



Sustainable and well-being Agri-food business Idea contest

“Unleash your imagination, create innovative businesses, and showcase ideas for humans and earth.”

1. Rationale

Environmental challenges and unsustainable lifestyles adversely affect global quality of life. Developing sustainable agriculture and food business ideas that promote well-being and sustainability has emerged as an effective solution.

Maejo University, renowned for its expertise in agriculture and food, focuses on “Intelligent Well-being Agriculture (IWA)” as part of its strategic development. The university is organizing the Sustainable Agriculture and Food Business Idea Competition in collaboration with the Philippine Association of Extension Program Implementors, Inc. (PAEPI). This event is part of the “PAEPI International Extension Conference” under the theme “**Global Perspectives: Cultivating Cultural Diversity and Community Empowerment for a Prosperous Future**” taking place from December 11-15, 2024, at Maejo University, Chiang Mai, Thailand.

The competition aims to inspire undergraduate students from universities in Thailand and PAEPI-affiliated institutions abroad to create innovative business ideas in agriculture and food. The initiative aligns with the university's development goals and PAEPI's objectives to foster sustainable societies and environments.

2. Objectives

- To encourage creativity among young people in developing agriculture and food business ideas that enhance well-being and sustainability.
- To raise awareness of quality-of-life and environmental issues related to agriculture and food production.
- To turn ideas into actionable business models.
- To create a platform for knowledge exchange between participants and academic conference attendees.

3. Target Participants

Undergraduate students from any field of study in Thai universities and PAEPI-affiliated universities abroad.

4. Competition Guidelines

- Participants must propose agricultural or food business ideas under a specified theme and submit them online.
- Ideas may span the entire value chain, including production inputs, raw materials, processing, certification, product development, and related services.
- Business ideas should demonstrate creativity and feasibility without constraints on budget or resources but must be realistic.

5. Project Timeline

- **Submission Period:** Register and submit entries via <https://strategy.mju.ac.th/micReg/> from **November 29 to December 11, 2024**.
- **Evaluation:** PAEPI and Maejo University experts will review submissions meeting the criteria.
- **Announcement:** Results will be published on the website, and certificates will be emailed.
- **Award Presentation:** Winners will receive their awards during the **PAEPI International Extension Conference on December 13, 2024**, or online if unable to attend.

6. Evaluation Criteria

- Creativity and uniqueness of the idea.
- Ability to address quality-of-life and environmental issues.
- Clarity and practical feasibility of the business concept.
- Social and environmental impact.

7. Prizes

- **1st Prize:** Cash prize of 5,000 THB and a certificate.
- **2nd Prize:** Cash prize of 3,000 THB and a certificate.
- **3rd Prize:** Cash prize of 2,000 THB and a certificate.
- **Consolation Prizes:** Electronic certificates.

All participants will receive e-certificates of participation.

8. Project Duration

From **November 29 to December 13, 2024.**

9. The referees

- Dr. Maria Theresa M. Fajardo
- Dr. Adrienne D. Veloso
- Dr. Rowena F. Zoilo
- Dr. Winitra Leelapattana
- Dr. Suthira Sitthikun
- Asst. Prof. Acting Capt. Dr. Jirachai Yomkerd
- Dr. Kanjana Sommit
- Assistant Professor Dr. Danaikrit Inthurit
- Dr. Watcharanan Thongma
- Dr. Krittiya Tongkoom
- Dr. Prakash Murgeppa Bhuyar

Each entry will be reviewed by three judges.

10. Organizers

- Philippine Association of Extension Program Implementors, Inc. (PAEPI).
- Maejo University International College.

11. Contact Information

- Website: <https://strategy.mju.ac.th/micReg/>
- Email: mjustrategy@gmail.com
- Phone: +66 86-9191282

This competition offers a unique platform for innovative minds to develop ideas that combine economic viability with environmental and social sustainability. Join us in building a better future!