KCG

COLLEGE OF TECHNOLOGY

(A Unit of Hindustan Group of Institutions)

KCG Connect

PRESENTS

PitchFest!

LIFT OFF '21

ABOUT KCG COLLEGE OF TECHNOLOGY

KCG College of Technology (A unit of Hindustan Group of Institutions) was established in 1998 to fulfill the vision of Founder-Chairman, Dr. KCG Verghese "To Make Every Man a Success and No Man a Failure". KCG College of Technology affiliated to Anna University, Chennai and approved by AICTE, New Delhi. The college offers twelve under-graduate and four post-graduate programmes. Six under-graduate programmes (Mech, ECE, CSE, IT, EEE & Aero) have Permanent Affiliation under Anna University. Four under-graduate programmes – Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Information Technology (IT) and Mechanical Engineering – are accredited by the National Board of Accreditation (NBA). The college is accredited by NAAC with A+ Grade. The college has been listed in the 201-250 band among the engineering institutions in India by the National Institutional Ranking Framework (NIRF). Five departments – CSE, ECE, EEE, Mechanical Engineering and Physics – have been approved as research centres by Anna University to offer PhD programmes. The campus of KCG College of Technology is beautifully landscaped in a lush green stretch of land spread over 38 acres at Karapakkam, which is about 10 km from Adyar on the Old Mahabalipuram Road, the IT corridor of Chennai.

Organizing Committee

Chief Patron
Dr. Elizabeth Verghese
Chairperson, Hindustan Group of Institutions, Chennai

Patrons
Dr. Anand Jacob Verghese.
Director & CEO, Hindustan Group of Institutions Chennai.

Dr. Annie Jacob
Director, KCG College of Technology

Convenors
Dr. P. Deiva Sundari
Principal

Dr. Anita Manuel
Dean - Student Affairs

Coordinator
Ms. K. Jaraline Kirubavathy
Asst. Prof, ECE Dept

ABOUT KCG CONNECT

KCG Connect Alumni Association (KCGCAA) was registered in 2016 as a Society under the Tamil Nadu Act 27 of 1975. The primary objective is to strengthen alumni connections with their Alma Mater and its community, as well as enhance interaction among alumni on a common platform. The Office bearers regularly meet to plan activities of the Association. In the 6 years after its inception the Association with the KCG College Alumni Relations Office has facilitated 100 plus activities including Internships, Seminars, Mock interviews, and Social outreach programmes. Five general alumni reunions have been held.

ABOUT
PITCH FEST

KCG College of Technology, along with KCG Connect Alumni Association, is proud to announce LIFT OFF '21, an opportunity for aspiring entrepreneurs to receive pre seed funding worth **INR 1,00,000.**

This is in partial fulfilment of the announcement by Management of an endowment of ten lakhs to support alumni start-ups at the alumni reunion KCG Connect '21. The endowment was further enhanced by a matching grant from Alumnus.

Eligibility
Open to all alumni and final year students of
KCG College of Technology

Submission Guidelines
A 500 word pitch may be emailed to kcgconnect@kcgcollege.com. The pitch should contain details of team members, product/service, problem being addressed, why your solution is better than the competitors, the current stage you are in, and potential market size. A business model with growth trajectory is recommended.

Dead Line for submission: 21st March 2021

Registration Link: https://forms.gle/kyuSzTahs1WYzfan6

For any clarification contact
Dr. Anita Manuel
Dean - Student Affairs
+91-9840758229

Virtual Mentoring Workshop

A workshop on crucial aspects of starting a business venture will be held to support the aspirants. This should help the candidates to improve their business model and have a clear plan on how to build and expand their customer base.

Final Round

This will be held on April 10th, 2021. Shortlisted candidates will be asked to pitch their plan to a jury panel comprising entrepreneurs and industry experts among others. Each aspiring entrepreneur approved by the jury panel will receive the grant of **INR 1,00,000.** The decision of the jury will be final.