

# First round of Hult Prize 2021 On Campus at Jadavpur University

**Date:** December 5, 2020

**Judges:**

- **Dr. Sugoutam Ghosh-** Senior Lecturer in the School of Business at Singapore University of Social Sciences (SUSS).
- **Mr. Anurag Chadha-** Country Manager at Chr. Hansen.
- **Mr. Arnab Ray-** CEO and Managing Director at Array Innovative Services Pvt. Ltd.
- **Mr. Kishaloya Roychowdhury-** Director - Strategic Solutioning and Transformation, IBM based in Singapore.
- **Mr. Rahul Ananth-** Food Safety and Quality management specialist.
- **Mr. Rajiv Agarwal-** CEO of Edudigm Education
- **Mr. Shauvik Das-** GM, Supply Chain and Projects at Haldiram Food International Ltd.
- **Mr. Sumanta Ghatak-** Group Leader, Central Chocolate and Chocobakery Innovation at Mondelez International.
- **Ms. Jui Joshi-** Country Lead at Climate Collective Launchpad.

**Time slot:** 11:00 - 13:30

**Where:** Google Meet, across three rooms

**Brief description of the event:**

Hult Prize is the world's largest and the most highly-acclaimed social entrepreneurship ideation event. Often hailed as the "Nobel Prize" for college students, the event is organized by various institutes across 120+ countries. The event was organized for the sixth time at Jadavpur University in 2020. Though, considering the global pandemic, the event went completely online.

The teams had been distributed into three "rooms", as is the norm when the event is held in contact mode. The nine judges were divided in a similar manner, broadly on the basis of their areas of expertise, which include - but is not limited to - food security, working with the startup ecosystem and academia. Their presence complemented the problem statement for the edition: "Food for Good".

Each room had dedicated volunteers from the organizing committee, who were entrusted with the responsibility of ensuring smooth conduct of the event: admitting participants, switching the pitch timer on and off, assisting the judges and resolving disputes, arising due to the nuances of going digital.

The event began with a welcome from Professor Swarnendu Sen, who wished the best to the participants, judges and the organizers, while thanking them for not letting the pandemic derail

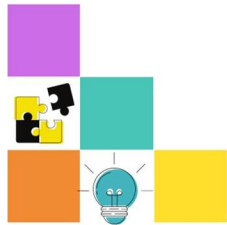
them from their entrepreneurial instincts and solving the biggest problems for humankind. He handed over the proceedings to the Campus Director for the 2021 On Campus edition, Ms Gargi Sinha Sarkar and the Student Head of Entrepreneurship Cell, Mr Soumalya Kundu.

After the orientation sessions were concluded, the teams were directed to get ready with their startup idea pitches. The judges switched to the allotted rooms, while the participating teams began pitching simultaneously across the three rooms. The same began at 12:00 PM and went on for the next hour and a half. Teams were directed to keep an eye on the timer, which would not let them go beyond the four minute mark.

A gamut of innovative ideas were bounced in the close-room pitches. The two-minute long Q&A sessions were for scrutiny and clarifications by the judges. By 13:10, all the teams were done with their respective pitches, while being drilled on aspects ranging from financial viability to relevance with the problem statement and the novelty. The results were announced at 13:30, which saw six teams - two from each room- progress into the second and final On Campus round.

Winning teams were congratulated and implored to get ready for the final round, which was to start by 14:00. The details for the same were mailed to the various teams. These included Team *Maverick* and Team *Swadesh*, from Room A, Team *Aciers* and Team *Foodedge* from Room B and Team *Cold Link* and Team *Prayas*, from Room C.

At the end of the event, the participants were thanked for becoming a part of the world's largest problem-solving community. The teams which did not make it to the final round were lauded for their hard work and determination, which was touted as "a win in itself" by the Campus Director. Participation certificates were duly mailed to the teams, along with a vote of thanks.

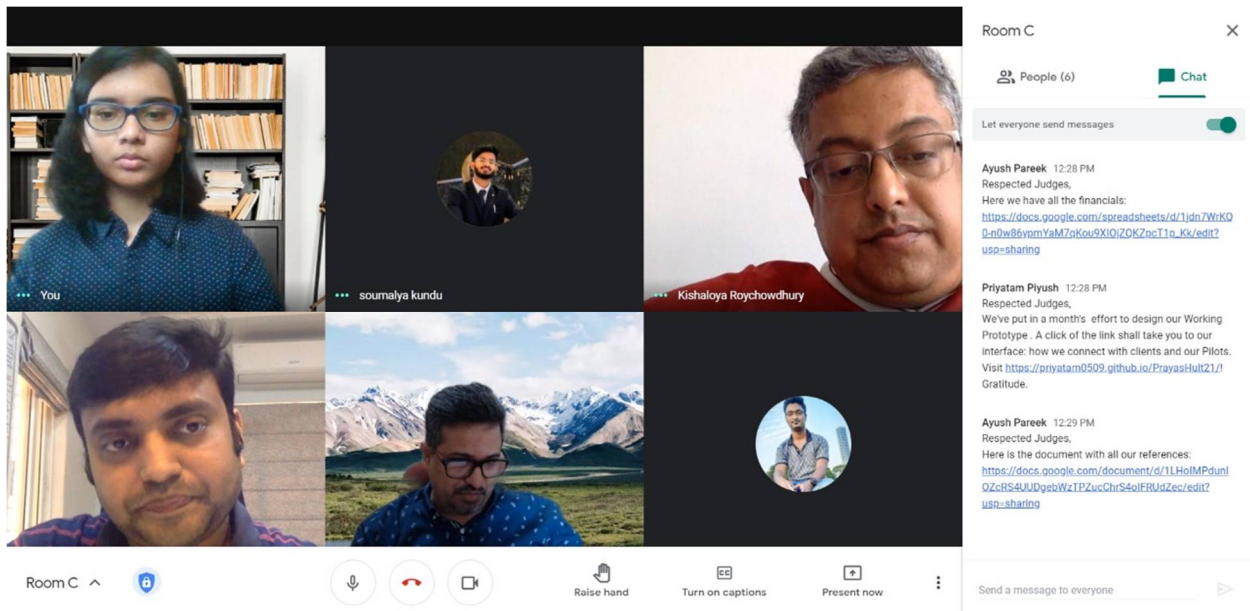


**5th DECEMBER.  
24 HOURS.  
TOMORROW.**

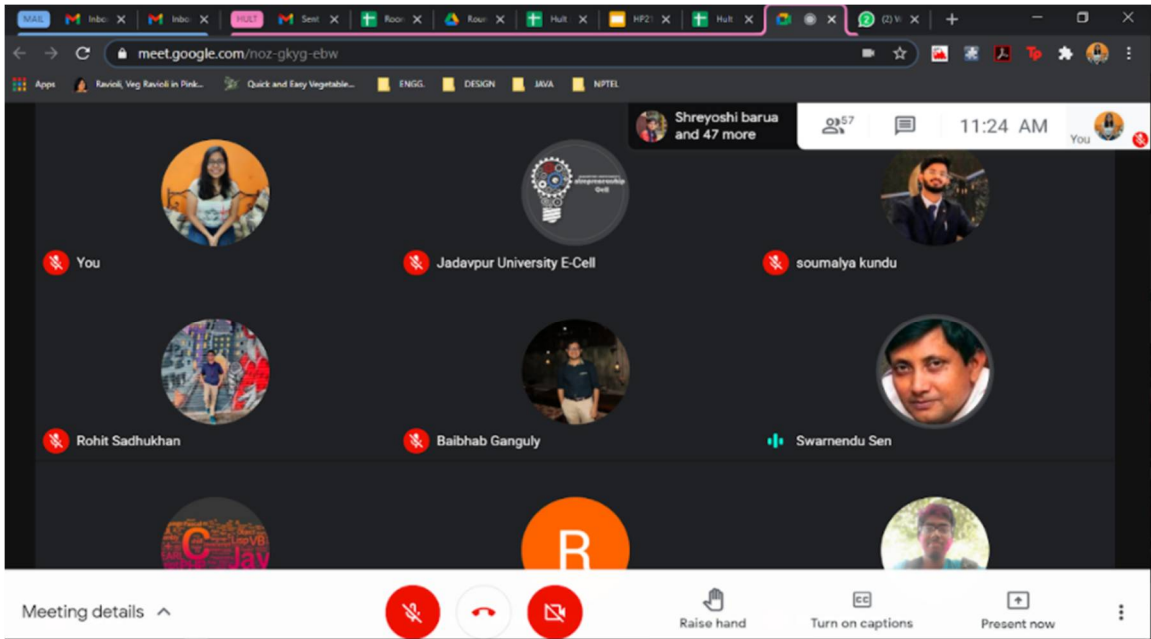
**OnCampus**  
Program



**Promotional poster released on December 4th,  
as a part of the three-month long  
marketing campaign**



**A screenshot from Room C, showing the judges  
And the volunteers**



**A screenshot from the opening ceremony**