

# Atmanirbhar Bharat App Innovation Challenge

July 6, 2020

With an objective to support and build a strong ecosystem for Indian Apps, **MeitY in partnership with Atal Innovation Mission – Niti Aayog** launched Digital India Atmanirbhar Bharat App Innovation Challenge for Indian tech entrepreneurs and startups. This is to help realise the vision of building a **Digital India** and using digital technologies for building an **Aatmanirbhar Bharat**.

## Innovation Challenge

It runs in 2 tracks: **Promotion of existing apps and development of new apps.**

The focus of the Track 1 App Innovation Challenge is to identify the best Indian apps that are already being used by citizens and have the potential to scale and become world class apps in their respective categories. This Innovation Challenge with various cash awards and incentives of featuring apps on leaderboards seeks to create an ecosystem where Indian entrepreneurs and startups are incentivised to **ideate, incubate, build, nurture and sustain tech solutions that can serve not only citizens within India but also the world.** The Mantra is to Make in India for India and the World. This shall be completed in a month.

Track 2 of the challenge that will seek to identify Indian start ups / entrepreneurs /companies and encourage them with ideation, incubation, prototyping and roll out of applications. This track will run for a longer course of a time.

Track 1 is being launched in the following 8 broad categories:

1. Office productivity & work from home
2. Social networking
3. E-Learning
4. Entertainment
5. Health & Wellness
6. Business including Agritech and Fin-tech
7. News
8. Games

A specific jury for each track with experts from private sector & academia will evaluate the entries received. Shortlisted apps will be **given awards & will also feature on leaderboards** for information of citizens. Government will also adopt suitable apps, **guide them to maturity and list on the Government e-Marketplace (GeM)**. Some of the key evaluation parameters will include **ease of use (UI/UX), robustness, security and scalability.**