update/change/revise performance evaluation policies for faculty and staff appropriately in consonance with the National Innovation and Start-up Policy 2019 and National Educational Policy 2020.

vii. SKU shall ensure that at no stage any liability accrue to it because of any activity of any start-up.

4. Product Ownership Rights for Technologies Developed at Institute

1. When SKU facilities / funds are used substantially or when IPR is developed as a part of curriculum/ academic activity, IPR is to be jointly owned by inventors and the institute.
2. Inventors and institute could together license the product / IPR to any commercial organization, with inventors having the primary say. License fees could be either / or a mix of
    a. Upfront fees or one-time technology transfer fees
    b. Royalty as a percentage of sale-price
    c. Shares in the company licensing the product
3. Since an institute is not allowed to hold the equity as per the current statute, Incubator hosted by SKU is requested to hold the equity on their behalf.
4. If there is a dispute in ownership, a minimum five member committee consisting of two faculty members (having developed sufficient IPR and translated to commercialization), two of the institute's alumni/ industry experts (having experience in technology commercialization) and one legal advisor with experience in IPR, will examine the issue after meeting the inventors and help them settle this, hopefully to everybody's satisfaction. Institute can use alumni/ faculty of other institutes as members, if they cannot find sufficiently experienced alumni / faculty of their own.

5. SKU incubation centre will only be a coordinator and facilitator for providing services to faculty, staff and students. They will have no say on how the invention is carried out, how it is patented or how it is to be licensed. If SKU is to pay for patent filing, they can have a committee which can examine whether the IPR is worth patenting. A competent committee constituted by the Vice-Chancellor shall oversee the procedure.
6. SKU's decision-making body with respect to incubation / IPR / technology-licensing will consist of faculty and experts who have excelled in technology translation.

7. Interdisciplinary research and publication on start-up and entrepreneurship should be promoted by the institutions.

5. Organizational Capacity, Human Resources and Incentives

1. SKU is already equipped with good set of Human Resources in the form of staff at Atal Incubation Centre which will be of great help in fostering the I&E culture.
2. Some of the relevant faculty members with prior exposure and interest shall be deputed for training to promote I&E.
3. Faculty and staff shall be encouraged to do courses on innovation, entrepreneurship management and venture development.
4. In order to attract and retain right people, SKU adopts academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
    a. The reward system for the staff includes sabbaticals, office and lab space for entrepreneurial activities, reduced teaching loads, awards, trainings, certifications.
    b. The recognition of the stakeholders includes in offering the use of facilities and services, strategy for shared risk, as guest teachers, fellowships, associateships, etc.
    c. A performance matrix is developed for evaluation of annual performance.

S.No	Faculty Key Performance Indicator
1	Participation/organization of student motivation activities (Orientation sessions / trainings / workshops etc..)
2.	No. of Mentoring sessions organized to the student innovators (Guiding student innovators in technology/business to start a new venture)
3.	Number of Patents held by Pre-Incubated Innovations/Incubated Start-ups (or) No. of IPRs supported (Validating ideas that are IPR eligible and guiding student innovators to apply for the same)
4.	Pipeline creation (No. of student leads provided to Pre-incubation/incubation)
5.	Number of IPs Commercialized/ Technology Transferred
6.	No. of I & E (MDP, EDP, FDP, Certificate course of minimum 30 contact hours of duration) courses completed organized by State and Central government agencies (for example AICTE, MIC, Ministry of MSME etc.), knowledge agencies etc.
7.	Earning a degree (UG/PG/PhD) in entrepreneurship/innovation/ IPR and(or) received training on I&E, and IPR
8.	No. of deputations in the committees of other institutions to mentor and support the establishment of their I & E eco-system
9.	Number of awards won by the faculty innovations at State/National/International Level in I & E related events

10.	Number of Start-ups with CIN / Entrepreneurial Ventures with at least GST number started by faculties and facilitated by SKU's Pre-incubation/ Incubation/ Research Park etc.
11	Faculty as Founder or Co-Founder with DIN
12	Number of research papers published (Student/Faculty) with Keywords - Innovation, and Entrepreneurship in Scopus journals
13	Number of Copyrights/Designs- Applied
14	Number of Copyrights/Designs Granted
15	Number of Patents Filed & Published
16	Number of Patents Granted

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

a. To ensure exposure of maximum students to innovation and pre incubation activities at their early stage and to support the pathway from ideation to innovation to market, mechanisms should be devised at institution level.
    i. Spreading awareness among students, faculty and staff about the value of entrepreneurship and its role in career development or employability is a part of SKU entrepreneurial agenda.
    ii. Students / staff shall be taught that innovation (technology, process or business innovation) is a mechanism to solve the problems of the society and consumers. Entrepreneurs should innovate with focus on the market niche.
    iii. Students shall be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), by inviting first generation local entrepreneurs or experts to address young minds.
    iv. Initiatives like idea and innovation competitions, hackathons, workshops, bootcamps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, awards and recognition shall be routinely organized.
b. The institute has already set up Institution's Innovation Councils (IICs) as per the guidelines of MHRD's Innovation Cell. An appropriate budget shall be allocated for its activities.
c. For strengthening the innovation funnel of the institute, access to financing shall be opened for the potential entrepreneurs.

    i. Networking events will be organized to create a platform for the budding entrepreneurs to meet investors and pitch their ideas.

ii. SKU will provide business incubation facilities: premises at subsidized cost. Laboratories, research facilities, IT services, training, mentoring, etc. should be accessible to the new start-ups.

iii. SKU will promote a culture need to understand that money is not FREE and is risk capital. The entrepreneur must utilize these funds and return. While funding is taking risk on the entrepreneur, it is an obligation of the entrepreneur to make every effort possible to prove that the funding agency did right in funding him/ her.

d. SKU will develop a ready reckoner of Innovation Tool Kit, which shall be kept on the homepage of www.skuniversity.ac.in and other related websites to answer the doubts and queries of the innovators and enlisting the facilities available at SKU.

7. Norms for Faculty Start-ups

i. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant or as on-board member of the start-up.
ii. SKU will follow the policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the start-up activities.
iii. Faculty start-up may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.

a. In case the faculty/ staff holds the executive or managerial position for more than three months in a start-up, they will go on sabbatical/ leave without pay/ utilize existing leave.
b. Faculty must clearly separate and distinguish on-going research at the institute from the work conducted at the start-up/ company.
c. In case of selection of a faculty start-up by an outside national or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/ year (or even more depending upon the decision of review committee constituted by the institute) may be permitted to the faculty.
d. Faculty must not accept gifts from the start-up.
e. Faculty must not involve research staff or other staff of institute in activities at the start-up and vice-versa.
f. Human subject related research in startup should get clearance from ethics committee of the institution.

8. Pedagogy and Learning Interventions for Entrepreneurship Development

i. Diversified approach shall be adopted to produce desirable learning outcomes, which shall include cross disciplinary learning using mentors, labs, case studies, games, etc.
ii. Student clubs/ bodies/ departments shall be created for organizing competitions, bootcamps, workshops, awards, etc. These bodies should be involved in institutional strategy planning to ensure enhancement of the student's thinking and responding ability.

iii. SKU will start annual 'INNOVATION & ENTREPRENEURSHIP AWARD' from the year of policy approval to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the institute.

iv. Our systems are not designed for tolerating and encouraging failure. Failures need to be elaborately discussed and debated to imbibe that failure is a part of life, thus helping in reducing the social stigma associated with it. Very importantly, this will be a part of SKU's philosophy and culture.

v. Innovation champions shall be nominated from within the students/ faculty/ staff for each department/ stream of study.

    i. Entrepreneurship education will be imparted to students at curricular/ co-curricular/ extra-curricular level through elective/ short term or long-term courses on innovation, entrepreneurship and venture development. Validated learning outcomes will be made available to the students.

    ii. Student innovators, start-ups, experts shall be engaged in the dialogue process while developing the strategy so that it becomes need based.

    iii. Customized teaching and training materials should be developed for start-ups.

    iv. It must be noted that not everyone can become an entrepreneur. The entrepreneur is a leader, who would convert an innovation successfully into a product, others may join the leader and work for the start-up. It is important to understand that entrepreneurship is about risk taking. One must carefully evaluate whether a student is capable and willing to take risk.

9. Collaboration, Co-creation, Business Relationships and Knowledge Exchange

SKU shall organize networking events for better engagement of collaborators and should open up the opportunities for staff, faculty and students to allow constant flow of ideas and knowledge through meetings, workshops, space for collaboration, lectures, etc.

Knowledge exchange through collaboration and partnership shall be made a part of institutional policy and institutes must provide support mechanisms and guidance for creating, managing and coordinating these relationships.

Mechanisms shall be devised by SKU to ensure maximum utilization of entrepreneurial opportunities with industrial and commercial collaborators.

Knowledge management shall be done by the institute through development of innovation knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

10. Entrepreneurial Impact Assessment

Monitoring and evaluation of knowledge exchange initiatives, engagement of all departments and faculty in the entrepreneurial teaching and learning shall be assessed through set of parameters devised by a committee of experts.

The Impact indicators such as number of enterprises set up, number of jobs created, number of women entrepreneurs, and others as deemed appropriate.

Impact assessment for measuring the success shall be in terms of sustainable social, financial and technological impact in the market. For innovations at pre-commercial stage, development of sustainable enterprise model is critical.

SKU Strictly believes that COMMERCIAL success is the ONLY measure in long run.

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