



SOP- INCUBATION CENTRE

“All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.”

To serve as a platform to build a new generation of creative thinkers, innovators and entrepreneurs and to inculcate start-up culture among the students' community, V. M. Salgaocar Institute Of International Hospitality Education has established an Incubation and Startup cell which manages the functioning of the incubation centre. The incubation centre seeks to support the translation of innovation into products, processes and services that are commercially viable.

Objectives:

- To encourage and nurture Innovative ideas among the student community.
- To inculcate Start-up culture among the student community
- To promote and regulate the business incubation activities within the campus
- To create awareness about the importance of entrepreneurship among the students and local community and other stake holders.
- To build a vibrant start-up ecosystem, by establishing a network between academia, financial institutions, industries and other institutions.
- To provide cost-effective, value-added services to start-ups like mentoring, legal, technical, intellectual, and property-related services.

Broad areas:

- Food production, processing and packaging
- Management (Event, Human Resources, Marketing)
- Food and beverage service sector
- Housekeeping, Laundry and cleaning services.
- Front office area

Eligibility:

- Student (undergraduate and postgraduates)
- Faculty
- Alumni
- *Non-Institute members (C)*





ADMISSION PROCEDURE

1. CONSTITUTION OF THE INCUBATION EVALUATION COMMITTEE BY THE APPROVAL OF THE DIRECTOR.

Considering the types of ideas, an evaluation committee will be created. Primarily made up of representatives from various domains like:

- Specific industry experts- invitee
- Accademia
- Marketing
- Accounting finance
- Entrepreneur

2. THE APPLICANT SHALL SUBMIT THE APPLICATION FORM

The candidate should submit an application that contains the business plan in the format mentioned below:

1. Introduction.
2. Profile of the core team/ promoters
3. Concept / Proposition / Product description
4. Need for the promotion/Market Opportunity
5. Competition survey if any.
6. Development plan and milestones
7. Marketing plan
8. Organizational chart
9. Feasibility study
10. Financials implications, Funds requirement and viability of raising finance
11. Risks and de-risking strategies
12. Feasibility study

3. INTERNAL DUE DILIGENCE OF PROMOTERS

Throughout the application process, on an as-needed basis, the Incubation centre will perform research and due diligence on the candidate. Including a preliminary background check.

4. PRESENTATION BEFORE THE COMMITTEE BY THE APPLICANT.

The candidate/ team will present a presentation describing all the critical aspects of the business plan to the evaluation committee.

5. THE COMMITTEE GIVES ITS RECOMMENDATION AND FEEDBACK.

The expert panel will carefully evaluate the business idea, social impact, market availability, the potential value of the technology, growth prospects, innovative content and promoter team strength of the applicant. The experts will recommend the applicant for incubation.





6. INCUBATION AGREEMENT IS SIGNED AND THE COMPANY IS ADMITTED.

After following all the steps of admission the candidate/ team will sign the incubation agreement and the company is admitted. Any company permitted to be incubated by the institute and operates from the incubator shall be called **Incubatee / company**

The incubation centre adheres to Strict confidentiality throughout the application process.

GENERAL GUIDELINES AND REGULATION

i. TENURE :

- The incubatee / company will be permitted to stay in the incubator for a period of 3 years.
- Maximum 6 months extension may be granted at the sole discretion of the institute

ii. PERIODIC ASSESSMENT:

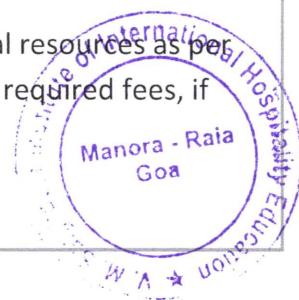
- The incubatee / company will submit information to the incubation centre about all material changes or developments taking place in their companies from time to time. Such information could be (but is not limited to) a change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, or additional equity or debt investments.
- The incubation centre shall evaluate the performance of the Incubatee / company every quarter.
- The emphasis of evaluation will be on checking whether the milestones specified in the incubation application have been achieved.

iii. FUNDING

1. The Institute may offer a link to an organisation that provides seed-loan on generous terms to promote start-ups by Incubatee / company.
2. Incubation centre may provide seed loans based on the availability of funds/ grants/schemes/ meant for this purpose. Attempts will be made by the incubation centre to raise funds from diverse sources such as State and Central – DBT(Direct Benefit Transfer), AICTE(All India Council for Technical Education), BIRAC(Biotechnology Industry Research Assistance Council), Startup India, Invest India, etc. and nongovernment sources.
3. Incubation centres may approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
4. Incubation centre may also raise funding through sponsorships and donations.
5. Government schemes or subsidies, if any.

iv. FEES

- In return for the services and facilities, the institute may take 2% to 9.5% equity/ stake in the startup/ company, based on faculty contribution, the support provided like the space, infrastructure, mentorship support, seed funds, support for accounts, legal, patents etc.
- The incubation centre will facilitate the Incubatee / company to access institutional resources as per the rules of the institute, after observing necessary formalities and on payment of required fees, if





- any. however, the decision as to whether to accept such consideration in form of equity or any other form will solely rest with the institute.
- v. **CREDIT**
- Based on the review of the start-up by the Incubatee / company, and based on the progress made, it may consider giving appropriate academic credits with the approval from the board of studies.
 - Incubatee / company can opt for start-up in place of their mini project/ major project, seminars, and summer training.
- vi. **EXIT POLICY**
- The Incubatee / company will leave the incubation under the following circumstances:
 - ✓ Completion of the tenure.
 - ✓ Underperformance/ inviability of the business proposition.

FUNCTIONING OF THE INCUBATOR

The incubation centre will perform the following activities:

A. ORGANISING EVENTS -

- Idea festivals, hackathons, workshops, seminars, and orientation programmes, to generate and nurture innovation.
- The shortlisted ideas will go through a series of workshops, webinars, lecture series etc. To improve their ideas to solve problems and know various aspects of startups.
- Incubation centre will also organise events to help the incubatee / company network.

B. PROTOTYPE DEVELOPMENT

- Incubation centre will assist the Incubatee / company to test their idea by setting up of prototype.

C. MENTORING

i. Faculty mentor-

- **Every incubatee** that is offered incubation will be assigned, one faculty who shall act as a mentor of the incubatee and guide the company on product/ service development.

ii. Specialized or experienced mentors

- incubation centre will create a database of mentors/experts in the areas of :
 - ✓ **Finance- accounting, taxes, Banking schemes**
 - ✓ **Marketing** – research, valuation of businesses, competitor research and analysis, customer search
 - ✓ **Legal- licensing, Intellectual property**
 - ✓ **Entrepreneur**
 - ✓ **Management**
 - ✓ **Technical experts from the hospitality industry.**





- These mentors will assist the Incubatee / company with particular strategies or provide project-oriented consultation. The institution will associate with professionals for accounting, IP, legal and management expertise on a part-time basis.

D. INFRASTRUCTURES provided on a need-be basis :

- ✓ Office space
- ✓ Internet and phone connection
- ✓ Standard furniture meeting room
- ✓ Kitchen
- ✓ Restaurant
- ✓ Laundry sector

The usage of space and facilities will be paid for as per existing norms of the department.

E. REGISTRATION

- Incubation centre will also assist by guiding the incubate/ company for licencing where the Student Start-up will be registered in a form of a business entity like a Partnership Firm, LLP, or Private Limited Company.

The procedure for obtaining various licenses to support the incubation centre is attached here with relevant annexure.

Alyce Rodrigues

Coordinator



Prof. Irfan Mirza

Director / Principal

Annexure

The procedure for obtaining various licenses to support the incubation centre_

Excise Licences:

Retail Sale Of IMFL/CL/FL For Consumption

1. application in Form E-28 (Click here to download).
2. Site & internal plan & premises plan.
3. Birth Certificate.
4. Affidavit of the applicant.
5. Copy of House Tax Receipt.
6. Processing fees (Challan copy).
7. NOC from Village Panchayat/Municipality.
8. Restaurant licence.
9. NOC from concerned Health Centre.
10. Medical Fitness Certificate.
11. Report from concerned PWD office stating that the proposed premises is located beyond 220 mtrs in Villages and 100 mtrs in Municipality areas from the centre of State Highway/National Highway.
12. Police Antecedent Report.

More information: <https://goaonline.gov.in/Appln/Uil/DeptServices? DocId=EXC& ServiceId=EXC03>

FSSAI-

1. document attached with procedure to get register, licence or renewal.

Required –

DOCUMENTS REQUIRED FOR OBTAINING REGISTRATION CERTIFICATE IN GOA STATE

1. Online Generated Form "A' with declaration in Annexure 1
2. Photo of Food Business Operator.
3. Identity proof — Voter ID Card, Driving License, Aadhar Card, Passport
4. **N.O.C. of Municipality/ Panchayat or Trade Licence issued by Municipality.**
5. N.O.C. of Health (Formanufacturing/Processor/Restaurant / Hotel)
6. Area plan with dimension.
7. Ownership document/ Lease Deed/ House Tax Receipt/ Sale Deed/ Rent Agreement/ Electricity Bill etc.

Fees for Registration: - Rs. 100 per year (can be paid from 1 year up to 5 yrs.)

More information :

<https://www.dfda.goa.gov.in/images/2020/Application-Procedure-for-Licence-Registationrenewal-for-Food-Business2020.pdf>

Fire and safety :

Initial NOC

Register yourself on goaonline.gov.in and login.

1. Fill in the application form.
2. Attach relevant documents.
3. Submit the application and note the acknowledgement no. for application tracking.
4. Submit the hard copies of attached plans through courier/hand delivery to concern office for processing your application.

Document required

1. One set of blue print (approved by Planning & Development Authority) of the site plan, Elevations, Section and all floor plans signed by the owner and Architect/Engineer.
2. One set of Fire Protection Plans signed by the Owner and Architect/Consultant indicating the Fire Prevention and Fire Protection Provisions (Active & passive) that are proposed to be incorporated in the building
3. Declaration of the Architect and Owners of the building in the format provided by the Directorate (specimen attached as Annexure 'A')
4. An undertaking signed by the Owner/Applicant on a Rs.50/- Stamp Paper for abiding with the fire prevention and fire protection measures as required in the initial NO Objection Certificate or as amended from time to time (specimen attached as Annexure 'B')

More information:

<https://goaonline.gov.in/Apply/Uiil/DeptServices? DocId=FES& ServiceId=FES91>

(various categories)

labour and employment

Registration of Shop & Establishment

1. Register yourself on goaonline.gov.in and login.
2. Fill in the application form.
3. Attach relevant documents.
4. Submit the application and note the acknowledgement no. for application tracking.

Documents required

1. Trade Licence/NOC from Panchayat (not provisional.Provisional NOC will not be entertained)/ Self Declaration by employer on stamp paper
2. Premise Document (House Tax copy or Lease Agreement or Sale Deed or Gift Deed or NOC from land owner (On Rs. 50 Stamp paper, notarised)
- 3.Identity Proof (PAN card,Driving License,Aadhar card,Passport copy, etc;)
4. Partnership Deed(In case of Partnership firm) and Registration certificate from Registrar of Firms
5. Memorandum / Article of Association (In case of Private Limited company) and Registration Certificate from Registrar of Companies along with list of Board of Directors
6. Authority Letter for signature on application (In case of Private Limited company)
7. Food and Drug Licence copy (In case of hotel, restaurant eating joints etc.)
8. Excise Licence copy (In case of Bar and restaurant)
9. Licence from mining department / Licence from tourism department (In case of sand materials)
10. RBI authority letter (In case of money exchange)
11. Form XXV (Notice of Shops/Establishment)
12. Form XXIV (Notice of close day or a change in close day)

13. Form XXVIII (List of holidays)

More

information

<https://goaonline.gov.in/Appln/Uiil/DeptServices? DocId=LEM& Serviceld=LEM37>

Licenses and NOC from Panchayat

Panchayat- Grant of License for Construction / Reconstruction of any Structure-

Documents required

- Detailed Plans, Elevations and Sections
- Location Plan
- Parking Layout Plan
- Contour Plans in case of sloping sites
- Questionnaire duly authenticated by TCPD (Original)
- Survey Plan (Latest True Copy)
- Copy of Form I & XIV (Latest True Copy)
- Document showing ownership of land (Attested True Copy)
- Certificate from the Architect/Engineer who has planned the project and has signed the drawings (Original)(As per Appendix – B2)
- Structural Liability Certificate from the Engineer responsible for the Structural Design of the project (Original)(As per Appendix – B3)
- Affidavit from the owner (Original)(As per Appendix – B4)
- Power of Attorney (Attested True Copy) (If Applicable)
- Conversion Sanad Attested True Copy
- Schedule – II (Original)
- NOC from Water Resource Dept. for the Well (Original)
- Nearest Two House Numbers
- NOC from Health

Panchayat - License for Hotels / Shops/ Restaurant/ Eating House/ Coffee House/ Sweet Mart Shop/ Bakery/ Boarding etc.

Documents required

1. Application from the applicant mentioning all details.
 2. Swearing on an affidavit with details of the NOC sought
 3. House Tax Receipt / Ownership Documents/lease agreements, else an NOC from the owner
 4. Swearing on Stamp Paper for safe disposal of garbage
- Placed for the Panchayat meeting
 - Site inspection conducted, if decided by the Panchayat.
 - If found in order and there are no differences of opinion between the V.P. Secretary, Sarpanch, and V.P. member, (i.e. the inspection team) License as requested is issued, else placed for the Panchayat meeting again.

- Minimum time taken to issue is within 10 days on approval after placing it for the Panchayat meeting.

Panchayat - License for using any place for Trade, Business or Industry

Documents required

1. Application from the applicant to with details of place where the Trade / Business or Industry is to be established.
2. House Tax receipt / Ownership Document or NOC from the owner.
3. Swearing on Stamp Paper for safe disposal of Garbage
4. NOC from fire dept.
5. NOC from Health Dept.
6. NOC from Food and Drugs Dept.
7. Any other NOC's as the case may be

NOC – Panchayat

- Required- occupancy certificate

Occupancy Certificate

Documents required

1. Application for Occupancy Certificate as per Appendix – A6
 2. Completion Order Issued by TCP Dept. as per Appendix-C6 (Original Copy)
 3. Completion Certificate Issued by Architect / Engineer as per Appendix-B6 (Original Copy)
 4. Structural Stability Certificate (as per Appendix-B5) along with a full set of “as built” structural Drawings for records (Original Copy)
 5. Copy of the Construction License
 6. Copy of the approved Construction Plans including Revised Approved Plans
 7. Copy of the Conversion Sanad
 8. NOC obtained from the Health Authorities
 9. Area Statement
- Placed for the Panchayat meeting
 - Site inspection conducted, if decided by the Panchayat.
 - If found in order and there are no differences of opinion between the V.P. Secretary, Sarpanch, and V.P. member, (i.e. the inspection team) occupancy is issued, else placed again for the Panchayat meeting.
 - Minimum time taken to issue is within 10 days on approval after placing it for the Panchayat meeting.

NOC – Health department

NOC from Sanitation point of view for establishment of commercial/industrial and other establishment

1. Register on www.goaonline.gov.in by providing email id, mobile no, name, address and date of birth along with OTP authentication.
2. On successful registration, login using credentials and click on Services Menu --> All Services -->

Directorate of Health Services --> Obtaining NOC from sanitation point of view for establishment of commercial/industrial and other establishment

3. Fill in the application form.
4. Click on submit application button to submit the application to the department.
5. Pay relevant Fees by clicking proceed to pay.
6. After payment note down the Acknowledgement Number for tracking purpose

Documents required

1. Identity Proof
2. NOC from Local body/letter issued by Licensing Authority/ Trade license.
3. Latest House tax receipt/ other ownership/ lease documents.
4. Site & Location plan
5. Internal Layout (Diagrammatic sketch)
6. Consent from Goa State Pollution Control Board wherever applicable
7. PWD water bill / Water sample analysis wherever applicable.

Renewal-

- Documents Required- Water analysis report, sanitary cards of kitchen staff.