



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.mugberiagangadharmahavidyalaya.ac.in

7.2.1 - Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual

Relevant information

Best Practice I

Annual Report 2021-22



IIC, Mugberia Gangadhar Mahavidyalaya

A. About IIC Institute

- **Vision / Mission of IIC established at the Institute**

In accordance with the NISP guiding framework, the IIC has been established at the institute, which aims to envision an educational system oriented towards start-ups and entrepreneurship opportunities for student and faculties. The vision of IIC is to provide ways for developing entrepreneurial agenda, managing Intellectual Property Rights (IPR) ownership, technology licensing and equity sharing in Start-ups or enterprises established by faculty and students.

- **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 and 2.5 stars during the IIC calendar year 2020-21 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, Udbadal, 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. In this year, Brainware University, Kolkata has accepted our request to act 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 are listed below:

Industry Name	Address
Epic Agro Products Pvt. Ltd. (Britania)	Vill: Deora. P.S Amta, Dist- Howrah 711401
Jaya Biscuits Pvt. Ltd.	Sugandha, Delhi Road, Chuchura, Hooghly
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	Amrash, 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: **35**
- Total No. of IAs: **12**
- Total No. of faculty Mentors From Portal: **15**
- 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 and incubation units are well equipped with modern instruments and infrastructural facilities. The college has one vermicomposting production unit 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 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:	09 in Quarter I & II and 09 in Quarter III & IV
MIC driven activities:	03 in Quarter I & II and 05 in Quarter III & IV
Celebration activities:	02 in Quarter I & II and 05 in Quarter III & IV
Self-driven activities:	01 in Quarter I & II and 07 in Quarter III & IV

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

IIC calendar activities

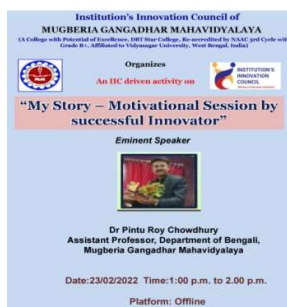
1. “My Story: A Motivational Session by Successful Entrepreneur Date: 18/01/2022

The IIC of our college had arranged an IIC driven activity (Quarter I) on “My Story - Motivational Session by Successful Entrepreneur” to create awareness for entrepreneurship, especially 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 Joysankar Mistri, a successful entrepreneur. He is not only a successful entrepreneur but also a potential maker and designer of various sports materials. Near about 75 students and 5 faculty members heard his successful journey to motivate ourselves for startup. We had also with us Dr Swapan Kumar Misra, the honorable Principal of our college as Chairperson of this session and Dr Debasis Roy, Professor & HOD, Department of Physical Education as guest of honor.



2. My Story – Motivational Session by successful Innovator Dated 23.02.2022

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 30 students and 6 faculty members heard his motivating lecture. We had also with us Dr Swapan Kumar Misra, the honorable Principal of our college as Chairperson of this session and Dr Bidhan Chandra Samanta, Associate Professor & HOD, Department of Chemistry as guest of honor.



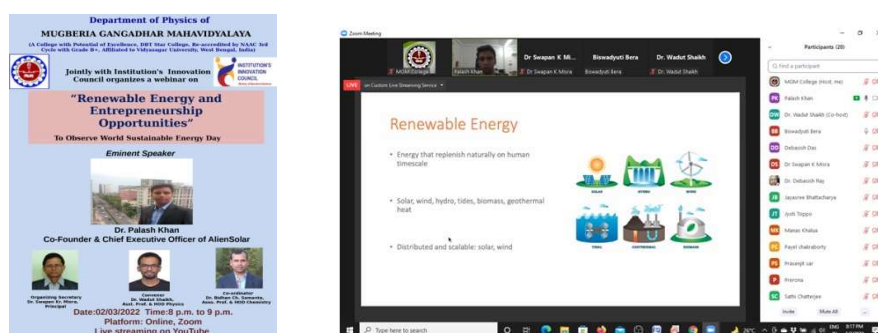
3. Session on Problem Solving and Ideation Workshop Dated 19.02.2022

The IIC of our college had arranged an IIC driven activity (Quarter I) on “Session on Problem Solving and Ideation Workshop” to create awareness on how to develop innovative idea and solve the problem of converting the idea into prototype and start up. It aims especially 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 Subhabrata Bhattacharjee, Senior Program Manager- NEN, Wadhvani and a successful entrepreneur. Near about 45 students and 7 faculty members heard his motivating lecture. We had also with us Dr Swapan Kumar Misra, the honorable Principal of our college as Chairperson of this session and Dr Debasis Roy, Professor & HOD, Department of Physical Education as guest of honor.



4. One day workshop under IIC driven activities on ‘Renewable Energy and Entrepreneurship Opportunities dated 02.03.2022 (Quarter I)

Dr. Palash Khan, Co-Founder & Chief Executive Officer of Alien Solar, was the speaker. About 30 students attended the webinar. Dr. Khan discusses about introduction of renewable energy, sustainable energies and their impact on environment, relative comparison of different renewable sources, how to become a successful entrepreneur (building team, fund raising, and marketing) and what opportunities available in India in this field.



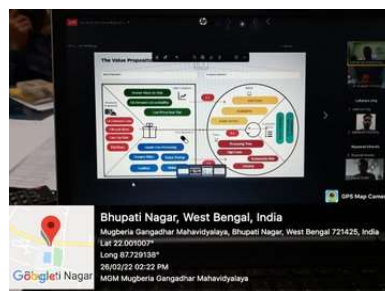
5. Field/Exposure Visit to Pre-incubation units such as Fab lab, Makers Space, Design Centres, City MSME clusters, workshops etc. Date: 11/03/22 (Quarter II)

This program was arranged by the IIC, Mugberia Gangadhar Mahavidyalaya to Science centre and Zoological survey of India, Digha, Purba Medinipur, West Bengal. About 158 students and 14 faculty members participated in this visit and were motivated and encouraged with the scientific demonstrations shown in those centers.



6. Session on Achieving Problem-Solution Fit & Product-Market Fit Dated 26.02.2022

The IIC of our college had arranged an IIC driven activity (Quarter II) on “**Session on Achieving Problem-Solution Fit & Product-Market Fit**” to create awareness about the problem-solution fit and product-market fit. It aims especially to motivate the young minds for thinking and designing the innovative ideas into start up. On this program, the speaker was Subhabrata Bhattacharjee, Senior Program Manager- NEN, Wadhvani and a successful entrepreneur. Near about 35 students and 4 faculty members heard his motivating lecture. We had also with us Dr Swapan Kumar Misra, the honorable Principal of our college as Chairperson of this session and Dr Kalipada Maity, Associate Professor & HOD, Department of Mathematics as guest of honor.



7. One day workshop under IIC driven activities on Entrepreneurship Skill, Attitude and Behaviour Development Dated 10/03/2022

Dr. Wadut Shaikh, Department of Physics was the speaker. About 17 participants were present in the workshop held offline in the department of Physics. Dr. Shaikh discussed How to think new idea for entrepreneurship and How to develop skill, attitude and behavior towards entrepreneurship?



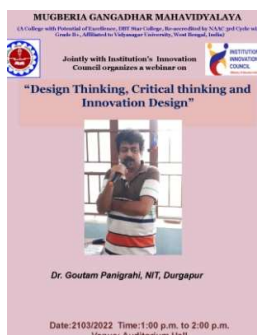
8. Expert talk on "Process of Innovation Development & Technology Readiness Level (TRL)" & "Commercialisation of Lab Technologies & Tech-Transfer" (Quarter II)

Observed in offline mode in the institute on 08/03/22 instead of 28.02.22 due to strike on 28.02.22 in West Bengal.



9. One day workshop under IIC driven activities on Design Thinking, Critical thinking and Innovation Design Dated 21/03/22 (Quarter II)

Dr. Goutam Panigrahi, NIT, Durgapur was the speaker. About 69 participants were present in the workshop held offline in the college campus. Dr. Panigrahi discussed How to apply machine learning in real life problem solving and How to design the idea regarding machine learning.



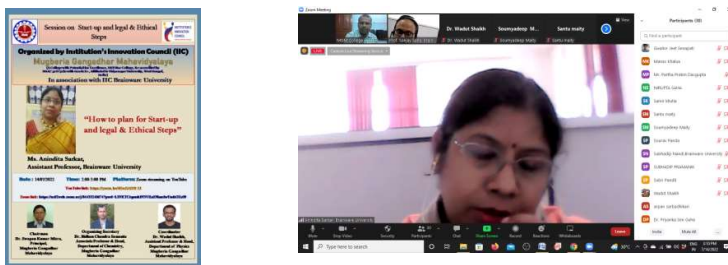
10. Workshop on Intellectual Property Rights (IPRs) and IP management for start up

This workshop was observed in offline mode in S. N. Bose Seminar Hall of the college on 25/06/22 under IIC calendar activity (Quarter III). About 40 PG students and 35 faculty members 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.



11. One day Session on “How to plan for Start-up and legal & Ethical Steps” Dated 14/07 2022 (Quarter III)

Ms. Anindita Sarkar, Assistant Professor, Hotel & HR management Brainware University was the speaker. About 35 participants (7 teachers & 28 students) were present. Startups are young companies founded by one or more entrepreneur to develop a unique product or service, bring it to market and make it irresistible and irreplaceable. Its main aim is to build the innovatives ideas. For building a startup one needs a strong plan. In this session Ms Sarkar discusses the plan, process and execution strategies for setting up a startup. At the end of the session there was an interactive session with the speaker where students and teachers asked their queries.



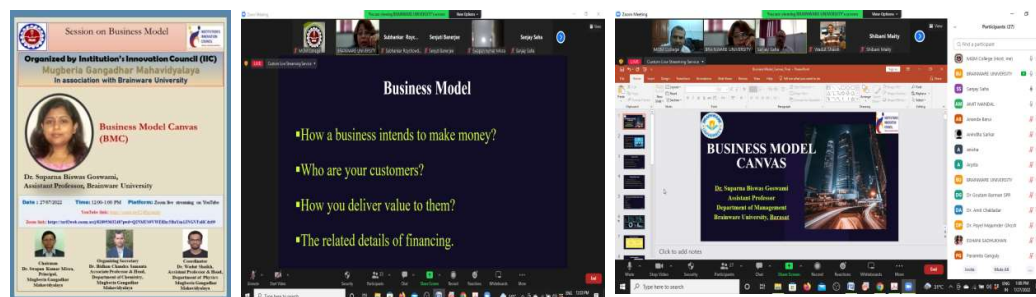
12. Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre Date: 15/06/2022 (Quarter III)

This program was arranged by the IIC, Mugheria Gangadhar Mahavidyalaya to Hadia Energy Limited, Haldia, Purba Medinipur, West Bengal. About 48 students and 10 faculty members participated in this visit and were motivated and encouraged with the scientific demonstrations of the technological processes involved in production of thermal energy from coal, safety measures taken in the industry and also by the environment friendly atmosphere maintained inside the campus by means of plantation, using oil free car etc.



13. Workshop on “Business Model Canvas (BMC)” (Quarter III) dated 27.07.2022

Dr. Suparna Biswas Goswami, Assistant Professor, Brawinware University was the speaker. About 9 teachers and 21 students participated in this online workshop. In this workshop Dr. Suparna Biswas Goswami discussed various aspects of Business Model. She discussed the fundamental elements of a business or product, structuring an idea in a coherent way. At the end of meeting there is a interacting session with the students.



14. Poster Presentation of Start-ups developed & linkage with Innovation Ambassadors for mentorship support (Quarter IV) dated 24.08.2022

IIC of the college organised a poster presentation competition among the students on 'Start-ups developed & linkage with Innovation Ambassadors for mentorship support'. 10 posters have been displayed on technology development of various food products and plan for start up.



15. Panel Discussion with innovation and Start-up Ecosystem Enablers from the Brainware University (Quarter IV) dated 30.08.2022

In the discussion panel, the experts from Brainware University Dr. Sanjay Saha, Assistant Professor, Department of Management and Mr. Debabrata Chattopadhyay, Assistant Professor, Department of Management interact with students, faculties of our college. 38 Student (Male: 21, Female: 17) and 18 Faculties (Male: 11, Female: 7) attended the program.



16. One-day webinar on “Accelerators/Incubation - Opportunities for Students & Faculties -Early Stage Entrepreneurs” (Quarter IV) dated 24.06.2022

Ms. Sriparna Guha, Assistant Professor, Brainware University was the speaker. About 40 students and 10 teachers participated in the programme. In this event the speaker focus on how to get support for converting innovative idea into a Start-up from any Incubation/Accelerators.



17. One-day workshop on 'Lean Start-up & Minimum Viable Product/Business' (Quarter IV) dated 26.08.2022

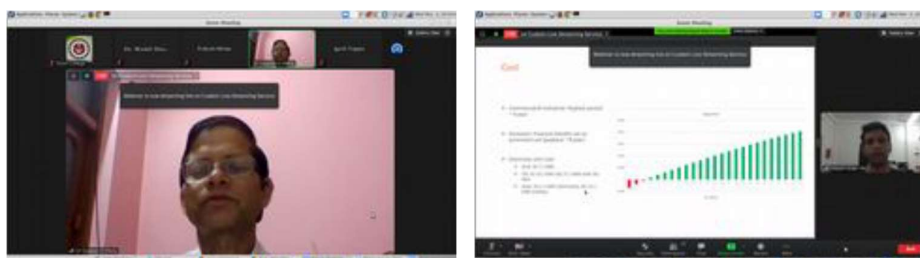
Dr. Samlan Haider, Assistant Professor, Brainware University was the speaker. About 20 students (7 male, 13 female) and 9 teachers (4 male, 5 female) participated in the programme.

Dr. Haider focussed on broad idea about Start-up Ecosystem with suitable example, Study of market before investment, Lean concept in start-up, Product price optimise for marketing.



18. One day workshop under IIC driven activities on Renewable Energy and Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs (Quarter IV) dated 02.03.2022

Dr. Palash Khan, Co-Founder & Chief Executive Officer of Alien Solar, was the speaker. About 30 students attended the webinar. Dr. Khan discusses about introduction of renewable energy, sustainable energies and their impact on environment, relative comparison of different renewable sources, how to become a successful entrepreneur (building team, fund raising, and marketing) and what opportunities available in India in this field.



MIC driven activities

1. “Orientation Session on IIC4.0 & Features” (Quarter II) dated 24/01/22

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 link so that all the participants from our institution can attend the same in a single platform. About 37 participants (Faculty 10 and students 27) have attended the programme on that day.



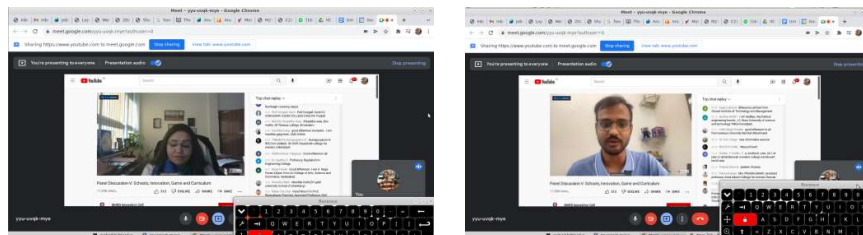
2. E-Symposium on Building Innovation Ecosystem in Educational Institutions- Day 1 (11th Jan 2022) (Quarter II)

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 link so that all the participants from our institution can attend the same in a single platform. About 25 participants (Faculty 6 and students 19) have attended the programme on that day.



3. E-Symposium on Building Innovation Ecosystem in Educational Institutions- Day 1 (12th Jan 2022) (Quarter II)

Similarly as day 1, in this second day we arranged the program in the same way. About 28 participants (Faculty 6 and students 22) have attended the programme on that day.



4. Refer Institutions & Earn Reward Points (Quarter III)

The IIC of our college has played a significant role of ambassador to reach out 17 HEIs in our network, convince them to register and IIC, join the IIC network communicating the benefits of establishing IICs, and encourage them to participate in ARIIA 2022 and NISP adoption. So far, 15 HEIs have completed all the steps and for them the status has been showing approved for both in acceptance and IIC registration. However, in my activity calendar, there is no option to submit report but in Refer institute for IIC Registration the following status has been showing.

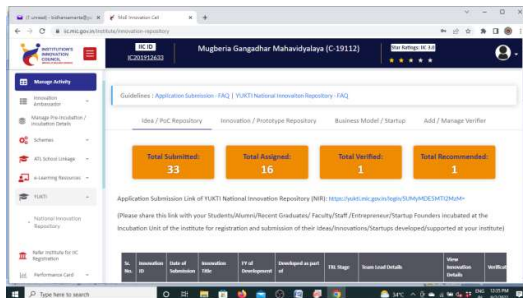
S.No.	Institution Name	Active Code	City	State	Status of Acceptance	IIC Registration Status	Action
1	Krishna College	C-10011	Purba Bardhaman	West Bengal	Accepted	Approved	
2	Bhagwati College	C-10012	Haveri	West Bengal	Accepted	Approved	
3	Egna Sanku Sanku Bhawan College	C-10017	Medinipur East	West Bengal	Accepted	Approved	
4	Rangpur College	C-10019	South	West Bengal	Accepted	Approved	
5	Maharaja Gita College	C-10020	Medinipur East	West Bengal	Accepted	Approved	
6	Shriyash Mahavidyalaya	C-10024	Haveri	West Bengal	Accepted	Approved	
7	K. A. Das College	C-10024	Kolkata	West Bengal	Accepted	Approved	
8	Sankar Mahavidyalaya	C-10025	24 Parganas	West Bengal	Accepted	Approved	
9	Pragati College	C-10026	Medinipur East	West Bengal	Accepted	Approved	
10	Rajshree Mahavidyalaya	C-10027	Medinipur East	West Bengal	Accepted	Approved	
11	Shri Chaitanya Mahavidyalaya	C-10028	South	West Bengal	Accepted	Approved	
12	Rangpur College	C-10029	Medinipur East	West Bengal	Accepted	Approved	
13	Sankar Mahavidyalaya	C-10030	Medinipur East	West Bengal	Accepted	Approved	
14	Shri Chaitanya Mahavidyalaya	C-10031	Medinipur East	West Bengal	Accepted	Pending	
15	Shri Chaitanya Mahavidyalaya	C-10032	Medinipur East	West Bengal	Pending	Approved	
16	Shri Chaitanya Mahavidyalaya	C-10033	Medinipur East	West Bengal	Accepted	Approved	
17	Shri Chaitanya Mahavidyalaya	C-10034	Medinipur East	West Bengal	Accepted	Approved	

5. Submission of IIC Annual Report 2021-22 (Quarter IV)

The said report has been submitted within the stipulated period.

6. Building Institute Level YUKTI - National Innovation Repository (NIR) (Quarter IV)

About 16 student team leaders have got their registration in YUKTI and submitted their ideas for start up developed supported at the institute level during 26th -30th August 2022. All the 16 ideas have been assigned for verification. Among them, one is verified and recommended and other will be verified soon.



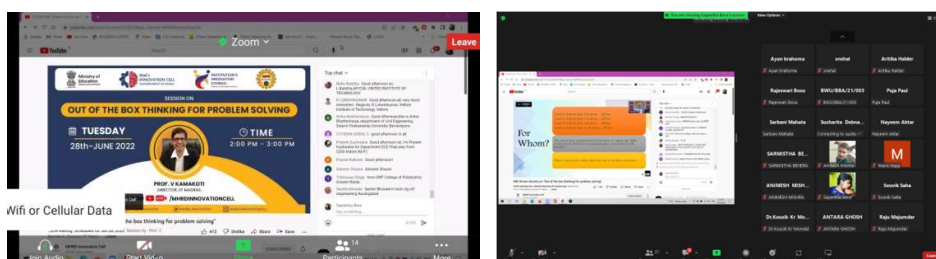
7. Participation in IIC Regional Meet, held at Gurunanak Institute of Technology, Kolkata (Quarter IV) dated 02/08/2022

Around 350 IIC Members from 115 Higher Education Institutions gave their time and resources to attend and contribute. Two members from our college had participated in the meeting and taken part in the poster presentation event. They interacted with different IIC institute, share knowledge, visited the innovation stall and interact with students. Our college received best poster award.



8. MIC driven activity Session on “Out of the box thinking for problem solving” (Quarter IV) dated 28/06/22

On notification from MIC to attend the talk on the above mentioned topic, our institution has taken an initiative in Zoom platform to present the talk of MIC by sharing their YouTube live link so that all the participants from our institution can attend the same in a single platform. About 25 participants (Faculty 5 and students 20) have attended the programme on that day.



Celebration activities

1. National Innovation Day observation held on 15.03.22 (Quarter 1)

This was organized by the department of Mathematics in collaboration with IIC, Mugberia Gangadhar Mahavidyalaya under celebration activities of quarter 1. Wall Magazine publication by the students of every department of the college was arranged as part of revealing innovative thinking and ideas of the students by means of short paper presentation in the said magazine. Also on that day, prize distribution ceremony of innovative model and poster competitions held on national science day observation was organized.



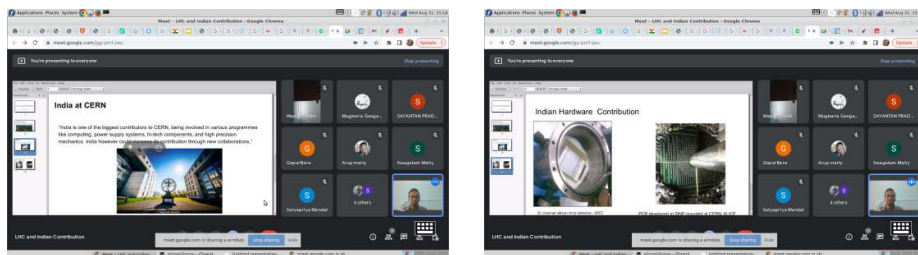
2. National Science Day (Quarter II)

This had been observed in offline mode in the institute on 08/03/22 instead of 28.02.22 due to strike on 28.02.22 in West Bengal.



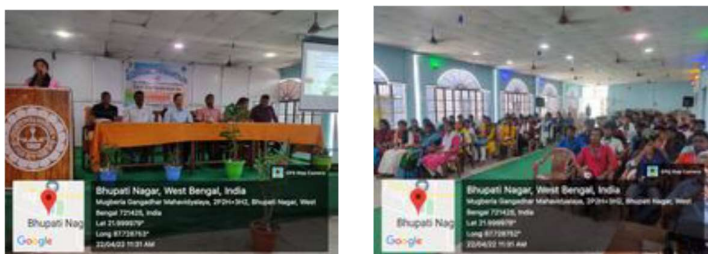
3. National Technology Day Celebration (Quarter III) dated 31/08/2022 (Past event celebration)

Dr. Wadut Shaikh was the speaker. He briefly explained the importance of the day. Discussed about the Mega-science projects, Indian Contribution in different international Project, Discussed about Large Hadron Collider and Indian Contribution, Presented Indian involved in various programmes like computing, power supply systems, hi-tech components, and high precision mechanics.



4. Celebration of 'World Earth Day' dated 22.04.2022 (Quarter III)

Students performed various cultural activities to increase awareness about environment. Principal, TIC and others spoke about environment and how to protect it. They emphasized on tree plantation.



5. Innovation & Entrepreneurship for Aatmanirbhar Bharat (Quarter IV) observed on 12.08.2022

On the occasion of celebrating and commemorating 75 years of independence and the glorious history of its people, culture and achievements -Azadi Ka Amrit Mahotsav IIC of Mugheria Gangadhar Mahavidyalaya has organised an awareness activity on 'Innovation & Entrepreneurship for Aatmanirbhar Bharat' in local society on 12/08/2022. About 68 students, 12 teachers and more than 200 local people were aware about innovations, entrepreneurship for Aatmanirbhar Bharat.



6. World Entrepreneurs Day Celebration (Quarter IV) observed on 24.08.2022

Mr Bhaskar Bera, Managing Partner, Bera Food Products was the speaker. About 56 students (Male: 21, Female: 35) and 14 teachers (Male: 6, Female: 8) participated in the program. Mr Bhaskar Bera shared his journey to become successful entrepreneur and discussed the various technologies of passive dairy products.



7. World Environment Day, 2022 observation held on 04.06.22 (Quarter IV)

This was organized by the IIC, Mugberia Gangadhar Mahavidyalaya in collaboration with Paschim Banga Vigyan Mancha Bhagwanpur – II Vigyan Kendra under celebration activities of quarter IV. A one day state level seminar on “Importance of weather forecasting to reduce after effect of natural disasters” was arranged as part of awareness of the students by means of slide presentation by the invited speaker. Also on that day, plantation of 75 saplings was done in the college campus as part of Azadi ki Amrit Mahotsab.



Self-driven activities

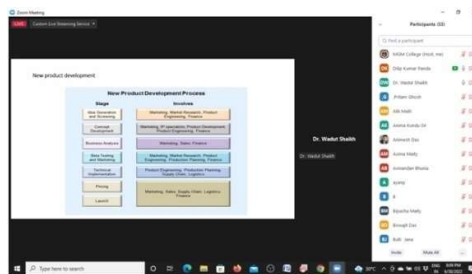
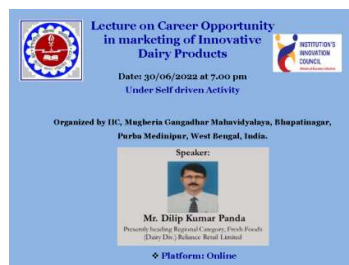
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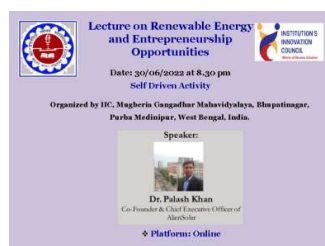
2. Lecture on Career Opportunity in marketing of Innovative Dairy Products

This lecture was observed in online mode on 30/06/22 under Self driven activity (Quarter III). About 50 students and 5 faculty members of the college have participated in this talk. The eminent speaker described every aspects related to career opportunity in marketing of Innovative dairy products. The participants were very much satisfied and enriched with his informative presentation.



3. Lecture on Renewable Energy and Entrepreneurship Opportunities

This lecture was observed in online mode on 30/06/22 under Self driven activity (Quarter IV). About 45 students and 5 faculty members of the college have participated in this talk. The eminent speaker described every aspects related to renewable energy and entrepreneurship opportunities. The participants were very much satisfied and enriched with his informative presentation.



4. Two day National Seminar on “Popularization of Mushroom’s Cultivation, its Medicinal Values and Trade for Socio-economic development of Rural Areas” Dated 20.05.2022 & 21.05.2022

The IIC of our college had arranged a self driven activity (Quarter III) on **Two day National Seminar on “Popularization of Mushroom’s Cultivation, its Medicinal Values and Trade for Socio-economic development of Rural Areas”** to create awareness about the massive cultivation of edible mushroom and its trade for socio-economic development of the remote villages of West Bengal. On this program, the speakers were Amiya Kumar Kalidaha, Senior Scientific Officer, Government of West Bengal (GoWB), Department of Science & Technology and Biotechnology (DSTBT), Salt Lake City, Kolkata, Dr. Jagatpati Tah, Senior Faculty of the University of Burdwan, Burdwan (Ex), Presently Visiting Faculty, Jadavpur University, Kolkata, Dr. Rambilas Mahapatra, Joint Controller, University of Burdwan, Burdwan and Mr. Dibyendu Chakraborty, Former Commercial Manager, SPA Agro Ltd., Bangalore, a 100% Export Oriented Unit in agri product marketing. Near about 95 students and 10 faculty members heard his motivating lectures. We had also with us Dr Swapan Kumar Misra, the honorable Principal of our college as Chairperson of this session and Dr Bidhan Chandra Samanta, Associate Professor & HOD, Department of Chemistry as program coordinator.



5. Exposure Visit to Food Chemistry and Technology Laboratory (FCTL) at Agricultural and Food Engineering Dept., IIT Kharagpur as Part of Incubation Centre Development

42 (Female: 30, Male: 12) students and 10 (Female:6, Male: 4) teachers of M.Voc department of our college interact with research scholars and faculties of IIT Kharagpur and exchange their knowledge. They visit different labs and familiarize themselves with modern instruments and techniques on 30.08.2022.



6. Workshop on “IIC activities and Career Counselling on Entrepreneurship” at ATL school

The IIC of Mugberia Gangadhar Mahavidyalaya has organized a workshop on “IIC activities and Career Counseling on entrepreneurship” at Bahadurpur Deshapran Sikshaniketan in association with Brainware University on 30.08.2022. The Assistant Headmaster of School inaugurated the workshop with an introduction to the speakers. Dr. Bidhan Chandra Samanta gives a brief speech on IIC and role of young minds to do innovative things. Dr. Wadut Shaikh shared the various career options in basic science. Mr. Mithu Roy encourages the students to promote the Green Environment. Finally Dr. Sanjay Saha delivered his motivational speech to think out of Box. He has shared the various platforms to become successful Entrepreneurs and create jobs for others.



7. One day workshop on "Investors awareness program: Mutual Fund"

One day workshop has been organised on "Investor awareness program: Mutual Fund" by IIC of Mugberia Gangadhar Mahavidyalaya in association with UTI -Mutual Fund, Kolkata on 18.08.22. The Speakers were Manojit Ray: Chief Manager, Kolkata office (UTI- MF), Suman Mukhopadhyay: R M, kolkata office (UTI - MF) and Sahidul Islam Khan –IFA. About 20 students, 35 faculties and 8 non-teaching staff attended the program.



8. Innovation & Entrepreneurship for Aatmanirbhar Bharat

On the occasion of celebrating and commemorating 75 years of independence and the glorious history of its people, culture and achievements -Azadi Ka Amrit Mahotsav IIC of Mugberia Gangadhar Mahavidyalaya has organised an awareness activity on 'Innovation & Entrepreneurship for Atmanirbhar Bharat' in local society on 12/08/2022. About 68 students, 12 teachers and more than 200 local people were awared about innovations, entrepreneurship for Aatmanirbhar Bharat.



- **Achievement by the Institute:**

- Selected for Organising Impact Lectures in Online Mode (Phase I & II: 2020-21 & 2021-22)

Table-2: List of HEIs Selected for Organising Impact Lectures in Online Mode
(Other than NE-E States, J&K, Ladakh, other Himalayan States & Aspirational Districts of Country)

Sr. No.	HC Id	Institute Name	State
226	IC202013817	GREATER NIODA INSTITUTE OF TECHNOLOGY	Uttar Pradesh
227	IC202014435	KCC INSTITUTE OF TECHNOLOGY AND MANAGEMENT	Uttar Pradesh
228	IC202014091	St. Andrew's College	Uttar Pradesh
229	IC201810118	KIET Group of Institutions Krishna Institute of Engineering and Technology	Uttar Pradesh
230	IC202014330	VISHVESHWARIYA GROUP OF INSTITUTIONS	Uttar Pradesh
231	IC201810602	INSTITUTE OF ENGINEERING & TECHNOLOGY	Uttar Pradesh
232	IC202014434	JIIT COLLEGE OF POLYTECHNIC	Uttar Pradesh
233	IC202014436	SHRI RAM GROUP OF COLLEGES	Uttar Pradesh
234	IC201811287	MEERUT INSTITUTE OF ENGINEERING AND TECHNOLOGY	Uttar Pradesh
235	IC201115772	JAIPURIA INSTITUTE OF MANAGEMENT	Uttar Pradesh
236	IC201912408	Meghal Saha Institute of Technology	West Bengal
237	IC201912466	Bengal Institute of Technology and Management	West Bengal
238	IC202015043	Greater Kolkata College of Engineering and Management	West Bengal
239	IC201912399	Institute of Engineering & Management	West Bengal
240	IC201810341	INTERNATIONAL MANAGEMENT INSTITUTE	West Bengal
241	IC201115617	Shree Ramkrishna Institute of Science & Technology	West Bengal
242	IC201912633	Mugheria Gangadhar Mahavidyalaya	West Bengal

All India Council for Technical Education
(A Statutory body under Ministry of Education, Govt. of India)
Nehru Mandala Marg, Vasant Vihar, New Delhi-110070 Website: www.aicte-india.org

Impact Lecture Session scheme - Sanction Order

To: The Drawing and Disbursing Officer,
All India Council for Technical Education, Nehru
Mandala Marg, Vasant Vihar,
New Delhi - 110070

Sub: Scheme of a sum of Rs. 12000/- (Rs. Twelve Thousand only) being the reimbursement under the scheme Impact Lecture Scheme, 2021-22 payable during the current financial year 2021-22. reg.

Sir,

With reference to the proposal submitted by the institute, this is to convey that the sanction of the Council for payment of Rs. 12000/- (Rs. Twelve Thousand only) as reimbursement under the Impact Lecture Session scheme, as per details given below:

1. Name and address of the Beneficiary Institution:	Mugheria Gangadhar Mahavidyalaya Bhupatnagar, Purba Medinipur, West Bengal, India, 721425
2. Permanent/HC ID of Institute:	C-19112/IC201912633
3. Scheme under which grant is to be released:	Impact Lecture Scheme, 2021-22
4. Sanction Order No. & date:	F. No. Innovation/Impact lecture/133/2020-21 Dated 4th Feb, 2022
5. Duration of the scheme:	2021-22
6. Name of the coordinator:	DR. APURBA GHOSH
7. Total Amount Sanctioned:	Rs. 12000/- (Rs. Twelve Thousand only)
8. Amount to be released during the year 2021-22:	Rs. 12000/- (Rs. Twelve Thousand only)
9. Sanctioned grant-in-aid is debitable to:	INNOVATION CELL ACCOUNT
10. The authorized Officer in whose favor Cheque / Demand Draft / ETOG is to made (Account Holder's Name):	Mugheria Gangadhar Mahavidyalaya

□ The amount for the reimbursement shall be drawn by the Drawing and Disbursing Officer, All India Council for Technical Education and shall be disbursed to and credited to the account of Director/Principal/ Registrar/Account Holder of the Institute through ETOG, PFMS.

□ This Reimbursement is being released in conformity with the terms & conditions as well as norms of the scheme as already communicated, and also being communicated in this letter.

Certified that:

- The conditions of the reimbursement have been accepted by the institute.
- This institute is approved for academic year 2021-22.
- The budget of above scheme is approved in 137th EC meeting under item No. 137.63.16. Further the EC in its 141st meeting has approved detailed scheme document with budget breakup to provide financial support upto Rs.12,000/- per institute (Online mode) under item No.140.03.09 and the name of above institute is at Sr. No. 14 in the list of recommended institutes at Page No.123 in Table(I/2) of MoM Dated 27th July 2021 is eligible for funding assistance under Impact Lecture Scheme, 2021-22, approved at Page No.24/N F.No. Innovation/Impact lecture/133/2020-21.
- The pre-audit/concurrence before release of payment is done by finance bureau at Page No.56/N, F.No. Innovation/Impact lecture/133/2020-21.

- Best creative poster appreciation at the Regional Meet 2022 held at Guru Nanak University of Technology, Kolkata



- In this year, Brainware University, Kolkata has accepted our request to act 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.



- **No. of student's & faculty ideas generated**
No. of students: 25
No. of faculty: 05
- **No. of student's & faculty Innovation/prototypes developed:**
No. of students: 25
No. of faculty: 02
- **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. 80,000/-**
- **Amount grant or fund supported to student & Faculty lead Innovations, start-ups and IPR: Rs. 30000/-**
- **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 biodegradable mat stick reinforced composite by Goutam Jana, Faculty member, Chemistry



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








- iii. Innovation details from student members



Sl. No.	Name	Title	Photo	Guide
1.	SOUMEN DAS	Development of Functional Cake		Dr. Apurba Giri

2.	AYAN MONDAL	Development of diabetic Lassi		Mrs. Sucheta Sahoo
3.	URMILA BAG	Development of sugar free Ragi cake		Dr. Apurba Giri
4.	SAIKAT MONDAL	Development of chia fortified curd		Ms. Monalisa Roy
5.	SRIKRISHN A JANA	Development of Functional Misti Dahi		Dr. Apurba Giri
6.	SUDESHNA MAITY	Development of Plant Based Functional Cake		Ms. Monalisa Roy

7.	SUPRIYA MAJHI	Dietary fibre fortified diabetic digestive biscuit		Mrs. Sucheta Sahoo
8.	SUSMITA KAMILA	Development of Functional Burfi		Dr. Apurba Giri
9.	SIULI KAR	Development of functional smoothie		Ms. Monalisa Roy
10.	BARNALI BARIK	Development of low calorie bael kulfi		Mrs. Sucheta Sahoo
11.	PRATIMA DAS	Development of Protein Reached Diabetic Laddu		Ms. Sruti Mandal

12.	SOMA MANNA	Development of Functional Pudding		Ms. Sruti Mandal
13.	KEDARNAT H MAITY	Development of Functional Chocolate Milk		Ms. Sruti Mandal
14.	JOYSRI JANA	Development of functional milkshake		Ms. Sruti Mandal
15.	SATHI DAS	Development of papaya kulfi		Ms. Monalisa Roy
16.	AJOY ROY	Preparation of protein enriched bun with added fibre		Mrs. Sucheta Sahoo

17.	ARKA MUKHERJEE	Preparation of fiber added diabetic cookies		Mrs. Sucheta Sahoo
18.	DIPANWITA MAITY	Development of reduced calorie fibre incorporated papaya jam		Mrs. Sucheta Sahoo
19.	INDRAJIT DALAI	Development of Diabetic Rosogulla		Mrs. Sucheta Sahoo
20.	PRERONA MAITY	Development of functional biscuit		Ms. Sruti Mandal
21.	RAKHI MAITY	Development of Functional Cake		Ms. Sruti Mandal

22.	SATHI CHATTERJEE	Development of protein enriched milky bar		Ms. Monalisa Roy
23.	SHIULIE DEY	Development of gluten free reduced fat muffins		Ms. Monalisa Roy
24.	SHREYASRI ROY CHOWDHURY	Development of Gluten Reduced and Dietary Fiber Incorporated Cookies		Ms. Monalisa Roy
25.	TANUSHREE JANA	Development of fiber incorporated diabetic Sandesh		Dr. Apurba Giri

- 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.**
- **IIC Regional Meet – Participated and presented poster. Awarded with one of the best creative posters.**

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.

The screenshot displays the IIC portal interface for Mugberia Gangadhar Mahavidyalaya (C-19112). The main section shows the 'Performance Report for the Academic Year 2021-22' with the following summary:

- Total Score: 65.60/100
- Total Reward: 16.26
- Final Star: 3.5/5

The report includes a table with the following data:

Activity Category	Total No of Submitted Activities	Total No of Approved Activities	*Disapproval % of Activities	Total Score Earned for Q1-Q4 Activities (I = A*80%)	Total Score Earned from Participation (II = B*20%)	Total Score Earned (I + II = 100)
IIC Calendar Activity	18	18				
MIC driven Activity	8	8				
Self-driven Activity	10	4	13.95%	60.54	5.05852	65.60
Celebration Activity	7	7				

The portal also features a sidebar with navigation options like 'About My Institute', 'My Profile', 'My Council', 'I&E Courses', 'I&E Collaboration', 'Submit Expert Session', 'Manage Pre-Incubation / Incubation Details', 'Performance Card', and 'Manage Activity'. The top header shows the IIC ID (IC201912693) and Star Ratings (AY 2021-22) as 4 stars.



MUGBERIA GANGADHAR MAHAVIDYALAYA

ESTD.—1964

P. O.—BHUPATINAGAR □ Dist.—PURBA MEDINIPUR

S. T. D. Code—03220 ☎ Ph. No.— 270236, Pin.—721425 (W. B.).

Ref. No.—M. G. M. / /

Dated.....

From : The Principal / Secretary,

Best Practice II

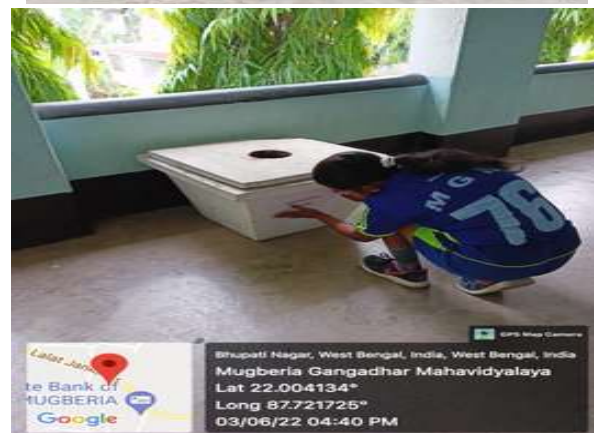
The college integrates the waste management system along with campus cleaning for better efficiency and sustainability. The main initiatives taken for the waste management are given as below:

Programs organised to sensitise students about the importance of waste management and minimum waste generation

1. Program regarding Zero Waste Planning in our college under MGNCRE for 5th June 2022, organized by Department of Physical Education, dated 03.06.2022







<https://twitter.com/MugberiaM/status/1532744793809309696/photo/4>

<https://twitter.com/MugberiaM/status/1532744504490414083/photo/1>

2. International Plastic Bag Free Day. Observed by our NSS units of the college at our adopted village Madhakhali, Dated 08.07.2022





<https://twitter.com/MugberiaM/status/1545392489691217920/photo/1>

<https://twitter.com/MugberiaM/status/1545389153667661824/photo/3>

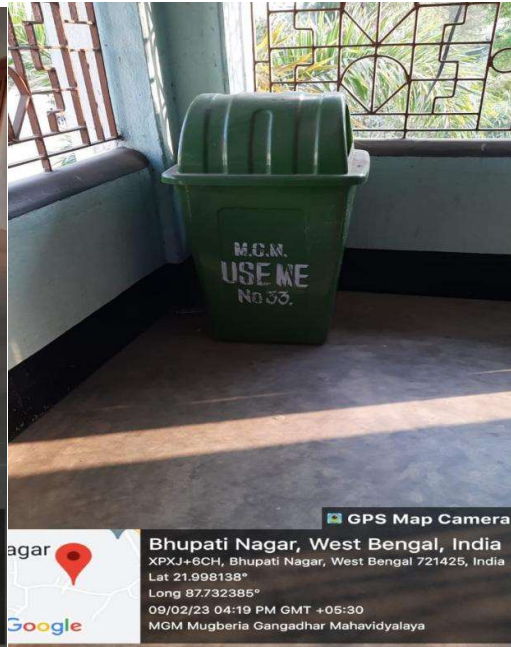
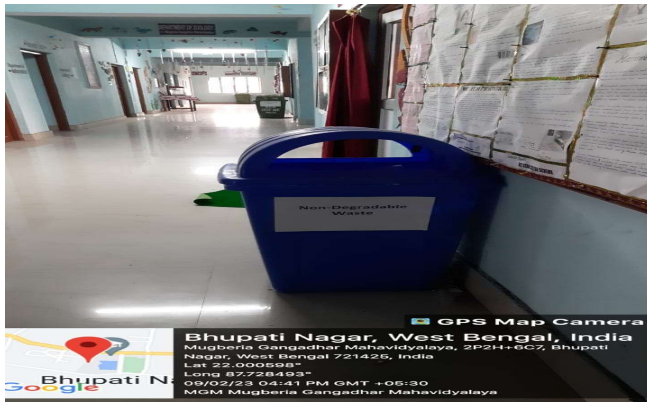
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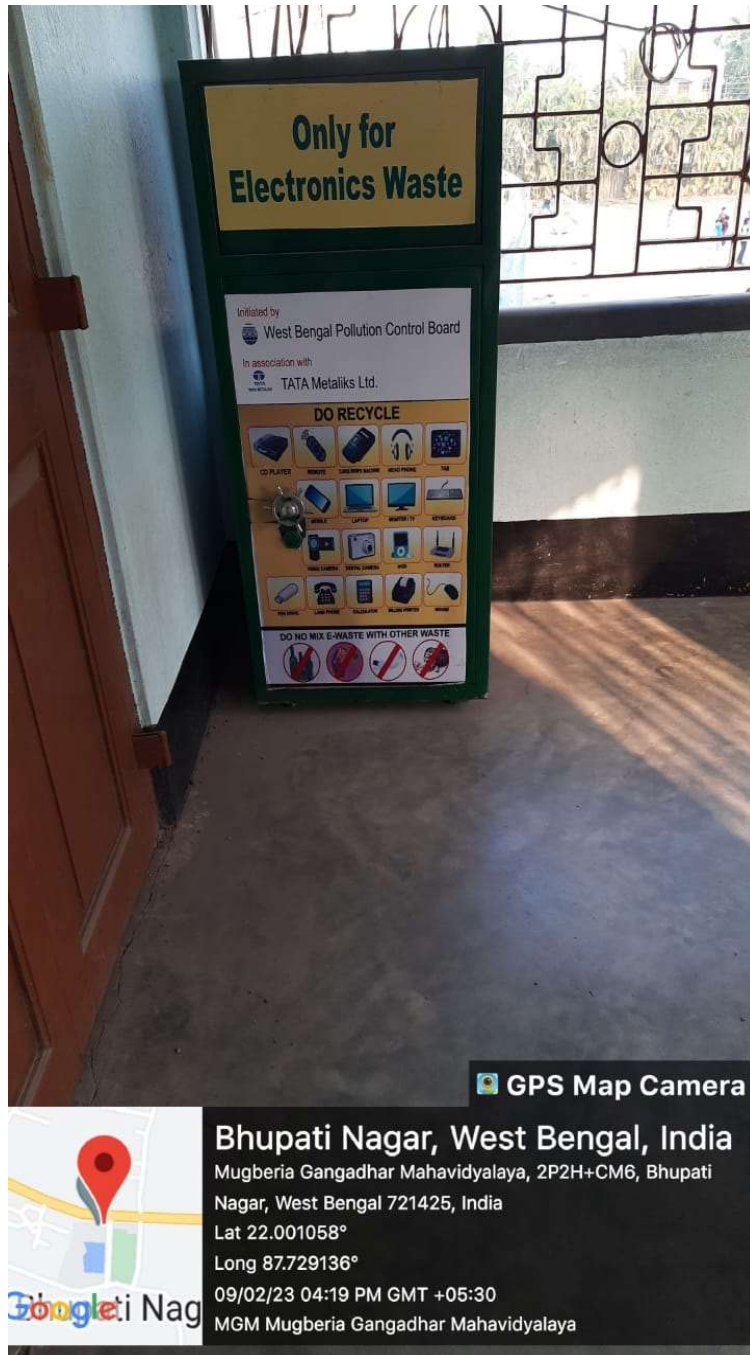
Video Link

<https://twitter.com/i/status/1545416391112609792>

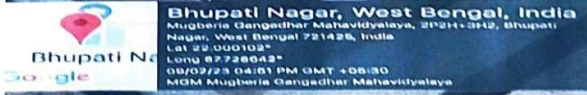
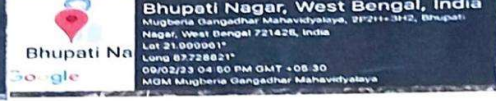
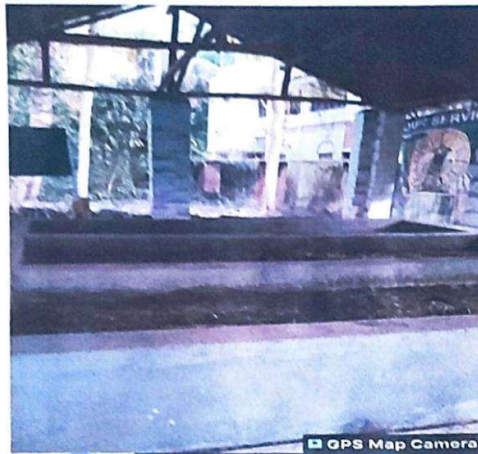
Other waste management measures:

A) Separate bins for segregating degradable, non-degradable and electronic waste





BIN FOR ELECTRONIC WASTE



VERMI-COMPOSTING IN OUR COLLEGE CAMPUS



Sonika
28.02.23
Principal
Mugheria Gangadhar Mahavidyalaya