

Date: June 22, 2023

To,

The Managing Director

RajCOMP Info Services Ltd.
Yojana Bhawan, 1st Floor,
C Block, Tilak Marg,
Jaipur, Rajasthan 302001

Subject: Scope of Work Letter for IDEathon Challenge powered by Codevidhya

We are writing to provide you with a formal document outlining the scope of work for the project we will be undertaking. This letter aims to clarify the objectives, deliverables, and timelines associated with the project.

Please review the following scope of work and let us know if you have any questions or require any further information.

Project: iStart IDEathon powered by Codevidhya

Objective:

For the local community, Codevidhya and iStart are excited to present an IDEathon at **Sikar, Kota, and Bharatpur** locations. To encourage entrepreneurship and highlight the Rajasthan government's support for businesses, Codevidhya is pleased to present an IDEathon for the neighborhood.

Purpose:

The goal of an IDEathon is to encourage participants to come together and generate innovative ideas to solve a particular problem or Challenge. It promotes innovation, collaboration, and creativity to solve complex problems and challenges.

Theme: “Innovation for a sustainable future solving real-world problems”

Participants can come up with innovative solutions from any field including, but not limited to, the following themes

- Artificial Intelligence (AI)
- DeepTech
- Enterprise Tech
- Blockchain
- Design, Crafts, and Sustainability
- Internet of Things (IoT)
- CleanTech
- Mobility
- Consumer Tech

Target Participant

Group A: School Students of age 6 to 16

Group B: College Students

Participants will be required to register in advance, in teams of 1-5 students + 1 mentor/teacher (optional)

Location & Event dates

We propose to organize IDEathon at below mentioned Divisional headquarters

Division 1: Sikar – August 11, 2023

Division 2: Kota – September 15, 2023

Division 3: Bharatpur – September'23

Planning

Stage 1: Outreach & registration for the main event Task

- Outreach and Registration (Online & Offline)
- Social Media, Digital, and Influencer Marketing
- Online video Pitch submission in a specific format
- Total shortlist of 30 teams (15 teams in each group)
- Mentorship Webinar for shortlisted students

Stage 2: Main Offline pitch presentation Event

- Offline event on Final Day
- Main event management – Venue & refreshments for 250 participants
- Social Media, Digital, and Influencer Marketing
- 1- or 2-minute Pitch presentation by a participant to Judges
- Prize distribution & Closing Ceremony
- Post event Media Coverage and report to iStart / Gov. Dept.

Financials and Payment Terms

We are here sharing commercials for 3 IDEathon (Sikar, Kota & Bharatpur)



Item	Amount (Rs.)	Total Amount(Rs.) For One Ideathon (excl. taxes)												
Pre-event Registration														
Technology & Design - forms, webpage, poster, reels, posts, flex, standees, templets etc	50,000	4,00,000												
Digital Marketing - Social Media, Ads and emals	70,000													
Influencer Marketing - Insta/Youtube etc	70,000													
Offline Marketing - Posters, Banners	40,000													
Media Print and digital	40,000													
Tele-calling, Support etc.	30,000													
Awareness & Roadshows	1,00,000													
Event Day:														
Hospitality - Tea & lunch (For approx 200 pax)	1,70,000	3,50,000												
Travel, Accommodation and logistics (for 10 heads)	50,000													
Stage Production and on-site branding	1,00,000													
Goodies, Memento, Certification etc	30,000													
Prize for Winners:														
1. College participants:														
<table border="1"> <thead> <tr> <th>S.No</th> <th>Type</th> <th>Amount(INR)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Winners</td> <td>50,000</td> </tr> <tr> <td>2</td> <td>1st Runner up</td> <td>25,000</td> </tr> <tr> <td>3</td> <td>2nd Runner up</td> <td>15,000</td> </tr> </tbody> </table>	S.No	Type	Amount(INR)	1	Winners	50,000	2	1st Runner up	25,000	3	2nd Runner up	15,000	90,000	1,40,000
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1	Winners	25,000												
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3	2nd Runner up	10,000												
Misc. Exp														
Photography , Videography etc.	20,000	80,000												
Anchor and Project Management Expenses	60,000													
Total for one Ideathon(Excl. GST)		9,70,000												
	GST(18%)	1,74,600												
Total for one Ideathon(Incl. GST)		11,44,600												
No. of Ideathon		3												
Grand Total for 02 Ideathons(Incl GST)		3433800												

Payment Terms for individual divisions

Completion of Pre-event registration: INR 13,73,520

Completion of main event registration: INR 20,60,280

IDEAthon Benefits and Impact

On Students

- **Idea generation:** The primary purpose of IDEAthon is to generate a large number of new and innovative ideas. Participants are encouraged to think outside the box and come up with solutions that have not tried before.
- **Network building:** It provides an opportunity for people from different disciplines and backgrounds to work together and collaborate on new ideas
- **Learning opportunity:** It provides a chance to experiment with new ideas and technologies, and get feedback from a diverse group of people
- **Innovation:** IDEAthon can lead participants to think creatively and lead to the development of innovative products, services, or processes that can have a positive impact on society
- **Problem-solving skills:** Hackathons require participants to come up with creative solutions to complex problems in a short amount of time. This can help students to develop their problem-solving skills and think critically about how to approach and solve problems.
- **Confidence and self-esteem:** Participating in an IDEAthon and successfully completing a project can boost students' confidence and self-esteem. This can be particularly beneficial for students who may not have had many opportunities to showcase their skills and abilities in the past

Social Impact

- **Positive Social Impact:** As per the proposed theme of innovation for varied sectors, participants will share innovation toward the real-time social problem. The theme is well thought out and in line with the SDG goals and will contribute to society for the cause.
- **Outreach of Government Program:** Our target is to reach 200+ schools & Colleges, our promotional activities will create a buzz around the local area for the existing and upcoming government programs. Expected outreach is 1,00,000+ students.
- **Innovation within the state:** Focus of IDEAthon is to generate new innovative and creative ideas from the local students which would give the opportunity to government programs to select the talent from the local region and promote the entrepreneurial idea within the community.

Conclusion

The Information Technology “IDEAthon” presents an excellent avenue for students to demonstrate their abilities and originality, and acquire fresh knowledge and proficiency in problem-solving and project management. Through collaboration with fellow students and mentors, participants can explore inventive resolutions to real-life challenges and establish a network of professional connections. This event goes beyond being an enjoyable and captivating learning opportunity for students; it also equips them with valuable skills that will prove beneficial in their future professional endeavors.

About Company

Codevidhya is an EdTech start-up founded in 2016. It is an initiative to empower young kids through Coding to equip them with future skills and raise awareness to become the architect of their life. Codevidhya's curriculum & platform helps kids to be technologically smart, become better learners, and prepare them to thrive in this new world. With both B2B and B2C offerings in place, the aim is to empower every young learner with the right set of 21st Century skills.

Alok Saboo
Director Finance
Codevidhya India Pvt Ltd.

