

**Institution’s Innovation Council**

# MHRD’s Innovation Cell, AICTE

Idea Submission Form

# PART A: Idea/PoC (Product/Service/Process)

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| Team Details | **Team Lead:** | |
| **Team Members Details:**  *Add more fields if req*  **Institute Name and Address:**  **PSIT College of Engineering,** Kanpur - Agra - Delhi National Highway - 2 , Bhauti, Kanpur, Uttar Pradesh 209305 | |
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| **Name of the Idea/Proof of Concept (PoC)** | | GO-Between |
| **Theme** | | **Food Processing**  **Other Emerging areas innovation for startup**  *Chose most appropriate theme (max 2) from* ***Annexure 1*** |
| **Define the problem & relevance to today’s market/society/industry need** *(Max 100 words)* | | As we know that due to Covid-19 pandemic lockdown is going on in whole India due to which markets have been shut down and merchants are facing heavy loss. Peoples have been put to their houses and they are also not allowed to go out to the markets or shops to buy their essentials to maintain social distancing. Even if local shop merchants try to sell online they face several problems such as they don’t know how to come on an online platform, they would have to pay heavy charges for hosting their websites and its maintenance charges. The sellers who are selling on Amazon, Flipkart, etc need to give brokerage rates to these companies which are about 4%-24%. And after all this, they get payments after 30-40 days later |
| **Propose the solution to Problem Identified** *(Max 100 words)* | | We are providing an online platform to the local shop merchants and connecting them to the customers.  • How local shop merchants are benefited?  Our platform helps local shop merchants to make their website and to do this, they just need to provide some basic information like Shop name, Category (i.e. vegetables, grocery, fruits, medicines) under which they want to sell, and choose the products from our product catalog and they can also add product if it is not available in the product catalog. They don’t need to give any brokerage rate, hosting charges, maintenance charges. They need to set the range up to which they want to deliver and will get direct payment from the customer instead of waiting for days.  • How customers are benefited?  We have provided two modules on our website in which one is OpenMarket and the other is LocalMerchants. |
| **Describe the product/process/ service and write how it is innovative / unique.** *(Max 100 words)* | | OpenMarket connects all the local shop merchants together in the given range with the people who are in their range. Here customer has to mention the product, its quantity, and other details and do the order. This order will be sent to all the merchants of respective categories who are delivering the product in the customer’s range. If merchant accept the order then they need to give the price of that product and delivery charge if any to the customers. Then the customer can buy from the merchant to whomsoever he wants to buy from.  Local Merchants helps customers to visit the website of the merchant from where he wants to buy the product. He can choose the items and their quantity and place the order. Customers can choose their best and trusted shop for shopping  Idea Description Link: [**https://tinyurl.com/go-between-overview**](https://tinyurl.com/go-between-overview)  Go-Between Prototype Demo Link: [**https://tinyurl.com/psuprototype**](https://tinyurl.com/psuprototype)  Food-Guard Prototype Demo Link: <https://tinyurl.com/psuproductexpiry> |

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| **How is your proposed product/ process/service being different/ better from a similar product/ process/ service, if any, in the market** *(Max 100 words)* | The sellers who are selling on Amazon, Flipkart, etc need to give brokerage rates to these companies which are about 4%-24%. And after all this, they get payments after 30-40 days later. |
| **If your Idea is technology based, then specify the TRL Level (Technology Readiness Level) and Expecting the features of Idea/PoC.**  ***Note:***  *For the Idea level, TRL 0 – 2 is expected.*  *For the PoC level, TRL 3 is expected.*  *(Max 100 words)*  *Chose most appropriate TRL level from* ***Annexure 1*** | To design this solution we have used the Django Framework and IBM Watson assistant chatbot. Programming languages used are Python, HTML, CSS, JavaScript |
| **Feasibility of Idea/PoC solution (SMART)**  *(Check the appropriateness of the Idea/PoC)*  *(Max 50 words for each from a-e)* | |
| **(a) Specific-** Specify the features of Innovative Idea/PoC. | Already done |
| **(b) Measurable-** Mention the approach to convert idea/PoC to Prototype/Innovation with milestones. | Already done |
| **(c) Attainable-** Explain how you are going to achieve the prototype development objective with the available resources at your disposal. | Already done |
| **(d) Realistic-** what kind of skillset of team and resources required to achieve the goal in specific time period? | EMarket Experienced Developers |



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| **(e) Timeline-** Develop a timeline against the milestones for taking Idea/PoC to Prototype Development and (or) Commercial level/start-up stage. | start-up stage. |
| **Applicability of Solution 10 Marks**  *(Max 50 words for each from a-e)* | |
| (a) **Usability:** what is the usability of your innovation. *(Level of acceptance of innovation and its Features among target group)* | Country Level |
| (b) **Scalability:** how your innovation will be scalable at market level. |  |
| (c) **Economic sustainability:** Explain the potential of innovation to become profitable or financially viable. |  |
| (d) **Environment Sustainability:** How your innovation is environment friendly or address environmental problems. |  |
| **(e)** Is there any Intellectual Property (IP) Component associated with innovation? if yes, explain. |  |
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| Define the potential market size (in terms of INR) and target customers.  *(Max 100 words)* |  |



**Annexure 1**

## Themes:

1. Healthcare & Biomedical devices.
2. Agriculture & Rural Development.
3. Smart Vehicles/ Electric vehicle/ Electric vehicle motor and battery technology.
4. Food Processing.
5. Robotics and Drones.
6. Waste management.
7. Clean & Potable water.
8. Renewable and affordable Energy.
9. IoT based technologies (e.g. Security & Surveillance systems etc)
10. ICT, cyber physical systems, Block chain, Cognitive computing, Cloud computing, AI & ML.

## 9 stages of TRL:

TRL 0 : Idea. Unproven concept, no testing has been performed.

TRL 1 : Basic research. Principles postulated observed but no experimental proof available. TRL 2 : Technology formulation. Concept and application have been formulated.

TRL 3 : Applied research. First laboratory tests completed; proof of concept.

TRL 4 : Small scale prototype built in a laboratory environment ("ugly" prototype). TRL 5 : Large scale prototype tested in intended environment.

TRL 6 : Prototype system tested in intended environment close to expected performance. TRL 7 : Demonstration system operating in operational environment at pre-commercial scale. TRL 8 : First of a kind commercial system. Manufacturing issues solved.

TRL 9 : Full commercial application, technology available for consumers.

*For any Query:*

Write us at email: [iic.mhrd@aicte-india.org](mailto:iic.mhrd@aicte-india.org) with email subject line: “***Innovation Contest 2020 Query”***