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# Expression of Interest (EOI)

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**For selection as  
Knowledge Partner of  
G20-DIA (Digital Innovation Alliance)**

**Meity Startup Hub,  
(Ministry of Electronics & Information Technology (MeitY)  
Electronics Niketan, 6, CGO Complex, Pragati Vihar, New Delhi-110003)**

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## **Background:**

The G20 Digital Innovation Alliance (G20-DIA) aims to recognize and support innovators that have digital solutions for various world economies. The Ministry of Electronics and IT has chosen the six themes which are of critical significance for global communities. These themes are Ed-tech, Health-tech, Agri-tech, Fin-tech, Secured Digital Infrastructure, and Circular Economy.

There would be various outreach events, sessions around the themes, workshops, expert sessions etc. Each member state would create their own jury as well the criteria for selection of the innovations on their own to select the top 6 innovations to be represented (one from each theme). The deadline for receiving nominations from member states shall be 15<sup>th</sup> May 2023.

The top 6 innovation entries from each member (including invited members) state shall be invited to India for a three-day event at Bangalore in August 2023 which would comprise of innovation showcase, interaction with various stakeholders under each theme, esteemed panel discussions, investor connects and pitching. A total of 174 startups from G20 member states and 9 non-member invited countries will be participating.  $[(20+9) * 6 = 174 \text{ Innovations}]$ . Along with the applicants, the member state shall also nominate key stakeholders of their innovation ecosystem (Entrepreneurs, Unicorns, Corporates, Investors, Prominent members, officials etc.) to accompany the innovators/entrepreneurs.

During the three-day event, innovators will get a chance to pitch their solutions to a strong diversified jury committee which would have academia, corporates, mentors, ministries and investors recognized under each theme. This jury would choose the top 3 digital innovations in each category that will be awarded.

## 2. Objective:

In furtherance to the pre and post event intellectual supports in terms of whitepapers, stakeholder consultations, podcast content, media articles etc., MeitY Startup Hub (MSH) invites potential knowledge partners to submit their Expression of Interest (EOI) with a brief concept note on their previous works to partner for the G20-DIA event as a Knowledge Partner. The prospective knowledge partner would be a legal entity with prior experience in providing thought leadership, technology-domain expertise, and policy & regulatory stakeholder engagement and publishing white papers, articles and other knowledge content for public discourse.

## 3. Deliverables:

### 3.1. Series of White Papers:

The Partner will conceptualize and write 6 white papers on each of the six selected themes for G20-DIA: Ed-tech, Health-tech, Agri-tech, Fin-tech, Circular Economy and Secured Digital Infrastructure. The white papers will be detailed, empirical, and focus on how these six sectors have witnessed a boom in recent times and how digital public goods created in these sectors can create a global population-scale impact, and enable sustainable and inclusive techno-socio-economic development globally. Consequently, the six white papers will be collated together and published in a form of book or anthology.

### 3.2. Series of Consultations:

The Partner will organize a series of consultations with various innovators, entrepreneurs, startups, investors, government officials and other ecosystem stakeholders to document the process and journey of India becoming a leading startup nation with strong focus on Digital Public Goods/Infrastructure and how the enablement and adoption of innovative and impactful digital public technologies developed by Indian startups can be exported to other nations.

### **3.3 Podcast:**

The Partner will host a Podcast with 4-5 episodes on the six selected areas under the Digital Innovation Alliance program. The episodes will host thought leaders and experts from the digital economy ecosystem and cover cross-sectoral insights on digital economic development during the Amrit Kaal, Techade and India's growing geopolitical influence, India becoming a key exporter of the next generation technology innovation etc.

### **3.4. Website:**

The Partner will aid in content creation for the Digital Innovation Alliance's website with materials like the white papers, newspaper articles, links to the Podcast as well as video bytes. The Partner will be working on video bytes from 5-10 leading Indian entrepreneurs and investors highlighting how the startup ecosystem can aid the development of digital public goods and how the ecosystem can be used to leverage bilateral and multilateral missions and pave a way for India to become world's largest startup destination. Also, 4-5 video bytes, highlighting the transformational power of digital public goods such as the Aadhar, BHIM-UPI, CoWin, and Aarogya Setu, amongst others.

### **3.5. Media Articles:**

The Partner in collaboration with the designated officials from MSH will publish articles highlighting and summarizing the key points made in the white papers on each of the six sectors in leading Indian dailies. Additionally, social media awareness around the issues will be updated on regular intervals to ensure a vibrant discourse on the G20-DIA program during India's G20 Presidency.

## **4. Timeline:**

The project will run for eight months from February 2023 to September 2023, in the following manner:

| S.No.   | Title   | Timeline   |
|---|---|--|
| 1   | <b>Series of White Papers</b><br><i>(6 White Papers + 1 collated version of White Papers as a book/ magazine)</i> | <b>One every six weeks</b>   |
|   | e. White Paper on Fintech   | <b>Early February</b>  |
|   | a. White Paper on Edtech  | <b>Late February 2023</b>  |
|   | d. White Paper on Circular Economy  | <b>Mid March</b>   |
|   | b. White Paper on Agritech  | <b>Early April</b>   |
|   | f. White Paper on Secured Digital Infrastructure  | <b>Early May</b>   |
|   | c. White Paper on Healthtech  | <b>Early June</b>  |
|   | g. Collated version of the white papers   | <b>November, 2023</b>  |
|   | 2   | <b>Series of Multi Stakeholder Consultations (3-4 consultations)</b> |
| a. Consultation on Edtech and Healthtech                      |   | <b>March, 2023</b>   |
| b. Consultation on Fintech and Digital Secured Infrastructure |   | <b>May, 2023</b>   |
| c. Consultation on Agritech and Circular Economy              |   | <b>July, 2023</b>  |
| 3   | <b>Website</b>  | <b>To be updated regularly</b>                                       |
| 4   | <b>Podcast</b>  | <b>Bimonthly starting February 2023</b>                              |
| 5   | <b>Media Articles</b>   | <b>Throughout the project</b>  |

## 5. Scope of Work:

The Partner undertakes to establish a collaborative working partnership to the extent that such coordination, collaboration and resource sharing is in compliance with all the laws, rules, and regulations applicable as per the Government of India requirements.

## 6. Eligibility Criteria:

A legally established entity in India compliant with the applicable acts, rules, and regulations as stipulated by Government of India and other acts as required. Aside from India, the entity should have international presence in the G20 countries so as to provide

effective support to startups in their home country.

## 7. General Terms and Conditions:

- The assignment will be purely on a pro-bono basis, no financial support/payments/charges will be provided to the Knowledge partner for the activities undertaken as part of this engagement.
- The EOI containing the concept note along with other relevant supporting documents should be submitted online through the link given on MSH official website. Manual submission of EOI is not permissible.
- Deadline for online EOI submission is 10<sup>th</sup> February, 2023 till 5:00 PM.
- Any IP created as part of this project will be the property of MSH
- Any dispute arising out of this engagement will be resolved with mutual discussions and any escalation will be addressed by an arbitration panel comprising of three members, one member to be nominated by MSH and the Knowledge partner and the third member to be nominated by MSH and knowledge partner based on mutual consensus and agreement.