Digital India Atmanirbhar Bharat Innovate Challenge

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Why in News

Recently, the **Ministry of Electronics and Information Technology** and the **Atal Innovation Mission** (initiative by **NITI Aayog**) have launched the **Digital India Atmanirbhar Bharat Innovate Challenge.**

- This move comes after the Central government's decision to **ban 59 Chinese apps.**
- Further, the **Covid-19** pandemic has brought about a big disruption in the day-to-day lives, which is being tackled through the use of technology.

Key Points

- The challenge would **encourage Indian application developers and innovators** and facilitate their ideas and products.
- It will be **jointly hosted** by the **government** and **members of the tech community** to make it more holistic.
- **Objectives:**
    - To help create an **Atmanirbhar (self-reliant) app ecosystem.**
    - To give **better visibility and clarity to existing apps** to achieve their goals.
    - To **create tech products helpful in finding solutions to tech problems,** with the help of mentorship, tech support and guidance during the entire life-cycle.

- The challenge will run in **two tracks:**
  - **Track-01: Promotion of existing apps.**
    - For the promotion of existing apps and platforms across the categories of e-learning, work-from-home, gaming, business, entertainment, office utilities and social networking, the government will provide mentoring, hand-holding and support.
    - It will work in mission mode for identifying good quality apps for the leaderboard and will be completed in around a month.
  - **Track-02: Development of new apps.**
    For incubating new apps and platforms, the initiative will work to help create new champions in India by providing support in ideation, incubation, prototyping, roll out and market access.

Source: TH