

**Title: Demo Day – Exhibition Cum Demo for PoCs& Mentorship session for Innovators  
(OR) Student entrepreneurs**

**Description: Organized Social Entrepreneurship Competition Hult Prize**

**Name:** OnCampus Round Hult Prize 2020 at Jadavpur University

**Date:** 10th November 2019

**Venue:** Teqip Room no. 208 and 209, KP Basu Memorial Hall, Jadavpur University

**Brief of the event:**

The competition was conducted in two rounds

**Idea submission:** The registered teams had to submit a brief about their idea before 15th October. After they got mentoring from industry experts and professors in respective domains. Professors also helped the teams develop their prototype using the lab facilities.

**Pitching Round**

**Preliminary Round:** Each venue was assigned an equal number of teams and a judges' panel. The teams presented their business idea over a six minute pitching sessions, which was followed by a four minute question answer session by the judges. Teams were also allowed to present prototypes, if any. The scoring was done by the judges on pre-allotted parameters by the Hult Prize Organization itself. Apart from the Judges, each venue had a **panel of students** who expressed their views as well on the ideas presented.

**Final Round:** From each venue, two of the top scoring teams were selected to participate in the final round. Again there was a pitching session of six minutes and a question answer session of four minutes. This time, the judging panel consisted of all the judges, from all three venues. After thorough questioning and satisfactory answers, the judges were to score the teams again, based on the same parameters as before. Among these six teams, three of the top scoring teams were declared winners, first runners up and second runners up.

**Media Coverage:**

The event was covered extensively by Youth kiAwaaz, an online media partner with a reach of 7lakh+ on Facebook and also by Campus Varta, one of the fastest growing web journals with a reach of 10k in all of their social media. In addition to this, Telegraph, the leading newspaper of Eastern India and one of the most popular in the nation, will be publishing a full report of the event. And, lastly, 91.9 FRIENDS F.M. (one of the most popular Radio stations of India) announced Hult Prize on their radio station and also played out recorded interviews of some of the changemakers.

### **Best Ideas Of the Day:**

Winner: Team Blitzkrieg Enterprises, developed a biodegradable alternative to single use plastics from food waste. Their product, Terrenum, costs lesser than market prices for other biodegradable plastics and biodegrades ten times faster.

First runner Up: Team Micro, spoke about an air-purifying machine, which would reduce the carbon content in emissions, thereby combating air pollution.

Second runner up: Team PalokPoriborton, discussed about how down and waste chicken feathers could be processed to be made into cheap, bio-degradable packaging and other products.

### **Highlights of the event:**

This year, apart from the students, our Organising Committee members played their part in contributing to the green movement as well.

We refused to use any plastic bottles on the event day by arranging small paper cups for the judges and participants. Tea was served in mud cups, which were not only innovative and environment friendly, but also a tribute to the **roadside tea selling businesses** in and around the country, a representation of the everyday Indian culture. Moreover, cleanliness was a top priority and small hand made recycle bins were placed outside the pitching rooms.

Judges were also given saplings as mementos and the winners planted saplings in the garden area of the university.

Thus, we were successful in making Hult at Jadavpur University a "**Green Hult**". We also arranged a white board with the question, "**How would you change the world with 1 million USD?**" and encouraged the young changemakers to write a line about their ideas and aspirations to impact 1 million customers with the seed fund.

All in all, we believe that our event was not only a One-Day business pitching competition, but rather a celebration of the spirit of Innovation, entrepreneurship and a joint venture by millennial change makers to combat Climate change and environmental degradation on the 50th Anniversary of Earth Day and our 5th edition of Hult Prize On Campus Round.

### **Dignitaries/ Judges (if any):**

1. Mr. Hindol Goswami (Co-founder and Director, Starfed)
2. Mr. Rajarshi Ghosh ( Head of Economic affairs and policy, Indian Chamber of Commerce)
3. Mr. Subir Ghosh (Founder and MD, Okira Healthcare Pvt. Ltd.)
4. Mr. Sudipta Ghosh (Global Head IP Management, Wipro Ltd.)
5. Mrs. Amrita Chatterjee (Director of Communications, SAFE)
6. Mrs. Ananya Bhattacharya (Director, Banglanatak dot com)
7. Mr. Debashis Ghosh (Leads startup incubation Operations, Neotec Hub)
8. Mr. Gaurav Kapoor (IIMC Innovation Park)

9. Mr. Rabin Roy (MD, SuncraftEnergy)
10. Mr. Kaushik Bhaduri (Co-founder, Onomtra)
11. Mr. Debasish Biswas (Chairman, Maxcellence Global)
12. Mr. Bob Roy (Resident Editor, The Times of India Group)
13. Mrs. Anjana Dewanji (Professor, Agriculture and Ecological Research Unit, ISI Kolkata)

