

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**National Centre for Innovation in Distance Education**  
**IGNOU Institution's Innovation Council**

**GUIDELINES**

**Business Plan Competition-2024**

**(Calling All Innovators and Aspiring Entrepreneurs)**

The Institution's Innovation Council (IIC), Indira Gandhi National Open University (IGNOU) aligned with the Govt. of India's vision of Viksit Bharat@2047 is actively engaged in fostering its students and alumni towards *Atmanirbhar Bharat* through promoting, supporting and nurturing the innovator students and alumni of IGNOU interested in setting up their own startups. In this context, the IIC-IGNOU is organising a **Business Plan Competition-2024** for IGNOU Students and Alumni. This exciting opportunity aims at empowering students and alumni to translate their innovative ideas in to successful business that propel India towards a developed country.

**Who is Eligible to Participate?**

The competition is open to all the Students and Alumni of IGNOU, who have designed and developed a prototype of an Innovative Business Plan for starting a Business or Startup based on new, socially relevant and practicable Business Ideas from the given themes focussing on Viksit Bharat@2047.

**Why Should You Participate?**

If you participate in the **Business Plan Competition-2024**, IGNOU will provide you required support and guidance to convert your Business Idea into a Successful Startup. In addition, the selected participants of the best business proposals will:

1. You have an opportunity to contribute towards Viksit Bharat@2047 vision.
2. The top three Business Plans will be given the **Best Business Plan Award-2024**.
3. The winner of First, Second and Third Prizes will be awarded Cash Prizes of Rs. 7000/-, Rs. 5000/- and Rs. 3000/- respectively.
4. All the shortlisted participants will be provided the required mentoring support, training and guidance for their business plan.
5. You will be provided a national platform for showcasing your Startup or Business Venture.
6. Certificates of Participation will be provided to all the shortlisted students and alumni.
7. You will get opportunity to interact with other Innovators and Entrepreneurs.

**What are the Suggested Theme Areas?**

**The major focus is on the themes of Viksit Bharat@2047 comprising of following theme areas:**

1. Food, Agriculture and Rural Development
2. Clean Energy and Alternate Fuel

3. Clean Water and Water Management
4. Environmental issues and Waste Management
5. *Swacchhata* Initiatives, Health Care, Hygiene, Lifestyle and Sports
6. Smart Transportation and Traffic Management
7. Smart City and Urban Development
8. Social Issues and Security System
9. Scientific and Technological Developments
10. Education and Online teaching-learning System
11. Hospitality, Travel and Tourism
12. E-Governance, E-Commerce and Digital Marketing
13. Robotics and drones
14. ICT, Cyber security systems, blockchain, cognitive computing, AI and ML
15. IoT based Technologies
16. Any other Area like Fashion, Art, Entertainment, Retails and Banking, etc. (Please specify)

### **What are Different Stages?**

1. The IGNOU students and alumni will submit the detailed **Business Plan** for Business Plan Competition-2024 focussing on Viksit Bharat@2047.
2. Shortlisted entries will be invited for a presentation on the business plan submitted by them in blended mode (online/offline).
3. Based on the application and presentation, the potential Business Plans will be shortlisted and the best three will be awarded with the Best Business Plan Award-2024.

### **Will I Get a Certificate?**

Certificate of Participation will be awarded to the shortlisted entries. Certificate of Merit will be awarded to the Winners of the First, Second and third positions in the Business Plan Competition-2024. However, the decision of the University in this regard will be final and binding.

### **How to Apply?**

Interested Students and Alumni of IGNOU having an Innovative Business Idea or Plan for Startup or Entrepreneurship can **submit their Business Plan by downloading the template available at [https://drive.google.com/drive/folders/1O1UT1PPcOJy\\_JAM0-WMJ-eXUXHMputgM?usp=drive\\_link](https://drive.google.com/drive/folders/1O1UT1PPcOJy_JAM0-WMJ-eXUXHMputgM?usp=drive_link)** and submitting it via email to [ncide@ignou.ac.in](mailto:ncide@ignou.ac.in).

### **Last Date**

For the benefit of the students/alumni the last date for submitting the Business Plan of the Business Plan Competition-2024 has been extended to **May 15, 2024**.

**Director, NCIDE**