



Dr. Rammanohar Lohia Avadh University, Ayodhya (U.P.)

Consultancy Policy 2024

1. Preamble

For holistic development, higher educational institutions need to actively involve in providing knowledge inputs sought by the industry, government agencies, academics and other organizations to leverage the expertise of their academic and technical staff. Dr. Rammanohar Lohia Avadh University, Ayodhya possesses diverse academic & research expertise, with ability to offer tailored knowledge and intellectual support to meet the specific needs of various industries, government bodies and non-government organizations. Its faculty members can play a pivotal role in the advancement of technology, industry, and economy. This consultancy policy has been framed to foster research-driven education across emerging fields such as applied sciences, humanities, law, engineering, management, and agricultural sciences and to encourage academic and technical staff to provide consultancy services as needed.

Consultancy serves as a crucial conduit through which a university's knowledge and expertise can benefit businesses and external entities, contributing significantly to societal growth, development, and constructive relationships. At Dr. Rammanohar Lohia Avadh University, Ayodhya (U.P.) consultancy activities may involve contractual engagements with both governmental and private sector entities encompassing research, service agreements, management and executive development programs, employee training, service contracts for enhancement and advancement, among others, with a predetermined fee. Consequently, the university encourages its faculty and staff to participate in consultancy services, ensuring alignment with their service agreement with the university.

This policy document aims to establish guidelines for conducting consultancy work and facilitating it in accordance with the university's Act, Statutes and Ordinance.

2. Objectives:

- (i)** The University aims to maximize the use of its academic and technical staff's skills by fostering collaborations with industry, other institutions, and government and non-government organizations, etc.
- (ii)** To enhance the cutting-edge technology oriented research conducted by academic members, technical staff to generate revenue.
- (iii)** To foster the pursuit of exceptional research and advancements in accordance with the needs of both Industry and society.



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(iv) To fulfill the gap between academic research and industrial commercialization

3. Definition

3.1 Dr. Rammanohar Lohia Avadh University, Ayodhya follows the UGC's definition of consultancy, which refers to the offering of expert guidance and work that relies heavily on intellectual contribution. Consultancy can be conducted by regular and contractual faculty of the university staff.

Consultancy refers to professional work conducted by University members in their area of competence, to external client, in exchange for revenue. Consultancy services involve the creation of a contracted deliverable that may be partially or entirely owned by the client. The project will be managed through short-term agreements, with reliance on university's resources. Implementing this would entail an augmented managerial obligation for the institution, necessitating greater efforts from the current university personnel. This policy statement also encompasses consultancy services for companies that are owned by faculty or staff members, or organizations in which faculty or staff members may have a personal or financial interest. The consultancy services should be provided within the university's or individual's area of competence, particularly focusing on the key areas designated by the university. The university will offer three distinct sorts of advisory services, including:

4. Types of Consultancy

(i) Government Sponsored Research

Sponsored R&D projects with substantial funding received through grants from governments/industries including specialized technology and development mission projects. Such projects include long-term basis, development and applied research, leading to appropriate solutions to scientific and technological problems of the client.

(ii) Service Consultancy

Projects or jobs awarded/ assigned/ from industry, which are aimed for solving specific problems of interest to user agencies will be considered as service consultancy. Consultancy may be of advisory in nature, and of highly specialized training, team building, product/ software development/ design etc. These projects are not expected to use laboratory facilities and other equipments.

(iii) Testing Consultancy

Such projects will cover laboratory testing/field measurement, calibration of equipment/ instruments, testing of materials and design of software etc.



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5 Scope

5.1 The University can provide consultancy services to various entities such as industries, service sector, government and non-government organizations, institutions, and other national and international bodies. These services are delivered in specialized areas of expertise.

5.2 The consultancy services provided will include expert guidance, use of specialized tools, evaluation of technology, development of products and processes, software creation, management expertise, cost reduction and efficiency improvement, project work or dissertation involving experimental research, and personal and professional counseling.

5.3 Consultancy services shall not include examination duties, special lectures, participation in University, college, and public service commission selection committees, membership on the Board of Directors of companies, authorship of books or receipt of royalties from book publications, lecture tours, service on public sector or charitable committees, editorship of academic journals, publication of academic articles, or professional art performances.

6 Consultancy Advisory Committee

To streamline consultancy services, the University will constitute a Consultancy Advisory Committee (CAC) with the following composition:

6.1: Composition

- (i)** Convener : Director of the Research and Development cell
- (ii)** Dean of the concerned Faculty
- (iii)** Head/ Director/ Coordinator / Incharge of the concerned subject
- (iv)** Finance Officer of the University
- (v)** Registrar of the University
- (vi)** Special invited member (in case of technical context) to be nominated by the Vice-Chancellor

6.2 Functions and Responsibilities:

Overall, the Consultancy Advisory Committee (CAC) plays a crucial role in ensuring that consultancy services are delivered effectively, ethically, and in alignment with the organization's goals and values. The Consultancy Advisory Committee (CAC) will oversee and direct the consultation operations of the University, tailored to the requirements of industry, government, and non-government organizations,



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and utilizing the University's existing experience. The specific functions and responsibilities of CAC are as under:

- (i) To facilitate meeting and discussion between consultant and client.
- (ii) To give suggestions, if any for improvement of consultancy project.
- (iii) To review the consultancy project proposal and recommend it to the Vice Chancellor for approval.
- (iv) To monitor the progress of consultancy projects.
- (v) To review the project annually and submit reports to the authorities of the University.
- (vi) To encourage faculty members to participate in various knowledge updating programmes, networking platforms etc.

7. Norms

The consultancy service work will be undertaken by the regular and contractual faculty of Dr. Rammanohar Lohia Avadh University, Ayodhya, in accordance with the following guidelines:

- 7.1 Under no circumstances consultation work will interfere with the assigned responsibilities of the faculties. The total time invested in consultancy activity must be less than that which is equivalent to 30 working days per academic year.
- 7.2 The sponsoring agency is responsible for covering all expenditures related to the consultancy project, including the University Overhead Charges and the service tax.
- 7.3 The employment of temporary personnel for consultation projects will adhere to the established University criteria and regulations. Consumable and transportation expenses of these services must be funded by the allocated project funds and must adhere to the current purchasing and travel regulations of the University.
- 7.4 No relaxation from University duties due to consultancy work.
- 7.5 No financial burden on University for any consultation work.
- 7.6 All expenses towards material input, consumables, additional equipment (if required) will be paid by the client

8. Procedure

- 8.1 The CAC will receive requests for consultancy projects/services from various organizations as well as faculty members of the University. The agreement will be finalized according to the following rules:



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8.2 Consultancy services requested by organizations or individuals will be assigned to a specific consultant or group of consultants based on their expertise, as determined by the CAC. In case an organization approaches a faculty member for consultancy services, the project will be submitted to the Consultancy Advisory Committee (CAC).

8.3 The cost of the consultancy project/services will be assessed by considering the consultant's time and intellectual contribution, any necessary travel and accommodation expenses, the duration of the project, the cost of materials and resources used (such as chemicals, raw materials, consumables, stationary, computer charges, miscellaneous items, etc.), and the availability of infrastructure. The cost will be subject to negotiation and will vary depending on the specific circumstances of each case. The ultimate decision for this matter will be made by the CAC.

8.4 The finalization of consultancy proposal should clearly highlight the followings points as mentioned below:

- (i) Outline of work and terms of reference should be clearly defined.
- (ii) The requirements (infrastructural /equipments/chemicals etc.) for executing the consultancy should be identified and informed to the client.
- (iii) Mutual agreement should be made with reference to the procedure and programmes prior to execution of the proposal.
- (iv) The time frame should be well defined for the undertaken proposal.
- (v) The proposal should clearly define the number of staff involved, consultancy fees, duties and responsibility assigned to staff(s) and other expenditure details.

8.5 The proposal as recommended by the Head/ Director/ Coordinator / Incharge of the concerned subject will be forwarded by the CAC, after proper verification, for the final approval of Vice Chancellor through Registrar.

9. Fees for Consulting Services

9.1 The consultancy costs will be determined by consultant, CAC and Client with the final approval of Vice Chancellor.

9.2 The client is required to make an upfront payment of 50% of the entire cost of the consultation project/service. The remaining amount will be paid upon completion of the job.



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9.3 The Finance officer of Dr. Rammanohar Lohia Avadh University, Ayodhya would establish a distinct budget / account category specifically for consultant services.

9.4 For consultancy work, 70% of the amount will be paid to the consultants and 30% will accrue to the University.

9.5 The cost of the consultancy project/services will be categorized as follows:

S.No	Head	Amount in Rs.
A	I. Equipments	
	II. Cosumables(Stationary, Chemicals etc.)	
	III. Travel	
	IV. Hiring services	
B	*Consultancy Fees	
	GST	
	Total Cost (A+B+GST)	

*Sharing of consultancy fees (**B**) will be as per the following table:

Consultants Share	University Share
70 % of B	30% of B

Distribution of consultancy fees (70%) among Consultants and university share (30%) will be as per the following table:

	Consultants	Share
	I. Share of PI	35%
	II. Share of Co-PI	25%
	III. Supporting/ technical staff	10%
	University	Share



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	I. Overhead	20%
	II. Admin. expense	10%

9.6 The income earned by any individual from consultancy will be taxable as per the rules of Government of India.

9.7 All financial transactions related to consultancy will be cashless through bank transfer or online transfer to appropriate university account. The university will make the appropriate payment to the consultancy provider as per rules.

10. Standard Terms and Conditions for Consultancy Services

10.1 Any consulting work done by Dr. Rammanohar Lohia Avadh University, Ayodhya staff will be done in good faith and based on the client's materials, data, or other relevant information as agreed upon.

10.2 The University will take all reasonable steps to protect the privacy and anonymity of any private information it receives from clients and abide by terms of references and MoU.

10.3 Any test or other report from the University will be based on work that was done according to standard and/or open domain literature that is available. In any case, this report should not be seen as a legal document, certificate, or endorsement as per by terms of references and MoU.

10.4 All payments should be made through a cheque, a demand draft (DD), or an online transfer made to the Finance Officer, Dr. Rammanohar Lohia Avadh University, Ayodhya. The price will also include any taxes and other fees that the State or Central Government decide to add from time to time.

10.5 Both the party can end the consulting project or services by giving the prior 45 days notice to other party. That being said, both sides will still meet any remaining project-related responsibilities prior to the termination of project.

10.6 The University is not responsible for any loss, damage, delay, or failure to perform that is directly or indirectly caused by something that it could not have reasonably avoided (force majeure). If University is responsible for anything, it will only be the amount of money it got for the consulting job or services.

10.7 The University and the client will share ownership of any intellectual property that is made or invented as part of the project or service. The terms and conditions for giving these rights to the client will be set out in a separate written contract that both parties agree to, if needed.



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- 10.8** The worker must act in a way that upholds the University's image while doing consulting work. If the University finds that the employee did something wrong during the consultancy, disciplinary action may be taken.
- 10.9** The R&D Cell must have the original copies of all documents related to all consulting work done by its employees so that they can be processed properly for accounting and auditing reasons.
- 10.10** People who hire consultants would not be able to use the University's name, image, or other materials in any way without first getting permission from the University.
- 10.11** Engagement in consultancies must not create any perceived or actual conflict of interest.
- (i) Conflict of interest, if any, must be immediately reported to the University.
 - (ii) A conflict of interest shall be considered as a case where an employee engages in consultancy at the expense of the interests of university as defined by the University.
- 10.12** If there are any disputes the jurisdiction lie in Ayodhya.