KALINGA UNIVERSITY
RAIPUR | INDIA

NAAC ACCREDITED

nirf RANKING 2025 | Ranked in Top 101-150 Universities

Campus On

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PRESENTS

# IDEATHON 6.0

## THINK IT, PITCH IT, WIN IT

### BUSINESS PLAN COMPETITION 2026

ORGANISED BY

**Faculty of Commerce & Management**

23rd & 24th November 2026

## Prizes Worth

## INR 1,20,000/- to be Won

# ABOUT KALINGA UNIVERSITY

| | | |
|---|---|---|
| 8000+ **Students** | 600+ International Students from 33 Countries | INR 3 Cr+ Scholarships Distributed |
| 130+ Programs | 400+ Recruitment Partners | 7200+ Research Publications |
| 562+ Patents | 4263+ Books/Book Chapters | 9 Startups |
| 200+ MoUs Signed | 8 Centres of Excellence | 100+ Laboratories |

Kalinga University, established in **2013**, stands out as one of the leading private universities strategically located in the Smart City of New Raipur, Chhattisgarh. The University has consistently ranked among the top **101–150** universities in India under the **NIRF Rankings 2025** for the fourth consecutive year and has also received a **NAAC B+ accreditation,** continuously shining on the horizons of high-quality education.


## ABOUT THE FACULTY OF COMMERCE & MANAGEMENT

The Faculty of Commerce and Management of Kalinga University focuses on imparting the highest quality of education and exposure related to the economy and businesses to produce next-gen leaders. With an NBA-accredited MBA programme and industry-oriented comprehensive programmes, the Department of Management of Kalinga University trains young managers with a global level of knowledge about managerial and entrepreneurial skills. Learn how to operate a business while exploring the impact of economic, social, cultural, political, and technological decisions on companies and society, positively or negatively. With our innovative teaching pedagogy, students become well-equipped with various problem-solving skills through case studies and practical exposure. Our programs offer units that focus on key principles of commerce and their application in the industry. The vision of this department is to ensure that our students have an industry-relevant degree.

What is

# IDEATHON 6.0

Kalinga University seeks to nurture creativity and entrepreneurial skills amongst early-stage entrepreneurs. IDEATHON 6.0 is a platform for school, university and college students across the globe to develop their business ideas and compete for the opportunity to win cash prizes and certification. Kalinga University helps you bring your idea from concept to pitch.

**Vision:** To build a vibrant entrepreneurial ecosystem that nurtures innovation, sustainable startups and future-ready leaders.

**Mission:** To inspire innovation, empower aspiring entrepreneurs, and support the creation of impactful, ethical, and sustainable startup ventures through mentorship, collaboration, and industry engagement.

## Who Can Participate?

- Category A – School Students (IX-XII)
- Category B – College/University Students (UG, PG, & Research Scholars)

## Themes

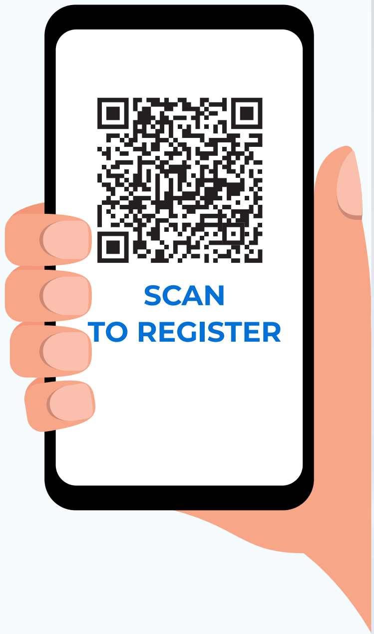
- AI, DeepTech and Emerging Technologies
- AI for MSMEs and Digital Business Transformation
- Climate-Tech, Green Energy and Net Zero Solutions
- Circular Economy, Waste-to-Wealth and Sustainable Consumption
- Sustainable Agriculture, Food Security and Rural Innovation
- HealthTech, Preventive Healthcare and Mental Wellness
- Cybersecurity, Digital Trust and Online Safety
- Smart Mobility, Traffic Management and Smart Cities
- FinTech, Digital Finance and Financial Inclusion
- E-Governance, E-Commerce and Digital Marketing
- Future Education, EdTech and Gamified Learning
- SpaceTech, DroneTech and Disaster Management
- Social Innovation, Swachh Bharat and Community Development
- Water Conservation, Sanitation and Sustainable Living
- Women Safety, Accessibility and Inclusive Design
- Tourism, Hospitality, Culture and Creative Economy
- Advanced Manufacturing, Production and Industry 4.0
- Fitness, SportsTech and Active Lifestyle
- Blockchain, IoT and Smart Infrastructure
- Vision India@2047: Innovations for a Developed India
- Open Innovation: Any Other Creative, Social or Business Idea

**Note**: Accommodation facility is available on a chargeable basis as per the University norms.

**Fill out your details and register yourself to participate in**

# IDEATHON 6.0.

The registration fee must be paid using the QR Code and Account Details in the registration form.




**Registration Fee per team for Ideathon 6.0**

| | Round 1 (Entry Fee) | Round 2 (For shortlisted Team) |
|---|---|---|
| Indian Team | INR 200 | INR 1500 |
| International Team | USD 5 | USD 15 |

# In Round 1

- A registration fee of INR 200/- must be paid to complete the 1st round registration. International teams can register for USD 5. All registered teams are required to share their Business Plan in PDF format (maximum 50 pages).
- The Business Plan must be prepared as per the given template.
- A Panel will screen the submitted Business Ideas and will choose the finest ones for the Second Round.
- The business plans to be submitted to ideathon@kalingauniversity.ac.in

# In Round 2

- All selected teams must enrol for the next round with INR 1500/- and international teams must enrol for the next round with USD 15x and present their detailed business plan before the panel.
- Note:
  - Maximum presentation time: 15 Minutes per team.
  - Maximum number of members in a team: 5.
- The panel will decide the best business plan. Cash prices shall be awarded to the winners of Round 2, and the best ideas, as deemed by the panel, will also receive Incubation Opportunities from Kalinga University, Naya Raipur.

## Business Plan Template

Participants may use their own template or follow the suggested template to develop their business proposal.

## Section 1: Executive Summary

- Basic introduction of the company.
- Present the company's mission and vision.
- Describe the company's product and/or service offerings.
- Give a summary of the target market and its demographics.
- Summarise the industry competition and how the company will capture a share of the available market.
- Give a summary of the operational plan, including inventory, office labour, and equipment requirements.
- Describe the technological adoption and IPR issues.

## Section 2: Industry Overview

- Facts explaining present industry scenarios.
- Describe the company's position in the industry.
- Describe the existing competition and the major players in the industry.
- Provide information about the industry that the business will operate in, estimated revenues, industry trends & government influences.

## Section 3: Market Analysis and Competition

- Define your target market, their needs, and their geographical location.
- Describe the size of the market, the units of the company's products that potential customers may buy, and the market changes that may occur due to overall economic changes.
- Give an overview of the estimated sales volume vis-à-vis what competitors sell.
- Give a plan on how the company plans to combat the existing competition to gain and retain market share.
- Conduct a SWOT analysis.

## Section 4: Sales And Marketing Plan

- Describe the products that the company will offer for sale and its unique selling proposition.
- List the different advertising platforms that the business will use to get its message to customers.
- Describe how the business plans to price its products in a way that allows it to make a profit.
- Give details on how the company's products will be distributed to the target market and the shipping method.
- Explain the major bottlenecks the company will face and how the company plans to overcome them.

## Section 5: Management Plan

- Describe the organisational structure of the company.
- List the owners of the company and their ownership percentages.
- List the key executives, their roles, and remuneration.
- List any internal and external professionals that the company plans to hire and how they will be compensated.
- Include a list of the members of the advisory board, if available.
- Mention the major highlights of the company's HR policy.

## Section 6: Operating Plan

- Describe the location of the business, including office and warehouse requirements.
- Describe the company's labour requirement. Outline the number of staff that the company needs, their roles, skills training needed, and employee tenures (full-time or part-time).
- Describe the manufacturing process and the time it will take to produce one unit of a product.
- Describe the equipment and machinery requirements, and if the company will lease or purchase equipment and machinery, and the related costs that the company estimates it will incur.
- Provide a list of raw material requirements, how they will be sourced, and the main suppliers that will supply the required inputs.

## Section 7: Financial Plan

- Describe the financial projections of the company by including the projected income statement, projected cash flow statement, and the balance sheet projection.
- Fundraising from Venture Capitalists, etc.
- Details of loans/debt and sources.

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- Details of loans/debt and sources.

### Section 8: Appendices and Exhibits (Optional)

- Quotes for building and machinery leases.
- Proposed office and warehouse plan.
- Market research and a summary of the target market.
- Credit information of the owners.
- List of products and/or services.
- Sources and Uses of Funds.

### Reputed Institutions Which Participated in Previous IDEATHON

- La Trobe University, Melbourne, Australia
- IIT Guwahati
- IIT-BHU
- IIT Kharagpur
- IIIT Pune
- IIM Ahmedabad
- IIM Bangalore
- MANIT Bhopal
- NIT Hamirpur
- Delhi University
- SKUAST, Kashmir
- University of Madras
- Christ University Bangalore
- University of Mumbai
- Chandigarh University
- IISCR
- SRM
- Manipal, Bangalore
- Universitas Islam Indonesia
- Savitribai Phule University, Pune
- Indian Institute of Technology, Hyderabad
- University of British Columbia
- University of Waterloo

# Cash Rewards

## The panel will decide the best business plan team from each category:

**Category A - (School)** | **Category B - (College/University)**

| | |
|---|---|
| **Winning Team:** | **INR 25,000/-** |
| **First Runner-up:** | **INR 15,000/-** |
| **Second Runner-up:** | **INR 10,000/-** |
| **2 Businesses with Potential:** | **INR 5,000/- Each** |

# IMPORTANT DATES

## Round 1

REGISTRATION START DATE:
**1ST AUGUST 2026**

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CLOSING DATE:
**12TH SEPTEMBER 2026**

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ANNOUNCEMENT OF SHORTLISTED TEAMS:
**19TH SEPTEMBER 2026**

## Round 2

REGISTRATION:
**21ST SEPTEMBER 2026**

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CLOSING DATE:
**7TH NOVEMBER 2026**

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PRESENTATION OF BUSINESS PLAN (ONLINE/OFFLINE)
**23rd and 24th November 2026**

***Terms & Conditions:**
**The teams should get a minimum score of 50% to be eligible for the reward.**

## Convenor

**Dr. Shrikrishna Urkuda Dhale**
Dean, Faculty of Commerce and Management, Kalinga University

## CO-CONVENOR

**Dr. Nishtha Sharma**
HoD, Department of Management, Kalinga University

## COORDINATORS

**Dr. Satvik Jain**
Assistant Professor, Department of Management

**Dr. Divya Nandini Sharma**
Assistant Professor, Department of Management

**Ms. Angel Mary Xess**
Assistant Professor, Department of Management

**Mr. Abhishek Jaiswar**
Assistant Professor, Department of Management

## ORGANISING COMMITTEE

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**Railways:**

Raipur Junction railway station is situated on the Howrah-Nagpur-Mumbai line of the Indian Railways (via Bhusawal, Nagpur, Gondia, Bilaspur, Rourkela, Kharagpur) and is connected with most major cities.

**Airport**

Swami Vivekananda Airport is the primary airport serving the state of Chhattisgarh. The airport is located 15 km south of Raipur near Atal Nagar.