

## Instructions to shortlist Ideas received under MSME Idea Hackathon 4.0 by Host Institutes (HIs)

**HACKATHON 4.0**

**O/o DEVELOPMENT  
COMMISSIONER (MSME)  
GOVERNMENT OF INDIA, NIRMAN  
BHAWAN, NEW DELHI -110 108**

**[www.dcmsme.gov.in](http://www.dcmsme.gov.in)**

## Instructions to shortlist Ideas received under MSME Idea Hackathon 4.0 by Host Institutes (HIs)

On receipt of ideas from different incubatees during the MSME Idea Hackathon 4.0, the HI shall first get them evaluated by experts from different institutions/industries at their end. Only the shortlisted/ evaluated ideas shall be uploaded on the incubation portal (<https://innovative.msme.gov.in>) for the consideration of O/o DC MSME.

**Before uploading the idea, HIs must adhere to the scheme guidelines & MSME Idea Hackathon 4.0 guidelines thoroughly.** Apart from this, HIs shall also follow below mentioned instructions:

1. Host Institutes will perform the first stage of evaluation after the end of MSME Idea Hackathon 4.0 within the next 15 days i.e., **from 11th September till 26<sup>th</sup> September**. Following is the stepwise process for the same:
  - The idea applications received during MSME Idea Hackathon 4.0 will be available under HI login. (HIs all across the country will shortlist meritorious ideas).
  - Before evaluation, each HI will form an evaluation committee at their level as per scheme guidelines. For the evaluation committee, HI needs to 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.
  - If idea submitted by any member of HI, then that member should not be the member of the evaluation committee. **If the participant is found to be the member of evaluation committee, then the ideas stands rejected.**
  - **HIs must ensure that in the evaluation committee, at least one member is from industry as per the scheme guideline.** If the number of ideas received is more than 25 per theme, then a separate evaluation committee comprising one domain expert shall be formed to evaluate those ideas, and separate MoM shall be prepared for each sector.
  - After evaluation, HI will carry out the due diligence as per the scheme guidelines/ MSME Idea Hackathon 4.0 guidelines and upload only the *Recommended Ideas* on MIS Portal through HI login. During evaluation, HIs shall adhere to the mandate for the ideas decided by Ministry of MSME.
  - In the previous Hackathons conducted, many HIs have simply forwarded the ideas without proper evaluation and recommendation. Please submit the ideas of *superior quality* only (refer to the parameters in point 3A of instructions at page no. 3), else this will reflect on the credibility of the HIs.
  - In the previous Hackathons conducted, some HIs have uploaded the “not recommended ideas” also on the MIS Portal. HIs must ensure that only recommended ideas are uploaded in the MIS Portal.
  - Minutes of the evaluation committee should be as per the evaluation format specified by this office (**Copy Attached**). If the format is not followed, then the ideas will be rejected by this Ministry. Also, HIs may be asked to provide clarification for not following the specified format.
  - Serious action may be taken against those HIs who do not follow above instruction. This may lead to the removal of HI from the approved list.

## **2. 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.

## **3. While evaluation of Ideas, Host Institutes may consider the following indicative factors, but not limited to: -**

### **A. Idea may fulfil the following, inter-alia, parameters: -**

- ❖ Novel & innovative value
- ❖ Useful to the society
- ❖ Reduce cost of living, product or process
- ❖ Improve quality of life and provide convenience to living standards
- ❖ Clean & green energy initiative
- ❖ Innovative value proposition of products/ services being offered
- ❖ Ease of availability of the resources used in the product to ensure ease of scalability
- ❖ Commercial/Technical/Financial viability
- ❖ Climate mitigation measures
- ❖ Status of intellectual property
- ❖ Import substitution
- ❖ Energy Saving
- ❖ Raw material, Labour saving, etc.

### **B. Idea falling under following may be avoided**

- ❖ Ideas which already exist
- ❖ Ideas infringement/theft/plagiarism
- ❖ Ideas which are against established scientific theories/norms

**Note:** For any clarification regarding technical issues related to uploading of idea, you may contact NIC team, Sh. Kuldeep Chauhan, Mail id : [kuldeepchauhan@dcmsme.gov.in](mailto:kuldeepchauhan@dcmsme.gov.in)

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