

BENGALATHON – INSTRUCTIONS & GUIDELINES

Participants are requested to read all the instructions carefully before registration.

1. Registration Process

- 1.1. Registration and application submission to be done online only.
- 1.2. Any individual/students can apply for the competition. The solution however should be a technical solution only.
- 1.3. Participant who have already registered, can update their profile information under “Edit Profile” option.
- 1.4. Last date for registration and application submission (Please see “Important Dates” section of this document).
- 1.5. For Registration, Click on “**Create an Account**” from the following page of Bengalathon portal i.e. (<https://bengalathon.wb.gov.in/>). Points marked with “*” are mandatory fields.
 - 1.5.1. *Team: Provide your team name.
 - 1.5.2. *Gender
 - 1.5.3. LinkedIn Profile: Embed your LinkedIn profile
 - 1.5.4. *Date of birth
 - 1.5.5. *Phone number
 - 1.5.6. *State and district: Please select your State and District from the Drop down list. Participant to select “Others” option if the district name is not available.
 - 1.5.7. *One of the identification proofs (Voter Id/ AADHAAR/ PAN Card/ Passport)
 - 1.5.8. *Domain knowledge: Select your domain from the various options available in the select dropdown list. Participants can only access problems coming under the domain specified. You can select more than one/all domain. Participant should select “Financial Services” option in order to access all the problem statements in Fintech domain.
 - 1.5.9. *Photo: Upload your team photo.

- 1.5.10. *CV: Create your CV having the Team leader details and member details. Accepted file formats are doc, docx and pdf. CV Format is provided in **Annex – CV Format**.

2. Team Formation Process

- 2.1. There is no restriction in number of teams from a particular college / organization / institution.
- 2.2. Any number of team of individuals from a company/college can participate.
- 2.3. Clearly communicate the email-ids and mobile numbers of all team members (in CV section).
- 2.4. No individual can be a part of more than one team.
- 2.5. Team can bring in their own mentor. Details of mentor should be mentioned in the CV.
- 2.6. The team size is restricted to **6 members** including **1 mentor**.

3. Participation in a problem

- 3.1. Once registered, teams/individuals will have access to the problem statements.
- 3.2. Bengalathon has five problems pertaining to Fintech domain. Participant have to select “**ideation**” domain in order to access all the problem Statements.
- 3.3. Each team can participate in one to all the available challenges.
- 3.4. Click on “**Participate**” against a given challenge.
- 3.4.1. Team will be able to view the details of challenge
- 3.4.2. Why you want to participate? Provide justification on how you have understood the challenge and give a brief description of the solution you want to propose for this challenge. The justification and brief description should not be more than **500 words**.
- 3.4.3. You need to upload the concept note and the detailed solution to the problem statement before the cut-off date. Submit your application and wait for the results of the first round evaluation.

4. Evaluation criteria

- 4.1. There would be three rounds of evaluation.

4.2. In each round, the evaluation criteria will include novelty of the idea, complexity, clarity, feasibility, practicability and sustainability, scale of impact, user experience and potential for future work progression. Your solution will be evaluated based on the following parameters.

4.2.1. Usefulness — the solution shall have a positive impact.

4.2.2. Usability — the solution is intuitive and easy to use.

4.2.3. Originality — the solution provides an innovative or creative approach to an idea and should not be copy of already existing app/game.

4.2.4. Financial implications – The solution should have revenue model

4.2.5. Risk, Issues and Mitigation plan

5. Shortlisting of entries

5.1. **First round evaluation:** Jury will verify the concept note and detailed solution (as mentioned in 3.4.3 and evaluate your submission on basis of the parameters mentioned in section 4.2. Selection of participants for final round will be done on basis of the entries (concept note and detailed solution) submitted. Concept note format is provided in **Annex – Concept Note Format**.

5.2. **Second round evaluation:** Shortlisted participants from first round will have to work on the prototype of their product within the mentioned timeline (please see “Important Dates” section of this document) and will present the same to the juries. A presentation format is provided in **Annex – Prototype presentation format**. Accepted file format is in PPT only. Selected participants will also get the format communicated through email from our support team. Participant may please note that the maximum number of slides should not exceed **10** under any circumstances.

5.3. **Third round evaluation:** Shortlisted participants from second round will have to design and develop the working product/solution within the mentioned timeline (please see “Important Dates” section of this document) and will present the same to the juries.

5.4. **Selection of winner:** Participants will showcase the solution to the jury and the best 3 solutions will be awarded (cash prize and trophy). Apart from overall merit list, there will be winners in other categories also. The exact number of additional

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winners under other categories will however depend on the number of participants selected for the final round.

6. General information

- 6.1. Participant should reach out to bengalathon@wb.gov.in for any sort of general/technical queries.
- 6.2. Shortlisted participant will receive email notification.
- 6.3. The final round is going to be held in Kolkata. Venue for the final round will be communicated to the shortlisted participants over email.
- 6.4. No TA/DA will be provided to any teams of company during the process.

7. Access to APIs

- 7.1. Participants will have access to API's provided by National Payment Corporation of India in order to integrate the payment module in their application. Participant may note that NPCI API's will be only used if it is a Fintech based solution.
- 7.2. A basic about product details can be downloaded from Bengalathon portal.
- 7.3. Participant qualifying for second and final round will be provided with more details about the product which would help them develop the actual solution.

8. Important Dates

- 8.1. **27th July'18 to 10th September'18:** Registration and Idea Submission
- 8.2. **14th September'18:** Announcement of qualified participants to second round.
- 8.3. **14th September'18 - 8th October'18:** Prototype development round
- 8.4. **9th October'18 - 11th October'18:** Presentation of prototype to jury.
- 8.5. **12th October'18** Announcement of participants selected for final round.
- 8.6. **13th October'18 - 31st December'18:** Product development period and mentorship period.
- 8.7. **1st week of January 2019:** Product demonstration to jury.
- 8.8. **7th Feb 2019 (Bengal Global Business Summit):** Announcement of winners.

9. Support

Please drop us a mail at bengalathon@wb.gov.in for any queries.

10. Disclaimer

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The decision of the juries will be final and no further communication on this will be entertained. The conditions are subject to modification as per the decision of the competent authorities.



ANNEX – CV FORMAT

BENGALATHON- PARTICIPANT CV TEMPLATE		
#	Attributes	Details
1.	Team Name: (Team can also place team logos)	
2.	Team Leader Name:	
3.	Team Leader Educational Qualification:	
4.	Organization/Institution:	
5.	Team Leader Email-Id:	
6.	Team Leader Phone Number:	
7.	Team Mentor Name:	
8.	Mentor Organization:	
9.	Team Mentor Email-Id:	
10.	Team Mentor Phone Number:	
TEAM MEMBER DETAILS		
11.	Team Member 1:	
12.	Organization / Institution:	
13.	Team Member Educational Qualification:	

BENGALATHON- PARTICIPANT CV TEMPLATE		
#	Attributes	Details
14.	Team Member Email-Id:	
15.	Team Member Phone Number:	
16.	Team Member 2:	
17.	Organization / Institution:	
18.	Team Member Educational Qualification:	
19.	Team Member Email-Id:	
20.	Team Member Phone Number:	
21.	Team Member 3:	
22.	Organization / Institution:	
23.	Team Member Educational Qualification:	
24.	Team Member Email-Id:	
25.	Team Member Phone Number:	
26.	Team Member 4:	
27.	Organization / Institution:	
28.	Team Member Educational Qualification:	

BENGALATHON- PARTICIPANT CV TEMPLATE

#	Attributes	Details
29.	Team Member Email-Id:	
30.	Team Member Phone Number:	
31.	Team Photo	

ANNEX – CONCEPT NOTE FORMAT

Bengalathon – Solution Concept Note

Attempted Challenge:

<<Mention the title of the Challenge/Problem statement. >>

Challenge Description:

<<Challenge/Problem description goes here. Participant can get the details from the statement. >>

Proposed Solution Name:

<<Provide the name of your solution. >>

Brief Background of Proposed Solution:

<<Give a brief in not more than **100 words** on how you have understood the challenge. Include the research and benchmarking you have done on the challenge. >>

Objective:

<<The following should be mentioned in not more than **100 words**.

What is the objective of your proposed solution?

How can that help address the current challenge? >>

Brief Description about the Concept:

<<Give a brief description about the functionalities of your concept. Briefly explain the modules that your proposed solution will cover to address the challenge. **Word Limit: 500**. >>

Expected Outcomes:

<<What are the expected outcomes from the above objective? Give a brief in not more than **100 words**. >>

Risk and Mitigation Plan:

<<What are the risks involved in the concept and how you are going to mitigate that? Please do not exceed more than **100 words**. >>

Revenue Outcome:

<<If the solution is implemented, then what is your proposed revenue for the solution? Please do not exceed more than **100 words**. >>



Presentation on <Proposed Solution/Concept Name>

Presented By: <Team Leader Name and Team Name>



Our understanding of the challenge

<<A brief details about your understanding of the challenge>>



Proposed Solution

Please highlight the following:

What is your proposed solution?

What is the objective?

What are the expected outcomes?



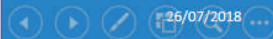
How does it work ?

Give a functional workflow of your proposed solution?



What is the USP?

How innovative is your solution? What is the unique selling point of your solution?



Solution Architecture

Explain the technical architecture? Please explain in the form of a picture. Do not include texts.



Risk, Issues and Mitigation plan

What are the risks identified and what is the mitigation plan. Please give a brief.



Thank You