



Ministry of Ayush
Government of India



9th Ayurveda Day

Theme: 'Ayurveda Innovation for Global Health'

वैश्विक स्वास्थ्य के लिए आयुर्वेद नवाचार

Ayurveda Navapravarthan



Navapravarthan 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 Navapravartan



Ayurveda Navapravarthan 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



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



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