

Ideas for New India

— *A National Challenge for Business Ideas* —



Implemented by



सत्यमेव जयते
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA





giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Technical Partner

Process Flow



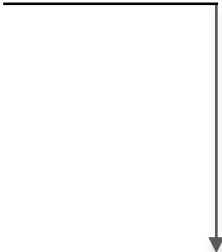
1 Application
(30th Jan- 20th Feb '20)



2 Incubator
Screening




3 Nodal Partner
Screening



4 National Jury
Evaluation



Winners
Reward – Seed money 

2 Incubator screening

Guidelines to incubators for selection of ideas

Each incubator to shortlist only meritorious ideas



- 3 to 5 experts from different area of expertise
- e.g. 1 Entrepreneur, 1 Technical Expert, 1 Financial Expert, 1 Sector Expert, etc.



GIZ in consultation with MoMSME will share the evaluation criteria



- Applications above certain score value to be forwarded to nodal partner
- GIZ & MoMSDE to communicate the score value



Rejection of an idea should be accompanied by a 1 or 2 line explanation.

3 Nodal Partner Screening

5 Incubators (1 in each region)
to be the Nodal Partners

NORTH

- J&K; Ladakh
- HP
- Haryana
- Punjab
- Rajasthan

NORTH EAST & EAST

- North East states
- Bihar
- Odisha
- West Bengal
- Jharkhand
- Andaman & Nicobar Islands

NORTH CENTRAL

- North East state
- UP
- Uttarakhand
- MP
- Chhattisgarh

SOUTH

- Karnataka
- TN
- Telangana
- Kerala
- AP
- Lakshadweep, Puducherry

WEST

- Gujarat
- Maharashtra
- Goa
- Daman, DIU, Dadra Nagar Haveli



3 Nodal Partner Screening

Guidelines for Nodal Partners

Each nodal partner to shortlist only meritorious ideas



Each Nodal Partner to send shortlisted applications for the National Jury Evaluation



Nodal partner to follow the shortlisting process & scoring format provided by MoMSME and GIZ



Rejection of an idea should be accompanied by a 1 or 2 line explanation.

4 National Jury Selection

Guidelines for the National Jury



- National Jury of eminent persons including entrepreneurs, financial, technical and sectors experts
- Select the winners from the shortlisted applications



Rejection of an idea should be accompanied by a 1 or 2 line explanation.

Thank You
