NOTIFICATION

Business Plan Competition for school students by Entrepreneurship Cell, IIT Bombay

Entrepreneurship Cell of IIT Bombay is organizing Eureka! Junior, a Business Plan Competition for students of classes 6th to 12th promoting entrepreneurship at a young age. It encourages students' inquisitive minds to bring up innovative ideas and provides them with a platform to present their startup ideas.

The students would be provided workshops and mentoring from business experts for developing their startup ideas. A National level Olympiad is also going to be held for imparting and testing the knowledge about the field of entrepreneurship.

The students have to register by themselves at the official website of Eureka! Junior. (https://eureka.e-cell.in/junior/)

Timeline:
- Registration Deadline: 25 October 2021
- Timeline: 25 October 2021 - 2 February 2022
- Fees: Free of cost
- Mode: Online

Students have to:
- Register at: https://eureka.e-cell.in/junior/ for the competition and the olympiad
- Login using the credentials received on mail after registering for the competition and fill the questionnaire describing their startup idea.
- Participate individually or in a team of 2-3 members for the competition

The detailed brochure of Eureka! Junior is annexed along with the impact report of Eureka! Junior held in previous years.

The Heads of the schools are requested to motivate their students to participate in Eureka! Junior Competition.

Encl: Ann. 1: Brochure of Eureka! Junior
      Ann. 2: Impact Report of Eureka Junior

(Dr. Biswajit Saha)
Director (Skill Education and Training)
Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi - 110016.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi - 110054.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh - 160017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim - 737101.
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar - 791 111
7. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair - 744101.
8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini.
9. The Secretary, Sainik Schools Society, Room No.101, D-1 Wing, Sena Bhawan, New Delhi - 110001
12. The Secretary Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
13. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005.
15. The Deputy Secretary to Chairman, CBSE - for kind information of the Chairman, CBSE.
16. All the Heads of Department of the Board.
17. All the Regional Directors/Regional Officers/Head-COEs, CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions for compliance.
18. Head (Media & Public Relations), CBSE.
19. Assistant Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website.
20. Incharge, Hindi Cell, CBSE HQ – for Hindi Translation of this notification.

Director (Skill Education and Training)
WHAT IS E-CELL IIT BOMBAY?

E-Cell stands for The Entrepreneurship Cell of the Indian Institute of Technology Bombay. We are a completely student-run non-profit organisation. In 23 years, we have become Asia’s Largest student-run entrepreneurship promoting organisation. Our main aim is to cultivate the spirit of entrepreneurship across the country and to help enthusiasts grow their idea. We conduct multiple competitions and initiatives that cater to every category of the entrepreneurship community.
Eureka! Junior is a Business Plan Competition that encourages school students of Class 6th to 12th to bring out their creative ideas and develop an entrepreneurial mindset. Junior provides a platform for students to present their business idea and cultivate it under the guidance of experienced mentors. This is a unique opportunity to solve daily-life problems in an innovative way and convert it into a business.
WHY EUREKA! JUNIOR?

Why should you participate in Eureka! Junior? Is it because your school tells you or because your parents tell you? Eureka! Junior will provide you with a stage to develop all the necessary life skills. We train and guide you through the depths of the Business World. This is the perfect opportunity to test your entrepreneurial skills and to learn and develop alongside the brightest minds in the country. What makes it all the more interesting is, that we help you develop your own company at such a young age. With all of these interesting prospects, let’s delve into the workings of Eureka! Junior!!
Eureka! Junior consists of 6 major phases, spanning a breadth of nearly 7 months. Students of Classes 6-12 can participate in this competition. We have built 3 tracks, for students of Classes 6-8, Classes 9-10 and Classes 11-12.
Phase 1 → Preliminary Workshops

Through a series of **free online** workshops in schools across the country, we aim to provide students with basic knowledge of entrepreneurship.

- **Duration of Workshop:** 1 hour
- **Content:** What is Entrepreneurship? Why Entrepreneurship? What is Idea Generation and Idea Validation?
- **The Workshops are conducted over the months of August, September and October.**
Phase 2 → The Entrepreneurship Olympiad

The National Entrepreneurship Olympiad will be conducted online. There will be 3 different Question Papers for the 3 tracks. The Preliminary Workshop is NOT a prerequisite for the Olympiad, however, attending the workshop will definitely provide an advantage to the students.

- Date of Olympiad Conduction - 31st October
- Duration of Olympiad: 1 hour
- Total Number of Questions: 45 (Multiple Choice Questions)
- Maximum Marks: 50
➢ The syllabus and structure of the question paper is clearly provided on our website.
➢ A Sample Paper is also be provided to give the students a glimpse of the Olympiad.
➢ **Top 100** students in each track will be awarded a “Certificate of Excellence” for their outstanding performance in a pan-India test.
➢ All the participants will receive a Participation Certificate from E-Cell, IIT Bombay
Registrations will only be accepted in the online mode this year, through our website. The registrations will start from 14th August. The last date to register is 25th October.

➢ Click on the “Register” button on the website and enter all the personal details required. Participants can form a team of a maximum of 3 members, i.e. you can participate as an individual or a 2 or 3 membered team. All 3 members **must** be from the same track. Each team should have a team leader, chosen through a mutual decision of the participants.

➢ The next step is to fill the Basic Questionnaire that describes the idea of the team. This Questionnaire is designed to enable the teams to build a complete and comprehensive image of their idea.
Each question represents an important part of the construction of a Business-Plan. All the teams are expected to answer all the questions in the questionnaire in detail.

➢ These answers will automatically be saved on our website. Teams can edit their answers repeatedly until the Registration Deadline. Once the deadline passes, the last submitted answers will be saved automatically in the system. The last submitted answers will be used for the judging process.

Based on the responses to the Questionnaire, the Semi-Finalists will be declared. This process will take approximately two weeks to complete, following which the selected teams will be mailed regarding their selection.
Phase 4 → Preliminary Submission [Compulsory Task]

The semifinalists are required to submit a pitch deck before attending the **Advanced Workshop**. A pitch deck is a presentation which the participants (in .pptx format) need to submit which should cover the following aspects:

1. What is the problem that your team is trying to solve?
2. What is the solution to the problem or how are you trying to solve the problem?
3. Is there a need for the problem you are trying to solve?
4. Who are your customers?
5. Who are in your team and what is the working of each member?

The submission for the same is to be made on the website, using the team’s login credentials.
Phase 5 → Advanced Workshop

➢ The semifinalists will have the opportunity to attend an Advanced Workshop for a more advanced picture and better knowledge of entrepreneurship.
➢ Content of the workshop: Business Model Canvas and Pitching
➢ The workshop will be conducted over 2 weekends, with each of the above mentioned on one day. The Advanced Workshops are scheduled over the 2nd and 3rd weekends of December 2021.
➢ The attendees of the Advanced Workshop will be awarded a “Certificate of Participation in Eureka! Junior 2021”.

Post the Advanced Workshop, the teams will be allowed to submit a final edited version of their Preliminary Submission. This will be using the knowledge and tools they gained in the Advanced Workshop.
Phase 6 → Finals

➢ The finalists will be invited to E-Summit, the flagship event of Entrepreneurship Cell, IIT Bombay.
➢ The finalists are required to pitch their idea in front of a panel of judges.
➢ The Finals are tentatively scheduled in the month of February 2021.
➢ More detailed guidelines would be shared for the finalists at a later stage.
INCENTIVES

1. Prize money worth INR 3 lakhs
2. Certificate from E-Cell IIT Bombay
3. Media Recognition
4. Mentoring and Workshops
Alpha Monitor
(Hemesh Chadalavada)

- **Winner – Eureka! Junior 2019**
  - Project – **Alpha Monitor**
  - Presented idea for a device to monitor the elderly and mental patients.
  - Received mentoring from E-Cell, IITB to develop the idea into a market-ready product.
  - Prototype is awarded [provisional patent](#) in November 2019
  - Awarded **INR 50,000** from E-Cell, IIT Bombay.
  - Sent on a fully sponsored educational trip to **Broadcom Bootcamp**, USA by E-Cell, IIT Bombay
After winning Eureka! Jr.

- In 2021, Pradhanmantri Rashtriya Bal Puraskar - Innovation awarded to Hemesh's project Alpha Monitor.
- Hemesh won Ideate For India for Alpha Monitor.
- Hemesh is preparing to launch Alpha Monitor in the market for the general public.

I truly admire Hemesh Chadalavada's sensitivity. Seeing his grandmother suffer from Alzheimer's, he decided to work on a 'Smart Wristband' that would help monitor aspects that relate to this disease. Congratulations on being conferred the Rashtriya Bal Puraskar 2021!
Recyclable Paper Pencils (Daksh Mistry, Param Patel)

- Winner – Eureka! Junior 2020
- Presented an idea for pencils to be made from recycled paper or waste generated after sharpening pencils.
- Received mentoring in Eureka! Jr. to build a business model that could make the product commercially viable.
- Awarded prize worth INR 1Lakh and invested it to take the product to market.
- Currently selling 4000+ pencils per month, with monthly revenue of INR 25,000.
Things Finder
(Aabhas Senapati)

- Runner up – Eureka! Junior 2020
- Presented the idea for a device to track daily use objects to help Alzheimer patients.
- Received mentoring in Eureka! Jr. and developed a Minimum Viable Product (MVP).
- Awarded prize worth INR 50,000 from E-Cell, IIT Bombay.
- Admitted into Gujarat University Incubator, received a grant of INR 2 Lakh for prototype development from Government of Gujrat.
Past Year Associates

guru
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Vedantu
LIVE ONLINE TUTORING

msmex
Accelerating Growth

Classtime

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EUREKA! ROAD TO ENTERPRISE 2021 junior