



सूक्ष्म , लघु और मध्यम उद्यम मंत्रालय  
 MINISTRY OF  
**MICRO, SMALL & MEDIUM ENTERPRISES**



**MSME IDEA HACKATHON 4.0**



**Financial support upto 15 Lakhs  
 for an innovative idea..!!!**

**We Invite ideas in the following:**

**1 Marketing & Branding:**  
 Innovation related to the customer experience

**2 Ideation:**  
 Innovation related to the product idea & concept

**3 Technology:**  
 Innovation related to the product functionality

**4 Co-creation:**  
 Innovation related to the customer involvement

**5 Social Innovation:**  
 Innovation related to the corporate culture

**6 Entrepreneurship:**  
 Innovation related to through entrepreneurial thinking

**7 Open Innovation:**  
 Innovation related to with stakeholders

**8 Business Model Innovation:**  
 Innovation related to the purpose and strategy

Register your new idea using:  
[https://my.msme.gov.in/inc/Hackathon\\_Reg.aspx](https://my.msme.gov.in/inc/Hackathon_Reg.aspx) link

**Note: Choose Osmania University as Host institution**

**Last date of submission:**  
**26<sup>th</sup> Sep. 2024**

**FOR MORE DETAILS CONTACT:**

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