

[www.isb.edu/idiya](http://www.isb.edu/idiya)



## National Social Ideas Challenge

# iDiya

September 2009 to  
February 2010  
Indian School of  
Business, Hyderabad

### What is ISB iDiya?

ISB iDiya is a social ideas competition with the aim to create high-impact, economically feasible and sustainable social enterprises in India.

### Who can participate?

The challenge is aimed at working professionals in India, across private, public or non-profit sectors. Teams of two to four individuals can participate.

### What does your idea get you?

Apart from giving you a platform to showcase your idea, participating in the ISB iDiya Challenge will also help you identify possible avenues for ensuring your vision takes shape. Other benefits of participating include:

- A one week BootCamp for the top five teams where you will meet industry leaders, venture capitalists and mentors
- Top five teams will receive 10-weeks mentoring support after the competition. The mentoring board comprises of high-profile businessmen and organisations who will help you commercialise your idea
- Top 50 ideas will be showcased on the iDiya website
- Cash rewards

### What's the next step?

Please visit the iDiya website at [www.isb.edu/idiya](http://www.isb.edu/idiya), register for the challenge and follow the instructions for participation.

### Important Dates

01 September, 2009 – Application Opens  
25 October, 2009 (11.59 pm) – Idea Submission Deadline  
5 – 11 December, 2009 – iDiya BootCamp for winning teams

For more details, visit [www.isb.edu/idiya](http://www.isb.edu/idiya) or email [idiya@isb.edu](mailto:idiya@isb.edu)

#### Mentoring Partners

