



IIPM

भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



# MSME

IDEA HACKATHON 4.0 - 2024

Entrepreneur

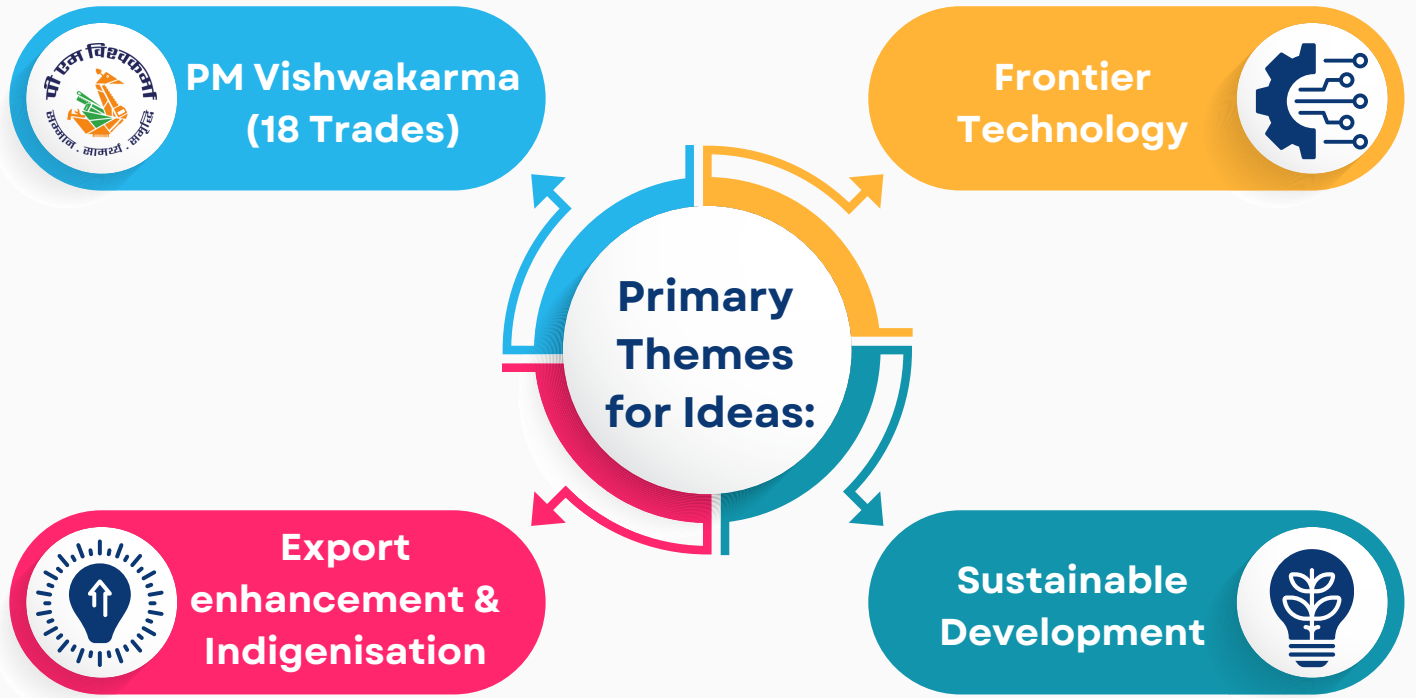


JORHAT

FOR YOUNG INNOVATORS\* OF THE NATION

\*18 TO 35 YEARS AS ON 11.09.2024

# OVERVIEW



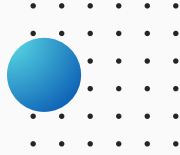
Indian Institute of Plantation Management, Jorhat has been recognized as Host Institute (HI) for the implementation of the Incubation Component under MSME Innovative Scheme.

In line with the vision of the Hon'ble Prime Minister, "Youngsters from India are doing wonderful things both in India and internationally. I dream of Yuva Shakti that is filled with self-belief, has the power to think big, and is hardworking to realise that aspiration". To work towards the Prime Minister's 'Viksit Bharat @2047: Voice of Youth' goals, the government will keep directing the energy of students, MSMEs and young people towards the shared objective of achieving a Viksit Bharat.

The MSME Idea Hackathon 4.0 presents a unique opportunity for young innovators to contribute to India's economic growth and sustainable development by inviting them to present creative and viable solutions across diverse themes. The Hackathon is designed to harness the energy and potential of young minds from various backgrounds, offering a platform for them to transform innovative ideas into tangible business outcomes. By focusing on a specific age group, the Hackathon aims to address unique challenges while capitalizing on untapped opportunities within this dynamic demography.

With the above perspective, Ministry of MSME is launching "MSME Idea Hackathon 4.0" for Young Innovators of

# OVERVIEW



the nation owned MSMEs across India under MSME Innovative Scheme (Incubation component) on 11.09.2024 by Hon'ble Prime Minister of MSME on the occasion of MSME Day. MSME Idea Hackathon 4.0 will be live at <https://my.msme.gov.in/inc/> and the portal will be open till 26.09.2024.

## HOW TO APPLY?

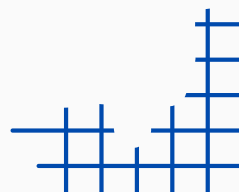
An innovator who has an innovative idea can submit his/her idea(s) kindly submit the hard copy of the proposals through online mode at <https://innovative.msme.gov.in/> and choose Indian Institute of Plantation Management, Jorhat as the Host Institute

These ideas will be further evaluated by five respective Domain Expert Selection Committees (DESCs) comprising of

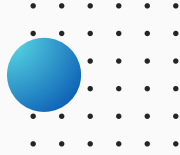
experts from the Industry/Academia/Government. After detailed evaluation by the DESCs, the recommended ideas forwarded to the Project Monitoring & Advisory Committee (PMAC) for final approval. The approved ideas will be granted financial assistance as per scheme guidelines for further development.

## 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.



# OVERVIEW



- **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



Scan for  
more details

**For Further Details Contact:**

**Dr. Archana Thulaseedharan - 9947348800**

**Dr. K.C. Prakash - 7619367720**

