



Welcome to

FESTIVAL OF IDEAS

at

AURO University

March 15-17, 2019

AURO Innovation and Continuing Education Centre
AURO University, earthspace, Opp. ONGC, Hazira Road, Bhatpore-Limla,
Surat 394510
www.arouniversity.edu.in

Festival of Ideas

Dates : March 15-17, 2019

Venue : AURO University campus, Surat

The Festival of Ideas planned at AURO University would bring global participation to unleash the creativity of participants. FOI has a plan for convening a number of events dedicated to thought-provoking ideas which aim to stimulate students minds and passions with an inspiring festival of discussion, debate, contemplation, creation and innovation.

The three-day Festival may have the format of free events, lectures from eminent personalities, panel discussions, debates, workshops, talks, exhibitions and performances, celebrating the arts, humanities and social sciences to cinema screenings and theatre. It should have something for everyone. It can have various challenges, unsolved common problems, industry hackathon and *Hal-Sankal* (Solution Chain). Another concept is *Sas-BaHus* (Suggest a Solution, Begin a Humble startup). The proceedings can be live stream and available online after the event for those who remain unable to attend.

Specific objectives of the Festival of Ideas are :

- To celebrate Surat Smart City's reputation as a city of ideas and innovation, and to demonstrate the transformative power of education and ideas.
- To help shape the city of the future by igniting, uniting, and energizing the creative students through the power of ideas.
- To develop partnerships with a range of regional and national organisations.
- To discover synergies with other disciplines
- To help students become job providers rather than job seekers

FOI Highlights:

The various components of FoI are :

Talks : Hear from Experts and Entrepreneurs on subjects ranging from Food to Flight.

1. Sleep deprivation on business, education and health.
2. How to remain happy
3. Rewriting History – Genuineness and claims
4. Fake News detection
5. Blockchain application in day-to-day life
6. Privacy breach by social media – Controlling the Trolling media
7. Local Heritage to Global Heritage – how can we learn
8. Wellness – A healthy lifestyle, Vedic cuisines, food audit

Competitions : Idea Competition, B-plan Competition

Thinkers in Millennials : Suggest a Solution (Is there any solution/bottlenecks?):

1. Challenges of these sectors – Agriculture and Agro-processing, Safe Drinking Water, Climate Change, Non-conventional sources of Energy, Green campuses, Shelter for all, Food for all,
2. Finding Truth App – recording statement, matching general behavior, evidence trail
3. Sanitation and Sewage System problems
4. The Real Smart Cities- Expectations and Challenges

Exhibitions : AuroVille Exhibition, Creativity exhibition, Innovation exhibition, Startup Exhibition, Re-imagining the City of Surat

Performances and Films : Saaransh Movie club, music, performances, theatre

AURO Innovation Awards : Presentation by shortlisted teams/individuals, evaluation, voting and the best get award – cash and trophy.

Art = Ideas : Since time immemorial art has provided humanity with ways to express ideas, truth and emotions in different languages as well as a rich tableau through which people can explore meaning and purpose – and be challenged and entertained.

Process and Flow of Ideas:

Context :

Social, ecological and cultural responsibility

Co-creation

Learning from other entrepreneurs, innovators and other user communities

Open, reciprocal, responsible innovation framework

Problem Identification :

Field Visit

Observe and Understand

Problem Definition :

Critical unmet needs from selected themes

Design of Intervention

Iterative and Interactive Designs:

Ideate

PoC

Prototype

Test

Redesign, test, fail, destroy, first solution, redesign, MVP

Test, test, test, user trial

Deploy:

Market/social diffusion

Learn and evolve

Track user driven modifications, derivative innovations, repurposing solutions

Manuals/videos for assisting users to adapt, redesign and diffuse locally

Format :

- A three-day event
- Main themes and parallel themes
- Inauguration, plenary, parallel and valedictory sessions
- Call for Innovative ideas
- Award Function for winners of Idea and B-plan competitions
- Certificate for participants and speakers
- Knowledge Stalls
- Events - Quizzes, Contests, Games, Lucky draws, Distribution of material
- Cultural programme on the evening of first day - A Play/Performance
- Heritage Walk on the evening of second day

Target audience :

We plan to invite around 700 students and faculty members from across the nation. Participation from Corporate and industry sector will also be ensured through GCCI, SGCCI, FICCI, ASSOCHAM, CII and other channels.

Expected Outcome :

Five to seven proof of concept, processes, Apps and service/system design to move from mind to market-social or commercial.

It is understood that several ideas/products will need considerable more design and fabrication effort to make them useful for the target users/communities. AURO University is committed to follow up each solution and keep original group informed and engaged if they so wish. All the solutions will be shared with the user community in open source. In some cases defensive patent may be filed to prevent any third party monopolizing the design. AURO University will have full right to share the solutions developed during FoI to modify, change or improve for the larger social good.

Festival Fee :

A nominal fee is recommended to ensure serious and interested participation from target groups.

Those who will Submit the Idea & participate in the Idea Competition : The fee for a non-student participant is INR 1500/- and for a student /research scholar it is INR 1000/-. If there is a team, a participation fee of INR 2000/- is payable and it may consist of a max. of 4 members.

Delegate Fee (Attending Talks/Seminars) : The fee for a non-student participant is INR 1000/- and for a student /research scholar it is INR 600/-.

Fee includes registration, Seminar pack, refreshments, lunch and dinner. Accommodation is not included but a list of accommodation options will be available from AURO website (www.aurouniversity.edu.in).

Prizes : All the ideas will be screened and evaluated by a panel of experts. The process of participating in the Idea Competition would continue for all the three days.

The top three ideas shall receive a prize money of INR 21,000; 11,000 and 5,000 respectively.

Sponsorship Option: There are sponsorship packages as well for the corporates and sponsors who wish to publicise or market their produce/brand. For the detailed information, please contact AURO University or the undersigned.

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