

Atal Innovation Mission (Atal New India Challenge)

Atal Innovation Mission (AIM)

Atal Innovation Mission is a flagship initiative launched to promote the culture of innovation and entrepreneurship in the country. The AIM, in partnership with the Railway Board, Ministry of Drinking Water and Sanitation, Ministry of Agriculture and Farmers' Welfare, Ministry of Road Transport and Highways, and Ministry of Housing and Urban Affairs, has launched the Atal New India Challenge. The AIM, under the initiative, would invite potential innovators, start-ups and Micro, Small & Medium Enterprises to innovate, create and design market-ready products with the help of cutting-edge technologies in 17 pre-identified focus areas.

Initiatives of AIM

1. Atal Tinkering Lab
2. Atal Incubation Center
3. Mentor India
4. Atal New India Challenge
5. Atal Community Innovation Centre
6. Aatmanirbhar Bharat ARISE – Atal New India Challenge (ANIC) Program

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Also read: [Atal Tinkering Labs](#)

Pre-identified Focus Areas of AIM

There are 17 pre-identified focus areas for the AIM. They are listed below:

- Waste in public spaces and dissuading public littering
- Mixing blades for composting

- Decentralized composting
- Quality of compost
- Garbage composition devices
- [Waste management](#) recycling/reuse
- Affordable desalination/recycling technology
- Instant portable water quality testing
- Safe transport
- [Electric mobility](#)
- Smart mobility
- Alternate fuel-based transportation
- Predictive maintenance of rolling stock
- Prevention of rail failure using emerging technologies
- Fog vision system for road and rail
- Climate-smart agriculture

Atal New India Challenge – Details

The National Institution for Transforming India, [NITI Aayog](#) has launched the Atal New India Challenge under the Atal Innovation Mission (AIM) with the aim of bringing in innovations and technologies, relevant to the masses.

The programme will be driven by the [Indian Space Research Organization \(ISRO\)](#) and four ministries:

- Ministry of Defence;
- Ministry of Food Processing Industries;
- Ministry of Health and Family Welfare; and
- Ministry of Housing and Urban Affairs.

Role of the ISRO in Atal New India Challenge –

- ISRO is the leading organization to promote innovations and entrepreneurship across the length and breadth of our country.
- ISRO has extensively supported MSMEs and has also set up R&D labs across India to promote innovation and research in space science and technology.
- ISRO is planning to adopt 100 [Atal Tinkering Labs](#), 3 each in each state and UTs.
- Three thrust areas identified by ISRO:
 - Propulsion: Green propellants, electric propulsion, and advanced air-breathing.
 - Geo-spatial Information: Using [Artificial Intelligence \(AI\)](#) for crop monitoring, weather forecasting and programme evaluation. Read more on [Geo- Spatial Information Regulation](#)

[Bill](#) on the linked page.

- AI and Robotics: For supporting space exploration and outer space monitoring. Also, read about the [Centre for Artificial Intelligence and Robotics – CAIR](#) on the given link.

The Atal New India Challenge Program is in line with the mandate of:

- [Make in India](#)
- [Startup India](#)
- [Aatmanirbhar Bharat](#)

Atal New India Challenge Objective

- To proactively collaborate with Ministries and the associated industries to catalyze research, innovation and facilitate innovative solutions to sectoral problems.
- To provide a steady stream of innovative products & solutions where the Central Government Ministries/Departments will become the potential first buyers.

Features of ANIC – Atal New India Challenge

- The initiative will help promote technopreneurs who deserve to be supported because of their immense potential of taking India forward.
- A total of 15 sector-specific challenges will be selected where three challenges are kept for each ministry.
- A grant-of-aid of up to Rs. 50 lakh for a period of 9 to 12 months have been earmarked for startups to develop a minimum usable prototype.
- Innovators would also be attracted by using the Mahatma Gandhi Challenge method.

The initiative lays its focus on solving such problems in the core areas, which would directly impact the quality of life of the citizens and also generate employment.

- The applicant displaying the capability and intent to manufacture marketable products under the 17 pre-identified focus areas will be granted an award grant of up to 1 crore rupees.
- The winning grantees would be provided support in terms of technical support, go-to-market strategies by leading experts, accelerators and incubators, technical support, mentoring and others.
- In order to generate wider deployment, mentoring and support would be provided at various levels of commercialization.
- The challenge is open to all the Startups, companies registered under the Companies Act 1956 and the [Companies Act 2013](#), R&D institutions, academicians, academic institutions and individual innovators.

Atal Innovation Mission (AIM) – Latest News

1. In order to promote innovation across schools, Atal Innovation Mission (AIM), NITI Aayog has signed a Statement of Intent (SOI) with IT company CGI India.

2. As a part of the SOI signed between AIM, NITI Aayog and CGI, over 100 schools from Bangalore, Chennai, Hyderabad and Mumbai having ATLS will be adopted by CGI to promote and train students. Under this initiative, CGI volunteers will coach and mentor students at the ATLS to boost their technical literacy. Along with this, the students will also be exposed to immersive learning experiences using hands-on experience via STEM (Science Technology Engineering Maths) tools.

Strategic Campaigns of AIM

Some important strategic campaigns of AIM are listed and discussed below:

AIM-Prime Program

- **Aim** – To promote science based, deep technology ideas to market through training and guidance over a period of 9 months.
- Target Audience – Technology developers and incubations managers
- PRIME stands for Program for Researchers on Innovation and Entrepreneurship.
- AIM has collaborated with Bill & Melinda Gates Foundation (BMGF) to launch this nationwide initiative, which will be implemented by Venture Centre – a non-profit technology business incubator.

AIM-iCREST

- iCREST stands for Incubator Capabilities enhancement for a Robust Ecosystem for high performing Startups.
- **Aim** – To enable the incubation ecosystem and act as a growth hack for AIM's Atal and Established incubators across the country.
- The **core objective** of AIM-iCREST program is:
 - To enable the incubators to design and implement world-class entrepreneurship programs, make their institution sustainable, and build credibility.
- **Elements** of AIM iCRESt are:
 0. Incubator Structured Training
 1. Startup Training
 2. Incubation Success E-Handbook
 3. Global Best Practices Study
- This program is aligned with Atmanirbhar Bharat Abhiyaan.
- This program is launched by AIM in collaboration with Bill & Melinda Gates Foundation and Wadhvani Foundation.

Atal New India Challenge UPSC:- [Download PDF Here](#)

Frequently Asked Questions related to Atal innovation Mission (AIM)

Who started Atal innovation Mission (AIM)?

Atal Innovation Mission (AIM) was launched by the NITI Aayog as an innovation promotion platform involving academics, entrepreneurs, and researchers utilizing national and international experience to promote the culture of innovation, R and D in India particularly in technology oriented areas.

What are Atal Tinkering Labs?

Atal Tinkering Labs (ATL) is a sub-mission under the Atal Innovation Mission of the Government of India. This is an important government scheme administered under the NITI Aayog. ATL's are workspaces where children can realize their ideas through hands-on do-it-yourself mode and also acquire innovation skills. They get the chance to comprehend STEM (Science, Technology, Engineering, and Math) concepts. The labs contain educational kits and equipment on electronics, science, robotics, sensors, 3D printers, computers, and open-source microcontroller boards.

How many Atal tinkering labs are there in India?

NITI Aayog's Atal Innovation Mission (AIM) has selected 3,000 additional schools for the establishment of Atal Tinkering Labs (ATLs), bringing the total number of ATL schools to 5,441. The selected schools shall receive a grant of Rs 20 lakh spread over the next five years (from 2018) to establish Atal Tinkering Labs for nurturing innovation and entrepreneurial spirit among secondary school children across India. ATLs will soon be established in every district of India, seeking to enable an innovation ecosystem, which will facilitate transformational change in technological innovation and pedagogy.

Who can setup ATLs?

ATLs can be established in schools (minimum Grade VI – X) managed by State/ Central Government, Local body (Municipality / Nagar Nigam), Private trusts/society or Tribal/Social welfare department etc. After learning about Atal Innovation Mission and Atal New India Challenge Programme, candidates preparing for Civil Services Exam can refer to the below-given links for assimilating comprehensive information related to Innovation, its challenges and other Government of India schemes to promote innovation.