



KURUKSHETRA UNIVERSITY TECHNOLOGY INCUBATION CENTRE
Under
KURUKSHETRA UNIVERSITY RUSA PROJECT SOCIETY

PRAYAS-2.0

(Kurukshetra University Technical Innovation Competition)

GUIDELINES

(Please read the guidelines carefully before submission the proposal)

ABOUT PRAYAS 2.0

In the spirit of fostering innovation and cultivating the entrepreneurial spirit among the students of Kurukshetra University, the institution proudly introduces "PRAYAS 2.0 - an effort to make a difference." This Idea Innovation Challenge is designed to inspire and support the next generation of scientists and engineers, encouraging them to unleash their creativity and embark on a journey of groundbreaking innovations. The main aim of the competition is to:

- *To expose students to the flow from idea to product.*
- *To build an Industry-Academia interface for creating innovative solutions.*
- *Industry involved as an outreach partner to attract startup, Innovation challenge is a platform to showcase the strength of faculty as mentor*
- *KUTIC is going to launch virtual incubation, in which the startup will be participating as an incubatee to seek networking and mentoring*
- *To showcase Kurukshetra University as front-runner in creating an ecosystem of Innovation*

To participate in this competition, they must choose a category from the following:

- 1. Environmental Science**
- 2. Healthcare/AI/ML**
- 3. Cyber Security**
- 4. Agri/Biotech**
- 5. Institutional/Local/ Regional/Miscellaneous Problems**

Participants have to choose a problem based on the chosen category, propose their innovative solution and build a working prototype.

PRIZES/INCENTIVES

Ist Prize – INR 30,000*	(*for overall winner amongst category no. 2, 3 & 4)
2nd Prize – INR 20,000**	(**for overall winner amongst all categories)
3rd Prize – INR 10,000**	

- *for offerings related to individual categories please refer the flyer*
- *Pre- Incubation Grant upto Rs. 2 Lakhs*
- *Chance to grab the grant of Rs. 25 Lakhs*



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ELIGIBILITY

Students and research scholars of UTD and Institutes on University Campus. *However final semester students will be judged on the basis of final pitching round for the best idea in all the categories and will be awarded the prizes as per the following details:*

1st Prize- Rs. 10,000, 2nd Prize- Rs. 7,000 3rd Prize- Rs. 5,000 (* may be revised or modified)

- To participate in PRAYAS 2023 students/research scholars need to register through <https://kutic.rusakuk.in/prayas2.0> .They can register as individual or as team (a max of 5 members in a team).
- Individuals/Teams need to submit the proposal in prescribed format.
- Students can build teams from different departments as well.
- **Faculty mentor is mandatory.**
- **Interdisciplinary and Gender Diverse Teams will be given preference.**

TIMELINE

Registration	2nd Feb 2024- 16th March 2024
Pre-Screening and announcement of results	3rd Week of March 2024
Business Model Workshop	2nd Week of April 2024
Mentorship Session	20th April 2024
Idea Pitching Round	3rd Week of April 2024
Pre-Incubation	1 st July- 31 st Dec 2024
Grand Finale	3rd Jan 2025
Prize Distribution Function	28th Feb 2025

STRUCTURE

Phase-I Idea Generation and Pre-screening (2nd Feb 2024- 16th March 2024)

- Submission of proposal through google form 2nd Feb 2024- 16th March 2024
- Ideas will be screened on the following parameters
 - Feasibility
 - Novelty
 - Innovation
 - Potential for Commercialization



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Phase-II Business Model Workshop and Mentorship Session (2nd and 3rd Week of April 2024)

- Sessions which includes Business model workshop and Mentoring Session specific to proposals

These sessions will help the teams to modify and refine their idea for the pitching round.

Phase-III Idea Pitching Round (3rd Week of April 2024)

- Pitching of the Idea in front of a panel of judges
- Evaluation Parameters:
 - Feasibility
 - Solution fit
 - Innovation

Phase- IV Pre-incubation (1st July- 31st Dec 2024)

- Grant of upto Rs. 2 Lakh for building prototype.
- During this phase a faculty mentor is must
- Registration as a proprietary/partnership firm with the help of KUTIC.

Grand finale (3rd Jan 2025)

- After the incubation period of three months, teams will finally enter the grand finale in which they will pitch their idea along with the prototype before a panel of judges.
- Winning teams of the grand finale have the opportunity to apply directly for incubation in KUTIC on recommendation of the panel in which they can avail grant of up to Rs. 25 lakhs.

CONTACT INFORMATION

The Coordinator

PRAYAS 2.0

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