

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
National Centre for Innovation in Distance Education
Institution's Innovation Council

GUIDELINES

Pre-Incubation Program at IGNOU

(Student Empowerment Programmes, Development of Business Model Canvas (BMC) and Business Plan Competition-2025)

The Institution's Innovation Council (IIC), Indira Gandhi National Open University (IGNOU) and is actively engaged in fostering its students and alumni towards Atmanirbhar Bharat through promoting, supporting and nurturing the innovator students and alumni of IGNOU interested in setting up their own startups. In this context, NCIDE, IGNOU is excited to call IGNOU students and alumni for registration for a well-structured Pre-Incubation program which can help IGNOU students and alumni progress on their entrepreneurial journey. The program will be of 6-8 weeks duration.

The Pre-Incubation Program will be implemented in Three Rounds.

- In the first Round you will receive training on the Business Model Canvas (BMC). Subsequently, you will have one week to prepare and submit your Business Model Canvas.
- Under the second round, on the basis of review of BMCs received, the participants shortlisted from the first round will be provided the basic training-cum-mentoring on developing a Business Plan and they will be eligible to submit a detailed Business Plan in three weeks.
- In the third round, all the Business Plans will be reviewed and shortlisted. The shortlisted participants will present their Business Plans. The top three teams from the third round will be awarded a Certificate of Merit and cash award of Rs. 10000/-, Rs. 5000/- and Rs. 2500/- respectively. Additionally, all the teams shortlisted at the end of third round will receive further training, guidance, and mentoring on how to set up their startups.

Key steps in each of the Rounds:

1. First Round:

- a. The interested IGNOU students and alumni are invited to register for the Pre-incubation Program, and to begin with the training on Business Model Canvas as per the given link. <https://forms.gle/GAnjNoLtNAduzN738>
- b. IGNOU students and alumni who register for the Pre-Incubation Program will participate in the Idea Validation and Business Model Canvas Student Empowerment Program.
- c. At end of the student empowerment program you will get one week to prepare and submit your Business Model Canvas for the First Round through email/google form.
- d. The shortlisted teams will present their Business Model Canvas in the Mentoring cum Presentation of Business Model Canvas Session.

2. **Second Round:**

- a. The shortlisted teams of the First Round will be provided a short Student Empowerment Programme and Mentoring on "Development of a Business Plan". This training will include guidance on contents of a descriptive business plan document, contents of a business plan worksheet, how to write a business plan, basic understanding of financial projections, what the investors look for in a business-plan etc.
- b. The shortlisted students and alumni who participate in the short Student Empowerment Programme and Mentoring on "Development of a Business Plan" will be eligible to participate in the Third Round of the Pre-Incubation Program which is participation in the Business Plan Competition-2025. They will be eligible to submit a detailed Business Plan and will have three weeks to prepare and submit it.

4. **Third Round:**

- a. All the Business Plans will be reviewed, and shortlisted
- b. The shortlisted teams will present their Business Plans.
- c. All the shortlisted teams which will present their Business Plans will be ranked. The top three will be given a cash prize (Rs. 10,000, Rs. 5000, Rs. 2500) respectively.

All the shortlisted Business Plans will be given the opportunity to pitch further in a subsequent pitching event. It will yield a final list of 10-15 good start-ups ready for industry connect/incubation support.

Who is Eligible to Participate?

The Pre-Incubation Program is open to all the Students and Alumni of IGNOU, who have an innovative idea and intend to launch a Startup.

Why Should You Participate?

If you participate in the **Pre-Incubation Program**, you can look for the benefits like:

- ✓ **Training** on the Business Model Canvas and the development of a Business Plan from industry experts.
- ✓ **A national platform** to showcase your idea/venture.
- ✓ **An opportunity** to network with fellow innovators and entrepreneurs.
- ✓ **The possibility** of incubation and inputs for further progress of your idea/venture.
- ✓ **An E-Certificate** of Participation.
- ✓ **Prize money**, if applicable.
- ✓ **Pitch your Startup idea**

What are the Suggested Themes?

1. Food, Agriculture and Rural Development
2. Clean Energy and Alternate Fuel
3. Clean Water and Water Management
4. Environmental issues and Waste Management
5. *Swacchhata* Initiatives, Health Care, Hygiene, Lifestyle and Sports
6. Smart Transportation and Traffic Management

7. Smart City and Urban Development
8. Social Issues and Security System
9. Semi-Conductors
10. Education and Online teaching-learning System
11. Hospitality, Travel and Tourism
12. IoT based Technologies
13. Any other

Will I Get a Certificate?

An E-Certificate of Participation will be awarded to the teams shortlisted in the First and Second Rounds, provided they attend all the training sessions and submit their Business Model Canvas and Business Plans as per their shortlisting status. Certificate of Merit will be awarded to the Winners of the First, Second and third positions in the Second Round. However, the decision of the University in this regard will be final and binding.

How to Apply?

Interested Student and Alumni of IGNOU having an Innovative Business Idea or Plan for Startup or Entrepreneurship can **register** through Google form with the link <https://forms.gle/GAnjNoLtNAduzN738>

Important Dates

1. Last Date for registering for the Pre-Incubation Program: **31/03/2025.**
2. Conduct of Student Empowerment Programme on Idea Validation and Business Model Canvas (BMC): **3rd Week of April 2025**
3. Mentoring and Presentation of the Business Model Canvas: **4th Week of April 2025.**
4. Training cum Mentoring on Business Plan Development: **1st /2nd Week of May 2025 (Tentative).**
5. Last Date for submitting full Business Plan for the Second Round: **20/05/2025.**
6. Presentation of the Business Plans by the shortlisted candidates **30/05/2025.**

Director, NCIDE