DEPARTMENT OF MICROBIOLOGY
SANATANA DHARMA COLLEGE, ALAPPUZHA

IDEA IGNITION

An Innovation Challenge!

Calling all Undergraduate Innovators!

A business idea competition focused on innovative solutions

Funded by DBT STAR Scheme

Get Ready to Ignite Your Ideas!

March 18th, 2026

2 PM

Department of Microbiology

Scan here for registration

Compete for exciting prizes and recognition !!!

PROGRAMME COORDINATOR
MRS VEENA P KUMAR

HEAD OF THE DEPARTMENT
DR. DHANYA V

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IDEA SUBMISSION:

-Business plans may be submitted by individuals or by a team.
-Teams should not have more than 3 members.

REGISTRATION DEADLINE

• Do the registration on or before 18th March, 10 AM using the google form link
• Fill out the Google form carefully before submission.

PRESENTATION:

• Selected teams should present their business plans in front of the judges using PowerPoint
• Teams should bring the soft copy on a CD/Pen drive while attending the competition.
• Only one person from the team should present the idea.
• Presentation time: 10 min (7 min + 3 min interaction).

JUDGING CRITERIA:

•Novelty of the product.
• Financial feasibility of the business.
• Quality of products, services, and/or solutions.
Market opportunities and competition.
• Scientific aptness of the product within the field of Life Sciences.
• Overall attractiveness of the venture.