



**ASSAM**  
down town  
UNIVERSITY

NAAC A+ Accredited & UGC 12(B) Status Holder

# Assam down town University

Established Vide The Assam Act. No. VIII of 2010, Gazette No. LGL.9/2010/11

Promoted by: **down town**  
Charity Trust

Memo No: AdtU/R/2025-26/1358

Date: 06-07-2026

## **CIRCULAR**

### **Notification regarding Introduction and implementation of the AdtU Innovation Mela Scheme**

This is for information of all concerned that the Competent Authority has approved the **AdtU Innovation Mela Scheme**, which shall be implemented by the Directorate of Innovation, Startup and Acceleration (DISA) from the Academic Year 2026–27.

The AdtU Innovation Mela Scheme has been introduced to promote innovation, creativity, problem-solving and entrepreneurship among the students of Assam down town University. Under the scheme, students shall be encouraged to develop innovative solutions to problem statements released by DISA in the form of models, prototypes, digital applications, products and other demonstrable outcomes.

The detailed policy document is enclosed herewith and shall also be made available on the University ERP for reference.

All concerned are requested to take note of the above and disseminate the information among the students for wider participation.

**Issued with due approval of competent authority.**

(Dr. Ashim Barman)

Registrar,

Assam down town University.

#### **Copy for favour of their information to:**

1. Executive Secretary to Chancellor, AdtU
2. Asst. Manager- Office of Vice Chancellor, AdtU
3. P.A. to Pro-Vice Chancellor, AdtU
4. P.S. to Dean of Studies, AdtU
5. P.A. to Managing Trustee, dtCT
6. P.A. to Resident Trustee, dtCT
7. **Chairperson/Dean/Director/Associate Dean/ HoD (For circulation)**
8. Office of the Controller of Examinations, AdtU
9. All Officers (Admin/Academic/IT/Accounts/Admission/Marketing/Legal/Placement/Library/CLPPD/IQAC)
10. HR Office
11. **Notice Boards/Message Desk (For display)**
12. Office file (for record)



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## AdtU Innovation Mela Policy

Version: 1.0

w.e.f: 06-07-2026

Assam down town University  
Sankar Madhab Path, Gandhi Nagar,  
Panikhaiti, Guwahati-26, Assam




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# Assam down town University

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Promoted by: **C**down town  
Charity Trust

S. No.	POLICY PARTICULARS:	
1.	Name of the Policy	AdtU Innovation Mela Policy
2.	Policy Issue/Notification Number/Memo Number	AdtU/DISA/pol-2026/04
3.	Date of Release	06-07-2026
4.	Effective From	06-07-2026
5.	Approval Date	24-06-2026
6.	Version	V1.0
7.	Policy Title (Required)	AdtU Innovation Mela Policy
8.	Superseded by	N.A
	Approved by	

## **1. Introduction:**

Assam down town University (AdtU), in its continued commitment to fostering innovation, creativity, problem-solving and entrepreneurship among its students, has instituted a University-wide initiative titled “**Innovation Mela.**” The Innovation Mela is envisioned as a recurring innovation and problem-solving platform that encourages students to develop practical and impactful solutions to real-world challenges in the form of models, prototypes, processes, digital application and other demonstrable outcomes.

Under this initiative, students will be provided with curated problem statements and encouraged to develop innovative solutions within a defined timeframe. The programme aims to promote experiential learning, critical thinking, teamwork, and the practical application of academic knowledge while nurturing a culture of innovation across the University.

Beyond serving as a platform for showcasing student innovations, the Innovation Mela is also intended to create a strong pipeline of early-stage innovations and prototypes that demonstrate potential for further development and commercialization. Promising projects identified through the Innovation Mela may be supported through mentorship, incubation, intellectual property facilitation and financial assistance under various schemes and programmes implemented by the Directorate of Innovation, Startup and Acceleration (DISA) and down town Venture Labs foundation (dtVL), the incubation centre promoted by the University.

To ensure the effective implementation, administration and governance of the Innovation Mela, the University has established the **AdtU Innovation Mela Policy**. This policy provides the framework governing the objectives, scope, participation process, evaluation mechanism, implementation structure, support provisions and overall management of the Innovation Mela initiative.

## **2. Objectives of the Policy:**

The AdtU Innovation Mela is instituted with the following objectives:

- a. To promote a culture of innovation, creativity, design thinking and problem-solving among students of Assam down town University.
- b. To provide a structured platform for students to identify challenges and develop innovative solutions through models, prototypes, digital applications and other demonstrable outcomes.
- c. To encourage experiential, interdisciplinary and application-oriented learning by enabling students to apply academic knowledge to real-world problems.
- d. To nurture critical thinking, teamwork, research aptitude and entrepreneurial mindset among students.
- e. To facilitate the development of prototypes and early-stage innovations with potential for societal, technological or commercial impact.
- f. To create a pipeline of promising student innovations that may be considered for mentorship, incubation, intellectual property protection, prototype development support, funding assistance and other institutional support mechanisms.
- g. To identify and encourage innovative ideas with potential for startup creation, commercialization or technology transfer
- h. To strengthen engagement between students, faculty members, industry experts and other stakeholders in the innovation and entrepreneurship ecosystem.

### **3. Scope of the Policy:**

This policy establishes the framework for the administration, implementation and conduct of the AdtU Innovation Mela and shall govern all activities undertaken under the scheme within Assam down town University.

The scope of this policy shall include:

- a. The planning, organization and conduct of the Innovation Mela as a recurring institutional innovation and problem-solving initiative.
- b. The identification, curation and release of problem statements for participation under the Innovation Mela.
- c. The participation of eligible students enrolled in Diploma, Undergraduate (UG), Postgraduate (PG) and PhD programmes of Assam down town University.
- d. The development, submission, presentation and evaluation of innovative solutions, models, prototypes, digital applications and other demonstrable outputs developed in response to notified problem statements.
- e. The constitution and functioning of evaluation mechanisms, selection processes, award structures and recognition under the Innovation Mela.
- f. The identification of promising projects for mentorship, incubation, intellectual property facilitation, prototype development support, funding assistance and other institutional support mechanisms.
- g. The roles and responsibilities of the implementing bodies and other stakeholders involved in the administration and execution of the scheme.
- h. The governance, monitoring, review, financial management and compliance requirements relating to the implementation of the Innovation Mela.
- i. This policy shall apply to all student participants, evaluation committee members, implementing bodies and other stakeholders associated with the AdtU Innovation Mela and shall remain in force until amended, superseded or withdrawn by the competent authority.

### **4. Policy Statement:**

The AdtU Innovation Mela shall serve as a platform for promoting innovation, creativity, problem-solving and entrepreneurship among students of Assam down town University. The scheme shall be conducted periodically through the release of curated problem statements, enabling students to develop and present innovative solutions in the form of models, prototypes, digital applications and other demonstrable outcomes.

The Innovation Mela shall function as a key mechanism for identifying, recognizing and nurturing promising student innovations and shall facilitate their progression towards further development, intellectual property creation, incubation, startup formation and commercialization, wherever applicable.

The implementation and administration of the scheme shall be carried out in accordance with the provisions of this policy and such guidelines, notifications and instructions as may be issued by the University from time to time.

## **5. Definitions:**

For the purpose of this policy, unless the context otherwise requires, the following terms shall have the meanings assigned to them below:

**5.1 Participant:** “Participant” refers to any eligible student or group of students who take part in the AdtU Innovation Mela.

**5.2 Problem Statement:** “Problem Statement” refers to a defined challenge or issue identified, curated and officially released by the Directorate of Innovation, Startup and Acceleration (DISA) for each monthly cycle of the Innovation Mela.

**5.3 Solution:** “Solution” refers to a model, prototype, concept, design, or any demonstrable output developed by participants to address a given problem statement.

**5.5 Innovation Mela:** “Innovation Mela” means the innovation and problem-solving programme conducted under this Policy, including all activities relating to the release of problem statements, solution development, presentation, evaluation and recognition.

**5.5 Implementing Office/Body:** “Implementing Office/Body” refers to the Directorate of Innovation, Startup and Acceleration (DISA) and/or down town Venture Labs foundation (dtVL), responsible for execution and administration of this policy.

**5.6 Evaluation Committee:** “Evaluation Committee” refers to the committee constituted for the purpose of evaluating solutions presented under this policy, as may be notified by the Implementing Office from time to time.

**5.7 Competent Authority:** “Competent Authority” refers to the authority empowered to approve, modify or take decisions with regard to this policy, which shall mean the Hon’ble Vice Chancellor, Assam down town University or any other authority duly authorised by the University.

## **6. Implementation Framework:**

The AdtU Innovation Mela shall be implemented as a recurring institutional innovation and problem-solving initiative under the overall coordination of the Directorate of Innovation, Startup and Acceleration (DISA). The implementation framework shall broadly comprise the following stages:

### **6.1 Identification and Release of Problem Statements:**

- a. Problem statements may be collected from all the Faculty of Studies of the University, industry partners, community stakeholders and other relevant sources as deemed appropriate.

- b. The Implementing Body may shortlist, modify, consolidate or reject any proposed problem statement based on relevance, feasibility, innovation potential and alignment with the objectives of the Innovation Mela.
- c. The Implementing Body may also independently identify, formulate and notify problem statements.
- d. Selected problem statements shall be notified by the Implementing Body for participation under each cycle of the Innovation Mela. The Implementing Body shall determine the number and nature of problem statements to be released for each cycle, and its decision in this regard shall be final.

## **6.2 Registration and Participation**

- a. Eligible students may register individually or as a team in response to the notified problem statements, in accordance with the guidelines issued by the Implementing Body.
- b. Registration, submission requirements and other procedural details shall be notified separately for each cycle of the Innovation Mela.

## **6.3 Solution Development Phase**

- a. Participants shall develop innovative solutions in response to the notified problem statements within the prescribed timeframe.
- b. Solutions may be developed in the form of concepts, models, prototypes, processes, digital applications, products or other demonstrable outcomes.
- c. Participants may be provided access to institutional facilities, mentorship, technical guidance or other support mechanisms, subject to availability.

## **6.4 Presentation and Evaluation**

- a. The Innovation Mela event shall be conducted in the Last week of the month, preferably on the last Saturday, subject to availability. Participants shall present their solutions before the Evaluation Committee.
- b. The Evaluation Committee shall assess submissions in accordance with the evaluation criteria and procedures prescribed under this Policy and related guidelines issued separately by the implementing office from time to time.
- c. The Evaluation Committee may recommend projects for awards and recognition.

## **6.5 Post-Evaluation Support**

- a. Selected solutions may be considered for further support through mentorship, incubation, intellectual property facilitation, funding opportunities or participation in other innovation and entrepreneurship programmes of the University.
- b. Such support shall be subject to eligibility, availability of resources, compliance with applicable requirements of the relevant schemes and approval of the competent authority, wherever necessary.

## **6.6 Operational Guidelines**

The Implementing Body may independently issue notifications, schedules, operational guidelines, application formats, evaluation procedures and other instructions from time to time

for the effective implementation of the Innovation Mela, provided that such guidelines are consistent with the provisions of this Policy.

### **6.7 Tentative Timelines:**

The indicative timeline for each monthly cycle of the AdtU Innovation Mela shall be as follows:

<b>Activity</b>	<b>Timeline</b>
Release of Problem Statements	On or before the 3rd day of each month by the Directorate of Innovation, Startup & Acceleration (DISA).
Registration of Participants	Within 7 days from the date of release of the problem statements through the prescribed registration channel notified by DISA.
Solution Development and Preparation	From the closure of registration until the date of the Innovation Mela. Participants shall develop their solutions, concepts, models, or prototypes during this period.
Innovation Mela, Prototype Demonstration & Evaluation	During the last week of the month, preferably on the last Saturday. Participants shall showcase and demonstrate their solutions/prototypes before the evaluation committee.
Declaration of Results and Prize Distribution	On the next working day following the Innovation Mela.

## **7. Provisions under the Policy:**

The provisions under this policy shall govern the implementation of the AdtU Innovation Mela, including eligibility, participation, deliverables, evaluation and financial aspects.

### **7.1 Eligibility Criteria**

- The participant(s) must be enrolled as students of Assam down town University in Diploma, Undergraduate (UG), Postgraduate (PG) or PhD programmes.

### **7.2 Participation Guidelines**

- The project may be undertaken individually or in a group.
- A team may consist of a minimum of two (2) and a maximum of six (6) students.
- Participants shall develop solutions only in response to the problem statements notified under the respective cycle of the Innovation Mela.
- The proposed solution shall demonstrate originality, innovation, feasibility and relevance to the notified problem statement.
- Solutions developed outside the scope of the notified problem statements shall not be considered.
- Students from different Faculty of Study or academic programmes of the University may participate jointly as an interdisciplinary team.
- Participants shall comply with all applicable University rules, ethical standards and instructions issued by the Implementing Body from time to time.

- The Implementing Body may prescribe additional participation requirements, submission formats and presentation guidelines for effective implementation of the scheme.
- The Implementing Body reserves the right to reject, disqualify or cancel any participation at any stage in cases of plagiarism, fabrication of data, misrepresentation of facts, violation of intellectual property rights, misconduct, non-compliance with the provisions of this Policy or any other reason deemed appropriate.

### 7.3 Deliverables

Participants shall be required to present the outcomes of their work in accordance with the problem statements notified by the Implementing Body for the respective cycle of the Innovation Mela.

Participants shall be expected to:

- Develop a model, prototype, digital application, product, research-based output or any other demonstrable solution developed in response to the notified problem statement.
- Present the developed solution during the Innovation Mela event.

### 7.4 Evaluation and Selection Process

- All solutions presented by the participants shall be evaluated by an Evaluation Committee constituted by the Implementing Body for the purpose. The composition, size and tenure of the Evaluation Committee shall be determined by the Implementing Body. The Implementing Body may reconstitute, modify or continue the Evaluation Committee, in whole or in part, from time to time as it may deem necessary for the effective implementation of the Innovation Mela.
- The Evaluation Committee shall evaluate submissions based on criteria that may include, but are not limited to:
  - Innovation and novelty of the solution;
  - Relevance to the problem statement;
  - Technical and operational feasibility;
  - Quality and functionality of the model/prototype
  - Practical applicability and scalability;
  - Presentation, communication and overall clarity of the proposed solution.
- The Implementing Body may prescribe detailed evaluation parameters, weightages, scoring mechanisms and assessment procedures from time to time.
- Based on the evaluation, participants may be ranked and recommended for awards and recognition. Winners shall be awarded **cash prizes in addition to certificates and recognition**, as per the approved structure.
- The Evaluation Committee may decide not to recommend any participant for an award or recognition if the presented solutions are found to be of insufficient merit.
- Any member of the Evaluation Committee having a direct academic, financial or personal interest in a participating project shall disclose such interest and may recuse themselves from the evaluation of that project.
- The recommendations and decisions of the Evaluation Committee shall be final and binding.

## **7.5 Financial Provisions**

- The AdtU Innovation Mela shall include provision of **cash prizes for the winners**. The amount and structure of cash prizes shall be determined by the Implementing Body and approved by the competent authority from time to time, without requiring amendment to this Policy.
- Expenditure incurred towards the conduct of the Innovation Mela may include but shall not be limited to event organization expenses, publicity and outreach activities, evaluation-related expenses (in case of external evaluator), cash prizes, certificates and other expenses considered necessary for effective implementation of the scheme. The budget for all such expenses shall be proposed by DISA and approved by the competent authority of the University.
- All expenditures under this scheme shall be subject to audit and compliance with the financial norms of the University.
- Selected Projects may receive Funding/Prototype development support subject to fulfilment of eligibility criteria and associated conditions of the relevant scheme and approval by the competent authority.

## **7.6 Provision for Industry Collaboration**

- The implementing body may collaborate with industry partners, organisations and domain experts to curate problem statements that reflect real-world challenges and emerging industry needs.
- Industry partners may also be invited to participate in the Evaluation Committee as domain experts, subject to approval by the competent authority.

## **7.7 Sustainability and SDG Alignment**

- Problem statements under the Innovation Mela may be selected from a wide range of themes, including those aligned with the United Nations Sustainable Development Goals (SDGs), national priorities, emerging technologies and societal needs. Illustrative thematic areas may include, but are not limited to:
  - Sustainability and Environmental Conservation
  - Healthcare and Well-being
  - Agriculture and Allied Sectors
  - Education and Skill Development
  - Social Innovation and Community Development
  - Smart Technologies and Digital Transformation, Artificial Intelligence, Data Science and Emerging Technologies
  - Affordable and Clean Energy
  - Climate Action and Resource Management
  - Rural Development and Livelihood Enhancement
  - Inclusive and Accessible Solutions for Society

## **8. Intellectual Property Rights:**

- All matters related to intellectual property, including patents arising out of the solutions developed under this scheme shall be governed in accordance with the IPR Policy of the University, as amended from time to time.
- The Implementing Office shall facilitate support for intellectual property protection, including patent filing, through the IPR Cell of the University or any other designated body. The

participants shall extend necessary cooperation in all processes including documentation, patent filing and other associated formalities, wherever applicable.

- The ownership, rights and revenue sharing, if any, arising out of intellectual property generated under this scheme shall be governed as per the provisions of the University's IPR Policy.

## **9. Monitoring and Review**

- The Implementing office shall maintain records of all Innovation Mela cycles, including problem statements released, registrations received, solutions evaluated and results declared.
- A periodic review of the scheme shall be conducted by DISA and submitted to the competent authority to assess effectiveness, participation trends and areas for improvement.
- Feedback from participants and evaluators shall be solicited after each cycle to enable continuous improvement of the scheme.

## **10. Governance and Implementation:**

### **10.1 Governance**

- The overall budgetary allocation for the AdtU Innovation Mela scheme shall be proposed by the Directorate of Innovation, Startup and Acceleration (DISA) at the beginning of each financial year and shall be approved by the competent authority of the University.
- The scheme shall operate under the overall guidance and supervision of the competent authority of the University.
- Periodic updates on the progress and implementation of the scheme shall be submitted to the Office of the Vice Chancellor and other relevant authorities, either through direct reporting or through institutional forums such as UACC and Core Committee meetings.

### **10.2 Implementation**

- The Directorate of Innovation, Startup and Acceleration (DISA) shall be the implementing body of the AdtU Innovation Mela Scheme and shall be responsible for the execution and administration of the scheme in accordance with the provisions of this policy. It will be responsible for:
  - Identification, curation and release of problem statements.
  - Inviting and managing participation.
  - Constituting the Evaluation Committee.
  - Organizing the Innovation Mela event.
  - Conducting evaluation and declaring results.
  - Ensuring proper implementation of the scheme.
- DISA shall coordinate with dtVL and engage its various wings, including the Institution Innovation Council (IIC), Entrepreneurship Cell (E-Cell) and IPR Cell and may also coordinate with other relevant bodies, as required for effective implementation of the scheme.
- The implementing bodies may issue necessary guidelines, instructions or clarifications for effective implementation of the scheme as may be required from time to time.

**11. Audit and Compliance:**

- The implementation of the scheme, including financial and administrative aspect shall be subject to audit as per the prevailing norms of Assam down town University.
- All stakeholders, including the students, implementing office and any associated bodies involved in the execution of the scheme, shall ensure compliance with the provisions of this policy and other applicable rules and regulations of the University.

**12. Amendment and Residual Powers:**

- The University reserves the right to amend, modify or withdraw any provision of this policy, in whole or in part at any time with the approval of the competent authority.
- Any modification in the operational aspects, procedures, formats, timelines or implementation modalities of the scheme may be effected through notifications, guidelines or addendums, as may be issued from time to time without necessitating amendment to the entire policy document.
- Matters not explicitly covered under this policy shall be dealt with by the Implementing Office in accordance with the objectives of the scheme and the directions of the competent authority.

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