

# The PPAF – Agriculture and Rural Innovation Challenge



## National Innovation Grand Challenge (NIGC)

### Rules and Regulations

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Contest Registration Page: <http://www.pif.org.pk/NIGC-2013>



تمام جدت سازوں کے لیے ایک نادر موقع: طلباء، پریزنٹنگ کاروباری اطرا اور عوام الناس جن کو یقین ہے کہ وہ تحقیق کر سکتے ہیں، ان کے لیے:

**چیلنج 1:** ایک زرعی معلوماتی نظام (Farmer Information System) جو کسانوں کو بروقت اور مفید آراء کے علاوہ موسم اور مارکیٹ کی صورتحال فراہم کرے، یا

**چیلنج 2:** ایک مربوط دیہی توانائی کا نظام (Village Energy Management System) جو مختلف ذرائع توانائی کے امتزاج سے خود انحصار اور قابل عمل دیہی توانائی کا حل/اسیٹ فراہم کرے، یا

**چیلنج 3:** ایک جدید عمل جو باآسانی دیہی وسائل کو بروئے کار لائے گا اور دیہی لوگوں کی آمدنی بڑھانے کے لیے پروڈکٹ یا سروس تخلیق کرے۔

اس مقابلے میں شرکت کر کے آپ جیت سکتے ہیں:

**1,000,000 روپے تک** اوپن انوویشن انعام (Open Innovation Prize)

**500,000 روپے تک** ڈیڈیٹیکٹڈ اسٹوڈنٹ انعام (Dedicated Student Prize) اور دیگر انعامات

انعام جیتنے والوں کے لیے لازمی ہے کہ وہ بہترین تحقیق کاری اور دیگر تمام شرائط سے ہمراہ کام کرنے کے لیے ضروری ہدف کو حاصل کریں۔ اس مقابلے میں ہر ایک شرکت کر سکتا ہے۔ تعلیم، عمر، تجربہ اور صنف کی کوئی قید نہیں ہے۔ جیت کا اہل ہونے کے لیے آپ کو اپنی تحقیق کا پروجیکٹ اور پراٹوٹائپ (Prototype) بنا کر اس کا مظاہرہ پیش کرنا ہوگا۔ مقابلے کے شرکاء کو اپنی تحقیق سازی کے دوران ماہرین کی رہنمائی اور ترقی معائنات حاصل ہوگی۔

طریقہ کار کی مزید تفصیلات کے لیے وزٹ کریں: <http://www.pif.org.pk/NIGC-2013>

**31 جنوری 2014** تک اپنے منصوبے اور ٹیم کی رجسٹریشن کروائیں۔ مقابلہ **15 جولائی 2014** کو اختتام پذیر ہوگا۔

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Pakistan  
Innovation  
Foundation

پاکستان انوویشن فاؤنڈیشن (PIF) اور پاکستان پاورٹی الیجیوشن فنڈ (PPAF) - پاکستان کو اکیسویں صدی کا ایک جدید اور خوشحال پاکستان بنانے کے لیے کوشاں

# The PPAF – Agriculture and Rural Innovation Challenge



## 1) Purpose

The Pakistan Poverty Alleviation Fund (PPAF) – Agriculture and Rural Innovation Challenge and Prize is an Open Innovation Challenge seeking to transform agriculture and rural development in Pakistan. It will do so by inspiring individuals and teams – of students, professionals, entrepreneurs, community organisations, and ordinary citizen innovators – to use the power of innovation and creativity to enable a transformative change in the agricultural and rural landscape of Pakistan.

The PPAF – Agriculture and Rural Innovation Challenge is part of Pakistan Innovation Foundation's National Innovation Grand Challenge (NIGC) – a year-long Open Innovation Contest to tap into and build upon the creativity and genius of Pakistani people to help solve the country's development problems and competitiveness challenges.

Pakistan Innovation Foundation is a private-sector-driven non-profit entity created to promote innovation within the private sector and the broader society in Pakistan. PIF's Ideas Contest 2013 is a collaborative brainstorming exercise to help find 'out-of-the-box' solutions for Pakistan's Development Problems and Competitiveness Challenges.



## 2) The PPAF – Agriculture and Rural Innovation Challenge

The National Innovation Grand Challenge is modelled after the X-Prizes and the Grand Challenges in Global Health in that it specifies a problem with a clearly quantifiable and defensible end-goal and seeks out individuals and teams to compete to solve the problem and win a prize.

This not only encourages competition and collaboration but also 'out-of-the-box' thinking to solve long-standing problems that seemingly appear to be intractable. 'Out-of-the-box' thinking encourages and enables one to work around the limitations or constraints that may have hampered the solution of a problem in the past.

The PPAF – Agriculture and Rural Innovation Challenge seeks to address problems that meet specific criteria within one of the following three areas:

- **Challenge A: A Farmer (Agri) Information System that provides timely and useful inputs, weather, and market information to farmers at a significantly lower cost (at least 33%) than what's currently possible.** The system must clearly take into account farmer needs, be easily expandable to incorporate critical location-specific information requirements over a wide geography, take into account literacy level and technology familiarity of farmers, be scalable and sustainable, and cost-effective to use.
- **Challenge B: An Integrated Village Energy Management System that mixes a combination of various energy sources readily available within rural settings (such as biogas, waste-to-energy, solar, and water, etc.) to create self-sufficient and viable rural energy solution.** The proposed solution would specifically take into account issues of integration of various energy sources to create an optimal mix, effectively leverage rural resources, be easy to assemble and manage, deliver at least 33% better performance than what is possible through the use of a single energy



source, cater to the needs far-flung and off-grid locations (if possible), and be cost-effective for use within rural settings.

- **Challenge C: An Innovative Rural Livelihood Solution that uses easily available rural inputs to create a value-added product or service to enhance rural incomes by at least 33% than what is currently practised.** The solution must deploy science or innovation to create something not attempted before (at least in Pakistan) that could add to rural incomes and livelihoods. The successful project must also create a repeatable, manageable, scalable, viable, and sustainable business process to demonstrate the viability of the idea.

**The three challenges vary considerably in terms of their likely impact on agricultural and rural development.** These will also have to be validated differently and PIF shall provide detailed guidelines during the course of the process to establish **criteria for validation**. The end result, however, must create value by addressing one of the three specific challenge areas (namely, farmer information and education, efficient energy use, and rural poverty). One important consideration shall also be the size of the benefit and the scalability of the proposed solution. Small improvements achieved over processes that are scalable over large areas could compete against large improvements that may not be applicable over as wide an area. The technical committee and the jury shall decide what the benchmark for assessing performance improvement shall be and their decision shall be final in this respect. The Challenge, we believe, shall introduce a dynamic and competitive feel to the overall exercise and inspire and energise people to push the envelope of what's possible thus creating significant impact.

The PPAF – Agriculture and Rural Innovation Prize and The National Innovation Grand Challenge seek to inspire people to go beyond the 'problems mindset' into the 'solutions mindset' and feel empowered to create innovative low-cost, and localized solutions to Pakistan's agricultural and rural problems. In short, we're looking for everything from small and practical creative ideas that can begin to take small steps towards the solution of a big problem and big inspirational ones that can change the agricultural and rural landscape of the country.

### 3) Who is Eligible to Compete?

**The Competition is OPEN TO ALL PAKISTANIS irrespective of age, gender, education, or employment-status.**

In short anyone, anywhere, who thinks he (or she) has an idea that can effectively address the challenge areas specified above is eligible to register a team and compete to win. Without excluding other possibilities, the contest may be of immediate interest to three types of participant audiences:



- **Contestants from amongst the PPAF's partner organisations engaged in agriculture and rural development** including, but not limited to who may have an immediate interest and hands-on experience of working in agriculture and rural development and other problems that are of immediate interest to the Prize Sponsor – The Pakistan Poverty Alleviation Fund (PPAF)
- **Contestants from amongst the broader agriculture and rural development community** including, but not limited to, NGOs, CSOs, and RSPs and their respective networks as well as rural and agri-entrepreneurs and businessmen, professionals, mobilisers, farmers as well as informal innovators, etc. who may have ideas, relevant hands-on experience, and opportunities to experiment and address problems of agricultural and rural development.
- **Contestants from academia and higher education and research institutions, colleges, and schools including faculty and students** (particularly those engaged in final year projects 'FYPs' or those who have recently completed their final year projects and may be interested in extending their work) within relevant disciplines

who may work alone or with a community or industry partner to address agriculture and rural development problems alluded to in the three challenges.

**However, there are certain regulations affecting team formation and team sizes.** Teams may be formed in one of the following ways:

- **ELIGIBILITY FOR OPEN INNOVATION PRIZE ONLY (Subject to conditions)**
  - Corporate Team (up to 3 members)
  - University-Industry Team (up to 3 members)
  - Professionals and Entrepreneurs' Team (up to 3 Members)
  - Citizen Innovators' Team (up to 5 Members)
  
- **ELIGIBILITY FOR STUDENT PRIZE AND OPEN INNOVATION PRIZE (Subject to conditions)**
  - Student Team – 4 Bachelors Students + 1 Faculty Member
  - Student Team – 2 Masters Students + 1 Faculty Member
  - Student Team – 1 PhD Student + 1 Faculty Member

#### 4) The Competition

**The NIGC is not a regular ideas or a business plan competition.** The contestants and winners of NIGC shall not only identify and work towards designing a solution that could potentially make a huge impact on a development problem or competitiveness challenge, they will actually progress through successive elimination rounds to **create a working prototype and carry out a first proof of principle through in-situ demonstration of the proposed solution.**

**The NIGC is a year-long multi-stage contest that kicks off in November 2013 and runs until July 2014 culminating in an Innovation Conference, Showcase, and Awards Gala in August 2014.** There are four stages of the competition with individual contestants and teams successively passing through the stages of design, development, and demonstration to bring their ideas to life. The process shall culminate in a National Conference, Innovation Showcase, and Awards Gala in August 2014.



The timelines and various stages and milestones are described below:

- **Registration Phase: October – December 2013**
  - November 2013 – Launch of the National Innovation Grand Challenge  
– Registration Opens for NIGC
  - December - January 2013 – Universities and Corporate Roadshows + Idea Labs
  - January 31, 2013 – Registrations Close  
– Notification of Eligible Entries (on a Rolling Basis)
  
- **Design Phase: December 2013 – February 2014**
  - January 31, 2014 – Deadline for Submission for Designs
  - February 10-14, 2014 – Design Contests in KHI, FBD, ISB (Judging + Innovation Labs)  
– Notification of Quarter Finalists
  
- **Prototyping Phase: February– April 2014**
  - April 11, 2014 – Deadline for Submission of Prototyping Reports
  - April 20-30, 2014 – Prototyping Contests in KHI, FBD, ISB (Judging + Scale Labs)  
– Notification of Semi-Finalists
  
- **Demonstration Phase: May – July 2014**
  - June 30, 2014 –Deadline for Submission of Final Reports + Demonstration

- July 15, 2014
  - July 31, 2014
  - August 15, 2014
- Submission of Demo Reports and Onsite Validation of Innovations
  - Notification of Finalists of NIGC
  - National Conference, Innovation Showcase and Awards Gala
  - Notification of Winners and Runners Up of NIGC

The National Innovation Grand Challenge is a first-of-its-kind national ideas-to-reality contest with year-round activities that will engage Pakistan’s leading Universities, Corporate entities, and non-profit organisations in sponsoring, judging, and mentoring activities.

## 5) Prizes and Benefits

While the specified targets are a necessary condition for winning the Open Innovation and Dedicated Student Prizes, they are not sufficient. The Prizes shall be won based on the concept of ‘value created’ – economic or social – through the deployment of the farmer information system, village level energy system, or affecting livelihood through value addition. The judges shall validate the proposed idea in action and will certify the value created as a result. The judges’ decision shall be final.

*“Creativity is its own reward ... [it] is a source of happiness – even if that sounds idealistic non-sense, it’s still true.”*

- Max Mackeown, *In The Truth About Innovation*

The prizes and benefits include:

Prize Category	Prize Purse	Qualification Criteria
Grand Prize	TBD	TBD
<b>Open Innovation Prize</b> <i>The Open Innovation Prize is the highest prize within a single category of the National Innovation Grand Challenge</i>	PKR 1,000,000 <i>(PKR 1 Million)</i>	The Open Innovation Prize can be won by a Corporate / Professional / University-Industry Team that: <ul style="list-style-type: none"> <li>- Creates the highest value of all teams, AND</li> <li>- Beats the target specified in the Challenge and its various sub-categories, AND</li> <li>- Beats the closest Student Team by a margin of at least 25%</li> </ul> Open Innovation Prize can be won by Student Team that: <ul style="list-style-type: none"> <li>- Beats the target specified in Challenge and its various sub-categories AND</li> <li>- Achieves performance target that is short of no more than 25% of the closest Corporate / Professional / University-Industry Team</li> </ul>
<b>Dedicated Student Prize</b> <i>The Dedicated Student Prize can only be won by a Student Team competing within a single category of the National Innovation Grand Challenge</i>	PKR 500,000 <i>(PKR 0.5 million)</i>	The Dedicated Student Prize can be won by a Student Team that: <ul style="list-style-type: none"> <li>- Creates the highest value of any student team in the relevant competition, AND</li> <li>- Beats the target specified in Challenge and its various sub-categories, AND</li> <li>- Achieves a performance target that is short of more than 25% of the closest Corporate / Professional / University – Industry Team</li> </ul> OR the Second-best Student Team if the Open Innovation Prize has been won by a Student Team provided it also beats the target specified in the Challenge and its various sub-categories.

<p>Miscellaneous Prizes, Awards, and Recognitions</p> <ul style="list-style-type: none"> <li>- Best University</li> <li>- Best Company</li> <li>- Best Women Team Prize</li> <li>- Best Underdeveloped Area</li> <li>- Best Faculty Prize</li> <li>- Best Mentor Prize</li> <li>- Best Company Prize</li> <li>- Best Media Coverage</li> </ul>	<p>Cash and Kind <i>(Different Denominations)</i></p>	<p>Different rules apply. Judges' decision shall be final.</p>
<p>Certificates of Participation and Certificates of Accomplishments</p>	<p>N.A.</p>	<p>Certificates of Accomplishment shall be given to each Team Member of all Finalist Teams</p> <p>Certificates of Participation shall be given to each Team Member of all Semi-Finalists Teams</p>
<p>Training, Mentoring, and Guidance</p>	<p>N.A.</p>	<p>Three (3) FREE Training Workshops for Finalists, Two (2) for Semi-Finalists, and One (1) for Quarter Finalists.</p>

When a Student Team wins the 'Open Innovation' Prize, the Dedicated Student Prize shall be won by the Student Team standing second in the contest provided it has also beaten the target performance specified in the various Challenge categories failing which the Student Prize remains unclaimed for that specific year.

## 6) Training and Fundraising

NIGC Contestants shall receive lots of mentoring from some of the leading innovators and entrepreneurs in Pakistan and receive specialist training on how to refine their ideas, implement them, and scale their innovations to create an impact. Each Semi-Finalist Team shall be provided with an NIGC-Assigned Mentor to support and guide the contestants through their innovation journeys. The Training Programme delivered over the course of the challenge shall include modules on:

- How to access commercial potential and viability
- How to anticipate innovation constraints and challenges
- How to create prototypes
- How to think about sustainability and scalability
- How to innovate for the poor
- How to raise money for your innovations, etc.

**Although, PIF does not provide working capital to create prototypes, it does support the efforts of the contestants in raising money and sponsorship to materialise their innovation projects.** Most of the NIGC challenges are designed to find a ready and vast market in Pakistan and hence must be 'cheap' and 'affordable' to begin with. We do not expect the innovators to engage full-time in these innovation projects.

NIGC is ideally designed to appeal and suited to those who may wish to take on the challenge of innovation as an avocation to begin with before seriously considering creating paying venture (i.e. use the 'garage inventor' model).

PIF shall, however, provide training and support the efforts of qualifying contestants to raise money either through direct corporate sponsorships or crowd-funding platforms.

## 7) Additional Rules of the Competition

- 1) The Contestants must register their ideas and teams by filling out a form at: (<http://www.pif.org.pk/NIGC-2013>) and submit any associated files such as figures, graphics, or diagrams relating to their innovative idea. Only ideas submitted through this form shall be deemed to have registered for the competition.
- 2) PIF and its partners may hold a series of events – Roadshows at Universities and Corporate Entities – as well as Ideas Labs across the country to facilitate the ideation process that may encourage individuals and teams to register for the competition and help refine the ideas to make them ‘eligible’ for NIGC.
- 3) PIF reserves the right to exclude a submission at any stage by declaring it ineligible based on lack of information, incomplete information, faulty or defective information, not subscribing to competition rules or categories, or non-viability of the idea.
- 4) PIF reserves the right to constitute a technical committee comprising of experts to support and adjudicate over each challenge / prize. The Prize Technical Committee, in response to clarifications, may issue explanatory or additional Technical Specifications to refine prize requirements up until Jan 15, 2013 although it cannot fundamentally change the nature of the challenges. The Teams must be able to respond to these modifications or clarifications in their final design submissions until January 31, 2014.
- 5) Once an innovative idea has been declared ‘eligible’ to compete in the NIGC, the contestants may initiate the detailed design process. PIF shall specify the specific requirements at various stages of the competition and the appropriate mode of communication with the team to submit further refinements of the idea during various competition stages.
- 6) At each stage, the contestants are required to think carefully about their ideas and provide as much detail as necessary and possible to enable a jury to evaluate the ideas on the requirements of that particular phase. The decision of how much is revealed to convince the jury of the viability of an idea rests with Contestants.
- 7) The participants may register at any time during the Registration Phase (until Jan 31, 2014). However, registering sooner shall allow them more time to do the detailed design and hence better chances of making it through to next stages of the competition. A contestant may submit one entry only and individuals may not be on more than one team.
- 8) By submitting an entry, the Contestants give PIF (or the sponsor) the right to disclose informed specified for public consumption in a manner it deems appropriate to promote NIGC or its impact. However, any supporting documents or diagrams submitted with the entry or material deemed confidential shall not be divulged to the public without prior permission of the Contestants.
- 9) By submitting an entry, the contestants certify that the work being submitted is original and their own and absolve PIF or its partners of any claims - legal or moral - of intellectual property infringement or theft of any kind. ‘Non-original’ ideas must have an innovative and original angle to application in Pakistan. This shall be evaluated by the judges.
- 10) PIF reserves the rights to exclude any entry from the competition without having to disclose a reason for it. PIF also reserves the right to modify certain rules of the competition to allow for a fairer and more productive competition without jeopardising the intent of the overall contest.
- 11) The training and mentoring provided to the Contestants is free of cost. However, PIF is not responsible for travel or boarding expenses for the participants. Contestants are responsible for making their own travel arrangements to the city (ISB, FBD, or KHI) nearest to their place of residence.

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