

# RURAL INNOVATORS START-UP CONCLAVE



Green Energy



Sustainable Livelihood



Sustainable Housing



Drinking Water and Sanitation



Agriculture and Allied Activities



Health and Elderly Care



Waste to Wealth



INNOVATOR  
STARTUP  
STUDENT

**7** Challenge areas in search of your IDEAS

Opportunity to learn, Recognition, Reward and our support to RISE

*"Innovative Ideas can transform rural India".*



In memory of Dr. A P J Abdul Kalam

**RISC-2019**

**(SEPTEMBER 27-28, 2019)**

## About NIRDPR

The National Institute of Rural Development and Panchayati Raj (NIRDPR), an autonomous organisation under the Union Ministry of Rural Development, is a premier national centre of excellence in Rural Development and Panchayati Raj.

## About RISC-2019

In the memory of late Dr. APJ Abdul Kalam who championed the cause of technological innovations in rural development, the Institute is organising RISC-2019 with the objective of bettering rural life with the aid of technology and innovations.

Rural Innovators Start-up Conclave (RISC) will provide a platform to a wide array of innovators and entrepreneurs to showcase their products, pitch and talk about their innovations and get an opportunity to partner with funding and network support. RISC-2019 will bring together the most forward-thinking innovators, incubators, entrepreneurs and technology players to unlock new potentials in seven identified sectors-

**GREEN ENERGY, SUSTAINABLE LIVELIHOOD, SUSTAINABLE HOUSING,  
DRINKING WATER & SANITATION, AGRICULTURE & ALLIED ACTIVITIES,  
HEALTH & ELDERLY CARE and WASTE TO WEALTH**

-relevant for rural India. The event will be attended by representatives from industries, Academics, government organisations, S&T institutions and most importantly by venture capitalists, angel investors, incubators and other players from the entrepreneurial ecosystem. This national conclave on Rural Innovation is the first-of-its-kind in the country and 3<sup>rd</sup> in the series by NIRDPR.

As part of the RISC event, "Rural Innovation and Design (RiDe)" platform is an important component to school children and college students to come up with innovative ideas and design for improving rural life. The purpose of this initiative is to identify the critical day-to-day problems faced by the people of rural India and elicit the potential solutions to address them. The participants from the above two categories display posters on the critical problems and the possible solutions identified by them related to the seven themes of the RISC to participate in the challenge (refer last page of this brochure).

The event will have a dynamic jury to screen the best innovators, start-ups and RiDe Challengers.

## RURAL INNOVATORS START-UP CONCLAVE (RISC-2019)

### Objectives

- \* Identification of Rural Innovations and Start-ups
- \* Creation of platform for their exposure
- \* Education and Capacity Building
- \* Facilitating innovation/ technology upscaling solutions
- \* Create opportunities to connect national and international network

### Invitees

1. Innovations with prototype and proven technologies for their promotion;
2. Entrepreneurs with start-up having production capacity for market promotion;
3. DRDO, RuTAG IITs, DST, NABARD, ICRISAT, SRLM, S&T Institutions, INAE, NIAS, NISE, NSIC, NID, EDII, IIP, ICAR Institutions, CSIR Labs, banks, State incubation centres and other national and international agencies.



5. Corporates/organisations with a mandate to support social enterprises
6. National and international entrepreneur support networks and grant-in-aid organisations, incubators and accelerators

### Categories eligible for submitting online nomination

1. Idea with Prototype: Innovator should have done prototype with some results or in the middle of building and refinement of it.
2. Start-up Stage: Innovator/team having at least few customers on board and looking for scaling up and commercialisation.

### Opportunities

- ★ Provide a platform to a wide array of rural innovators, technologists and start-ups
- ★ Showcasing of technologies, products and designs
- ★ Opportunity for pitching and get an opportunity to partner with funding agencies
- ★ Mentoring and Networking
- ★ To hear the eminent speakers, panelists, experts and professionals on the subjects

### Cash Award and Fellowship

Two cash awards of ₹ 1,00,000 and ₹ 50,000 will be provided under each theme of the RISC event ( i.e., one for innovator and one for start-up). In addition, fellowships to the winners to attend specialised workshops on themes such as Design, Packaging, Marketing, etc., will be provided as per the norms of the Institute.

### Eligibility criteria

- ✓ Applicant can be Indian or international resident
- ✓ Start-up entity in existence for below five years
- ✓ Start-up annual turnover should not exceed ₹ 50 lakh
- ✓ The solution offered should be applicable to rural or semi-urban
- ✓ The solution should be innovative, add value to customers and should be commercially scalable
- ✓ The solution should be beyond the idea stage, offers a clear opportunity and is a commercially scalable and viable model
- ✓ Showcasing of prototype/product or posters at the event is compulsory

### Support for the participants

For the innovators whose nominations are accepted for display and demonstration, reimbursement of to & fro travel by second class sleeper/bus to one person and boarding and lodging facilities on sharing basis at NIRDPR, Hyderabad will be provided.

### Expected outcomes

- ❖ Cash award to the best under each thematic sectors
- ❖ Facilitating incubation/acceleration support subject to the norms
- ❖ Selected ideas/start-ups will be offered space for their display-cum-demonstration as per norms
- ❖ Opportunity for promotion and marketing through RTP Mela
- ❖ Fellowship to winners under Innovators and Start-up categories to facilitate mentorship through workshop on Design, Packaging and Marketing, etc
- ❖ Connecting with vast network of State Rural Development Agencies, Central agencies, incubation centres and international associations



Join us to spark a revolution to  
transform rural India with innovative  
**IDEAS**



## RURAL INNOVATION DESIGN (RIDE) CHALLENGE

### Objectives

- ▲ Identification of critical problems faced by people in rural areas
- ▲ Exploring potential solutions based on the problems identified
- ▲ Providing a platform for exchanging ideas
- ▲ Exposure to young minds

### Invitees

1. School children (from 8<sup>th</sup> standard)
2. College students



*Do you have the next big idea?*

### Online nomination

1. The category of the applicant must be clearly mentioned in the nomination whether school or college student. Each entry two students are allowed to participate.
2. The problem and the solution proposed by the applicant must be drawn in a poster format and the soft copy of the nomination must be uploaded.

### Cash Awards

Selected entries will be invited to present the idea to the problems identified and solution offered through display of poster in the event. There will be three cash prizes of ₹ 10,000, ₹ 7,500 and ₹ 5,000 in each of the seven themes of the RISC event, for the participants selected by the jury. Certificate of appreciation will be given to the exhibitors.

### Support for the students

The shortlisted participants (*restricted to two persons for each entry*) who are invited to participate in the event, to & fro travel by second class sleeper/bus and hostel facilities on sharing basis at NIRDPR, Hyderabad will be provided.

### Expected outcomes

- ★ Cash awards to the best innovative ideas
- ★ Ideas will be published as part of the conclave and facilitate national exposure
- ★ Selected ideas will be supported for design and fabrication
- ★ Connecting with vast network of State Rural Development Agencies, Central Institutions, incubation centres and other supporting agencies, etc.

**Last date for submitting nominations:** September 13<sup>th</sup>, 2019 through online form uploaded on website: [www.nirdpr.org.in/risc2019](http://www.nirdpr.org.in/risc2019)



राष्ट्रीय ग्रामीण विकास एवं पंचायती राज संस्थान  
NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ  
Ministry of Rural Development, Government of India



**Web link:** [www.nirdpr.org.in](http://www.nirdpr.org.in)

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# R<sup>i</sup>SC to RISE