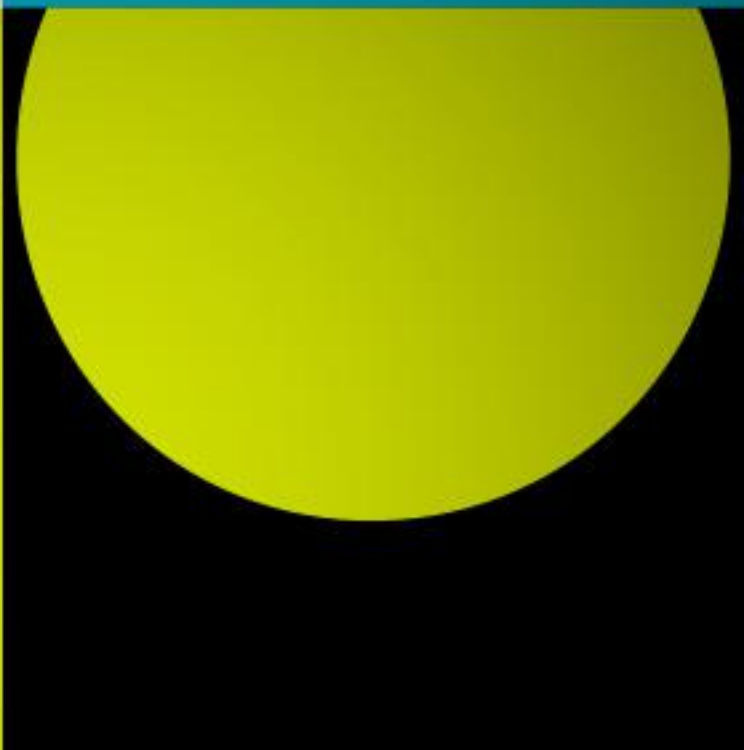
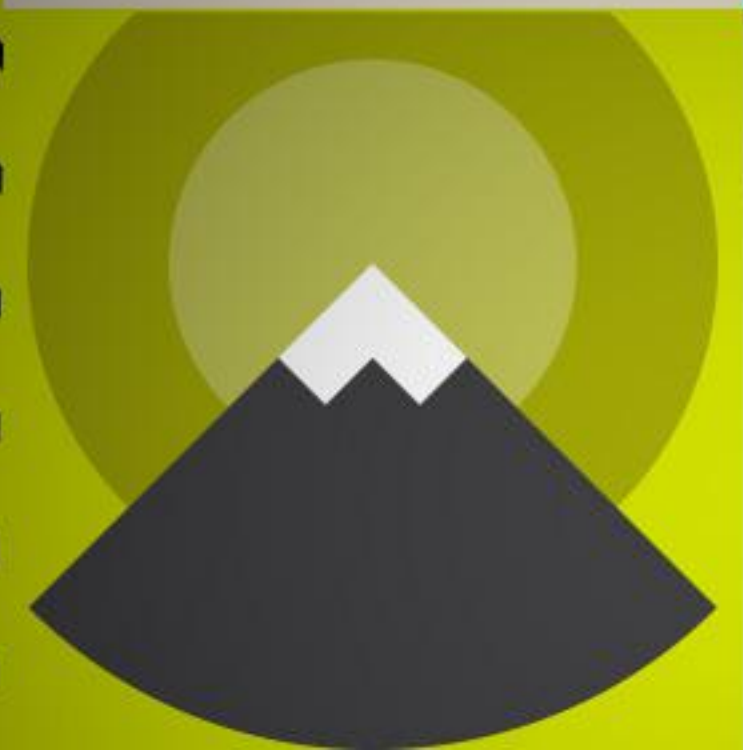


Industry  
Innovation  
Impact

**HBL**  
**P@SHA**  
**ICT Awards**  
2024 Islamabad





## About Us

Pakistan IT Industry Association (P@SHA) is the trade association representing Pakistan's IT & ITES sector. It was registered in 1992 which also makes it one of the oldest ICT associations in the region. P@SHA is the only Pakistani entity globally registered with & recognized by institutions such as the World Information Technology and Services Alliance (WITSA), ASOCIO (Asian Oceanic Computing Industry Organization), and APICTA (Asia Pacific ICT Alliance). With over 1,600 member companies nationwide, P@SHA has been the voice of the industry, advocating policy initiatives and working towards creating a high growth sustainable business environment in the country.

Now in its 20th edition, the annual P@SHA ICT Awards aim to provide recognition to the software and service companies and students of Pakistan by providing them an opportunity to gain local, regional and international exposure through on-going promotional activities. The P@SHA ICT Awards honors companies at the cutting edge of technology innovation. The awards recognize the achievements of home-grown Pakistani innovators hence, acknowledging creativity, innovation and excellence in Pakistan's Information and Communications Technologies sector.





# Why HBL P@SHA ICT Awards?

## ✱ Recognition

Stand out in academic and professional circles by winning or even being nominated for the prestigious award.

## ✱ Represent Pakistan at APICTA Awards

Gain access to global avenues and represent Pakistan at APICTA Awards in Brunei this year with 17 other countries.

## ✱ Subscriptions

Get access to discounted subscriptions from our partners for winners which include LinkedIn Premium, Microsoft, and AWS.

## ✱ Collaborate with HBL

Use advanced technology platform from HBL for P@SHA ICT Awards winners, data and its extensive reach.

## ✱ Mentorship

Get direct mentorship opportunities from industry experts for your applications.

## ✱ Exposure to Latest Trends

Get ahead of other by engaging in latest trends and stay updated in your related field.

## ✱ Career Opportunities

Get recognized to attract Potential Employers

## ✱ Scholarships & Grants

Get access to scholarships, grants, or funding opportunities for your projects

## ✱ Networking

Meet and interact with industry leaders directly.



# BEYOND BORDERS

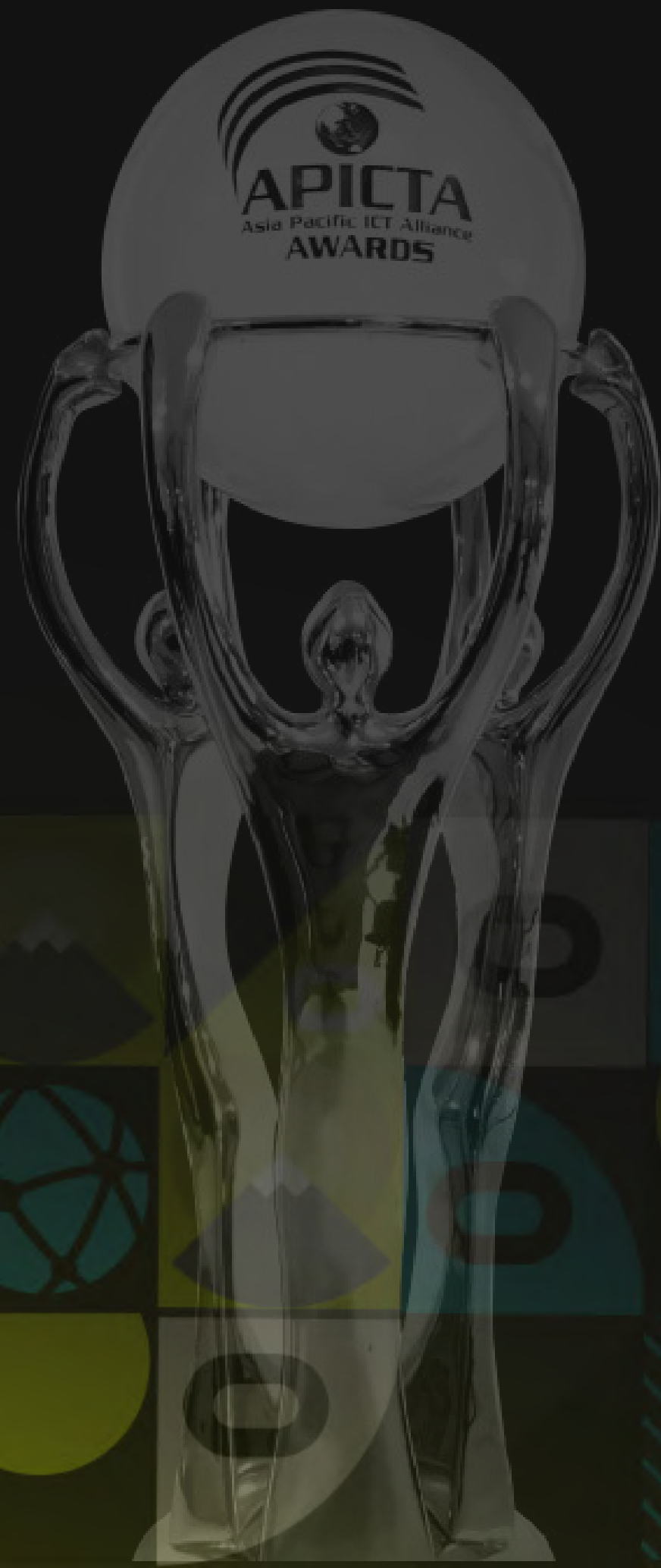
## International Recognition & Nomination

Asia Pacific ICT Alliance (APICTA) is an association of 17 countries in the region who form a cooperative network to promote technology, innovation, and the development of indigenous ICT solutions for the global market via an annual awards program. HBL P@SHA ICT Awards are the sole authorized gateway to compete in APICTA Awards which are held internationally in each member country.





# Accolades from Past Year at APICTA Awards 2023 in Hong Kong Tertiary Students Category



**Merit Awards**

**NUST College of EME**



**Merit Award &  
People's Choice Award**

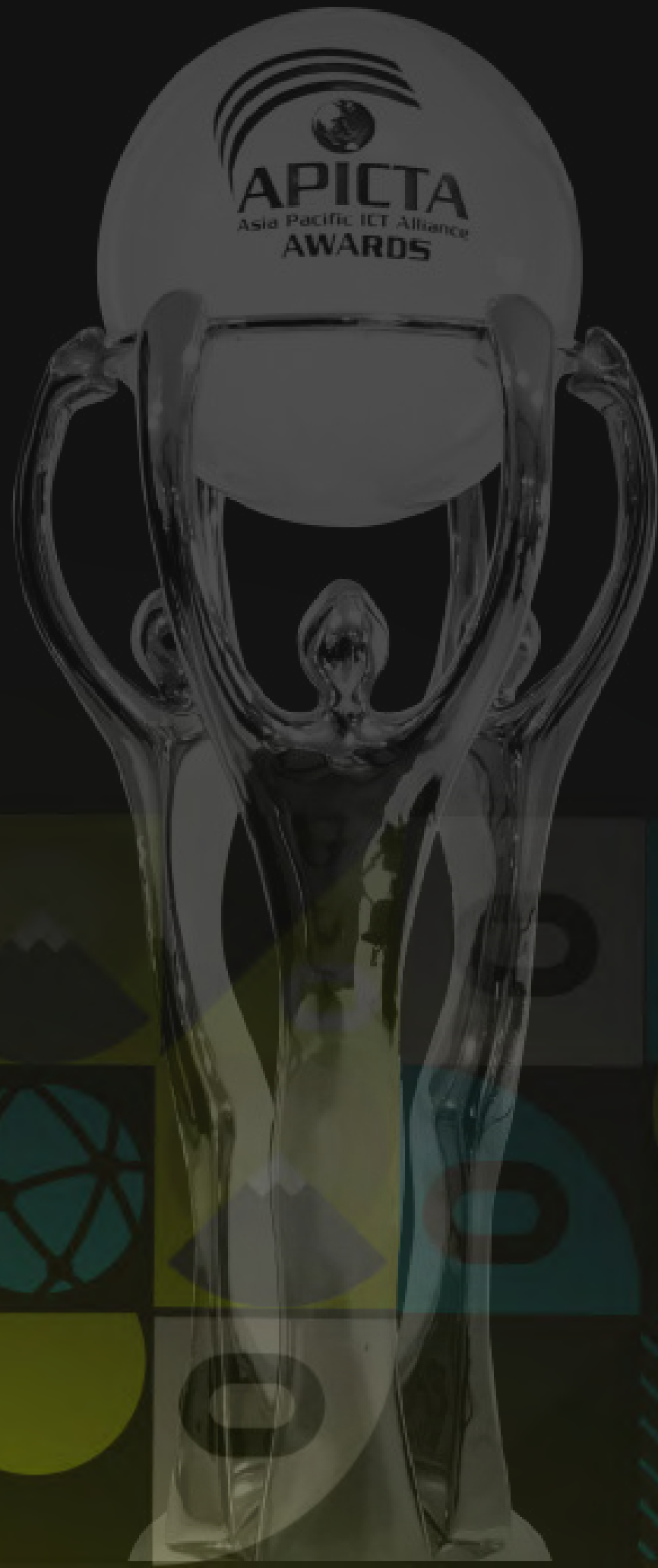
**NUCES-FAST**



# APICTA Awards 2024

## Road to Brunei

Each year, the APICTA Awards are hosted in one of its member economies, uniting all 17 participating nations to vie for these esteemed honors. This year, Brunei will be the backdrop for the event, providing a unique opportunity for delegates, investors, employers, students, and C-level executives from across the region to network, exchange ideas, and showcase their innovations.



**Applications**  
July - Mid August 2024



**Judging**  
August 2024



**Awards Night**  
September 2024



**APICTA Awards**  
December 2024





# ICT Awards 2023

## Record Breaking Highlights



**727**  
APPLICANTS

**82**  
JUDGES

**34**  
WINNER (GOLD)  
AWARDS

**40**  
MERIT (RUNNER-UP)  
AWARDS



# What we've got in store for you this year



**Sponsor Arenas**



**Roundtables**



**Award  
Distribution**



# What we've got in store for you this year



**Networking  
Lounge**



**Podcasting  
Arena**



**Product Showcasing  
Pavilions**



**CXO Mentorship  
Sessions**



# What we've got in store for you this year



**Musical Night**



**Hi-Tea**



**Dine in**



**HBL**  
**P@SHA**  
**ICT Awards**  
2024 Islamabad

# Student Criteria & Categories

[pashaictawards.com](http://pashaictawards.com)

Industry  
Innovation  
Impact



# Content

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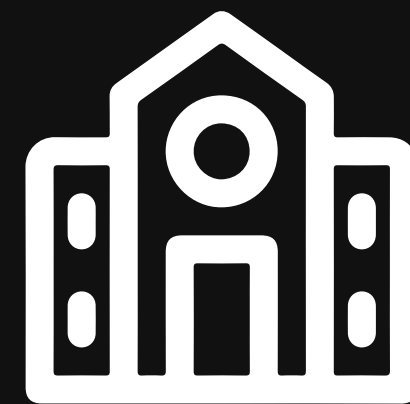
## Head Category

\* Student

## Sub Category



Junior Students

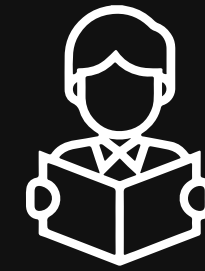


Senior Students



Tertiary Students





Junior Students



Senior Students



Tertiary Students

# Student

Head Category

For the most outstanding digital projects by a student or a group of students who are studying up to grade 9 (Junior), are in their last three years of secondary education (Senior), or are pursuing their undergraduate degree (Tertiary).



# Student

## Head Category



For the most outstanding digital projects by a student or a group of students who are studying up to grade 9 (Junior), are in their last three years of secondary education (Senior), or are pursuing their undergraduate degree (Tertiary).

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	15%	Application of Technologies Innovation	50% 50%
Proof of Concept	15%	Understanding of the Problem to be Solved Understanding of Business Environment	50% 50%
Functionalities and Features	15%	User Requirements Compatibility and Interoperability	50% 50%
Quality	30%	Content & Standards Product Stability & Reliability	60% 40%
Presentation	25%	Organization of Presentation Enquiries	50% 50%

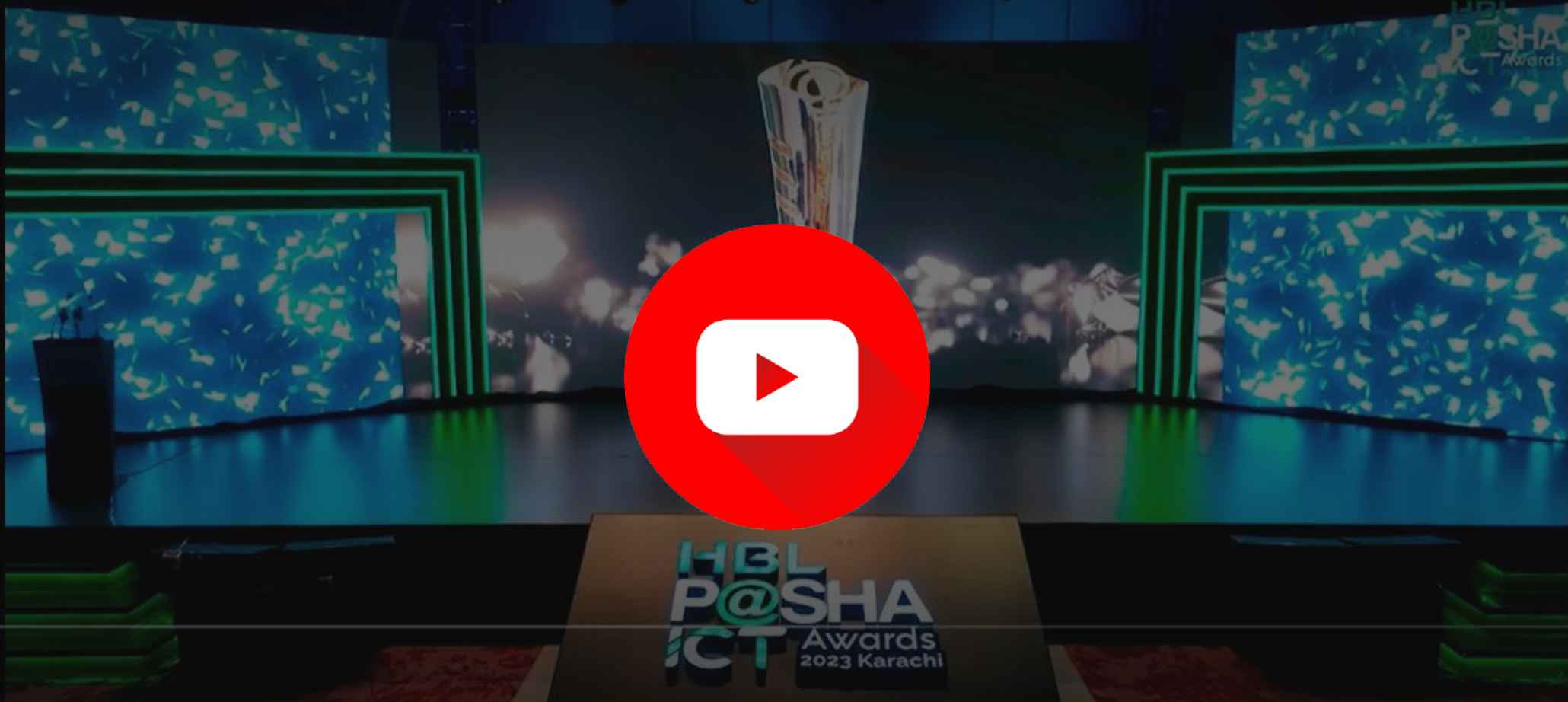


# How to Apply!



[Home](#) [About Us](#) [Winners 2023](#) [Gallery](#) [FAQs](#) [APICTA](#)

APPLICATIONS OPENING SOON!



## Industry, Innovation, Impact.

Do you have what it takes to compete with the best of the best - and win? Test your mettle in a battle of innovation through Pakistan's most credible and **sole internationally recognized IT Awards!**

Become part of the movement to celebrate innovation, promote **#MakeinPakistan**, and recognize the





**HBL**  
**P@SHA**  
**ICT Awards**  
2024 Islamabad

Join us to **Recognise & Celebrate** the Unsung  
**Innovators of IT Industry** in Pakistan

[pashaictawards.com](http://pashaictawards.com)