



About GUenARK

Gauhati University Entrepreneurship and Nurturing, Advancement through Research and Knowledge

A pioneering initiative of Gauhati University to ignite innovation, foster entrepreneurship, and build a vibrant research-driven ecosystem.

The name ARK symbolizes both a vessel of hope and a repository of knowledge—reflecting GUenARK's mission to safeguard, cultivate, and advance transformative ideas. Anchored in Assam and Northeast India's strengths, GUenARK connects students, startups, researchers, industry, and policymakers to co-create impactful solutions.

Through startup exhibitions, hackathons, ideathons, and investor networking, it enables innovators to turn ideas into prototypes, businesses, and scalable ventures. GUenARK also aligns with **Startup India**, **Startup Assam**, **Atmanirbhar Assam**, and **NEP 2020**, reinforcing Gauhati University's role as a regional hub for innovation and sustainable development.

REGISTRATION



HACKATHON & IDEATHON

Eligibility: UG / PG / PhD students of same Institute.

Team size: Total five (5) members (including Team Leader).

Gender rule: Atleast one team member must be female.

- Documents:**
1. Nomination letter from Institute's Head.
 2. NOC letter from parents for participation.
 3. Idea Presentation (pdf only).

Fees: Selected teams must submit Rs.500/- (*refundable*)

STARTUP EXHIBITION

Eligibility: Registered Ventures.

Fees: Rs.3000/- exhibition stall fare (*refundable*).

SPONSORS

Benefits / Criteria	Platinum (₹7.0 – ₹10 L)	Gold (₹5.0 L)	Silver (₹2.0 L)
Logo Visibility	Largest (all media, stage, kits)	Prominent (banners, kits, website)	Side panels, event mention
Speaking Opportunity	Inaugural session	Breakout talk	–
Exhibition Booth	2 Premium stalls	Large stall	Standard stall
Branding at Venue	Stage backdrop & premium spots	Banners & event materials	Side panels & ceremony mention



GUenARK'2025

HACKATHON | IDEATHON | STARTUP EXHIBITION

A Mega Event: Building Tomorrow at the Crossroads of Ideas, Investment & Governance

10th & 11th October, 2025

Gauhati University Campus
guenark@gauhati.ac.in
www.gauhati.ac.in/guenark2025



24 HRS HACKATHON

The **24-hour Hackathon** on Technology for Sustainable Development will engage students and innovators in building practical solutions for Northeast India's key challenges—water, tea agriculture, waste, tourism, healthcare, and urban resilience. Aligned with the UN SDGs, it promotes interdisciplinary teamwork, inclusivity, and outcome-driven prototypes with scope for real-world pilots.

Tracks [Pick One]

- 1 Water & Sanitation [SDG 6]
- 2 Agriculture & Tea [SDG 2]
- 3 Waste Management [SDG 12]
- 4 Tourism & Heritage [SDG 8]
- 5 Healthcare [SDG 7]
- 6 Urban Resilience [SDG 13]

Outcome

- Prototypes and pilot-ready solutions addressing key regional issues.
- Opportunities for collaboration with government, NGOs and industry.
- Enhanced student skills in innovation, sustainability and entrepreneurship.
- Selected teams to receive follow-up incubation and mentorship support.

CASH PRIZE WORTH 1.5 LAKH TO WIN

24 HRS IDEATHON

The **24-hour Ideathon** on Sustainable Futures for Northeast India will challenge students to design business models, policies, community campaigns, financial tools, and educational innovations addressing regional issues beyond technology. Through research, mentoring, and pitching, teams will deliver practical, policy-ready solutions with potential for community adoption and impact

Tracks [Pick One]

- 1 Sustainable Business Models
- 2 Policy & Governance
- 3 Community & Media
- 4 Green Financial Inclusion
- 5 Education & Lifestyle

Outcome

- Actionable business, policy, and community models addressing Northeast challenges.
- Practical deliverables such as business canvases, policy drafts, campaigns, and product prototypes.
- Opportunities for pilot adoption with local stakeholders, NGOs, or industry.
- Strengthened student capacity in innovation, entrepreneurship, and sustainable problem-solving.

CASH PRIZE WORTH 1 LAKH TO WIN

STARTUP EXHIBITION

The **Startup & Innovation Exhibition** will showcase 100+ startups, innovators, and student entrepreneurs from Assam and Northeast India, highlighting solutions in agritech, clean energy, tourism, digital commerce, and more. By bringing together startups, investors, policymakers, and academia, it offers visibility, funding opportunities, and vital linkages positioning Gauhati University as a hub for innovation and regional ecosystem development.



OUTCOME

- Knowledge sharing and inspiration for young innovators.
- Policy-level insights for ecosystem development in Assam & NE.
- Strengthened academia-industry-government linkages.



LINKAGE FOR SEED MONEY

WHO ARE WE

IIS CELL: *from ideas to impact*

ABOUT US

The Innovation, Incubation & Start-Up (IIS) Cell at Gauhati University converts research, traditional knowledge, and student ideas into sustainable ventures. Blending tech innovation, social entrepreneurship, and rural enterprise, it provides mentorship, training, seed support, workspace, and industry links. Focusing on contemporary challenges, the Cell runs hackathons, workshops, and incubation cohorts to help founders prototype, validate, and scale impact ventures—bridging campus and community for regional development.

VISION

To position Gauhati University as the catalyst for inclusive, sustainable innovation across Assam and Northeast India—where cutting-edge research, traditional knowledge, and community entrepreneurship unite to generate scalable green solutions and shared prosperity.

MISSION

To empower students, faculty and local entrepreneurs by providing mentorship, incubation infrastructure, seed support and industry linkages to translate research and traditional knowledge into sustainable, scalable ventures that address Assam and Northeast India's social, economic and environmental challenges.

MEET THE TEAM

- Prof. Ratul Mahanta (Dept. of Economics) - **Chairperson**
Prof. Kandarpa Kumar Sarma, Dept. of ECE (on lien) and COE, GU
Dr. Tilak Ch Das (Dept of Commerce)
Dr. Debashis Saikia (Dept of USIC)
Dr. Jyoti Prakash Medhi (Dept of ECE)
Dr. Nabamita Deb (Dept of IT)
Dr. Samir Sarkar (Dept of Business Admin)
Dr. Bitopi Gogoi (Dept of Business Admin)
Dr. Pranjit Hazarika (Dept of Geological Sc)
Principal, University Law College, GU
Dr. Rupamjyoti Nath (Dept of Economics)- **Convener**

email us: iis_cell@gauhati.ac.in