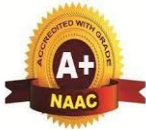




Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(MM's IMERT), Pune



S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052

Criterion 7: Institutional Distinctiveness

Start-up and Entrepreneurship Promotion Initiative

The Marathwada Mitra Mandal's Institute of Management Education Research and Training (IMERT) is committed to fostering a culture of innovation and entrepreneurship through its distinctive Start-up and Entrepreneurship Promotion Initiative. This initiative aims to train and support budding entrepreneurs and nurture start-up ventures, contributing significantly to economic development and job creation.

In 2018, the Marathwada Mitramandal (MM) Trust, in collaboration with Tata Technologies Ltd (TTL) and Science and Technology Park (STP), Pune, established the Foundation for MAKEITHAPPEN Center for Invention, Innovation, and Incubation (FMCIII). This center, a Section 8 non-profit company registered under the Ministry of Corporate Affairs (MCA) with 80G and 12A certifications, is located at the MM's Karve Nagar campus in Pune. FMCIII serves as a significant innovation hub, featuring a 12,000 sq. feet creatively designed workspace that provides an integrated ecosystem to support entrepreneurship.

FMCIII collaborates with the Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry to enhance entrepreneurial activities. The center is a pivotal resource for MM Trust's institutions, particularly benefiting IMERT. Through this partnership between IMERT and FMCIII, comprehensive support is provided for research and start-up promotional activities.

Being in the same campus MM's IMERT staff and students had been consistently actively contributing to FMCIII through their Entrepreneurship Cell (ED Cell) and later Institute Innovation Council (IIC). The major areas of active contribution are start-up promotion activities such as Fund Raising, National Start Up Day, Business Model Canvas, National Entrepreneurship Challenge, Business Plan Pitching Competition, IPR Awareness Programs, Consultancy, Entrepreneurship Training etc. and related administrative support. The initiative also assists start-ups in applying for seed funds which are instrumental in promoting start-ups and fostering an entrepreneurial culture within the ecosystem.

Salient Features and Activities of FMCIII:

1. **Investment and Infrastructure:** FMCIII has an investment of over Rs. 30 Crores, with Rs. 16.5 Crores in kind donated by Tata Technologies Limited, including manufacturing facilities, high-end software packages, hardware kits, and display units.
2. **Research Facilities:** The center provides advanced research facilities for industry and individuals.
3. **Industry-Specific Training:** It offers high-end and industry-specific training designed and delivered by TTL and other industry partners.
4. **Incubation Support:** FMCIII serves as a plug-and-play start-up incubator with overall support, including seed funding, with a capacity to incubate 50+ industries simultaneously.
5. **Mentorship:** The center provides strong mentorship for inventors and entrepreneurs, supported by experts from TTL and STP.



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6. **Incubation Space:** FMCIII offers customized and ready incubation spaces, individual cabins, separate workspaces for assembly and manufacturing units, and other facilities like seminar halls, conference rooms, and video conferencing rooms.
7. **IPR and Technology Management:** Support is provided for IPR and technology management, including patents, copyrights, and design registration, along with commercialization assistance.
8. **Funding Access:** Mechanisms are in place to help start-ups access various forms of capital, such as seed money, angel investment, venture capital, and private equity funding.

FMCIII specialized sub-centers :

1. **Advanced Technology R&D Center:** Equipped with high-end workstations and industry-grade software packages to develop advanced technological solutions.
2. **Advanced Manufacturing Center:** Features essential equipment for manufacturing and prototyping, including 3D printers, industrial robotic cells, and precision machining tools.
3. **Domain Exploration Center:** Focuses on domain-specific exploration with practical models and kits, including a complete Electric Vehicle (EV) kit and various display units.
4. **Incubation Center:** Provides comprehensive support for start-ups, including access to a prototyping lab, incubation spaces, mentorship programs, and peer networking opportunities.

Institute Innovation Council (IIC):

To promote entrepreneurship, MM's IMERT has also formed the Institute Innovation Council (IIC) in the A.Y. 2022-23 as per the guidelines laid down by Ministry of Education, New Delhi.. The Ministry of Education, Government of India has established 'MOE's Innovation Cell' with the mandate to work closely with Higher Education Institutions (HEIs) to encourage the creative energy of the student population to work on new ideas and innovation and promote them to create start-ups and entrepreneurial ventures. MM's IMERT's Institute Innovation Council (IIC) in alignment with the aims of the 'MOE's Innovation Cell'(MIC) has the following functions:

- i.To conduct programs on entrepreneurship and innovation
- ii.To follow MIC IIC's academic calendar.
- iii.To encourage entrepreneurs and start-ups in the Institute.

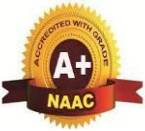
IMERT's IIC conducts various programs to promote entrepreneurship and innovation, notable activities include:

1. **National Start-Up Day:** Organized on 16th January 2023, in association with FMCIII, featuring start-up awards, poster presentations, and business idea competitions. Some start-ups from FMCIII were rewarded for their growth and progress after joining FMCIII; some of them expressed their views on their entrepreneurial journey. Participation in such events such as Business idea presentations give students an opportunity to learn various aspects related to a business such as revenue model, return on investment etc. Presentation skills of students are also fine-tuned due to the exposure received in such events.
2. **Workshops and Training:** Sessions on IPR & IP Start-up Management, business model canvas, and other entrepreneurial training programs. Entrepreneurial stories



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are shared by entrepreneurs during induction programs to inspire and inculcate an entrepreneurial spirit among students.

Outcome and Benefits of Institutional Distinctiveness:

1. FMCIII has supported 65+ start-ups till date. Right now, 43 start-ups are in incubation.
2. Rs.1 Cr sanctioned from the Start-up India Seed Funding Scheme (SISFS).
3. Rs. 11 lakhs received from a non-governmental organizations CSR funds for R&D project.
4. IMERT offered consultancy services to C-Centric Learning Edge Pvt. Ltd. for Campus to Industry Placement Training Program 2023 for Engineering students.
5. IMERT offered consultancy services to Pinakin Fastners for support for Implementation of Leadership Training Program.
6. Design Training and Implementation Support to Entrepreneur Institute of Foreign Trade (EIFT).
7. Planning to launch Startup Genesis Program for budding Entrepreneurs.

Through these concerted efforts, IMERT stands out as a beacon of innovation and entrepreneurship, significantly contributing to making job creators, not just job seekers