



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

(Affiliated to University of Madras and re-accredited at "A++" Grade by NAAC) Chennai - 600034

**DEPARTMENT OF ECONOMICS & PUBLIC POLICY**

**M.A. Public Policy**

**&**

**SURANA & SURANA INTERNATIONAL ATTORNEYS**

Organizes



**M.O.P ADVOCA'25**

**National Level Policy Advocacy Competition**

**THEME: SEA CHANGE**

**Navigating India's Blue Economy**

**Date : October - December**

**Venue : M.O.P. Vaishnav  
College for Women ,  
Chennai**

# ABOUT

## M.O.P. Vaishnav College for Women

Established in 1992, M.O.P. Vaishnav College for Women is a premier autonomous institution in Chennai committed to academic excellence and women's empowerment. The college combines rigorous academics with industry-oriented training, research, and leadership development. Its dynamic programs and forward-looking approach prepare students to become impactful leaders and societal change-makers.

## M.A. Public Policy Programme

The two-year M.A. in Public Policy at M.O.P. Vaishnav College equips students to navigate complex global challenges through a rigorous, interdisciplinary curriculum. Blending theory, research, and practical application, the program fosters ethical professionals skilled in policy formulation, implementation, and evaluation. Graduates are prepared to influence change across government, international bodies, think tanks, and the private sector. Join us to drive impactful, evidence-based policy solutions.

## Surana & Surana International Attorneys

Surana International Attorneys, headquartered in Chennai with a Delhi office, is a top-ranked South Indian law firm recognized globally since 1998. Renowned for competence, integrity, and cost-effective solutions, it serves Fortune 500 MNCs, corporates, governments, and institutions across diverse practice areas, including corporate law, arbitration, litigation, M&A, IP, and regulatory services. With global expertise, advanced IT systems, ISO certifications, and strong ethical values, the firm is equally known for its social initiatives, moot courts, and educational endowments.

# ABOUT THE EVENT

M.O.P ADVOCA'25 is a national-level policy advocacy competition hosted by the Programme of Public Policy, M.O.P. Vaishnav College for Women, Chennai in collaboration with Surana and Surana International Attorneys. It aims to foster informed civic engagement and policy literacy among youth by challenging participants to design actionable and impactful policy solutions. The 2025 edition spotlights one of India's most dynamic and critical frontiers: The Blue Economy.

In alignment with the national vision of Viksit Bharat@2047, which aspires to transform India into a developed nation by its centenary of independence, this competition seeks to inspire youth to contribute to forward-looking and sustainable policy frameworks. Through structured competition rounds, mentorship, and policy drafting exercises, Advoca aims to enrich the national discourse on marine sustainability, coastal development, and cooperative federalism - culminating in white papers that can be submitted to relevant ministries and think tanks.

## GOALS

- Participants will engage in **policy simulation and drafting**
- Top teams will be **mentored** in preparing a long-form white paper
- Final outputs may be **presented to policymakers, think tanks, or published in youth policy platforms**
- Participants gain experience in **policy writing, advocacy, and presentation**

## AWARDS

I Prize - Rs 25,000

II Prize - Rs 15,000

III Prize - Rs 10,000

\*E - Certificates will be provided for all participants\*

# THEME

## SeaChange: Navigating India's Blue Economy

“India’s inability to unlock the full potential of its Blue Economy stems from a fragmented governance structure, unsustainable exploitation of marine resources, and chronic underinvestment in climate-resilient maritime infrastructure - undermining both national growth and the stewardship of oceans as global commons.”

India’s 7,500+ km coastline is a reservoir of economic potential and ecological significance. From port-led development and maritime trade to fisheries, coastal tourism, and marine biodiversity, the Blue Economy intersects with livelihoods, geopolitics, and environmental sustainability.

This competition invites young minds to propose innovative policy interventions across areas like:

- Port-led development and marine infrastructure
- Marine conservation and ocean governance
- Ocean Renewable Energy
- Economic activities based on marine ecosystem and livelihoods
- Climate Adaptation in Coastal Regions
- Eco-Tourism for Coastal Prosperity
- Maritime security and coastal resilience
- Para-diplomacy and cooperative federalism for coastal states
- Blue Economy and Viksit Bharat@2047: Aligning maritime policy with India’s long-term development goals.

## ELIGIBILITY

- The competition is open to individual participants as well as teams comprising a maximum of three members.
- Open to Undergraduate (UG), Postgraduate (PG) students from recognized institutions.
- All academic disciplines are welcome, especially from law, policy, governance, and social sciences.

## GUIDELINES FOR ABSTRACT SUBMISSION

The abstract serves as the first stage of MOP ADVOCA'25 and is a critical screening step to shortlist teams for Round 1. It must present a concise and compelling summary of your proposed policy intervention within the thematic scope of India's Blue Economy. The abstract should demonstrate clarity of thought, relevance to governance, and alignment with the competition's unified problem statement.

### Length and Format

- Word Limit: 200–300 words
- File Format: Word (.doc/.docx) or PDF
- Font Style & Size: Times New Roman, 12 pt, 1.5 line spacing
- File Name: ADVOCA25\_Abstract\_TeamName
- Submission Email: mopadvoca@gmail.com

### Note:

- All submissions will be subject to AI detection and plagiarism checks. Ensure that your abstract is your original work, free of copied or heavily AI-generated content.
- Upon selection, participants are expected to pay a **registration fee of ₹500**

## GUIDELINES FOR POLICY MEMO SUBMISSION ( Round 1)

The Policy Memo Presentation is an oral, extempore-style pitch, simulating a high-level policy briefing to senior government officials. This round will be conducted online, zone-wise (North, South, East, West) to ensure accessibility and structured participation.

Duration: 3–4 minutes (Presentation) + 2–3 minutes (Q&A)

Format: Oral pitch (no written memo required);

Presentation Must Cover:

- Policy Problem: Succinctly state the issue.
- Urgency: Justify why immediate action is necessary.
- Who is Affected: Identify key stakeholders or communities impacted.
- Actionable Recommendations: Provide 2–3 clear, evidence-backed steps for intervention.
- Expected Outcomes: Outline potential short-term or long-term impacts.

## POLICY BRIEF SUBMISSION & ADVOCACY GUIDELINES (Round 2)

Shortlisted teams will submit a policy brief and deliver an advocacy-oriented presentation. This stage will be conducted offline at the M.O.P. Vaishnav College for Women campus, Chennai.

Policy Brief Length: 1,500–2,000 words

Presentation Duration: 5–7 minutes + 2–3 minutes (Q&A)

Policy Brief Must Include:

- Title
- Executive Summary
- Problem Definition
- Stakeholder Analysis
- Policy Recommendations
- Implementation Plan
- Budget & Feasibility Considerations
- National/Global Impact Alignment
- References (APA 7 format)

# TENTATIVE TIMELINE

Stage	Date
Abstract Submission Deadline	25 SEPT 2025
Announcement of Selected Abstracts	30 SEPT 2025
Round 1 (Online Memo Presentation via Zoom)	15 & 16 OCT 2025
Round 2 (Policy Brief & Presentation – On-Campus)	Yet to be announced

## REGISTER NOW!

[forms.gle/kj2gaX6AHxSPUpTx9](https://forms.gle/kj2gaX6AHxSPUpTx9)

## CONTACT US

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