

VISVA-BHARATI

CONSULTANCY GUIDELINES



**(A CENTRAL UNIVERSITY AND AN INSTITUTION OF NATIONAL IMPORTANCE BY
AN ACT OF PARLIAMENT in 1951)**

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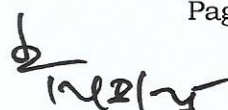
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2/12/25

1. PREAMBLE:

Consultancy is an important channel through which knowledge and expertise could flow from academic institutions to businesses and other external agencies, and it can contribute to the growth, development and productive relationships with all spheres of the society. Consultancy is basically a knowledge-based profession and consultants play an important role in the overall developments of the Institute/ University and the society as a whole. Thus consultants are the most effective agents of change in the society. Over the years, consultancy capabilities have developed both in public and private sectors and more recently foreign consultants have also started functioning in India. However, the present economic scenario and the government policies, the domestic consultancy capabilities need to be strengthened and skills be upgraded systematically without further delay. Therefore, as a matter of policy, Visva-Bharati encourages its faculty members/staff to undertake consultancy work in collaboration with industry/external agencies/academic institutions/professionals/individuals.

At the same time, consultancy plays a vital role in providing a competitive edge to an organization. The substantial assets of an organization; such as technical know-how and expertise of the faculty/staff are often more valuable than its physical assets. Keeping in view the importance of higher education in spawning societal changes and transforming the economic fortunes of the country by emphasizing innovations, Visva-Bharati has taken several measures for promoting innovative research by encouraging inter-disciplinary research through collaboration. With a view of bridging the gap between theory and practice, and to sensitize university towards the needs of the society, the consultancy rules are being set-up by Visva-Bharati. The main objectives are to bring industry closer to the academia and vice-versa, to make strategies for the promotion of synergistic interface with clients, to identify the specific areas of mutual interest, to develop methodologies and guidelines for encouraging consultancy and technology transfer, to encourage R&D programmes for meeting need(s) to generate resources through consultancy programmes. Visva-Bharati, encourages its



faculty and staff to engage in consultancy wherever appropriate, and in a manner that is in conformity with their service agreement with Visva-Bharati.

Keeping in mind, the intellectual strength of Visva-Bharati, and the need for collaboration with industry/ external agencies/academic institutions/professionals/individuals for mutual benefits, the consultancy rules have been formulated to provide guidance to the clients by the consultancy service providers of Visva-Bharati, comprising of academic and non-academic staff.

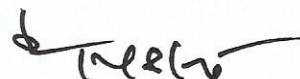
2. PURPOSE

This policy document is intended to lay down the norms for undertaking consultancy work and its facilitation in accordance with Visva-Bharati's rules and procedures. The rules laid down in this document are expected to fulfill the commitment of the University to promote academic and non-academic freedom and provide a conducive environment for helping organizations/ institutions/ individuals and all kinds of clients to improve their performances. In order to ensure state of the art research and consultancy services following objectives are emphasized:

- To create passion amongst students and faculty members towards research and innovation and transferring it to clients.
- To ensure integrity, quality and ethics in research and services.
- To promote research in various departments of the Institute.
- To work closely with the clients' needs and to report their findings and conclusions freely.
- To establish collaboration with other institutes and universities, public and private sectors and identify R&D projects including consultancy services.
- To ensure smooth functioning and effective Management of R&D at the institution

However, Visva-Bharati reserves the right to;

- (a) scrutinize the consultancy proposals and the findings.
- (b) make it available for constructive criticism of peers.



3. DEFINITION AND SCOPE OF CONSULTANCY:

Definitions:

- i) Consultancy is work of a professional in nature, undertaken by members of Visva-Bharati in their field of expertise, for clients outside the institution, for which some financial return is obtained. Consultancy will produce some form of contracted output which may be partly or wholly owned by the client. It will be governed by short-term contracts while making minimal use of Visva-Bharati resources. Therefore, Visva-Bharati will charge a part of the consultancy fee from Consultancy Project. Consultancy for organizations owned by a faculty or staff or an organization in which a faculty or staff may have interest or stake are also included within the scope of this policy document.
- ii) A consultant is a faculty/staff member or group of faculty/staff members of the University who performs specified professional service to the clients.
- iii) A client is any individual or organization seeking professional/educational service/assistance from the University.
- iv) Consultancy fee is the sum of the money paid to the University by the client as decided by mutual agreement between the client and the University.
- v) Consultancy contract states the terms and conditions of the consultancy project.
- vi) University means Visva-Bharati University which includes all its Bhavanas, Centres, or any other establishments under the control/domain of Visva-Bharati.

Scope of Consultancy Project

Consultancy Services shall provide professional advice/assistance based on the expert knowledge and skill available in Visva-Bharati. The university through its faculty or technical staff can handle such requests from clients; such requests will come under the term consultancy in its broadest sense. Thus consultancy means the assignment/job, called as project, given by the client to a faculty/staff/ institution for work within



mutually agreed scope.

The University may take up Consultancy project in the area mentioned in the Annexure -I.

4. CONSULTANCY CATEGORIES

The consultancy services provided by the university may be categorized in to three classes.

4.1 Advisory Consultancy Service

Wherein the services would involve scientific, technical or other professional advice, provided to a client purely on the basis of available expert knowledge and experience of individual (s) through advise (online or offline), and not envisaging use of any facilities of Visva-Bharati or involving any kind of survey, detailed study or report preparation/ submission.

4.2 General Consultancy Service

Wherein the services shall comprise scientific, technical, engineering or other professional advice/ assistance based on the available knowledge base/ expertise of Visva-Bharati, and envisaging only minimum use of laboratory facilities for essential experimentation needed to meet the objectives of the consultancy jobs.

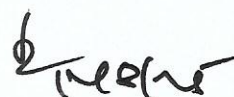
N.B.: Any consultancy assignment, which does not strictly fall under the category of Advisory Consultancy, shall be taken up as General Consultancy.

4.3 Contract Research

Through the laboratory testing/ special production / studies /practical work based report/ repairs & maintenance, where interpretation of result is established contract basis may be called Contract Research. Incubator services are covered under this category. The Contract Research services are undertaken directly by the Department/ Centre/ laboratory/individual (s) on standard charges, approval for which to be obtained by the Department from the Vice-Chancellor/Registrar, Visva-Bharati.

5. General Principles of Consultancy:

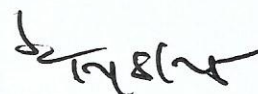
5.1 The consultancy work may be under taken by the faculty/ staff members in their area of expertise with prior permission of the competent authority of Visva-Bharati. The consultancy work may also be undertaken by a Department or Centre.



- 5.2 The normal duty of the individual faculty/ staff member and the interest of the Department do not suffer.
- 5.3 A consultant shall not ordinarily be permitted to undertake consultancy for a total period of more than 50 days in an academic year on duty. If in an individual case the total period of service exceeds more than 50 days, such proposal for relaxation may be considered on the merit by the competent authority.
- 5.4 Attempts may be made to associate research scholars, post graduate students to the extent as would not hamper their studies.
- 5.5 The total remuneration received as fee by a single consultant in a financial year should not exceed 25 per cent of the gross salary from the university.

6. General Procedure for Consultancy Works:

- a. The consultancy work can be initiated in following ways:
- (i) The Client may contact the consultancy providing Department/Centre /Faculty directly for the required fields of their specializations.
 - (ii) The Department/Institute will identify a capable faculty(s)/officer(s) who could help the client, called beneficiary and discuss the matter with the Departmental Faculty members to identify the service provider.
 - (iii) The consultancy project and consultancy fee should be evolved through mutual discussion between the client and the expert (s). The proposal can then be mutually prepared and approved by the concerned Head of the Office.
 - (iv) The decision on selection of the personnel should be made on the basis of the nature of work involved and capability of particular person(s), and not on the basis of hierarchy.
- b. Once a faculty/staff/department, called consultant, is identified, the beneficiary may submit a written proposal (Annexure-1I) to the Head of the Department (HoD)/Institute (HoI) and the proposal with estimated consultancy fees to be prepared and approved by the concerned authority (Head of the Office).
- c. Thereafter the proposal to be submitted through proper channel to the Joint Registrar, Academic and Research.
- d. The Office of the Academic and Research will consider the following aspects before forwarding the proposal to the higher authority for final approval:



- Extent to which the consultancy work will be undertaken by the faculty or the department in addition to their normal duties and work load.
 - The consultancy fees and modalities of the project should be carefully examined by the Academic & Research.
 - All issues related to the progress of the consultancy work, handling of the budget amount and the stipulated time frame should be legally discussed with the competent authorities and should be mentioned in the agreement. The agreement with terms and conditions would be approved by both the parties.
- e. The competent authority for approving the proposal is the Vice-Chancellor, Visva-Bharati.
- f. The work on consultancy job shall be undertaken only after the prior approval from the competent authority.

7. Budgetary Norms for Consultancy Work:

At the time of submission of consultancy project/contract research proposal, the PI should make a provision for university share (over-head charges) at the rate of 30 % of the total profit of contracted project cost. The actual expenses of the project should cover the cost of consumable material, equipment/spare parts purchased to execute the work, external facilities/infrastructure. The GST/Taxes will be applicable as per the government rules.

- a. The Charges of Consultancy Project would be prepared by the concerned service provider.

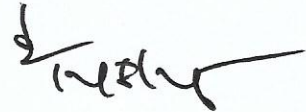
The consultant shall set time charges based on man hour, man days or man months of time expended by various members of the staff involved. The time rate may be taken as about 2-3 times the hourly or daily salary (Pay+DA) of the faculty/staff involved. Remuneration to be paid to the technical staff and students, if involved. The rate of payment may be 2-3 times hourly or daily salary of the staff.

- b. The client shall pay 50% of the total project cost in advance to the University Consultancy account. The University under a separate account head of "**Consultancy Services**" will receive all the payments.
- c. The member/department of Visva-Bharati involved in consultancy would be entitled to claim 70% of the share while Visva-Bharati would retain 30% of the net income. Visva-Bharati's share would be deposited into a dedicated fund (**Consultancy Services**) controlled by Visva-Bharati

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through bank transfer. Consultancy Service Provider will arrange the completion certificate (Annexure-III) from the client and submit the same to the office of the Academic & Research, Visva-Bharati before claiming the consultancy fees.

- d. If any faculty/officer wishes to divert part or full amount of his/her honorarium to his/her Personal Development Fund, the same will be permissible by the competent authority.
- e. In case of consultancy service provided by the Department/Centre/Institutions the 70% share of consultancy fees preferably be used for the development of the concerned service providing units with required permission from the Registrar.
- f. Any proposal involving foreign agencies, multinational companies will be dealt as per the rules and regulations of Govt. of India.





Visva-Bharati

ANNEXURE - I

Prescribed form for the paid Consultancy Services to be offered by the Bhavanas/Departments/Sadanas/Centres/Sections of Visva-Bharati.

Please send the list of consultancy services to be offered by your concerned Bhavanas/Departments/ Sadanas/Sections/Centres/Units as per the Consultancy Guidelines Services of Visva-Bharati.

- Name/Area of the Consultancy Services:

- Name of the Departments/Bhavanas/Sadanas/Sections/Centres/Units:

(Consultant will prepare the detail proposal with consultancy fees in a prescribed format as an Annexure-II in regard to the proposed consultancy services offered by the consultant for submitting the same to Academic & Research)

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ANNEXURE - II
APPROVAL FOR CONSULTANCY PROJECT
(TO BE SENT TO THE ACADEMIC AND RESEARCH DEPARTMENT IN
TRIPPLICATE ALONG WITH ORIGINAL REQUEST OF THE CLIENT)

1. Title of the consultancy project :
2. Name of the client :
3. Name of the Consultant(s)/In charge:
4. Name of the Consultancy Project :
5. Detailed information about the Consultancy service
(To be submitted separately along with this form):
6. Type of the client: :Govt. Agency/Autonomous
Agency/Industry/commerce/
developmental
organization/NGO/Individual
7. Duration of the Project :
8. Total Cost of the Project :
9. Total Consultancy fees (including recurring cost) :
10. Whether the necessary facilities and expertise are available:
11. Approval from Competent Authority : Yes/No
12. Whether the consultant(s) would require leave for carrying out the work: Yes/No. If Yes: whether he/she has required leave: and if No: provide justification as to how the consultancy would be done while discharging official duties
13. Does the project involve any IPR issues? If Yes, the case would be dealt as per Visva-Bharati IPR guidelines.
14. Signatures:
Signature of Consultant in charge/ Consultant(s):

Signature and Comments of Head of the Department:

Signature and Comments of Principal of the Bhavana/Director/In Charge of Center:
15. Submitted for no objection to :-

Academic and Research:

Accounts Section:

Audit Section:

Finance Section:
16. Approval of Registrar
17. Approval of Vice-Chancellor

ANNEXURE - III
Proforma for Reporting Completed Consultancy Project

1. Name of the Institute:
2. Title of the proposed Project (including brief of the project):
3. Name and address of the consultant(s) who have undertaken the project:
Name: _____
Postal address: _____
Phone: _____ Fax: _____ Email: _____
4. Sponsoring agency:
 - a. Name and address: _____
 - b. Status: Indian: Central Government/ Government Undertaking/ State Government / Private organization / NGO/ other (specify) _____
Foreign: U.N agency/ CGIAR Institute/ Private Organisation/ or other International Agency (specify) _____
5. Duration of the project (give specific dates and period):
6. Date of completion of project:
7. Whether the project required foreign visit(s) by the consultant(s): Yes/No
If yes, attach copy of the deputation report.
8. Whether the consultant(s) have been granted the required leave for carrying out the work: Yes/No
9. Actual expenditure of the project (please indicate if there is any deviation from the approved project):
 1. Direct Expenses (including TA/DA cost) if any: _____
 2. Intellectual fee: _____
 3. Any other cost specific to the project if any: _____
 4. Service tax: _____
10. Sharing of intellectual fee:
Total intellectual fee accrued: _____
(a) Institutional Income (30%): _____
(b) Consultant(s) share (70%): _____
Provide details below

Name of Consultant(s)	% Share	Amount

11. Has the benefit sharing been done as per the proposal and following the Visva-Bharati rules and guidelines? If there is any deviation, provide details with justification.
12. Amount accumulated as Institutional Income _____
Amount accredited as Institute Income: _____
Certified that the project has been completed as per the Agreement with the client and all issues relating to IPR have been addressed as per the Government rules and guidelines and approved by the Competent Authority of the University.

Consultant
(Signature)

Countersigned
Registrar

h. n. n. n. n. n.