



Ministry of Ayush
Government of India



ALL INDIA INSTITUTE
OF AYURVEDA

9th Ayurveda Day

Theme: 'Ayurveda Innovation for Global Health'
'वैश्विक स्वास्थ्य के लिए आयुर्वेद नवाचार'

Ayurveda Navaprvarthan

Navaprvarthan Samvad (National Level sensitization programme)
on Startup Innovation and Entrepreneurship in Ayurveda sector &
Idea Hackathon



Introduction

Ayurveda sector has an untapped potential for growth in terms of innovation and entrepreneurship.

To bridge this gap, **Ayurveda Navapravartana**” has been launched on 9th Ayurveda Day

“This program is designed to inspire and sensitize Ayurveda students and Academicians about the opportunities in startup innovation and entrepreneurship.

Programs of Navaprawarthan

Ayurveda Navapravartan Samvad

Sensitization webinars are being organized

- To Educate Ayurveda students and academicians about the importance of innovation and entrepreneurship in healthcare
- To Equip them with knowledge about startup creation, business models, and innovative practices within the Ayurveda domain.

Schedule of Webinars

Title	Date	Time
Entrepreneurship Ecosystem in India	11 th October, 2024	3:00 -4:15 PM
Business Opportunity Identification	18 th October, 2024	3:00-4:15 PM
Lean Model Canvas & Building MVP	25 th October,2024	3:00 -4:15 PM
Startup Investment	1 st November 2024	3:00-4:15 PM

Idea Hackathon

Objective

- The primary objective of the Idea Hackathon is to scout & select innovators/ideas to cater the needs of the market identifying the challenges in the Ayurveda domain.
- This is a unique opportunity for students from Ayurveda/Ayush institutes to innovate and create cutting-edge solutions in the field of Ayurveda or Ayush initiatives.
- The goal of this hackathon is to bring forward ideas that can modernize and amplify the reach and effectiveness of traditional Ayurveda practices using modern tools, technologies, and approaches.

Themes:

Innovative Products in Ayurveda

Bio-instruments for diagnosis and treatment in Ayurveda

Digital Tools for Ayurvedic Practices (Apps, Platforms)

Ayurvedic Diet and Nutrition Innovations

AI and Data Science for Personalized Ayurvedic Treatment

Eligibility:

Students pursuing degrees or diplomas in Ayurveda from recognized institutes.

Multidisciplinary teams with a mix of Ayurveda and technology students are encouraged.

Idea should have technology as its core and should be solving a problem relevant to the above-mentioned themes.

Key Dates:

Launch of Hackathon: 15th October 2024

Duration: 30 Days

Submission: 15th November 2024

Announcement: 20th November 2024

Participation Process:

Marketing & Idea Scouting/Call for Application

- **Each participating college shall organize an internal "Idea Hackathon" where students will submit innovative ideas related to the themes mentioned above.**
- The internal competition will help identify the top three ideas from the particular institute.

Idea Submission

A google form and password shall be shared with the nodal officer of Innovation cell of each institute/college.

Each nodal officer has to submit top 3 ideas of students of their respective colleges

Criteria for selection of the idea at Institute level

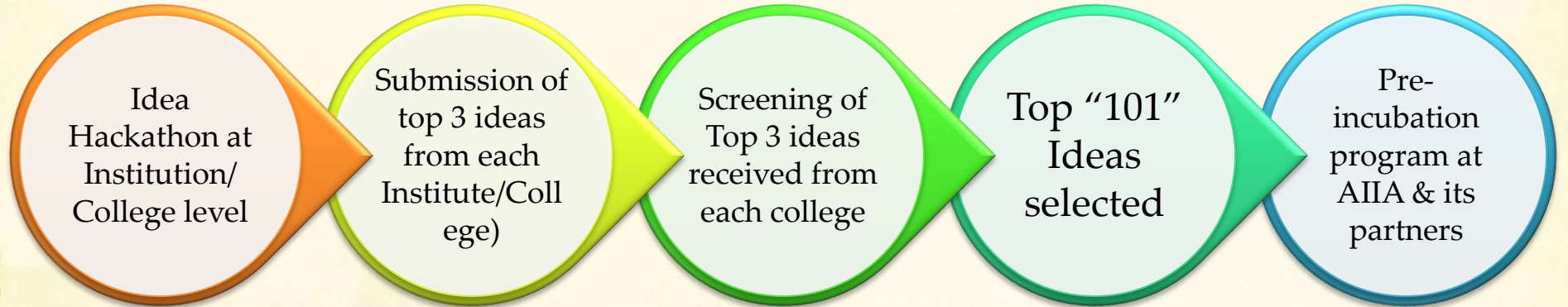
	1	2	3	4	Rating
Team & Fund Utilisation					
Relevant Experience (Founders)	No or very less experience	Experience in different area	Relevant, may need more exposure	Maximum Marks	20
Relevant Education (Founders)	No Qualification	Very less relevant qualification and not	Relevant professional qualification from	Relevant experience	
Founder & Co-Founder Strength & diversity	Weak - inexperienced entrepreneur but	Experienced entrepreneur but no co-	Good team but some skills missing	Relevant professional qualification from premier	
Fund Utilisation Plan & Milestones to be achieved	Not Defined	Fund Utilisation plan mentioned but	Need better positioning & minor	Highly competent diverse team	
Overall Presentation	Below Average	Average	Good	Fund Utilisation plans and milestones are aligned with	
				Excellent	
				Awarded marks For Section	0
Market size and growth rate					
Size of market	Small	Medium	Medium	Maximum Marks	20
Expected growth rate	<=3%	Between 3% to 5%	More than 5% but less than 10%	Large	
Future Prospects	Low	Medium/Remain to that position	Potential to reach to high	More than 10%	
Availability of equipment/ecosystem	Low	Low to Medium	Medium to High	High	
Doability of the Configuration/technical process	Difficult/high	Moderate	In the range of moderate to low	High	
				Easy/low	
				Awarded marks For Section	0
Competition & Potential Impact					
Number of direct players in the market	>10	Less than 10 but more than 7	More than 5 but less than 7	Maximum Marks	20
Size of key players	Not Sure	Established Player with large shares	Few established player – Market leader	Less than 5	
Ease of Market entry (barrier)	Easy to reverse engineer	Early Mover Advantage	Entry Barriers	Fragmented	
Potential Impact	Low	Low to Medium	Medium to High	Very High, difficult to replicate	
Success Quotient	Low	Low to Medium	Medium to High	High	
				High	
				Awarded marks For Section	0
Technology					
Degree of innovation: Incremental/Radical	Incremental	Medium	Towards the Radical	Maximum Marks	20
Scale of application of technology (limited application vs wide usage)	Small	Medium	Medium to Large	Radical	
Does the technology offer a Short-term solution/long-term solution	Short-term	Medium Term	Medium Term	Large	
Technology Risk	High	Medium/High	Medium/Low	Long-term	
Potential to build intellectual property (if IP already created, high marks to be awarded)	No Patent Possibilities	Patent Possibilities – Yet to File	Patent Pending	Low	
				Patent Granted or High probability	
				Awarded marks For Section	0
Proposed business plan					
Business Model	The business model lacks definition or market	The model is generally coherent but suffers	The model is coherent but requires further	Maximum Marks	20
How big is the pain or problem	Not Critical, customer do not care about the	Mildly Critical	Moderate Critical	Strong scale potential and team will be able to execute	
Product/Market Fit	Weak Positioning	Will require major changes	Need better positioning & minor improve	Problem is critical, customer looking for solution, will	
Market risk	High	Medium/High	Medium/Low	Good product, fit well with the market requirement	
Regulatory Risk	High	Medium/High	Medium/Low	Low	
				Low	
				Awarded marks For Section	0
SUMMARY					
Parameter	Awarded marks	Maximum Marks			
Team & Fund Utilisation	0	20			
Market size and growth rate	0	20			
Competition & Potential Impact	0	20			
Technology	0	20			
Proposed business plan	0	20			
	0	100			
				MAXIMUM MARKS	50
				TOTAL AWARDED MARKS	0
				To be considered for next stage	YES

Overall Judging Criteria:

Submissions received from each college will be judged by the panel of experts from diverse field on the following parameters

- Originality: How novel and innovative is the idea?
- Feasibility: Is the idea practical and implementable within a reasonable timeframe?
- Technological Enablement: Does the idea/product has potential to adapt to latest and technological trends?
- Impact: How large an effect can the idea has on Ayurveda and its applications?
- Presentation: How well-structured and compelling is the submission?

Ayurveda Navaprabandhan Idea Hackathon – Process Flow



Top 101 Idea Hackathon winners

Startups will have some significant benefits by the Hackathon

Incubation Support from AIIA and its partners: Selected startups/ideas will get the pre- incubation support from AIIA-iCAINE and its partners. AIIA-iCAINE will help the ideas towards creating a successful venture



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THANK YOU



<https://ayurvedaday.in/>