Innovation and Start up competition 2025 –

The interested students must submit the detailed proposal and synopsis to

Dr. A.P Dash, Asst. Prof. Commerce (Mob: 9861583145)

on or before 18.08.2025 (11.00 AM) for participation in the said competition.

Guidelines for Innovation and Start-Up Competition in Higher Education Institutions

(Issued by the Higher Education Department, Government of Odisha)

1. Introduction

The Higher Education Department, Government of Odisha, envisions fostering a culture of innovation and entrepreneurship among its students by organizing a multi-level Innovation and Start-Up Competition. This initiative will encourage students across colleges and universities to propose creative solutions to local challenges, develop life-easing innovations, or conceptualize viable start-ups and business ideas. The competition will create a pipeline of innovative thinkers and support them through structured guidance, financial assistance, and training. For these purposes, Higher Education Department, is launching a groundbreaking initiative to revolutionize the educational landscape and foster a culture of innovation and entrepreneurship. The Innovation and Start-Up Competition is designed to empower students across colleges and universities in Odisha to think creatively, develop innovative solutions, and turn their ideas into viable start-ups and business ventures.

2. Objective

The program seeks to address local challenges, simplify living and business processes by promoting (i) startup ventures (ii) developing entrepreneurial skills (iii) empowering students with resources and financial support to achieve regional and sectoral development.

3. Scope

The competition is open to all students enrolled in higher education institutions across Odisha, including colleges, universities, and other affiliated institutions. Participation is compulsory for all institutions and students.

4. Themes

Participants may submit ideas under the following categories:

1. Solutions to Local Problems: Proposals that address specific issues faced by the local community.

2. Ease of Living/Ease of Doing Business: Innovations that simplify daily activities or business operations.

3. Start-Up and Business Ideas: Concepts with potential for commercial viability.

5. Competition Structure

The competition will be conducted at three levels: Institution-Level, University-Level, and State-Level.

5.1 Institution-Level Competition

- Participants: All students of the institution.

- Organizing Body: Institutions are responsible for conducting this round. Competitions will be organised under the supervision of Principals of the concerned colleges/Chairpersons of PG Council of Universities.

- Evaluation: By a three-member panel formed by the institution (faculty members, local entrepreneurs, and alumni).

- **Submission Guidelines:**

Students must submit a detailed proposal, including:

1. Title and category of the idea.

2. Problem statement and proposed solution.

3. Feasibility, scalability, and impact of the idea.

4. Implementation plan.

5. Proposals must not exceed 2,000 words.

6. A Synopsis within 500 words.

(A self-declaration by the participants to the effect that the proposal submitted is original and to be countersigned by the teacher/mentor guiding the student. This certificate has to be submitted mandatorily with the proposal.)

- Selection Process: The institution evaluates submissions based on creativity, feasibility, and impact potential to be decided by a 3-member panel of which 1 must be external.

- Selection: Top 3 proposals are to be forwarded to the respective university.

5.2 University-Level Competition

- Participants: Top 3 proposals/participants from each affiliated institution/Chairperson PG Council

- Organizing Body: Universities, under the supervision of Registrar/ Chairperson PG Council in coordination with Higher Education Department.

- Evaluation Panel: Comprising senior faculty members, entrepreneurs, and domain experts.

- Selection Process: Universities form a panel of 3 experts (including 1 external member) to evaluate the proposals.

- Selection: Top 5 proposals are to be forwarded to the state level competition.

5.3 State-Level Competition

- Participants: Top 5 proposals/participants from each university.

- Organizing Body: Odisha State Higher Education Council (OSHEC), Higher Education Dept., Government of Odisha.

- Evaluation Panel: Experts from academia, industry, and government.

- Selection Process: A state-level jury evaluates proposals based on impact, innovation, scalability, and sustainability.
- Selection: Top 10 proposals are selected for state-level support.

The state level competition will be monitored and coordinated by OSHEC. As the nodal agency, OSHEC will finalize the top 10 proposals of innovations and start-up ideas of participants out of the recommended proposals from all universities. The selected proposals will be facilitated in a state level function.

6. Support and Incentives

6.1 State-Level (Top 10 Proposals):

1. Financial assistance for prototype development (up to Rs. 5 lakh each).
2. Skilling and entrepreneurship training through state-incubated programs.
3. Mentorship by industry leaders.
4. Access to co-working spaces, labs, and other resources.
5. Logistical support for scaling and implementation.

6.2 University-Level (Top 5 Proposals):

1. Financial support for idea development (up to Rs. 1 lakh per idea).
2. Training workshops on ideation, business planning, and market research
3. Mentorship from local industry leaders and alumni networks.

6.3 Institution-Level (All Participants):

1. Certificates of participation for all participants.
2. Recommendation of top 3 proposals at institutional events to university level.
3. Access to training and skilling resources.

7. Timeline

- Institution-Level Competition: 1 month + 2 weeks
- University-Level Competition: 1 month + 2 weeks
- State-Level Competition: 1 month

The scheduled timeline is given at annexure 1 for the innovation and start-up competition 2025 and all institutions are requested to adhere to the timeline positively.

8. Roles and Responsibilities

8.1 Institutions

1. Conduct awareness campaigns about the competition.

2. Provide necessary resources for students to prepare proposals.

3. Form evaluation panels for shortlisting entries.

4. Submission of top 3 proposals to the respective university.

8.2 Universities

1. Notification of single point contact officer and 1 coordinator at university level.

2. Organize university-level competitions.

3. Form evaluation panels with experts from various domains.

4. Submission of top 5 proposals to the Higher Education Department.

8.3 Odisha State Higher Education Council, Higher Education Dept.

1. Organize and oversee the state-level competition.

2. Provide financial and logistical support to top proposals.

3. Facilitate mentorship, training, and incubation for selected ideas.

9. Evaluation Criteria

1. Originality: Novelty and creativity of the idea (30%).

2. Feasibility: Practicality of implementation (20%).

3. Impact: Potential to address local challenges or create social/economic value (25%).

4. Scalability: Scope for expansion and sustainability (15%).

5. Presentation: Clarity and persuasiveness of the proposal (10%).

10. Financial and Logistical Support

I. Budget Allocation:

- Institution-Level: Rs. 10,000 per institution

- University-Level: Rs. 6,00,000 per university

- State-Level: Rs. 95,00,000 (allocated to OSHEC)

II. Resource Pool: Access to state-funded incubation centres, labs, and innovation hubs.

The detailed budget provision and expenditure is given in annexure 2.

11. Expected Outcomes

1. Enhanced culture of innovation and entrepreneurship among students.

2. Real-world problem-solving through student-driven ideas.

3. Identification and nurturing of talent for Odisha's start-up ecosystem.

4. Creation of a network of mentors, innovators, and entrepreneurs.

5. The competition will create a pipeline of innovative thinkers and support them through structured guidance, financial assistance, and training.

12. Conclusion

The Innovation and Start-Up Competition is a transformative initiative to empower Odisha's students, drive regional development, and position the state as a hub of innovation and entrepreneurship.

02-06.2025

Special Secretary to Government

Dept. of Higher Education