

## Meity, Niti Aayog launches digital India app innovation challenge

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### To realise PM's vision of Digital India – AatmaNirbhar Bharat



With an objective to support and build a strong ecosystem for Indian Apps, the Ministry of Electronics and Information Technology (MeitY) in partnership with Atal Innovation Mission – Niti Aayog launches **Digital India AatmaNirbhar Bharat App Innovation Challenge** for Indian tech entrepreneurs and Startups.

This is to help realise the vision of Prime Minister for building a Digital India and using Digital Technologies for building an AatmaNirbhar Bharat.

This shall run in 2 tracks: Promotion of Existing Apps and Development of New Apps.

The focus of the Track 1 App Innovation Challenge, being launched today is to identify the best Indian Apps that are already being used by citizens and have the potential to scale and become world class Apps in their respective categories.

This Innovation Challenge with various cash awards and incentives of featuring Apps on Leader Boards seeks to create an ecosystem where Indian entrepreneurs and Startups are incentivised to ideate, incubate, build, nurture and sustain Tech solutions that can serve not only citizens within India but also the world. The Mantra is to Make in India for India and the World. This shall be completed in a month.

Subsequent to this App Innovation Challenge, Government will also launch Track 2 of the AatmaNirbhar Bharat App Innovation Challenge that will seek to identify Indian start ups / entrepreneurs /companies and encourage them with ideation, incubation, prototyping and roll out of applications. This track will run for a longer course of a time, details of which shall be provided separately.

The AatmaNirbhar Bharat App Innovation Challenge Track 1 is being launched in a number of categories including health, wellness. There may be several sub categories within each category.