



Corporate Brochure 2026–27

**WHERE IDEAS FIND
THEIR TRUE NORTH**

//mica.ac.in

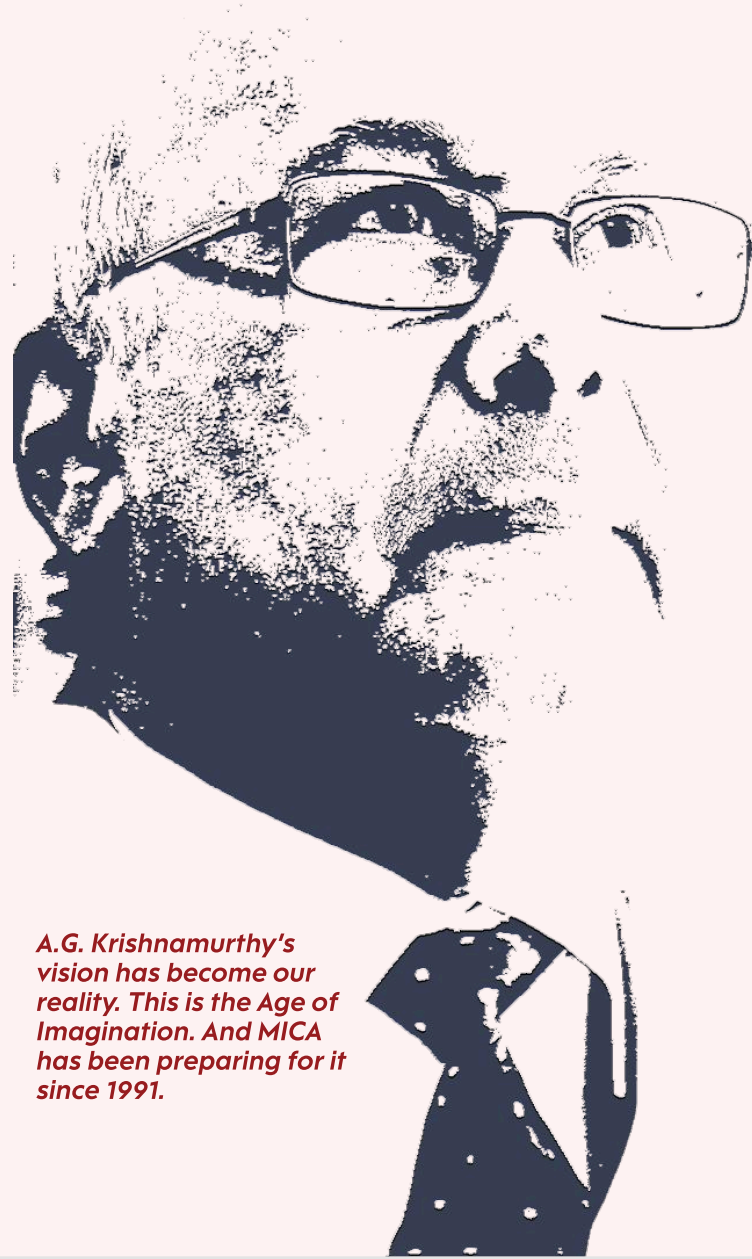
| The Challenge of our Time

MICA was founded in 1991 by Mr. A. G. Krishnamurthy, India's legendary advertising leader. His vision was to create a world-class institution focused on communication, creativity, and strategic thinking.

The MICA Foundation for Communications Research and Education, MFFCRE serves as the exclusive sponsoring body of MICA and has done so with continuity and purpose since its establishment in 1991 as both a registered Society and a registered Public Trust. From its inception, the MICA Foundation's mandate has been expansive in scope yet disciplined in focus: to advance education, research, and training with a distinctive strength in marketing, communication, media, analytics, and emerging technologies, to collaborate with national and international partners, and to award academic distinctions in line with applicable regulations.

Since its inception, MICA has

- Graduated over 5,000 full-time students
- Certified over 20,000 professionals in communication, creativity, and commerce
- These students constitute just 1.5% - 2% of all aspirants that apply to MICA each year.
- MICA students represent almost all states within the union of India and has had gender parity amongst its student cohorts since inception.



A.G. Krishnamurthy's vision has become our reality. This is the Age of Imagination. And MICA has been preparing for it since 1991.

| Our Guiding Principles

Vision

We nurture creative thinkers in the age of imagination

Mission

- Shape change-agents who deliver purposeful impact amid ambiguity
- Fuel imagination through interdisciplinary learning
- Ignite bold dialogues where diverse voices lead
- Drive ethical innovation through emerging technologies
- Build transformative partnerships for world-class research and social progress

Values

- **Dialogic** - have bold dialogues, step into the unknown, take leaps of faith, lead from the front
- **Empathetic** - leave no one behind, be kind, demonstrate the ability to understand
- **Curious** - constant learners, openness to new ideas and thoughts, intellectual curiosity
- **Fortitude** - can bounce back, high emotional quotient
- **Inclusive** - team players, believe in the power of the many, be good listeners

Objectives

- **Continue** to be an eminent Higher Education Institute (HEI) recognised for its excellence, innovation and impact. Be in the NIRF Top ranked institutions in the Management Category and top 500 QS Rankings for areas that MICA focuses on.
- **Consolidate** its position as a leading academic trendspotter by actively engaging with global and technological shifts in line with national priorities
- **Affirm** its leadership in inter, multi, and trans-disciplinary learning, reflected in MICA Deemed to be University – Distinct Category's centres of excellence, studios, faculty mix, curriculum, and pedagogy, with a clear ambition to become a MERU of repute
- **Champion** its identity as the preferred destination that provides the ecosystem and freedom for those seeking to create cutting-edge knowledge
- **Position** itself as the University of choice for aspirants seeking to make the world a better place through ethical innovations and creative entrepreneurship
- **Sustain** its best-in-class 1:12 faculty-student ratio, enriched by strong industry collaboration and a high presence of eminent visiting faculty and practitioners to foster holistic learning
- **Foster** the best learner experience through a vibrant, inclusive and eco-friendly campus with digital and AI-enabled infrastructure
- **Lead** by example in providing a safe and respectful space for all voices to be heard, contributing to purposeful social transformation
- **Broaden** access to opportunities by opening its doors to every deserving candidate, whether they be students, faculty or staff
- **Combine** forces with national and global educational institutes of repute to realise the vision envisaged in the NEP 2020

| Unique Multidisciplinary Focus - 5Cs

MICA's identity is defined by the 5Cs:



Communication



Creativity



Community



Context



Culture

Making it the pioneering management institute in the Asia Pacific dedicated to this integrated disciplinary space.

Founded at the moment of India's liberalisation to produce leaders who could communicate change, root it in cultural understanding, and bridge commerce and community through creativity, MICA continues to address national needs at today's inflection point.

The 5Cs remain essential in an era shaped by artificial intelligence, climate change, and shifting geo-political forces, and their relevance is affirmed by national policy frameworks from the Ministry of Culture (India), India's G20 and BRICS advocacy, Viksit Bharat 2047, and the Indian National Education Policy.

MICA's Schools and programmes operationalise the 5Cs across curriculum, research, and institutional impact.



Rankings, Accreditations, Awards and Recognition

MICA has consistently ranked among the top 15 privately held management institutes and top 50 overall in the management category for the last three NIRF cycles – these are India’s national rankings for educational institutions ([About - MoE, National Institutional Ranking Framework \(NIRF\)](#)).

Programmes are AICTE recognized and have had multiple cycles of accreditation from NBA ([National Board of Accreditation, India](#)) and AIU ([Association of Indian Universities](#)).

MICA's faculty, over 130+ in number are a good mix of academics, professors of practice and industry practitioners. Academic faculty have received national and international awards for research and teaching excellence (AIMS International, Abdul Kalam Lifetime Achievement Award, B.K Birla Research Scholar Award, Centre for Education Growth and Research, Femina, Indira Parikh Award).

Students have won prestigious competitions in marketing, analytics, sustainability, and creative domains (L’Oreal, Mahindra War Rooms, Hult Prize, Samsung EDGE, Microsoft GSMO B-School Engage, Tata Steel’s Annual Business Challenge, ITC, HUL Carpe Diem).

Among Private Institutions:

#09 2025	#08 2024	#13 2023
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Overall Management Category:

#33 2025	#32 2024	#37 2023
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Schools and Programmes

MICA offers the following residential postgraduate & doctoral programmes through its schools today:



School of Management (Est. 1994)

- PGDM(C) launched in 1994; AICTE approved, AIU MBA equivalence, NBA accredited.
- PGDM launched in 2019; AICTE approved, NBA accredited.
- Fellow Programme in Management (2010); AIU Ph.D. equivalence in 2025.

School of Applied Creativity (Est. 2025)

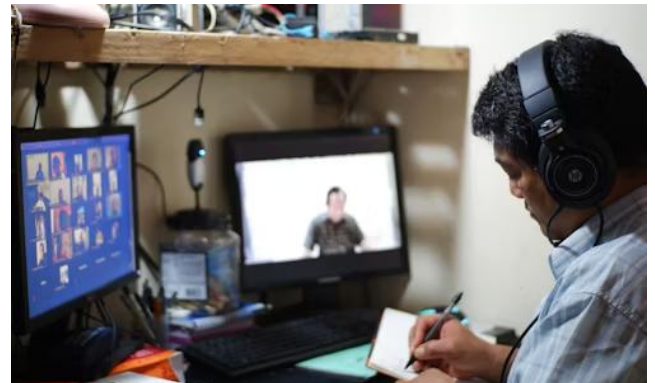
- Post Graduate Certificate in Crafting Creative Communications, twelve months AICTE Approved (Since 2000)
- Post Graduate Certificate in Content And Creator Economy, twelve months AICTE Approved (2026)

MICA's students continue to enjoy 100% placements for all its programmes with a year-on-year increase in median and average salary (Average CTC: ₹20.46 LPA & Median CTC: ₹19.20 LPA for the PGDM programmes and Average CTC: 9.24 & Median CTC: 9 LPA for the CCC programme).

FPM scholars find roles within prestigious academic institutions such as IIM – A, IIM – K, SPJIMR and others.

Life-long Learning

- First institution in India to launch a flagship postgraduate certification in digital marketing (2017).
- Over 20,000 professionals certified, making it India's number one programme in this domain.
- Partner with eminent Edtech partners for programmes in strategic marketing and communications.
- Directly aligned with NEP 2020's skilling agenda for lifelong learning and workforce development.



Leadership and Management Development Programmes

MICA's LMDPs are designed for professionals who aspire to lead with clarity, creativity, and strategic foresight in a complex, changing world. Going beyond conventional training, these programmes explore not only the "what" and "how" of leadership, but also the deeper "why" behind decisions, behaviours, and strategies. Some of the Leadership & Management Development Programmes that we offer are:

- Branding in the Tech-Enabled World
- Storytelling in the Age of AI
- Advertising Strategy - What will not change in the world of AI?
- Personal Branding in the Age of AI
- Storytelling for Leaders
- Principles of Copywriting
- Branding Unbound: Advertising & Digital Communication
- A-Z Bootcamp on Digital Marketing (Entry level)
- Digital Marketing: Deep Dive (Mid-level)
- Customer-Centricity Success Programme for Frontline Staff
- Excellence in Branding, Media & Marketing Communication
- Strategic Partner to Agency (client-agency partnership clinic)
- Change Communication
- Investor Communications
- Internal Communications
- Creative problem solving

MICA has certified over 5000 professionals over the past few years.

| Research

MICA uniquely integrates high impact faculty research, proprietary national databases, free socio-economic and sectoral reports, and government and industry facing management development programmes, all anchored in the 5Cs. Despite its compact size, MICA ranked fifth nationally for A* journal publications and third for A ranked articles in 2023–24, with faculty contributing to leading journals and editorial boards.

Its flagship **Journal of Creative Communication (JOCC)**, India's first in the field, has achieved Q2 global ranking, underscoring international scholarly impact.

Proprietary data products such as **MIMI** and **MVMI**, the Socio-Economic Report, and the annual OTT Platforms Report, cited in the Indian Parliament, provide free, nationally significant insights used by regulators, IIMs, and industry.

Through the **Centre for Development Management and Communication** and customised **LMDPs**, MICA has trained over 7,500 professionals and executives, collaborating with UNICEF, UNESCO, state governments, and major corporations.

The International Communication Management Conference further extends MICA's reach, convening global universities and renowned scholars to advance transdisciplinary dialogue.



| Alumni

MICA's alumni network of over 5,000 spans leadership across FMCG, FMCD, customer technology, consulting, digital platforms, media, entertainment, advertising, film production, content and creative industries, cultural industries, and academia.

They serve as CEOs, CMOs, CSOs, Chief Product Officers, Country Heads, and National Creative Directors, with distinguished names such as Kedar Lele (MD, Castrol India & South Asia), Sushant Das (CEO, Starbucks India), Akanksha Jain (Managing Director, Accenture Song India), and Rajdeepak Das (Chief Creative Officer, Leo Burnett).

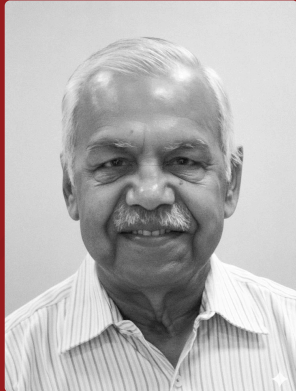
In academia, alumni hold senior positions at premier institutions worldwide, including Reetika Gupta (Deputy Dean, ESSEC Business School APAC), Tanvi Gupta and Akshaya Vijaylakshmi (Faculty, IIM Ahmedabad), Shameen Prashantham (Professor and Associate Dean, CEIBS China), and Anil Shrinivasan (KRUU, Kriyaa).

In the creative and cultural industries, alumni include Ayushmann Khurrana (Actor), Chirag Panjwani (Stand-up Comedian), Apoorva Bakshi (Filmmaker), Gaurav Chatterjee (Music Composer), and Alpna Dutt (Executive Producer). Alumni remain deeply engaged with MICA as Governing Council members, advisors, mentors, guest faculty, and chief guests at major events.



| Director & CEO

Dr. Binod Agrawal was appointed as MICA's first Director in 1993. Since then, the institution has been led by seven Directors.



1993–1995

Prof. Binod Agrawal

Founding Director - Established MICA's academic foundations, bringing scholarly rigor and communication research expertise to define interdisciplinary standards.



1995–2001

Prof. Anil Kulkarni

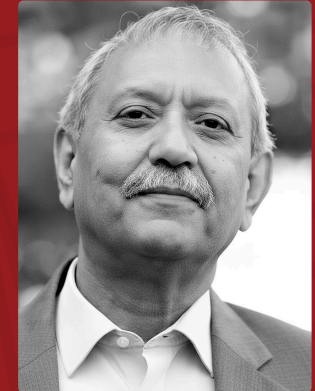
Bridging Industry and Academia - Strengthened corporate partnerships while maintaining academic excellence, ensuring graduates could operate effectively in business environments.



2001–2009

Prof. Atul Tandan

Consolidating Identity - Provided eight years of stability during formative years, deepening industry linkages and establishing MICA as India's premier destination for strategic marketing education.



2009–2011

Prof. Ashok Ranchhod

Global Perspective - Positioned MICA within international management education conversations through partnerships and elevated scholarly profile.



2012–2016

Prof. Nagesh Rao

Digital Transformation - Strengthened MICA's emphasis on digital education and positioned the institution as a knowledge producer in the new economy..



2017–2024

Prof. Shailendra Raj Mehta

Research Leadership and Innovation - Advanced MICA's research standing, launched the PGDM program, and established online certification partnerships for lifelong learning.



2024–Ongoing

Ms. Jaya Deshmukh

In August 2024, Ms. Jaya Deshmukh assumed office as the seventh Director as well as took on the role of CEO, becoming the first woman to hold this position in MICA's history. The appointment is particularly significant given that only a handful of women have served as Directors among the Top 50 NIRF-ranked management schools since the inception of the NIRF rankings. Ms. Deshmukh's leadership is further distinguished by the fact that she is an alumna of MICA's inaugural batch, a rare and noteworthy achievement. Ms. Deshmukh has anchored leadership roles at Microsoft, Google, PwC, Colt, Cognizant & AT&T in UK, Europe & Asia Pacific.

| Governing Council

The MICA Governing Council comprises eminent people who represent industry, academia and NGOs. They play a crucial role guiding the Director & CEO and the management leadership team of the institute.

Prof. Tridip Suhrud, Ph.D. (President)

Provost - CEPT University, and Director - L.D. Institute of Indology, Ahmedabad

Aparna Mahesh

Chief Marketing Officer, Great Learning, Bengaluru and MICA Alum

Ganga Ganapathi

International Country Marketing Leader, Publicis Sapient, Bengaluru, India and MICA Alum

Jaya Deshmukh

Director and CEO, MICA, Ahmedabad, India and MICA Alum

J Ramachandran

Chairman of Redington Limited, Professor of Strategy (Retd.) IIM- Bangalore, Bengaluru, India

Kunal Jeswani

CEO, Ogilvy ASEAN, Singapore and MICA Alum

Ramkumar Ramamoorthy

Former CMD, Cognizant India, Chennai, India and Partner, Catalinca,

Shailendra Pratap Jain, Ph.D.

Bret Wheat Endowed Professor of Marketing and International Business, Foster School of Business, University of Washington, Seattle, USA

AI Advisory Board

The AI Advisory Board is a recently constituted Board in line with MICA's comprehensive AI strategy and is the first of its kind in India for an educational institution. The members of the AI Advisory Board are:

Mr. Shekhar Kapur

International Filmmaker, Storyteller, Philosopher & Speaker

Mr. Niraj Nirmal

Senior Technical Programme Manager, Amazon Artificial General Intelligence

Dr. Maya Indira Ganesh

Associate Director (Research Partnerships), Leverhulme Centre for the Future of Intelligence, University of Cambridge

Mr. Himanshu Vashishtha

Founder & CEO, Sixth Factor Consulting (MICA alumni)

Mr. Vivek Ganotra

Co-Founder, SentiSum

Mr. Dawn Bloxwich

Senior Director, Responsible Development & Innovation, Google DeepMind

Ms. Ganga Ganapathi Poovaiah

International Country Marketing Leader, Publicis Sapient, and MICA GC member

Mr. Ramkumar Ramamoorthy

Former CMD, Cognizant India, Partner, Catalinca and MICA GC member

Mr. Suhaan Mukerji

Partner, PLR Chambers, Founder Member of the Governing Board, Cloud Computing Innovation Council of India, Expert Advisor to the Prime Minister of India, Public Information Infrastructure, and Innovation (2012-2014)

Academic Advisory Board

The Academic Board is the highest academic authority at MICA, entrusted with upholding integrity, quality, rigor, inclusion, and relevance in the generation and transmission of knowledge.

Prof. G. Shainesh

Professor of Marketing, Chairperson, Initiatives on Consumer Insights, IIM Bangalore

Prof. Rajan Vardarajan

Texas A&M University, Distinguished Professor of Marketing

Prof. Rudra Sensarma

Professor of Economics, IIM Kozhikode

Prof. Vidhi Chaudhri

Erasmus University, Rotterdam, Associate Professor, Department of Media and Communication

Ms. Kavita Chaturvedi

COO, Snacks Business, ITC Ltd

Mr. Manish Makhijani

CEO, RSPL Group

Mr. Manas Gulati

CEO – ARM Worldwide (DPS) ARM Worldwide

Mr. AJR Vasu

Analytics Leader – Flooid. in

Mr. Anand Chakravarthy

CGO, OMG

Ms. Ganga Ganapati Poovaiah

International Country Marketing Leader, Publicis Sapient and MICA Alum

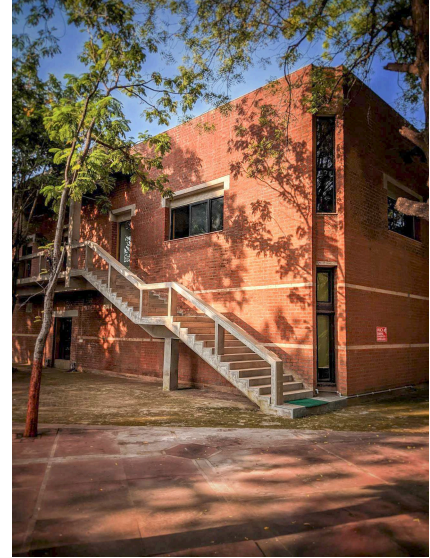
Ms. Aparna Mahesh

Chief Marketing Office at Great Learning and MICA Alum

| The MICA Campus

MICA is amongst the few institutions in India to be situated within a globally significant academic and cultural ecosystem while simultaneously offering a lush, architecturally iconic campus that embodies its ethos. Located in Ahmedabad, a **UNESCO World Heritage City**, MICA is surrounded by institutions of national importance such as **IIM Ahmedabad, NID, CEPT, ISRO, the Calico Museum, the Museum of Indology, and Darpana**. Amidst this, MICA stands as **India's School of Ideas**, pioneering the 5Cs. Its location enables participation in the best academic, scientific, creative, and cultural dialogues, while its campus provides a living, breathing environment where nature, creativity, and community converge.

- **24-acre lush green campus** on the outskirts of Ahmedabad, adjacent to the Narmada Canal.
- Over **5,000 trees and shrubs**, including **200 mature trees**, creating a thriving ecosystem.
- Sanctuary for **peacocks, local birds, rescued beagles**, and a cared-for **community of cats**.
- Connection with **nature fosters eco-responsibility** and deepens student understanding of climate change.
- **Designed by eminent architect Prof. Anant Raje, student of Louis Kahn**, blending form and philosophy in Ahmedabad's **iconic red brick tradition**. This architectural lineage links MICA to the city's globally recognised design heritage, exemplified by IIM Ahmedabad and CEPT.
- **Every wall is a canvas** for creativity, with **30 years of murals and graffiti** drawn by students.
- **Spaces for contemplation and imagination**: swings, fountains, hammocks, and the forested Idea Park.
- **Graduation Park** links each cohort with a tree planted in their honour, symbolising symbiosis between MICAns and nature.
- Features include **tree-canopied plazas, open-air theatre, temple, proposed Ayurvedic garden**, and vibrant 24x7 canteens ("Chhota" and "MICAfe").
- Comprehensive **sports complex** with football, cricket, tennis, badminton, volleyball, pickleball, basketball, jogging, table tennis, and carrom.
- Outdoor **yoga hall** for 50 students promotes holistic well-being.
- Campus **doctors and counsellors** available year-round, supported by student volunteers as Mental Health Samaritans and external tie-ups with HopeCure.
- Year-round activities and **national-level sports competitions** foster strong spirit and community.
- **MICAVaani, student run community radio** – only amongst 5 institutions in Gujarat to have this license
- Large **Video Recording & Editing Studio** that provides hands-on broadcasting experience to students



MICA was established as a space where ideas are nurtured, creativity is unleashed, and young minds are inspired to challenge convention. This philosophy continues to shape every aspect of campus life.

Walking into MICA is an experience that sets it apart from the very first moment. The iconic red-brick architecture, the vibrant energy across its courtyards, and the unmistakable spirit of creativity signal that this is far more than a conventional business school. While MICA offers some of the finest marketing and strategic communication programs in the country, it is the rich campus life beyond the classroom that truly defines the MICA experience.



| What makes MICA Unique

MICA is not a general-purpose business school. It is a national asset for leadership in strategic marketing, creativity, culture, communication, commerce and creativity. Here are the key things that make MICA distinct:



Visionary

Anchoring Education in the Age of Imagination

- MICA is defined by a singular and transformative vision: "We nurture creative thinkers in the Age of Imagination".
- MICA is the only institution to explicitly anchor its academic and strategic vision in the Age of Imagination, recognising imagination as the new human advantage in a world shaped by AI.
- This vision positions creativity and innovation as strategic capabilities, embedded across curriculum, pedagogy, and governance.



Disciplinary

The 5Cs Framework

- MICA's identity is built on the 5Cs: Creativity, Culture, Communication, Commerce, and Community.
- It is the pioneering residential management institute in the Asia-Pacific region dedicated to this integrated disciplinary space.
- The 5Cs directly align with India's strategic priorities (NEP 2020, Viksit Bharat 2047, G20/BRICS advocacy on culture, Ministry of Culture policy).



Representation

Gender Parity Across the Institutional Spectrum

- MICA is the only higher education institution in India with sustained gender parity across students, faculty, and leadership.
- 50:50 student ratio since inception; nearly half of faculty are women; five of ten senior leadership roles held by women.
- This model directly addresses India's strategic need for gender equity and inclusive participation.



Curriculum and Pedagogical

The MICA Lens

A dynamic framework that triangulates the 5Cs with global contextual forces (technology, human-centricity, geopolitics and environment). It informs curriculum design and flagship courses such as Semiotics, Imagining India, and Metaphors & Narratives.

The MICA Studio

A practice-based pedagogy that translates Lens insights into cycles of learning and unlearning through labs, residencies, fieldwork, storytelling, and making. This is the first time that an apprenticeship model, common to Design and Architecture Schools is being applied to Management, Applied Creativity, Strategic Communications, Media, Entertainment and Sports, Innovation and Entrepreneurship.



Knowledge

Publications, Data Products, and Development Programmes

- Faculty publications: Ranked #5 overall for A* journal articles and #3 for A-ranked articles in 2023–24; over 20 A* papers on AI and marketing.
- JOCC: India's first creative communication journal (2006), Q2-ranked, Scopus 2024 rank 157/511, Cite Score 2.9, IF 1.5.
- Data products: MIMI & MVMI (2013), SEC Report (district-level, 98 variables, 785 districts), Indian OTT Platforms Report (annual, free; cited in Parliament).
- Government & industry-facing programmes: CDMC and LMDPs, training 2,500+ public-sector professionals and 5,000+ industry executives.

What makes MICA Unique



Governance

Integrated, Creative, and Participatory Leadership

- Governance integrates the 5Cs into decision-making.
- Distinctive features: alumni representation on Governing Council, global creative mentorship (Shekhar Kapur), a dedicated AI Advisory Board (with leaders from Google DeepMind, Amazon AGI, Cambridge, Cognizant, Publicis Sapien), and student-led governance.
- This model ensures foresight, responsibility, and inclusivity.



Admissions

Selecting for Creativity and Contextual Intelligence

- Proprietary entrance test MICAT assesses divergent/convergent thinking, creativity, and contextual intelligence.
- Experiential group activities and value-based interviews ensure alignment with institutional ethos.
- Admissions create diverse, imaginative cohorts aligned with MICA's vision.



Professional

Pioneering Digital Marketing Certification

- First institution in India to launch a flagship postgraduate certification in digital marketing (2017, with UpGrad).
- Over 20,000 professionals certified, making it India's number one programme in this domain.
- Directly aligned with NEP 2020's skilling agenda for lifelong learning and workforce development.



Location and Campus

A Living Ecosystem of Ideas, Nature, and Culture

- Located in Ahmedabad, a UNESCO World Heritage City, in the vicinity of IIM Ahmedabad, NID, CEPT, ISRO, Calico Museum, Museum of Indology, and Darpana.
- 24-acre lush red-brick campus designed by Prof. Anant Raje, with 5,000+ trees, Idea Park, Graduation Park, murals, open-air theatre, and vibrant 24x7 canteens.
- Sports, wellness, and mental health infrastructure create a holistic ecosystem where the 5Cs are lived daily.



Alumni

Leaders Across Creative and Customer-Facing Roles

- MICAns are leaders in creative, customer-facing, communication-driven roles: CMOs, Chief Revenue Officers, Heads of Growth, Customer Experience Designers, Executive Producers, Filmmakers, Copywriters, Art Directors, National Creative Heads, Stand-up Comics, Actors, Authors, Content Strategists.
- Over 50% of the first 10 batches hold Director-level or above positions.
- Alumni lead across FMCG, FMCD, customer technologies, digital platforms, advertising, media, entertainment, sports, consulting, and academia (IIM Ahmedabad, ESSEC, CEIBS).

| MICA's Future Academic Programmes 2027

Post Graduate Certificate Programme in Sport Management

Under the School of Management (SoMa), twelve months AICTE approved Post Graduate Certificate Programme (PGCM) in Sport Management will be launched for the academic year 2027–28. This program consolidates MICA's legacy of media, entertainment and sport business, bringing exclusivity to the sports industry. The demand for sports management is growing as India grows into a multi-sports country and global leader in cricket. With Ahmedabad hosting Commonwealth Games in 2030 and aspiring for Olympics 2036, MICA's geographic location becomes a strategic strength.

This programme deals with sports as the primary entertainment driver and therefore positioning sports as a product that connects consumer and brand. The curriculum is curated by leading academicians and industry professionals in media, entertainment and sports domain. Additionally, MICA's strong alumni presence in leadership positions across the sports industry, aid in integrating industry immersion, live projects and practitioner-led learning.

The PGCM – Sports Management is designed to build future-ready professionals, entrepreneurs and leaders who can shape the evolving sports ecosystem, while enabling meaningful collaboration with industry, recruiters and government stakeholders in India and globally.



The School of Strategic Communication (SoSC)

MICA, is proud to share the news that in 2027, it will be launching, The School of Strategic Communication (SoSC). The foundation for this school is laid upon MICA's core legacy-strengths (Culture and Communication) and address the growing need for professionals who can harness the power of communication to shape business, governance, and society.

SoSC, will prepare storytellers, narrative builders, and myth crafters who understand the socio-cultural, ethical, psychological, and political dimensions of the power of communication. The programmes under this school will equip learners with interdisciplinary insight, critical thinking, command on narratives, and the ability to navigate complex communication ecosystems.

The first offering from the school will be an 11-month certification programme in Strategic Communication with the first intake in the academic year 2027. This certification will build transformative skills in corporate communication, public relations, and policy communication to develop communication professionals who blend analytical insight, creative thinking, narrative capability, and technological fluency to address complex communication challenges across sectors.

In the future, the school will offer post-graduate level certifications and courses that build capabilities in narrative research; technology, public policy and ethics; corporate social responsibility and sustainability reporting; global media and communication; among others.





At the heart of the MICA logo lies the triangle — a shape both definitive and balanced, representing the union of seemingly contrasting qualities: focus and diversity, freedom and discipline, innovation and tradition.

The design draws inspiration from The Golden ratio (Phi) and the Fibonacci spiral, patterns found throughout nature, from sunflower heads and seashells to fingerprints, DNA, and the Milky Way. These timeless proportions symbolise harmony, organic growth, and creative evolution.

Together, the triangle and spiral reflect MICA's belief in blending science and art, structure and imagination — the very foundation of our philosophy.



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