



Rural Innovators Start-up Conclave



(RISC - 2018)
August 30 - 31

Corridor for Rural Innovations

RISC
2018
CONCLAVE



1. AGRICULTURE & ALLIED ACTIVITIES

2. GREEN ENERGY

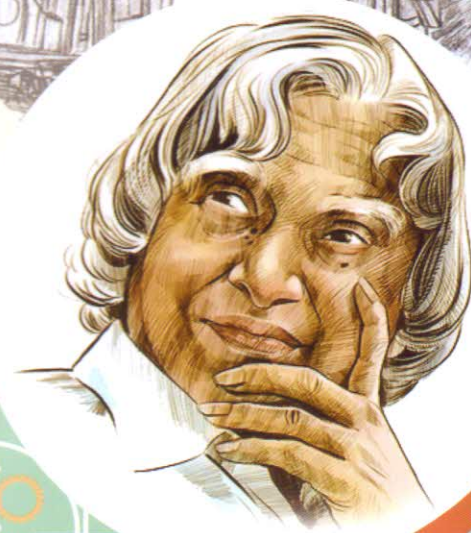
3. WASTE TO WEALTH

4. SUSTAINABLE HOUSING

5. HEALTH AND ELDERLY CARE

7. SUSTAINABLE LIVELIHOOD

6. DRINKING WATER & SANITATION



7 challenge areas in search of your IDEAS

Opportunity to earn Recognition, Reward and our support to RISE

Signature (RSPD)

Design Thinking and Innovative Packaging Conference

Centre for Innovations and Appropriate Technologies (CIAT)
NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND PANCHAYATI RAJ (NIRD&PR)

(Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad - 500030, India

About NIRD&PR

The National Institute of Rural Development and Panchayati Raj (NIRD&PR), 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-2018

In the memory of late Dr. APJ Abdul Kalam who championed the cause of technological innovations in rural development, the institute is organising RISC-2018 with the aim to better 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-2018 will bring together the most forward-thinking innovators, incubators, entrepreneurs and technology players to unlock new potentials in seven identified sectors-

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

-relevant for rural India. The event will be attended by representatives from Industries, Academics, Government Institutions, NGOs and most importantly by entrepreneurs, venture capitalists, angel investors and other players from the entrepreneurial ecosystem. This national conclave on Rural Innovation is the first of its kind in the country and 2nd in the series by NIRD&PR. The event will have a dynamic jury to screen the best innovators / start-ups.

As part of the RISC event, a new platform called "Rural Innovation and Design (RiDe)" Challenge is introduced for encouraging school children, college students and the general public 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 which can be taken up to address them. The participants from the above three categories will send 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).

RURAL INNOVATORS START-UP CONCLAVE (RISC)

Objectives

- * Identification of rural innovations and start-ups
- * Creation of platform for their exposure
- * Education and Capacity Building
- * Mentoring, Incubation and Connect
- * Create opportunities to connect national and international Network

Invitees

- 1 Innovations with prototype and proven technologies for their promotion;
3. Entrepreneurs with start-up having production capacity for market promotion;
4. DRDO, DST, MUDRA, UNDP, NSDC, NABARD, ICRISAT, SRLM, Councils of Science & Technology, INAE, NIAS, NISE, NSIC, NSDC, NID, EDII, IIP, ICAR Institutions, CSIR Labs, KSCSTE, MSSRF, banks and other national and international agencies, etc.

7 CHALLENGES
IN SEARCH OF
INNOVATIVE
SOLUTIONS



AGRICULTURE &
ALLIED ACTIVITIES



GREEN
ENERGY



WASTE TO
WEALTH



SUSTAINABLE
HOUSING



HEALTH &
ELDERLY CARE



DRINKING
WATER &
SANITATION



SUSTAINABLE
LIVELIHOOD

5. Corporate 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
- ★ Mentoring and Networking
- ★ Inspirational talk by speakers, panelists, experts and professionals

Awards

There will be two awards under each theme of the RISC event (i.e. one for innovators and one for start-ups). A fellowship of ₹1.20 lakh and ₹2.40 lakh will be provided to innovators and start-ups respectively. The fellowship will be released in a phased manner during the year based on the conditions laid out by the Institute.

Eligibility criteria

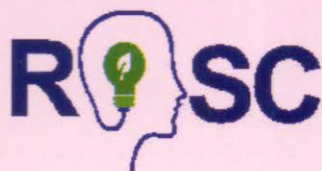
- ✓ Applicant can be Indian or international resident
- ✓ Startup entity in existence for below five years
- ✓ Startup annual turnover should not exceed INR 50 lakh
- ✓ The solution offered should be applicable to rural or semi-urban
- ✓ The solution should be innovative, add value to customers and should be commercially scalable
- ✓ The solution should be beyond the idea stage, offers a clear opportunity and is a scalable commercially 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 and fro travel by second class sleeper/bus and boarding and lodging facilities at NIRD&PR, Hyderabad will be provided.

Expected outcomes

- ❖ Reward / Award to the best
- ❖ Facilitating incubation / acceleration support
- ❖ Facilitating national and international branding for start-ups
- ❖ Selected ideas / start-ups will be offered space for their display-cum-demonstration
- ❖ Facilitation for marketing support
- ❖ Connecting with vast network of State Rural Development Agencies, Central agencies, NGOs and international associations



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



RURAL INNOVATION AND 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 8th standard)
2. College students
3. General public



Online nomination

1. The category of the applicant must be clearly mentioned in the nomination (E.g. school children/college students/ general public).
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.

Awards

All the shortlisted entries will be invited to present the idea and display the poster in the event. There will be one award of cash prize of ₹10,000 from each category of participants in all seven themes of the RISC event. Certificate of appreciation will be given to all short listed entries by the jury. Due recognition to the problems identified will be given along with the solution offered.

Support for the students

The shortlisted participants will be invited to participate in the event and provided with to & fro travel by second class sleeper/bus and hostel facilities at NIRD&PR, Hyderabad.

Expected outcomes

- ★ Awards to the best
- ★ The shortlisted ideas will be published as part of the conclave
- ★ Selected ideas will be supported for design and fabrication
- ★ Connecting with vast network of State Rural Development Agencies, Central agencies, NGOs and international associations

Last date for submission of online nominations: July 30, 2018 (www.nird.org.in)



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



TRAINING
& CAPACITY
BUILDING



RESEARCH
& CONSULTANCY



POLICY
FORMULATION
& ADVOCACY



TECHNOLOGY
TRANSFER



ACADEMIC
PROGRAMMES



INNOVATIVE
SELLING
& LIVELIHOOD

Web link: www.nird.org.in
Enquiry: rtp.nird@gov.in

FOLLOW US:
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Youtube Channel:
youtube.com/ciatnirdpr

GET IN TOUCH

Address: NIRD&PR
Rajendranagar, Hyderabad
Telangana - 500030, INDIA

Helplines : +919848780155
+919848924111
040- 29702062/ 64

R_{IdE} to RISE

CONCEPT NOTE

Rural Innovators & Start-up Conclave – 2018 (RISC-2018)

30 – 31 August, 2018

Background

Rural India is facing many complex problems and challenges. The governments, both at the union and state levels have successfully undertaken wide-range of development programmes and schemes in order to mitigate these issues and to improve the quality of life of people living across the country. The initiatives that successfully address the rural challenges are often based in effective application of science and technology based solutions.

Globally innovation is considered to be the master-key or linchpin to creatively address rural challenges. The announcement of the "Make in India" campaign by the Hon'ble Prime Minister has given a tremendous impetus towards creating an ecosystem for innovations and technology diffusion in the sphere of rural development. There are many institutions working towards promoting innovation and start-up culture across the country - government, private, voluntary and autonomous bodies and so on. There are others involved in exclusive domains such as financing or design development etc.

However, the initiatives for accelerating the start-up culture are yet to gain momentum among the rural youth of India due to lack of support and mentoring. Encouraging innovations from the grassroots, to address the day to day rural problems has huge potentials for transforming both the on-farm and off-farm sectors. Often, the practical innovations developed by people in rural areas don't reach full-scale development due to lack of appropriate support. Therefore, there is a compelling need to create an eco-system which can provide critical support for design and fabrication, facility for linking with mentors, angel investors and incubators, financial guidance and marketing linkages, etc., to enable the innovation and entrepreneurial domain focussed on the needs of rural areas more profitable and sustainable.

Innovation and entrepreneurship in rural areas is necessary for providing livelihood and the overall economic growth. They help in successful diffusion of technologies and benefit society at large. Candid discussions with the innovators reveal their disenchantment and constraints of inadequate incubation and design support, uncertain financing, problems of connectivity, cumbersome certification mechanism.

NIRD&PR's Role in Promoting Innovation and Entrepreneurship

NIRD&PR has been striving to create an ecosystem which can effectively promote innovations and entrepreneurship in the rural areas as part of its livelihood and entrepreneurship initiatives. We identify rural innovators and entrepreneurs, provide them space for pitching their ideas, assist to improve the design and packaging, link with mentors and networking with venture capitalists and angel investors. Our understanding of the rural ecosystem places us in an advantageous position to play this facilitating role.

NIRD&PR organised India's first Rural Innovators Start-up Conclave – 2017 on 23rd and 24th March, 2017 at NIRD&PR, Hyderabad to encourage and promote rural innovations. The event is being organised in the memory of late Dr. APJ Abdul Kalam, who championed the cause of using technology for development. We have made this an annual event and the overarching purpose of this conclave is to play the role of a connector, which provides a vibrant platform that can connect the dots among the Innovators, Start-ups, Angel Investors, Venture Capitalists, MFIs, Incubation Support Centres, research students, and other creative minds. This annual conclave is the first of its kind aimed at promoting rural innovation in the country.

Rural Innovators Start-up Conclave - 2018

Rural Innovators Start-up Conclave - 2018 (RISC - 2018) to going to be held on 30-31 August, 2018 at NIRD&PR, Hyderabad. It will provide a platform to a wide array of innovators and entrepreneurs to showcase their products, pitch and talk about their

innovation and get an opportunity to network and support funding. This event will be attended by representative industries, academia, Government Institutions, Non-Government organisations, and most importantly entrepreneurs, venture capitalists, angel investors and others. The event will have a dynamic jury to screen the best start-ups for Incubation and acceleration.

As part of the RISC - 2018, a new platform called "**Rural Innovation and Design (RiDe)**" Challenge will be organized for school children, college students and the general public. The purpose of this initiative is to find potential solutions to critical day to day problems faced by the people. The participants from the above three categories will display posters on the possible solutions to critical problems identified by them in each one of the seven themes of the RISC - 2018.

Objectives of RISC - 2018

- (i) Provide a platform for innovators and start-ups working on rural problems to transform their pilot scale initiatives into impactful ventures for the benefit of rural economy.
- (ii) Creating collaborative and consortium partnerships for promoting rural innovations and entrepreneurship.
- (iii) Extend initial support or tie-ups to innovators and start-ups to scale up their innovations.
- (iv) Create innovation labs/design labs for India on the caption "Design for Tomorrows India" in various institutions with the support of various funding institutions.
- (v) Provide all the support system for mentoring rural innovators in association with a range of enabling institutions.

Thematic Domains

The thematic domains of the proposed conclave are :

- (a) Agriculture and allied activity

- (b) Green Energy Solutions (Solar, wind, biogas, hybrid etc.)
- (c) Drinking Water and Sanitation
- (d).Waste to Wealth (Liquid, Solid and Recycling)
- (e) Sustainable Housing
- (f) Sustainable Livelihood
- (g) Health and elderly care

The innovators start-ups from these fields, will be identified and invited through social media, websites of NIRD&PR, MoRD, writing to various institutions, searching through internet.

This conclave shall facilitate the interface amongst the Innovators/ Technologists/ Entrepreneurs, Appropriate Ministries, Departments of the Government; Private Foundations and CSR initiatives that support innovative technologies in various ways; Bankers that can offer financial support; companies that can commercialize and upscale small scale ventures; and marketers who can reach out to the clientele and so on.

During the event, pavilions for demonstration and display of innovative products and posters prepared by innovators, start-ups and other participants will be erected for enabling exchange of ideas and discussions. In addition, there will be lectures by eminent personalities, presentations by the participants to pitch their ideas, panel discussions on important themes that are useful to innovators and start-ups, space for networking and exchange of idea.

The topics for panel discussions this year will be on the topics such as; rural innovators and start-ups, strategies for up scaling; product/ tool designing, intellectual property rights, packaging and marketing; schemes and support systems available for rural innovators and start-ups.

Expected Outcomes

The following are the expected outcomes of the conclave:

1. The CIAT-RTP of NIRD&PR proposes to play the role of a facilitator / connector help the innovators to overcome the hurdles faced by them.
2. Identifying and promotion innovations that are efficient eco-friendly, energy efficient, reduce drudgery and improve productivity.
3. Extend incubation and scaling up support.
4. Facilitate linkages with different enabling institutions for up-scaling selected innovations and start-ups.

Proposed Partners

The conclave is proposed to be organised in partnership with prominent institutions that play a key role in the space of innovations, design and entrepreneurship such as Department of Science & Technology, State Councils of Science & Technology and Environment, State Rural Livelihood Missions (SRLMs), Defence Research and Development Organisation (DRDO), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), National Bank for Agriculture and Rural Development (NABARD), United Nations Development Programme (UNDP), Indian National Academy of Engineering (INAE), National Skill Development Corporation (NSDC), Entrepreneurship Development Institute of India (EDII), ICAR Institution, RuTAG, MANAGE, NAARM, Autodesk, TIE, ILFS, Mudra, Banks, IITs, CSIR labs, Ashoka Foundation, Aspen Network and Development Entrepreneurs, NASSCOM, Sangham EC, Syngenta Foundation, Sehgal Foundation, TATA Foundation, Yes Foundation, T-hub, National Institute of Design (NID), Indian Institute of Packaging (IIP), National Small Industries Corporation (NSIC), Kerala State Council for Science, Technology and Environment (KSCSTE), MS Swaminathan Research Foundation (MSSRF) etc.
