STUDENTS COUNCIL HANDBOOK

e-cell
GLA University, Mathura

"Watering the 'Ideas' in the bud to help them bloom".

E-Cell, G.L.A. University, Mathura
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INTRODUCTION

Purpose of the Handbook

E-Cell GLA University established in 2015 is a not for profit, strategically innovated, value-driven organization with prime focus on impacting young minds and is run by entrepreneurs in making. E-Cell aims at developing entrepreneurial spirit among students and shares a vision to foster innovation and budding ideas in youths.

The E-Cell Handbook articulates the principles underlying the Student Council's role and provides a vast amount on nonprescriptive guidance to help members of the Student Council gain a better understanding of the processes and practices that will help to build and sustain E-Cell in the current dynamic environment.

This Handbook shall be instrumental in depicting requirements, best practices, and considerations on various policies & core values of E-Cell, the structure of the Student Council, working members' roles and responsibilities, and expectations from the Student Council. This handbook will also contain the roles of alumni committee formed to guide, monitor, and maintain the integrity, effectiveness, and dynamism of E-Cell.

The information contained in this Handbook applies to all the Student Council members. Each the Student Council member is responsible for reading, understanding, and complying with the provisions of this Handbook.

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VISION

To become, by 2025, a vibrant hub of entrepreneurial activity in the Northern Indian region, such that local entrepreneurs are drawn from students, faculty, staff, and other local communities are able to incubate, nurture and grow business ideas into full-fledged companies with a high market presence. The Vision is to have at least 100 companies graduated from the GLAU E-Cell Incubator by 2025.

MISSIONS

Mission Awareness

Under this mission, the E-Cell strives to create awareness about the joys and challenges of entrepreneurship among faculty and students, thus encouraging them to think about engaging in technology and business incubation on campus.

Mission Engagement

Under this mission, the E-Cell directs its focus and attention on engaging with aware students and faculty, so that they can take part in business planning, modeling, and start-up activities with enthusiasm and speed.

Mission Incubation

Under this mission, the E-Cell plans to launch an On-Campus Incubator which shall house start-ups launched by students, faculty, staff, and other community stakeholders like government and industry.

Mission Growth

Under this mission, the E-Cell will strive to grow the economic, social and technological impact of the companies incubated at the E-Cell Campus Incubator, through a variety of activities ranging from venture capital finance, local market access, co-branding, government funding and schemes, legal and business strategy mentorship and guidance, etc.

CORE VALUES

Who we are & who we aspire to be.

1. We commit maniacally to both our mission and metrics.

We love ideas especially those that are innovative and want to create a hugely positive impact. Our mission is to help these ideas grow. We are responsible for fostering entrepreneurship amongst students and assisting budding entrepreneurs by providing them with the necessary resources.

2. We share openly and are transparent within and without.

We believe power is gained by sharing knowledge not by hoarding it. We like to share our resources with student members to help them transform their ideas into real companies.

3. We favor autonomy and take ownership.

We encourage good judgments for taking decisions under various policies. People want direction on where they are going not micro directions on how to get there. We firmly believe that our E-Cell > team > Individual. Results matter more than the number of hours we work or where we produce them or who gets them.

4. Our best perk is amazing people.

The attributes we value in people are-
- Humble – self-aware and respectful.
- Empathetic - understanding other people's perspectives.
- Adaptable - innately curious and constantly changing.
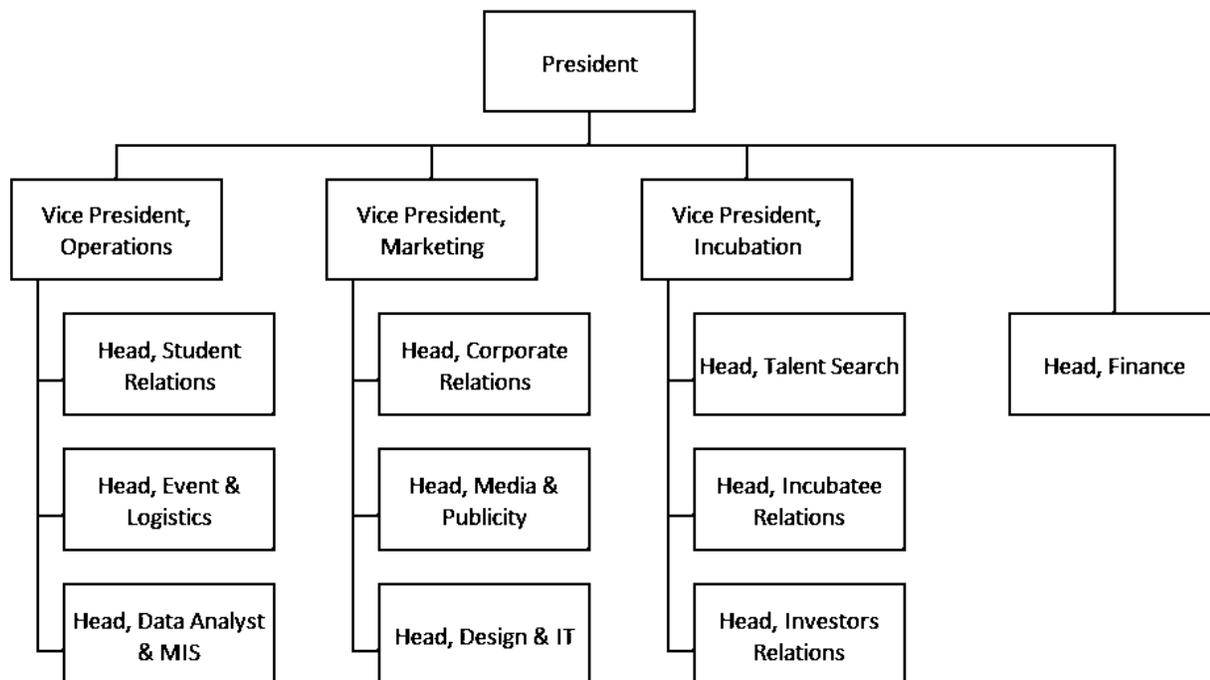- Samaritan- helpful, resourceful, and effective.

We disfavor pulling rank for results. We believe debates should be won by a better argument, not a bigger job title.

5. We dare to be different and question the status quo.

Remarkable outcomes are rarely the product of modest risk. Better to try and sometimes fail than to sit tight and surely fail, although we don't mind making mistakes we surely mind repeating them.

STUDENT COUNCIL STRUCTURE

Don't just hire to delegate, hire to elevate

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│Vice President,│ │Vice President,│ │Vice President,│ │ Head, Finance │
│  Operations  │ │  Marketing   │ │  Incubation  │  └──────────────┘
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 │ Head, Student │ │Head, Corporate│ │Head, Talent Search│
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 │ Head, Event & │ │ Head, Media & │ │Head, Incubatee│
 │   Logistics  │ │   Publicity  │ │   Relations  │
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 │Head, Data Analyst│ │Head, Design & IT│ │Head, Investors│
 │    & MIS     │ └──────────────┘ │   Relations  │
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The E-Cell the Student Council is bifurcated in 3 separate divisions working harmoniously together to achieve the common goal. Each Division has a Vice President who is responsible for assisting and coordinating teams in that division. The President of the Student Council will coordinate with Vice Presidents to make sure that each division is working towards the common objective. The finance team, common to all divisions will synchronize its acts accordingly and report directly to the President.

Each team will have a Head and some associates based on their scope of work and responsibilities. These can further be increased and decreased upon requests by the respective head and recommended by the President. Some members of the Alumni Working Committee will be assigned to these teams to guide and mentor them.

ROLES & RESPONSIBILITIES

Duties & Liabilities

1. President

- Promote entrepreneurship on campus and lead the Entrepreneurship Cell in comprehensive capacity
- Plan out all activities of E-Cell in consultation with other teams and stakeholders and take initiatives and get them executed through the team
- Be the face of GLAU E-Cell at all national and international events/forums
- Maintain coordination among all divisions and teams of E-Cell
- Present the E-Cell's report to Faculty mentors and Alumni committees, as and when required by it and once towards the end of the tenure
- Be responsible and accountable for all affairs of E-Cell
- Develop and train senior leadership of E-Cell

2. Vice President, Operations

- Prepare event calendar for E-Cell with the help of other teams
- Be responsible for the booking of venues for all activities of E-Cell and obtain proper permissions/security clearances for the same
- Be responsible for all hospitality-related services for invited guests, alumni, and speakers
- Maintain and promote harmonious relations with all key support divisions/functions of the University such as Transport, Security, Civil, Electrical, Hostel Admin, Horticulture, Registrar's Office, Proctor's office, Dean of Students Affairs and Dean of Academic Affairs, etc.
- Implement and manage relevant information systems/ERPs/dashboards for intelligent and timely decision making by all divisions and their leaders/members
- Responsible for membership drives for E-Cell
- Work on ticket prices with the help of Head, Finance
- Develop and train the Operations division of E-Cell

3. Vice President, Incubation

- Maintain coordination in Incubation division of E-Cell
- Directly interact with the student entrepreneurs and engage with Campus Start-ups, keeping a track of their progress
- Help out people with ideas to set up their start-up on campus
- Organize entrepreneurship intensive interactions targeting innovators, investors, funding agencies and entrepreneurs and provide them a platform to interact
- Coordinate with all other entities related to start-ups such as NEN, ISBA, NGNGIEDC, SPARKLE, Startup Launchpad, etc.
- Develop and train the Incubation division of E-Cell

4. Vice President, Marketing

- Arrange sponsorships and resources for the E-Cell by bringing in various associations and partnerships
- Ensure coverage releases of the events conducted by the E-Cell and startups under NGIEDC through print, electronic & social media channels
- Responsible for creating and maintaining Digital Library for E-Cell
- Be the central owner and custodian of all E-Cell and E-Cell spawned brands/events such as TEDxGLAU, LinkedinLocal Mathura, Digital Adda, Under25, E-Conclave, E-Summit, and others that will be created from time to time
- Develop and train the Marketing division of E-Cell

5. Head, Finance

- Prepare the budget for all activities of E-Cell, including the major events
- Ensure proper & timely clearance of bills and be responsible for all financial transactions occurring on behalf of E-Cell
- Ensure financial integrity and propriety within the function and across all parts of the E-Cell, and report any deviations or violations thereof
- Prepare Annual Financial Report and carry out an internal audit, which would then be forwarded to management and external auditors

- Connect with different service providers & vendors and negotiate prices with them.
- Develop and train the Finance team of E-Cell

6. Head, Student Relations

- Conduct on-campus and off-campus announcements of events
- Be responsible for engaging with students cutting across all faculties and departments of the university and increasing the membership base and impact of the E-Cell organization
- Responsible for selling and maintaining a record of event tickets.
- Ensure feedback collection of events and E-Cell in general
- Develop and train the Student Relations team of E-Cell

7. Head, Events & Logistics

- Plan, structure and conduct major and minor events under E-Cell
- Work on their budget with the help of Head, Finance, and commerce
- Responsible for arrangements and hospitality of guests of E-Cell
- Maintain good relations and rapport with all the university support functions around the year, to ensure full and pro-active support before, during and after all events
- Be responsible for stage preparation during events
- Develop and train the Events & Logistics team of E-Cell

8. Head, Data Analysis & MIS

- Maintain all student data for E-Cell for pre and post events
- Ensure data integrity, consistency and security across all departments/teams
- Responsible for creation of monthly E-Cell reports and dashboard
- Assist other teams in preparation of reports and data handling
- Develop and maintain Student Data Management Software
- Develop and maintain Project management software
- Develop and train the Data Analysis & MIS team of E-Cell

9. Head, Corporate Relations

- Act as the primary connection between industry professionals (VCs, angel investors, mentors) and students
- Help in partnering and creating MOUs with external entrepreneurial organizations and associations at the national and international levels
- Invite and interface with external guests and resources at E-Cell
- Work to bring in corporate partnerships for E-Cell
- Develop and train the Corporate Relations team of E-Cell

10. Head, Media & Publicity

- Create and manage all of the content on E-Cell's social media handles and websites
- Manage publicity campaigns of various activities under the ambit of E-Cell including NGIEDC, ensuring timely release of social media posts and coming up with innovative publicity ideas
- Ensure proper coverage of the events conducted by E-Cell and startups under NGIEDC in written, still photography & videography modes, and through interviews of visiting personalities
- Develop and train the Media & Publicity team of E-Cell

11. Head, Design & IT

- Work in tandem with Media & Publicity team to design creatives and publicity campaigns for the various events and activities of E-Cell, including posters, newsletters, brochures, social media posts, etc.
- Maintain, revamp, and keep the E-Cell website updated.
- Check for the proper working of IT resources.
- Help Startups under NGIEDC with design and IT-related work.
- Develop and train the Design & IT team of E-Cell

12. Head, Talent Search

- Interact with students to spread awareness about NGIEDC.
- Responsible for searching for new entrepreneurial talent and budding startups across the university.
- Maintain comprehensive records of all potential innovators, entrepreneurs and change agents found among the student body of the university
- Plan activities for students like idea generation and brainstorming, Startup Boot camp/Startup Weekend, etc.
- Develop and train the Talent Search team of E-Cell

13. Head, Incubatee Relations

- Manage student entrepreneurs that engage in campus Start-ups and keeping a track of their progress.
- Provide them with handholding support, tracking their progress, helping them in using tools & frameworks, etc.
- Develop and maintain NGIEDC report, as and when required by mentors, and once towards the end of the tenure.
- Manage relationships with university R&D labs to discover the potential for commercialization and connecting student talent to such potential opportunities.
- Help with IPR management and protection by connecting incubatees to relevant legal sources
- Help startups with various operations and support functions.
- Develop and train the Incubatee Relations team of E-Cell

14. Head, Investor Relations

- Act as the primary connection between industry professionals (VCs, angel investors, mentors) and student entrepreneurs
- Coordinate with Faculty Mentorship Board of NGIEDC
- Work to bring in corporate partnerships and sponsorships for NGIEDC

- Be in active touch with all national and international entrepreneurship promoting organizations such as TiE, NEN, Y Combinator, Indian Angel Network, IIT/IIM Incubator organizations
- Help start-ups to pitch their idea to potential investors
- Develop and train the Investor Relations team of E-Cell

POLICIES

By-laws to limit the risk

1. Recruitment Policy

Recruitment of the Student Council will be initiated either for a prior approved the Student Council structure at the start of a working year or for a vacancy arising due to resignation or termination. All positions shall be open to all students and must be advertised on the E-Cell website and other communication channels.

From all the students' applications received, the alumni committees shall be responsible for recruiting positions of President, Vice President, and Heads of various teams for the Student Council, by shortlisting candidates through series of interviews as required. After which the committee shall submit its recommendations to the faculty mentors for the final say.
President, Vice President, and Head of the team shall submit their recommendations list of members for their associate positions. Alumni committees then shall recruit the most suited students as associates.

All recruitments shall follow written tests and rounds of interviews as prescribed by Alumni committees. Alumni committees shall ensure that all appointments are made based on merit through assessment of application evident against the selection criteria for the position, and to ensure that all candidates are treated equitably and consistently. Tenure of all positions will be valid for one year unless dismissed

2. Separation Policy

Separation of members from the Student Council can be due to resignation, dismissal, or unforeseen events. In case of resignation, the Student Council members shall give prior notice of 15 days in writing of her/his intention to leave. In case of a vacancy arising during the year, the President has to inform the Alumni committee about the vacancy. Positions shall be filled in a month.

3. Finance Policy

The Student Council shall present a general annual budget for E-Cell's operation. Only the Finance Head has the authority to withdraw the amount from the bank through written documentation of expenses that shall be reviewed by the President and approved by Faculty mentors for payment. The Finance Policy may from time to time allow for a fixed amount of contingency funds to remain in the hands of the President, who shall use them for relevant purposes, and provide full accounts thereof to the relevant Alumni Committees and Faculty Mentors. Such a facility may be withdrawn anytime at the discretion of the Faculty Mentors. All bills and receipts of payments must be presented to faculty mentors as and when required by them.

4. Data Protection Policy

E-Cell shall be obliged to maintain the confidentiality and protection of students' personal data. The Student Council shall take all necessary technical and organizational measures to ensure an appropriate level of security to protect data that is collected by it especially from the risks unauthorized disclosure or unauthorized access.

5. Equal Opportunity Policy

E-Cell is committed to providing equal opportunities without any discrimination on the grounds, of course, year, departments, disability, religion, race, gender, or sexual orientation. Members of the Student Council must ensure that they will not engage in any kind of verbal or physical harassment or bullying at meetings, events, or work-related activities inside or outside campus based on the above or any other reason. E-Cell will not tolerate retaliation against, or victimization of, any person involved in bringing a complaint of harassment or bullying.

6. Grievance Policy

If you have a grievance or complaint to do with your work or the people you work with you should, wherever possible, start by talking it over with your team head to be able to find a solution informally. If the matter is serious and/or you wish to raise the matter formally you should set out the grievance in writing to the President and Alumni committees.

7. Whistleblowing Policy

It is important that any fraud, misconduct, or wrongdoing by any member of the E-Cell the Student Council is reported and properly dealt with. We, therefore, require all individuals to raise any concerns with Faculty mentors and Alumni committee that they may have about the conduct of others in the Student Council or the way in which this organization is run. Complainant's privacy and anonymity must be maintained.

8. Coaching Policy

This coaching policy is designed to help and encourage all members of the Student Council to grow as individuals and to achieve and maintain standards of conduct and optimize performance. The aim is to ensure consistent and fair treatment for all in the organization. Faculty mentors and alumni committees shall follow the procedure in case of indiscipline stated-

Written Warning
This will normally be either an improvement note for unsatisfactory performance if performance does not meet acceptable standards or the first warning for misconduct if the conduct does not meet acceptable standards. This will be in writing.

Dismissal
If the offense is sufficiently serious, or if there is further misconduct or a failure to improve performance during the currency of a prior warning, the member of the Student Council shall be dismissed.

The following examples of offenses are regarded as gross misconduct- theft or fraud, physical violence or bullying, deliberate and serious damage to property, serious misuse of the organization's property, or violation of any policy listed above.

ALUMNI COMMITTEES

Oversight of Integrity & effectiveness

Alumni committees shall constitute an important element of the governance process and be responsible for overseeing implementations of policies in E-Cell and should be established with clearly agreed to report procedures and a written scope of authority.

1. Working Committee

The working committee shall be responsible for mentoring and guiding each team in their work. Each team in the Student Council shall be supported by 1 or 2 alumni mentors. Previous year the Student Council members are most suited to be part of this committee.

2. Governance Committee

The Governance Committee shall play a critical role in overseeing matters of governance of the Student Council, including formulating, recommending, and implementing policies. This committee is also charged with enhancing the quality of recruitments to the Student Council and ensuring the integrity of the recruitment process and to conduct a midterm review.

3. Audit Committee

The Audit Committee shall assist in the oversight of the financial statements of E-Cell, the effectiveness of the internal control over financial reporting, and the performance of the Student Council's compliance function.

Nominations

Each alumnus interested in being a member of the committee shall submit their application to the existing Governance committee. Members committee shall then be

nominated by faculty mentors for a tenure of one year. Any member can withdraw her/his service with a notice of 15 days to Faculty mentors.

PERFORMANCE MANAGEMENT

Cascade of metrics and targets

Effective performance management is essential to any organization. It helps them align their people, resources, and systems to meet their strategic objectives. It works as a dashboard too, providing an early warning of potential problems and allowing leaders to know when they must make adjustments to keep the organization on track.

A Continuous Evaluation System (CES) will be set up to ensure oversight of the Student Council's activities and performance. Based upon the team's roles & responsibilities each team will set up their short term and long term goals. Key Result Areas (KRAs) and Key Performance Indicators (KPIs) shall then be set up accordingly.

Performance review shall follow these timelines

Each team shall update their weekly work completed on a shared web portal on a fortnightly basis. The President and the Vice Presidents must conduct Internal Review (IR) to monitor performance. Each team should be reviewed by members of the Working Committee (WC) assigned to them every month.

Quarterly town-hall meetings with the Governance Committee (GC) shall be held to ensure the performance of the Student Council and alumni members of WC. A half-yearly audit by the Audit Committee (AC) with Midterm Review (MR) will ensure compliances are in place. The year will be concluded with the Annual General Meeting (AGM) comprising all stakeholders.