

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**Institution's Innovation Council (IIC)**  
**National Centre for Innovation in Distance Education (NCIDE)**  
**Maidan Garhi, New Delhi-110068**

**Guidelines for submitting the Business Plan for  
Business Plan Competition-2021**

The Institution's Innovation Council (IIC), Indira Gandhi National Open University (IGNOU) is actively engaged in fostering its students towards *Atmanirbhar Bharat* through promoting, supporting and nurturing the innovator students of IGNOU interested in setting up their own startups. In this context, the IIC-IGNOU is organising a Business Plan Competition-2021 for IGNOU students.

The competition will be organised in two rounds. In the Round 01 the registered teams will be sent a form to fill and submit a **Business Model Canvas** in the format which will be enclosed with the email. In Round 02 only the teams that are shortlisted from Round 01 will be provided a short training on developing a Business Plan and will be eligible to submit that detailed **Business Plan**. The top three teams of Round 02 will be provided certificate of merit. All the teams that are shortlisted for the Round 02 will be provided further training, guidance and mentoring on how to set up their startups.

**How to Participate?**

1. Register your team by filling the form at <https://forms.gle/PdDVZLPffoMvbv2c7>
2. The competition will be held in two Rounds.
3. Once you register your team with us you will be notified with the details regarding the first Round of the competition through email.
4. The registered students will be requested to submit their Business Model Canvas for Round 01 with a brief description of their Business Plan.
5. The shortlisted students of Round 01 will be provided a short training on "How to develop a Business Plan?"
6. The shortlisted students who have participated in the training will be eligible to participate in the Round 02 of the Business Plan Competition-2021.

**Who is Eligible to Participate?**

The competition is open to all the *bona fide* students of IGNOU, who have designed and developed a prototype of an innovative product/process/service etc., for starting a business based on new, socially relevant and practicable ideas from the given themes.

**Team Structure**

- 1) A team can have minimum of one and maximum of five members.
- 2) The team leader has to be a *bona fide* student of IGNOU and the other members may or may not be from IGNOU.

## Why Should You Participate?

If you have designed and developed an innovative product/process/service etc., for startup or entrepreneurship in the themes given below you should participate in the Business Plan Competition-2021 organised by IGNOU. IGNOU will provide you required support and guidance to convert your idea into a startup. In addition, the selected participants of the best business proposals will:

- be provided inclusive training through virtual mode.
- be guided and facilitated in getting financial support from the funding agencies.
- be provided a national platform for showcasing their startup or business.
- be provided with certificates.
- get opportunity to interact with other innovators and entrepreneurs.

## What are the Suggested Theme Areas?

1. Food, Agriculture and Rural Development
2. Clean Energy and Alternate Fuel
3. Clean Water and Water Management
4. Environmental issues and Waste Management
5. *Swacchhata* Initiatives, Health Care, Hygiene, Lifestyle and Sports
6. Smart Transportation and Traffic Management
7. Smart City and Urban Development
8. Social Issues and Security System
9. Scientific and Technological Developments
10. Education and Online teaching-learning System
11. Hospitality, Travel and Tourism
12. E-Governance, E-Commerce and Digital Marketing
13. Robotics and drones
14. ICT, Cyber security systems, blockchain, cognitive computing, AI and ML
15. IoT based Technologies
16. Any other Area like Fashion, Art, Entertainment, Retails and Banking, etc. (Please specify)

## Will I get a Certificate?

Certificate of Participation will be awarded to the shortlisted teams of Round 01 and Round 02 by the organisers. Certificate of Merit will be awarded to the Winners of the First, Second and third positions in Round 02. The decision of the University in this regard will be final and binding.

## How to Apply?

If any *bona fide* student of IGNOU has an innovative idea or plan for startup or entrepreneurship, they are invited to register their team at <https://forms.gle/PdDVZLPffoMvbm2c7> to participate in the Business Plan Competition-2021.

If any of the submission requirements mentioned are not met, your submission will be considered incomplete and will be rejected.

## Important Date

Last Date for registering for the Competition: **6<sup>th</sup> April, 2021, 6:00 p.m.**

**Director, NCIDE**