BACKGROUND

In recent years, Indian cities have witnessed the emergence of a number of start-ups providing digital solutions and mobility services in various aspects of urban transport. Their numbers are increasing, and they are now being widely recognised as important engines for growth and employment generation. Through innovation and scalable technology, start-ups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation.

The objective of the challenge is to bring together innovations, entrepreneurs & ventures driving the future of urban transport digitalisation in India. Through this platform, these start-ups will get the chance to pitch their innovation in front of an expert jury and scale up the selected innovations in Indian cities.

Thematic Areas

Following are the thematic areas under which the start-ups are being invited to submit their innovative solutions.

Digitalization in Public Transport

Create innovative digital platforms and technologies to improve the efficiency, reliability, and user experience of public transport systems (e.g., buses, trains, metro) by incorporating real-time data, ticketing solutions, route optimization, and passenger information systems.

Develop scalable & efficient solutions to enhance the integration and accessibility of shared mobility options (e.g., ride-sharing, bike-sharing, e-scooters) to optimize urban transportation, reduce congestion, and improve last-mile connectivity.

Mobility Data Analytics & Management

Develop data analytics tools and solutions that effectively gather, process, and analyze urban mobility data from various sources (e.g., GPS data, IoT sensors, traffic cameras) to provide valuable insights for urban planners, policymakers, and businesses in improving transportation infrastructure and services.

Urban Freight & Logistics

Design solutions to optimize urban freight and logistics operations to minimize delivery times, reduce traffic congestion, and enhance sustainability through the use of smart routing, efficient vehicle allocation, and last-mile delivery innovations.

Road Safety

Propose innovative approaches and technologies to enhance road safety and reduce accidents by leveraging data-driven insights, real-time monitoring, and behaviour analysis to identify high-risk areas, predict potential collisions, and promote safer driving practices.

GUIDELINES

1.

Eligibility Criteria:

The challenge is open to institutions, start-ups and early-stage ventures focusing on urban mobility solutions in India. Participants from outside the country can also participate provided they are able to justify applicability of their solution in Indian context.

Participants must have a viable and innovative idea related to at least one of the following thematic areas: Digitalization in Public Transport, Urban Freight & Logistics, Mobility Data Analytics & Management or Road Safety. Participants who have already demonstrated their solutions on field can also submit their proposals.

2.

Team Composition:

Teams can have a upto 3 members maximum.

Encourage diverse teams with expertise in data science, transportation, urban planning, engineering, and relevant domains.

3.

Intellectual Property Rights:

Participants retain full ownership of their intellectual property.

By participating in the challenge, participants grant the organizers the right to showcase and discuss their solutions during and after the event for promotional purposes.

4.

Submission Format:

Participants must submit a detailed proposal outlining their innovative solution. The proposals should be in either **word** or **ppt** format. The proposal should include:

1. Problem statement and proposed solution.

2. Description of the technical approach and methodology.

3. Potential impact and scalability of the solution.

4. Use of data and analytics in the solution.

5. Any relevant visualizations/ results from previous demonstrations, if any.

5.

Judging Criteria:

Submissions will be evaluated based on the following criteria:

• Innovation and uniqueness of the solution.

• Potential impact on urban mobility challenges in India.

• Feasibility and scalability of the proposed solution.

• Use of data analytics and technology in the solution.

• Alignment with the specific thematic areas.

6.

Expert Jury:

A panel of expert judges will evaluate the submissions.

Judges will have diverse backgrounds in urban mobility, data analytics, entrepreneurship, and related fields.

TIMELINE

- **Opening of submissions:**
  (18 Aug 2023)

- **Closing of submissions:**
  (18 Sep 2023)

- **Evaluation of online submissions:**
  (19 Sep – 25 Sep, 2023)

- **Interview with shortlisted teams:**
  (26 Sep – 30 Sep, 2023)

- **Announcement of teams selected for UMI:**
  (02 Oct, 2023)

- **Final pitch: during UMI 2023**
  (27 Oct, 2023)
  14:30–16:00 hrs IST

7.

Awards and Recognition:

Winning solutions will receive a certificate of participation and post-challenge support, including potential introductions to partners, cities or government agencies to facilitate implementation. All winning solutions will be recognized and promoted through various channels.

8.

Support and Resources:

Participants will have access to relevant resources and information if required to help them showcase their solutions effectively.

Q&A sessions and information sessions will be conducted to address participants' queries if required.

9.

Code of Conduct:

All participants, mentors, judges, and organizers must adhere to a code of conduct promoting collaboration, respect, and ethical behaviour.

10.

Promotion and Communication:

The challenge will be promoted through various channels, including social media, newsletters, industry forums, and partner organizations.

11.

Transparency and Feedback:

The judging process will be transparent, and participants will receive feedback on their submissions.

By following these guidelines, we aim to create a vibrant platform that brings together innovative start-ups and promotes data-driven solutions for the future of urban transport digitalization in India.