#BAG-IT CHALLENGE

HACKATHON

An Initiative by Tamil Nadu Pollution Control Board

Inviting innovative ideas and solutions on the theme

Cost effective and affordable cloth bag with an aim of "Oru rubai Manjappai" (one rupee cloth bag)

Registration starts from **8th Nov 2023**

Registration closes: 22nd Nov 2023

A weeklong Bag-it Hackathon 2023 will be held from 24th Nov 2023 to 1st Dec 2023

Cash prizes up to ₹**1** lakh

Scan here to Apply

Register and submit your ideas https://forms.gle/a2KSefj58DnM7Xrb8

IMPORTANT DATES

Qualification	8 Nov 2023	22 Nov 2023	24 Nov 2023
	Opening registration	Last date for registration	Shortlisting applicants

Evaluation	24 Nov 2023	29 Nov 2023	1 Dec 2023
	submission template and link for submission will be sent to the applicant's mail id	Last date for submission as per format	Evaluation by expert committee

Finale	4 Dec 2023	7 Dec 2023	7 Dec 2023
	Final Shortlisted applicants will be intimated over email	Shortlisted applicants to present their ideas to the expert committee	Announcement of results

Date of Felicitation of Winners will be intimated on the finale

Hackathon prize

Eligibility criteria
- No age limit
- Individual/ Team =< 3 members
- Multiple entries are allowed

₹ 1 lakh   ₹ 75 k   ₹ 50 k

Visit https://tnpcb.gov.in/meendummanjappai/ for more details (Scan QR)

For enquiries mail us at
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HACKATHON

BAG - it CHALLENGE

Hackathon on Cost effective affordable Cloth bag- "The Bag-It challenge"

Tamil Nadu Government banned the use of one time use and throwaway plastics irrespective of thickness as per vide GO. 84 dated 25.06.2018 effective from 1st January 2019.

Despite the rigorous implementation of these regulations, including inspection raids and awareness campaigns throughout the state, the use of single-use plastic carry bags continues to persist in contravention of the bans. This persistence can be attributed to several factors, including the cost-effectiveness and functional advantages of plastic. Many alternatives such as paper or reusable bags, while more environmentally friendly, tend to be more expensive and may not offer the same level of durability and convenience as plastic."

Further on Government of Tamil Nadu launched a peoples campaign namely "Meendum Manjappai" on December 2021. Meendum in Tamil means once again and Manjappai means the yellow bag. The campaign has brought focus on the age-old ecofriendly tradition of always carrying a yellow cloth bag. The Meendum Manjappai campaign is a call for back to basics into the future. However, the convenience associated with SUPs often poses a challenge in persuading people to switch to more eco-friendly options.

To address this challenge, Tamil Nadu Pollution Control Board has planned a Hackathon with a primary objective to generate creative ideas and develop cost-effective cloth bags that are appealing to a wide range of people. By making eco-friendly options more attractive and accessible, the hope is to eradicate the use of single use carry bags.

The hackathon will be a valuable platform for entrepreneurs, innovators and designers to collaborate and create practical, appealing and cost-effective cloth bags. These bags can then be introduced into the market as alternatives to single-use plastics. The hackathon may also involve identifying sustainable materials and manufacturing methods, as well as strategies for promoting the adoption of these eco-friendly bags among consumers.

1. Hackathon for Cloth Bag

The Hackathon has been planned in line with the Meendum Manjappai strategy to Coordinate with stakeholders to popularize sustainable Eco-friendly alternatives and to work with Industry, MSME and other stake holders for large scale production of Eco-friendly alternatives.

Manjappai vending machines (cloth bag vending machines) were installed in strategic locations with high public footfall such as transit hubs, commercial spaces, government offices and marketplaces to make it more accessible for public. And these cloth bags are sourced from local SHGs in the State and provides livelihood creation opportunities. The cloth bags are accessible to almost every individual at very reasonable price of INR 10 thus ensuring no one is left behind.

But based on the public feedback the cost seems to be on higher end when compared to the plastic carry bags. To solve this issue the participants are to use natural textile, biodegradable, low cost, indigenous, environment friendly alternatives such as cotton, wool, silk for replacing single use plastic bags. Suggesting cost effective, robust designs for the following segments of various capacities (volume and weight)
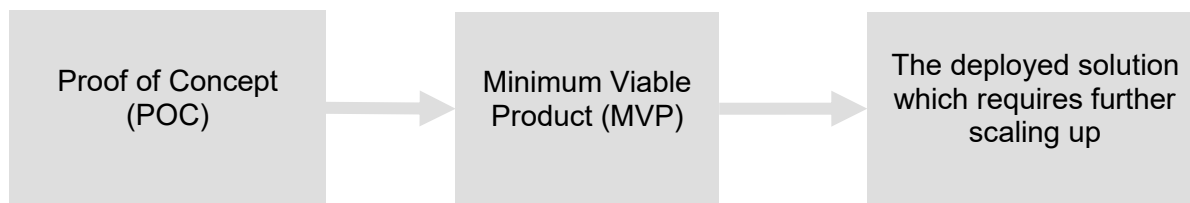
2. Eligible applicants

Applications shall be received from the participants based on the qualification criteria mentioned below

- No age limit
- Hackathon is open to anyone with an interest in developing solutions to environmental problems.
- Participants should have skills in one or more of the following areas
  Design, Engineering, Manufacturing, Marketing, Business development
- Participate as individuals or as team of not more than 3 members
- Multiple entries are not allowed

The applications shall be invited from the following categories of entrants

1. Students/ Research Scholars/ Environmentalists
2. Individuals
3. Startups/ MSMEs
4. Education/ Research Institutes
5. Industries/ For-Profit and Non-Profit Organizations/ Government/ Non-Government Organizations

The product/service should at least be in any of the following stages

Proof of Concept (POC)	→	Minimum Viable Product (MVP)	→	The deployed solution which requires further scaling up

3. Theme:

- Cost effective and affordable cloth carry bag which is substitute for Plastic carry bag in terms of cost and functionality

4. Application Process

The preliminary applications shall be submitted under the theme Cost effective and affordable cloth bag. The initial application will be submitted with eligibility requirements like Aadhar and a short note (100 words). The preliminary evaluation of the applications will be done based on the short note and the eligibility of the applicant. The applications that pass the eligibility criteria will be given templates for submission of concepts and ideas in detail via email which will run over the week-long Hackathon.

5. Problem statement

Design of eco-friendly and durable cloth carry bag that can withstand heavy weight and repeated use making it more appealing, convenient and affordable by technological interventions and sustainable business model that promotes the production and distribution of cloth carry bags in a cost-effective manner with a goal of providing one rupee cloth bag ("Oru Ruba Manjappai").

6. Expert Committee

The applications shall be evaluated by expert committee with members from eminent persons and leaders in the field of environmental science, Central Institute of Petrochemicals Engineering & Technology, Fashion technology and technical members from TNPCB. The applications shall be evaluated based on feasibility and the specificity of the idea.
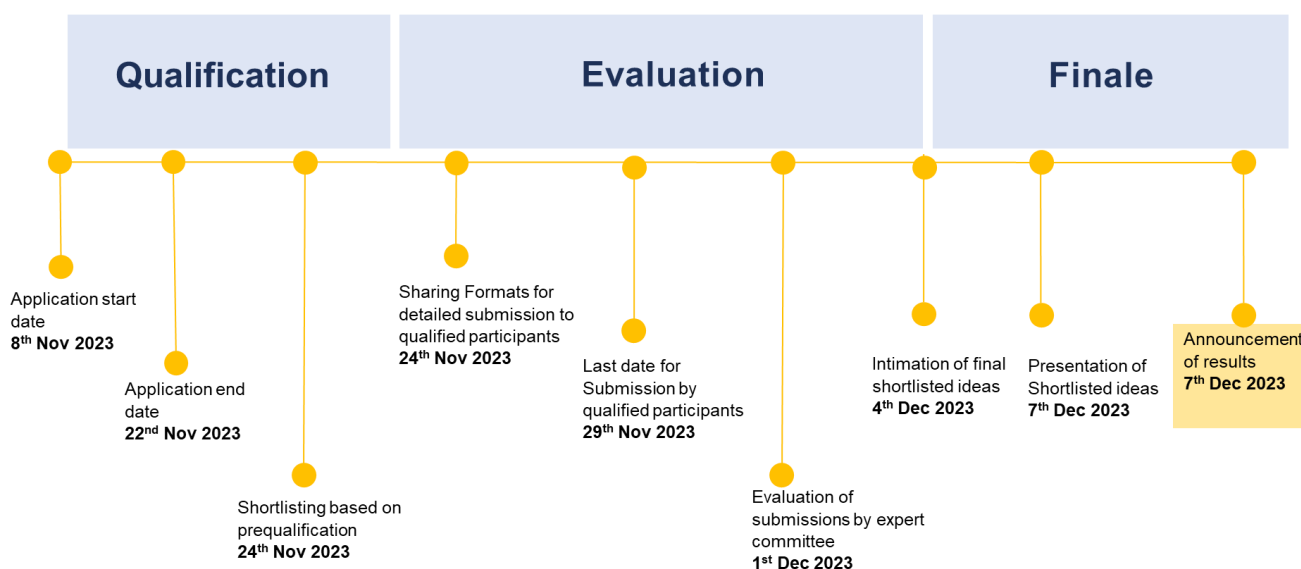
The expert committee for the preliminary screening of the ideas and innovations from the weeklong Hackathon event to shortlist 10 ideas to evaluate the final presentation of these ideas by the shortlisted 10 participants.

7. Timeline

The sequence of events related to the Hackathon along with tentative dates for each activity has been provided below –

Application Date: 8th November 2023

HACKATHON TIMELINE

Qualification	Evaluation	Finale

Application start date
8th Nov 2023

Application end date
22nd Nov 2023

Shortlisting based on prequalification
24th Nov 2023

Sharing Formats for detailed submission to qualified participants
24th Nov 2023

Last date for Submission by qualified participants
29th Nov 2023

Evaluation of submissions by expert committee
1st Dec 2023

Intimation of final shortlisted ideas
4th Dec 2023

Presentation of Shortlisted ideas
7th Dec 2023

Announcement of results
7th Dec 2023

8. Hackathon event

1. TNPCB shall host the Hackathon and invite applications from participants across the State. Link for initial **application google form - https://forms.gle/a2KSefj58DnM7Xrb8** or Scan this QR code.

2. The interested candidates and participants will have to apply through the online google form. The preliminary application will include details regarding their
    o Educational qualification
    o A short note on any idea/ innovation related to cost effective cloth carry bag
    o Number of team members, other details, and their age proof (preferably Aadhar card)

3. The received applications shall be screened to include applications that meet the eligibility criteria.

4. All the eligible applicants will receive the submission templates via email on the start day (T+10 days) of Hackathon. The evaluation of the ideas/ solutions/ innovations for the problem statement will be done by an internal expert committee. A total of 10 participants (based on the response) will be shortlisted from all the applications that are submitted.

5. The shortlisted candidates will be requested to present their solutions in person at the presentation to be conducted on T+21 days. Selected applicants will be informed 3 days in prior to the presentation/ Hackathon event.

6. The presentation for the Hackathon event shall be organized in the TNPCB head office and winners shall be announced after completing the evaluation for all applications by the expert committee based on relevant scoring guidelines which shall be detailed out separately. Each participant will be given a presentation time of 10 minutes and grace time of 5 minutes for presenting their ideas and solutions.

   (Exact date, venue and time of the event will be communicated to the participants 3 days prior to the event)

7. Felicitation of the winners will be intimated on finalization of the date through mail

8. TNPCB shall collaborate with academic institutes for technical and knowledge support. The organisations that will be considered for the selection of the expert panel will be CII, Anna University, IIT Madras, NIFT,MSME,WDC, TNCDW etc.

9. Evaluation Criteria

The evaluation of ideas/ solutions/ innovations will be evaluated on the following criteria.

- Originality
- Relevance
- Innovation
- Scalability
- Affordability
- Replicability
- Practicability and feasibility
- Sustainability

10.   Award Ceremony

The winners and the felicitation date shall be announced on the day of Finale. The participants shall be provided with certificate of participation. The winners shall be awarded with mementos and cash prizes. There shall be 3 prizes as mentioned below.

1.   **1st Prize**   - Rs. 1,00,000/-

2.   **2nd Prize**   - Rs. 75,000/-

3.   **3rd Prize**   - Rs. 50,000/-

The winners shall be featured on digital publications of TNPCB such as Meendum Manjappai website and Manjappai mobile application

Overall, the Hackathon would provide a platform for students and startups to present their ideas to leader and eminent professionals in the industry and give them an opportunity to scale and commercialize. It would help the Government and TNPCB in trying out various concepts derived from the hackathon to combat their fight against Single Use Plastic.