

**VPM'S KG Joshi College of Arts and N G Bedekar College of Commerce  
(Autonomous),**

**Thane**

**Skill Development and Entrepreneurship Cell**

**Notice**

**VPM's Incubation Centre - MSME Idea Hackathon 4.0**

This is to bring to your notice that Ideas are being invited under MSME Idea Hackathon 4.0 from people aged between 18-35 from all over **India** under MSME Innovative Scheme. Incubatees' selected ideas will be provided funding support upto Rs. 15 lakhs per approved idea, through the Host Institutes chosen by them, i.e VPM's Incubation Center.

In this regard we **invite** ideas from faculties and students of **the** institute towards submission to the hackathon.

**Mandate for Ideas:**

All ideas should contain, inter-alia, following basic types of Innovation Processes:

❖ **Marketing & Branding:** Innovation related to the customer experience.

❖ **Ideation:** Innovation related to **the** product idea & concept.

❖ **Technology:** Innovation related to the product functionality.

Co-creation: Innovation related to the customer involvement.

Social Innovation: Innovation related to the corporate culture.

❖ **Entrepreneurship:** Innovation related to through entrepreneurial thinking.

❖ **Open Innovation:** Innovation related to with stakeholders.

❖ **Business Model Innovation:** Innovation related to the purpose and strategy.

**Idea should be-**

novel & innovative value, and be useful to the society

❖ scalable.

❖ reduce cost of living, product or process.

❖ improve quality of life and provide convenience to living standards.

❖ focus on clean & green energy initiative.

**Idea falling under following may be avoided**

Ideas which already exist

Ideas infringement/theft/plagiarism

Ideas **which are** against established scientific theories/norms

All applicants must also fill the google form link <https://tinyurl.com/36683bjw>

for registration. There will be a screening of the ideas and selected ideas would be called for presentation on **Saturday, 21st September 2024**,

Request you all to circulate the notice and encourage/ mentor students to participate

**By Order**