



Letter No.:AKTU/VCO/2022/12474

Date: 30/06/2022

To,
The Directors/Coordinators/Incubation Managers,
Affiliated/Constituent to Dr. A.P.J. Abdul Kalam Technical University,
Lucknow, Uttar Pradesh

Sub: Participation of Students, Startups and Professionals in One District One Product (ODOP) Hackathon for Five-Cities of Uttar Pradesh

Dear Sir/Madam,

This letter is in reference to One District One Product Hackathon being organized by Innovation Hub, AKTU in association with ODOP Cell and Department of MSME, Government of Uttar Pradesh. I would like you to request you to extend support to the ODOP Hackathon that is being conducted for five cities of Uttar Pradesh -Varanasi, Prayagraj, Gorakhpur, Mathura and Kanpur.

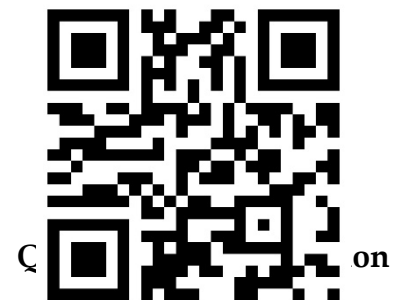
About ODOP:One District One Product is UP Government's flagship scheme which aims to encourage indigenous and specialized products and crafts. In a state as vast as Uttar Pradesh, a great diversity in all facets of life lies here with varied terrains, diverse crops and foods, diverse climates. ODOP has been a transformational step towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship. 5 lakh youth have established their ventures under ODOP by receiving loans under Pradhan Mantri Mudra Yojana, Stand Up and Startup India.

This 5-Cities Hackathon is Problem Statement-based, and we invite innovative and feasible solutions from Students, Startups and Professionals in the following Districts and Products.

| | |
|-------------------|--|
| VARANASI: | Silk Products; Gulabi Meenakari and Wooden Lacquerware & Toys |
| PRAYAGRAJ: | Food Processing (Millet product) and Moonj Products |
| GORAKHPUR: | Readymade Garments and Pottery (Terracotta) |
| MATHURA: | Thakurji's Dress, Decoration and Kanthi Mala |
| KANPUR: | Leather Products; Plastic Products; Hosiery, Textile & Aluminum Utensils |

Hackathon Important Dates:

| | |
|-----------------------------|----------------|
| Application Start: | June 25, 2022 |
| Last Date to Apply: | July 25, 2022 |
| Round-1 Result: | August 3, 2022 |
| Final Offline Presentation: | August 9, 2022 |
| Final Round Result: | August 9, 2022 |




The problem statements are shared in the Form Link https://bit.ly/5-ODOP_Hackathon, I request you to please share among your Students, Startups and in Professional Network. The Top-3 winners of each will be given Prizemoney and we shall also map the winners with ODOP Clusters and get them incubated with your Incubation Center. We intend to support

these winners with Mentorship, Prototype Development Lab facilities, Marketing & Branding Strategies, and Commercialization for production. The winners who have converted into startups will be eligible for Sustenance Grant/Seed Capital under the UP Startup Policy 2020.

'One District One Product' is the flagship scheme of the Honorable Chief Minister Shri Yogi Adityanath Ji and has been a value-addition to many growth indicators in UP's success story. I am very sure that the solutions coming from your esteemed Institute will make this Hackathon more vibrant and successful and it will be instrumental in marginalizing the industry gaps and will also promote entrepreneurship and inculcate innovation in young minds.

Yours Sincerely

A handwritten signature in black ink, appearing to read "Pradeep", is written over a light blue grid background.

(Pradeep Kumar Mishra)
Vice Chancellor