



**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**National Centre for Innovation in Distance Education**  
**Institution's Innovation Council**  
**Jointly with IGNOU Regional Centre, Delhi-1**

## **GUIDELINES**

### **Business Plan Competition-2023**

The Institution's Innovation Council (IIC), Indira Gandhi National Open University (IGNOU) is actively engaged in fostering its students and alumni towards *Atmanirbhar Bharat* through promoting, supporting and nurturing the innovator students and alumni of IGNOU interested in setting up their own startups. In this context, the IIC-IGNOU jointly with IGNOU Regional Centre, Delhi-1 is organising a **Business Plan Competition-2023** for IGNOU Students and Alumni.

The competition will be organised in two rounds. In the First Round you are required to submit a **Business Model Canvas** as per the given format through email. The teams shortlisted from the First Round will be provided a short Training cum Mentoring on Developing a Business Plan and they will be eligible to submit the detailed **Business Plan** for the Second Round. The top three teams of the Second Round will be awarded a Certificate of Merit and token Prize Money. All the teams that are shortlisted for the Second Round will be provided further training, guidance and mentoring on how to set up their startups.

#### **What are Different Stages?**

1. **First Round:** The interested students and alumni are invited to submit their **Business Model Canvas** for the First Round as per the given template.
2. **Presentation of Business Model Canvas:** The shortlisted Business Model Canvas will be presented in the Mentoring cum Presentation of Business Models on May 28, 2023 at Regional Centre, Delhi-1.
3. **Mentoring cum Training:** The shortlisted students and alumni of First Round will be provided a short Training cum Mentoring on "How to Develop a Business Plan?"
4. **Second Round:** The shortlisted students and alumni who participate in the training will be eligible to participate in the Second Round of the **Business Plan Competition-2023**.

#### **Who is Eligible to Participate?**

The competition is open to all the Students and Alumni of IGNOU, who have designed and developed a prototype of an Innovative Business Plan for starting a Business or Startup based on new, socially relevant and practicable Business Ideas from the given themes.

#### **Why Should You Participate?**

If you participate in the **Business Plan Competition-2023**, IGNOU will provide you required support and guidance to convert your Business Idea into a Successful Startup. In addition, the selected participants of the best business proposals will :

- be provided inclusive training through virtual mode.
- be provided a national platform for showcasing their Startup or Business.

- be provided with Certificates and token of Prize Money.
- get opportunity to interact with other Innovators and Entrepreneurs.
- be guided and facilitated in getting financial support from the Funding Agencies.

### **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 the First and Second Rounds. Certificate of Merit will be awarded to the Winners of the First, Second and third positions in the Second Round. The decision of the University in this regard will be final and binding.

### **How to Apply?**

Interested Student and Alumni of IGNOU having an Innovative Business Idea or Plan for Startup or Entrepreneurship can **submit their Business Model Canvas** through Google form with the link <https://forms.gle/7azfEwrpCN11mrE37>.

The shortlisted candidate will be provided separate template, for second round of the Business Plan Competition-2023.

### **Important Dates**

1. Last Date for submitting the Business Model Canvas for the First Round of the Business Plan Competition-2023: **May 28, 2023 till 06:00 PM.**
2. Mentoring and Presentation of the Business Model Canvas: **May 30, 2023.**
3. Training cum Mentoring on Business Plan Development: **June 08, 2023 (Tentative).**
4. Last Date for submitting full Business Plan for the Second Round: **June 20, 2023.**

**Director, NCIDE**