



Request for Proposal

Content Creation with Youth Participation

Issued at Islamabad
February 20, 2008

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1. Objectives

In order to provide access to information available on the Internet at a grass root level and to encourage our youth to create socially, economically and locally relevant content in local languages, National ICT R&D Fund announces a nationwide Content Creation with Youth Participation program. This program has following objectives:

1. To create local and national language content for the citizens of Pakistan and other users around the world.
2. To teach the youth to express their thoughts by creating innovative and quality content.
3. To connect the country's youth to the cyberspace.
4. To make the youth aware of financial gains from content creation and by being connected to the cyberspace.

Through this request for proposal (RFP) the National ICT R&D Fund seeks proposals to design, develop and execute a nation wide competition for content creation in local and national languages by students of Pakistan. Through this competition we want to introduce our youth to opportunities provided by connectivity to cyberspace.

2. National ICT R&D Fund – An Introduction

National ICT R&D Fund was created in January 2007 by Ministry of IT with the vision to transform Pakistan's economy into a knowledge-based economy by promoting efficient, sustainable, and effective ICT (IT and Telecommunications) initiatives through synergic development of industrial and academic resources. Collaborative efforts between academia, research institutions, and industry are greatly encouraged to ensure that local economy can reap the monetary benefits of investment in research. We have significant funds available for proposals that are geared towards creating ICT related technologies.

Research grants are awarded for state of the art ICT-related development and research projects by individuals or groups from academia and/or industry actively involved in the development and research individually or collaboratively.

The grants cover honoraria for the project director and co-project directors, salaries for researchers, stipends for student research assistants, and supporting staff. Grants also

cover travel(s) within and outside the country for project-related activities and for project-related scientific conferences.

3. Scope of Services

National ICT R&D Fund (hereafter referred as the 'Company') seeks proposals from well recognized and experienced IT institutions, professional training organizations and program management companies for design, development, delivery and training of course work and web hosting of the content produced for this program.

The applicant shall be required to:

1. Identify the tools for content creation in local and national languages.
2. Design and develop content creation course work for the participants of program. The modules of course work should be designed to make a student proficient in creating web content and encourage individual thinking.
3. Devise a cost effective and result oriented strategy for quality hands-on training of the participants of the program.
4. Manage the content creation competition nationally.
5. Provide hosting services for the developed content.
6. Provide proper computer equipment and network connectivity at participating academic institutions. Leveraging existing ICT related equipment provided by various organizations and partnerships with other organizations to deliver the required equipment and facilities is encouraged.
7. Encourage content creation for mobile phones.
8. Filter "prohibited content", including plagiarism. National ICT R&D Fund reserves the right to exclude any digital content created for this program.
9. Generate revenue by using Google's AdSense and AdWords. Use this revenue to provide financial incentives for participants in the competition, organizers and mentors.

4. Competition Guidelines:

The general idea of the competition is to facilitate content creation in local languages throughout schools in Pakistan. The competition is designed to achieve this objective. Winners in the competition will be chosen by the recipients of the content. Google's AdSense program will be used to judge the popularity and usefulness of content. The WebPages will be given to Google AdSense for attracting advertisements. The winning content will be judged by the number of clicks and the resulting revenue generated by each competitor. To encourage participants, competitions will be arranged at several levels including intra-school, intra-tehsil, intra-district and so on. Further details of the competition are given below.

4.1. Selection Criteria for Winners:

- a. The competition will be in following stages: Intra-school, intra-tehsil, intra-district, intra-province and national level. Categories of competition are defined below.
- b. At each level of competition, three best teams from each category will be selected.
- c. The winners will be judged by the revenue generated by Google's AdSense program. In case of equal amount of revenue generated for content developed by two or more competitors, the final decision will be made by the representatives of executing agency.
- d. The ownership of content will remain with the participants, however, the Fund and the executing agency will have the rights to host the websites with the content. The Fund and the executing agency will further have the rights to generate revenue from using AdSense services for advertisement.

4.2. Intellectual Property Rights for Created Content

- a. The ownership of content will remain with the participants, however, the Fund and the executing agency will have the rights to host the websites with the content. The Fund and the executing agency will further have the rights to generate revenue from using AdSense services for advertisement.

- b. All revenues generated from the content will be used for distribution as prizes for participants only.

4.3. Criteria for the Selection of Participating Institution:

- a. The participating educational institution should be recognized and registered by the Government of Pakistan.
- b. Preference will be given to educational institutions which have existing computer labs.

4.4. Participating Institution's Responsibilities:

- a. Every participating institution will do the initial evaluation of their team's content according to the program's guidelines.
- b. Every institution will ensure that the content will be in the local or national languages.
- c. Every participating institution should have all the essential ICT facilities including hardware, software, networking etc. National ICT R&D Fund will facilitate in getting the sponsorship from other organizations to get these ICT facilities.

4.5. Selection of Participants in Institution:

- a. Every participant must be a registered student of the selected educational institution.
- b. Any team which will follow the competition guidelines in their creative work will be allowed to participate in the contest at the institution level.
- c. The educational institution can nominate unlimited teams to participate in the event.

4.6. Content Creation Tools:

- a. Participants may use any content development tool in developing their content in local and national languages. National ICT R&D Fund suggests the use of open source development tools for content development.

4.7. Content Language:

- a. All submissions must be written in local or national languages.

4.8. Choice of Topic:

- a. Topic can be chosen from any subject.

4.9. Prohibited Content:

The content should strictly exclude:

- a. Text that offends the religious belief
- b. Violent content, racial intolerance, or advocacy against any individual, group, or organization
- c. Pornography, adult, or mature content
- d. Hacking/cracking content
- e. Profanity
- f. Character Assassination
- g. Gambling or casino-related content
- h. Deceptive or manipulative content or construction to improve your site's search engine ranking, e.g., your site's PageRank
- i. Sales or promotion of weapons or ammunition (e.g., firearms, fighting knives, stun guns)
- j. Sales or promotion of beer or hard alcohol
- k. Sales or promotion of tobacco or tobacco-related products
- l. Sales or promotion of prescription drugs
- m. Sales or promotion of products that are replicas or imitations of designer goods
- n. Any other content that is illegal, promotes illegal activity, or infringes on the legal rights of others

- o. Hyperlinks to other sites are allowed for sites that follow the above mentioned criteria

4.10. Use of Copyrighted Material:

- a. Content publishers should not publish the content protected by copyright law unless they have the necessary legal rights to display that content.
- b. Proper “references” should be quoted to mark the source of content.

4.11. Competition Categories:

The participants will be grouped according to their years of education as follows:

- a. 6th to 8th year
- b. 9th to 10th year
- c. 11th to 12th year
- d. 13th to 16th year

4.12. Team Size:

- a. The teams will consist of at most three students and possibly a mentor.

4.13. Prizes:

- a. Separate prizes will be awarded for four groups as described above and the reward money will be shared by all the team members on equal basis.
- b. Every winning team is eligible to get only one prize at any stage of the competition.
- c. Besides the winning prize, the financial earnings that the content will have from Google, will be shared among the team members, their mentor, Principal/Head of Institution and the Lab and support staff of the educational institution.

5. Proposal Submission

Proposal Application Forms are available from www.ictrdf.org.pk/youngminds.

One hard copy of the completed application form is to be submitted to Solicitation and Evaluation Department (S&E) and a soft copy to helpdesk@ictrdf.org.pk

6. Evaluation of Proposal

The Solicitation and Evaluation Department is responsible for evaluating proposals both technical and financial. Each proposal is evaluated internally as well as externally. External evaluation is performed by experts in the relevant disciplines from academia as well as industry. Evaluation forms are available on our website www.ictrd.org.pk/youngminds.

6.1. Internal Evaluation

The process of Internal Evaluation starts with the submission of proposal by the applicant. The company formally informs the applicant of the receipt of the proposal. In case the information provided in the proposal is inadequate, the proposal is sent back to the applicant highlighting its deficiencies from both technical and financial perspectives, the applicant is also provided sufficient help to improve the proposal and the revised proposal is again evaluated. In case, the proposal is rejected, the applicant is informed accordingly.

6.2. External Evaluation

After successful completion of internal evaluation the proposal is sent to at least two external evaluators who have expertise in the relevant area. In case of any changes or modifications marked by External Evaluators, the applicant is informed to do the same. The modified proposal is again sent to external evaluators for re-evaluation, if needed.

6.3. Recommendation or Rejection by Solicitation & Evaluation Department

Based on the results of internal and external evaluations, S&E Department takes an unbiased decision about recommendation or rejection of the proposal. Any proposal recommended by S&E will be processed further for approval.

6.4. Acceptance of Proposal

Once a proposal is approved by the internal and external evaluators, further evaluation process depends upon the level of funding requested. A Proposal requesting funding less than Rs.15 million does not need further evaluation. A Proposal that requests funding exceeding Rs.15 million is further evaluated by Project Appraisal Committee (PAC). PAC can ask for revision or rejection of proposal. A Proposal requesting funding exceeding Rs.40 million is further evaluated by the Board of Directors after approval

7. Agreement

A written agreement will be made between National ICT R&D Fund and applicant. The applicant will undertake to administer the grant according to the agreement and to provide necessary facilities for the project.

The applicant will also be required to submit 'project progress reports' from time to time as prescribed in the 'monitoring schedule' and as agreed upon by the applicant and the company.