

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?

✱ National Recognition

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

✱ Represent Pakistan at AICTA Awards

Gain access to global avenues, Investors, Delegates and represent Pakistan at AICTA 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.

✱ Global Recognition

Position your company on the global stage with recognition from an internationally acknowledged award.

✱ Networking

Meet and interact with industry leaders directly.

✱ Exposure to Latest Trends

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

✱ Collaborate with HBL

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

✱ Funding & Grants

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

✱ Mentorship

Get direct mentorship opportunities from industry experts for your applications.

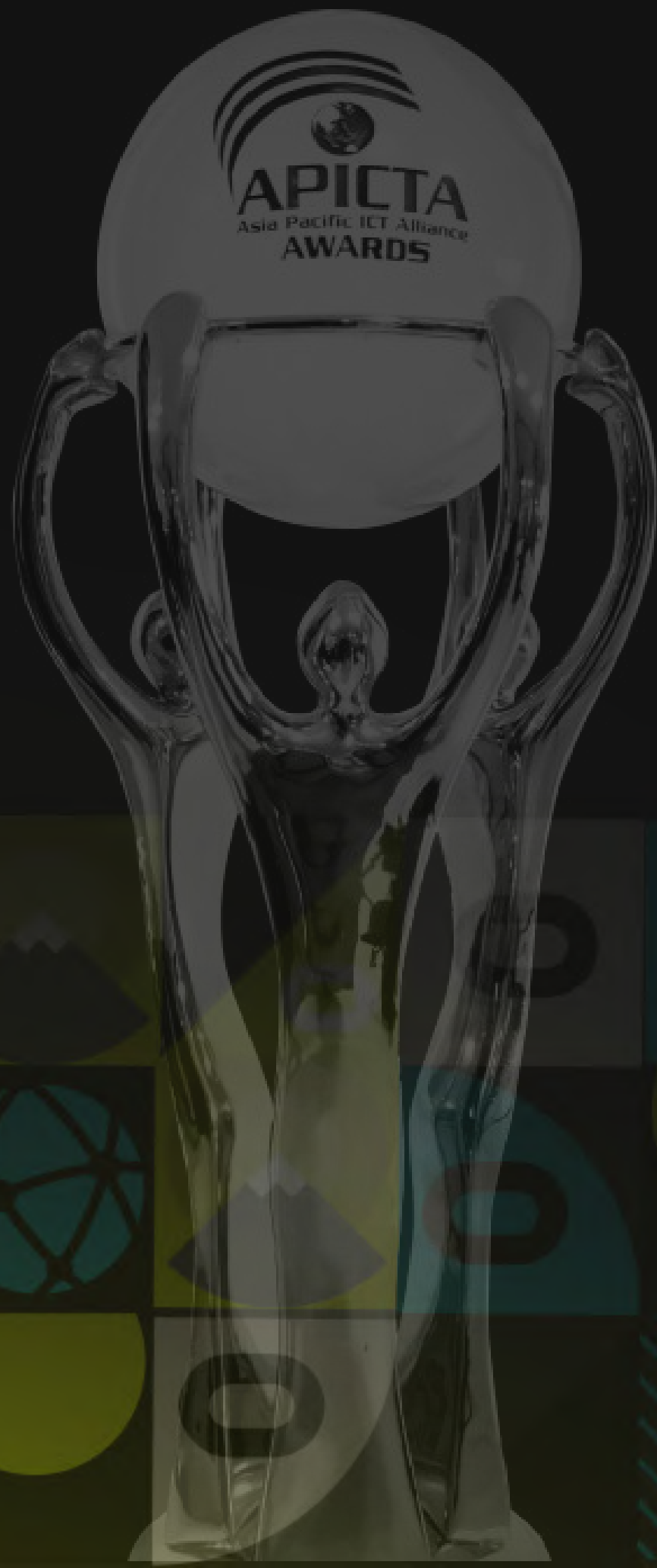
BEYOND BORDERS

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



Super Women



FAST NUCES



Impetus Systems



(ExD) (Pvt.) Ltd.



Ace Aeronautics



Koyal by F9



Social Champ, Inc

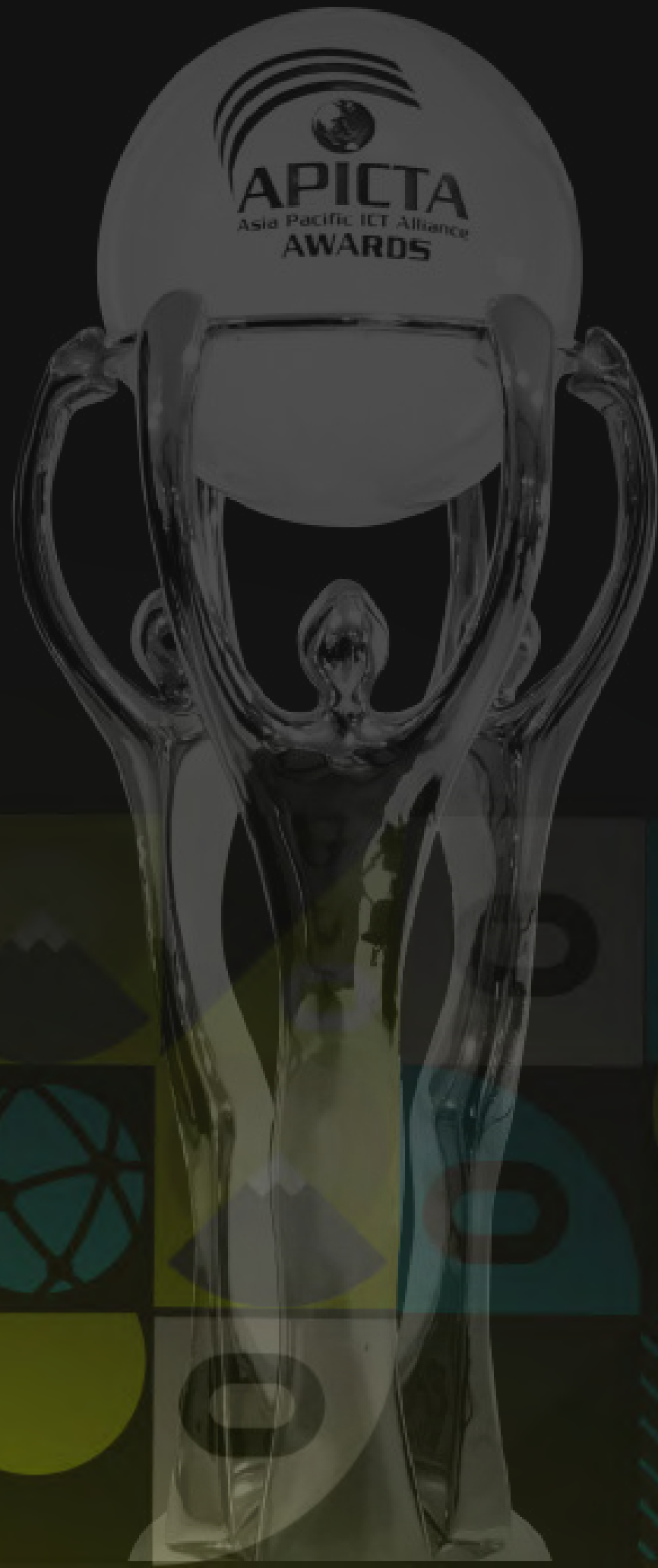


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APICTA Awards 2024

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



Companies Criteria & Categories

pashaictawards.com

Industry
Innovation
Impact

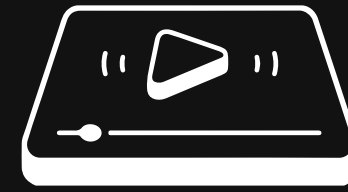
Content

Categories

- * CONSUMER
- * INCLUSION & COMMUNITY SERVICES
- * INDUSTRIAL
- * BUSINESS SERVICES
- * PUBLIC SECTOR
- * SERVICES
- * GAME OF THE YEAR
- * TECHNOLOGY
- * CROSS CATEGORIES

Judging Criteria

- * CONSUMER
- * INCLUSION & COMMUNITY SERVICES
- * INDUSTRIAL
- * BUSINESS SERVICES
- * PUBLIC SECTOR
- * CSR
- * GENDER DIVERSITY
- * EXPORT GROWTH
- * TOP EXPORTER
- * BEST IN BPO
- * GAME OF THE YEAR
- * STARTUP
- * RESEARCH & DEVELOPMENT
- * BIG DATA ANALYTICS
- * ARTIFICIAL INTELLIGENCE
- * INTERNET OF THINGS



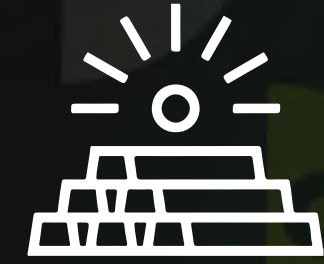
Media & Entertainment



Digital Marketing
& Advertising



Marketplaces



Banking Insurance
& Finance



Real Estate



Retail & Distribution

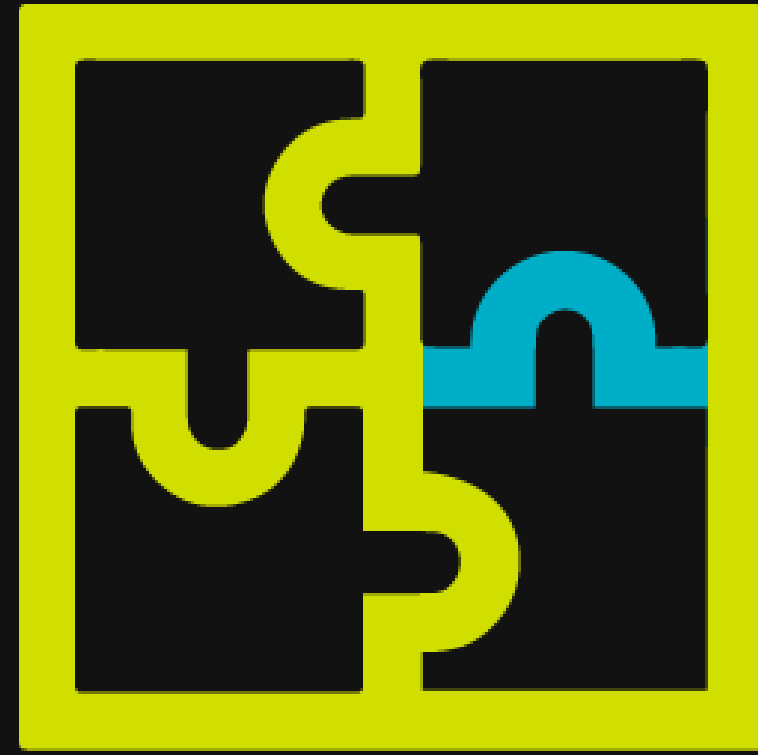


Tourism & Hospitality

Consumer

Head Category

For projects, products and services that target or empower consumer choice or engagement across all markets.



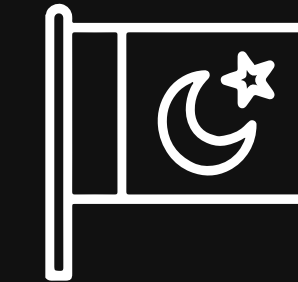
Community Services



Health & Wellbeing



Regional, Rural &
Remote services



Indigenous
Services



Education

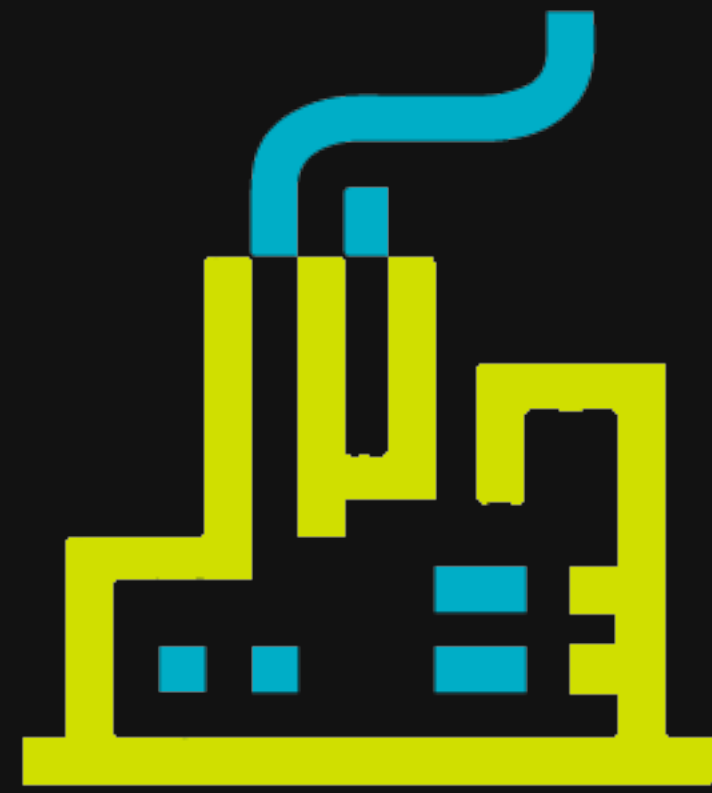


Sustainability &
Environment

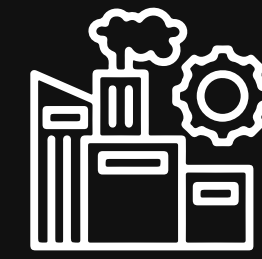
Inclusion & Community Services

Head Category

For projects, products and services that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society.



Agricultural



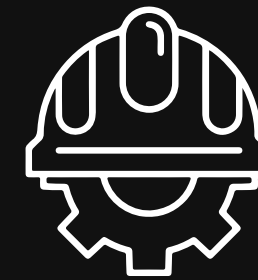
Manufacturing



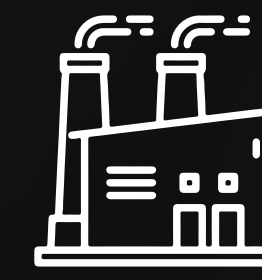
Sustainability &
Environment



Supply Chain
Logistics



Engineering
& Construction



Resources, Energy
& Utilities

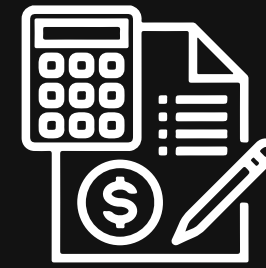


Transport

Industrial

Head Category

For solutions that deliver automation through the integration of systems, technologies and processes in the commodities sector.



Finance & Accounting
Solutions



ICT Services



Security Solutions



Professional
Service Solutions

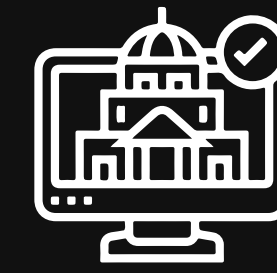


Marketing Solutions

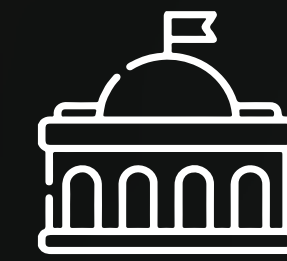
Business Services

Head Category

For solutions that drive and deliver business solutions with high levels of productivity and competitiveness. These may be solutions that deliver cross industry functions.



Digital Government

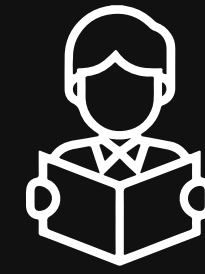


Government &
Citizen Services

Public Sector

Head Category

For services that deliver the digitization and improvement of citizen services and to improve efficiencies in the machinery of government.



Junior Students



Senior Students

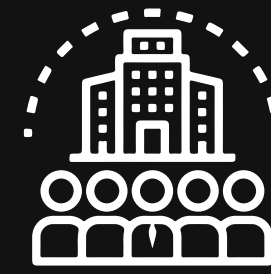


Tertiary Students

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).



Corporate Social
Responsibility CSR



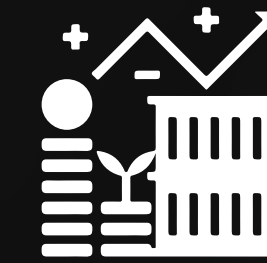
Top Exporter



Best in BPO



Gender Diversity



Export Growth

Services

Head Category

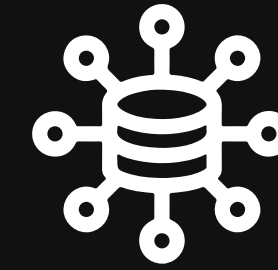
For organizations that rise above the unique challenges faced by Pakistan's tech industry to demonstrate excellence in human resource management practices, exports, business process outsourcing, and social responsibility.



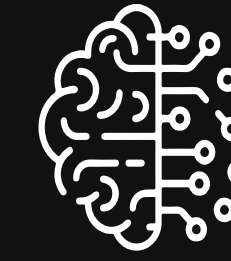
Game of The Year

Head Category

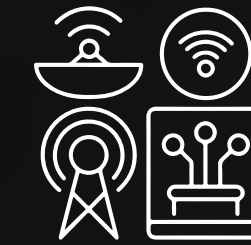
Game of the Year Award highlights and celebrates high-tech & innovative game development in Pakistan with the most successful releases.



Big Data
Analytics



Artificial
Intelligence



Internet of Things
(IoT)

Technology

Optional Category

For solutions which utilize large volumes of data for strategic analysis & better decisions (Big Data Analytics); or address central problems or goals of Artificial Intelligence to perform planning, learning, natural language processing (communication), perception and object movement & manipulation (AI); or new methods to enable businesses, governments, and consumers to connect to their Internet-enabled devices, sensor technology and smart technology (IoT).



Research &
Development



Startup

Cross Category

Optional Category

For outstanding innovation by a company in the start-up phase of development or research & development conducted by academic, non-academic institutions, or individuals to create innovative products, processes, and services.

Judging Criteria



Consumer

Head Category



For projects, products and services that target or empower consumer choice or engagement across all markets.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	25%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	25%	Market Share & Potential	60%
		Business and Financial Model / Strategy	40%
Functionalities and Features	25%	User Requirements	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	25%	Content & Standard	60%
		Product Stability & Reliability	40%

Inclusion & Community Services

Head Category



For projects, products and services that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	25%	Technology and Innovation Trend Setting, creativity	40% 60%
Value to Community & Society	30%	Accessibility & Reach Social Integration & Impact on Quality of Life	50% 50%
Functionalities and Features	25%	User Requirements Compatibility and Interoperability	50% 50%
Quality & Application of Technology	20%	Content & Standard Product Stability & Reliability	60% 40%

Services | Gender Diversity

Head Category | **Sub-Category**



For local IT organizations tackling the dual problems of limited women in STEM and Pakistan's low female workforce participation by promoting gender equity and gender diversity within their team.

JUDGING CRITERIA	ATTRIBUTES
Gender Diversity	Gender diversity in employee numbers relative to the size of the company as calculated mathematically via a stated formula
Learning & Development	Training and learning opportunities to encourage equal participation and upskilling amongst male & female employees
Mentorship & Growth	Promotions and opportunities for career advancement Encouragement of female employees to join management tracks
Proactive Recruitment	Programs and initiatives to attract and a diverse workforce Demonstrable increase in employee gender diversity over past few years

Industrial

Head Category



For solutions that deliver automation through the integration of systems, technologies and processes in the commodities sector.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	30%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	20%	Market Share & Potential	60%
		Business and Financial Model / Strategy	40%
Functionalities and Features	30%	User Requirements	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	20%	Content & Standard	60%
		Product Stability & Reliability	40%

Business Services

Head Category



For solutions that drive and deliver business solutions with high levels of productivity and competitiveness. These may be solutions that deliver cross industry functions.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	25%	Technology and Innovation	60%
		Trend Setting, creativity	40%
Market Potential	20%	Market Share & Potential	60%
		Business and Financial Model / Strategy	40%
Functionalities and Features	25%	User Requirements	50%
		Compatibility and Interoperability	50%
Quality & Application of Technology	30%	Content & Standard	60%
		Product Stability & Reliability	40%

Public Sector

Head Category



For services that deliver the digitization and improvement of citizen services and to improve efficiencies in the machinery of government.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	25%	Technology and Innovation Trend Setting, creativity	60% 40%
Value to Public / Government	30%	Accessibility & Reach Transparency & Impact on Quality of Life	50% 50%
Functionalities and Features	25%	User Requirements Compatibility and Interoperability	50% 50%
Quality & Application of Technology	20%	Content & Standard Product Stability & Reliability	60% 40%

Services | Social Responsibility

Head Category | **Sub-Category**



For local IT organizations that give back to the community as they grow, cognizant of their potential to positively impact and uplift Pakistan not just economically but also socially.

JUDGING CRITERIA	ATTRIBUTES
Impact	Demonstrable positive impact on a particular segment of society through one or more CSR initiatives in the past 24 months.
Productivity	Staff & financial turnover versus existing or competing businesses
Financial Health	Cash flow efficiency (how many times/year money rolls)
Business Stakeholder Satisfaction	Internal Satisfaction (staff) External Satisfaction (clients)

Services | Export Growth, Top Exporter

Head Category | **Sub-Category**



For Product or Service organizations that have built a name for Pakistan's IT and technology beyond borders by demonstrating strong growth in IT exports.

JUDGING CRITERIA	ATTRIBUTES
Export Focus	Significant component of exports as part of their sales mix
Financial Health	Documented positive financial growth for a minimum of past 3 years Documented financial growth for the current year (from October 31st) higher than previous years
Growth	Demonstrated notable year-on-year growth

Services | Best in BPO

Head Category | **Sub-Category**



For BPO organizations that show it is possible to scale & grow in the BPO space despite the challenges faced by services companies in Pakistan, target a unique market niche, or pioneer best practices and expand the BPO market for others to follow.

JUDGING CRITERIA	ATTRIBUTES
Uniqueness	Trend setting
Expertise	Process expertise Technology expertise
Customer Satisfaction	Customer satisfaction Innovative customer service
Business Impact	Impact on efficiency of the client

Game of The Year

Head Category



For game development companies that showcase high-tech & innovative game development with a record of successful releases, bringing the joy of play to audiences in Pakistan and worldwide.

JUDGING CRITERIA	ATTRIBUTES
Originality	Creativity Trend setting
Tech Excellence	Technology Innovation
Reception & Success	Downloads Reviews
Intellectual Property	

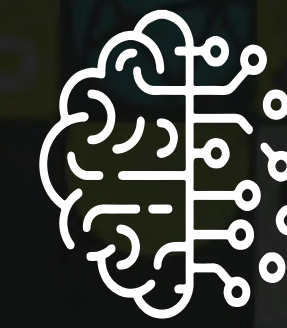
Technology | Big Data Analytics



For solutions which utilize large volumes of data to result in strategic analysis and better decisions. This may include advanced data analytics and unique algorithms.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Process of Data Mining, Algorithm Used and Results Management	50%
		Elements of Predictive & Prescriptive Analytics	50%
Scale	20%	Proof of how solution will scale and adopt to business needs	50%
		Seamless Data & Process Integration	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

Technology | Artificial Intelligence



For solutions which address central problems or goals of AI research to perform planning, learning, natural language processing (communication), perception and object movement & manipulation.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Solving or enhancing processes, capabilities and efficiencies	50%
		Methodologies used in producing results, self learning	50%
Scale	20%	Proof of how solution will scale	50%
		Ease of deployment and productivity & Integration for business use	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

Technology | Internet of Things



For solutions which utilize the inter-connectedness of physical devices to extract data or create new information for efficiencies, accuracy, economic benefit and/or reduced human intervention.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Security	30%	Solution architecture and/or platform design	60%
		Compliance / adherence to security standards	40%
Creativity	30%	Purpose & Ease of Use	50%
		Area of deployment for efficiencies and advantage points	50%
Scale	20%	Proof of how solution will scale	50%
		Ease of deployment and productivity & Integration for business use	50%
Openness Integrability	20%	Demonstrate compliance to industry standards	60%
		Integration of third party solutions to enhance and/or monitor	40%

Cross | Start Up



For outstanding innovation by a start-up phase company. The company will have an innovative & potentially superior ICT solution but itself be still considered at the early stage of inception.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Business Model & Financials	25%	Funding	60%
		Scalability of operations	40%
Client Reach	20%	Quality / type of clients	60%
		Satisfaction	40%
Execution – Team Composition - Implementation	25%	Scalability of Operation	50%
		Team Composition	50%
Investment Viability	30%	Quality of Customer Base	60%
		Market Share / Potential	40%
Unique Selling Proposition	25%	Market Entry Barrier / IPR	50%
		Competitive Advantage & Differentiation	50%

Cross | Research & Development



For ICT research & development conducted by academic, non-academic institutions, or individuals to create innovative products, processes, and services that is not yet marketed or completed.

JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	30%	Technology and Innovation Trend Setting, creativity	60% 40%
Proof of Concept	30%	Commercial Potential Pilot Trial	50% 50%
Functionalities and Features	20%	User Requirements Compatibility and Interoperability	50% 50%
Quality	20%	Content & Standards Product Stability & Reliability	60% 40%

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).

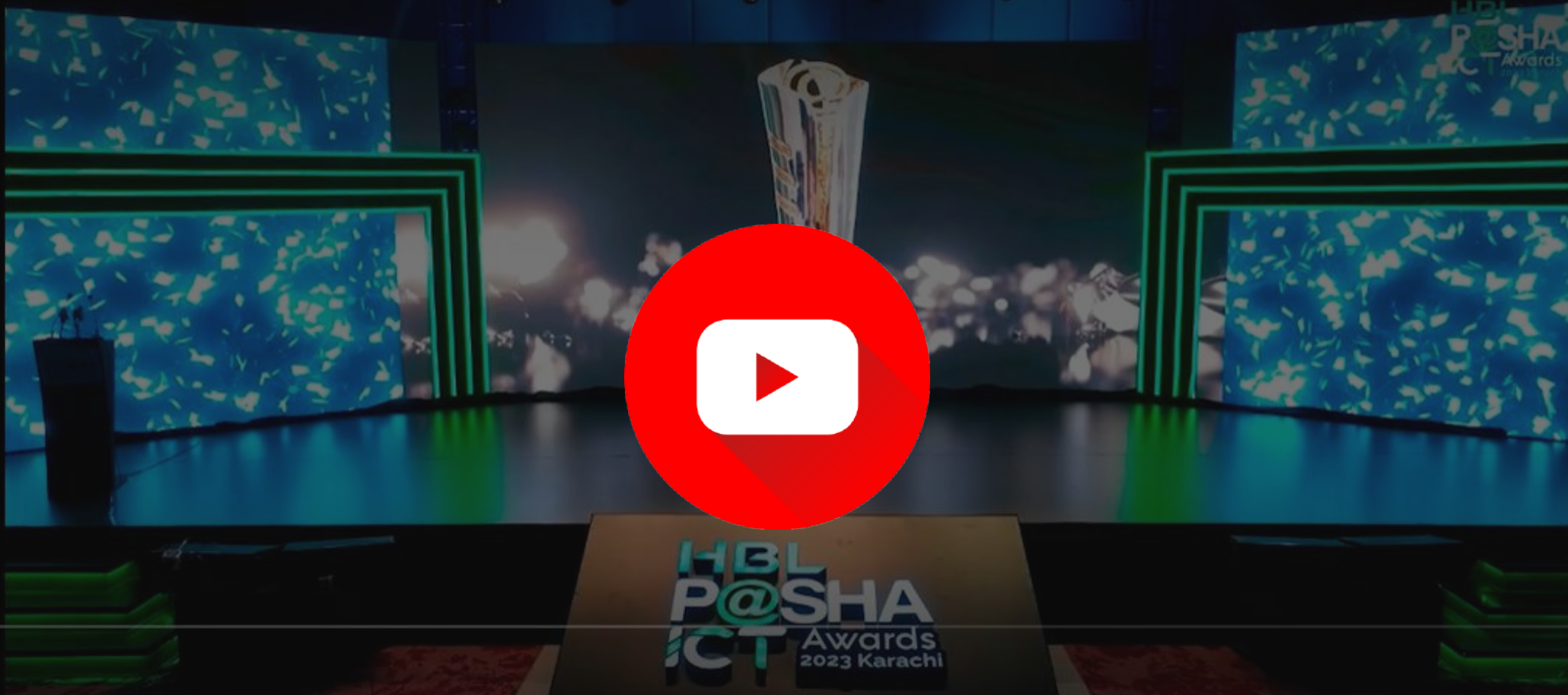
JUDGING CRITERIA	WEIGHTAGE	ATTRIBUTES	WEIGHTAGE
Uniqueness	15%	Application of Technologies Innovation	50% 50%
Proof of Concept	15%	Understanding of the Problem to be Solved Understanding of Business Environment	50% 50%
Functionalities and Features	15%	User Requirements Compatibility and Interoperability	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



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

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