



MALLA REDDY (MR)

Deemed to be University

Recognized Under Section 3 of the UGC Act, 1956

Approved by AICTE, New Delhi, Accredited by NAAC with 'A++' Grade (Cycle- III)

CONSULTANCY

POLICY



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CONSULTANCY POLICY

1.0 INTRODUCTION

Malla Reddy (MR) Deemed to be University (MRDU) promotes active academic-industry engagement through structured consultancy activities. Consultancy serves as a strategic mechanism for applying institutional expertise to societal, industrial and governmental problems. It strengthens MRDU's ecosystem of innovation, enhances institutional reputation, and supports financial sustainability.

This policy establishes a comprehensive framework governing the planning, approval, execution, monitoring, financial management, and ethical implementation of consultancy services by MRDU faculty, staff, departments, centres, and specialized units.

2. DEFINITIONS

Consultancy	Application of professional, technical, or research expertise to address the needs of external agencies for a fee.
Individual Consultancy	Consultancy assignments executed by an individual faculty or staff member.
Departmental Consultancy	Consultancy assignments undertaken collectively by a department or centre.
Client Agency	Any organization, industry, government body, NGO, or institution that engages MRDU for consultancy.
Overheads	Institutional charges towards administrative, infrastructural, and resource utilization.
Intellectual Property (IP)	Any innovation, design, report, technology, or creative output generated as part of consultancy.
Conflict of Interest	A situation where personal or financial interests may influence professional judgement.

3. OBJECTIVES

The primary objectives of this Consultancy Policy are:

1. To encourage and facilitate consultancy activities that strengthen MRDU's academic excellence and societal contribution.

2. To promote collaboration between academia and industry, enabling knowledge exchange and real-time problem solving.
3. To provide a standardized framework for managing consultancy assignments, including contractual, financial, and operational procedures.
4. To ensure that consultancy work aligns with ethical principles, institutional values, and professional standards.
5. To generate revenue, support institutional development, and incentivize faculty engagement without compromising academic responsibilities.

4. SCOPE

This policy applies to all full-time:

- Faculty members
- Technical staff
- Scientific and research personnel
- Administrative staff associated with consultancy facilitation

Consultancy services under this policy include, but are not limited to:

- Advisory and expert consultancy
- Research-based and analytical consultancy
- Technical, laboratory services
- Design, development, testing, validation, and certification services
- Training, workshops, and professional capacity-building programs
- Institution-industry collaborative problem solving

All consultancy activities—individual, departmental, or institutional—fall under the purview of this policy.

5. TYPES OF CONSULTANCIES

5.1	Advisory Consultancy Offering domain-specific guidance, expert opinions, and professional advice.
5.2	Technical / Laboratory Consultancy Testing, analysis, measurement, calibration, certification, or validation using MRDU facilities.
5.3	Research Consultancy Problem-solving through applied research, experimentation, modelling, or innovation.
5.4	Training & Capacity Building Consultancy Custom training programs, workshops, and professional development sessions.
5.5	Design & Development Consultancy Creation of prototypes, software, models, tools, or technological solutions.
5.6	Expert Witness / Specialized Testimony Providing expert reports or testimony based on professional credentials.

6. ELIGIBILITY

All full-time faculty members and technical staff of MRDU are eligible to undertake consultancy assignments, provided the work corresponds to their domain expertise and does not compromise academic responsibilities. Prior approval from appropriate authorities is mandatory before commencement of any consultancy activity.

7. ROLES AND RESPONSIBILITIES

Consultant	<ul style="list-style-type: none">• Prepare proposals and execute consultancy work responsibly.• Ensure timely deliverables and compliance.• Maintain confidentiality.
Head of Department	<ul style="list-style-type: none">• Review feasibility and alignment with department capabilities.• Ensure workload balance.
Dean	<ul style="list-style-type: none">• Ensure academic responsibilities are not compromised.• Approve resource utilization.
Consultancy Cell	<ul style="list-style-type: none">• Scrutinize proposals, agreements, finances, and compliance.• Maintain a central repository of consultancy records.• Monitor progress and reporting.
Finance Office	<ul style="list-style-type: none">• Manage funds, bills, payments, GST, and statutory compliance.

8. APPROVAL PROCESS

1	Proposal Submission	Consultant submits a detailed plan including scope, timelines, deliverables, budget, IP clauses, and risk assessment.
2	Departmental Review	HoD evaluates technical feasibility, resource requirements, and team structure.
3	Dean's Approval	Verification of academic load and institutional commitments.
4	Consultancy Cell Approval	Examination of financials, legal aspects, conflicts of interest, and institutional viability.
5	Agreement & contracting	A signed MoU/Agreement between MRDU and the client agency is mandatory.
6	Execution & Monitoring	Consultant begins work following approval and contract signing.

9. USE OF UNIVERSITY RESOURCES

Consultancy may utilize:

- Laboratories and equipment

- Computing and software tools
- Technical and project staff
- Facilities, workshops, and instruments

Guidelines:

- Costs of consumables and equipment use must be included in the consultancy budget.
- Student involvement requires approval and must ensure no exploitation.
- Equipment must be used in accordance with safety and operational protocols.

10. FINANCIAL MANAGEMENT

Budget Heads

- Consultancy fees
- Consumables
- Manpower costs
- Travel and logistics
- Equipment usage charges
- Overheads

Statutory Compliance

- All consultancy revenues are subject to applicable GST and taxes.
- Payments must follow MRDU financial rules.

Expense Handling

- All expenditures must be supported by invoices and approved by the Consultancy Cell.

11. REVENUE SHARING

Revenue generated through consultancy projects is distributed in a manner that incentivizes faculty participation while also supporting the university's administrative and infrastructural requirements.

11.1 Individual Consultancy

In individual consultancy assignments, 30% of the total revenue is allocated to the consultant or team of consultants, while the remaining 70% is retained by the university to support institutional facilities, administrative services, and resource utilization.

11.2 Departmental Consultancy

For departmental consultancy assignments, the revenue distribution prioritizes strengthening departmental capabilities, with 70% allotted to the department undertaking the consultancy and the remaining 30% retained by the university.

Note: All revenues are subject to applicable statutory deductions, including GST, TDS, and project-specific expenses, as per institutional financial norms.

12. INTELLECTUAL PROPERTY RIGHTS (IPR)

1. IPR ownership and benefit sharing must be clearly defined in the agreement.
2. MRDU retains a non-exclusive, royalty-free right for academic use of outputs.
3. Confidential or proprietary client data must be protected.
4. Patentable outcomes follow MRDU IPR Policy.

13. CONFLICT OF INTEREST

Consultants must avoid situations where personal interests could conflict with professional responsibilities. Any potential conflict must be disclosed during the proposal stage. University resources should not be used for personal benefit, and private consultancy without approval is strictly prohibited.

14. QUALITY ASSURANCE & REPORTING

Quality Assurance Mechanisms

- Periodic internal reviews by the Consultancy Cell
- Documentation and audit trails
- Client feedback and satisfaction surveys

Reporting Requirements

- Quarterly/milestone reports
- Final completion report
- Financial statement and utilization certificate

15. RISK MANAGEMENT

Consultancy activities may involve technical, financial, legal, or confidentiality-related risks. It is essential that consultants anticipate possible risks and propose mitigation strategies in the consultancy proposal to ensure smooth execution and safeguard institutional interests.

16. CONFIDENTIALITY & DATA PROTECTION

Confidentiality and data protection are critical components of all consultancy engagements undertaken at MRDU. Consultants must ensure that all sensitive information, proprietary data, technical documents, research findings, client-specific materials, and laboratory data accessed during the consultancy work are handled with the highest level of security and discretion. All consultancy agreements shall include confidentiality clauses mandating strict non-disclosure of client information. Data must be stored, processed, and transmitted using secure systems approved by the university. Consultants are responsible for ensuring compliance with institutional data

protection protocols, relevant legal requirements, and ethical standards governing the handling of sensitive or classified information.

17. ETHICAL CONSIDERATIONS

All consultancy activities at MRDU must uphold the ethical values and professional integrity expected of academic institutions. Consultants are required to ensure that no conflict arises between consultancy work and their academic responsibilities. Ethical handling of materials, data, and research outcomes is mandatory, and consultants must adhere to established professional codes of conduct. The involvement of students in consultancy work shall be strictly monitored to prevent any form of exploitation or undue burden. Additionally, all consultancy engagements must comply with regulatory and statutory guidelines relevant to the discipline, ensuring accountability, transparency, and respect for societal and professional norms.

18. DISPUTE RESOLUTION

Disputes arising from consultancy projects will be resolved through MRDU's Arbitration and Dispute Resolution Panel.

19. ANNUAL REPORTING & TRANSPARENCY

- Consultancy Cell shall publish an annual consolidation of all consultancy projects.
- Summary will be included in IQAC Annual Report.
- Major consultancy achievements will be showcased on the university website.

21. REVIEW AND AMENDMENTS

This policy will be reviewed biennially and revised as needed to reflect evolving needs, regulatory requirements, and strategic priorities.

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DOCUMENT CONTROL SHEET

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1.0	0	01 Nov 2025	First issue of the Consultancy Policy MRDU	Dean (R&D) & Dean (IQAC)	BoM & VC