

REPORT

PINEATHON-NATIONAL LEVEL BUSINESS PROPOSAL IDEA COMPETITION 'Azadi ka Amrut Mahotsav'

14.9.2021

Vidya Vistar Committee and Department of Food Technology of Vivekananda College in collaboration with Government Model College, Deithor, Assam and Department of Home Science, Sri Venkateshwara University, Tripura organised Pineathon 2021- A national level business proposal Idea Competition on the occasion of 75 years of India's Independence-"azadi ka Amrut Mahotsav". The objective of competition was to promote the spirit of entrepreneurship and self reliance (atma-nirbharta) among budding innovators. Innovative and unique ideas of processed pineapple were invited across india to develop sustainable ways and methods to utilise Pineapple and to provide feasible solutions for pineapple cultivators of rural India. The twin objective of promoting entrepreneurship as well as employment generation was at the heart of the competition.

The competition was held across India with the support and guidance of Dr. Hina Nandarajog. It was conceptualised and implemented by Dr. Sukhneet Suri, convenor of Vidya Vistar Committee, and Teacher in Charge of Food Technology department of Vivekananda College in collaboration with Dr. Suchitra Tripathi, Co-Convenor of the competition from Sri Venkateshwara University, Tripura . The organising committee members were Ms. Rachna Megh, Dr. Meena Pandey, Ms. Vandana Rathore, Dr. Arushi Jain and Mr. Dibya Jyoti Das.

The team designed a template with prescribed format of business proposal where the idea of processed product could be for any part of the pineapple plant/fruit. The last date of submission was 18th August 2021 and the 7 entries were received for the competition. Ideas for Jams, Bakery products to immunity booster beverages were received which reflects a high potential for growth in the segment.

VIDYAVISTAR COMMITTEE & DEPARTMENT OF FOOD TECHNOLOGY
of
VIVEKANANDA COLLEGE
in collaboration with
Government Model College, Deithor, Assam
and
Department of Home Science, Sri Venkateshwara University, Tripura
is organising
PINEATHON 2021
on the occasion of
75 years of India's Independence-"Azadi ka Amrut Mahotsav"
NATIONAL LEVEL BUSINESS PROPOSAL IDEA COMPETITION

GUIDELINES FOR PARTICIPANTS

- The business proposal can be for any part of pineapple plant/fruit.
- Last date for submission of proposals is 18th August 2021 till 5pm.
- Competition is open for citizens of India.
- Submission of Aadhar card is mandatory in case of all participants.
- The decision of the judges will be final.
- All entries should be property of Vivekananda college.
- Candidates are required to make a copy of the Google slide format using the link given below, download it as PPT and then edit and submit the same using the google form link provided below. The format can be downloaded using link: https://docs.google.com/presentation/d/1DaXAOZn3ta0u0R_5D9u5T2mcCf55xv1bCDEYAVMxopu/edit?usp=sharing
- Proposals not submitted in prescribed format will not be considered for competition.
- Candidates are required to submit the form using this link: <https://docs.google.com/forms/d/16Q3454F4Mpe3xJdOMH7YkxSinnptCkQd77co8a74edit?usp=sharing>
- Cash prizes will be given to the winners: INR 1500 as 1st prize, INR 1000 as 2nd prize and INR 500 as 3rd prize
- Participants and prize winners shall receive certificate of appreciation.

Convenor:
Dr. Hina Nandarajog
Officialising Principal
Vivekananda College

Co-Convenor:
Dr. Sukhneet Suri
Convenor, Vidya Vistar Committee &
TIC, Department of Food Technology
Vivekananda College
Dr. Suchitra Tripathi
Co-Convenor

Organizing Committee Members: Ms. Rachna Megh, Dr. Meena Pandey, Ms. Vandana Rathore, Dr. Arushi Jain & Mr. Dibya Jyoti Das