



MACFASTTM
Igniting wisdom since 2001

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES
TIRUVALA (MACFAST)
Thiruvalla - 689101

MACFAST CENTRE OF EXCELLENCE

MACFAST INNOVATION AND CORPORATE SYNERGY

(MICS)

ACTIVITY REPORT

MACFAST Innovation and Corporate Synergy

General Introduction and Objectives

MACFAST Innovation And Corporate Synergy (MICS) is a brainchild of MACFAST, which helps the future aspirants in unleashing their talents and abridging the gap between corporate and campus. As a Centre of Excellence, it assists the students in meeting up the corporate expectation and reaching their career goals.

MICS facilitates student career progression in five major roles. They are

1. Mentorship programme - Alumni Interaction
2. Industry Interaction – Industry experts /Visiting faculty Interaction
3. Industrial Visits
4. Internships
5. Campus to corporate connect

1. Mentorship programme - Alumni Interaction

MICS offers a unique mentorship programme to students through alumni interaction. MACFAST is blessed with strong alumni track records and support. Through this exceptional mentorship programme, students will be able to receive information about various career prospects, progression and personal experience. The mentorship programme is offered once in three months.

2. Industry Interaction – Industry experts /Visiting faculty Interaction

MICS arranges interaction with industry experts and subject maestros once in two month. Industry interaction is a platform through which the expectations of the industry as well as the students are being discussed and met. The professionals and experts from reputed companies will be able to mould the potential students in a productive manner

3. Industrial Visits

Industrial Visits let the students understand practical aspects of theoretical knowledge to practice through interaction, working methods, employment practises and exposure to modern technologies. Visit to different companies helps the students in broadening their mind-set to have a clearer vision about future goals in his/her entrepreneurial /corporate journey

4. Internships

The internship programs are designed to provide field experience to the students with an opportunity to share their insights. It gives clear link between students' academic preparation and their field work,

and thereby developing and carrying out the major research project which will serve to culminate their internship experience. Internships are tailored to the needs and interests of each student in the program. As part of the internship experience, students are expected to take an active role in finding and doing an appropriate internship for themselves.

5. Campus to corporate connect

The Campus to corporate connect helps to minimise the transition from college to a corporate environment. Students are being introduced to various clubs associated with Finance, HR, Marketing, IT and Science. Students are given an introduction regarding the working of each club and are mandated to join any club of their preference. The club will be responsible for finding new project opportunities and the students will be liable in project formulation. They can bring in their project ideas with the aid of Entrepreneurship and development and innovation club, wherein the project can be implemented. The MoU's with different companies may also help the students in doing short term internship as part of their studies. This will also enable to ensure a long-term relationship among colleges and companies.

The activities conducted as a part of MICS is enlisted below

Webinars :

1. Startup Ecosystem – An Introduction by Mr. Krishnakumar M (project coordinator, Kerala Startup Mission)
 - 300+ participants attended the webinar.
 - Live streaming through our YouTube channel was also authorised, as the number of participants exceeded the maximum strength across Zoom platform.
2. Entrepreneurship Development – by Mr. Philip Varughese (VP & Global Lead- Applied Intelligence)

Projects:

3. On 25th January 2021, an Innovative Project proposal was submitted to K-DISC on ONE DISTRICT ONE IDEA programme. The project was sanctioned for initial study on the requirements of two MSME clusters identified by KDISC

Ongoing Projects :

4. Ongoing project in collaboration with AJCET, Kanjirappally based on the development of machinery.
5. Discussions are ongoing with Mr. Sherin Sam, Head of Startups Valley (Amal Jyothi Technology Business Incubator) on having an MOU with Startup Valley.
6. Visited the Nilakkal forest along with the research team of AJCET to conduct a primary study based on the project.

Workshops:

7. As part of the Campus to Cooperate connect program, MICS is organising a workshop series and the 1st phase was completed by Mr. Philip Varughese on the topic "Business Analytics". 72 students participated in the workshop.
8. MICS in association with ICAR- Krishi Vigyan Kendra (KVK) jointly organised an interactive workshop on the topic Attracting and Retaining Youth in Agriculture on 29th November 2021 at 2 pm in the MACFAST college auditorium. 175 students attended the programme. KVK issued a registration form to the students for participating in the agricultural related entrepreneurship program and 7 students expressed their interest towards it.

Outreach Program :

9. As part of the outreach programme, Dr. Sudeep B Chandramana took a section on Marketing Strategies for Small Business as part of the one-week seminar conducted by District Industries Centre, Alappuzha.

Orientation Programs:


10. One hour orientation class was taken on the topic "Introduction to MICS"
 - MCA on 14th December 2020.
 - Bio-Science on 5th January 2021.
11. SKY (M-TBI) visit was organised for all students of the college during their orientation programme itself.

Active Startups Under SKY :

- **VIBES - by Jaimon James (MCA 2018-2020 Direct batch)**
- **GRAPHISTICK - by Achu S Raj (MCA 2019-2021 Lateral batch)**



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Co-ordinator - MICS





Figure: Certificate Issued by The Ministry of Human Resource Development, Govt of India

MACFAST Innovation & Corporate Synergy (MICS)
and Entrepreneurship Development Club (EDC)
presents



IDEATHON 2k21



Submit your ideas to startup@macfast.org
Win attractive prizes

Last date to submit your ideas : 19th March 2021

    [macfastofficial](https://www.facebook.com/macfastofficial)  www.macfast.org



MACFASTTM

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Policy and Guidelines for

SKY
(Startup Kendra for You)
Under

MACFAST CENTRE FOR
INDUSTRIAL INTERFACE Pvt Ltd

MAR ATHANASIOS COLLEGE FOR
ADVANCED STUDIES
TIRUVALLA

Eligibility

Admission to MACFAST -TBI is open to:

- i. Students
- ii. Alumni of MACFAST
- iii. Known / Concerned Applicant.

Admission Process

Based on the initial assessment, applicants will be asked to submit a formal application and a business plan for admission in to SKY. The application form can be collected from the office of Startups cell/ website.

- Business Plan.

The business plan is expected to cover the basics of the business, namely, value proposition, products and services, market analysis, competition analysis, funding requirements, capital structure, milestones and timelines, development and marketing plan, organizational structure, team, risk analysis, break-even period and projected financials. Applicants may give any additional information as they think would help in the assessment of their proposal.

Based on the documents submitted, the application will be screened by an expert team for assessing the suitability of the proposal for further evaluation by expert members regarding its potential for incubation.

The business plan must be organized in the following manner

1. Cover Page
2. Index
3. Executive Summary
4. Opportunity
5. Market analysis summary
6. Execution
7. Financial plan

Business Plan will be reviewed by experts having technical, business and financial expertise.

Infrastructure

Upon admission to Startup cell, the following infrastructural facilities and services may be offered to the incubate space

- Office space
- Internet
- Cafeteria
- Faculty mentorship (for student startups)

With prior permission:

- Conference Room
- Library
- Teleconferencing facilities

Apart from physical infrastructure as stated above, Startups cell may also try to offer other supports and services which would include:

- Pool of mentors, experts in technology, legal, financial and related matters, with or without consideration,
- Meetings with industry professionals.
- Organizing events to help companies in networking.

Startups cell will facilitate the incubate companies to access departmental laboratories and other resources of MACFAST for their products development purposes. Access to departmental resources is possible and usage of such resources should be with permission of the concerned department to avoid conflict with departmental activities. Further usage of such resources shall be on commercial basis.

Periodic Information Submission

SKY will evaluate the performance of incubate companies periodically. Incubate companies have to submit the information to SKY on monthly basis in a prescribed format. The companies may also be subject to an annual assessment by a committee comprising of external experts.

Incubate companies have to submit information to SKY about all material changes or developments taking place in their companies from time to time. Such information could be change in business or product profile, change in directors, promoters or shareholders, additional equity or debt investments. Prior permission should be obtained from SKY for effecting such changes.

Terms & Conditions

- Companies will be permitted to stay in SKY for a maximum period of 11 months. A nominal monthly charge will be levied to the company. SKY may, at its own discretion permit companies to extend their stay for a maximum period of another 11 months. Companies will have to pay the charge at the prevailing market rate for the extended period, which would be for the facilities being used by them.
- The Licensee shall not cause any disturbance, annoyance and nuisance, damages to the Incubation Centre or the peaceful functioning of other units in the premises in MACFAST Campus and shall not create any obstructions in the common areas. Any acts those which may tarnish the name or reputation of SKY or MACFAST campus will not be entertained and will have to face legal actions accordingly.
- SKY shall always be in possession of the licensed premises and shall have full right to control the access to the Licensed Premises and structures therein or any part thereof, incubates shall allow persons entering and leaving startup office areas allotted to the incubates to be examined by the staff of SKY or any agency authorized by SKY/MACFAST for the purpose of checking and security measures.
- The Licensee shall use the licensed premises only for the purpose for which it was allotted and also take care not to store any combustible materials or articles prohibited under law. The Licensee shall not use the license for any purpose other than the one for which it is now permitted, without the prior written consent of SKY.
- The incubates shall not, without the previous written permission of the SKY , to alter, improve or make structural alteration to the licensed premises permitted to be used by the Licensee .
- The incubation fee payable per month for the premises to the incubator will be at the rate of Rs.1000/- + GST shall be paid on the 5th day of every month regularly in advance and the incubator shall obtain receipt from Startup cell or their authorized representative.
- In case the incubation fee amount due to Startup cell exceeds for a period over 3 months at any point of time, the Licensee agrees to the unconditional right of the SKY to terminate the incubation license and incubator will not be entitled to enter SKY or use the premises or unit.
- Any violation against the law of land will not be entertained. Any such violations noticed will be informed to the authority and SKY or MACFAST will not be responsible for the same.
- This agreement can be terminated by giving 30 days written notice of termination by either party to the other. Further, if the Licensee violates any of the conditions hereinabove mentioned or such other rules and regulations framed by SKY or MACFAST from time to time.


- SKY shall have every right to terminate the agreement and evict the Licensee from the premises forthwith. Notwithstanding the period mentioned herein or any of the clauses contained herein, Startup cell shall always have the right to terminate this license arrangement at any time without assigning any reasons and the License hereby agrees to abide by all such decisions without raising any objections.
- Any violation against the law of land will not be entertained. Any such violations noticed will be informed to the authority and SKY or MACFAST will not be responsible for the same.
- Each student startup may have an internal mentor from MACFAST.

Date

Name:

Place:


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