



MUGBERIA GANGADHAR MAHAVIDYALAYA

P.O.—BHUPATINAGAR, Dist.—PURBA MEDINIPUR, PIN.—721425, WEST BENGAL, INDIA

NAAC Re-Accredited B+Level Govt. aided College

CPE (Under UGC XII Plan) & NCTE Approved Institutions

DBT Star College Scheme Award Recipient

E-mail : mugberia_college@rediffmail.com // www.mugberiangangadharmahavidyalaya.ac.in

Annual Report 2022-23



IIC, Mugberia Gangadhar Mahavidyalaya

A. About IIC Institute

• Vision / Mission of IIC established at the Institute

Institute's IIC is a proactive response to the NISP guiding framework, aiming to create an ecosystem that encourages entrepreneurship, supports innovation, and manages intellectual property effectively. This initiative can have far-reaching benefits, not only for the institution itself but also for the broader community by promoting economic development and job creation through start-ups and innovative ventures. The primary vision of the IIC is to provide opportunities for students and faculty to explore entrepreneurship. This can involve training, mentorship, and access to resources.

• Journey of IIC established at the Institute

As per the guidelines and norms set up by MHRD's Innovation Cell and AICTE, our institution Mugberia Gangadhar Mahavidyalaya, Bhupatinagar, Purba Medinipur, West Bengal, India has established Institution Innovation Councils-Mugberia Gangadhar Mahavidyalaya (IIC-MGM) during IIC Calendar year 2018-19. The institute has been rated as 1.5 stars during the IIC calendar year 2019-20, 2.5 stars during the IIC calendar year 2020-21 and 3.5 stars during the IIC calendar year 2021-22 for undertaking various activities prescribed by Innovation Cell, Ministry of Education, Govt. of India to promote Innovation and Start-up in campus.

• Diversified representation in the IIC established at the institute from industry, Interdisciplinary & Departments / Units etc.

Various wings of our college like Research Cell, Nutrition, Food Processing, Tourism & Hotel Management departments of the college have done diversified representation in the IIC established at institute from its beginning. Besides, small industries/associations like Nutricium Foods & Maa Shakti Milk Products, West Bengal, Purba Medinipur Farmers' Association and Welfare Society, Ubdadal, Purba Medinipur, West Bengal, Pipal Tree Hotels Pvt. Ltd., Kolkata, West Bengal, Kasturi Aqua Life Products Pvt. Ltd. Bera Food Products, Paschim Medinipur, Red Cow industry, Kolkata & Pasupati Aquatics Pvt. Ltd. Kishorenagar, Contai, Purba Medinipur, West Bengal, Ananda imperial, Chhattisgarh 495004, Club Mahindra Resort-Kanha, Madhya Pradesh, Nataraj Sarovar Portico-Jhansi, Uttar Pradesh

284001, Nirvana Sarovar Portico Gorakhpur, Uttar Pradesh 273001 etc have extended their hands and supports to diversify the IIC established in our institute. Brainware University, Kolkata has been acting as mentor institute for our college and we have done various mentor mentee program with their collaboration and a MOU has been signed with them to diversify IIC activities. Our other industry partners have been listed below:

Industry Name	Address
Epic Agro Products Pvt. Ltd. (Britania)	Vill: Deora. P.S Amta, Dist- Howrah711401
Jaya Biscuits Pvt. Ltd.	Sugandha, Delhi Road, Chuchura, Hooghli
Raja Udyog Pvt. Ltd	16F, B.T. Road, Sukchar, Kolkata – 700 115
Bajarangbali Vanijya Pvt. Ltd. (SOBISCO)	31/32, Mile Stone, Delhi Road, Pearapore, Sheoraphuli Dist-Hooghly. Pin-712223
Starmilk Products Pvt. Ltd	Starmilk Products Pvt. Ltd., Pusurah, Hooghly Vill+P.O- Jangalpara, P.S- Purshura Dist.- Hooghly, Pin- 712 401
Bina Food Products	Ektarpur, Madhakhali, Purba Medinipur, Pin: 712501
Santu Ice Factory	Vill+P.O Bashgara Bazar, P.S Khejuri, Dist: Purba Medinipur
Ma Kali Ice Cream Factory	P.O- Ajaya, P.S- Khejuri, Dist- Purba Medinipur, Pin:721430
Sushila Ice Factory	Vill+P.O+P.S- Bhupatinagar Dist: Purba Medinipur
Ma Tara Bakery	Vill+P.O: Muradpur, P.S: Chandipur, Dist: Purba Medinipur
Chandramoni Bakery	Pratapdighi, Purba Medinipur
Joy Bakery	Amrashi, Patashpur, Purba Medinipur
Calcutta Bakery	Vill: Saiyadpur, P.O: Ramnagar, PS: Ramnagar, Purba Medinipur
Gujarat Cooperative Milk Marketing Federation (GCMMF)	Gwalior
Tasty Bakery	Kumarpur, Contai, Purba Medinipur, Pin-700 042
Thacker Dairy Products Pvt. Ltd	Garmirzapur, Masilla, Andul Road, Howrah-711302
India Dairy Products Ltd	Dankuni, Pin - 712702
Red Cow Dairy (P) Ltd	Nandan Housing Complex, Station Road, Dankuni, Hooghly
Bhagirathi Cooperative Milk Producers' Union Ltd	Panchanantala, Berhampore, Murshidaba-742101
Haringhata Dairy	Haringhata Farm Road, Nadia - 741252
Ichhamati Cooperative Milk Producers Union Ltd	Barahat, Hatipukur Road, North 24-Pargana, Kol- 700124
Meghna Farm Products	Kamarpole, Sarisha, Diamond Harbour-II, South 24- Parganas, Pin-743368

Organic Dairy Foods (India)	Vill+PO-Gadardihi, Beliatore, Bankura-722203
Mashakti Food Products Ltd	Rampur, Gaighata, 24 PGS(N).Pin- 743249
Bera Food Products	Khasjungle, Abas, Kotwali, Paschim Medinipur, West Bengal
The Midnapore Co-OP Milk Producers Union Ltd (MIMUL)	Ashoknagar, Paschim Medinipur, Midnapur-721101

B. Brief mention of key functionaries at the IIC Institute

- **President:** Always motivates us and as president of Governing Body of the college, provide permission to do all kinds of activities under IIC.
- **Vice President:** He is actively engaged in providing motivational guide to the students towards entrepreneurship.
- **Principal:** He is the key personality who supervises all sorts of functionaries of IIC.
- **Convenor:** Makes plan for the activities of IIC and announces the programs. He is actively engaged in guiding innovative activities.
- **Coordinators etc.:** Coordinators are assigned for IPR, Start-ups, internship, social media activities. All the coordinators and the members are continuously doing activities related to the IIC.

C. Portfolio/graphical/Tabular representation of Resource strength (human capital and Physical capital) of the IIC institution

- Total No. of IIC Members: **34**
- Total No. of IAs: **12**
- Total No. of faculty Mentors From Portal: **17**
- Pre-Incubation Units, If any: **03**
- Incubation Units, If any: **00**
- IP Facilitation Unit, If any: **00**

D. Highlight Facilities, Infrastructure of Pre-Incubation & Incubation kind and Student bodies/clubs engaged in promotion of Innovation and Entrepreneurship in the campus.

College provides all types of facilities like 24 hours electricity; water; Wi-Fi; computers and lab facilities. All the pre-incubation units are well equipped with modern instruments and infrastructural facilities. The college has two-vermicomposting production units inside the campus, which are producing and marketing compost fertilizer in the local areas. Ex-students, PG students from Food technology, Nutrition and Management department, B.Voc. Tourism and Hotel management department and Purba Medinipur Farmers' Association and Welfare Society are engaged in promotion of Innovation and Entrepreneurship in the campus.

E. Highlight Achievements (Narrative/Graphical/tabular representation)

- **Number and Different types of I & E and IPR activities Conducted**

IIC calendar activities: 15 in Quarter I & II and 08 in Quarter III & IV
MIC driven activities: 03 in Quarter I & II and 06 in Quarter III & IV

Celebration activities: 05 in Quarter I & II and 05 in Quarter III & IV
Self-driven activities: 02 in Quarter I & II and 00 in Quarter III & IV

The brief highlights of all these activities with pictures are given below:

IIC calendar activities

1. “My Story: A Motivational Session by Successful Entrepreneur Date: 07/02/2023

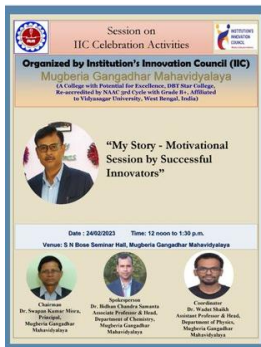
In the initiation of IIC, Mugberia Gangadhar Mahavidyalaya, a motivational session was organized in S. N. Bose seminar hall of the college to encourage and motivate the students to be self-entrepreneur to cope up with the situation of limited scope of Govt. job. In this session, Sri Arun Kar, proprietor of Joyanti Enterprise, Purba Medinipur, West Bengal, was the speaker who was the ex-students of the college and now is able to establish himself as successful entrepreneur. About 33 students (M- 26, F- 07) and 6 teachers (M- 05, F- 01) participated in this motivational session.



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2. My Story – Motivational Session by successful Innovator Dated 24.02.2023

The IIC of our college had arranged an IIC driven activity (Quarter I) on “My Story – Motivational Session by successful Innovator” through offline mode to motivate the young minds for thinking and designing the innovative ideas into prototype and start a business alone. On this program, the speaker was Dr Pintu Roy Chowdhury, Assistant Professor, Department of Bengali, Mugberia Gangadhar Mahavidyalaya. Near about 31 students (M 02 F 29), 5 faculty members and 2 alumni heard his motivating lecture. We had also with us Dr Swapan Kumar Misra, the honourable Principal of our college as Chairperson of this session and Dr Bidhan Chandra Samanta, Associate Professor & HOD, Department of Chemistry as guest of honour.



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<https://twitter.com/Swapank26545954/status/1629081857131417600/photo/1>

3. Demo Day/Exhibition/Poster Presentation of Ideas/PoC & linkage with Innovation Ambassadors/Experts for Mentorship Support - Manage through YUKTI NIR dated 20.03.23

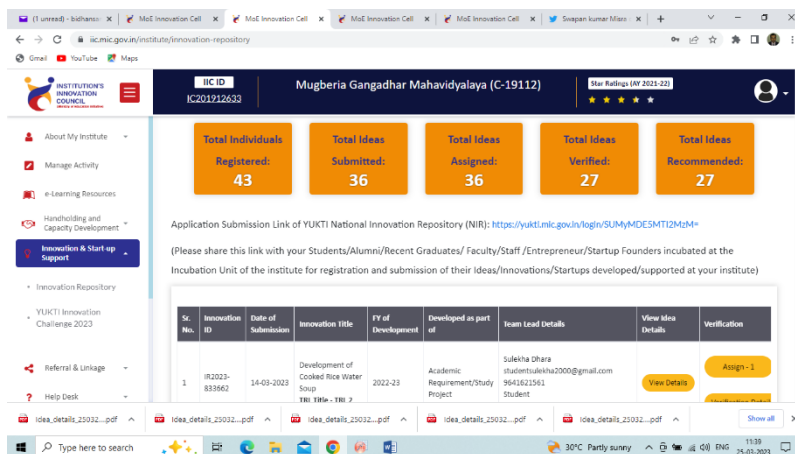
In the initiation of IIC, Mugberia Gangadhar Mahavidyalaya, a preliminary session was organized in S. N. Bose seminar hall of the college on 20.03.2023 instead of 23.02.2023 (due to unavoidable reason) in order to see the presentation of Ideas developed and submitted through YUKTI NIR by the students of M.Voc. This session has encouraged and motivated the students for start-up with their innovative ideas. In this session, Dr Swapan Kumar Misra, Principal of the college and Dr Bidhan Chandra Samanta, Asso. Prof. and Head, Dept. of Chemistry of the college, were present for mentorship support. About 43 students (M- 11, F- 32) participated in this demo day session.



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4. Intra institutional idea competition through YUKTI-NIR dated 20/03/23

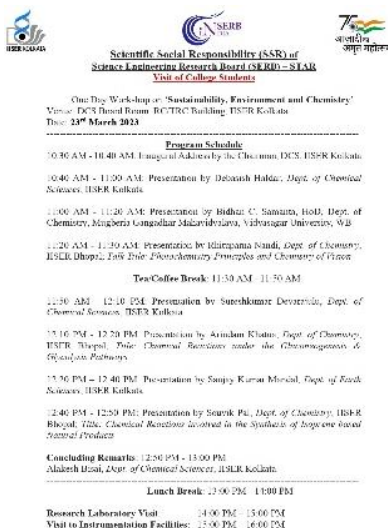
The IIC of the college arranged intra institutional idea competition through YUKTI-NIR dated 20/03/23 as per their announcement made on 13/02.23. For the 2022-23 session, 20 ideas have been submitted by the students in YUKTI and our innovation ambassador have verified and assigned those ideas and also recommended for the next step. On the basis of the assignment, three best ideas have been selected to be rewarded by the Principal Sir of the college.



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5. Exposure and field visit to IISER Kolkata for problem identification dated 23.03.23

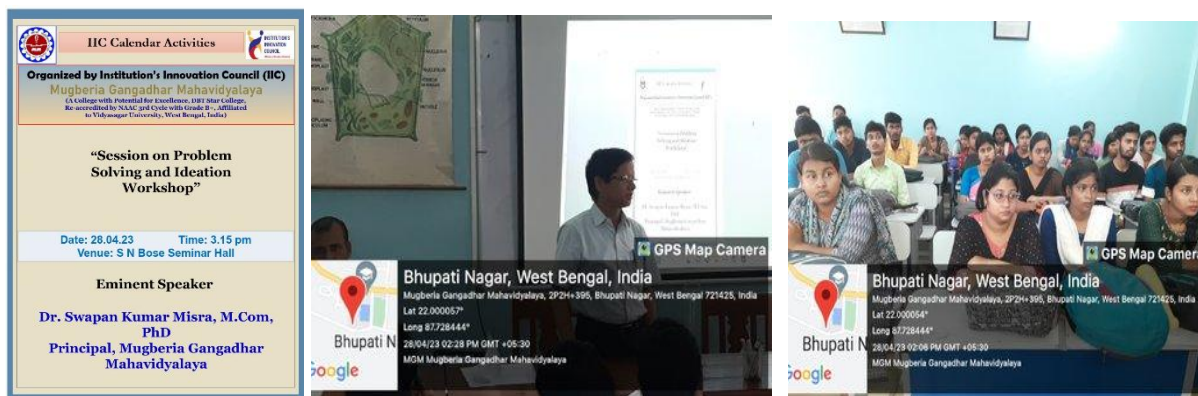
This exposure visit was arranged in a view to improve critical thinking and encouraging 'hands on' experimental science at undergraduate level. On a larger perspective, the visit was initiated imagining that it shall encourage more students to take up higher education in science. This acts as a catalyst in igniting young minds (faculty and students) to engage in networking, exposure visits to research institutes and industries and apply for research grants in order to prepare them for future challenges after the successful completion of their undergraduate courses. About 70 students and 8 faculty members participated in this programme.



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6. Session on Problem Solving and Ideation Workshop Dated 28.04.2023

IIC of the college organized this workshop offline on 28.04.2023 to motivate and encourage the students and young faculties to think in an innovative way so that they can design some ideation to solve the current problems or issues prevailed in the society. Dr. Swapan Kumar Misra, Principal of the college was the speaker. He described with examples how to think innovatively, how to study market demand and how to design new start-up and encourage the participants to use their thinking in a fruitful way. About 4 teachers (M 3 F 1) and 44 (M 18 F 26) students participated in this workshop.



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7. Entrepreneurship and Innovation as Career Opportunity dated 30/01/2023

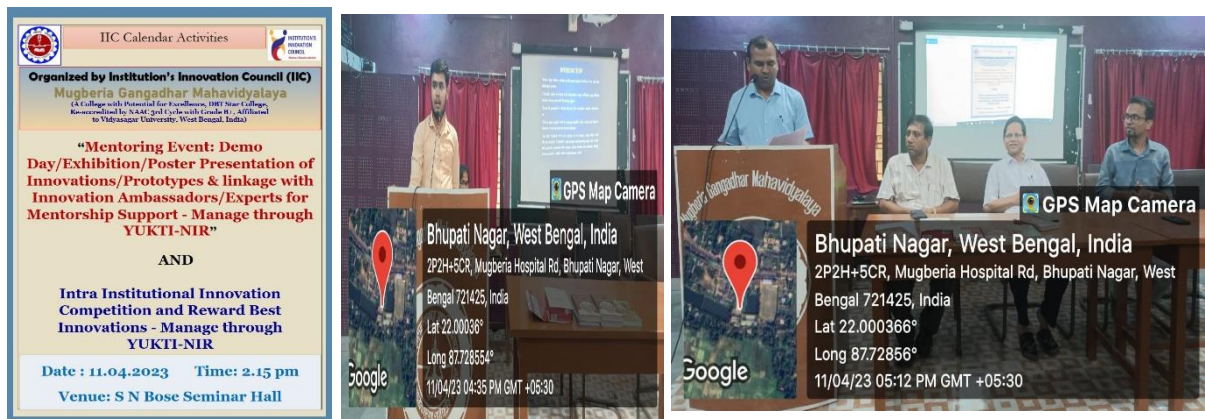
In the initiation of Nutrition department, the IIC of the college organized a one-day workshop on entrepreneurship and innovation as career opportunity in physical mode to create awareness and encouragement among the students about the opportunities to build career as successful entrepreneur and innovator. The speaker was Mr. Swapan Kr Jana, Senior General Manager, Ananda Dairy Ltd., New Delhi and about 53 students (M: 24 F: 29) and 9 faculty members were present in the program. The Principal Sir delivered welcome address at the beginning of the program.



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8. Mentoring Event: Demo Day/Exhibition/Poster Presentation of Innovations/Prototypes & linkage with Innovation Ambassadors/Experts for Mentorship Support - Manage through YUKTI-NIR dated 11.04.23

The IIC unit of the college has arranged demo presentation of prototypes developed and submitted through YUKTI-NIR by the student team leader on 11.04.23 in the S N Bose seminar hall of the college. About 19 students (M 04 F 15) presented their demo presentation through PPT. The Principal Sir of the college, Dr Swapan Kumar Misra, inaugurated the programme and three innovation ambassadors of the college (Dr Bidhan Chandra Samanta, Dr Apurba Giri and Dr Wadut Shaik) were present in the said programme for giving mentorship support.



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9. Intra Institutional Innovation Competition and Reward Best Innovations - Manage through YUKTI-NIR dated 11.04.23

Being completed demo presentation of prototypes developed and submitted through YUKTI-NIR by the student team leader, Intra Institutional Innovation Competition and Reward Best Innovations ceremony were arranged on 11.04.23 in the S N Bose seminar hall of the college. Five best innovations among 19 were rewarded and rest innovations were given consolation prize. The Principal Sir of the college, Dr Swapan Kumar Misra, inaugurated the programme and three innovation ambassadors of the college (Dr Bidhan Chandra Samanta, Dr Apurba Giri and Dr Wadut Shaik) were present as judge in the said programme.



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10. Field/Exposure Visit to Pre-incubation units dated 18.03.23

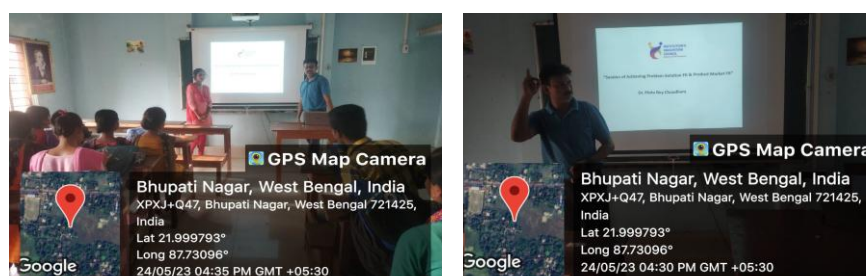
In the initiation of IIC, Mugberia Gangadhar Mahavidyalaya, department of Nutrition of the college has arranged one day exposure visit to pre incubation unit of Raja Udyog Pvt. Ltd. Sodpur, Kolkata, West Bengal to encourage and motivate the students to be self-entrepreneur to cope up with the situation of limited scope of Govt. job. About 34 M. Voc. students (M-21, F- 13) and 6 teachers (M- 03, F- 03) participated in this motivational session.



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11. Workshop on “Achieving Problem-Solution Fit & Product Market Fit” dated 24.05.2023

The IIC of Mugberia Gangadhar Mahavidyalaya organized a one-day workshop on “Achieving Problem-Solution Fit & Product Market Fit” on 24/05/2023. Dr. Wadut Shaikh, the convener of the workshop, delivered the opening remarks to inspire and encourage the participants in the field of entrepreneurship. Dr. Pintu Roy Choudhury, Assistant Professor & HOD of Bengali, served as the resource person for the workshop. Dr. Roy commenced the session by highlighting the current market situation and emphasized the importance of exploring innovative business ideas beyond the conventional norms. He discussed the significance of achieving problem-solution fit, shared strategies for identifying it, and highlighted the benefits associated with it. Furthermore, Dr. Roy shared a real-life example from his own experience, focusing on the concept of Product Market Fit in the context of the hotel business. The workshop concluded with a vote of thanks delivered by Dr. Biswajit Garai, expressing gratitude to all the participants and contributors for their active involvement and valuable insights. Participation: 37 (33 students (21 female, 12 male), 4 faculties (4 male))



Twitter Link of Workshop: <https://twitter.com/Swapank26545954>

12. Workshop on Entrepreneurship Skill, Attitude and Behaviour Development dated 27.01.2023

One-day validation and concept development workshop on “Entrepreneurship Skill, Attitude and Behaviour Development” of IIC Calendar activity was organized by the IIC of Mugberia Gangadhar Mahavidyalaya. Dr. P Roy Chowdhury convenor of the workshop gave opening remarks to encourage participants on entrepreneurship. Mr. Gaurav Goswami, CIMP Managing Partner - Global Hospitality and Management Consultancy, speaker of the workshop shared his views on skill, attitude and behaviour development on entrepreneurship in detail. The workshop ended following an interaction session with students. Participation: 57 (53 students (19 female, 34 male), 4 faculties (4 male)).



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13. Expert talk on “Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies & Tech- Transfer” dated 15.05.2023

The IIC of Mugberia Gangadhar Mahavidyalaya organized a one-day workshop on Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies & Tech- Transfer on 15/05/2023. Mr. Pravat Sharma, assistant professor, department of Tourism and Hotel Management was the main resource person for the event. In his speech, Pravat Sharma explained the process and steps of innovation development. Dr. Swapan Kr. Misra, Principal of College, welcomed and introduced the speaker while Dr. Bidhan Ch. Samanta proposed the vote of thanks. Participation: 52 (45 students (25 female, 20 male), 7 faculties (7 male))

IIC Calendar Activities

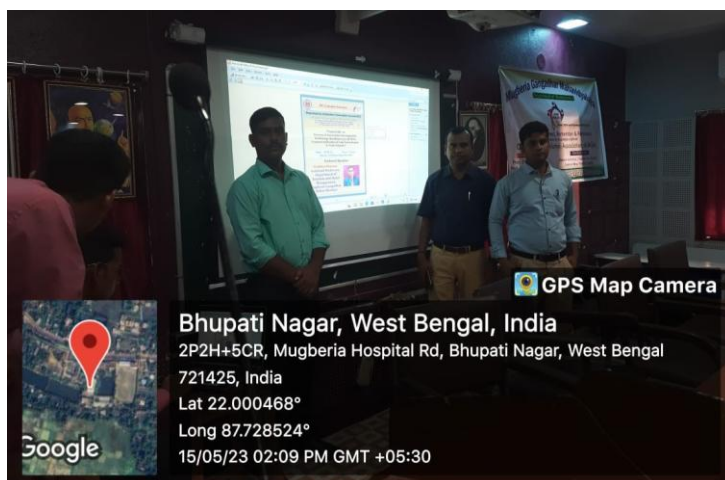
Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DIT Star College, Re-accredited by SAAC 3rd Cycle with Grade B+, Affiliated to Vidyasagar University, West Bengal, India)

**"Expert talk on
 Process of Innovation Development,
 Technology Readiness Level (TRL);
 Commercialisation of Lab Technologies
 & Tech-Transfer"**

Date : 15.05.23 Time: 1.15 pm
 Venue: S N Bose Seminar Hall

Eminent Speaker

Prabhat Sharma
 Assistant Professor,
 Department of
 Tourism and Hotel
 Management,
 Mugberia Gangadhar
 Mahavidyalaya

Link: https://twitter.com/Swapank26545954/status/1658306823060090880?t=i4pv4gPi3ES3y5w_yNibKO&s=08

14. Organising Innovation & Entrepreneurship Outreach Program in Schools during 07/02/23 – 10/02/23

In the initiation of IIC of the college, the department of Chemistry, Mathematics and Zoology organized Innovation & Entrepreneurship camp in the local schools during 07/02/23 – 10/02/23. They visited 10 schools and delivered lecture in each school on Innovation & Entrepreneurship to motivate and encourage students to be self-entrepreneur. Not only that, but also about 320 students from those schools visited the IIC laboratories of the college to have some ideas on innovation and entrepreneur.

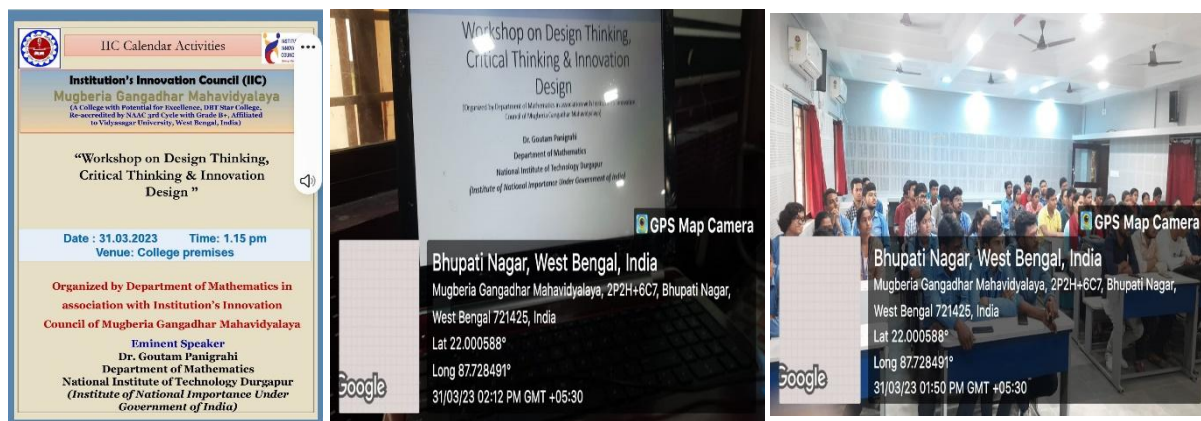


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15. Workshop on Design Thinking, Critical Thinking & Innovation Design” dated 31.03.2023

In the initiation of IIC of the college, Mathematics department organized this workshop offline on 31.03.2023 in order to motivate the students to think in an innovative way so that

they can design some small start-up to be self-employed. Dr. Goutam Panigrahi, from department of Mathematics, NIT Durgapur was the speaker. He described about critical thinking, innovative thinking and innovative design with examples and encourage students to use their thinking in a fruitful way. About 9 teachers and 57 (M 30 F 27) students participated in this workshop.



Link: <https://twitter.com/Swapank26545954/status/1641811495217516544>

16. Workshop on Intellectual Property Rights (IPRs) and IP management for start-up (Q III) dated 30.06.2023

This workshop was observed in offline mode in S. N. Bose Seminar Hall of the college on 30/06/23 under IIC calendar activity (Quarter III). About 100 students (M 34 F 66) and 09 faculty members (M 09) of the college have participated in this workshop. The eminent speaker Sri Amiya Kumar Kalidaha, Senior Scientific Officer, Department of Science & Technology and Biotechnology, Govt. of West Bengal described every aspects related to IPR and IP management in details by showing case studies. The participants were very much satisfied and enriched with his informative presentation.

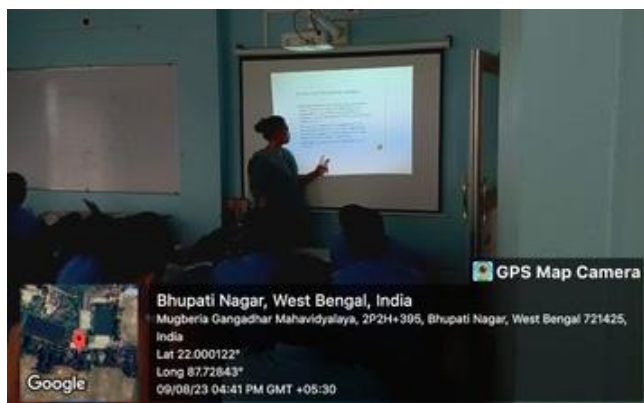


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<https://twitter.com/Swapank26545954/status/1674809453747769346>

17. Session on “How to plan for Start-up and legal & Ethical Steps dated: 09.08.2023

IIC of the college in association with department of Nutrition organized this session offline on 09.08.2023 to motivate and encourage the students and young faculties about how to plan

for Start-up and to aware them about the legal & ethical steps. Ms Sruti Mandal, M.Tech. Asstt. Professor in the Food Processing department of the college was the speaker. She described with examples how to plan to design new start-up and encourage the participants to use their thinking in a fruitful way. She also discussed about the various aspects of the legal & ethical steps associated with new start up. About 4 teachers (M 1 F 3) and 31 (M 9 F 22) students participated in this workshop.



Twitter link:

<https://twitter.com/MugberiaM/status/1689874987916935168?t=7hckbrpwZ7somgsOp5WyEg&s=08>

18. Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/ Technology Transfer Centre dated 01.08.23

In the initiation of IIC, Mugberia Gangadhar Mahavidyalaya, department of Nutrition of the college had arranged exposure visit of B.Voc (Food Processing) 3rd year students to incubation unit of Amul, Gwalior, Madhya Pradesh to encourage and motivate the students to be self-entrepreneur to cope up with the situation of limited scope of Govt. job. About 39 V. Voc. students (M- 19, F- 20) participated in this motivational visit.



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19. Workshop on Business Model Canvas (BMC) dated 09.08.2023

IIC of the college organized this workshop offline on 09.08.2023 to motivate and encourage the students and young faculties to think in an innovative way so that they can design Business Model Canvas (BMC) to start a small-scale business. Ms Sruti Mandal, M.Tech. Asstt. Professor in the Food Processing department of the college was the speaker. She described with examples how to prepare BMC for a new start-up and encourage the participants to use their thinking in a fruitful way. About 6 teachers (M 2 F 4) and 35 (M 11 F 24) students participated in this workshop.



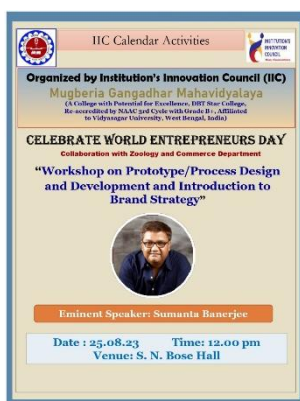
Twitter link:

<https://twitter.com/MugberiaM/status/1689876036492894208?t=MiT5vBrCrENyVLJEBy91Ww&s=08>

20. Workshop on Prototype/Process Design (Q IV) dated 25.08.2023

Workshop on Prototype/Process Design was organized by the Dept. of Zoology in association with IIC and Commerce department of the college through offline mode in S. N. Bose Seminar Hall on the occasion of World Entrepreneur day celebration on 25/08/23 under IIC calendar activity. About 73 students (M 31 F 42) and 11 faculty members (M 09 F 02) of the college have participated in this programme. The eminent speaker for this programme was Sri Sumanta Banerjee. He delivered keynotes on the importance to celebrate this day and various aspects related to brand strategy in front of the participants. The participants were very much satisfied and enriched with his informative presentation.





Twitter link:

<https://twitter.com/MugberiaM/status/1695100103185543618>

21. Organising Innovation & Entrepreneurship Outreach Program in Schools (Q-IV) dated 08.05.2023

In the initiation of IIC of the college, the department of Chemistry, in collaboration with Proyojan, an NGO of Purba Medinipur District organized Innovation & Entrepreneurship outreach programme at Krishnanagar M N High School, Purba Medinipur, West Bengal on 08/05/23. Dr Bidhan Chandra Samanta, Associate Professor and Head, Department of Chemistry visited the said school and delivered lecture on Innovation & Entrepreneurship to



motivate and encourage students to be self-entrepreneur as their future career. About 43 passed out students from this school were present in the said programme.

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22. Career counselling in hospitality industry & Panel discussion with innovation and Start-up Ecosystem Enablers from the region level dated 23/08/2023

The Tourism and Hotel Management department of Mugberia Gangadhar Mahavidyalaya organized a Career counseling in hospitality industry & Panel discussion with innovation and Start-up Ecosystem enablers from the region level on 23/08/2023 in association with IIC of the college. Mr. Surajit Das: GM-Operator, Debashis Ghosh: Operation Manager, and Subhajit Kar: F & B Manager from Hotel Morning Glow, Digha, Purba Medinipur, West Bengal were the main resource person for the event. Dr. Swapan Kr. Misra, Principal of College, welcomed and introduced the speaker while Dr. Bidhan Ch. Samanta proposed the

vote of thanks.

IIC Calendar Activities
Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DIT Star College, Re-accredited by NAAC and Cate with Grade 'A', Affiliated to Vidyasagar University, West Bengal, India)

"Expert talk on Career counseling in hospitality industry & Panel discussion with innovation and Start-up Ecosystem Enablers from the region level"

Date : 23.08.23 Time:1.15 pm
Venue: S N Bose Seminar Hall

Eminent Speakers
Surajit Das: GM-Operator
Debashis Ghosh: Operation Manager
Subhajit Kar: F & B Manager
Hotel Morning Glow, Digha, Purba Medinipur, West Bengal



Twitter Link: <https://twitter.com/MugberiaM/status/1694659670965944525>

23. Session on Innovation/Prototype Validation – Converting Innovation into a Start-up or Session on Achieving “Value Proposition Fit” & “Business Fit” dated 25.08.2023

Session on Innovation/Prototype Validation – Converting Innovation into a Start-up or Session on Achieving “Value Proposition Fit” & “Business Fit” was organized by the Dept. of Zoology in association with IIC and Commerce department of the college through offline mode in S. N. Bose Seminar Hall on the occasion of World Entrepreneur day celebration on 25/08/23 under IIC calendar activity. About 71 students (M 29 F 42) and 07 faculty members (M 05 F 02) of the college have participated in this programme. The eminent speaker for this programme was Sri Srimanta Roy. He delivered keynotes on the importance to celebrate this day and various aspects related to Innovation/Prototype Validation – Converting Innovation into a Start-up or Session on Achieving “Value Proposition Fit” & “Business Fit”. The participants were very much satisfied and enriched with his informative presentation.

IIC Calendar Activities
Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DIT Star College, Re-accredited by NAAC and Cate with Grade 'A', Affiliated to Vidyasagar University, West Bengal, India)

CELEBRATE WORLD ENTREPRENEURS DAY
Collaboration with Zoology and Commerce Department

"Workshop on Prototype/Process Design and Introduction to Brand Strategy"

Eminent Speaker: Sumanta Banerjee

Date : 25.08.23 Time: 12.00 pm
Venue: S. N. Bose Hall



Twitter link: <https://twitter.com/MugberiaM/status/1695100103185543618>

MIC driven activities

1. Launch of 5G services dated 01/10/2022

One day, an MIC-driven workshop on the launch of 5G services was streamed by the IIC of

Mugberia Gangadhar Mahavidyalaya. Staff, teachers, and students from our college joined the live streaming of the PMO India YouTube channel through their YouTube accounts. During the event, the Prime Minister, Shri Narendra Modi, launched 5G services at Pragati Maidan, ushering in a new technological era. He also inaugurated the sixth edition of the India Mobile Congress and visited the IMC Exhibition held on the occasion. Various industry leaders expressed their views on this important event. Participation: 65 (40 students (27 female, 13 male), 25 faculties (18 male, 7 female)

Session on
MIC driven Activities

Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DBT Star College, Re-accredited by NAAC 3rd Cycle with Grade B+, Affiliated to Vidyapeeth University, West Bengal, India)

“Launch of 5G services”
By Prime Minister Shri Narendra Modi

Date: 01/10/2022 Time: 10 AM
Mode: Online (Live streaming on YouTube of PMO India)
<https://www.youtube.com/watch?v=JlmacoXG6t-4>

Chairman
Dr. Sangeeta Kumar Mishra
Principal,
Mugberia Gangadhar
Mahavidyalaya

Spokesperson
Dr. Bibhan Chandra Samanta
Associate Professor & Head,
Department of Chemistry,
Mugberia Gangadhar
Mahavidyalaya

Guest Director
Dr. Wadud Shaikh
Assistant Professor & Head,
Department of Physics,
Mugberia Gangadhar
Mahavidyalaya

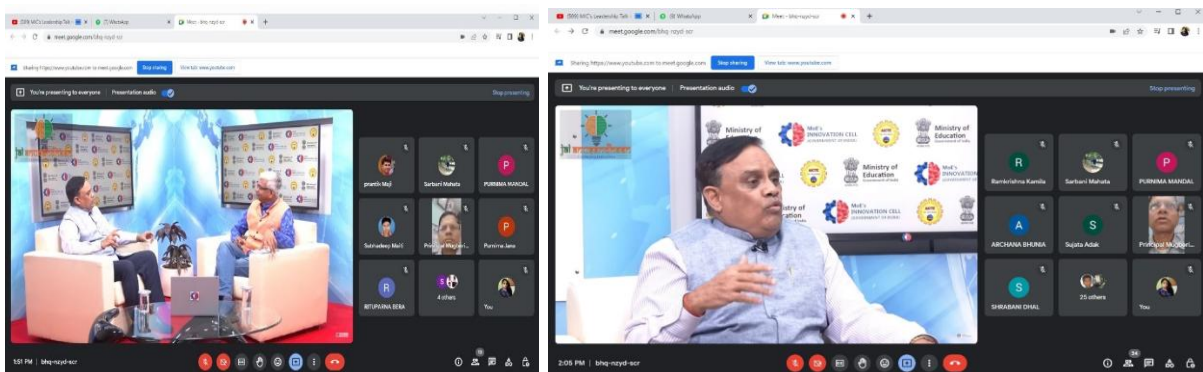


Prime Minister Narendra Modi's address at the India Mobile Congress & launch of 5G services in India

Link: <https://twitter.com/Wadut6/status/1646444800567115776?s=20>

2. Leadership Talk with Chairman AICTE Prof T. G. Sitharam, Hon'ble Chairman, All India Council for Technical Education (AICTE) dated 15.02.2023

On notification from MIC to attend the talk on the above mentioned topic, our institution has taken an initiative in Google meet platform on 15.02.23 to present the talk of MIC by sharing their YouTube live streaming so that all the participants from our institution can attend the talk in a single platform. All participants also join individually in the MIC official YouTube



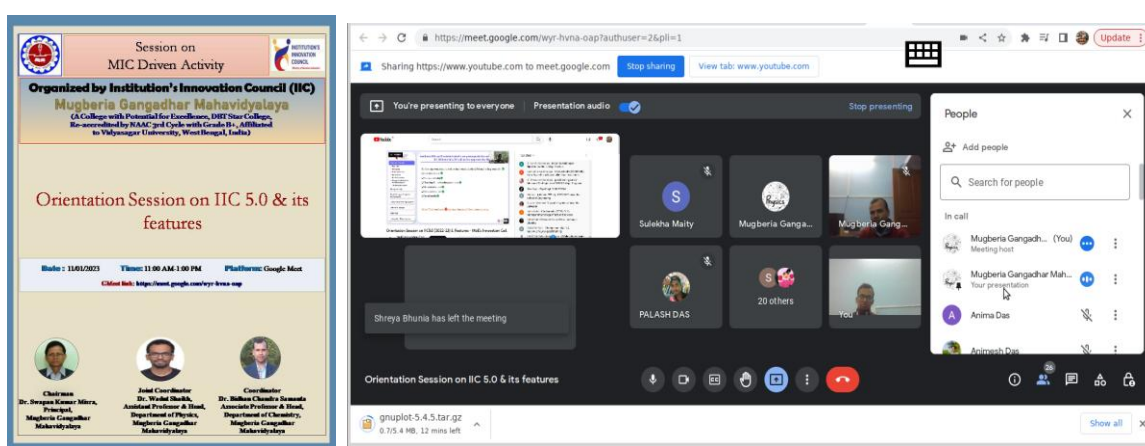
streaming.

Link: <https://twitter.com/Swapank26545954/status/1625897985715638273>

3. Orientation Session on IIC5.0 & its Features dated 11.01.2023

On notification from MIC to attend the talk on the above mentioned topic, our institution has taken an initiative in Google meet platform to present the talk of MIC by sharing their YouTube live streaming so that all the participants from our institution can attend the talk in a single platform. All participants also join individually in the MIC official YouTube streaming. Participation: 30 (20 students (12 female, 8 male), 10 faculties (6 female, 4 male)) In this program, IIC of MHRD discussed on the following topics:

1. IIC 5.0 Registration and Participation Guidelines
2. Introduction to New Features of IIC 5.0 portal and how to use it?
3. Glance through various programs and schemes for IIC institutions
4. Incentives and measurement of performance IIC Institutions' effort

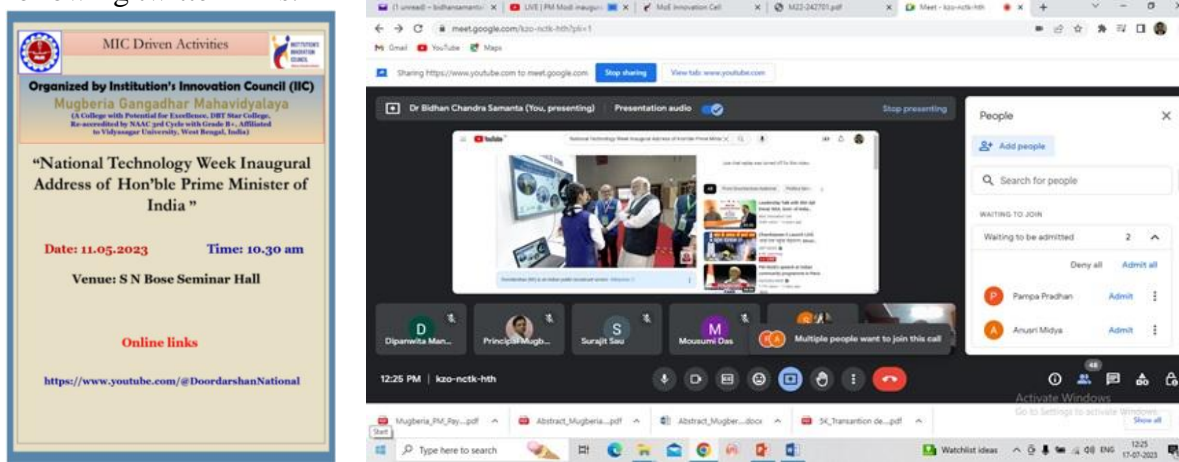


Twitter Link

<https://twitter.com/Swapank26545954/status/1613587217506795523?s=20&t=Kc5Nqqg gAJbMaEaGIQmAWA>

4. National Technology Week Inaugural Address of Hon'ble Prime Minister of India dated 11.05.2023

Receiving mail from AICTE, the IIC of our college created a Google meet link and shared the live YouTube inaugural session with address by honorable prime minister on the importance of observing national technology week. About 51 participants were present on the online platform and heard the lecture of PM. The participants were enriched and spell bounded by the eloquent speech of PM. The screen shots of the program are uploaded in the following twitter links.

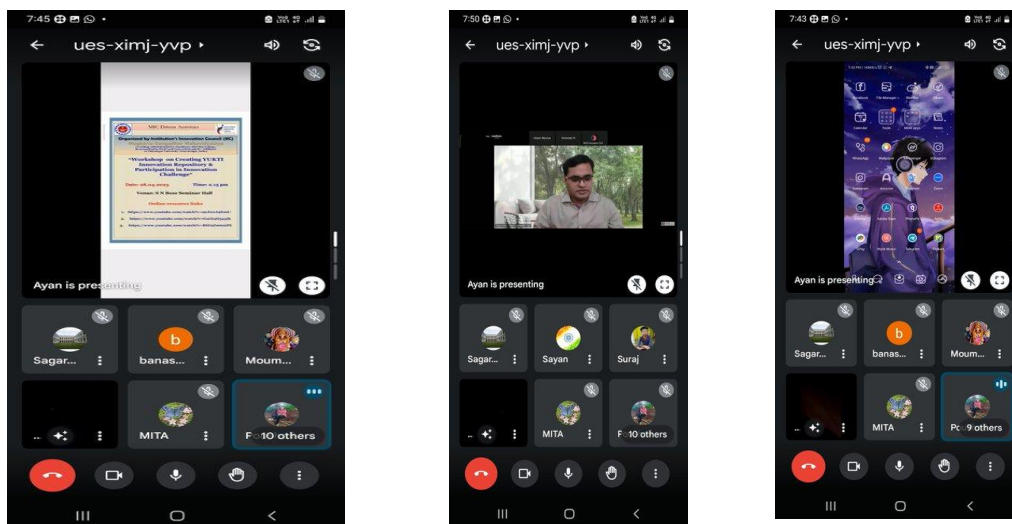


Link: <https://twitter.com/Swapank26545954/status/1680961190854553600>
<https://twitter.com/Swapank26545954/status/1680948202223140864>

5. Workshop on Creating YUKTI Innovation Repository & Participation in Innovation Challenge dated 03/08/2023

The IIC of our college organized a workshop on 03.08.2023 through virtual platform to aware how innovation repository could be created and how the students could be able to participate in innovation challenge. About 16 M. Voc. students and 3 teachers were present on the online platform and heard the lecture of start expert named Ayan Jana, Faculty member of Food Processing department, Mugberia Gangadhar Mahavidyalaya. The participants were enriched and able to know the total procedure of submission ideas to YUKTI portal. The screen shots of the program are uploaded in the following twitter link.

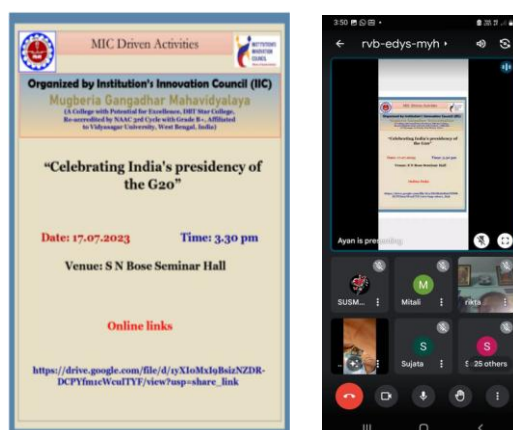
<https://twitter.com/Swapank26545954/status/1687123026721357826>



6. Celebrating India's presidency of the G20 dated 17.07.2023

On notification from MIC to celebrate India's presidency of the G20, our institution has taken an initiative in Google meet platform on 17.07.23 to present an expert talk focusing on India's research, innovation and start-up achievement and potential and how India can contribute to the G20 sustainable development. About 34 participants joined in this MIC driven activity. Mr. Ayan Mandal, Asstt. Prof. Food processing department of Mugberia Gangadhar Mahavidyalaya has presented the lecture on the said theme in front of the participants.

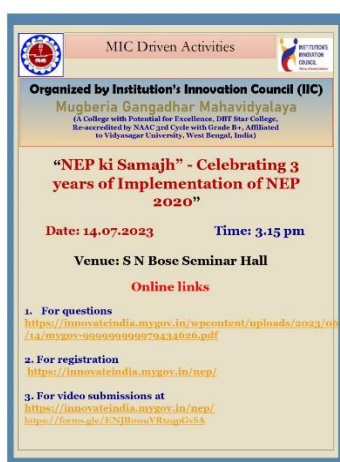
<https://twitter.com/Swapank26545954/status/1680962548882092032>



7. NEP ki Samajh” - Celebrating 3 years of Implementation of NEP 2020 dated 14.07.2023

On receiving the intimation from AICTE, to do activities related to NEP ki Samajh by means of doing registration in innovation.mygov.in followed by uploading the short video on the questionnaires regarding 3 years of implementation of NEP 2020, the IIC of our college circulate this information to both students and faculties to actively participate in this event. As a result of this circulation, about 8-10 members of our IIC submitted their short videos in the given web link on 14.07.2023. These videos were also uploaded in the following twitter links.

<https://twitter.com/Swapank26545954/status/1680258823343448064>
<https://twitter.com/Swapank26545954/status/1680258055190220800>



MIC Driven Activities

Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DIT Star College, Re-accredited by NAAC 'A' Grade with Grade B+, Affiliated to Vidyaapeeth University, West Bengal, India)

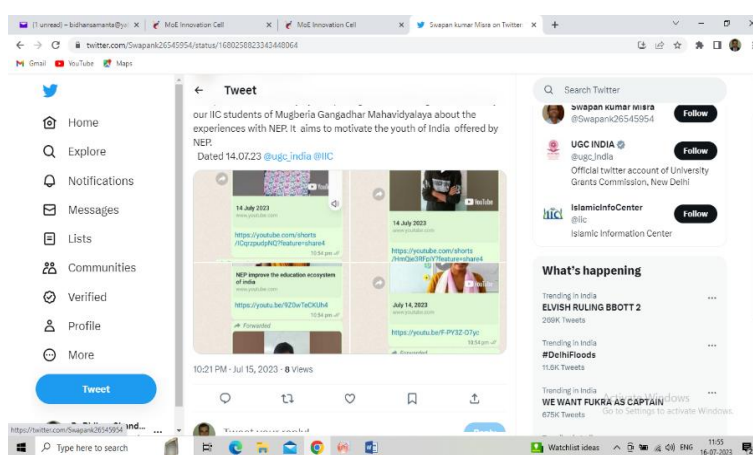
“NEP ki Samajh” - Celebrating 3 years of Implementation of NEP 2020”

Date: 14.07.2023 Time: 3.15 pm

Venue: S N Bose Seminar Hall

Online links

1. For questions <https://innovateindia.mygov.in/wp-content/uploads/2023/07/14/mygov-99909999979434626.pdf>
2. For registration <https://innovateindia.mygov.in/sep/>
3. For video submissions at <https://innovateindia.mygov.in/sep/>
<https://forms.gbc/EJNjHmsvYRouqf5SA>



Tweet

our IIC students of Mugberia Gangadhar Mahavidyalaya about the experiences with NEP. It aims to motivate the youth of India offered by NEP.

Dated 14.07.23 @ugc_india @IIC

14 July 2023
<https://youtube.com/shorts/0Gp9nd460P8e9wsh9e4>
10:54 pm · RT

14 July 2023
<https://youtube.com/shorts/AvwDz8t8tqP8eg9wsh9e4>
10:54 pm · RT

14 July 2023
<https://youtube.be/FY3z-07ye>
10:54 pm · RT

10:21 PM · Jul 15, 2023 · 8 Views

8. Celebration of 3rd Anniversary of the National Education Policy (NEP) 2020 and the 2nd edition of the Akhil Bhartiya Shiksha Samagam by watching the YouTube dated 24.08.23

On receiving the intimation from AICTE, to do activities related to Celebration of 3rd Anniversary of the National Education Policy (NEP) 2020 and the 2nd edition of the Akhil Bhartiya Shiksha Samagam, the IIC of our college circulate this information to both students and faculties to actively participate in this event. As a result of this circulation, about 27 students of our IIC attended the programme by joining in Google meet platform where the YouTube video was shared.



MIC Driven Activities

Organized by Institution's Innovation Council (IIC)
Mugberia Gangadhar Mahavidyalaya
(A College with Potential for Excellence, DIT Star College, Re-accredited by NAAC 'A' Grade with Grade B+, Affiliated to Vidyaapeeth University, West Bengal, India)

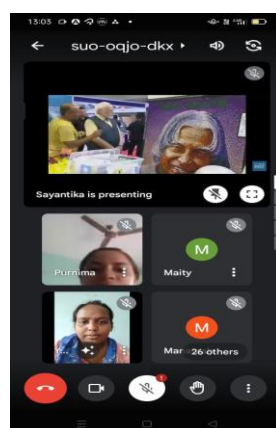
“ Celebration of 3rd Anniversary of the National Education Policy (NEP) 2020 and the 2nd edition of the Akhil Bhartiya Shiksha Samagam by watching the Youtube”

Date: 24.08.2023 Time: 1.15 pm

Venue: S N Bose Seminar Hall

YouTube Link

https://www.youtube.com/watch?v=k_FuSq_ANmw&t=10515

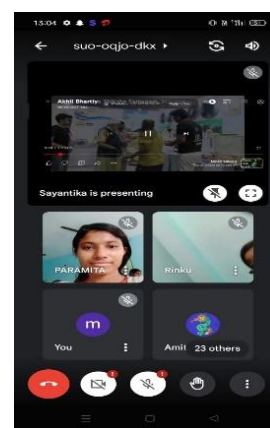


13:05 suo-oqjo-dkx

Sayantika is presenting

Purnima Maity

Mar 26 others



13:04 suo-oqjo-dkx

Akhil Bhartiya Shiksha Samagam

Sayantika is presenting

PARAMITA Rinku

You Amil 23 others

Celebration activities

1. National Education Day Celebration dated 24.02.2023

One-day celebration activity workshop on “National Education Day” was organized by the IIC of Mugberia Gangadhar Mahavidyalaya. Dr. Wadut Shaikh, convenor of the workshop gave opening remarks and introduced the speaker to the students. Mr. Kingsuk Karan, assistant professor of Education, speaker of the workshop discussed the importance of the day, shared the contribution of Maulana Abul Kalam Azad in our education system. Speaker also briefly discussed the key features of NEP 2020. Participants: 31 Students (29 female, 2 male), 5 faculties, 2 Alumni.

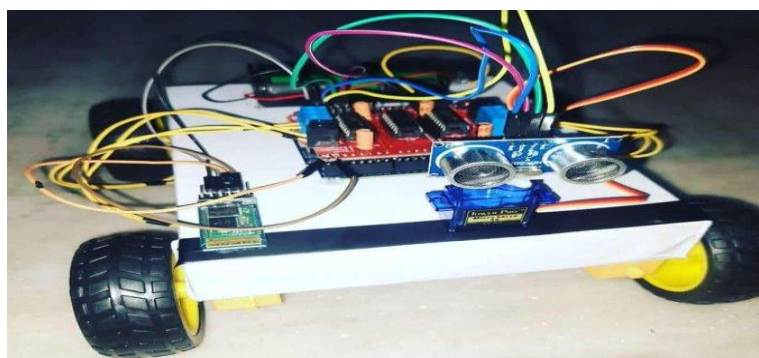
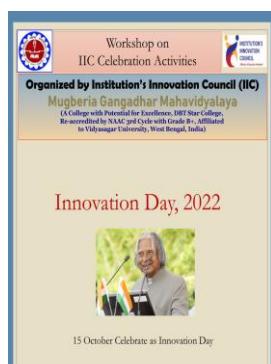


Link: <https://twitter.com/Swapank26545954/status/1629150446945472512?s=20>

2. National Innovation Day dated 15.10.2022

One-day celebration activity workshop on “National Innovation Day” was organized by the IIC of Mugberia Gangadhar Mahavidyalaya on 15 October, 2022. The National Innovation Day is celebrated to honour the birth anniversary of former President of India, Missile Man of India, Dr. APJ Abdul Kalam. Speaking on this occasion, Dr. Swapan Kr. Misra, principal of our college shared the contributions of Dr. Kalam to the nation with the participants. He also motivates the students to think out of box and create innovative ideas to strengthening our Nation. In this workshop, student from Department of Physics shown their model on Arduino Car. They designed a car that was able to sense objects and turn to avoid them.

Dr. Wadut Shaikh, coordinator of the program welcomed the gathering and Mr. Gourchand Manna proposed vote of thanks at the end of the program. Participants: 50 students, 10 Faculties.



<https://twitter.com/Wadut6/status/1639221149442932737?t=R22c0RjpEMoZleiY0wb0AA&s=03>

3. National Science Day Celebration dated 28.02.23

One-day celebration activity workshop on “National Science Day” was organized by the IIC of Mugberia Gangadhar Mahavidyalaya. Dr. Swapan Kr. Misra, Principal of the college inaugurated the program and delivered the opening speech about the importance of the day and Sir C V Raman contribution in science. Speaker, Sanjib Chatterjee shared his view on science day theme 2023 “Global Science for Global Wellbeing”. This workshop also included poster and oral presentation, model competition from school as well as college students. Three best presentations and model exhibitions have been awarded. Participants: 200 students, 15 Faculies



Link:

<https://twitter.com/Swapank26545954/status/1630883309483069441?t=6KPBqR8a0IGwco0xvVgeQ&s=08>

4. National Youth Day Observation Dated 12.01.23

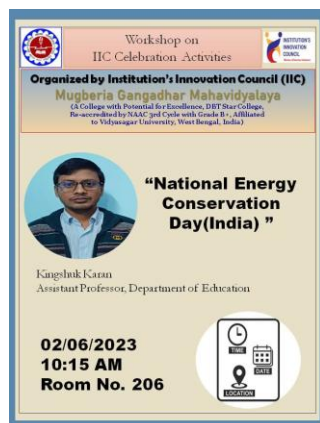
In the initiation of IIC, Mugberia Gangadhar Mahavidyalaya, Department of Physical Education and NSS units of the college observed National Youth day on the birthday of Swami Vivekananda in the premises of college to encourage and motivate the students about the life and activities of Swami Vivekananda so that they can be self-confident to overcome any problems faced in their daily lives. In this programme, Dr Swapan Kumar Misra, Principal of the college delivered the motivational speech in front of the students, the young minds. About 53 students (M- 33, F- 20) and 11 teachers (M- 06, F- 05) participated in this motivational programme.



Link: <https://twitter.com/Swapank26545954/status/1613910418195611648>

5. National Energy Conservation Day (India) dated 02.06.2023

The National Energy Conservation Day has been celebrated on December 14th every year since 1991. On the occasion of National Energy Conservation Day, the IIC of Mugberia Gangadhar Mahavidyalaya organized a workshop on 'National Energy Resources of India' on June 2nd, 2023. Dr. Swapan Kr. Misra, the Principal of the college, delivered the opening remarks to inform the students about the necessity of energy conservation and the importance of using green energy. Mr. Kingshuk Karan, Assistant Professor in the Department of Education, served as the main resource person for the workshop. He shared valuable insights with the students about the various sources of energy available in India, along with statistical interpretation. The workshop also provided an opportunity for students to share their innovative ideas for energy conservation, aiming to secure a sustainable future for generations to come. Participation: 87 (83 students (63 female, 34 male), 4 faculties (4 male).



Link:

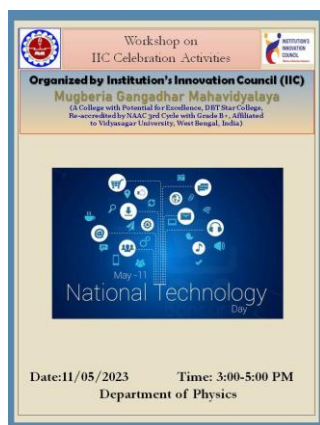
<https://twitter.com/Swapank26545954/status/1664511721183268864?t=OxKbVWk7zcl9fj0nIydmag&s=08>

6. National Technology Day 2023 dated 11.05.2023

The IIC of Mugberia Gangadhar Mahavidyalaya organized a one-day celebration workshop on "National Technology Day" on 11th May 2023. National Technology Day is observed to honor the scientific and technological accomplishments of Indian scientists and engineers since 1999. During the event, Dr. Wadut Shaikh, Head of the Department of Physics, spoke about India's significant contributions to science and technology for the betterment of society. To engage the students, a speech competition was organized on this year's National

Technology Day theme, "School to Startups - Igniting Young Minds to Innovate."

Participation: 43 (38 students (20 female, 18 male), 5 faculties (1 female, 4 male))



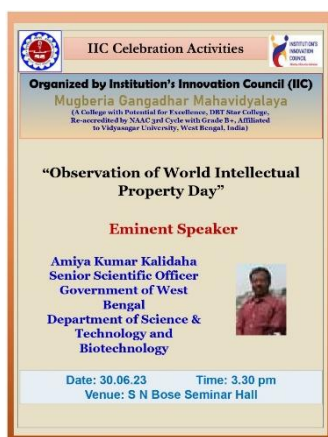
Link:

<https://twitter.com/Swapank26545954/status/1656980887593172993?t=uOrFhPSFDragzDEiCsKPqA&s=08>

7. World Intellectual Property (IP) Day celebration (Q III) dated 30.06.2023

The world IP day celebration was done through offline mode in S. N. Bose Seminar Hall of the college on 30/06/23 under IIC celebration activity (Quarter III). About 100 students (M 34 F 66) and 09 faculty members (M 09) of the college have participated in this programme. The eminent speaker for this programme was Sri Amiya Kumar Kalidaha, Senior Scientific Officer, Department of Science & Technology and Biotechnology, Govt. of West Bengal. He delivered keynotes on the importance to celebrate world IP day and various aspects related to IP in front of the participants. The participants were very much satisfied and enriched with his informative presentation.

Twitter link: <https://twitter.com/Swapank26545954/status/1674810888531091461>
<https://twitter.com/Swapank26545954/status/1674809453747769346>



8. World Creativity and Innovation Day celebration (Q III) dated 29.08.2023

The World Creativity and Innovation Day celebration was organized through offline mode in the department of Food Processing of the college on 29/08/23 under IIC celebration activity (Quarter III). About 63 students (M 21 F 42) and 07 faculty members (M 04 F 03) of the college have participated in this programme. The eminent speaker for this programme was Dr Swapan Kumar Misra, Principal, of the college. He delivered keynotes on the importance to celebrate World Creativity and Innovation Day and various aspects related to this in front of the participants. The participants were very much satisfied and enriched with his informative presentation.

Twitter link: <https://twitter.com/MugberiaM/status/1696522881763807309>



9. International Women's Day celebration 2023 dated 09.03.2023

This day was observed as part of IIC celebration activities by NSS Unit-I, II and III, Mugberia Gangadhar Mahavidyalaya in collaboration with Mugberia Gram Panchayat on 9/03/2023 at 12.30 p.m. at S.N.Bose Hall. Total 93 participants (Students F -59 M -20, Teachers M- 4 F- 9) were present in the program. The speaker was Smt Kajal Rani Barman, Sabhanetri, Bhagwanpur II Block. She discussed about the importance of this day celebration along with the rights and importance roles of the women in all the activities of the society as well as of country.



Link:

<https://twitter.com/Swapank26545954/status/1633887611881422848?t=rq3AfcpswSpw3fJzratg2w&s=08>

10. World Entrepreneur Day celebration (Q IV) dated 25.08.2023

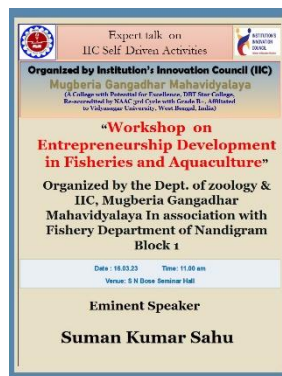
The world Entrepreneur day celebration was done through offline mode in S. N. Bose Seminar Hall of the college on 25/08/23 under IIC celebration activity. About 73 students (M 31 F 42) and 11 faculty members (M 09 F 02) of the college have participated in this programme. The eminent speaker for this programme was Sri Sumanta Banerjee. He delivered keynotes on the importance to celebrate this day and various aspects related to brand strategy in front of the participants. The participants were very much satisfied and enriched with his informative presentation.

Twitter link: <https://twitter.com/MugberiaM/status/1695098386398257218>



Self-driven activities

1. **Workshop on Entrepreneurship Development in Fisheries and Aquaculture dated 16.03.2023**



Link: <https://twitter.com/Swapank26545954/status/1637846370529705985>
<https://twitter.com/Swapank26545954/status/1637843874595971075>

2. **Interactive workshop in scope & opportunities of pharmaceutical Industry dated 28.03.2023**



Link: <https://twitter.com/Swapank26545954/status/1640730988014866437>

- **Achievement by the Institute:**
 1. Acquired the eligibility for applying as Mentor institute
 2. Acquired 3.5 star during 21-22 activities
- **No. of student's & faculty ideas generated**
 - No. of students: 20
 - No. of faculty: 03
- **No. of student's & faculty Innovation/prototypes developed:**
 - No. of students: 20
 - No. of faculty: 01
- **No. of IPs generated, published and granted: Nil**
- **No. of Student & Faculty Start-ups/Ventures established:**
 - No. of students: 0
 - No. of faculty: 01
- **Amount spent on promotion and awareness generation on Innovation Entrepreneurship in the campus: Rs. 1,00,000/-**
- **Amount grant or fund supported to student & Faculty lead Innovations, start-ups and IPR: Rs. 60000/-**
- **No. of Technology Transfer and Commercialisation happened: 00**

F. Highlight few best IIC Faculty/Student members and their achievements/ Rewarded for the innovations at different forum

[Profile of few faculties with 2-3 line of their achievements]

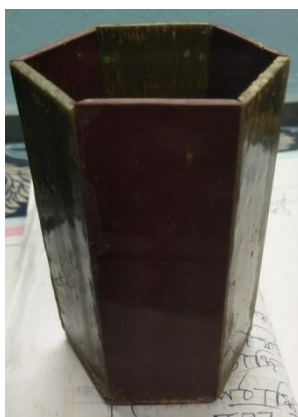
Sri Goutam Jana, faculty member of Chemistry has developed household products like pen stand, ashtray etc from biodegradable mat stick reinforced composite. His achievement has been very much appreciated by IIC of our college as well as by the Science and Technology & Biotechnology department, Govt. of West Bengal.

Dr Apurba Giri, faculty member of Nutrition has developed functional Jam and this has been very much appreciated by IIC of our college as well as by the Science and Technology & Biotechnology department, Govt. of West Bengal.

Some student members studying M. Voc in Food Technology, Nutrition and Management from the Nutrition department of our college have developed various functional foods by replacing sugar with natural sweeteners and their achievements have been rewarded in the poster competition organized by IIC of our college on "World Entrepreneur Day Celebration activity, MIC, Govt. of India.

G. Highlight selected best Innovations & images with mention of inventor/innovation name

- i. Pen stand from reinforced Jana, Faculty



biodegradable mat stick composite by Goutam member, Chemistry

ii. Functional Jam by Dr Apurba Giri, Faculty member, Nutrition



iii. Innovation details from student members

Sl. No.	Student's Name	Student's passport photo	Guide name	Guide's passport photo	Dissertation Topic	Picture of Developed product
1.	Banashri Manna		Dr. Apurba Giri		Development of Low-calorie lotus seed powder incorporated Kulfi	
2.	Bipasa Jana		Sucheta Sahoo		Development of antioxidant rich functional muffin using mango seed kernel flour	
3.	Madhumanti Pradhan		Sucheta Sahoo		Development of protein rich functional cookies	

4.	Madhumita Kar		Sucheta Sahoo		Development of fibre incorporated mushroom cake	
5.	Mita Panda		Monalisa Roy		Development of Protein enriched and fibre incorporated Laddoo	
6.	Moumita Maikap		Monalisa Roy		Development of low-calorie herbal candy	
7.	Poushali Chowdhury		Sucheta Sahoo		Development of Functional Channa Spread with Herbs	
8.	Puja Bhunia		Dr. Apurba Giri		Development of Functional Dark Chocolate	
9.	Rakhi Rani Guria		Monalisa Roy		Development of Fibre enriched Mix Seed pasta	
10.	Rima Giri		Monalisa Roy		Development of nutritionally enriched chikki	
11.	Sagarika Matia		Monalisa Roy		Development of Functional Pickle	

12.	Sanjib Das		Sruti Mandal		Development of Functional bread	
13.	Sathi Lohar		Dr. Apurba Giri		Development of Sprouted bajra powder incorporated smoothie	
14.	Sayan Das		Sruti Mandal		Development of Diabetic Chocolate Cake by Incorporation of Dried <i>Moringa oleifera</i> (Drumstick) Leaf Powder	
15.	Shibani Maity		Ayan Mondal		Development of low-calorie fig jam	
16.	Sourav Panda		Khokan Chandra Gayen		Development of functional lassi with orange peel extract	
17.	Sulekha Dhara		Sruti Mandal		Development of cooked rice water soup	
18.	Suraj Das		Sruti Mandal		Development of Polyphenol Enriched Functional Cookies	

19.	Tiyasa Roy		Dr. Apurba Giri		Development of diabetic cholesterol lowering fibre incorporated frozen Shrikhand	
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H. Highlight selected start-ups established by students/faculties with mention of founder/cofounder name: Preparation of vermin compost and its marketing: Cofounder – Sri Durgapada Bhattacharya, President, Purba Medinipur Farmers’ Association and Welfare Society

I. List if any break through Innovations / Technology Developed at the institute (2-3 technology with 2-3 lines about technology and innovation: Nil

J. Participation of IIC-institute in various programs of Central and Stage Govt. Highlighting specially for the schemes or programs

- **ARIIA – participation and Rank:** Participated but no rank
- **NISP Adoption status - Trained Faculty, Policy Formulation, Policy Implementation:** All are completed and report has been uploaded in the portal.
- **NIRF – Participated**
- **YUKTI – Idea submitted, assigned and recommended on verification at institute level.**

K. Detail of Social Media & Connections of IIC institute: All the activities of IIC are uploaded in the Twitter account of the college.

L. Testimonials from IIC members and external about IIC institute and IIC of MoE’s Innovation Cell: All the IIC members including external have appreciated the initiatives taken by MoE’s Innovation Cell to motivate the institutes for doing activities on innovation, entrepreneurship, IPR, idea and prototype development of innovative thinking etc in making the India Atma-Nirbhar. Brainware University, Mentor Institute of our college appreciated the activities done by the IIC of the college so far overcoming the limitations of general degree colleges. They convince that they will always try to give support and guidance to us for developing ideas to prototype.