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Sustainability Hackathon Challenge 2023 – Boot Camp



Bhubaneswar: Sustainability refers to the safe co-existence on the planet without disrupting the ecological balance while reducing environmental footprints and conserving natural resources.

Entrepreneurship Development Institute of India (EDII) launched a nationwide Hackathon with a vision of aligning student focus to sustainable development in line with the 'Sustainability Development Agenda' of G20 meet under India's presidency. This mammoth initiative targeted to get 10000 qualified entries and on ground expert sessions (Boot Camp) in key cities.

WTC Bhubaneswar has been long involved as a MoU partner with Entrepreneurship Development Institute of India (EDII) with an objective to promote entrepreneurship in the state and played the role of a 'Regional Host'. The Boot Camp was conducted on Wednesday, 5th April, 2023 at KSRM Auditorium, Bhubaneswar in association with Bato Systems Private Limited as the supporting Partner ; KIIT School of Rural Management, Centre for Agri-business Management, AIC-Nalanda Institute of Technology, Srusti Academy of Management and Gandhi Institute For Technology as partner institutions. This Hackathon aimed to challenge students to create solutions to real life problems facing society, industry, industry sectors, government functionaries etc. It offered a credible opportunity to students and institutions to build upon the initiatives like Atmanirbhar Bharat and Startup India by undertaking the challenges and converting opportunities to a business enterprise.

Ms. Abha Mishra, Odisha State Head, UNDP graced the session as a Chief Guest and deliberated on the minimal interference with nature and its activities in

order to address the emerging challenges like natural calamities. She further advocated on the responsible lifestyle choices.

Mr. Ashwini Rath, CEO, Bato Systems Private Limited presented on the Business Plan and Pitch Deck for the aspiring entrepreneurs. He gave a detailed presentation on key partners in business, key activities, cost structure, revenue stream, value propositions, customer relationships, customer segment etc. He further deliberated on the problem & opportunity solution, founders, product & marketing plans, SWOT Analysis, Funds usage and Bato Cloud Platform.

Prof. Nishith Parida, Director, KIIT School of Rural Management, Bhubaneswar highlighted the initiatives undertaken by KSRM Bhubaneswar focusing on sustainability, different aspects of inclusive sustainability and various impacts of industrial activities. He also lauded the concept of Hackathon to attain the 17 UN SDGs.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar in her address deliberated on the initiatives the center undertakes for entrepreneurship development as well as to attain the UN SDGs.

Mr. Durga Prasad Gouda, COO, AIC-Nalanda Institute of Technology Foundation highlighted the dogmas of sustainability, its impact on Indian Economy and the real life solutions to address the environmental issues.

Earlier in the session, Dr. Subrat Biswal, Regional In-Charge & Faculty, Entrepreneurship Development Institute of India delivered the welcome address and gave a detailed introduction to the Sustainable Hackathon Challenge 2023.