

KERALA STATE BIODIVERSITY BOARD

Youth Ideation Challenge 2023

INTRODUCTION

Ideation is the process of generating and developing new ideas to solve a problem or improve a product, process, or service. KSBB presents Biodiversity Ideation Challenge 2023 to seek effective solutions for the major challenges faced in conservation of biodiversity, sustainable use and sharing of benefits. The Ideation challenge principally promotes innovation, critical thinking, problem solving and team management skills among youth/ public, whilst simultaneously contributing to providing environment friendly solutions to the prevailing sustainability challenges and issues faced by Kerala. All submissions should be problem-driven, with the goal of creating and applying knowledge for sustainability and can be in the form of a method, process or product, and need to have science, technology and innovation at their core. They must be scalable, addressing issues and problems in the local context. The initiative is expected to provide a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mindset of problem-solving

OBJECTIVES:

1. To provide a platform for College Students/Start-ups /Public to come up with innovative solutions for key challenges in the themes
 - Agrobiodiversity
 - Forest Biodiversity
 - Aquatic Biodiversity
2. To facilitate creating Bioresources based start-ups.
3. To inculcate a culture of product innovation and a mindset of problem solving

TIME LINE

- **Ist STAGE-REGISTRATION**

Participating teams have to register online in google form available at www.keralabiodiversity.org

- **IInd STAGE -SUBMISSION OF PROBLEM STATEMENT, PROPOSED SOLUTION**

The teams shortlisted in the Ist stage shall present a team introduction video and a description of problem statement and solution in prescribed format on or before **5th February 2024.**

- 1. Team Introduction video**

Share a two minute video in English/ Malayalam in which all team members are introducing themselves in a unique and creative way and clearly state how they stand-out from other contenders and what is their advantage.

2. Idea Submission

- a. Teams are allowed to submit multiple solutions. Teams can submit solutions for multiple problem statements and they can submit multiple solutions for each problem statement.
- b. Each submission by College students shall be accompanied by a letter issued on college letter head duly signed by college principal/ institute director and bearing the official seal stating that the work is original.
- c. In the case of general public/ start ups, a self declaration stating that the work is original and there is no breach of intellectual property rights copyrights or other rights shall be attached.
- d. To qualify, the Idea/solution should incorporate usage of advanced technologies, data and analytics, and should be scalable into a prototype and a business model/case.
- e. Description of problem statement and solution shall be in the form of a document (in MS Word, or PDF) by following the format below:

- **Title:** Title of your Idea
- **Category:**
- **Sector :**
- **Problem statement:**
- **Overview: The overview of your idea**
- **Past relevant experience if any**
- **Mentors if any :**
- **Details:**
 - Description of background and problem that your idea is going to solve.
 - Description of how your idea works to solve this problem.
 - Design of your idea (i.e. paper prototypes (rough drawings I screen design/ photos etc)
 - Advantages of your idea. Who are the beneficiaries
 - How it will help people I nature
 - Future prospects
 - Plan for scaling up and sustainability
 - Approximate budget
- **Potential difficulties**
 - What are the potential difficulties? Eg. Marketing, Practicality etc
- **Pitch:**
 - If you were to present your idea - how would you present or "pitch it" so that audience/ reviewers/ judges understand your idea.

The document should be maximum of 10 pages in Microsoft Word or PDF format. It should be written in English/ Malayalam. Use charts, diagrams and tables to explain your ideas. Submissions for the IInd stage will be screened by a panel of domain experts to identify teams which will proceed to the final round. The proposed solutions are evaluated by experts on points like the novelty of the idea, complexity, clarity, detailed document, feasibility, practicability, and sustainability, the scale of impact, user experience, and potential for future work progression. The qualifying teams of IInd stage will undergo mentoring from experts to conceptualize in detail their idea/solution for the problem statement and submit a presentation in the designated format.

- **IIIrd STAGE~ BIODIVERSITY IDEATION CHALLENGE 2023**

1. The short-listed teams will present the finished version of their solution/prototype to a jury of leading professionals.
2. The presence of all the Team Members during the presentation is mandatory.
3. Teams are required to make a 15-minute presentation describing their idea and effectively pitch the idea.
4. The first slide should contain team member details, other slides to include the problem statement, proposed solution, advantages, benefit to local community, future prospects, budget, marketing plan etc.
5. No Travelling allowance will be provided for attending the final round.
6. Photo ID is mandatory for participating in the finale.
7. If the judges conclude that sufficient no. of participants do not qualify in the 2nd round in a category/ theme, they may cancel the event.
8. If there is a tie between two or more teams, the final decision will be taken by the judges.
9. The ideas or solutions provided/developed/proposed by the team's must be new and must not have been presented in any previous event/program of any sort.
10. It will be the responsibility of the Team's Representative to allocate the prize money among their team members.
11. Decision of the judges is final.
12. All participants will be provided with participation certificate.
13. All participants qualified to participate in the 3rd round will be provided certificate of merit.
14. The 1st, 2nd and 3rd winners of Biodiversity Ideation Challenge 2023 will be awarded Rs 25,000/-, Rs.15,000/- and Rs.10,000/- memento and a certificate of merit in each category, that is, agrobiodiversity, forest biodiversity and aquatic biodiversity.