

## **Puthulir – Themes of Interest**

### **1. Innovative Solutions for Local Problems**

Theme: Focus on solving local community issues such as waste management, water conservation, sustainable agriculture, etc.

Format: Students form teams, brainstorm solutions, and develop business models or prototypes.

Judging Criteria: Impact on community, innovation, feasibility, and scalability.

### **2. Tech & Innovation Challenge**

Theme: Encourage students to develop tech-based solutions, apps, or products. This could be tied to current trends like AI, machine learning, or robotics.

Format: Teams work on a tech solution over several weeks, culminating in a final pitch.

Judging Criteria: Technical innovation, market need, business model, and potential impact.

### **3. Sustainability Startup Challenge**

Theme: Encourage startups with a focus on sustainability, eco-friendly solutions, and green technology.

Format: Students propose a product or service that helps in reducing the carbon footprint, promoting recycling, or enhancing biodiversity.

Judging Criteria: Sustainability, market potential, and feasibility.

#### **4. STEM-Based Business Challenge**

Theme: Emphasize science, technology, engineering, and mathematics to build innovative startups in sectors like health tech, edtech, or agri-tech.

Format: Students work on a STEM-based product idea, develop a prototype, and pitch their startup concept.

Judging Criteria: Innovation, market potential, and technical feasibility.

#### **5. Creative Arts and Media Startups**

Theme: For students interested in media, design, or arts, they can develop startups in fields like digital marketing, design services, or content creation.

Format: Teams work on a creative business concept, develop a strategy for execution, and present it.

Judging Criteria: Creativity, business potential, and presentation skills.

#### **6. Health and Wellness Startup Competition**

Theme: Promote ideas in the area of health, fitness, mental well-being, or nutrition.

Format: Students can develop apps, services, or products aimed at promoting healthier lifestyles.

Judging Criteria: Impact on health, feasibility, and market potential.

**Stages of Puthulir 2024**

Stage	Timeline	Description
Level 0	18th to 26th Oct 2024	Online Registration of Teams (No registration charges for students of Govt. & Govt. Aided Schools) & Preparedness Round via Online Quiz
Level 1	23rd Oct 2024 to 02nd Nov 2024	Problem Statement Submission & Selection - Online
Level 2	6th to 8th Nov 2024	District level Selection - Offline (held in selected districts of Tamilnadu)
Level 3	13th & 14th Nov 2024	State level Finale at Anna University, Chennai - Offline