



Ministry of Electronics and Information Technology
Government of India



Innovation Challenge for Development of Video Conferencing Solution

Powered by



National Policy
on
Software Products



1.1. About

With more than half a billion internet subscribers, India is riding high on the digital front. All facets of the economy are leveraging technology for wider reach, convenience and effectiveness. The sudden outbreak of COVID-19 has made **Digital** the most important part of our daily life.

Government of India is taking all necessary steps to ensure that we are prepared well to face the challenge and threat posed by the growing pandemic of Corona Virus. The outbreak has led to the unprecedented enforcement of lockdown throughout the country. The concept of **Work From Home (WFH)**, which was till now mostly synonymous with IT industry has become a household term. With Organizations having asked employees to WFH, video conferencing has become an integral part of daily life.

The National Policy on Software Products-2019 has also a vision to drive the rise of India as a Software Product Nation, so as to make India as a global player in development, production and supply of innovative and efficient Software Products, thus facilitating the growth across the entire spectrum of ICT sector. The present proposal would be one of the key product, having tremendous capability for scalability, market and domestic value addition.

In the light of these developments, the Ministry of Electronics & Information Technology announces an **Innovation Challenge for Development of a Video Conferencing Solution under Digital India Initiative**. The application must have features but not limited to the few indicated below:

- Should support all video resolutions and audio quality, should work in low and high network scenarios
- Should be low on usage of power/ processor
- Should not have any external hardware dependency
- Should work on any device
- Should have chat option during conference, even the multi people conference
- Should have sign-in and non-sign-in options to join a conference
- Can be browser and/or app based interface
- Should have encrypted network communication
- Should have audio/ video recording feature
- Should have screen/file sharing capabilities
- Should allow audio to close captioning during chat (multilingual)
- Should have capabilities to host multiple concurrent conferences having multiple participants in each conference

The Innovation Challenge is open for participation in teams having experts from all domains of a software development life cycle. It would be in three (3) stages:

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- a. **Ideation (Stage-1):** Teams will have to propose their innovative and cutting edge ideas of their solution. Top 10 teams would be selected from this stage. Each team will receive a funding of INR 5 Lakh to build the prototype.
 - b. **Prototype (Stage-2):** Build the prototype of the solution. These shortlisted entries from Stage-1 will get a chance to present their prototypes to a distinguished Jury. Top 3 teams will be shortlisted for the Final Stage. Each team will receive a funding of INR 20 Lakh to build the solution.
 - c. **Solution Building (Final Stage):** The winner will get a fixed amount of INR 1 Crore along with certificate from the Hon'ble Minister of Electronics & IT towards deploying the solution for use by Government of India and State Governments for a year and further support @ Rs 10 lakhs per year towards Operations & Maintenance.

1.2. Stages

1.2.1. Program Launch and Registration

The Program commences on **13th April, 2020**. The Teams can register until **30th April, 2020**. To encourage participation from across academia and industry, participating teams are not mandatorily required to be **registered Indian Companies / startups** to apply for the challenge. However, the 10 teams shortlisted at Ideation Stage will be required to register themselves as Indian Startups/Company, and submit the proof of having applied at stage of submission of Prototype. It will be expected that by the time of selection at the final stage, necessary registration will be completed to facilitate signing of the contract for deployment of the solution for use by the Government.

1.2.2. Ideation Stage

The intent of this stage is to invite bright minds to collaborate and participate to propose innovate and cutting edge ideas for their solution. The ideas will be evaluated and top Ten (10) teams will be selected by a Selection Committee comprising of experts from academia, industry and government. Each selected team will receive a funding of INR 5 Lakh to build their prototype.

1.2.3. Prototype Stage

This is the critical phase of the Innovation Challenge to build upon the idea and concept and develop the prototype of the solution. The teams would present their prototypes to a distinguished Jury to select top three (3) entries. Each selected team will receive INR 20 Lakh to build their solution following the design principles and best practices. If needed, there will be mentors assigned to the top

3 to help develop the best solution as per the need of the Government. Queries of the top 3 answered by respective mentors will be available to all, for fairness.

1.2.4. Product Building

Three (3) winning teams of Stage-2 will get a chance of a lifetime to deploy a fully functioning product based on their working prototype at the Government approved Cloud Environment, provided by CSPs empanelled by MeitY. The teams will be free to choose any of the empanelled CSPs as per their choice. The prototype will be presented to the Grand Jury. The solutions would be evaluated based on parameters that will include Innovation, Replicability, Scalability, Usability, Ease of deployment/roll-out, Potential risks involved in implementation of the solution.

The winning team with the best-judged solution will get a contract to deploy their solution for use by Government of India, State Government entities for a period of 4 years and will also be given Rs INR 1 Crore in the first year and an additional 10 lakhs per year for 3 years after the first year towards operations and maintenance of the solution for the Government. The deployment of the final solution will be at a CSP that is agreeable to MeitY. Post the completion of O&M phase, the renewal shall be done at a rate agreeable to both the Winning team and MeitY.

All teams including the winning team shall be free to market the product to any entity outside Union/State/UT Government Organizations of India by hosting it on an environment other than that for the Government.

1.3. Registration Process

1.3.1. Participation in the Ideation Stage

- I. A Team leader will have to individually register and apply for the challenge on MSH by clicking the following link – [Link]
- II. In Step 1 of the registration process after the initial sign up, the Team Leader should list all the Team Members under Management Team in addition to filling all company details.
- III. Additionally the Team Leader will have to answer all Additional Questions on Step 3 which will include the upload of a Simulation/Documents & Video etc. and click 'Submit'.

1.3.2. Participation in the Prototype Stage

- I. The Team Leader along with all other team members will receive an email about the shortlist and receive a link to apply for the Prototype stage.

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- II. Team Leaders will have to create an account on Open Forge
 - III. The Team Leader can now upload Simulation/ Documents & Source Code on Open Forge
 - IV. The Team Leader is now supposed to paste the link for their Open Forge documents on Step 3 of application process defined by above link received over email.

1.3.3. Final Stage

- I. The top Three (3) teams enter the final stage
- II. The teams shall develop the complete application, security audited and hosted on the selected Cloud Environment for final evaluation

1.4. Awards & Outcome

- **Fast Track your future:** A platform to innovate and deploy the solution for usage across government entity.
- **Customers Outreach:** A high viewership platform provide you with opportunity to showcase promote your innovation to Leaders from organisations across Indian Industry Sectors
- **Grow your expectations:** Opportunity to meet peers in the field and get to know the latest advancement in the Ecosystem. Your peers in this program are the region's finest. They are an important part of the experience, so we ensure you work with the very best.
- **Recognition and Reward:** Win lucrative prize money at various stages of the program as also a Government contract for an amount of Rs 1 Cr.

1.5. Intellectual Property Rights

The New Intellectual Property Rights (IPR) will belong to the recipient of final winner (Institute/organization) and shall have specific terms of usage for public interest/demand of Government of India, as per the terms and conditions mentioned elsewhere in this document. It is the responsibility of the fund recipients to protect the new Intellectual Property Rights with their own expenditure through available institutional mechanism.

1.6. Evaluation Parameters

The ideas/ prototype/ final product will be judged on the following parameters

#	Parameter	Description
1	Approach Towards Problem Solving	Product Idea, Degree of Innovation, Simplicity of Final Solution, Uniqueness & scalability of Idea, Novelty of Approach,
2	Business Use Case	Business Case, USP and Vision
3	Solution Technical Feasibility	Product features, Scalability, Interoperability, enhancement & expansion, Underlying technology components & stack and futuristic orientation
4	Product Roadmap	Potential Cost to Build Product, Go to Market Strategy, Time to Market
5	Team Ability & Culture	Team Leader's Effectiveness (i.e. Ability to guide, Ability to present idea), Ability to Market Product, Growth Potential of Organization
6	Addressable Market	Natural Sales Appeal, Affordability, ROI, Sales Distribution Channel

1.7. Evaluation Process

- **Step I: First Level Quality Check & Review by Organizing Team**
 - Assess compliance to Eligibility Criteria of participating Teams
 - Assess quality and completeness of the responses provided in the respective nomination forms
- **Step II: Assessment & Screening by Jury**
 - Conduct Detailed Assessment of submitted ideas for shortlisting 10 teams for Prototype building stage.
 - Contact SPOC for seeking additional information / artifacts from the shortlisted nominations
- **Step III: Shortlisting Entries for Final Stage**
 - Conduct presentation and review prototypes submitted by all the 10 teams
 - Score Submitted Ideas out of 100 on each Evaluation Parameter

- **Step IV: Evaluation of Entries for Final Stage**

- Conduct presentation for 3 teams and review the solution built by them

1.8. Timeline

#	Activities	Date
1	Launch of Innovation Challenge	13-Apr-2020
2	Last Date for Registration	30-Apr-2020
3	Last Date for Submission of Ideas	7-May-2020
4	Declaration of 10 Teams Shortlisted for Building Prototype	14-May-2020
3	Last Date for Prototype Submission	14-June-2020
5	Presentation by Top 10 Teams	14/15-Jun-2020
6	Declaration of results of Prototype Stage	24-Jun-2020
7	Submission of Final Solution	25-Jul-2020
8	Presentation of Top 3 Teams	28-Jul-2020
9	Declaration of Results	29-Jul-2020
10	Contract Signing	TBD

1.9. Overall Flow

A. TheBizPlanner on MSH

Team Leader will use this portal for:

- a. Team Registration
- b. Idea Information Form Submission
- c. Company Registration Detail Submission

* If you are already registered on MSH as a startup and have access to TheBizPlanner OR have applied to the previous challenge run by MSH?, you will be able to apply using the same account.

B. Open Forge

Team Leader of the top three shortlisted candidates will use this portal to upload the prototype model/ simulation/ source code for verification of authenticity and cyber security audit.

C. TheBizPlanner Competition Edition (MSH)

This Portal will be used by the Jury to evaluate the submitted ideas/ prototypes and final product

1.10. Eligibility Criteria

1. Participating teams must be an Indian company registered under Companies Act or comply with the definition of Start-up as per the latest notification of DIPP (Available at <http://startupindia.gov.in>).

[Indian company: 51% or more shareholding is with Indian citizen or person of Indian origin]

2. If Participating Team is not yet registered, they are still allowed to participate, but are required to get registered if they get selected for the final submission.

1.11. Rules & Guidelines

1. All participants and team have to be eligible (See [Eligibility Criteria](#)) to participate
2. If individuals are associated with any company, then they will have to provide an NOC from their company stating that the respective company will have no right on the Prize Money and/or IPR. Furthermore, the individuals have to apprise the employer through NOC or otherwise of the registration of new entity.

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3. During the Innovation Challenge, the Team Leader shall be considered as the Single Point of Contact (SPOC) for all engagements & communication by the Organizing Team. Furthermore, the Team Leader cannot be changed during the course of the Innovation Challenge.
 4. The Team Leader and Participants will be required to use their E-mail ID and Mobile number for the purpose of Team Registration and Account Creation on MSH for participating in the Innovation Challenge. If you are already registered on MSH as a startup and have access to TheBizPlanner OR have applied to the previous challenge run by MSH?, you will be able to apply using the same account.
 5. For any update regarding the Innovation Challenge, Participants will have to refer to MSH.
 6. All communication between the Innovation Challenge Organizing Team and Team Leader shall happen via the registered Email id only. This will be the only form of communication and any other forms of communication will not be entertained.
 7. The teams shall not display any existing solution or collaborate with companies that have existing solution. Such entries, if identified shall be liable for disqualification.
 8. Any outcome of this initiative shall only be consumed by the participating team for the purpose of the Innovation Challenge for Development of Video Conferencing App only.
 9. Teams shall maintain detailed documentation of their Idea, Prototype and Solution at all stages of the Innovation Challenge for reference and record purpose. The Innovation Challenge Organizing Team reserves the right to review these documents any time during the program.
 10. Any changes in Approach to the shortlisted Ideas during Prototype & Solution Building stages of the Innovation Challenge will undergo deliberation by the Innovation Challenge for Development of Video Conferencing App Organizing Team.
 11. Teams are allowed removal/voluntary withdrawal of team members, only once, during the program before prototype stage. Any such step will have to be disclosed to the Innovation Challenge Organising Team for approval. No other form of team modification will be entertained.
 12. The funding under Innovation Challenge shall be consumed for development of the solution only. The Teams will be required to provide Fund Utilization Certificate before the Next Stage on the date decided & communicated by the

Innovation Challenge for Development of Video Conferencing App Organizing Team.

13. Winner(s) will retain the rights of the solution/product developed as part of the Innovation Challenge. The winner(s) will however have to conform to the terms and conditions defined for the Innovation Challenge during the competition and post winning the award
14. The solution should not violate/breach/copy any idea/concept/product already copyrighted, patented or existing in this segment of the market.
15. Anyone found to be non-compliant, may get their participation cancelled
16. Innovation Challenge Jury will take the final call for any unforeseen situation
17. For any dispute redressal, Secretary (MEITY)'s decision will be the final verdict on the matter.
18. The solution/Product so developed would be deployed in the chosen Cloud Environment and used for the Union/State/UT government entities.
19. The winning entity would support the product for Four (4) years from the go live period.
20. The winning entity would be supported with a fixed amount on cost plus basis to sustenance and management of the product.
21. Going forward any new enhancements, features, innovations in the solution/product during the O&M phase would always be released to the chosen Cloud Environment.
22. However, the winning entity would be free to market the product to any entity outside Union/State/UT Government Organizations of India.
23. If the applicant is an individual or academician, "Not applicable" may be specified in the mandatory field, however, the condition does not apply to the additional/specific questions.

Submission Form

Approach towards Problem Statement **(Can be submitted as attachment while filling online form under the question “attach the proposal”)**

<Leave space for filling information after every question>

1. Succinctly explain your understanding of the **Problem Statement**.
2. What is the research & development work that has **already been done** in this area? *(Both Globally & India)*
3. Briefly describe how you approach to **solving the problem statement**. *(You may use flow charts & diagrams)*
4. What will your innovation focus on?
 - Application of existing technologies in new areas (combination/ adaptation of existing approaches)
 - Development of new technologies for existing areas
 - Totally disruptive approach (Original/ New Concept)
5. Describe the following regarding your solution:
 - Solution Type (Hardware/ Software)
 - Process Flow (Process Flow Diagrams may be leveraged for explaining)
 - Key Technology Involved
 - Solution Capabilities (e.g. Preventive, Detective and/ or responsive), Features & Specifications
 - Interoperability with existing technologies
 - Scalability
 - Resource Requirement & Management (e.g. Memory)
 - Platform Dependence
6. How would you estimate the **Risk Mitigated/ Reduced** by deploying your solution? *(You may explain using Qualitative and/or Quantitative approaches)*

Business Use Case

7. Explain business use case of your innovation (with Examples)
8. What is the USP of your innovation?*(For e.g. Time Saved, Improved Efficiency etc.)*

Solution Technical Feasibility

9. Does your innovation require assistance of existing products?
10. Does your innovation have relevance to an existing or emerging technical standard? *(A technical standard is a set of requirements for ensuring interoperability among devices or promoting reliability, productivity, efficiency, or safety of devices)*
11. Briefly describe key technical hurdles that needs to be overcome to implement your innovation, and the resources required to do so.
12. Are there any key partners whom you plan to work with to develop the technology?
13. How is your solution more appealing than existing products in the market (if any)? *(In design, quality or additional features)*
14. Succinctly state why your company should win this award. *(Please provide any additional information/supporting documents /testimonials that hasn't been covered in the above questionnaire, but that you feel will underpin your nomination)*
15. Briefly explain the following:
 - Technology Stack used to Develop the video conference App
 - Deployment strategy and work plan to go to Live

Roadmap

16. What is the planned roadmap for the company in the short and long term? *(Share details about expansion plans, plans for ramping up production/development, collaborations/tie-ups being sought, garner support from relevant bodies/regulators)*
17. **Prototype**

This section shall be open for the shortlisted teams.

Note: The Team Leader can chose to submit the final form or save the draft version.
