

The Success Story

Event Name :

Start Up – Weekend, Kolkata organized at IIMC Innovation Park, Powered by Google, held from 24th to 26th July, 2015 at IIMC campus.

The event was 50% technical and 50% business oriented. A product whether Hardware or Software or Web development which was considered as a technical part. Next is to prepare a **Business Plan** around the product and present to the Judges on its viability of providing to the customer/ user at an acceptable cost.

MCKVIE students, namely **Shiladitya Ghosh, Hritwika Ghosh, Tanurima Banerjee and Suvomoy Pal** of ECE department made and presented a **multi - featured Touch - Screen Switch Board** which will be replacing existing available switch boards and will provide stylist & economic product. Also this product will be able to provide features to control their home appliances remotely. Thus this product will be adding prestige to the middle class citizens.



Key Features –

- 1) Touch Screen
- 2) Shock Proof, smooth switching even with wet hands
- 3) Remote control from home and outside
- 4) Longevity.

About 100 students of different engineering colleges, universities, IITs and employees of business houses from all over India participated in this contest.

Our students will receive all guidance from the Innovation Park of IIM, Kolkata for a start up facilities to set up a business as per their proposal due to **securing second position in the contest.**

