

Puthulir - Themes of Interest

1. Innovative Solutions for Local Problems

Theme: Focus on solving local community issues such as waste management, water conservation, sustainable agriculture, etc.

Format: Students form teams, brainstorm solutions, and develop business models or prototypes.

Judging Criteria: Impact on community, innovation, feasibility, and scalability.

2. Tech & Innovation Challenge

Theme: Encourage students to develop tech-based solutions, apps, or products. This could be tied to current trends like AI, machine learning, or robotics.

Format: Teams work on a tech solution over several weeks, culminating in a final pitch.

Judging Criteria: Technical innovation, market need, business model, and potential impact.

3. Sustainability Startup Challenge

Theme: Encourage startups with a focus on sustainability, eco-friendly solutions, and green technology.

Format: Students propose a product or service that helps in reducing the carbon footprint, promoting recycling, or enhancing biodiversity.

Judging Criteria: Sustainability, market potential, and feasibility.

4. STEM-Based Business Challenge

Theme: Emphasize science, technology, engineering, and mathematics to build innovative startups in sectors like health tech, edtech, or agri-tech.

Format: Students work on a STEM-based product idea, develop a prototype, and pitch their startup concept.

Judging Criteria: Innovation, market potential, and technical feasibility.

5. Creative Arts and Media Startups

Theme: For students interested in media, design, or arts, they can develop startups in fields like digital marketing, design services, or content creation.

Format: Teams work on a creative business concept, develop a strategy for execution, and present it.

Judging Criteria: Creativity, business potential, and presentation skills.

6. Health and Wellness Startup Competition

Theme: Promote ideas in the area of health, fitness, mental well-being, or nutrition.

Format: Students can develop apps, services, or products aimed at promoting healthier lifestyles.

Judging Criteria: Impact on health, feasibility, and market potential.

Stages of Puthulir 2024

| Stage | Timeline | Description |
|---------|--------------------------------|---|
| Level 0 | 18th Oct 2024 to 4th Nov 2024 | Online Registration of Teams (No registration charges for students of Govt. & Govt. Aided Schools) & Preparedness Round via Online Quiz |
| Level 1 | 23rd Oct 2024 to 06th Nov 2024 | Problem Statement Submission & Selection - Online |
| Level 2 | 6th to 8th Nov 2024 | District level Selection – Offline (held in selected districts of Tamilnadu) |
| Level 3 | 13th & 14th Nov 2024 | State level Finale at Anna University, Chennai - Offline |