



**SREENIVASA INSTITUTE OF TECHNOLOGY  
AND MANAGEMENT STUDIES**  
[AUTONOMOUS]

**Consultancy Policy  
(Revised)**

**August 2018**



**Sreenivasa Institute of Technology and Management Studies  
(Autonomous)**

**Dr. D. K. Audikesavulu Marg, Bangalore-Tirupati Bye-pass Road,  
Murukambattu, Chittoor, Andhra Pradesh 517127**

**[www.sitams.org](http://www.sitams.org)**



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## **INSTITUTE VISION**

**To emerge as a Centre of Excellence for Learning and Research in the domains of engineering, computing and management**

## **INSTITUTE MISSION**

- M1: Provide congenial academic ambience with state-art of resources for learning and research.**
- M2: Ignite the students to acquire self-reliance in the latest technologies.**
- M3: Unleash and encourage the innate potential and creativity of students.**
- M4: Inculcate confidence to face and experience new challenges.**
- M5: Foster enterprising spirit among students.**
- M6: Work collaboratively with technical Institutes / Universities / Industries of National and International repute**

## **QUALITY POLICY**

**Sreenivasa Institute of Technology and Management Studies strives to establish a system of quality assurance to continuously address, monitor and evaluate the quality of education offered to students, thus promoting effective teaching processes for the benefit of students and making the College a Centre of Excellence for Engineering and Technological studies.**





## Consultancy Policy

### 1. INTRODUCTION

Sreenivasa Institute of Technology and Management Studies (SITAMS) was established in the year 1998-99 under Sreenivasa Trust by a prominent Industrialist late Dr. D. K. Audikesavulu, Ex. M.P, former TTD Chairman. Over the last 20 years, SITAMS has made remarkable progress in Teaching, Research and Consultancy in the field of Technical Education and Management Studies under the Chairpersons Late Sri.D.K.Audikesavulu, Former Loksabha M.P. and Smt. D.A. Sathyaprabha, MLA, Chittoor. SITAMS, a pioneer of value based education, offers both U.G. (ECE, CSE, EEE, Civil, & Mechanical) and P.G. (MBA, MCA & M.Tech.), courses under JNTUA, Ananthapuramu and is approved by AICTE, New Delhi. The college got 2(f) and 12(b) recognition by the UGC in the academic year 2011-12, Autonomous in the academic year 2013-14 and NAAC accreditation in the academic year 2014-15.

Academic Institutions have been the bedrock for research for a very long time. At these places, the good teaching-learning and research go hand-in-hand. They are the two sides of the same coin. It is evident that for effective teaching, research is essential. The learning outcomes for the students who undergo research-based teaching are better and leading to a high rate of progression to higher education, research and career. The institution though predominantly a teaching-learning institution has been considering research as one of its prime growth verticals. Thus a conscious effort is made to prepare an objective policy to promote, monitor and evaluate research in the institution.





SITAMS being a premier Institute declared as the College with Potential for Excellence contributes to all dimensions of education namely Teaching, Research and Extension. The Institute embarks on such activities which lead to the creation of new knowledge and/or the use of existing knowledge in a unique, novel and creative way, so that new concepts, methodologies and understandings are generated. The Institute undertakes such activities which widen the horizon of knowledge including the knowledge of humanity, culture and society, with a view to make use of the knowledge to devise applications.

## 2. PURPOSE AND SCOPE

The Institution provides the necessary facilitations conforming to the following tenets concerning consultancy:

1. The Institution shall provide the ecosystem for Consultancy to the motivated and competent faculty in specialized areas of Engineering, Technology, Management and allied areas to external agencies such as Industry, Government and Research Institutions.
2. The Institution shall create awareness and necessary motivation to the faculty for undertaking consultancy as a development vertical for self as well as institutional.
3. This policy shall apply to only the regular employees of the institution.
4. The Consultancy policy will be implemented to complement the Research and development policy of the Institution.





### 3. OBJECTIVES

- Fostering linkages and collaborations with industry for research, technology transfer and specialized human resource development.
- Identification, protection, and commercialization of intellectual property.
- Promoting commercialization and application of technologies and inventions.
- Facilitating access to research, technology database and dissemination of information.
- Providing opportunities for external agencies and individual to utilize the technical services on payment basis.
- Exploring all possible modes for generating revenue through technical consulting and services.
- Developing and nurturing international linkages for research and development.
- Undertake extension activities through technology and science dissemination to the institution neighborhood for societal development.

### 4. GENERAL RULES

Consultancy work taken up by consultants is subject to the following conditions:

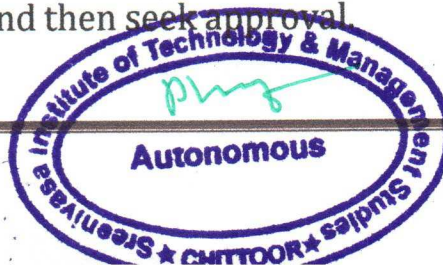
- a. The time spent on consultancy and related assignments shall be limited to an equivalent of fifty two working days in a year, preferably at least one working day one week. In addition, consultants may be permitted to utilize one-working day per week on an average.
- b. Consultancy assignments may be accepted and implemented within the constraints indicated, provided they do not cause any undesirable impact on the ongoing commitments. If further, such assignments must be carefully scheduled in the light of on-going commitments. If required, the





earliest date on which the assignment can commence may be clearly spelt out in the proposal form.

- c. The services of permanent faculty 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.
- d. Students who are willing to work on consultancy projects may be permitted according to the Institute norms provided it does not hamper their academic commitments and performances. Such consultancy work by students may be compensated by suitable honoraria.
- e. Travel on consultancy work will be undertaken with the consent of the Head of the Department, intimation may be sent to the Principal.
- f. Consultancy Assignments that require outstation travel must be approved by the Head of the Department and Principal. Such approvals need to be obtained two working days ahead of the travelling schedule. In exceptional cases, prior intimation to the Head and subsequent sanction is acceptable.
- g. Usually, Consultancy projects are taken upon request from the Industry or by discussion between the industry and the consultants.
- h. When the institute receives an enquiry directly, the work is assigned to a specific consultant or a group of consultants by the Dean.
- i. In case a client prefers the services of a particular consultant, the identified person is assigned the job provided he/she fulfils the requirements.
- j. All acceptance letters are directed to the Dean-R&D.
- k. Consultancy Proposals prepared in response to a client's request require the approval of the Dean-R&D who will examine the scope of work and cost estimates.
- l. In case of emergency, a consultant is permitted to accept an assignment with intimation to the Dean-R&D and then seek approval.





- m. Once the charges of consultancy are finalized, they are not negotiable. However, if the scope is altered, a fresh estimate may be considered.
- n. Preliminary Diagnostic Discussions/site visits leading to the generation of consultancy proposals may be charged a minimum amount at Rs. 5000/- per day, or part thereof, in addition to travel and incidental expenses as applicable. The consultant may absorb such charges for potentially large projects, with the final project cost.
- o. The services of external consultants (especially retired Faculty/Research Scientists/Research Engineers) may be utilized to a limited extent to provide comprehensive services to clients. Such external consultants will be entitled to a onetime consultant fee which may be fixed after taking into account the essential expenditure directly related to the assignment. Normal deductions by way of Institutional charges and mandatory taxes will however, be made. The consultant fee payable to External Consultants may not, normally, exceed 40% of the total project cost.

## 5. PROCESS AND REVENUE SHARING

- Offering various services in the Engineering Department and to promote consultancy services and to take up the assignments from the public or industries.
- To develop sourcing relationship and to combine Consultancy services with Research and Development of Products, Testing and Maintenance Services will be on chargeable basis.
- The pricing of services depends upon nature and shall be scrutinized by the Finance Committee before recommend for Governing Body approval.
- Providing services at free of cost to the other institutions is strictly prohibited.



- Heads of the Department shall open a separate Bank Account to operate the funds generated through Consultancy and ensure to maintain proper books of accounts in this regard.
- In the event of any legal action/dispute necessitating refund/payment of money/fee by the client, the amount shared to the staff is recoverable.
- All legal issues shall be dealt with in the courts of Chittoor only.

The money so collected shall be shared among the Institution, Department and staff (both Teaching and Non Teaching) as mentioned hereunder:

Category	Activity	Remuneration/Reward
I	Consultancy and Technical Services involving the use of the Institution's Infrastructure facility	70% to Consulting Faculty 20% to Institute 10% to Welfare fund
II	Consultancy /Lab Services without the use of the Institution's Infrastructure facility	80% to Consulting Faculty 15% to Institute 5% to Welfare Fund

