



Navrachana Innovation Face (NIF'26) is a unique campus initiative launched by the Navrachana Innovation Foundation (NIF). The initiative aims to promote a strong culture of innovation, entrepreneurship, and creative storytelling among students.

In today's digital world, ideas grow when they are communicated effectively and shared widely. NIF'26 is designed to identify students who can creatively communicate innovation and inspire others to explore opportunities within the startup ecosystem of the university.

Through this initiative, students will not only participate in a competition but will also experience a hands-on learning opportunity where creativity, communication, and strategic thinking come together.

NIF'26 encourages students to step forward as creators, storytellers, and innovation ambassadors, helping spread awareness about the opportunities available through the university's incubation ecosystem.

Challenge Format

The initiative begins with a 7-day campus challenge, where selected participants will promote innovation initiatives through their own creative strategies.

Participants may use formats such as:

- Social media posts and reels
- Creative campaign ideas
- Storytelling based promotional content
- Introduction of NIF activities and facilities for student startups

The objective is to generate maximum engagement, awareness, and participation within the campus community.

Score Based On

Participants will be evaluated based on the following criteria:

- Reach & Impressions – 25%
- Engagement Rate – 20%
- Verified Followers – 30%
- Verified Walk-ins – 25%

Who Can Apply?

- ✓ Minimum 1,000+ followers on any platform
- ✓ Active on Instagram, YouTube, or LinkedIn
- ✓ Strong interest in Startups, Innovation, and Creative Promotion

Prizes & Recognition

Top performers will receive exciting rewards and recognition:

- 🏆 1st Prize: ₹15,000
- 🏆 2nd Prize: ₹10,000
- 🏆 3rd Prize: ₹5,000

- NIF Brand Ambassador Title
- 6 Months Exclusive Media Access
- Free Entry to All Paid Events
- Podcast Access with Founders & Investors

STARTING FROM 16TH MARCH 2026



Be the Voice of Innovation.



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