



चौधरी चरण सिंह विश्वविद्यालय, मेरठ  
CH. CHARAN SINGH UNIVERSITY, MEERUT  
*Startup Cell & Incubation Centre (SCIC)*  
&  
*Institute's Innovation Council*

To;  
The Heads/ Co-ordinators,  
All Departments,  
CCS University, Campus, Meerut

Dated: 16-12-2022

The Principals,  
All affiliated Colleges,  
CCS University, Meerut.

Dear Sir/ Madam,

It is a matter of great pleasure for me to inform you that Startup Cell & Incubation Centre and Institutes Innovation Council, CCS University, Meerut are organizing the following two **Online** programs on 22-12-2022:

Time: 11:30 AM to 12:00 Noon

Launch of "**Innovation Challenge**" in three categories of local products:

- Sports Eco-system
- Direct Business to Customer (B2C) services
- Globalising Rewari-Gazak

One prize of Rs. 10,000 (Cash Rs. Ten thousand only) will be awarded to the winner **in each category** of challenge and upto maximum Six appreciation prizes of Rs. 5,000 (Cash Rs. Five thousand only) each will be awarded to potential proposals/ solutions across all the three problem statements.

Time: 12:00 Noon to 1:00 PM

**Students Awareness program** on "*Way Forward and Support Available*".

Speakers: 1. Mr. Saurav Kumar, Incubation Expert 2. Mr. Nandan Mishra, CEO Algo8 AI

**Zoom meeting ID: 890 7889 2412**

**Passcode: 902626**

Kindly inform and encourage the teachers and students of your department/ college to participate in these programs. These programs will help them explore the unknown world of startups and innovation.

The programs are free for all and there is no registration/ participation fee.

Kindly find attached below herewith the posters of the programs and **guidelines** for "**Innovation Challenge**."

Sincerely yours,

  
Prof. Hare Krishna  
Co-ordinator SCIC

# CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

START UP CELL AND INCUBATION CENTRE (SCIC) | INSTITUTE'S INNOVATION COUNCIL (IIC)

## CHAMPIONS FOR TOMORROW

### INNOVATION CHALLENGE



**CHALLENGE NO. 1**  
**Sports Eco-system**



**CHALLENGE NO. 2**  
**Direct B2C services**



**CHALLENGE NO. 3**  
**Globalising Rewari-Gazak**

Prize  
**Rs. 10,000/Each challenge.**

Happening on  
**22 December 2022,**  
**Time: 11:30 AM**

Zoom Meeting ID: 890 7889 2412 Passcode: 902626

**OPPORTUNITY for Teachers and Students**

**YOU CAN BECOME AN ENTREPRENEUR!**

<https://ccsuniversity.ac.in/ccsu/scic/index.html>

# CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

Start-up Cell and Incubation Centre (SCIC)

Institute's Innovation Incubation Council (IIC)



## Student's Awareness Programme On Way Forward and Support Available



**12** noon - **1** pm  
**22<sup>nd</sup>** December **2022**



PATRON  
**Prof. Sangeeta Shukla**  
Vice Chancellor, CCSU Meerut

### Invited Speakers



**SPEAKER 1**  
**Mr. Saurav Kumar**  
Incubation Expert



**SPEAKER 2**  
**Mr. Nandan Mishra**  
Founder & CEO Algo8 AI



### Conveners :

Prof. Hare Krishna, Co-ordinator SCIC

Prof. Anuj Kumar, President IIC

### SCIC Committee

- Prof. Jaimala
- Prof. Anuj Kumar
- Dr. Niraj Singhal
- Dr. Deep Shikha

### Organising Committee

- Dr. Vandana, Co-coordinator
- Dr. Pankaj Kumar, Co-coordinators

**Zoom Meeting ID: 890 7889 2412**

**Passcode: 902626**

**Contact Person - Mr. Israr Khan**

**Mob No - 9719244786**

## Student's Awareness Programme





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## Innovation Challenge

# CHAMPIONS FOR TOMORROW

### Guidelines

#### 1. CHALLENGE OVERVIEW

Students today can shape the world of tomorrow by driving innovative solutions to the challenges that we face. It is imperative to transform young learners into responsible citizens with sustainable, eco-friendly lifestyles and bring change for larger impact in society.

The world today is driven by knowledge, innovation and entrepreneurial initiatives where the students play an important role to develop new technologies, products and services for the benefit of society and contribute towards growth of country. Every problem is an opportunity.

Chaudhary Charan Singh University, Meerut is committed to solve problems of Meerut region and explore global opportunities by conducting an **Innovation Challenge** and invite students and teachers of CCS University, Meerut and its affiliated colleges/ Institutes to provide solutions to improve design, process, quality and brand of the product.

The initiative is aimed to promote following **three categories of Challenges** of local products:

- (a) Sports Eco-system
- (b) Direct Business to Customer (B2C) services
- (c) Globalising Rewari-Gazak

for the citizens to improve the quality of life and social well being. We invite all the aspiring and young minds to participate in the competition and contribute towards the growth of India as a global hub of new age technology, innovation and achieve the target of five trillion dollar economy.

## 2. TIME LINE

TIME LINE		
SN	Details	Time Line
1	Launch of Innovation Challenge	22 <sup>nd</sup> December 2022
2	Portal opens for applicants	22 <sup>nd</sup> December 2022
3	Last date of submission	31 <sup>st</sup> January 2023
4	Expected date of Result declaration	28 <sup>th</sup> February 2023
5	Award Ceremony	To be announced

## 3. MODE OF APPLICATION

- Challenge will be uploaded on CCS University website SCIC webpage <https://ccsuniversity.ac.in/ccsu/scic/index.html> .
- Applicants will have to register on the Google form prescribed as Proposals/ Problem Solvers and submit the solutions of the desired problem statement in prescribed format.

## 4. PROBLEM STATEMENTS

SN	Problem Statement	Context
	Challenge Category	
1	<b>Sports Eco-system:</b> Seek ideas for Product design/Process improvement/material/ergonomics /new ways for promoting brand of the sports goods/industry.	Meerut is the hub of sports goods industries which accounts for nearly 20% of the country's total output of sports goods and sporting equipments. Meerut cluster in particular, is popular for weight-lifting equipments, athletics equipments, boxing equipments, table tennis, badminton, carrom board, fitness and exercise equipment, lane markets, basket-ball, netball rings, table tennis accessories and sports apparel. Of all these goods that are manufactured, the most popular among them are the cricket bats. The city accounts for nearly 70% of the total domestic produce and are manufactured at low-roofed cottage industries located in the city. The goods produced here are supplied to more than 130 countries of the world.
2	<b>Direct B2C services:</b> Seek Ideas for improvement in daily life of people of Meerut region by providing B2C services through app or other business models.	The B2C Ecommerce market in India is expected to grow by 21.52% on annual basis to reach US\$105.0 billion in 2022. In the Asian Pacific region, India is expected to become the second-fastest growing economy based on e-commerce sales in 2022. The country is expected to record double-digital growth through 2025. Regarding retail e-commerce sales, India is expected to hold fourth place in the region, behind China, Japan, and South Korea. Notably, the exponential growth in the country has been driven by consumers in Tier II and Tier III cities. Online shoppers from smaller cities have accounted for a growing share of total e-commerce sales. Retail Shopping (breakdown by clothing, footwear & accessories, health,

		<p>beauty and personal care, food &amp; beverage, appliances and electronics, home improvement, books, music &amp; video, toys &amp; hobby, auto) Travel and Hospitality (breakdown by air travel, train &amp; bus, taxi service, hotels &amp; resorts)</p> <p>Online Food Service (breakdown by aggregators, direct to consumer) Media and Entertainment (breakdown by streaming services, movies &amp; events, theme parks &amp; gaming), Healthcare and Wellness</p> <p>Technology Products and Services and other segments</p>
<b>3</b>	<p><b>Globalising Rewari-Gazak:</b> Seek ideas for improvement in Packaging, Branding, Marketing and national / global reach of Gazak / Rewari of Meerut.</p>	<p>Meerut is famous for its different flavours of Rewari/Gazak which are traditional delicacies and are supplied not only in India but exported across the globe. Being a product of traditional style of business it requires new age tech support and marketing skills to create national/global awareness to increase demand. Indian food is appreciated all over the world this is the right time to leverage the opportunity to promote local food products.</p>

## 5. ASSESSMENT CRITERIA

SN	Criteria	Marks /100
1	Novelty of Idea	20
2	Design and aesthetics	20
3	Safety consideration	20
4	Usage of Material	20
5	Scalability and Replicability	20

## 6. AWARDS AND WAY FORWARD FOR THE WINNER

- For one proposal, only one participant (Student or Teacher) will be the “Principal Proposer”, or “Team Leader”. There can be maximum three more members with him/her as team members.
- One prize of Rs. 10,000 (Cash Rs. Ten thousand only) will be awarded to the winner in each category of challenge and upto maximum Six appreciation prizes of Rs. 5,000 (Cash Rs. Five thousand only) each will be awarded to potential proposals/ solutions across all the three problem statements.
- The prizes will be given to the “Principal Proposer”, or “Team Leader”, ONLY. All participants will get E-certificates.
- Incubation support to potential proposals/ solutions.

## **7. TERMS AND CONDITIONS**

### **(a) Eligibility for Participants**

1. Bonafied Students, regular/ approved Teachers of Chaudhary Charan Singh University campus, Meerut/ affiliated institutes/ colleges (Government, Aided, Self financed) currently studying/ teaching in UG, PG, and PhD courses are eligible to participate in the challenge.
2. At any point of time if it is found that an applicant is not currently studying/ teaching in Chaudhary Charan Singh University campus, Meerut/ affiliated institutes/ colleges (Government, Aided, Self financed) then the application will be rejected.
3. For one proposal only one participant (Student or Teacher) will be the “Principal Proposer”, or “Team Leader”. There can be maximum three more members with him/ her as team members.
4. One person (Principal Proposer) can apply only one proposal in one category challenge. He/ she can have other team members.
5. One person (Principal Proposer) can apply for more than one category challenge.

### **(b) Submission of Proposals/ Solutions**

1. Incomplete applications will not be considered.
2. All entries obtained through unauthorized sources or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise are automatically void.
3. Startup Cell & Incubation Centre (SCIC), CCS University, Meerut reserves the right to select or reject any submission without assigning any reasons whatsoever.
4. The decision of CCS University, Meerut in relation to problems posed is final and binding.
5. The Participants shall preserve the confidentiality of all communication & information and shall not use the same for any other purpose whatsoever.
6. It is strongly advised not to wait until the deadline for the submission of entries. CCS University, Meerut shall not be responsible for non-receipt of entries on account of server errors/ traffic.
7. SCIC, CCS University, Meerut reserves the right to select or reject any submission without assigning any reasons whatsoever and without thereby incurring any liability to the participant(s) whatsoever.

### **(c) IPRs, Confidentiality**

1. Applicants should avoid uploading any proprietary information on the platform as the submitted entries shall be shared with evaluators & mentors for the purpose of evaluation & mentoring. CCS University, Meerut does not take any responsibility in case of patent right(s) violation(s) if the innovation(s) submitted is awaiting patent or is in the process of patent filing.
2. The participants represent that the submission is original, and is not copyrighted by anyone or any firm. The participants also represent that the submission contains no violation of any existing copyright or another third party right including but not limited to copyrights, patents, trademarks, service marks, trade secrets or other proprietary rights or any material of an obscene, indecent, libelous or otherwise unlawful nature and does not infringe the rights of others. The participants are solely responsible for the accuracy of any information and conclusions contained in their respective submissions. Further, the participants understand that any submission in violation of the instant clause shall stand disqualified, without any intimation to the participants.

**(d) General Conditions**

1. CCS University, Meerut reserves to cancel the competition or modify the rules and dates of the competition anytime.
2. CCS University, Meerut shall have no liability whatsoever for any inconvenience/loss directly or indirectly caused to any participant due to such modification of rules/cancellation of competition and the participants shall accordingly not be entitled to raise any claims pertaining to the same.
3. Once the participants have made submissions on the platform, they shall have no claim even in the event of stoppage/cancellation of the competition.
4. Participant shall maintain detailed documentation of their idea and solution at all stages of the Challenge for reference and record purposes. CCS University, Meerut reserves the right to review these documents any time during the event.
5. Any decision by the CCS University, Meerut on any aspect of the Challenge at any point of time during the course of the event is final and binding to all the participants, without any reservations.
6. CCS University, Meerut may change the Terms and Conditions of participation at any time without prior notice. The amended Terms and Conditions will be effective immediately upon being posted on the website.
7. It is participant's sole responsibility to regularly visit the SCIC webpage of the CCS University, Meerut website to read any changes to the Terms and Conditions of the Challenge.

**(e) Contact Information:**

Mr. Israr Khan, Office In-charge, Start-up Cell & Incubation Centre (SCIC), CCS University, Meerut.

Mobile/ WhatsApp No.: 9719244786.

Email: [ccsuscic2022@gmail.com](mailto:ccsuscic2022@gmail.com)

(Please send message or email for inquiry)

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