

BACKGROUND

The 2024 edition of the UMI challenge builds on the success of the 2023 edition, where numerous groundbreaking solutions were recognised during the UMI conference. We look forward to discovering and nurturing the next wave of innovations that will shape the future of urban mobility in India.

The objective is to bring together latest innovations and entrepreneurial ventures driving the future of urban transport digitalisation in India. This challenge aims to harness the power of technology to solve urban mobility challenges,

making cities smarter, more efficient, and more sustainable.

In recent years, Indian cities have seen a surge of start-ups offering digital solutions and mobility services across different facets of urban transport. By leveraging innovation and scalable technology, start-ups have the potential to develop impactful solutions, serving as catalysts for socio-economic development and transformation. 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

Digital Transformation in Urban Transport



- Innovations related to the development and management of smart infrastructure to support urban mobility. This includes intelligent transport systems, traffic management systems, smart ticketing and payment systems, interoperable systems with data sharing, systems for supporting electric vehicle infrastructure, micromobility integration etc.
- Solutions leveraging digital technologies to enhance the planning efficiency, reliability, and operational effectiveness of public transportation systems and maintaining a satisfactory service level. This includes smart scheduling, fleet management, predictive maintenance, real-time monitoring, optimisation of routes and services etc.

Mobility Data Analytics & Management



- Solutions utilising data analytics and management tools to enhance urban mobility planning, traffic management, and decision-making processes. Emphasis on big data and AI for predictive and real-time insights.

Air Pollution and Emission Reduction



- Solutions addressing air pollution and aiming to reduce emissions from transportation sources. It could include technologies or systems that reduce or eliminate emissions from vehicles, advanced solutions for real-time monitoring of air quality and emission levels providing data-driven insights for better decision-making and policy implementation.

Safety, Accessibility and Equity



- Innovations aimed at improving safety for all users, including pedestrians, cyclists, and motorists. This includes technologies for incident prevention, traffic rule enforcement, emergency response systems, automation in audits etc.
- Innovations aimed at urban mobility solutions which are gender inclusive and equitable, providing access to all segments of the population, including the elderly, differently abled, economically disadvantaged, and other marginalised groups.

GUIDELINES

Please send your proposals to umi.innovationchallenge@iutindia.org with the subject line "UMI Innovation Challenge 2024_**Title of the Solution Proposed**". The proposals should be in either word or PowerPoint format. Kindly include the links to demo videos in the proposal, if any.

Eligibility criteria

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

Participants must have a viable and innovative solution related to at least one of the above-mentioned thematic areas.

Only solutions that are fully developed and ready for implementation will be considered. Concepts or solutions still in the development phase will not be accepted. Solutions that were selected in the previous year's challenge are not eligible unless they have undergone significant changes or improvements since last year's presentation.

Submission format

Participants must submit a detailed proposal outlining their innovative solution. The proposal should include:

- Problem statement and proposed solution.
- Description of the technical approach and methodology.
- Business Model
- Potential impact and scalability of the solution.
- Use of data and analytics in the solution.
- Any relevant visualisations

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.

Team composition

Teams can have a up to three members maximum.

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

Intellectual property rights

Participants retain full ownership of their intellectual property.

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

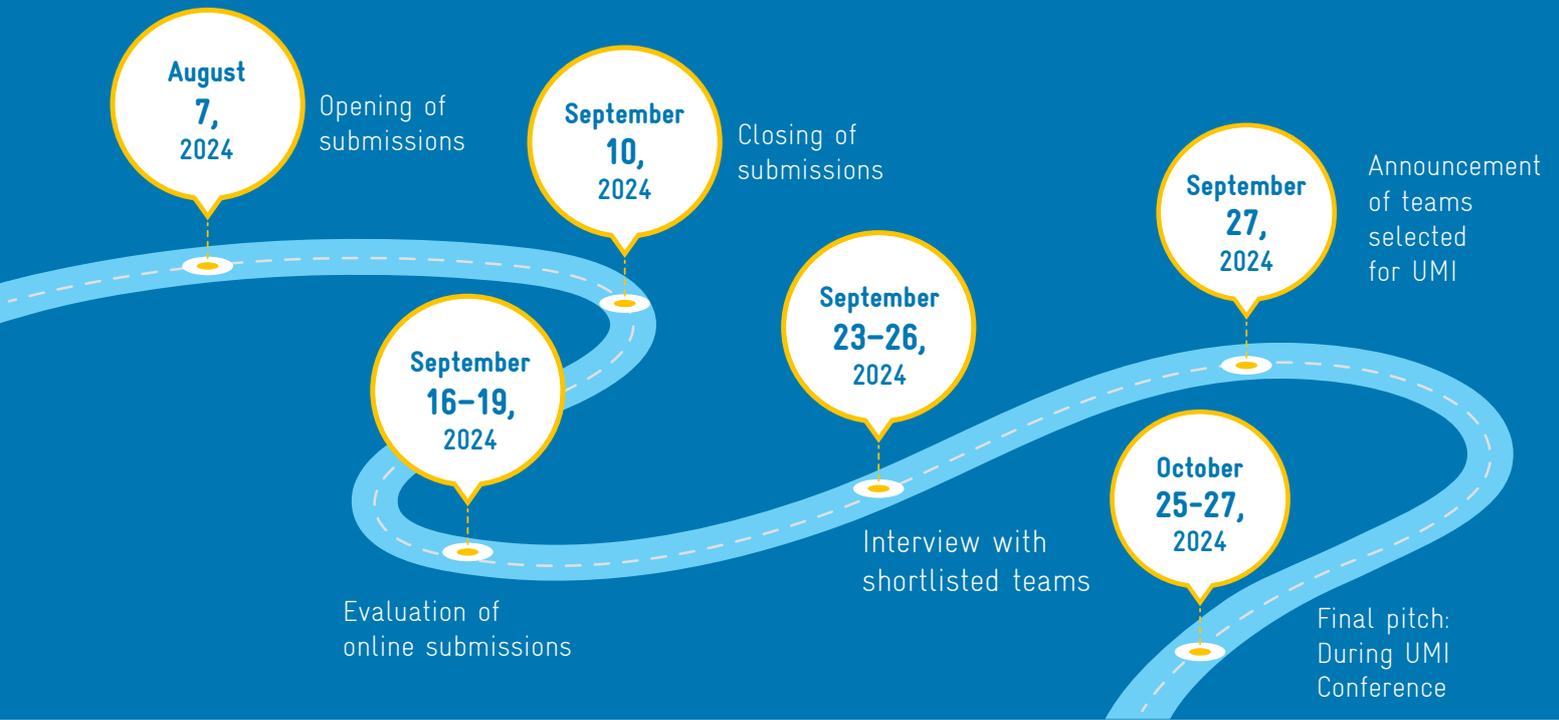
Judging criteria

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.

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 recognised and promoted through various channels.



Support

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

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 digitalisation in India.

Award to winners

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.

Code of conduct

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

Promotion and communication

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

