



## **National Innovation Foundation**

**Presents**

### **DISHA**

**The Annual Business Plan Competition for grassroots innovations and ideas**

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#### **About NIF**

**National Innovation Foundation (NIF)**, an autonomous society, was set up by the Department of Science and Technology, Government of India, in March 2000. It is committed to making India innovative by documenting, developing, commercializing and protecting intellectual property rights of grassroots innovators and traditional knowledge holders at grassroots. In the last some years, NIF has mobilized more than 51,000 innovations and instances of traditional knowledge from over 360 districts across India. visit <http://www.nifindia.org>

## **About SCAI**

NIF is encouraging students to set up **Students' Club for Augmenting Innovations (SCAI) at grassroots** to provide product development, mentoring and monitoring support to innovators/traditional knowledge holders at grassroots level. By involving students from the top management and technological institutions, agricultural universities and pharmacy colleges across the country, SCAI is serving as a platform to build linkages between excellence in formal scientific systems and informal knowledge systems thereby creating a knowledge network involving various stakeholder groups- innovators, students, entrepreneurs, mentors, volunteers, etc.

Visit <http://www.scai.org.in>

## **DISHA- An Introduction**

With the objective of fulfilling NIF's larger goal of up scaling grassroots innovations and instances of traditional knowledge SCAI presents **DISHA- An Annual Business Plan Competition** which gives students an opportunity to convert innovations and traditional knowledge at grassroots into practical business propositions. Students from management and engineering colleges, agricultural universities and pharmacy colleges participate to prepare business plans for commercially attractive technologies from the database of NIF and the best ones get rewarded suitably. These business plans would be useful for NIF in approaching the prospective entrepreneurs and mentors who would help convert these innovations into products and enterprise/commercialize the same in market. NIF also has a dedicated fund called Micro Venture Incubation Fund (MVIF) to render financial assistance to all entrepreneurial initiatives based on grassroots innovations. Hence, it is desirable that the business plans prepared by the students are realistic and practical and help build a value chain around innovations by providing incubation assistance.

## **Objectives of DISHA**

DISHA serves the primary objectives of-

- Enabling students synergize their business acumen with grassroots genius. In the process, they can bring their classroom learnings into practice and understand the ground realities of setting up enterprises,

- Helping students acquire entrepreneurial skills. Grassroots innovations and indigenous knowledge examples can be taken up by the students for setting up their own enterprise and commercializing the innovations,
- Identifying the prospective entrepreneurs and mentors for commercializing the technologies.

### **DISHA- 2003**

DISHA-2003 was SCAI's first attempt of organizing a business plan competition. It was organized in coordination with the student body of Indian Institute of Management, Ahmedabad. Business Plan for Air Conditioned Helmets prepared by the team from KJ Somaiya Institute of Management Studies and Research, Mumbai won the first prize.

### **DISHA- 2004**

DISHA-2004 was organized in two phases for administrative reasons. The first round was called DISHA- North and involved educational institutions located in nine of the North Indian states- Jammu&Kashmir, Himachal Pradesh, Punjab, Haryana, Delhi, Uttar Pradesh, Uttaranchal, Rajasthan and Madhya Pradesh. It was organized in coordination with the student body of Indian Institute of Foreign Trade, Delhi. The winners of DISHA-north then competed in DISHA-2004 (National) wherein short-listed teams from other parts of the country also participated. DISHA- 2004 was held in coordination with Indian Institute of Management, Ahmedabad. The final winners were felicitated at NIF's presidential award ceremony at IIM, Ahmedabad.

DISHA-2004 was a grand success. A total of 235 team participated in the competition representing 79 educational institutes. 36 teams submitted the business plan online at our web site and our internal team did initial level of evaluation.

The Business plans were evaluated on parameters of Understanding of the Projects/context, Collection of live data from market, Quality & Depth of Analysis (Evaluation of Business Proposition)/ Investment opportunity in terms of Market,

technology and financial feasibility), Applicability, Applicability and Innovative Approach in business concept/model (product bundling, viral marketing, piggy backing established supply chains, national and international markets).

DISHA- 2004 was held in coordination with Indian Institute of Management, Ahmedabad wherein 10 short-listed team were invited to Ahmedabad to make a presentation before our esteemed judges panel consisting of Mr. Jagat Shah CEO global network, Mr. Sunil Parek (Ex- President, CII, Advisor, CRISIL), Mr. I M Pandey, prof IIM (A), Mr. Rakesh Basant (Faculty IIM), Mr. Piyush Sinha (Professor, IIM-A), Mr. Yagnesh Mehta (Innovator cum entrepreneur), Mr. Pankaj Khandewal, (Consultant, CEO, Pixel Networks). The teams were evaluated on the above-mentioned parameters. Team from National Institute of Bank Management, Pune, who had submitted the business plan on garlic peeling machine was declared as winner. Dr. Mashelker felicitated the wining team at the 3<sup>rd</sup> Presidential National grassroots technological innovation and traditional knowledge award, 2005.

[Link for DISHA- 2006](#)



## **Students' Club for Augmenting Innovations at grassroots**



### **Framework of DISHA- 2006**

National Innovation Foundation (NIF) invites participation of students from management and engineering colleges, agricultural universities and pharmacy colleges for DISHA-2006 Annual Business Plan Competition. The final round of presentations will be held in coordination with the SCAI Chapter at IIM, Kolkata on [4<sup>th</sup> January 2007](#).

- a) Team Composition**
- b) Registration**
- c) Confirmation**
- d) Project Allocation**
- e) Non Disclosure Agreement**
- f) Submission**
- g) Evaluation**
- h) Final Presentation**
- i) The Booty**
- j) Deadlines**

### **Team Composition**

1. Each team can have a maximum of **FOUR** members.
2. All the members in a team have to be students. Professionals are not allowed to participate.

3. A team may have members from more than one educational institute and/or discipline. This may be required given the diverse mix of innovations and traditional knowledge at grassroots in the database of NIF.

### **Registration**

1. Teams can register for DISHA- 2006 by filling up a registration form. ([link: registration form](#))
2. Each team will be given a login id and password using which the team can access all participation related information on the SCAI website.
3. The e-mail id provided by the team in the registration form will be used for all communication during the competition.
4. Each team shall have a coordinator whose complete details will have to be furnished in the registration form.
5. Initially a team may opt to register with fewer members (less than four). Additional members, if any, may be added anytime before [11:59 pm, 30<sup>th</sup> November 2006](#) ([edit link](#)). Similarly, any other change in the team's composition or profile could be made before [11:59 pm, 30<sup>th</sup> November 2006](#). However, once a team has confirmed its registration any such change will not be permitted.

### **Confirmation**

Each team will have to confirm its participation latest by [11:59 pm, 30<sup>th</sup> November 2006](#) with three innovation titles (in order of preference) and names of all the team members. In case a team has less than four members; it should be mentioned explicitly at the time of confirmation.

([Link: confirmation form](#))

### **Project Allocation**

1. Teams will choose innovations from the list of projects put up by NIF.
2. Since, the number of innovations to be offered to teams is limited and number of participants expected to be high, all the teams participating are requested to

choose three innovations in their order of preference from the list provided under 'project offerings'. ([Link](#))

3. NIF will allocate one project to every team from the preference list given by it on *first come first serve* basis. Geographical proximity of the innovator's place to the location of institute will also be considered while allocating project to a team.

Confirmation of project title allocated to a team will be made by NIF latest by **11:59 pm, 15<sup>th</sup> December 2006** on the alternative student id provided by the team at the time of registration.

### **Non Disclosure Agreement**

1. The teams that confirm their participation will be required to sign a Non Disclosure Agreement before beginning work on the innovations. ([link](#))
2. Teams are expected to visit the local markets and innovator's place to get first hand understanding of the market and technology they choose to work on.

### **Submission**

1. The submission of business plans has to be made latest by **11:59 pm, 30<sup>th</sup> November 2006**
2. The submission has to be made online. CDs also need to be sent to NIF.

### **Evaluation**

1. The business plans submitted will be evaluated on the basis of their-
  - Applicability,
  - Depth of analysis,
  - Real market data,
  - Options explored (different scales, different business models),
  - Methodology,
  - Innovative approach (product bundling, viral marketing, piggy backing established supply chains, national and international markets may be explored, etc.)

2. Our distinguished jury comprising of academicians, industrialists, management experts and representatives from NIF will evaluate the business plans.
3. In all matters jury's decision will be considered to be final.

### **Final Presentation**

1. Announcement of the teams short-listed will be made on 11:59 pm, 15<sup>th</sup> December 2006. The same will be communicated to the teams by e-mail.
2. Short-listed teams will be invited to IIM, Ahmedabad to put up a presentation before the jury on 4<sup>th</sup> January 2007.
3. For all the participating teams travel cost and other overheads incurred by the teams would be reimbursed by NIF. Local hospitality, stay and food would be taken care of by IIM, Kolkata at its campus.

### **The Booty**

First prize	Rs. 40,000
Second prize	Rs. 20,000
Third prize	Rs. 15,000
Five consolation prizes	Rs. 5000 each
Special prize*	Rs. 10,000

\* For the team, which will successfully implement its business plan in the most effective manner (be able to bring an innovation to the market either through a technology transfer or setting up an enterprise or any other innovative model you suggest). In this case the time limit can be extended depending upon the team's suitability.

### **Datelines**

11:59 pm, 30 <sup>th</sup> November 2006	Registration of teams with project/innovation titles
11:59 pm, 30 <sup>th</sup> November 2006	Submission of business plans

11:59 pm, 15 <sup>th</sup> December 2006	Announcement of teams short-listed and communication by e-mail
4 <sup>th</sup> January 2007	Final presentation at IIM, Kolkata

All teams participating are expected to adhere to all the above-mentioned deadlines.  
NIF's decision will hold validity in all matters pertaining to any dispute.

### **List of Technologies**

The final list of project offerings will be available on-  
[\(link\)](#)

## **Guidelines for Preparing Business Plans**

The template highlights certain key indicative assessment features, which are to be followed by the students while working on any particular project/innovation. It will provide students general guidelines and direction for the projects. This should be read in conjunction with the project-specific expected outcomes mentioned with each of the projects.

Following are certain criteria to be used for assessing the projects-

1. Market: demand/supply estimation (based on competitor or substitute products),
2. Mapping of business scenarios for risk assessment,
3. Details of costing & cost benefit equation of the innovation,
4. Developing technology valuation document,
5. Identify and target potential buyers of the technology,
6. Analyze inputs obtained from the prospective buyers in terms of product acceptability, potential and risk,
7. Business strategy i.e. business model, financing, market, operations etc.
8. Bills of Material (BOM)  
List of components used + Cost of each component + Manpower cost + Utilities  
Cost= Total Cost + Profit= Total price of the product,
9. Safety issues involved in using the product,
10. Operating cost involved,
11. Maintenance charges to be incurred while using the product,
12. User friendliness of the product (how easy or cumbersome it is to use the product),
13. Technical benchmarking comparison (in terms of form, feature and function) with existing technologies available in market.  
Novelty= Form+ Feature+ Functionality

- a) **Form:** General features for benchmarking= weight, size, volume, shape, construction/blades/numbers/shape, functional part's design (nozzle/burner rod, etc.)
- b) **Feature:** General features for benchmarking= fuel economy/ savings, feed/input capacity of processing, efficiency, output, cost of device, time of production
- c) **Functionality:** General features of benchmarking= ease of operation, ease of maintenance, power consumed, RPM (Rotation Per Minute)