



MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India



MSME IDEA HACKATHON 2022

Guidelines for participation

GUIDELINES

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



INNOVATIVE IDEA

GUIDELINES FOR PARTICIPATION

Background

In line with the vision of the Hon'ble Prime Minister, Entrepreneurs are the base 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 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 in MSME Idea Hackathon 2022 are being invited from Innovators and MSMEs from all over India under the scheme of the Office of Development Commissioner – MSME, for 'Support for Entrepreneurial and Managerial Development of MSMEs through Incubators'.

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.

Evaluation Process Flow

Ministry of MSME will mobilize ideas from **10th March –24th March 2022** on <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. 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. (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, 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, the PMU will carry out the first stage screening. Only those ideas will be processed which have been received with 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)**

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. There will be a provision for honorarium as per GFR for the experts. 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 above and would select ideas for recommending to PMAC for final approval. To ensure 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 officer from 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 with stakeholders.
- ❖ Business Model Innovation: Innovation related to the purpose and strategy.

Support for idea development

- The winners will receive seed funding of up to ₹15 lakh and incubation support under the Ministry's Incubation scheme.

PROCESS FLOW



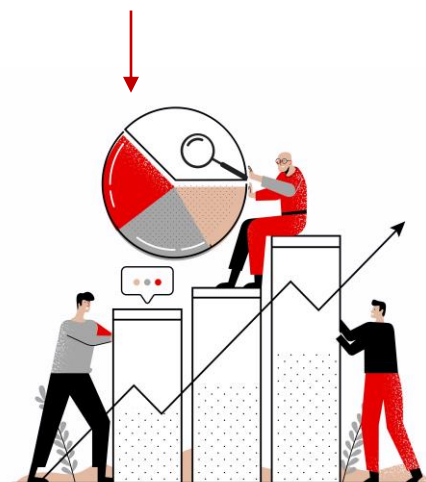
Idea Application (10th to 24th March, 2022)



Evaluation by Host Institute



Evaluation & Shortlisting by DESC



Screening by MoMSME



Final Selection by PMAC



Final List for Support

