

Date:01-10-2022

Sir / Madam,

Ministry of MSME is launching “**MSME Idea Hackathon 2.0**” (**Theme based**) under MSME Innovative Scheme (Incubation component) on **2nd October, 2022** by Hon'ble Minister of MSME and Minister of State (MSME) on the occasion of Gandhi Jayanthi. Brief details of the Hackathon is attached herewith. MSME Idea Hackathon 2.0 will be live at <https://my.msme.gov.in/inc/> after its launch on the occasion of Mahatma Gandhi Birth Anniversary ‘Sevagram Audyogik Mahotsav’ at MGIRI, Maganwadi Wardha. The portal will be open till 14th October, 2022.

As your institute is recognized as Host Institute under the MSME Innovative Scheme of Ministry of MSME, you are hereby requested to disseminate the information across various sections to promote the event and motivate MSMEs/Students/Others to submit innovative ideas on the themes through portal.

With Regards,

Dr. V.Ramakrishnan
Deputy Director
O/o DC (MSME)
Nirman Bhawan
New Delhi.

MSME IDEA HACKATHON 2.0

The MSME Innovative scheme was launched on 10th March, 2022 along with MSME Idea Hackathon - 2022 by the Hon'ble Union Minister for Micro, Small and Medium Enterprises. The objective of this scheme is to promote & support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as knowledge based innovative MSMEs.

Ministry of MSME now proposes to launch **MSME Idea Hackathon 2.0** (THEME BASED) under the identified five sector (Agriculture, Healthcare, Power & renewable energy, Services and Miscellaneous) as per the scheme guidelines. An innovator who has an innovative idea can submit his/her idea(s) through online mode at <https://innovative.msme.gov.in/>. These ideas will be further evaluated by five respective Domain Expert Selection Committees (DESCs) comprising of experts from the Industry/Academia/Government. After detailed evaluation by the DESCs, the recommended ideas forwarded to the Project Monitoring & Advisory Committee (PMAC) for final approval. The approved ideas will be granted financial assistance as per scheme guidelines for further development.

The proposed themes for **MSME Idea Hackathon 2.0** are as under:

Sector/ Themes for MSME Idea Hackathon 2.0

S. No.	Sector	Themes
1.	Agriculture...	Digital Agriculture
2.	Agriculture...	Organic composting
3.	Health...	Low-cost Indigenous Digital Healthcare System
4.	Health...	Potable Water Solutions
5.	Power/IT...	E-Festival
6.	Power/IT...	E-vehicles
7.	Power/IT...	AVGC (Animation, Visual, Gaming & Comics)
8.	Power/IT...	Cloud Computing
9.	Service...	Supply Chain Management Solutions
10.	Service...	Eco-friendly & Sustainable furniture
11.	Service...	Safety in Transportation & Industry
12.	Service...	Disaster Management
13.	Misc....	Alternative Material for Single Use Plastic (SUP)
14.	Misc....	Sustainable fashion
15.	Misc....	Waste to Wealth creation, Circular solutions & waste management

NATURE OF ASSISTANCE -INCUBATION

- Financial Assistance to HI for developing and nurturing the ideas- shall be provided up to maximum of Rs. 15 lakh per idea to HI.
- Financial assistance for Plant and Machinery to HI up to Rs. 1.00 cr. (max) - shall be provided for procurement and installation of relevant plant and machines including hardware and software etc. in BI for R&D activities and common facilities for incubatees of BI.



सत्यमेव जयते

Ministry of Micro, Small and Medium Enterprises,
Government of India



SEVAGRAM AUDYOGIK MAHOTSAV

At
Mahatma Gandhi Institute of Rural Industrialisation (MGIRI),
Maganwadi, Dist.- Wardha

Date:
1st to 3rd October, 2022

On the occasion of
Mahatma Gandhi Birth Anniversary
Ministry of MSME, Government of India organises the

'Sevagram Audyogik Mahotsav'

Exhibition cum Sale

&

Workshop on

Atmanirbhar Bharat ke Nirman me Gramodyog ka Yogdan

from 01.10.2022 to 03.10.2022

at MGIRI, Maganwadi Wardha.

You are cordially invited to
attend the programme in esteemed presence of

Hon. Shri. Narayan T Rane

Union Minister MSME, Govt. of India

Hon. Shri. Bhanupratap Singh Verma

Minister of State (MSME), Govt. of India

Shri B. B. Swain

Secretary-Ministry of MSME, Govt. of India

Shri Shailesh Kumar Singh

Additional Secretary & Development Commissioner

Ministry of MSME, Govt. of India

Schedule of 2nd October, 2022

- Offering Garland to Statue of Mahatma Gandhi and Kasturba Gandhi.
- Inauguration of Covid Vaccination Camp, Inauguration of Swachhta Campaign and Plantation Drive.
- Inauguration of Domestic Trade Fair "Sevagram Audyogik Mahotsav" and Visit to Stalls
- Welcome Note by Secretary (MSME)
- Short film on Mahatma Gandhi & about MGIRI
- Experts views on Gandhian Vision and " Atmanirbhar Bharat ke Nirman me Gramodyog ka Yogdan"
- Inauguration of MSME Hackathon 2.0
- Distribution of Cheques to PMEGP/MUDRA Schemes' beneficiaries
- Introduction about Technology Centre by Director, MSME-DFO Nagpur
- Short film on Technology Centre and Technology Centre Nagpur Land Documents Handing over from MIDC to Ministry of MSME.
- Unveiling of MGIRI Technology Booklet.
- Address by Guests & Dignitaries
- Address by Hon'ble Shri. Bhanupratap Singh Verma, Minister of State MSME
- Address by Hon'ble Shri. Narayan Rane, Union Minister MSME
- Vote of Thanks

RSVP

Director

MSME-Development & Facilitation Office
CGO Complex, Block "C", Seminary Hills, Nagpur-440006.

Telephone No.: + 91 - 712 - 2510352, 2510046

Email: dcdi-nagpur@dcmsme.gov.in

Website: www.dcmsme.gov.in

www.champions.gov.in

Director

Mahatma Gandhi Institute of
Rural Industrialisation (MGIRI),
Maganwadi, rajkala takij chauk,
Bachelor Road, Dist.- Wardha-442001

Phone: 07152-253512



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम



MSME Idea Hackathon 2.0

#InnovativeIndia



Inviting theme-based ideas from innovators all
across India

**GUIDELINES FOR
PARTICIPATION**



INNOVATIVE IDEA

About

In line with the vision of the Hon'ble Prime Minister, “Atmanirbhar Bharat”, Entrepreneurs are the basis of social change that India aspires for, and their efforts will lay the foundation for a New India, fill in the gaps in solutions required by the people, and help build the base for constructing the economic structure of a powerful India.

It's the endeavor of the Ministry of Micro, Small, and Medium Enterprises to enable MSMEs and citizens of India to put on their thinking caps and create innovative solutions while looking out for local solutions to the local problems, that could be the generation leap India needs, to transform its social, cultural and economic ecosystem into a world leader.

Theme based Ideas in “MSME Idea Hackathon 2.0” are being invited from Students, Innovators, and MSMEs from all over India under the scheme of the Office of Development Commissioner – Incubation Component of MSME Innovative Scheme under the umbrella of MSME Champions Scheme.

The Host Institutions (HI) approved for the scheme will be supported by the Office of DC-MSME. The selected ideas will be provided funding support for nurturing and development of the idea up to Rs. 15 lakhs per approved idea, through the Host Institutes chosen by them.

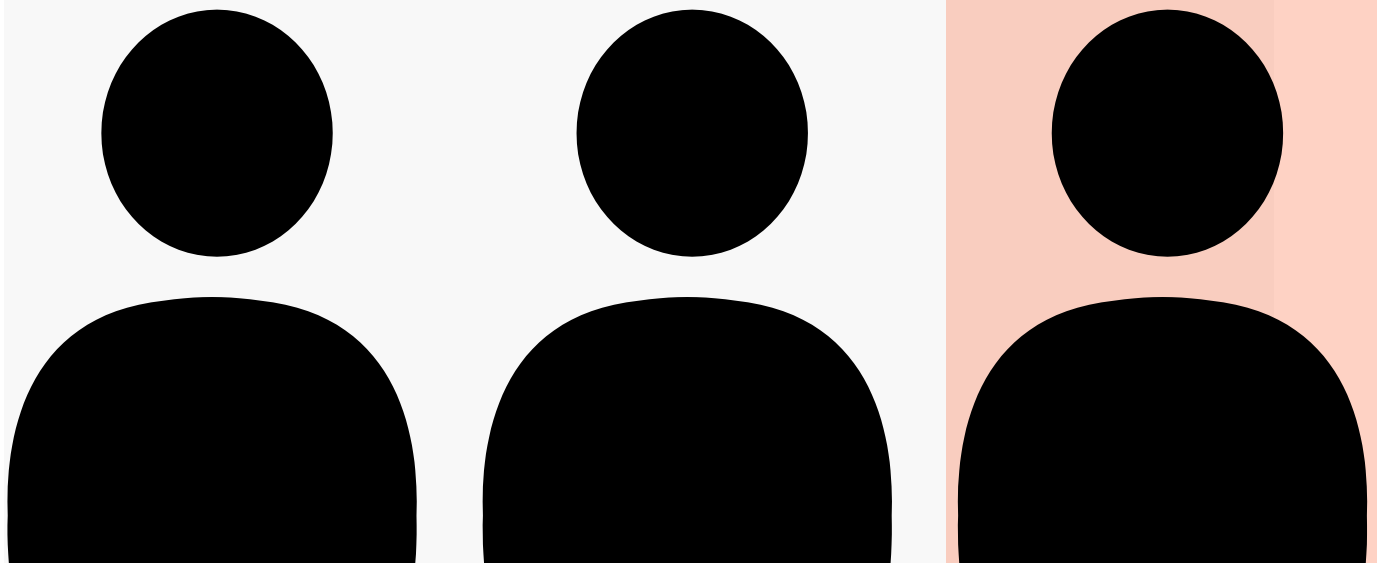


Themes

The applicants shall submit their ideas based on the following themes:

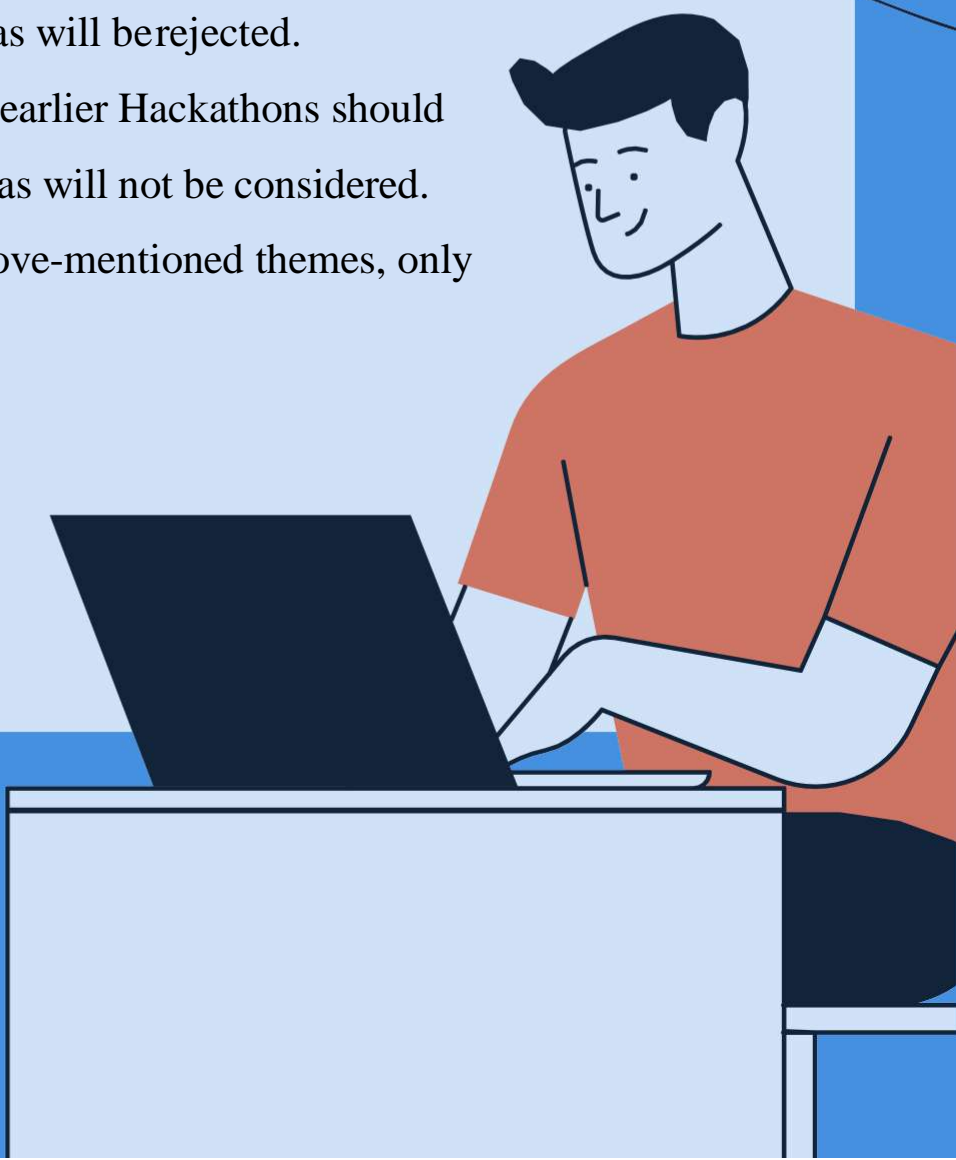
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Instructions for Applicants



Instructions for Applicants

1. Applicants shall submit each of their idea(s) to only one HI. If applicants submit the same idea to more than one HI, then the idea will be rejected by the Ministry without assigning any reason.
2. In the Application Form, the applicant has the option to choose the Host Institutes (HI) in their respective States/UTs, so that they can make use of facilities available in HI for the development of the idea. In case there is no HI in their State/UT, the applicant may choose the HI of their choice from any other nearby State/UT. This will form the basis of segregating the applications regionally for evaluation and later providing incubation support.
3. The ideas already submitted in the earlier Hackathons should not be submitted again. Such ideas will be rejected.
4. The ideas approved in the earlier Hackathons should not be submitted, such ideas will not be considered.
5. The ideas based on the above-mentioned themes, only have to be submitted.



Instructions for Applicants

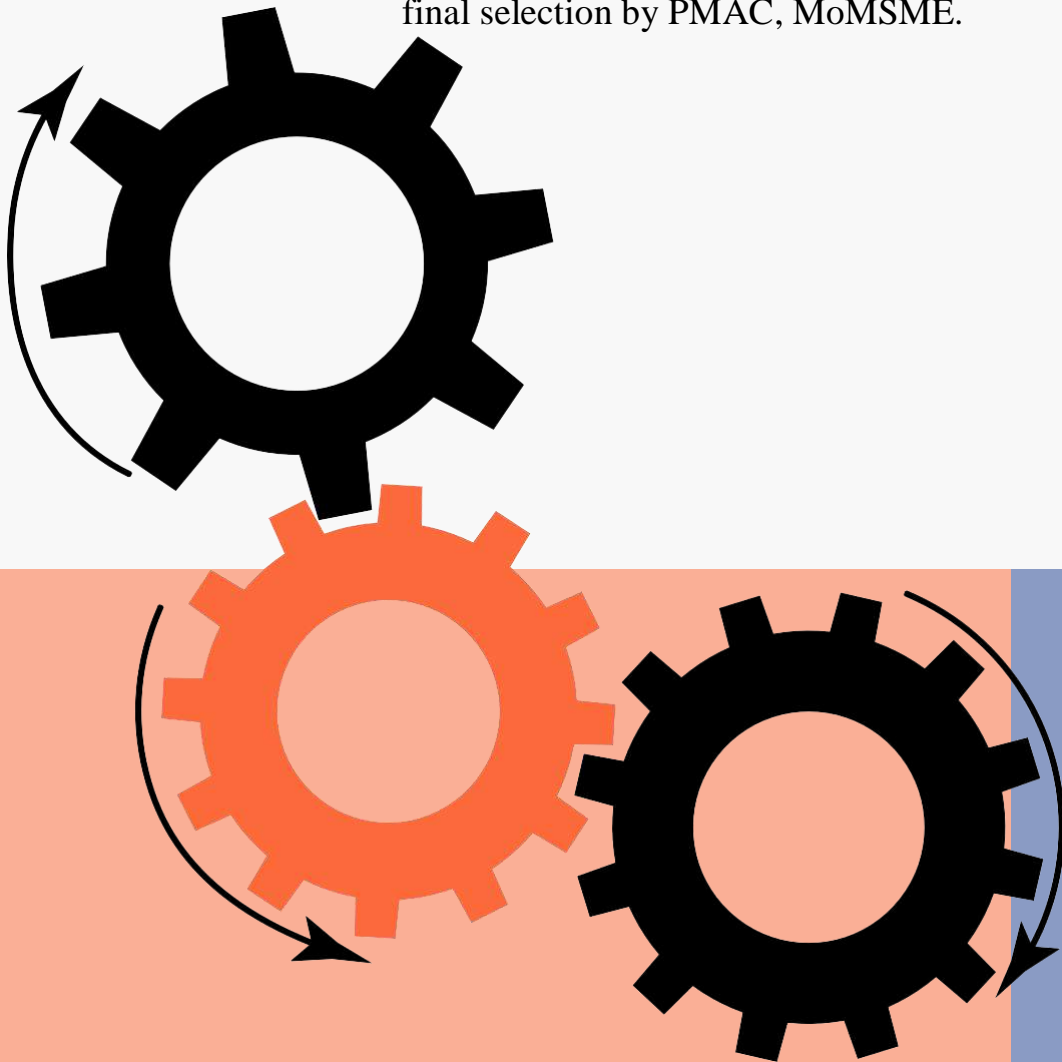
6. The applicants who are selecting the student category should upload valid current student ID which is valid during the year 2022-23.
7. The applicants are instructed to read MSME Innovative Scheme guidelines at https://innovative.msme.gov.in/Documents/FinalGuidelines_MSME_Innovative.pdf and the FAQs at https://innovative.msme.gov.in/Documents/MSME_InnovativeFAQ.pdf thoroughly before submitting the idea.
8. The incubatees of the selected ideas shall develop the idea in the premises of HI chosen by them under the mentorship appointed by HI.
9. No permission shall be given for developing the idea outside the premises of the HI.
10. The incubatees falling under MSME & Other category have to pay 15% of the development cost for the project costs up to Rs. 15 lakhs (and the entire amount over and above Rs. 15 Lakhs of the project cost submitted by them) to HI upfront before receiving the GoI Grant.
11. The Ministry has the right to prune / reduce the project cost as per the decision of the PMAC



Process Flow

The Ministry will mobilize ideas from 2nd October - 14th October on <https://innovative.msme.gov.in/>

The ideas shared by the applicants will undergo two stages of rigorous evaluation at the Host Institute & MoMSME level and one stage of final selection by PMAC, MoMSME.



1st Stage: Evaluation by the Host Institutes

- Ideas will be automatically sent to the HI, selected by the applicant. (MoMSME through its HIs all across the country will shortlist meritorious ideas.)
- For evaluation, each HI will identify and create a pool of experts from different domains/areas of expertise, e.g., entrepreneur, technical expert, financial expert, sector expert, etc.
- From this pool of experts, a panel of a minimum of 3 and a maximum of 5 experts will be selected by the HI to evaluate each idea.
- After evaluation, each HI will shortlist applicants on <https://innovative.msme.gov.in/> and will upload the scores & details of shortlisted applicants' sector-wise along with proper justification for selecting the idea in the Minutes of their evaluation Meeting. During the evaluation, HIs shall adhere to the mandate & themes for the ideas decided by the Ministry of MSME.
- HIs shall ensure that the ideas submitted in MSME Idea Hackathon 2022 and the ideas which were approved in the previous Hackathons by this Ministry shall not be uploaded in MSME Hackathon 2.0. If HIs do this, then the idea will not be considered by MoMSME.
- HIs shall interview each applicant and submit the ideas with suitable Title and details of the ideas including the financial details and upload only the correct details. The finance required for each idea should be scrutinized thoroughly. All the fields in the portal are kept editable for the HIs while forwarding the selected ideas by them. The HIs shall do the due diligence and edit the details appropriately in consultation with the applicants before forwarding them to the Ministry. Only the exact amount required by the ideas shall be uploaded. MoMSME reserves rights to prune/reduce the project cost as per the decision of the PMAC.
- HIs have to ensure that no similar ideas supported already in earlier Hackathons are uploaded in this Hackathon.



2nd Stage: Evaluation by MoMSME

After receiving shortlisted ideas from HIs, the PMU will carry out the first stage screening.

- Only those ideas will be processed which have been received with the relevant and appropriate information, fulfilling all the obligatory conditions as per the scheme guidelines. If the idea uploaded is incomplete/or with incoherent information, the idea will be liable for rejection.
- This will then be counter-checked by the programme division to ensure no eligible idea has been left out. Thereafter the screened ideas will be forwarded to the Domain Expert Selection Committees (DESCs)

3rd Stage: Selection of Ideas by DESC

The ideas received would be further evaluated by DESCs.

- These five Domain Expert Selection Committees (DESCs) will comprise experts from the Industry/Academia/Government. There will be a provision for an honorarium as per GFR for the experts. One expert from MSME DI and one member from the program division for coordination will also constitute the DESC. DESCs will evaluate ideas forwarded to them after the first stage of screening.
- The DESC will evaluate the ideas and would select ideas for recommendation to PMAC for final approval. To ensure all the sectors get adequately represented, the number of ideas recommended must be in the ratio of them being received. The cut-off ratio will be indicated by the officer from the programme division.

4th Stage: Final Selection by Project Monitoring & Advisory Committee

- After detailed evaluation by the DESCs, the recommended ideas would be forwarded to the PMAC for final approval.
- The approved ideas will be granted financial assistance as per scheme guidelines for further development.
- PMAC reserves the right to reject any idea which deems not fit for supporting if the similar idea has been already supported under the scheme without assigning any reasons.

Mandate for Ideas

All ideas should contain, inter-alia, the following basic types of Innovation Processes:

- ❖ Ideation: Innovation related to the product idea & concept.
- ❖ Technology: Innovation related to product functionality.
- ❖ Co-creation: Innovation related to customer involvement.
- ❖ Social Innovation: Innovation related to the corporate culture.
- ❖ Entrepreneurship: Innovation related to entrepreneurial thinking.
- ❖ Marketing & Branding: Innovation related to the customer experience
- ❖ Open Innovation: Innovation related to stakeholders.
- ❖ Business Model Innovation: Innovation related to the purpose and strategy



RESULT



The ideas selected will receive funding of up to ₹15 lakh and incubation support through the HIs for nurturing and development.





MSME IDEA HACKATHON 2.0 (THEME BASED)



REGISTRATION NOW OPEN!

Who Can Join MSME Idea Hackathon 2.0 ? [Click Here](#)

Benefits of MSME Idea Hackathon 2.0 [Click Here](#)



MSME Idea Hackathon 2.0 (Theme based)

Who Can Join MSME Idea Hackathon 2.0 ? [Click Here](#)

Benefits of MSME Idea Hackathon 2.0 [Click Here](#)



Proforma for submission of Idea Hackathon 2.0(Theme Based)

You have submitted total 0 idea.You can submit maximum 10 ideas.

1.*Select HI/BI State

Choose State/UT ▾

2.* Select HI/BI

Choose HI/BI ▾

3.* Idea Theme

Choose Idea Theme ▾

- Choose Idea Theme
- Alternative Material for Single Use Plastic (SUP)
- Digital Agriculture
- E-Festival
- Sustainable fashion
- Low-cost Indigenous Digital Healthcare System
- Waste to Wealth creation, Circular solutions & waste management
- Supply Chain Management Solutions
- E-vehicles
- Organic composting
- Eco-friendly & Sustainable furniture
- Portable Water Solutions
- Safety in Transportation & Industry
- AVGC (Animation, Visual, Gaming, Comics)
- Cloud Computing
- Disaster Management

7.*Specify the potential areas of application in industry/market in brief

Enter potential areas of application

Maximum 1500 characters allowed.

8.*Briefly provide the market potential of idea/innovation

Briefly provide the market potential of idea/innovation

Maximum 1500 characters allowed.

9. * UPLOAD PROPOSAL (Name and contact details should not appear in the file.)

Choose File No file chosen

[Upload only pdf,File size should not exceed 5 MB]

THANK YOU

MSME Hackathon

2022 October 14 th

2022 is the last date

Your idea Submission prepare in below format first for correctness and clarity and next upload online . If any doubt /query please, contact or whatsUp to 9885206066/9849768437 (OR) email to edcell@vnrvjiet.in,svsssraju@gmail.com for any support and we assure to help in getting grant for you

Select Incubator name: **Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering and Technology**

Please, be careful and take good time in submission and it is advised that good possibility to get grant up to 15 lakhs for good innovation product/service/process are having commercially viable and useful in large scale in the market/society usage.

- 1) Title of proposed idea/innovation
- 2) Whether the idea involves use of existing intellectual property or not, give brief detail
- 3) Briefly explain newness/uniqueness of the innovation
- 4) Concept & Objective
- 5) Specify the potential areas of application in industry/market in brief
- 6) Briefly provide the market data for the potential idea/innovation
- 7) Name and details of Mentors
- 8) Experience and Qualification of Mentors
- 9) Contact Details of Mentors
- 10) Current Development Status of innovation
- 11) Expected time of completion of idea [12 months]

12) Financial requirements format[fill below table as per requirement] [Note : In case of student is applicant than incubate share is nil]

.1 Activity-wise break			
Particular item	Total idea Project Cost (Rs .In Lakhs)	Amount GOI assistance (Rs. In Lakh)	Incubatee shareb(Rs.In Lakh)
Technology related Expenditure towards machine usage charges etc., Electricity charges, Procurement of raw material, testing/Calibration charges,other charges Essential for development of idea Max(10.00)Lakhs.			

Charges for mentor/hand holding supporting team Max(3.00)Lakhs.			
Travelling Expenses or any other item not covered as above may be allowed as per need for development of the idea Max (2.00) Lakhs.			

13) Other students/Entrepreneurs/MSMEs/Startups associated with this project/idea

Name	Aadhar No/UdyogAadharNo

14) Pictures/images/awards/other any achievements of innovation if any place here and describe in one sentence