Introduction & Aim:

Udyam is an event in which budding entrepreneurs and visionaries can use their ingenuity and creativity to envision an idea of a product or a service that will be successful in the given situation; and formulate a business strategy for the same.

Event Structure:

All the participating teams will be given a set of social scenarios to choose from. They have to formulate an idea of an innovative product or a service that will be helpful and flourish in the given situation. The event will be conducted in three stages:

1) **Round 1: Abstract Submission**

In the first round, which will be online, the participants will be given a set of social scenarios. They will have to come up with an idea for any given scenario and send the abstract for the ideas to the email 'udyam2k17@gmail.com'

- The participants must submit an abstract of a maximum of 500 words in pdf format to udyam2k17@gmail.com with the subject 'Udyam' Also mention the following details in the email:
  - o Name(s):
  - o Name of the Institution(s):
  - o Email id(s):
  - o Contact number(s):

- Last date for online submission is 10th October 2017 by 14:00 hours.

- Shortlisted students will be notified by 10th October 2017 21:00 through mails from udyam2k17@gmail.com and will also be published on effulgence website. They will have to come to KNIT Sultanpur for the next round.

- All the participants must register at www.effgknit.com/ud.php

- Ideas which are plagiarized from any second party will be disqualified. Adoption of any unfair means will also lead to disqualification.

- Please note that the acceptance of an abstract is subject to the declaration that your ideas are genuine and original and all sources being explicitly cited.

2) **Round 2: Idea presentation**

- The Second round will be the idea pitching round in which the participants will pitch their ideas to the jury and the audience. The ideas will be fleshed out and the business models for the same presented.

- The arguments should be presented in a logical sequence
- All sources should be properly cited to ensure that no plagiarization.
- The presentations will be of maximum 10 minutes, after which the jury will cross question the participant.
- Points will be given for presentation, creativity, feasibility, market scalability, among others.
- The participants with the highest points will be given the prizes. All the decisions of the jury will be final.

Abstract Format:

- Abstract should be a summary of your idea.
- Abstract must be concise and clear. It should contain proper scientific pathways to achieve the goal and its possibility of future implementations. Creative 'bending' of theories and using not yet proved technologies is allowed, but must be backed by citations from other sources.
- Limit yourself to not exceed 500 words. Preferably in pdf format.
- Abstracts must be single spaced with a clear line between paragraphs.
- Abstracts must be free of typographical and grammatical errors.
- You can include the drawing of your innovative ideas. All the online sources (images, graphs and references) should be properly cited. Plagiarism will lead to disqualification.
- Standard abbreviations may be used for common terms only. Otherwise, any abbreviation should be given in brackets after the first full use of the word.
- Abbreviations may be used in the title, provided the name in full is outlined in the body of the abstract.

General Rules:

- Maximum number of members in one team is 5.
- Plagiarism is not allowed. Any participant found plagiarizing or copying ideas without crediting the original source material will be disqualified.
- In case of disputes, the decisions of the organising team will be binding upon all.
- The organising team reserves the rights to change any or all of the above rules as it deems fit. Change in rules, if any will be highlighted on the website and the registered participants notified.

Prizes:

- Prizes upto 6k will be distributed to the winners
- Top three finishers will get a certificate of merit
- All the participants will get a participation certificate

Contact Information:

In case of any queries or problems, please contact

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