



MABIF's JALLIKATTU 3.0

TAMING AGRICULTURAL PROBLEMS WITH IDEAS

Hosted @



Organised by



In association with



NABARD's MABIF
Near College Library
Agricultural College and Research Institute,
TNAU Campus
Madurai-625104

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About Event

Jallikattu has been known to be practiced during the Tamil classical period (400-100 BC). The modern term Jallikattu or Sallikattu is derived from sali ('coins') and kattu ('package'), which refers to a prize of coins that are tied to the bull's horns and that participants attempt to retrieve.

MABIF's Jallikattu (Sallikattu) mimics the same concept to its Agribusiness Plan Competition. Whereas students and entrepreneurs compete with their innovative ideas (Bull) to solve agricultural problems (Tamers as market obstacles/operational difficulties/ financial uncertainties) and win the prizes designated for the winners (Prize to the bull untamed (Idea) by Judges based on its originality, feasibility and impact). The winning ideas will take home prizes and will be incubated at MABIF for a year (as the bull used for selective breeding).





The MABIF's Jallikattu is an event that celebrates entrepreneurship, innovation and potential in Agriculture and Allied sectors. MABIF's Jallikattu shall consist of two divisions (collegiate and non-collegiate) that allow aspiring student entrepreneurs as well as emerging entrepreneurs to showcase their business ideas, start-ups, and early stage ventures to compete for cash and in-kind services separately.

Teams (Students/Entrepreneurs) are challenged to conceive of a service or product offering, and then create a business plan and concept pitch PPT aimed at convincing potential investors to finance the business.

You have your idea ' now you need to test it with customers, alter your ideas based on feedback, and repeat this process until you know your idea meets your customers' needs. Your presentation for this competition should tell the story of this process. Finalists have an opportunity to pitch their idea in front of the Angel Investors.

The competition will span three rounds. The top five teams from each category will win Rs. 1,50,000 in total prizes at the Business Plan Competition finale on 25th January 2021 (Tentative) in Agricultural College & Research Institute, Madurai.

Timeline of the competition

-  **16**
DEC
2020 Notification
-  **22**
JAN
2021 Last date to Register the Team (Max 3)
& Submission of B-Plan
-  **25**
JAN
2021 Declaration of Screened Ideas for Finals
-  **XX**
XXX
2021 Final Pitching
(The date will be Announced later)

REGISTRATION

SUBMISSION DEADLINE: 22nd JANUARY 2020



SUBMISSION FORM

Link: <https://www.mabif.com/mabif-jallikattu-3.0>

REQUIRED ELEMENTS:

SELECTION PROCESS IS COMPLETELY ONLINE MODE

Fill out the Form given in the above link. Answer the Questions in the Form and Submit.

PRESENTATION PPT FORMAT >>

Every competitor will receive an email of who is advancing. Once your Idea have been reviewed by the Panel, you will be contacted directly if you are selected for the succeeding round.

Decisions of the panel are Final.

Problem
Solution
Market Size
Existing Competitors
Marketing strategy
Team members
Revenue Model
Financials
Growth plan

SCREENING

DECLARATION OF SCREENED IDEAS: 25th JANUARY 2021

FINAL PITCH

Venue: Virtual Pitching

Selected will pitch through virtual or in front of a live audience in the Finale of date will be announced through mail. They will have 7 minutes to present and 3 minutes for Q&A.

Once all teams have presented, the results will be tallied and the winners announced.





Judging Criteria

The business Plans will be scored on the following criteria on a five-point scale, for a total possible score of 100 points per team. The teams will then be ranked according to aggregate score.

Additional tiebreaker criteria

Is the team solving a significant problem? (Defined in terms of money or impact)

Does the team have significant evidence that the solution is validated?

FINAL-ROUND SUBMISSION WILL BE JUDGED ACCORDING TO THE FOLLOWING CRITERIA:

Is the business financially feasible?

Quality of products, services and/or solutions

Market opportunities and competition

Team qualifications

Overall attractiveness of the venture



Prize Amount for the winners

Separate prizes for each category



**Top Ideas Will be Selected
(Each Category)**

Cash Prizes Worth

₹ 1,50,000

Certificates will be provided

If you have any Query, Please feel free to contact
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