



**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.

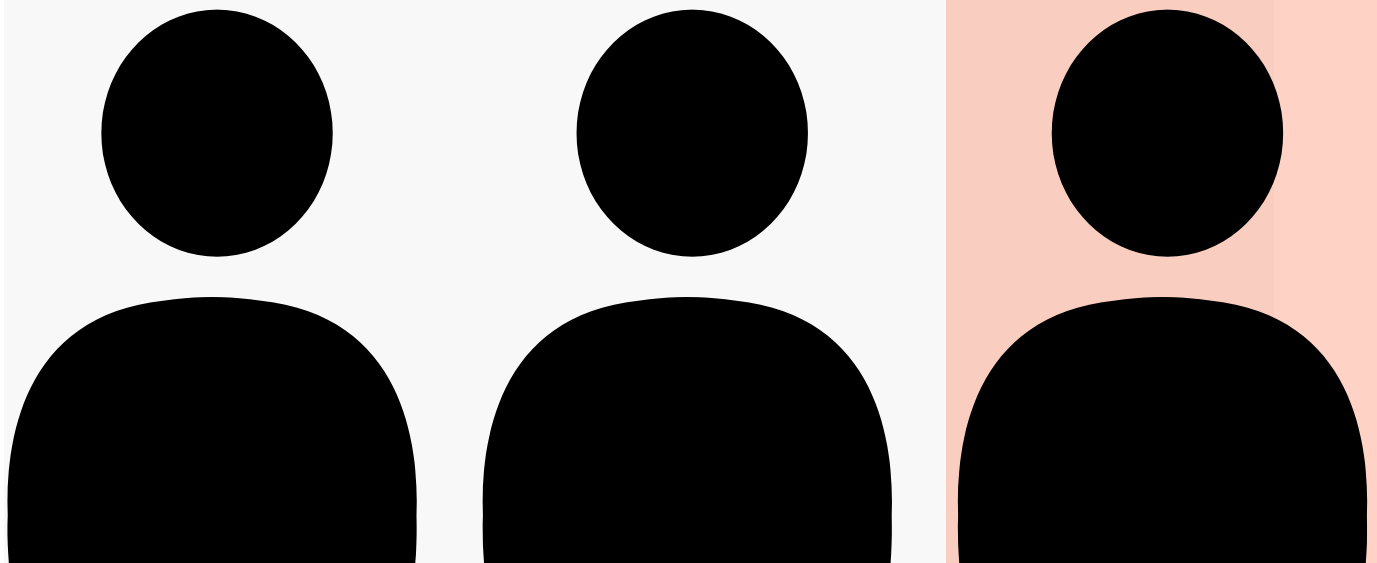
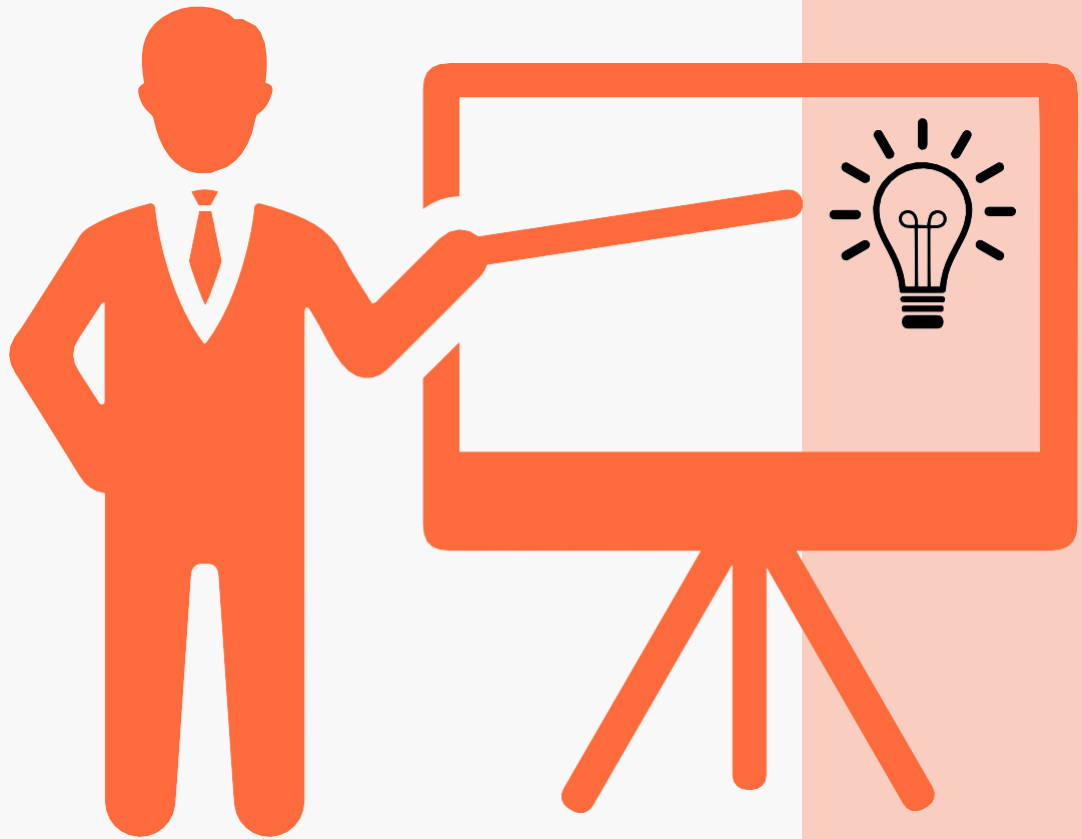


# Themes

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

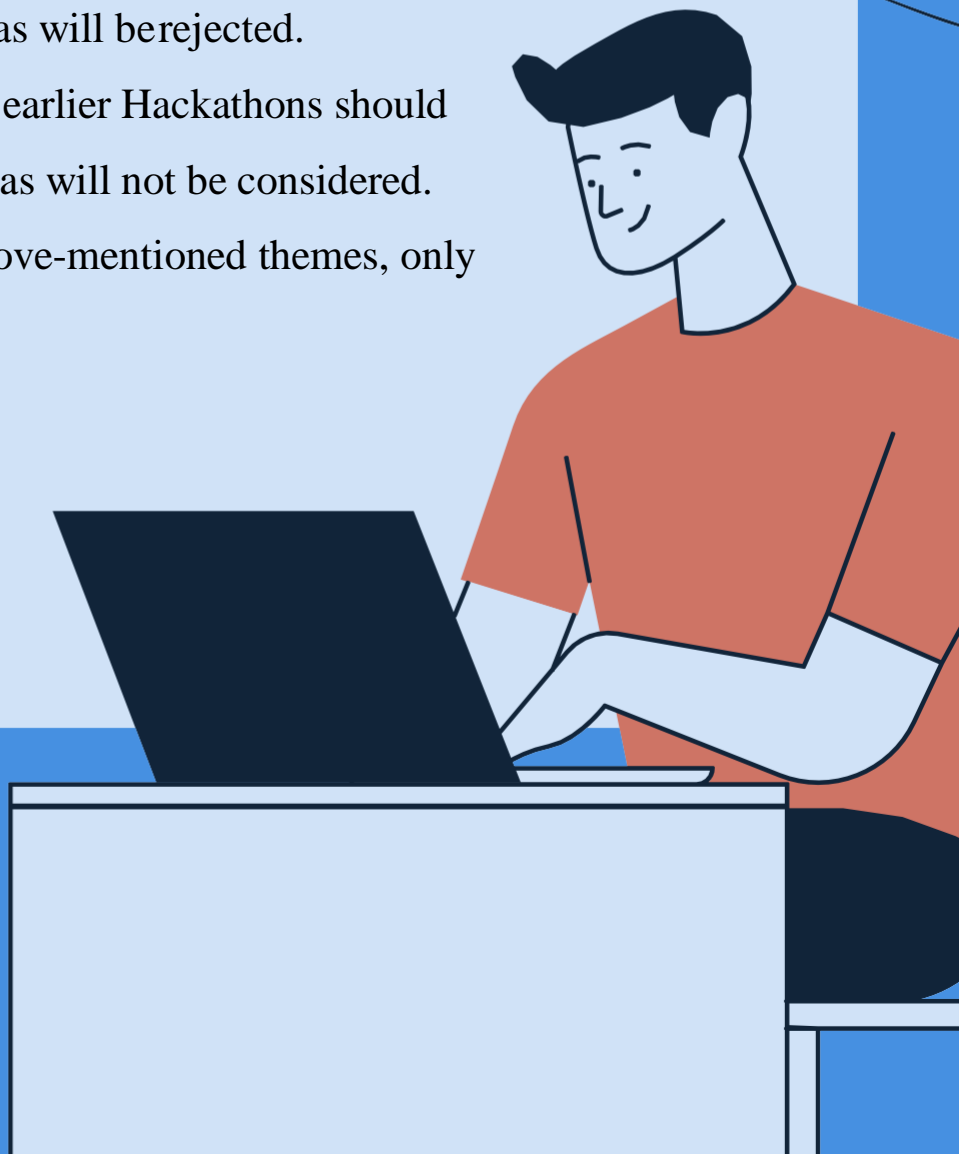
S. No.	Sector	Themes
1.	Agriculture...	Digital Agriculture
2.	Agriculture...	Organic composting
3.	Health...	Low-cost Indigenous Digital Healthcare System
4.	Health...	Potable Water Solutions
5.	Power/IT...	E-Festival
6.	Power/IT...	E-vehicles
7.	Power/IT...	AVGC (Animation, Visual, Gaming & Comics)
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

# 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

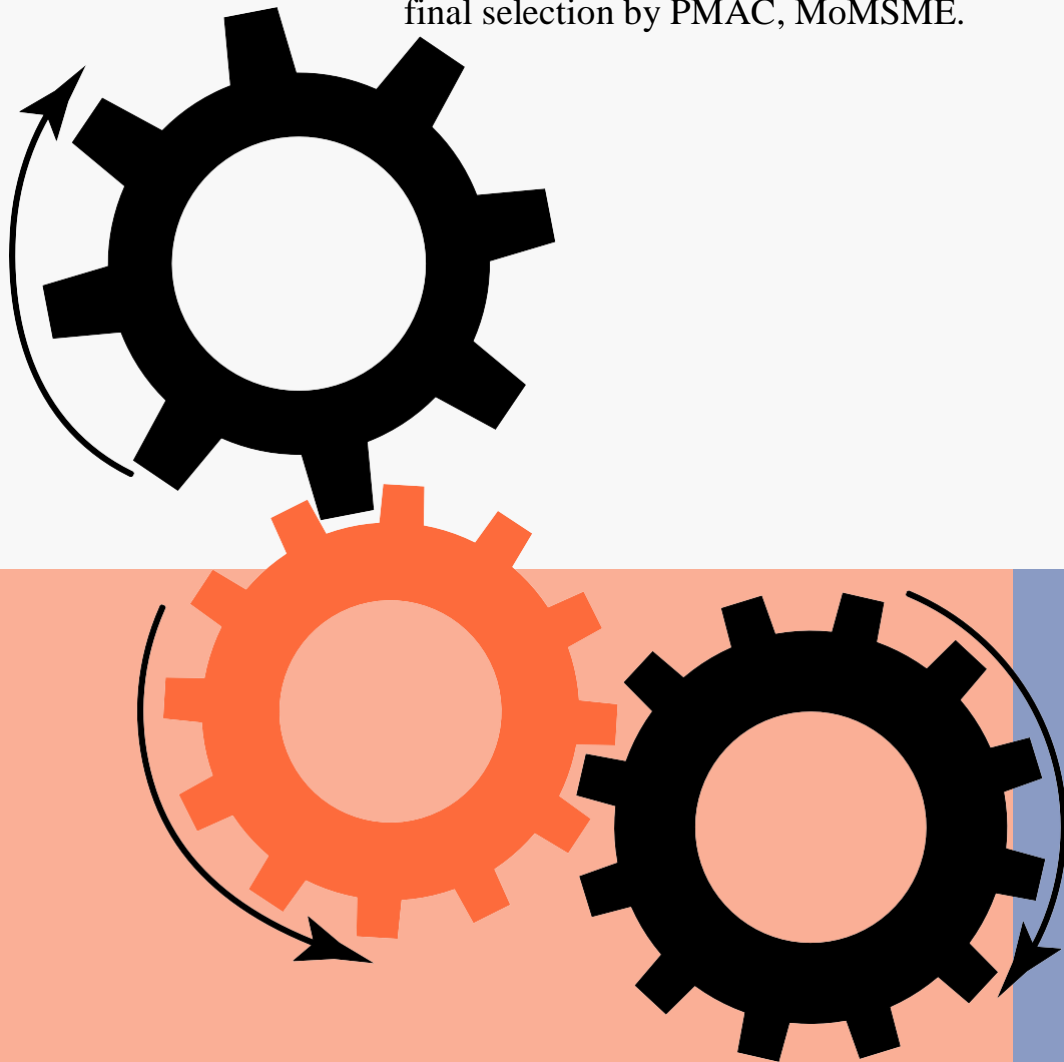
6. The applicants who are selecting the student category should upload valid current student ID which is valid during the year 2022-23.
7. The applicants are instructed to read MSME Innovative Scheme guidelines at [https://innovative.msme.gov.in/Documents/FinalGuidelines\\_MSME\\_Innovative.pdf](https://innovative.msme.gov.in/Documents/FinalGuidelines_MSME_Innovative.pdf) and the FAQs at [https://innovative.msme.gov.in/Documents/MSME\\_InnovativeFAQ.pdf](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 2<sup>nd</sup> October - 14<sup>th</sup> October on <https://innovative.msme.gov.in/>

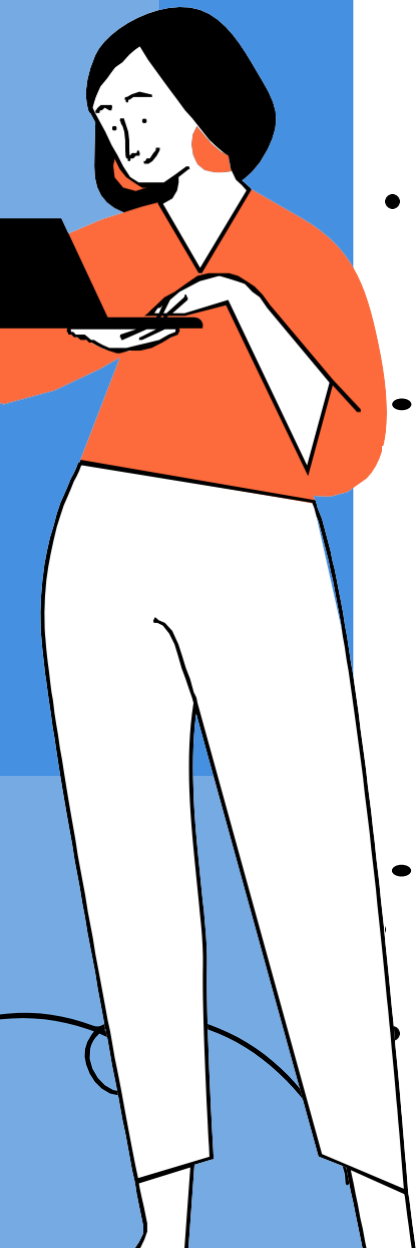
The ideas shared by the applicants will undergo two stages of rigorous evaluation at the Host Institute & MoMSME level and one stage of final selection by PMAC, MoMSME.





## 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.

## 4<sup>th</sup> 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.**