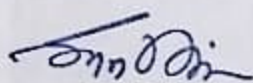


RO/ADM/SOP/F74-10006

NOTICE

I have been directed to inform you of the revised Consultation Policy of  
The Neotia University, which is attached herewith for your perusal.



**Registrar**  
**The Neotia University**

REGISTRAR  
THE NEOTIA UNIVERSITY (TNU)  
WEST BENGAL, 743368



RO/ADM/SOP/F74- 10006

Date: 06.05.2026

## NOTICE

### SOP OF CONSULTANCY OF THE NEOTIA UNIVERSITY



**AmbujaNeotia**

**THE NEOTIA  
UNIVERSITY**

ज्ञानम् आत्म प्रदीपाय

Approved Under Sec.2(f) of UGC Act 1956

REGISTRAR  
THE NEOTIA UNIVERSITY (TNU)  
WEST BENGAL, 743368



## PREAMBLE

Consultancy is an important channel through which knowledge and expertise could flow from the faculty of the university to business and other external agencies, and it can contribute to the growth, development and productive relationships with these components of society. Consultancy activity in The Neotia University may be associated with contractual relationships, including research, service contracts etc. with government/non-government organization in lieu of a fee. The university, therefore, encourages its faculty and staff to engage in consultancy whenever appropriate, and in a manner that is in conformity with their agreement with the university.

## PURPOSE

This policy document is intended to lay down the norms for undertaking consultancy work and its facilitation in accordance with the university's rules and procedures.

## DEFINITIONS AND SCOPE

Consultancy is work of a professional nature, undertaken by faculty members of university in their field of expertise, for clients outside the institution, for which some financial return is obtained. Consultancy shall produce some form of contracted output which may be partly or wholly owned by the client. It shall be governed by short-term contracts clearly defining university resources.

## EXCLUSIONS

This consultancy policy does not apply to the activities intended for furtherance of scholarship or general dissemination of knowledge or general enhancement of intellectual level of the society at large where no revenue is received by the faculty members. Besides, the exclusions may be made in the following categories:

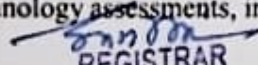
- External examinership
- Lectures and conference presentations
- Editorship of academic journals or the publication of academic articles Royalties from authorship and publication of books
- Charitable services
- Any other as decided by the Management.

## INCLUSIONS

Activities that are typically considered as consultancy are as follows,

### 1. Studies and Assessments:

Conducting feasibility studies, technology assessments, impact assessments,

  
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- Environmental Impact Assessment, or evaluating detailed project reports.
- 2. Design and Development:**  
Product design, process development, software development, or assessment of designs.
  - 3. Analysis and Audits:**  
Performing material, energy, environmental, or human resources analyses and audits.
  - 4. Problem-Solving and Trouble shooting:**  
Offering general troubleshooting, retrofitting exercises, or intensive efforts to transfer specialized skills and expertise
  - 5. Training and Development:**  
Developing and delivering training programs for students, faculties, research scholars, tailored to specific organizational needs. Additionally, internship & training for individuals (including students) from educational institutions and industry.
  - 6. Surveys and Documentation:**  
Carrying out surveys, action research, exploration studies for government agencies or private companies, market feasibility studies, economic surveys, population surveys, statistical surveys, and documentation for external clients.
  - 7. Institutional Consultancy:**  
Involving the use of university facilities such as equipment, laboratories, and computational resources for client-related work.
  - 8. Advertising Campaigns Consultancy:**  
Consultancy for advertisement and marketing campaigns for products, services, technologies and launch events, event management consultancy.

## MANDATE

A minimum allocation of INR 10,000 per faculty member per academic year shall be mandatory for each School.

## DURATION OF CONSULTANCY

- The total time invested in consultancy activity should be mentioned in the consultancy proposal application form (Annexure-I). The proposal shall be reviewed by the R&D Cell and approve the duration thereafter.
- Any extension of consultancy work would require prior permission from the R&D Cell of the university.

  
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## INCOME DISTRIBUTION

- The consultancy fees must be mentioned in the consultancy proposal. Once the consultancy proposal is accepted by the R&D Cell of the University, the R&D Cell shall calculate the income distribution fund.
- In case, faculty members pursue consultancy outside of The Neotia University, then the compensation charge (as per Annexure-II) shall be taken into consideration. If faculty members pursue consultancy inside The Neotia University without compromising assigned workload, the compensation charge is not included during the calculation of income distribution fund.
- Post calculation of the Income Distribution Fund, the university shall disburse 70% of the Income Distribution Fund to the faculty/department while the university shall keep 30% of the same for administrative expenses.
- The income earned by any individual from consultancy shall be taxable as per Govt. of India rules.
- All financial transactions related to consultancy shall be cashless through bank transfer to/from appropriate university account. The university shall make the appropriate payment to the consultancy provider as per rules.

## APPROVAL OF CONSULTANCY ACTIVITY

All consultancy proposals have to be submitted to the R&D Cell of the university. The R&D Cell shall have the right to make the decision to accept or decline the proposal.

## CONFLICT OF INTEREST

Conflict of interest (COI) in consulting assignments arises when professional judgment may be compromised by competing interests. It includes conflicting activities, such as consultants providing related downstream services linked to their assignment, and conflicting assignments, where prior or concurrent engagements may bias outcomes or create an unfair competitive advantage. COI may also stem from conflicting relationships, including family or business ties with individuals involved in procurement, evaluation, or supervision. Additionally, conflicting clients situations occur when consultants serve multiple parties with opposing interests on related projects. To ensure fairness and transparency, all such conflicts must be disclosed promptly. Individuals involved in decision-making processes should declare any personal or financial interests and recuse themselves where necessary to maintain objectivity, integrity, and unbiased outcomes.

## CODE OF CONDUCT

- The conduct of the employee during the consultancy work must conform to the prestige and reputation of the university. The university shall be entitled to take disciplinary action

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Approved Under Sec.2(f) of UGC Act 1956

- If any aforementioned employee of The Neotia University engages in any consultancy activity without the approval of the R&D Cell, the employee in question shall be subjected to strong disciplinary actions (including and up to termination of service).
- The clients receiving consultancy services from the university may cite the university name, logo etc. when referring to the consultation report of the university.
- Original copies of all the documents related to all consultancy services undertaken by its employee must be in possession of the University for allowing appropriate processing for financial accounting and audit purposes.
- Any violation of the above policy shall be considered as major misconduct.

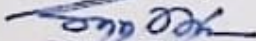
### **SOP REVIEW**

- This SOP is to be reviewed by the R&D Cell of TNU.

Sd/-

**Registrar**

**The Neotia University**



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**Consultancy proposal application (Annexure I)**

Name of the Applicant/s	
Details of Applicant/s (including Department, Designation)	
Name of the organization from where you received the consultancy proposal	
Duration of the proposed consultancy (total days/ weeks/ months of engagement of faculty)	
Financial details of the consultancy project	
Faculty members working inside the campus during consultancy	
Faculty members working outside the campus during consultancy (Annexure-II shall be considered while calculating income distribution fund)	
Details of the consultancy project (200 words)	
Remarks of R&D Cell	

(Application of consultancy should be submitted by the applicant to the R&D Cell through Dean of that School)

  
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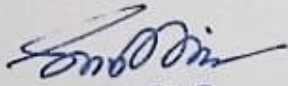
**(Annexure II)**

**Compensation Charge calculation**

The compensation charge is given in the table below:

Designation of Faculty	Compensation to be paid by the faculty for each day of engagement in the consultation project
Assistant Professor	INR 1666/- for each day of engagement
Associate Professor	INR 3125/- for each day of engagement
Professor	INR 3791/- for each day of engagement

Similarly, compensation for use of Lab and other facilities may be compensated to the University as per the decision of the R&D Cell. If the total compensation paid to the University by the faculty exceeds the total revenue generated from the consultancy project, a revised rate of compensation tariff shall be decided by the R & D Cell.

  
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