

**IDP-NAHEP, Pantnagar**

**PRESENTS**

**AN IDEA PITCHING CONTEST**

**INGENIOUS'21**

*UNLEASH YOUR INNOVATIONS*

**Last date of submission**

**16/09/2021**

*We are looking for ideas that can....*

**PROVIDE URBAN AMENITIES IN RURAL AREAS**

**RULES**

- Open for UG & PG students of any degree programme.
- Event will be conducted in two rounds.
- Participants can register in team of 1-4 individuals.
- There is no registration fee.
- Top 8 ideas will be awarded and e-certificates will be given to all participants.
- 1st Prize-Rs.10,000/-
- 2nd Prize-Rs.8,000/-
- 3rd Prize-Rs.5,000/-
- 4th-8th Prize-Rs.1,500/-

**Contest Themes**

1. Mechanisation services in rural communities.
2. Water Conservation .
3. Green energy generation.
4. Reducing Farm Drudgery.
5. Any innovation that can enhance rural well being.

<https://forms.gle/CZLxN97hxNiSNkLK9>

**REGISTER AND UPLOAD YOUR  
IDEA HERE**

**Contact Us: [nahep.idp.pantnagar@gmail.com](mailto:nahep.idp.pantnagar@gmail.com)**

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# INGENIOUS'21

## GUIDELINES-

### Round 1: VIRTUAL PITCH CONTEST

- Participants can form a team of maximum four individuals for Idea submission in any of the five subthemes.
- Pitches cannot be longer than **1500 words**.
- The idea must contain the following-
  - ✓ Title.
  - ✓ Problem addressed.
  - ✓ Brief description of idea.
  - ✓ Cost & time estimates along with timeline.
  - ✓ Feasibility, Economic & Environmental viability & Scalability of idea.
  - ✓ Monetized value of outcomes.
- Use Times New Roman 12-point font single spaced, 1-inch(2.5cm) margin all around, and 8.5" × 11" page setting.
- Figures, graphs or image of the prototype must be of high resolution.
- Ideas must be submitted in PDF(.pdf) format only.
- In group entry, only team leader will upload the document. (Avoid multiple submission of same document)
- **Top 25 ideas will be selected for the Final Round.**
- Incomplete submission will not be considered.

### Round 2: FINAL PRESENTATION ROUND

- Shortlisted ideas will be eligible for giving presentation through virtual mode.
- Each finalist will have 5 minutes to pitch his or her idea with up to 5 minutes for question and answer.

### Prize for winners

- Winner - **Rs.10,000/-**
- First Runner-Up- **Rs. 8,000/-**
- Second Runner up- **Rs.5,000/-**
- Fourth to eighth rank- **Rs.1,500/-** each.
- E-certificate for appreciation will be issued to all entries.

### Criteria for evaluation

- **Novelty**- The innovation in your idea.
- **Feasible**- Scientific basis.
- **Social applicability/Usefulness**- Social, gender, environmental context.
- **Competitive advantage**- Edge one prevailing option.
- **Cost effectiveness & user friendliness**- Cost calculation.

### **Important Dates-**

- Last date for idea submission: **16<sup>th</sup> September,2021.**
- Result of first round: **21<sup>st</sup> September,2021.**
- Final presentation round: **26<sup>th</sup> September,2021.**

