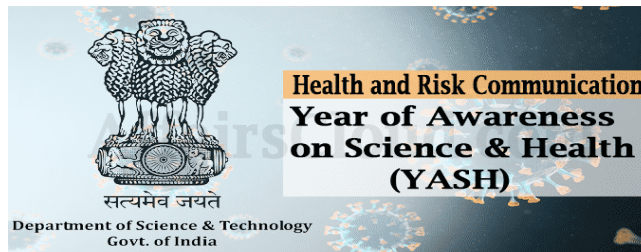


**Call for Innovative Ideation & Product Development Challenge to Inculcate Healthy Habits:**



**जागरूकता (Year of Awareness on Science & Health, YASH)  
“JAAGAROOKATA”**

‘JAAGAROOKATA’ is an effort to educate and increase awareness about sustainable and healthy lifestyle practices through innovative ideas & techniques. This program aims to educate, enrich, and equip young children, teachers, and women with healthy lifestyle practices through specific interventions such as games, science cartoons (scientoon), comics-based information materials, audio-visual programs, and clips through scientific techniques. The Government of India will financially support the program, Department of Science & Technology (NCSTC Division) under the scheme “Innovation Technology Development & Deployment” and facilitated by the Indian Institute of Technology (ISM), Dhanbad. The talented and brilliant students from premier institutions of the Indian Institute of Technology (IIT’s) are invited to participate in this program and contribute to creating awareness among the target group with scientific interventions.

- 1.) Students can design and develop video games as mobile applications to follow hygienic practices.
- 2.) Science cartoons (scientoon), comics-based information materials, audio-visual programs, and clips can be designed and developed.

The **first prize of Rs. 25000/-** will be given to the students or group of students who will develop an excellent Gaming App.

The **second prize of Rs. 15,000/-** and third prize of Rs. 10000/- will be given to students or a group of students who will come up with innovative science cartoons (scientoon), comics-based information materials, audio-visual programs, and clips.

**Special prize money of Rs. 10,000/-** will be given to students or groups of students who will develop innovative and scientific ideas/products (other than games, science cartoons (scientoon), comics-based information materials, audio-visual programs, and clips) to inculcate healthy practices among target group.

**Important Note:** We will deliver the complete design and product selected through the competition to the Government of India, Department of Science and Technology (NCSTC Division) under the scheme “Innovation Technology Development & Deployment” for the Year of Awareness on Science & Health (YASH) program. Please make sure you transfer the absolute right for the same, and the idea/product has to be original.

Please send your query on the following email id: [rashmis@iitism.ac.in](mailto:rashmis@iitism.ac.in) related to the competition.

**The deadline for submission of innovative ideas and products is on 10<sup>th</sup> July, 2021 till 5PM in the evening.**