

AIIA-iCAINE Marks Excellence at MSME Hackathon 5.0 with Breakthrough Idea Selection

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In a strong endorsement of its growing stature as a hub of innovation and entrepreneurship, the All India Institute of Ayurveda (AIIA), through its incubation centre iCAINE, has achieved a significant milestone at the MSME Idea Hackathon 5.0. Reinforcing its role as the sole leading Host Institute under the Ministry of Ayush, Government of India, dedicated exclusively to advancing the Ayurveda sector, AIIA has once again demonstrated its ability to identify, nurture, and scale impactful innovations aligned with national priorities.

“This achievement at MSME Idea Hackathon 5.0 reflects AIIA’s unwavering commitment to fostering innovation within the Ayurveda ecosystem. Through iCAINE, we are not only supporting novel ideas but also creating a robust platform to translate them into impactful, scalable solutions that contribute to national development and global healthcare advancement. The selection of ‘MITE OUT’ further reinforces our vision of integrating traditional knowledge with modern innovation to address real-world challenges,” said Prof. P.K. Prajapati, Director, AIIA.



The MSME Idea Hackathon 5.0, an initiative of the Ministry of Micro, Small and Medium Enterprises, serves as a premier national platform aimed at fostering innovation, entrepreneurship, and problem-solving among students, innovators, and early-stage startups. The programme enables participants to

present high-potential ideas with strong societal and commercial relevance. Selected innovations are supported with financial assistance of up to ₹15 lakh, along with structured mentorship and incubation support through recognized Host Institutes across the country.

As one of the designated Host Institutes since the inception of the MSME Hackathon, AIIA has played a pivotal role in driving innovation, particularly in the domain of Ayurveda. Through its incubation ecosystem—iCAINE—the institute offers end-to-end support, including technical mentorship, validation, infrastructure access, and strategic guidance, thereby transforming promising ideas into scalable and sustainable enterprises.

“At iCAINE, our focus is on nurturing ideas that have the potential to create meaningful impact. The selection of ‘MITE OUT’ is a testament to the strength of our incubation ecosystem and our commitment to supporting innovators at every stage of their journey. We aim to empower startups with the right mentorship, infrastructure, and strategic direction to transform innovative concepts into successful enterprises,” said Dr. Shivakumar Harthi, In-charge, AIIA–iCAINE.

Under the MSME Idea Hackathon 5.0, the innovative startup idea titled “*MITE OUT: A Dual-Action Non-Invasive Device for Safe Extraction of Myiasis Larvae in Livestock*” (Ref. No.: IDEADL033172), developed by Anneasa Manna and team, has been successfully selected under AIIA, New Delhi as the Host Institute.

This achievement not only highlights the ingenuity of the innovator but also underscores the robust incubation framework fostered by AIIA through iCAINE. By consistently supporting high-impact ideas, AIIA is strengthening India’s innovation ecosystem and contributing to economic growth, employment generation, and technological advancement.

With its continued commitment to excellence, AIIA, through iCAINE, is steadily emerging as a powerhouse of innovation—empowering ideas, enabling startups, and shaping the future of healthcare and allied sectors in India.

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