

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 11th January 12.00 a.m. to 29th 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.
- 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.
- The teams from the school category should have a teacher in charge and his/her contact details to be included in the proposal.



PROPOSAL SUBMISSION

- Submission of proposals will be accepted from 29th January 12.00 a.m. to 6th 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 25 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:** 5 teams will be selected from each category and the 3 winning teams (Champion , 1st Runner Up , 2nd Runner up) will be awarded at the Agri-thon final event.
 - 1.University & Industry professionals
 - 2.School
- **Final 5 teams** from each category 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, Digital 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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