



Conserve Water



Reduce Waste



Choose Sustainable Products



Save Energy

# ANVESHAN STARTUP CHALLENGE 1.0

*Presented by IIM Indore & ANVESHAN Centre of Excellence*

Are you building something innovative for a cleaner, healthier India?

This is your moment to shine. The Anveshan Startup Challenge 1.0 invites dreamers, doers, and disruptors across India to reimagine the future of Water, Sanitation & Hygiene (WASH) with breakthrough ideas.

Whether you're harnessing the power of digital tech, creating waste-to-wealth marvels, or rallying communities toward sustainable behavior—Anveshan wants YOU!

## *Focus Areas:*

- Integrated Waste-to-Wealth Tech
- Digital WASH Tools & IoT Innovations
- Behavioral Training & Awareness Tools
- Standards for Cleanliness in Urban & Tourism Spaces



# Indian Institute of Management Indore (IIM Indore)

A premier national institution established by the Ministry of Education, Government of India, IIM Indore stands at the forefront of management education and public leadership. Since its inception in 1996, it has developed a legacy of academic excellence, industry interface, and meaningful social impact.



## ANVESHAN – Centre of Excellence

Housed within IIM Indore and supported by the Ministry of Housing and Urban Affairs, ANVESHAN is a Centre of Excellence created to strengthen urban leadership under the Swachh Bharat Mission 2.0. It serves as a dynamic bridge between local governments and the innovation ecosystem—nurturing solutions that are both scalable and deeply rooted in community realities.





# THE CHALLENGE - SHAPE THE FUTURE OF WASH

1

## Outreach & Application

Apply online with your pitch, resume & venture details at <https://iimidr.ac.in>

May 1–31, 2025

2

## Screening & Selection

Top 20 ventures will be shortlisted by a panel of experts.

June 15, 2025

3

## Online Pitch Round

The top 10 startups move forward after showcasing their idea virtually.

June 30, 2025

4

## Pitch Day at IIM Indore

Live presentations before industry leaders, urban experts, and government stakeholders.

July 30, 2025

5

## Awards & Incubation

- Top 3 startups will receive cash prizes + incubation at IIM Indore.
- 3<sup>rd</sup> and 4<sup>th</sup> runner-up will receive incubation at IIM Indore.

July 30, 2025

## Rewards

- ₹3,00,000 First Prize
- ₹1,50,000 Second Prize
- ₹50,000 Third Prize
- Incubation + Mentorship, Networking & Growth + opportunity for PoC testing with ULBs



SAVE  
OUR  
PLANET!



IIM INDORE

# ANVESHAN

## ELIGIBILITY CRITERIA

- Applicants must be Indian citizens aged 18 or above (as of 31 March 2025).
- The venture should be legally registered (proprietorship, partnership, or private limited).  
Note: Only private limited companies are eligible for funding.
- Startups may be at the ideation, prototype, early revenue stage or post revenue stage.
- The solution must relate to the WASH or waste management domain.
- At least one team member should commit full-time if selected for incubation.

## APPLICATION REQUIREMENTS

- Application Form (Online)
- Resumes of Founder(s) and Team Members
- A Clear and Compelling Pitch Deck

### *Please Note:*

- The program supports startups that own the IP or project know-how.
- It is not intended for academic projects, internships, or transitional research.

For applying visit: <https://iimidr.ac.in/>  
E-mail: [startup@anveshan.iimidr.ac.in](mailto:startup@anveshan.iimidr.ac.in)  
Contact: 0731-2439694, 407