TATA IMAGINATION CHALLENGE 2021
IDEAS AND ME

TATA

13 game changing ideas

Presenting the winners of the Tata Imagination Challenge 2021

About Tata Imagination Challenge

The Tata Imagination Challenge is an idea fest where all types of ideas are celebrated and given an equal shot at greatness. In our 2021 edition, we welcomed ideas from all corners of the country and received participation from over 4,800 campuses and Tata employees.
It gives us immense pride to introduce the winners of the Tata Imagination Challenge 2021.



Akshay Karnwal

Management Development Institute, Gurgaon

PAWsify - Platform for all your Pet needs

A solution for vets, pet trainers and pet crèches to market their services where pet owners can easily find reliable services for their pets.



Amirthavarshini LJ

Indian Institute of Management, Calcutta

Know Your Rights - The KYR Platform

As a resolve to the lack of awareness of government schemes among marginalised communities, Amirthavarshini's idea is to have a community knowledge-driven platform- Know Your Rights, that is easily accessible.

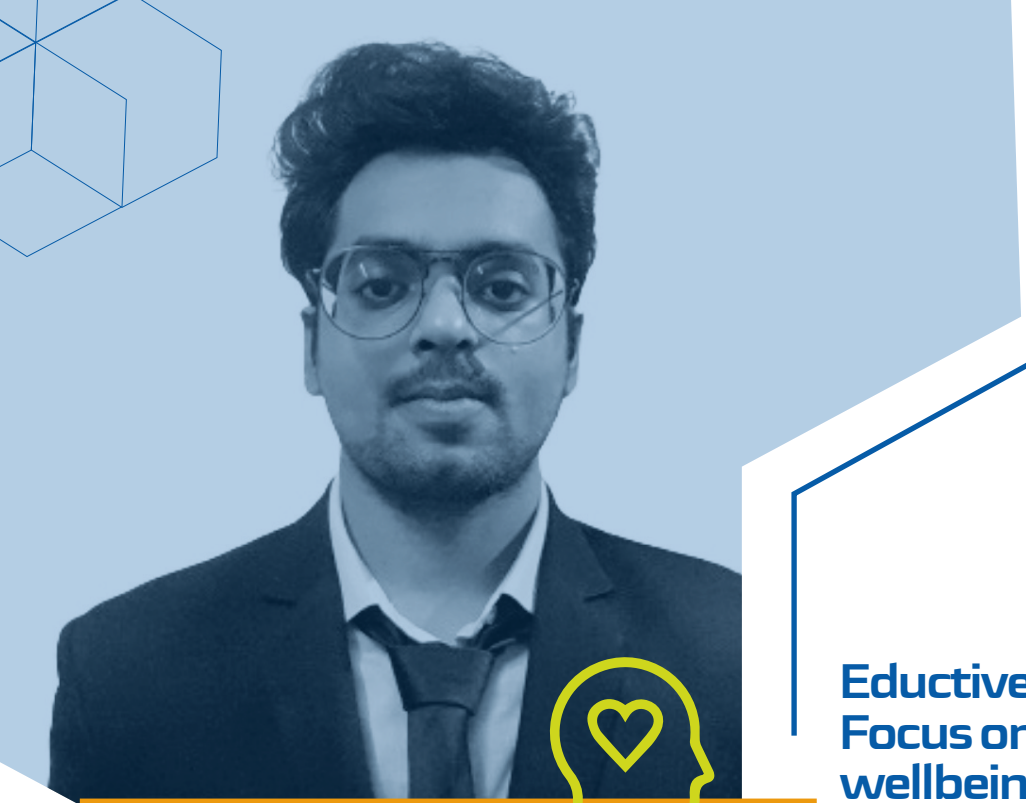


Aviral Kacholia

Indian Institute of Management, Bangalore

Moving towards a Sex Positive Nation

Aviral's big idea is to develop a portal promoting sex positivity. A safe space for sex education and health related product retailing, counselling services and D2C brand for self-defence products.

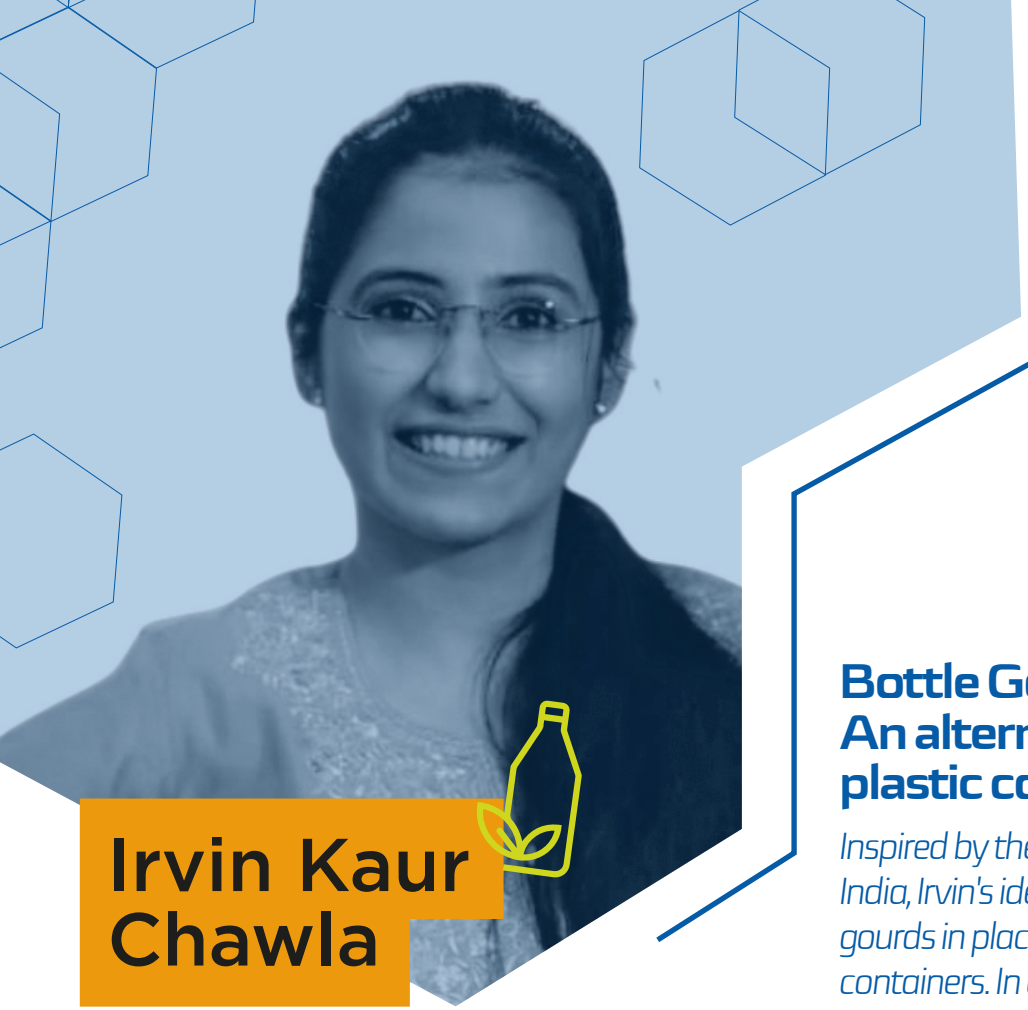


Bharatam Thatavarti Pranav

Indian Institute of Management, Ranchi

Eductive - Focus on mental wellbeing of students

Eductive, is Bharatam's solution to improve the mental wellbeing of students by tracking their non-cognitive behaviours, that will help institutes and students tackle mental health issues.



Irvin Kaur Chawla

National Institute of Industrial Engineering, Mumbai

Bottle Gourd - An alternative to plastic containers

Inspired by the Adivasis in India, Irvin's idea is to use bottle gourds in place of plastic containers. In a self-sustaining business model, the communities would manufacture the product and receive the profits earned.

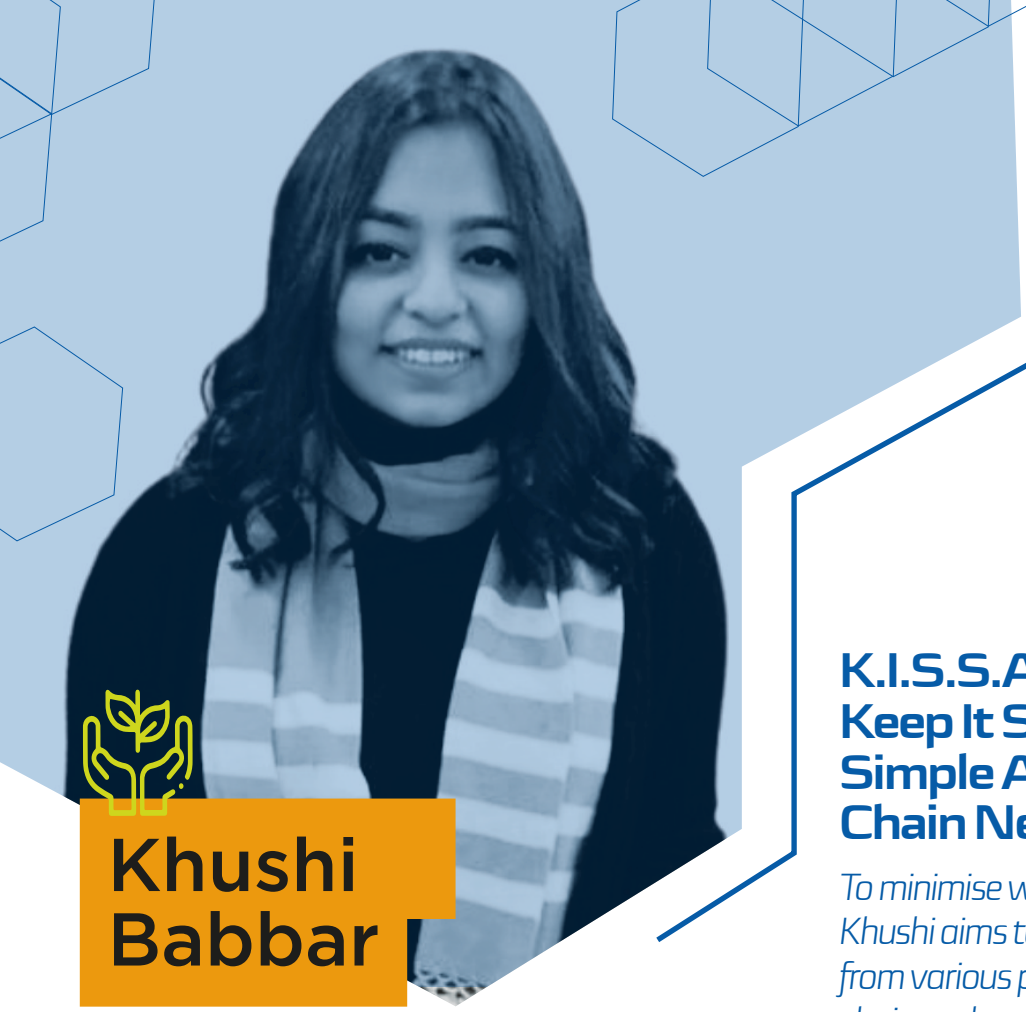


Ishaan Mittal

Tata CLiQ

Business Optimization - Customer Returns Inventory

To maximize business for the customer returns inventory, Ishaan's idea is to partner with rental players and establish a reverse supply chain for the appliance segment. Targetting the audience that prefers renting, resulting in a sale at a better price.



Khushi Babbar

Banasthali Vidyapith, Jaipur

K.I.S.S.A.N - Keep It Super Simple Agri Supply Chain Network

To minimise wastage of food, Khushi aims to collect data from various phases of supply chain and use it to make key decisions leading to a simple yet efficient agriculture produce supply chain.



Nandhini Kumaravel

Indian School
of Business, Hyderabad

Drona - Marketplace for Education and Vocational Training

Nandini proposes a marketplace, which serves as an easy and affordable way for students to access quality education and in turn acts as a secondary income for teachers.



Sanchit Kumar

Tata Steel

Mineral Detection and Mapping by deployment of Drones, Satellite Imagery Sensors and Custom Algorithm in Mining industry.

Identify minerals and surface features with the use of technology without digging or drilling. Which will not only be cost effective but also environment friendly.



Sohan Gadre

Management Development Institute, Gurgaon

Distributed chain of wellness centers - WQ.I.

To effectively accommodate a network of wellness centers in metro cities by using schools during non-school hours. Wherein the schools and WQ.I. would be partners in revenue and the upkeep of the centers.



Sugandha Mohan

SP Jain Institute of
Management and Research, Mumbai

Saarthi- Your digital companion

An app that will help the elderly take their first step into the digital world and provide them step by step instructions on how to use a smartphone.



Syed Shane Imam

Tata Projects

Sparkroom - A social platform for financial discussions

To encourage financial discussions, trustworthy discovery of ideas, knowledge sharing, investing and later, habit formation, Syed suggests an effective social platform.



Umesh Gawale

Indian Institute of Management, Bangalore

Banana Fibers - Applications in Textile Industry

As an additional source of income for farmers and their families, Umesh thought of using Banana pseduostems in clothing and handicrafts which would also reduce the waste created by Banana farming.

Thank you

for checking out the 2021 winners.
Stay tuned for the next edition of
Tata Imagination Challenge.

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