

DECCAN HERALD

Nat Geo launches new show to shape future

NEW DELHI, DHNS: While reality shows and talent hunt programmes have largely come to mean sensationalism, emotional outbursts and voyeuristic delights, the project by National Geography Channel has shown that such programmes can actually lead to ideas that can truly change the future.

The channel—in partnership with IITs in Delhi and Mumbai, IIM-Bangalore and Department of Scientific and Industrial Research—is embarking upon a show to find individuals whose ideas have the potential to change the future.

Scientific innovations

Dubbed "Shaping the Future," the show would search for technological or scientific innovations or ideas that could improve quality of life.

The innovations will be evaluated under four categories—Environment Edge, Technology Edge, Human Edge and Re-Engineering Edge—channel officials said here.

To make the show relevant, NGC has tied up with IIT-Delhi's FITT (Foundation for Information & Technology Transfer), IIT-Bombay's SINE (Society for Innovation and Entrepreneurship), IIM-Bangalore's NSRCEL (Nadathur S Raghavan Centre for Entrepreneurial Learning) and DSIR's TePP (Technopreneur Promotion Programme).

"India has immense potential for innovation," said NGC-India's senior vice-president (content & communications) Rajesh Sheshadri, while commenting about the show. "The show will be a platform to unearth this untapped potential."

Selection process

The process for selecting ideas for the show will go on for six weeks and the online registration for the show has begun on Monday through the single entry point www.msnindia.com/ngc.

A panel of academics, technologists and industrialists will judge shortlisted projects. After stringent evaluation, they will choose four teams in each category. The winners will get Rs 2 Lakh from TePP, while the first runners up and the second and third runners up will receive Rs 1 Lakh and Rs 50,000 respectively. The show will be presented by Yamaha.