

|| 26- 28th March, 2021 ||



# INTER IIT TECH MEET'21

IIT Guwahati



**HIGH PREP EVENT**  
*(400 Points)*

## DRISHTEE'S TECH-LED INNOVATION FOR RURAL ENTREPRENEURS.

You need to come up with Tech-led innovation(product/service) that utilizes and/or upskills the capacity of rural youth, improves market linkages/marketing, and optimises supply chain of products/services from rural to urban, semi-urban and rural markets, in a profitable and sustainable manner for the rural producer communities/grassroot entrepreneurs.

Your idea must be well researched and backed by ground truths

# PROBLEM STATEMENT:

## Some Guiding Examples:

1) In the supply of rural products to urban/rural markets, how could the availability of motorbikes & unemployed rural youth in villages be leveraged by aggregation & customizing (through tech-led innovation) motorbikes to improvise/optimize carrying capacity as well as cater to cold storage while supplying perishable products (Agri/dairy).

2) To build the capacity of rural communities, an online learning management system to connect trainers with trainees and track learning journey/impact.

3) How could tech assist in improving branding and marketing of rural producers as responsible/sustainable/fair production line and in promoting rural livelihoods, like QRcoding which enables the customer to track product value-chain of a garment to assure of fair production and impact of their procurement on rural livelihoods/economy.

*\*\* These are only presented as examples for more clarity. You may or may not choose to work on these.*

## TIME STRUCTURE:

In order to effectively come up with a solution, your team needs to think over multiple dimensions - technology, finance, marketing, and many others, requiring different inputs as per the problem you choose. Hence, each team, after it has decided the problem it will work on, has to come up with a sub-division of its team that they think is most effective for their problem.

This will be judged in your mid-evaluation based on “effectiveness” and “competency-based selection”.

## MID EVALUATION:

You will have to submit a write-up that describes your idea and the different aspects of it.

The parameters of evaluation would be innovation (in product/service), viability, scalability, sustainability, ease in adoption/fitment, and impact on rural economy/livelihoods.

The mid-evaluation report needs to be submitted by 15 March EOD. [ The exact submission the format will be shared in due course ]

A maximum of 10 participants (per team) shall be awarded participation /merit certificate.