

**Avinashilingam Institute for Home Science and Higher Education for Women**

**Coimbatore- 641043**

**Women's Studies Centre**

**Guidelines for the Social Innovation & Entrepreneurship Competition**

1. The competition has been initiated for the first time starting in the academic year 2016-2017.
2. The applicants should be students or young researchers in colleges/universities/Institutes.
3. Every University/College /Institute can nominate teams of 2 to 3 members for the competition.
4. The winners will be awarded prizes on the International Women's Day March 8, 2017 and will be accompanied by a commemorative plaque and cash awards as follows:

- First Prize      ₹ 5000
- Second Prize    ₹ 3000

5. The Competition will be conducted in two stages

**Stage I**

1. Submissions should be done as a hard copy or via e-mail [sie2017.adu@gmail.com](mailto:sie2017.adu@gmail.com) together with a letter signed by the Registrar/Principal/Director of the respective university/college/Institute endorsing the participating team. Entry fees for each team will be ₹ 200 which can be remitted at the university (Women's Studies Centre) in cash or through DD in favour of the Registrar, Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore 641043.
2. The last date for submission is **22<sup>nd</sup>, December 2016 - 12<sup>th</sup> January 2017**.
3. The Organizing Committee will send the entries to an Independent Evaluation Committee which will evaluate and rate the submitted entries and select the semi-finalists (shortlist 12 entries) by **31 December 2016 - 31<sup>st</sup> January, 2017**.
4. The shortlisted entries will be submitted to a panel of three Judges.
5. The Judges will be experienced entrepreneurs, academics and business organizations identified by the Organizing Committee.

**Stage II**

1. The 12 finalists will be invited to present and defend their entrepreneurial ideas with an oral presentation to the Judges.
2. They will be evaluated by the Judges in order to determine the first and second place winners.
3. The two winners will be announced in the last week of **February 2017** and the Award Ceremony will be organized on the International Women's Day **March 8, 2017**.

## **Judging Process**

1. A team of three judges will evaluate the entrepreneurial ideas.
2. Each Judge will be assigned 4 entrepreneurial ideas.
3. The team of three judges will go over the results and decide on the finalists.
4. The top two highest scores shall receive the first and second prize respectively.
5. Judges must provide their scores and comments on each entrepreneurial idea.

## **Evaluation Criteria**

1. Is the Business Plan clear and well written?
2. Does the team have a clear understanding of the proposal that they have submitted?
3. Does the team have the necessary communications skills to present the proposal?
4. Has the team gone out to the market already to test its ideas?
5. Does the team understand who will be their target market?
6. What is the investment capital required? Does the team have a clear investment plan?
7. How long will it take from the present stage to bring the product to the market?
8. Is the plan realistic?
9. What roles will the team members play in the venture?
10. Are the team members committed to the proposed venture?