

## **'Business Plan Competition for Women Students'**

Under I<sup>3</sup> Forum: Innovate India 2010, Conference on Leveraging Innovation for value creation

NRDC announces its Business Plan competition on 11 – 12 November 2010 under “**Innovate India 2010, conference on Leveraging Innovation for Value Creation**” for women students. The aim of the competition is to help women students to acquire entrepreneurial skills and to improve the chances of entrepreneurial success by exposing students to quality feedback, investment opportunities, and a chance to explore some of the most competitive and innovative entrepreneurial enterprises.

**Date:** 11 – 12 November, 2010

**Venue:** National Science Seminar Complex, Indian Institute of Science, Bangalore.

**About NRDC** – National Research Development Corporation, New Delhi established in 1953 by the Government of India, the primary objective of NRDC is to act as a catalyst to promote, develop and commercialise the technologies / know-how / inventions / patents / processes emanating from various national R & D institutions. Other major areas of activities of NRDC include facilitation of trade and business in science and technology in India and abroad, encouragement and advancement of research, propagation of inventions and innovators enabling the benefits to the techno-entrepreneurs through its IPR assistance.

NRDC also endeavour to leverage technology and narrow the technology divide between rural and urban India and enable common people to reap the benefits of technological development.

**1. Eligibility:** Women students registered in Bachelors, Masters or PG Diploma, pursuing studies in Science, Engineering or Business Management or Commerce etc.

### **Conditions:**

- Proposals to be forwarded through HOD certifying the authenticity of the work.
- Not more than two students will be allowed in a team.
- Preliminary screening of proposals received by NRDC.
- Only selected candidate will be invited to present their proposals at Bangalore.
- Presentation of selected proposals by student(s) at venue.
- Evaluation and selection of proposals for final award by a group of experts at event.
- No TA/DA will be paid for attending the conference at Bangalore.
- NRDC reserves all the rights to accept or reject any proposal without any reason.

**2. Prize Money :** Maximum of three cash prizes of Rs. 10,000/- each and maximum of five consolation prizes of Rs. 1,000/- each with certificate of merit

**3. Registration:** Every participant should register herself as a delegate under ‘I<sup>3</sup> Forum: Business competition plan for women student’ section on our website [www.innovate-india.in](http://www.innovate-india.in). The registration fee for each participant is Rs. 600/-, which can be paid either online or through Cheque/DD in favour of NRDC payable at New Delhi.

**4. Deadline:** All proposals should reach to the NRDC, New Delhi office (address given below) on or before 20<sup>th</sup> October 2010 with the subject line ‘Business Plan Competition For Women Students: I<sup>3</sup> Forum 2010’.

### **National Research Development Corporation**

(An Enterprise of DSIR, Ministry of Science and Tech., Govt. of India)  
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Website – [www.nrdcindia.com](http://www.nrdcindia.com), Event website – [www.innovate-india.in](http://www.innovate-india.in)

## **Proforma Of Application Form**

1. Title of proposal
2. Name (s) of the student:
3. Qualifications:
4. College/University:
5. Contact address with mobile/ Tel./ email
6. Contact details of the HoD/Principal/ Director of your University/ College/Organisation:
7. Certificate of authenticity of work from the competent authority of the Institution
8. Detail description of the Business Plan

Place

Signature

Date:

## Guidelines to prepare Business Plan

### **I Business opportunity identification**

- a) New/already existing business
- b) Reason for selecting such activity
- c) Your exposure pertaining to the business idea
- d) Expertise available

### **II Market assessment**

- a) Description of target market
- b) Consumer needs
- c) Extent of cooperation (basis of competition, strength and weaknesses of competitors or their reaction to the presence of new entrant)
- d) Market environment (change in consumption pattern and, consumer taste & preferences)
- e) Advancement in the technology (study market in terms of advent of possible substitute product need to be studied)
- f) Market analysis prediction
- g) Potential distribution of your product

### **III Elements of demand**

- a) Production description
- b) Value of product
- c) Customer group – whether wholesale market or segment
- d) Geographical area – whether products to be marketed only within a certain radius from the location unit
- e) Time period – whether demand of product is for longer period i.e. 5 or 8 or 10 years from commencement or production
- f) Cost analysis for producing the product
- g) Value of your product
- h) Manufacturing process
- i) Delivering mechanism

### **IV Supply Analysis**

- a) How and where the product is to be sold
- b) Marketing tools (study competitors, substitute products availability)
- c) Defensive plan of action

### **V Understanding the environment**

- a) Change in consumption pattern
- b) Technology change
- c) Emergence substitutes
- d) Government policies
- e) Social changes

### **VI Financial Information**

#### Cost of project

- Sources of finance
- Are there entrepreneurs with sufficient equity

#### Technology

- Is the technology imported or indigenous
- If imported, does the cost policy allow

#### Extent of profitability

- Sales turnover
- Breakeven Point