

The Ministry of MSME has launched “MSME Idea Hackathon 4.0” on 11.09.2024 by the Hon'ble Minister of MSME. Ideas are being invited under MSME Idea Hackathon 4.0 from Youngsters aged between 18-35 from all over India under the MSME Innovative Scheme.

The AllA-Incubation Centre for Innovation and Entrepreneurship (AllA-iCAINE) at All India Institute of Ayurveda (AllA) has been recognized as a Host Institute under the Ministry of Micro Small and Medium Enterprises (MSME), Government of India which would provide opportunities to the innovators in developing and nurturing their ideas.

An Innovator who has innovative idea can submit his/her idea(s) through online mode by selecting All India Institute of Ayurveda as a Host Institute. MSME Idea Hackathon 4.0 is live at <https://my.msme.gov.in/inc/> and the portal will be open till 26.09.2024.

For more details contact

Mr. Vivek Tanwar, Partnership and Incubation Manager(iCAINE)

E-Mail ID: [icaine-ayurveda@aiia.gov.in](mailto:icaine-ayurveda@aiia.gov.in)



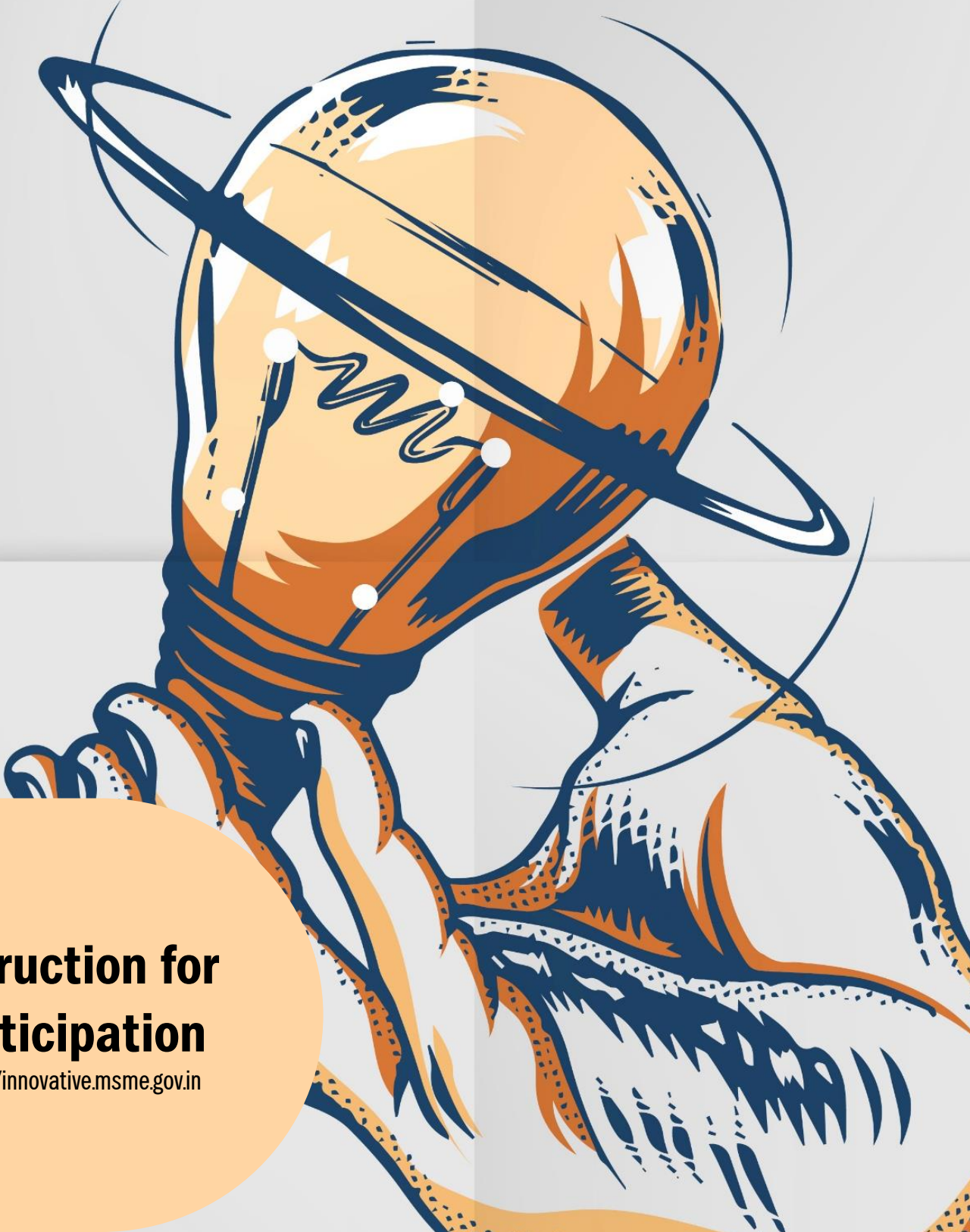
सूक्ष्म , लघु और मध्यम उद्यम मंत्रालय

MINISTRY OF

**MICRO, SMALL & MEDIUM ENTERPRISES**



**MSME IDEA HACKATHON 4.0**



**Instruction for  
Participation**

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

# Background

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.

Ideas are being invited under MSME Idea Hackathon 4.0 from people aged between 18-35 from all over India under 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 receive ideas from 11th September to 26th September on the dedicated Portal 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/UT. In case there is no HI, the applicant may choose an HI of their choice from any other State/UT. Before choosing the HI, applicant may explore information about the HI regarding the viability of developing the idea and then make a decision. 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.



# Process flow of Idea Evaluation

## Stage 1 - Evaluation by the Host Institutes

- ❑ Ideas selected by the applicant will be sent to the respective HI. (HIs all across the country will shortlist meritorious ideas and will be forwarded to MoMSME). No request for change of HI by the applicant shall be entertained.
- ❑ 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, thematic 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 submit the shortlisted applications on the <https://innovative.msme.gov.in/> and will upload the scores & details of shortlisted applicants theme-wise. During evaluation, HIs shall adhere to the guidelines/modalities decided by Ministry of MSME.

## Stage 2 - Evaluation by the Ministry of MSME

- ❑ After receiving shortlisted ideas from HI, the PMU will carry out the first stage screening. 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).

# Process flow of Idea Evaluation

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

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

- The thematic Domain Expert Selection Committees (DESCs) will comprise experts from Industry/Academia/Government. DESCs will select the ideas, from the ideas forwarded to them after the first stage screening.
- 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 shall be in the ratio of them being received. However, the cut off ratio will be indicated by the programme division.

## Stage 4 -

### Final Selection by Project Monitoring & Advisory Committee (PMAC)

- After detailed evaluation by DESCs, the recommended ideas would be forwarded to the PMAC for final approval. PMAC will be the final authority to approve the ideas.
- The approved ideas will be granted financial assistance as per scheme guidelines.
- PMAC has the right to reject any idea without assigning any reason.

# Primary Themes for Ideas

## PM Vishwakarma - 18 Trades:

Concepts should support and enhance the traditional skills and trades recognized under the PM Vishwakarma scheme, which includes 18 trades like carpentry, blacksmithing, and pottery. By modernizing traditional trades, promoting skill development, marketing approach, entrepreneurship / entrepreneurial ideas, marketing ideas and creating sustainable livelihoods for artisans and craftsmen, these innovations can reduce the need for imported goods and boost local craftsmanship and production capabilities.

## Frontier Technology in MSME:

Participants should present ideas that advance the fourth industrial revolution by integrating smart technologies, IoT, AI, and automation in manufacturing and other industries. Innovations that improve efficiency, productivity, and connectivity within industries can decrease dependence on foreign industrial technologies and machinery, promoting the development and adoption of locally made smart solutions and automation systems.

## Export enhancement and Indigenisation:

Proposals should focus on ideas that would enhance export competitiveness for MSMEs engaged in manufacturing and services. This may also be targeted towards indigenising of components / parts / products for the domestic industry to quickly absorb and adopt. Special focus may also be given on innovations towards cutting down the reliance on imports that are strategic in nature.

## Sustainable Development:

Promote green energy solutions and circular economy by integrating renewable energy technologies with systems designed to maximize resource efficiency. Innovations could include creating systems for energy production and material use, where renewable energy powers recycling processes and refurbishing operations that can reduce waste and reliance on imported resources while promoting local economic growth, decarbonisation and Atmanirbhar Bharat.

# Mandate for Ideas

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

**1**

**Marketing & Branding:**

Innovation related to the customer experience

**2**

**Ideation:**

Innovation related to the product idea & concept

**3**

**Technology:**

Innovation related to the product functionality

**4**

**Co-creation:**

Innovation related to the customer involvement

**5**

**Social Innovation:**

Innovation related to the corporate culture

**6**

**Entrepreneurship:**

Innovation related to through entrepreneurial thinking

**7**

**Open Innovation:**

Innovation related to with stakeholders

**8**

**Business Model Innovation:**

Innovation related to the purpose and strategy



# Do's and Don'ts

## Do's



Ideas should have novel & innovative value, and be useful to the society



Ideas should be scalable.



Ideas should reduce cost of living, product or process.



Ideas should improve quality of life and provide convenience to living standards.



Ideas should focus on clean & green energy initiative.



In case the Incubatee is a student, then a Student Identity Card valid for FY 24-25 must be submitted.



For proof of age, a Government issued Identity Card (preferably Aadhar) must be submitted.

## Don'ts



Do not submit any Ideas which infringes upon novelty and originality.



Do not submit Ideas which are against established scientific theories/norms.



Do not furnish information that can reveal the identity of the incubatee/MSME in the block diagram & concept note.



No incubates and mentors shall be part of any evaluation committee.



Do not include any references to research papers, newspaper articles or any individual/firm information in the Block Diagram or Concept Note.



Incubatee and Mentor should not be the same person.

# Support for Idea Development

An illustration featuring a glowing yellow lightbulb held by four hands. Two hands are positioned above the bulb, and two are below it. The bulb is connected to a grey base with blue lines, resembling a lightbulb socket. The background is white.

The selected Ideas will receive funding of up to a maximum of ₹15 lakhs & incubation support under the Ministry's MSME Innovative Scheme (Incubation Component) for nurturing and development of Idea into prototype