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Dated : 24th July, 2017

To
All the Directors of Institutes with
ABI centers,
concerned ICAR institutes

Subject: Organization of "Innovation Challenge inviting solutions to increase the profitability of Farmers in India" by iCreate

Sir/Madam

The iCreate (International Centre for Entrepreneurship and Technology), Ahmedabad an initiative of Gujarat Foundation for Entrepreneurial Excellence (GFEE), is organizing a National Innovation Challenge for Grassroots Problems for inviting solutions to increase the profitability of Farmers' in India (documents enclosed). The event is being organized in collaboration with DIPP, DST and the Government of Gujarat, and can be broken down into 2 phases;

- actual conduct of innovation challenge from 17th July to 8th September 2017' and
- The Grand Finale, most likely to take place in mid-September, where Hon'ble PM will award the finalists.

Top 100 applicants will be awarded a cash prize of Rs 1 lakh each and from these the top 15 will be offered incubation support of Rs 50 lakhs. Half the incubation assistance will be provided as a grant, via the incubator and the incubator will invest the remaining 25 lakhs taking equity in the project, thus ensuring ongoing support even beyond the contest.

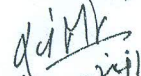
In this regard, the iCreate has requested specific support of ICAR to get connected with Pan India regional partners for increased awareness through roadshows, talk shows, social media creatives and other promotional activities like putting Banners, Standees, Web-site posters and links etc. (the required material will be provided by iCreate, and reasonable out of pocket expenses will also be covered). In addition, a panel of experts for application evaluation and selection on payment basis (Rs. 500 per application) has also been requested.

Since, the program is in line with activities of the ABIs in ICAR institutes, Secretary (DARE) and Director General (ICAR) has approved participation of ICAR in the event as a partner, with ADG (IP&TM) as nodal person for coordination. Therefore, you are requested to support this event as requested by iCreate. The contact details of your institute's ABI In-charge Scientist are being shared by us with iCreate so as to make the communication faster, however, it is requested that IP&TM Unit may be appositely kept in loop while making correspondence.

While no additional budgetary requirement is envisaged (as indicated above), any minor contingency expenditures (TA/DA) if required, may be met from the available budget of NAIF Scheme.

With regards

Yours sincerely


(Sanjeev Saxena)

Encls: a.s.a

Copy to:

1. Pr PPS to Secy DARE & DG ICAR for kind information to the Secy DARE & DG ICAR
2. PPS to the AS(DARE) & Secy ICAR for kind information to
3. In-charge of ABIs

“iCreate Innovation Challenge to Increase Profitability of Farmers”

About iCreate

iCreate (International Centre for Entrepreneurship and Technology) is an initiative of GFEE (Gujarat Foundation for Entrepreneurial Excellence). GFEE is a Section 25, not for profit organisation and a Centre of Excellence of the Government of Gujarat. Its Chairman is the Secretary of Industries and Mines Department, Government of Gujarat. The main campus of iCreate is spread over 45 acres and is located at Dev Dholera around 50 km from the main city of Ahmedabad.

iCreate was founded by the then CM of Gujarat, now PM, Shri Narendra Modi with a vision of creating a world class Institute that can use the power of start-ups to become a leading job creation engine. It is a registered TBI (Technology Business Incubator) of DST (Department of Science and Technology). To know more about iCreate, please visit www.icreate.org.in

Brief description of the event

iCreate is organising a National Innovation Challenge for Grassroots Problems in collaboration with DIPP, DST and the Government of Gujarat. The grand finale of this event is to be hosted at the new iCreate campus at Dev Dholera near Ahmedabad in mid-September 2017 when the Prime Minister will also be in attendance to inaugurate the campus.

In 2016, iCreate conducted a National Grand Challenge during the Vibrant Gujarat Start-up Summit at the request of the Government of Gujarat, and the Challenge was extremely successful at generating entrepreneurs and ideas for future innovations.

The national level innovation challenge is designed to invite innovative solutions to grassroots problems; finding solutions that can be implemented in the real world conditions of rural India.

Applications are being invited from all across the country in the period of 17th July to 20th August. There will be an online platform on which applications are to be uploaded. The same platform will distribute applications to external experts for evaluation, and will collate the results.

All incoming applications will first be examined for completeness and compliance to contest requirements, and then each of the eligible applications will be sent to two external experts through the platform. Based on the two rounds of external evaluation, the applications will be ranked.

The topic of the Innovation Challenge

One of the biggest issues facing the agricultural sector in India is low yield: India's farm yield is lower than that of developed nations.

Average farm size, inadequate infrastructure, low use of farm technologies and best farming techniques, decrease of soil fertility due to over fertilization and sustained pesticide use, are leading contributors to low agricultural productivity. Indian farms experience continuous land fragmentation leading to

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uneconomic holdings and therefore have limited access to resources such as financial services, credit (or lenders), support expertise, educational services or Irrigation solutions.

Also, poor access to reliable and timely market information for the farmers, absence of supply & demand forecasting, inefficient supply chains, inadequate cold storage facilities, shortage of proper food processing unit and large intermediation between the farmers and the consumers are some of the major causes for the lower revenue realization/profitability.

In the short-term, yield directly impacts a farmer's cash flow and profitability and their ability to respond to fluctuations in the market. Long-term, yield limits a farmer's ability to invest into their farm's future to increase productivity and decrease risks associated with their crops (via inputs such as seeds, fertilizer, crop insurance, market/weather info, livestock health support, etc.) but also to invest into their families in areas such as education, healthcare, training, etc.

While continuous efforts are being made to enhance agricultural productivity and profitability, the scope of innovation is limitless.

Therefore, the iCreate Innovation Challenge is inviting effective, implementable, scalable and affordable solutions to increase the profitability of farmers in India.

The potential solutions are divided into 3 categories; 1) Technical, 2) Application and 3) Integrated Social Business. A solution can be submitted in any of the 3 categories depending upon where it fits the most.

Timelines

Activities	Responsibility																		
Event planning, budgeting, approvals	iCreate	BY 30 JUNE																	
Regional relationship finalization	iCreate		JULY 26 TO 27																
Reach-out campaign	iCreate + Partners																		
Contest window	iCreate + Partners																		
Application filtering	iCreate																		
First round of evaluation	iCreate + Partners																		
Second round of evaluation	iCreate + Partners																		
Final results and invitation	iCreate																		1 Sept to 3 Sept
Grand finale	iCreate																		14 Sep

Prizes / Incubation support

The top 100 applicants will be awarded a cash prize of Rs 1 lakh each. From these 100 applications, the top 15 will be offered incubation support of up to Rs 50 lakhs. Half the incubation assistance will be provided as a grant from the Challenge to the winner, via the incubator. The incubator will

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Invest the remaining 25 lakhs and take equity in the project, thus ensuring ongoing focus and support to the winning projects even beyond the contest.

Winning through Partnerships

iCreate believes that setting up a network of likeminded partners/alliances is key to success and is, therefore, looking to establish around 8 to 10 pan-India regional partners for the twin tasks of spreading the word of this challenge to the target group, and supporting the evaluation of the incoming applications.

Spreading the word will entail conducting road shows for promoting the challenge as well as reaching out through email/social media to increase the spread. The road shows will have the agenda of Informing potential applicants about the scope of the challenge, the topics around which the challenge is structured, the application guidelines, do's and don'ts and the relevance of the challenge in the cause of national development.

Expectation from Partners

The objective of the partnering model is to ensure maximum regional coverage for active participation of Idea generators and entrepreneurs for holistic and diverse solutions to the highlighted Challenges. It is extremely important that received applications, when looked at collectively, are a fair representation of India in terms of demography and region. Therefore, the partner is expected to contribute in the following ways to ensure the success of the Event;

➤ **Communications:**

- ❖ Create Event awareness through roadshows, using the publicity such as banners, brochures, web-site that will be provided by iCreate.
- ❖ Disseminate Event Information to their partners and affiliates to leverage their connections
- ❖ Organize Talk Shows and repeat multi-round communication for their students (current as well as alumni) through their established channels and modes
- ❖ Material for presentations and roadshows will be provided by iCreate to each partner

➤ **Assessment**

- ❖ Help select a group of experts to evaluate received applications (required skills, evaluation criteria and modality will be shared subsequently)
- ❖ Complete assessment of entries and contribute to selection of the winners
- ❖ Any selected mentors and evaluators will be compensated 500 INR per evaluation completed.

➤ **Program Support**

- ❖ In association with iCreate, drive the overall challenge (event) to meet timelines for success
- ❖ Continued support by advertising on the organisation's own website
- ❖ Introductions to other potential partners for corporate sponsorship

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Benefits to Partners

- ❖ Partners will get increased visibility of their own institutions during the conduct of the challenge
- ❖ After the challenge, there will be projects available to partners for potential incubation, should they so desire
- ❖ Subject matter expertise for the challenge topics will continue to be leveraged later, so there will be an ongoing ecosystem created that continues to collaborate and work together long after the completion of this challenge
- ❖ Future national and international events organised within the ecosystem will be prioritised to ecosystem members

In case of more information, please feel free to call Ms. Tejashree Shah at +91-9327000075 or write at tejashree@icreate.org.in