



## Participant Handbook

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## **What is Innovation Marathon 2018?**

Atal Innovation Mission, NITI Aayog and The Better India have come together to further India's spirit of innovation by recognising ideas developed by young Indians to solve some of the country's most pressing challenges. It is a nation-wide challenge open to all young innovators of India, under the age of 18.

## **Our Vision**

Our Vision is to create a platform for young Indian innovators to take their ideas and prototypes to the next level of implementation. It is of extreme importance to give innovators a chance to rise above paper models and see their ideas take concrete shapes. With the Innovation Marathon, our goal is to create a paradigm shift in the mindsets of India's youth and prepare them to become the next generation of neoteric innovators.

## **Our Mission**

Innovation Marathon, 2018, is drawn on the philosophy that recognition and encouragement are excellent enablers to create an exponential wave of innovation and entrepreneurship among children at a young age. The Innovation Marathon will recognise India's top innovations that are solving various issues to help different communities.

## What Innovations Can You Submit

You can submit innovations under any of the following categories.\*



Does your idea solve a real-world problem but is not part of the above-mentioned categories? Don't worry! You can still participate under the 'Others' category.

### Submission - Round 1

Applications are open to all young innovators of India, under the age of 18.

Applications Open on September 5, 2018.

Application Deadline - November 30th, 2018.

**Announcement of Round 1 Results - Dec 31, 2018.**

### Submission - Round 2

**The Top 100 selected teams will get an opportunity to** refine their innovations and convert their rough prototype into a Minimum Viable Product (MVP) while also creating the product strategy & business proposition. They will be supported by our esteemed mentors in this process.

Round 2 Deadline : January 31<sup>st</sup>, 2019

**Announcement of Final Results: Feb 28, 2019. (National Science Day)**

## **Application Guide**

The Innovation Marathon 2018 is open for every Indian citizen under the age of 18. It is open to both team applications as well as those who want to apply as individuals. <You can participate as a team or as an individual.

The first question will set the basis for the rest of your application.

Please specify if you are representing your school or applying independently. You can apply as one of the following:

1. An individual representing your school
2. A team representing your school
3. An individual independently
4. A team participating independently

**Important Note:** If you are a student from an Atal Tinkering Lab School, you should apply as a team representing your school. Failing to do this might result in disqualification.

**You can apply on the following link:**

<http://bit.ly/InnovationMarathon2018>

\*Important Note: Please remember all star (\*) marked questions are compulsory.

### **If You are an individual representing a school**

1.1) Select 'Representing School' if your school has supported/is supporting you in developing this innovation by providing any of the following:

- Lab space
- Equipment
- Teacher mentorship
- Funding

2.1) Is your school an ATL (Atal Tinkering Lab)?

Select "Yes" for this questions if your school has an Atal Tinkering Lab

Select "No" for this questions if your school does not have an Atal Tinkering Lab

3.1) If you select Yes, click “Continue” on ATL School Details to fill the following answers

Select Your School UID? - Click on the drop-down menu and select the UID

(This will only appear if your school has an ATL)

School Name:

Address:

Class / Standard

If you select No, you will be directed to answer the following questions

4.1) Participating as \*

Please select **Individual** and follow the below-mentioned process, if you are representing your **school** individually.

5.1) On clicking Continue for “Participant's Details”, you will be asked to fill in your personal details including:

- a. First Name
- b. Last Name
- c. Gender
- d. Date of Birth
- e. Email Address
- f. Contact Number
- g. Address

These are all compulsory questions. Please fill them correctly. Since you are participating as an individual, fill details under Participant 1 and skip Participant 2 and 3.

6.1) Is there a mentor for your project?

Select ‘Yes’ if someone has helped/is helping you with the project. This can be a teacher, a parent, a school senior, etc.

7.1) Details of The Mentor: Click Continue to fill in the following details of the mentor:

- a. Is your mentor a school teacher or someone else?
  - On selecting 'School Teacher', you will be asked if your teacher is the ATL incharge. Select ‘Yes’ if the teacher is incharge of the Atal Tinkering Lab at your school.
  - On selecting ‘Other’ you will be asked to specify your association with your mentor.
- b. First Name
- c. Last Name
- d. Your relation with the mentor
- e. The mentor's contact number
- f. Email Address

**A team representing school -**

*You can participate with a team of 3 members.*

1.2) Select 'Representing School' if your school has supported/is supporting you in developing this innovation by providing any of the following:

Lab space  
Equipment  
Teacher mentorship  
Funding

2.2) Is your school an ATL (Atal Tinkering Lab)?

Select "Yes" for this questions if your school has an Atal Tinkering Lab

Select "No" for this questions if your school does not have an Atal Tinkering Lab

3.2) If you select Yes, click "Continue" on ATL School Details to fill the following answers

Select Your School UID? - Click on the drop-down menu and select the UID

(This will only appear if your school has an ATL)

School Name:

Address:

Class / Standard

If you select No, you will be directed to answer the following questions

4.1) Participating as \*

Please select **Team** and follow the below-mentioned process, if you are representing your **school** as a team.

5.1) Click Continue on Participant 1, 2, 3. and you will be asked to fill in the personal details of all your team members. These include:

- h. First Name
- i. Last Name
- j. Gender
- k. Date of Birth
- l. Email Address
- m. Contact Number
- n. Address.

These are all compulsory questions. Please fill them correctly.

6.1) Is there a mentor for your project?

Select 'Yes' if someone has helped/is helping you with the project. This can be a teacher, a parent, a school senior, etc.

7.1) Details of The Mentor: Click Continue to fill in the following details of the mentor:

- g. Is your mentor a school teacher or someone else?
    - On selecting 'School Teacher', you will be asked if your teacher is the ATL incharge. Select 'Yes' if the teacher is incharge of the Atal Tinkering Lab at your school.
    - On selecting 'Other' you will be asked to specify your association with your mentor.
  - h. First Name
  - i. Last Name
  - j. Your relation with the mentor
  - k. The mentor's contact number
  - l. Email Address
- 

**An individual out of school, participating independently -**

*You can participate in the Innovation Marathon even if you are not a student in any school, or if you are participating independently without your school support.*

1.1) Are you representing your school or are you participating independently? \*

Select 'Participating independently'

2.1) Participating as \*

Please select **Individual** and follow the below-mentioned process if you are participating independently without any school support.

2.1) On clicking Continue for "Participant's Details", you will be asked to fill in your personal details including:

First Name

Last Name

Gender

Date of Birth

Email Address

Contact Number

Address.

These are all compulsory questions. Please fill them correctly. Since you are participating as an individual, fill details under Participant 1 and skip Participant 2 and 3.

3.1) Is there a mentor for your project?

Select "Yes" if a someone has helped/is helping you with the project. This can be a parent, a senior, etc.

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**A team out of school, participating independently**

*You can participate in the Innovation Marathon even if you and your team members are not students in any school, or if you are participating without any school support.*

1.1) Are you representing your school or are you participating independently? \*

Select 'Participating independently'

2.1) Participating as \*

Please select **Team** and follow the below-mentioned process, if you are participating independently without any school support.

2.1) Click Continue on Team Member 1, 2, 3. and you will be asked to fill in the personal details of all your team members. These include:

- o. First Name
- p. Last Name
- q. Gender
- r. Date of Birth
- s. Email Address
- t. Contact Number
- u. Address.

These are all compulsory questions. Please fill them correctly.

3.1) Is there a mentor for your project?

Select "Yes" if someone has helped/is helping you with the project. This can be a parent, a senior, etc.

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## Submitting Your Entry Details

After filling the above-mentioned details, you will reach the most important step of your application submission - **Submitting Your Innovation Details**

### Step 1

Select Your Innovation Category - Select **ONE** category that best describes your innovation entry. If your innovation does not fall under any categories, please select 'other'. Please take note that your innovation should be geared towards solving a real-world problem.

### Step 2

Submit Your Entry Details - Click Continue to fill in the following details:

- a. Title of your entry:  
Write the name of your innovation  
Eg ; Pollution mask made out of herbal grass
  
- b. Submit your project URL:  
For this, please record a video of a working prototype or project model of your innovation. Upload it on YouTube and paste the link here. The duration of the video should be between 3 to 5 minute. Your video should contain various elements like – Identifying the challenge, Interaction with your audience, Inception of the idea, Brainstorming, Steps for prototyping, testing and future plans. Videos exceeding 5 minutes may not be considered.
  
- c. What is the problem you have identified -  
Write about the problem you are trying to solve with this project.
  
- d. Which members of your community have you engaged with to identify the problem and develop a solution?  
Write about your primary research group or provide secondary research sources.
  
- e. Are there any existing solutions to the problem you have identified?  
If so, then please specify the existing solutions?
  
- f. What makes your solution innovative?  
Fill what you think makes your solution to this problem advanced, original and creative.
  
- g. What kind of technologies have you used for prototyping:

Select "Others" if the technology you have used is not mentioned in the list.

- h. If you are selected for round 2, how will you further refine your prototype?  
Your idea of how you can scale this innovation

## Who will be India's Top 30 Innovation Marathon Champions?

Best of luck!

For more updates on the Innovation Marathon 2018, you can follow Atal Innovation Mission, NITI Aayog and The Better India on Facebook and Twitter:

Atal Innovation Mission -

Facebook: <https://www.facebook.com/AIMToInnovate/>

Twitter: <https://twitter.com/AIMtoInnovate>

The Better India -

Facebook: <https://www.facebook.com/thebetterindia/>

Twitter: <https://twitter.com/thebetterindia>

NITI Aayog -

Facebook: <https://www.facebook.com/NITIAayog/>

Twitter: <https://twitter.com/NITIAayog>

Or write to us at [innovationmarathon@thebetterindia.com](mailto:innovationmarathon@thebetterindia.com)