



mApp Your Way™

App Development Challenge 2016



GIS is a growing technology and has been an integral part of many organizations' IT and Business Application setup. Almost every industry including Government Services, Space Research, Utilities, Oil & Gas, Banking, Insurance, Retail, CPG, Manufacturing etc. have been using GIS extensively for managing their Geo Information and to make critical business decisions. Web mapping and visualization have opened the world's eyes to the power of the spatial visualization of information and are transforming how people understand the world.

New applications and a growing awareness of the power of GIS are accelerating the need for skilled people in this field. GIS skills are enabling and driving the geospatial transformation taking place across the world.

With an objective to provide a platform to the GIS students, to build and showcase their skills, Esri India came up with mApp Your Way App Development Challenge last year. The program got an overwhelming response and universities across India participated with full enthusiasm. The finalists showcased their applications at the Esri India User Conference 2015 that was held in Delhi.

We are happy to launch the second edition of the mApp Your Way App Development Challenge.

As a future GIS professional, you can help advance the adoption and use of GIS technology by participating in Esri India's app challenge and creating brilliant, interactive and meaningful mapping applications that showcase the power of GIS.

Esri India

// App Development Challenge 2016

// About the challenge

mAppYour Way™ is an application (mobile or web) development challenge being organised by Esri India. The challenge is open to all the students (UG/PG/Research scholars) associated with the institutions that are users of Geospatial / ArcGIS technology.

The objective of this challenge is to provide a platform to the institutes and students to showcase their skills and capabilities in this technology. The challenge offers an exclusive opportunity for institutes and students to implement new ideas via meaningful GIS enabled applications and in process, gain enriching experience.

The best three innovative and impactful applications have a chance to receive national level recognition in addition to winning attractive prizes.

// Theme

Below are the broad themes under which you can develop your application.

Education

Crowdsourcing

Sports

Health

Integrated Transport

Security/Crime forecasting/Disaster monitoring

Retail and e-commerce

Environment

Government Programs - Skill India, Digital India, Smart City, e-governance.

Insurance (Agriculture/Crop)

Energy

We encourage the contestants to create applications that are focused on larger benefit to society and have a business and citizen impact.

// Program Design



// Phase 1 - Idea submission and selection

- Team nomination and abstract submission
- Abstract selection by Esri India



// Phase 2 - App development and screening

- App development by the selected teams
- App submission and selection for final phase



// Phase 3 - National level presentation and final judgement

- National level presentation at 17th Esri India User Conference 2016
- Final judgement

Important Dates:

30 March 2016

Last date of submitting abstracts

31 August 2016

Last date of App submission

// Phase 1 - Idea submission and selection

Institutes/students who wish to participate in the challenge are required to send the filled registration form and abstract via email to app.challenge@esriindia.com. Each institute can nominate any number of teams to participate in the contest. Each team can have minimum of two and maximum of four members. A copy of the registration form is enclosed with the brochure. Additional forms and the abstract submission template can be downloaded from www.esriindia.com/appchallenge. The idea abstracts submitted along with the completed registration form would be evaluated for their impact/usefulness and the prospective use of geospatial technology. Last date of submitting abstract(s) is **30 March 2016**.

Please attach the following with your registration email:

- Duly filled registration form (stamped and signed by the college authorities)
- Abstract about the proposed idea

Abstract Guidelines:

Short description of the proposed application of upto 500 words covering the following points:

- a) Problem/Challenge
- b) How will your app help to address the identified challenge
- c) Brief approach
- d) Possible benefits

// Phase 2 - App development and screening

The shortlisted teams will develop apps on Esri's ArcGIS platform. Esri India will provide a temporary software license (one per team) for app development. Esri India will also run a mentorship program and an online community driven by Esri India technical experts to enable teams to clarify any doubts during the app development stage. Teams will have to submit the apps latest by **31 August 2016** along with the below artefacts:

1. Detailed Idea/Business Case
2. Fully functional application
3. Complete source code if applicable (with appropriate commenting)
4. User Manual (.doc) - It should contain a working demonstration of the complete app. Screenshots should be provided wherever applicable.

The apps for final presentation will be screened based on the fulfilment of ideated objective, application of GIS technology and ease of use. The teams shortlisted to make final presentations will be communicated starting **15 September 2016**.

Esri India Support Program:

Mentorship and guidance through webinars and online portal

Temporary software license for shortlisted teams (only to be used for the purpose of app development for this contest)

Access to online community for discussions

// Phase 3 - National level presentation and final judgement

The finalists will present their apps at the **17th Esri India User Conference 2016** to be held in New Delhi.

The apps will be judged by a panel of eminent jury from Esri India, academia and industry. The three best applications will receive a certificate and prize money. In addition, trophies will be awarded to the respective institutes of the winning teams along with a memento to the guiding faculty.

// Judgement criteria

The applications will be judged on the below parameters:

- Uniqueness of the problem statement
- Solution approach
- Usefulness/Citizen impact
- Actual application
- Usage of GIS technology
- Scalability

Awards

Esri India will award the three best apps

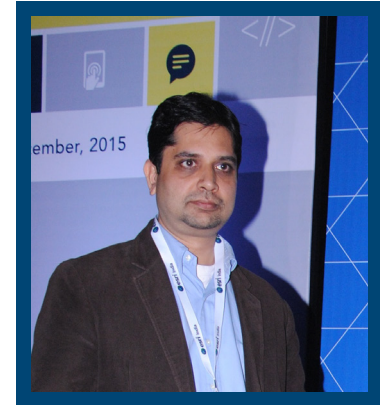


Experiences

mApp Your Way 2015

"mApp Your Way is an exciting contest that stimulates the students to put together highly creative and novel ideas for developing location based applications on the mobile for every day decision making."

Dr . Surya S Durbha, Professor - IIT Bombay



**Abhishek Potnis, Pankaj Randhe, Pratyush Talreja
Students - IIT Bombay – The winner team**

"We had a great learning experience participating in mApp Your Way competition and presenting our application at the 16th Esri India User Conference. As developers, we got an opportunity to work with various Esri's API's for implementing our application. Working on an application addressing a social issue, that could help citizens, was intriguing and fun. Attending the user conference was altogether a fascinating experience, where we learnt more about Esri's technologies, its progress in the field of GIS and its impact in real world situations."

"If you love making apps and you have an idea to make one involving Geo-location components, Esri India's mApp Your Way is the best platform for you. We thoroughly enjoyed the experience. The review by experts from Esri India is a really good opportunity to understand your mistakes and get the needed directions in app development. It also is a great way to unravel the immense potential of the Esri SDKs in different platforms with the complimentary credits given by Esri for development. Overall one of the greatest learning experiences!"

G. Sriram, M. Hari Hara Ganesh, R. Balaji
Students - Anna University - 1st runner up



"The experience throughout the challenge was awesome. Though we faced few problems in building the app but the Esri India mentors helped us out. I would like to say such competitions give students a platform to correlate their academics with professional world and also provide students, in-depth knowledge of subjects as they gain insights of it. Such programs should be organized on regular intervals so that quality of understanding and learning can be improved and our nation can prosper. Esri India User Conference where we presented our app was a big platform for us to showcase our capabilities."

Raghav Gupta, Ravi Prakash
Students - UPES Dehradun - 2nd runner up

Esri India is India's leading Geographic Information System (GIS) software and solutions provider. For almost 2 decades, we have worked with thousands of customers across a diverse range of industries such as Government, Academia, Defence and Private Sector helping them make timely, informed and mission-critical decisions by leveraging the power of geography.

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