Ministry of MSME, Govt. of India

MSME IDEA HACKATHON 3.0
for Women Innovators

GUIDELINES

https://innovative.msme.gov.in

GUIDELINES FOR PARTICIPATION

Background

In line with the vision of the Hon'ble Prime Minister, *"The progress of humanity is incomplete without the empowerment of women."* Since Women Entrepreneurs are the base of social change that India aspires for, Government will keep focusing on women empowerment with emphasis on dignity, opportunity, appreciating their efforts and contribution laying the foundation for a New India, fill in the gaps in solutions required by Women Innovators 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 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.

Ideas are being invited under MSME Idea Hackathon 3.0 from women Innovators and women owned MSMEs from all over India under the scheme of the Office of Development Commissioner – MSME Innovative Scheme.

For implementation of the scheme the Host Institutions (HI) approved for the scheme will be supported by the Office of DC-MSME. Incubatees' selected ideas will be provided funding support upto Rs. 15 lakhs per approved idea, through the Host Institutes chosen by them.

Process Flow of Idea Evaluation

Ministry of MSME will mobilize ideas from **27th June to 11th July 2023** on the Portal meant for the purpose through the link:

https://innovative.msme.gov.in/

In the Application Form, the applicant has the option to choose the Host Institutes (HI) in their State. In case there is no HI, the applicant may choose an HI of their choice from any other State. Before choosing the HI, applicant may explore information about the HI and satisfy themselves. This will form the basis of segregating the applications regionally for evaluation and later providing incubation support. The ideas shared by the applicants will undergo two stages of rigorous evaluation at Host Institute & MoMSME level and one-stage of final selection by PMAC MoMSME.

Stage 1: Evaluation by the Host Institutes

- Ideas will be automatically sent to the HI, selected by the applicant. (HIs all across the country will shortlist meritorious ideas and forwarded to MoMSME)

- For evaluation, each HI will identify and create a pool of experts from different domains/ areas of expertise, for e.g., entrepreneur, technical expert, financial expert, sector expert, etc.

- From this pool of experts, a panel of minimum 3 and maximum 5 experts will be selected by the HI to evaluate each idea.

- After evaluation, each HI will shortlist applicants on the https://innovative.msme.gov.in/ and will upload the scores & details of shortlisted applicants' sector-wise. During evaluation, HIs shall adhere to the mandate for the ideas decided by Ministry of MSME.

Stage 2: Evaluation by the Ministry of MSME

- After receiving shortlisted ideas from HI, <u>the PMU will carry out the first stage screening</u>. Only those ideas which have been received with relevant and appropriate information, fulfilling all the obligatory conditions as per the scheme guidelines, will be processed. 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 that no eligible idea has been left out. Thereafter the screened ideas will be forwarded to the **Domain Expert Selection Committees (DESCs)**

Stage 3 - Selection of Ideas by Domain Expert Selection Committee (DESC)

The ideas received would be segregated into the following five verticals, which will be evaluated by five **DESCs.**

- These five **Domain Expert Selection Committees (DESCs)** will comprise experts from the Industry/Academia/Government. One expert from MSME DI and one member from the programme division for coordination will also constitute the DESC. DESCs will select the ideas, from the ideas forwarded to them subsequent to the first stage screening.

S. No.	Sector	Composition of DESC
1	Agriculture, Rivers & Ocean Produce based industries, fertilizers, Agricultural Implements & Agro processing and any related sub-sector	1. Domain Experts from the industry/academia/government. 2. One Expert from MSME DI 3. One Member from Programme Division
2.	Healthcare & Life sciences, Medical Devices, Pharmaceuticals, Biotech, AYUSH and any related sub-sector	Same as above
3.	Power, Renewables, Electricals, Power Electronics, Energy Efficiency and any related sub-sector	Same as above
4.	Services, Education, Hospitality, Media, Publishing, Entertainment, Design, Wellness, Logistics, Sports and any related sub-sector	Same as above
5.	Miscellaneous Sector (Environment, Forests, Water & Sanitation; Foods, Beverages, FMCG, Consumer Goods; Infrastructure, Construction, Housing; IT, ITES, Electronics, White Goods, Telecommunication; Metals, Engineering, Machinery, Automation and Transportation, Automotive, E Vehicles, Railways, Aviation, UAV and any other sub-sector)	Same as above

- The DESC will evaluate the ideas as per the criteria decided by the Ministry and would select ideas for recommending to PMAC for final approval. To ensure that all the sectors and verticals 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 programme division.

Stage 4: 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.

Mandate for Ideas

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 stakeholders.
- ❖ Business Model Innovation: Innovation related to the purpose and strategy.

Support for idea development
- The winners will receive funding of up to ₹15 lakh and incubation support under the Ministry's Incubation scheme for nurturing and development of Idea into prototype.

PROCESS FLOW

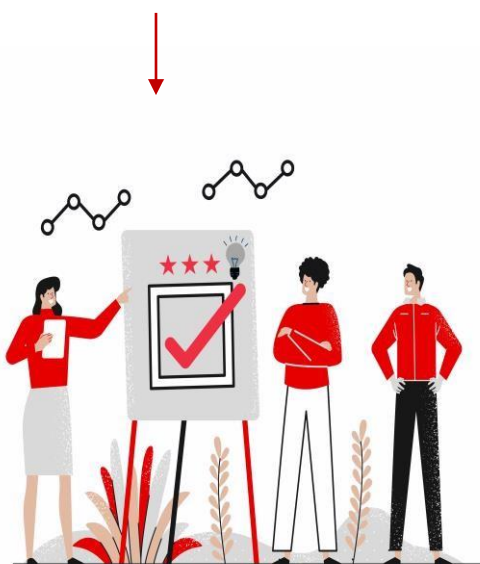**Idea Application (from** 27th June **–** 11th July **202**3**)**

Evaluation by Host Institute

Evaluation & Shortlisting by DESC

Screening by PM

Final Selection by PMAC

Final List of Ideas for Support