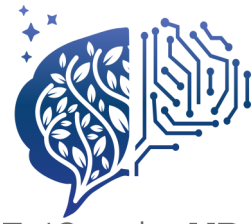


**Rotaract**  
University of Kelaniya



EdScale **UP**



# AGRI~THON

**THE PLAN TO FEED THE FUTURE**

## **GUIDELINES AND RULES**

# REGISTRATION AND COMPETITION GUIDELINES

- Each team should get registered between 10<sup>th</sup> January 12.00 a.m. to 28<sup>th</sup> January 11.59 p.m.
- All Registered teams will receive an opportunity to participate and represent the team in the Brainstorming session which will be done prior to the competition.
- A team must contain 3 to 5 members.
- One person can represent only one team.
- Proposals must be submitted in English & presentation should be done in simple and clear language.
- The proposal must be uploaded as a single document, in PDF format along with videos as per the instructions.
- Only the entries received on or before the specific deadline will be accepted.
- School students, Undergraduates of any University or Higher Educational Institute, Youth technologists and Industry professionals are eligible to participate in this competition.
- Participants in a team should represent a School, University, Higher Educational Institute or Youth Clubs & Forums.
- The ideas presented should be authentic and innovative.
- The proposal containing the idea should be adhered to the sample proposal structure and the guidelines provided.



# PROPOSAL SUBMISSION

- Submission of proposals will be accepted from 28th January 12.00 a.m. to 5th February 11.59 p.m.
- Submitting the proposal before the deadline is a must.
- Please ensure to use the email you used for registration, to submit the proposal.
- The basic elements of your proposal, presentation should allow judges to understand your Agritech solution.
- Requests for deadline extension will not be considered under any circumstances.
- Proposed idea cannot be changed but the final presentation may include additional features.

# PROPOSAL CATEGORIES

- Crop Production
- Animal Husbandry
- Plantation Management
- Fishery Industry
- Aqua Culture
- Floriculture



# SELECTION PROCESS LEVELS

- **Level 1 – Initial Pitch:** The submitted proposals will be shortlisted into 30 teams, category wise.
- **Level 2 – Semi-finals:** 10 teams will be selected from each of the category for finals.
  - 1.University & Industry professionals
  - 2.School
- **Level 3 – Finals:** 3 winning teams (Champion, 1<sup>st</sup> Runner up, 2<sup>nd</sup> Runner up) will be selected from each category and the awarding will take place at the Agri-thon final event.
  - 1.University & Industry professionals
  - 2.School
- **Final 06 Teams** will be given one-month long prototype implementation period to develop their ideas into products.

## WEBINARS

- **Agri-thon** will consist of an initial brainstorming session for creating awareness on Agritech for all the participants.
- All participants are required to attend the webinars on Design Thinking, Marketing, Entrepreneurship and How to pitch.
- Finalists will have to attend training session workshops on Startup opportunities and Business Canvas Model.
- Webinar sessions will be conducted only in virtual mode and the attendance is compulsory.



# IMPLEMENTATION

- During the implementation period of Agri-thon, each team will be allocated a mentor.
- All communications will take place through our web platform which will be given access to the registered teams with conditions.
- Final presentations should be uniquely created by each team.
- Resources for development will not be provided during the period of idea implementation of Agri-thon or prior.
- As the schedules will be well maintained, the teams are requested to be present on time for any scheduled event.

# RULES AND REGULATIONS

- Any unreceived or unresponsive entries are beyond our response.
- The entries should strictly exclude content with any prohibited, offensive, inappropriate or illegal content that may harm this event in any way.
- The decisions of the judges will be final and not subjected to change.
- The developed content, proposal and idea will solely be owned by the developing team.
- Any incomplete or unauthentic entries or ideas will be rejected.



# CONTACT US

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