



IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

JNANA BHARATHI CAMPUS, P.O.MALATHALLI, BENGALURU 560 056



**BANGALORE**

# MSSME

**IDEA HACKATHON 2.0 - 2022**

# OVERVIEW

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

Indian Institute of Plantation Management, Jorhat has been recognized as Host Institute (HI) for the implementation of the Incubation Component under MSME Innovative Scheme

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 sectors (Agriculture, Healthcare, Power & renewable energy, Services and Miscellaneous) as per the scheme guidelines.

### How to Apply

An innovator who has an innovative idea can submit his/her idea(s) kindly submit the hard copy of the proposals through online mode at <https://innovative.msme.gov.in/> and choose Indian Institute of Plantation Management, Bangalore as the Host Institute

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.

# OVERVIEW

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

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

## **A. Idea may fulfill the following, inter-alia, parameters : -**

- ❖ Novel & innovative value
- ❖ Useful to the society
- ❖ Reduce cost of living, product or process
- ❖ Improve quality of life and provide convenience to living standards
- ❖ Clean & green energy initiative
- ❖ Innovative value proposition of products/ services being offered
- ❖ Ease of availability of the resources used in the product to ensure ease of scalability
- ❖ Commercial/Technical/Financial viability
- ❖ Climate mitigation measures
- ❖ Status of intellectual property

## **B. Idea falling under following may be avoided**

- ❖ Ideas which already exist
- ❖ Ideas infringement/theft
- ❖ Ideas which are against established scientific theories/norms

**For Further Details Contact**  
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