

Guidelines for Code for Consent: The DPDP Innovation Challenge

Title: Code for Consent: The DPDP Innovation Challenge

Reference Document: Business Requirement Document (BRD)

1. Introduction

The DPDP Act 2023 empowers individuals with control over their data while holding organizations accountable. Emphasizing transparency and protection of rights, the Act necessitates a strong Consent Management System for effective adherence.

Hence, a customizable and affordable solution for Consent Management is required that can address the diverse needs across India's varied organizational landscape like government departments, MSMEs, Startups, etc.

2. Objective

The challenge aims to develop a modular **Consent Management System (CMS)** that can be integrated into existing platforms/applications used by Data Fiduciaries, ensuring compliance with the **DPDP Act, 2023**. Participants are required to address specific technical, functional and operational requirements. The scope of work includes Consent Lifecycle Management, DPDP Act compliance, Multilingual support, immutable audit logging, secure Multi Factor Authentication, user notification management system in compliance with the underlying rules and regulations of the DPDP Act, 2023. The objective is:

- To design and develop a modular, scalable and open-source Consent Management System (CMS) in alignment with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023.
- To encourage innovation and participation from Startups and MSMEs in building a consent framework that is robust, privacy-centric and legally compliant.
- To build a plug-and-play CMS that can be easily adopted and integrated by government entities, State/UTs, private organizations and small enterprises with minimal customization.
- To promote user empowerment and transparency, enabling individuals (Data Principals) to exercise their rights effectively through intuitive interfaces and multilingual support.
- To standardize consent handling practices across the Indian digital ecosystem and support the development of a Digital Public Good (DPG).
- To identify and support high-potential technology solutions through structured mentorship, evaluation and recognition, contributing to India's leadership in ethical data governance.

3. Implementation Approach

The Challenge related details will be available on MeitY Startup Hub (MSH) platform, social media accounts and links, also in parallel, provided on the websites of NeGD, MyGovas well as on other related platforms.

- **Stage 1: Architecture Challenge-** A problem-solving and design-focused challenge where participants create detailed system architectures for proposed solutions. The applications received online will be scrutinized by the committee. The Committee will shortlist top 6 Architecture through proper evaluation. These 6 agencies will compete at Stage 2 (Coding Challenge).
- **Stage 2: Coding Challenge** - A development-focused challenge that builds upon the architectures from the Stage 1 to create working prototypes. A complete modular CMS needs to be built by the agencies selected in Stage 1. Evaluation will be done by a jury based on the demonstration given by the 6 agencies followed by announcement of 2 winners for the coding challenge.

4. Sectors Covered

The solutions should be designed to cater maximum sectors as mentioned below for the requirement of Consent Management System. The participants need to declare the applicable sectors for their solution.

- Information Technology (IT) and Software Services
- Banking and Financial Services (BFSI)
- Healthcare and Pharmaceuticals
- E-commerce and Retail
- Human Resources and Employment Data
- Education and Skill Development
- Marketing and Advertising
- Telecommunications
- Others

5. Timelines

SN	Action Item	Date
1	Application & Registration Phase	
	Official announcement of the challenge	15-Apr-2025
	Closing of Registrations	27-Apr-2025
2	Evaluation Round 1: Architecture Challenge	
	Last Date for Submission of System Architecture & Prototypes	To be Announced
	Announcement of Top 6 Teams	To be Announced
3	Evaluation Round 2: Coding Challenge	
	Final Submission Code & MVP	To be Announced
	Live Demonstration, Jury Evaluation & Scoring	To be Announced
4	Award & Post-Challenge Activities	
	Announcement of Winners	To be Announced
	Award Distribution and Hosting on public domain (GitHub)	To be Announced

6. Prizes/Rewards

Stages	Prize Category	Prize Amount (INR)
Stage 1: Architecture Challenge	Top 6	1,00,000 each
Stage 2: Coding Challenge	Winner	25,00,000
	Runner Up	15,00,000

7. Eligibility Criteria

Criteria	Details
Entity Type	<ul style="list-style-type: none"> - Indian Tech Startups registered with DPIIT - MSMEs operating in the IT/Software domain - Companies registered under the Companies Act, 1956/2013 - Limited Liability Partnerships (LLPs) registered in India
Ownership & Domicile	<ul style="list-style-type: none"> - The entity must have 51% or more Indian ownership (by Indian citizens or Persons of Indian Origin) - Must be domiciled in India
Operational	<ul style="list-style-type: none"> - Must have a functional development team with experience in

Status	software development, cybersecurity, Data governance and compliance
All relevant certificates and documents as per the defined eligibility criteria should be submitted along with the application	

8. Deliverables From Participants

a. Stage 1: Architecture Challenge

Participants submit detailed system architectures and design blueprints for the CMS.

Proposals must include:

- High-level architecture (modular CMS design, API structure and specifications, security layers).
- Integration approach for data fiduciaries and third-party platforms.
- User experience (UX) and accessibility plans.
- High Fidelity prototype/Figma

b. Stage 2: Coding Challenge – MVP Development

Shortlisted agencies to start building an MVP based on their architecture submitted.

Key focus areas for the MVP:

- Consent lifecycle management (collection, validation, renewal, withdrawal).
- User dashboard (consent history, grievances, and notifications).
- Secure API development for real-time consent validation.
- Grievance redressal system integrated with regulatory compliance.
- Audit logging and security implementation (encryption, MFA, RBAC).
- Other features as defined in the DPDP Act and the BRD
- MVP should cover all the requisite functionalities defined for the CMS

9. Evaluation Methodology

Experts from Academia, officials from NeGD/ MSH/ MeitY, Industry Expert, and others will evaluate the coding challenge entries.

a. Stage 1: Architecture Challenge

Evaluation will be done based on Architecture, API Structure & Specification, Integration Approach, Security Layers and Data Privacy, UX and Accessibility, High-Fidelity Prototype, Documentation and Clarity, etc.

b. Stage 2: Coding Challenge

Evaluation will be done based on Compliance with DPDP Act, 2023 in terms of coverage of functionalities defined in the Act, UX & Accessibility, Security and Privacy Measures, Integration & Interoperability, Consent Lifecycle Management, Grievance Redressal & Compliance Monitoring, Innovation and Future Readiness

10. End Product

Solution developed by the final two shortlisted participants at the end of the coding challenge will be taken up by MeitY. The participants will hand over the code and documentation for the solution. One or more solutions will be hosted by MeitY on an online repository which will be open for public. It will act as digital public good which can be downloaded and further worked upon by interested individuals/organizations. However, MeitY won't restrict the participants to further work on their respective platforms, evolve them as the growing awareness and understanding of DPDP and consent management and take it to market as a consent management platform as per the DPDP Act.

11. Registration and Submission

Interested participants can register for the challenge on the following link: <https://msh.meity.gov.in/challenges/home/ab29d42a-d8e3-4915-90f8-3cc8c4e89018>

Any further information or links for the submission of artefacts for stage 1 and 2 will be provide on the same link.

12. Terms and Condition

- Any correspondence with participating entity will be done through the email id of the Single Point of Contact. Organizers are not liable in case of any email delivery failures.
- Teams may be called for multiple presentations and demonstrations of the work and may be required to provide clarifications as may be needed by the implementing agency during the challenge period.
- Teams shall maintain detailed documentation of their Idea, Prototype and Solution at all stages of the Challenge for reference, evaluation and record purposes, and such documentation will carry weightage as deemed fit by the jury. The Challenge Organizing Team or its representatives on its behalf reserve the right to review these documents at any time during the challenge period.
- The solution should not violate/breach/copy already copyrighted, patented or existing products/tools/solutions in this market segment, and participants will solely be responsible for any legal disputes arising in the process and indemnify the organizers from any such obligations, including any losses, damages, rights, claims and actions of any kind arising from:
 - an exclusion or disqualification of such participant pursuant to these rules;
 - late or unsuccessful efforts to notify winners of any prize;

- forfeiture of a prize and the selection of an alternate winner;
 - late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries;
 - telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures or difficulties of any kind;
 - failed, incomplete, garbled or delayed computer transmissions;
 - any condition caused by events beyond control that may cause the Contest to be disrupted or corrupted; and
 - any injuries, losses or damages of any kind relating to participation in this challenge
- The participants must declare (in a hundred-rupee Non-Judicial Stamp Paper) that the product/solution submitted for the challenge is their own and that there is no Copyright Violation of any sort at any stage of the challenge.
 - The participants are free to use free and open-source libraries and also ensure adherence to the terms of such open-source licenses.
 - Secretary (MeitY)'s decision will be the final verdict for any dispute redressal.
 - Any legal dispute shall be subject to the exclusive jurisdiction of the courts situated in New Delhi.
 - It may be noted that funds will be transferred only to the bank accounts of Startups/Companies/MSMEs/LLPs and not to the bank accounts of individuals.
 - Anyone found non-compliant with the terms and conditions will be debarred from participation in the challenge.
 - Taxes and Government levies will be applicable on the prize money.
 - NeGD/MSH/MeitY reserves the right, at its sole discretion, to cancel, terminate, suspend this challenge or change, add, and modify the rules, prizes without prior notice. In no event shall NeGD/MSH/MeitY or other organizers be liable for any claims, losses, expenses or damages, arising out of or in connection with the Challenge.
 - By participating in this coding challenge, contributors agree to grant MeitY a non-exclusive, royalty-free license to use, publish, and distribute their submitted code as open-source under a suitable license and General Licensing Arrangement. Selected submissions will be hosted on a public repository for free community use and further development. Contributors retain the right to continue working on their code and confirm that their submissions are original and do not infringe on any third-party rights.