



**HAR INVESTOR
KI TAAQAT**

Mobile Apps Development Contest



**भारतीय प्रतिभूति और विनियम बोर्ड
Securities and Exchange Board of India**

Plot C4 A, G Block, Bandra Kurla Complex, Bandra (E), Mumbai 400051

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Contest for developing Applications for games for Mobile

- I. **Introduction:** Securities and Exchange Board of India (SEBI) invites only bonafide students of graduate and post graduate level in educational institutions, recognized by UGC, to develop applications for games to be used on mobiles for financial education and investor education initiatives.

About SEBI: The Securities and Exchange Board of India was established on April 12, 1992 in accordance with the provisions of the [Securities and Exchange Board of India Act, 1992](#). The Preamble of the Securities and Exchange Board of India describes the basic functions of the Securities and Exchange Board of India as

“.....to protect the interests of investors in securities and to promote the development of, and to regulate the securities market and for matters connected therewith or incidental thereto”

(for further details, click on www.sebi.gov.in or <http://investor.sebi.gov.in>)

- II. **Objective:** The objective is to use the modern technology and mobile, a means of mass communication “to make learning of securities market and financial education easy and entertainment based”.
- III. **Scope of Contest:** To develop applications (games, educational apps, etc.) for android based mobiles in the initial phase, for easy and edutainment based initiative for creating awareness among investors across the country. It includes development of the apps based on basic financial education or topics related to securities market, so that individuals learn about securities market and become financially educated while having fun.
- IV. **Contest Details:**
1. Interested persons may send their entries, **on or before May 15, 2014** to the following address:

Deputy General Manager (OIAE – IAD)

1st Floor, SEBI Bhavan, Plot No.C4-A,

'G' Block, Bandra Kurla Complex,

Bandra (East), Mumbai – 400 051

Entries can also be deposited personally at the said address.

2. Deliverables:

- i. 03 CDs containing applications to be sent by registered post / courier on the above mentioned address and also on email to zapanapp@sebi.gov.in.
- ii. Name and Version of the SDK (Software Development Kit) used for the development of the application.
- iii. Application should be compatible with latest versions of the Android. It should also provide the backward compatibility with the earlier versions of the Android.
- iv. Application Design (both High and Low level) along with data structure details.
- v. Readme file listing all the steps for compiling and loading the application.
- vi. User instructions including the application screen shots.
- vii. Demonstration of completed android application for Mobile Phones to SEBI officials by the shortlisted participants, if so decided. The date, time and venue of the presentation shall be communicated separately to the shortlisted participants.
- viii. Link to download the android application for Mobile Phones.
- ix. Source code of the developed android application for Mobile Phones in 03 CDs.
- x. Biodata(s) of the participant(s) with passport size photograph
- xi. Copy of the identity card duly attested by the Head of the Institution, or in absence of any such identity card, a letter on the institute's letterhead [with a passport size photograph of the student affixed on it] certifying him/her to be a bonafide student and signed by the Head of the Institution.
- xii. If a game has been developed, write-up of the application should have the following:
 - a. Splash - This screen acts as a startup screen, with the logo and version.
 - b. Menu - On this screen, a user can choose from among several options made available by the application and reading the help text.
 - c. Play - This screen is where game play actually takes place.
 - d. Scores - This screen displays the highest scores for the game (including high scores from other players), providing players with a challenge to do better.
 - e. Help - This screen displays instructions for how to use the application, including controls, goals, scoring methods, tips, and tricks.
- xiii. Screenshots of the working application (minimum 4).
- xiv. Short video showing off features of the application (between 30-120 seconds)
- xv. Application installation files (.apk, .bar, .sis, .ipa...).
- xvi. Short (450 words max.) description of technical approach and tools used while developing the application.
- xvii. If the app is a narrative, it should have internet connectivity and provision for periodic updating from the source.

Note: *while developing applications and games aesthetic aspects (look, feel, color, animation, use of cartoon character etc.) will have additional advantage.*

3. **Platform Supported:** Applications to be developed for following platforms:-Google Android 2.2 and above Jelly Bean (Android based devices). The application developed should work offline without Internet or GPRS.

4. **Language:** All the applications to be developed in English and should be convertible into Hindi or other regional languages.

5. **Awards:** Best selected applications for games among the developed ones will be awarded by SEBI; details of the same are as follows:

- i. **1st Prize : ₹3,00,000/- (Rupees Three Lac Only)**
- ii. **2nd Prize: ₹2,00,000/- (Rupees Two Lac Only)**
- iii. **3rd Prize: ₹1,00,000/- (Rupees One Lac Only)**
- iv. **3 Consolation Prize: ₹50,000/- (Rupees Fifty Thousand Only) each**
- v. **Next 10 qualified Applications or Games will also be awarded with a cash prize of ₹25,000/- (Rupees Twenty Five Thousand Only) each**

6. **Evaluation Committee:** Applications and games submitted will be evaluated by a Committee of experts appointed by SEBI and decision of the committee will be final.

Following may be the suggestive evaluation criterion in evaluating the submitted applications:

- a. Ease of use
 - i. Performance: This sub-criterion presents the response time of the app (in milliseconds). The shorter time the better the app performs.
 - ii. User interface: This sub criterion evaluates how attractive, adaptive and responsive the app is.
 - iii. Operation: This sub-criterion shows the ease of use of app. For example, it evaluates how to start the app and how to navigate between the functionalities of the app.
- b. UI Design – design of the User Interface (elements such as colors, fonts, icons)
- c. Usefulness – providing useful information to users (depending on the content)
- d. Functionality /User Experience (UX) – functionality, efficiency, logical structure.
- e. Availability – the potential number/group of users

- f. Working offline: This sub-criterion evaluates the capability of working offline of the app.
- g. Accessing device's hardware: This sub-criterion describes how effectively the app can access device's hardware (e.g. camera, GPS and storage).
- h. Installation and update
 - i. Compatibility: This sub-criterion shows the compatibility of the app and how easy to install it on different mobile platforms describes how effectively the app can access device's hardware (e.g. camera, GPS and storage).
 - ii. Downloading, installing and updating: This sub-criterion shows the simplicity of downloading, installing and updating the app on mobile phones.
 - iii. Service/content presentation : This sub-criterion shows how complicated it could be to present the content on a mobile phone due to the limitation on screen's size and computing resource.
 - iv. Administration and security: This sub-criterion evaluates the effort of content provider to secure their service (e.g. authentication, confidentiality and integrity).
- i. Application source code:
 - i. Quality of Code/Design: This sub-criterion measures the extent of usage of Standard Coding Practices while developing the application. For example no magic numbers should be used inside the code, all variable should have proper names, and application should not be recompiled if there is any change in the input parameters etc.
 - ii. Openness of the design: This is to ensure that new changes can be incorporated easily.

7. **Other Suggestions:**

- i. Application should be Advertisement-Free.
- ii. Privacy Protection Clause: Application should not access the private data of the user i.e. it should not access the information regarding user's contacts, SMSs, Mails etc. The same should be added in the declaration mentioned in the Annexure-A.

V. Terms and Conditions: Terms and Conditions binding on all participants participating in the contest are as follows:

- a. Only Indian Nationals are eligible for participation in the contest.
- b. Only bonafide students are eligible for participation. The entry could be an individual project or a team project
- c. A participant can send a maximum of two entries for the purpose of the contest. If multiple entries are received from a participant, only two shall be considered at the sole discretion of SEBI.
- d. The entries without the Annexure A shall be out-rightly rejected.
- e. Entries received after the stipulated time shall not be entertained and returned unopened.
- f. SEBI shall not be responsible for delay by postal services, courier agencies etc.
- g. The application(s) developed should not have been submitted to any other contest or usage or any other app store.
- h. The responsibility to comply with the guidelines and laws as applicable and any other conditions fully lies with the participant. SEBI shall not be liable for any dispute raised by a third party.
- i. Participants will not use the contest to do anything unlawful, misleading, malicious, or discriminatory in nature.
- j. SEBI will have Proprietary rights and Intellectual Property rights for all the submitted applications (including the source code and supporting documentation) in the Contest.
- k. SEBI employees and their dependants are not eligible to participate in this Contest.
- l. SEBI has a right to disqualify the entry without prior permission and without assigning any reason.
- m. By participating in this contest, participants/teams shall be deemed to have read, understood and agree to abide by the terms and conditions laid down by SEBI. SEBI reserves the right to qualify all entries and to reject any entries that do not meet the requirements for participation in the competition.
- n. SEBI reserves the right to withhold the Prize until it is entirely satisfied that the claimant of the Prize is the bona fide winner, and reserves the right to call for such proof as it may deem necessary.
- o. SEBI reserves the right to cancel the Competition at anytime for any reason whatsoever in its sole and absolute discretion without any obligation to furnish any reasons.
- p. In the event that SEBI receives two identical or very similar Competition entries by two different participants/teams, only the Competition entry from the participants/teams who submitted the entry first will be considered eligible.

- q. The participants/teams are solely responsible for the cost of producing and submitting the entry / application, including travel, accommodation etc.,
- r. All winners will be notified by the email they had provided in the Competition entry form.
- s. Participants/teams will be required to collect their prizes in person. In the event that the prize is not collected by the participant within [2] weeks of the notification in 8 (b) above, SEBI reserves the right to give out the prize to another participant at their sole discretion.
- t. Participants will be required to present proof of their identity when they collect their prize.
- u. Prizes are non-transferable, non-negotiable and non-exchangeable.

8. Unacceptable Content of Mobile Apps

- a) Submitted Competition entries with content deemed as irrelevant or offensive by SEBI will be removed at the SEBI's discretion. SEBI reserves the right to disqualify submitted Competition entries which (a) are considered to be spam; (b) contain vulgar language or violence; (c) contain pornography, obscenity; and/or (d) are, in SEBI's view, of inappropriate nature to be published and/or detrimental to the interest of investors in securities market in any manner as per the securities laws.
- b) It should also not contain any viruses or programming that would cause harm to the customer's device in any way or allow control of the device in a malicious manner (for example malware, remote diallers, SMS sending to premium rated services and others).

9. Governing law

- a) The Competition is subject to Indian law and is governed by the exclusive jurisdiction of the Indian courts. Only Mumbai Courts will have jurisdiction to decide any dispute with respect to the said competition

10. Intellectual Property and other rights, title and interest Issues

The participant/team

- i. The participant/team acknowledges that it is the sole author and owner of all rights, title and interest subsisting in their submitted Competition entries (including intellectual property rights) for the app(s) submitted.

- ii. The participant/team warrants that their submitted Competition entry is their original work and idea.
- iii. Each participant/team consents to the public disclosure of his/her name, photograph, and other details as submitted in the Competition entry form, as the case may be, for publicity purposes, and each participant/team consents to participating in the publicity activities of the Organisers in relation to the Competition, and to the use of any data provided by such participant for any future publicity effort by the Organisers, without any payment or compensation thereof.
- iv. Competition entries that do not fulfill the above criteria will be deemed ineligible and will be disqualified.

11. Rights of SEBI

- i. SEBI maintains the right throughout the world to publish the Competition entry on any and all media, whether now known or hereafter devised, reproduce the Competition entry in material form, publicly perform the Competition entry, and communicate the Competition entry to the public, without notice, restriction or payment, or approval from the participant.
- ii. For the avoidance of doubt, the rights maintained include the following:
 - a) Operating, administering and promoting the competition;
 - b) Displaying the participant's Competition entry on the Website and/or other website; and
 - c) Issuing a media release or making media pitches with the entries

12. Liability

- i. SEBI will exercise reasonable care in handling the entries submitted. However, SEBI will not be liable for any loss of entries or any unauthorised use of the photographs displayed on the Website.
- ii. The participant/team accepts all risks of personal injury or property damage of any nature whatsoever that may arise from his/her making or creation of the entry or participation in this competition and will not in any way hold SEBI responsible for any liability, loss, damage, expense and cost which he/she may sustain or incur as a result of his/her participation, except for liability which cannot be excluded by law.

- iii. Each participant shall keep SEBI fully indemnified against all losses, actions, liabilities, claims, proceedings, costs and damages arising out of any breach of the above warranties.
- iv. Problems affecting the Competition: If for any reason any aspect of the Competition is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorized intervention, fraud, technical failures or any cause beyond the control of SEBI which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Competition, SEBI may in its sole discretion cancel, terminate, modify or suspend this Competition, or invalidate any affected submissions, and shall not be liable for any claim, action, damage, or loss as a result of such cancellation, termination, modification, suspension or invalidation.

13. General

- i. The decision of SEBI on all matters relating to the Competition, including the eligibility of participants and the selection of the winners, is final and no correspondence will be entertained.
- ii. The participant/team further confirm and warrant that they are not prohibited by any laws to enter this Competition or claim a prize under this Competition.
- iii. SEBI reserve the right to amend these Terms and Conditions at any time at its absolute discretion without any further notice, including but not limited to the eligibility terms and criteria, the selection of winners, the timing of any act to be done and all participants to this Competition shall be bound by these amendments. All changes will be posted on .
- iv. A person who is not a party to these Terms and Conditions shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of these Terms and Conditions.

Securities and Exchange Board of India
SEBI Bhavan, Plot No.C4-A, 'G' Block,
Bandra Kurla Complex, Bandra (East), Mumbai – 400 051

Application development for games for mobiles Contest

Declaration form

- 1) Contestant's Name:
- 2) Age:
- 3) Gender:
- 4) Class of study:
- 5) Name and address of educational institution:
- 6) Address for communication:
 - Address Line 1:
 - Address Line 2:
 - Landmark:
 - City: State:
 - Pin Code:
- 7) Email id (User Id):
 - a) Primary Email Id:
 - b) Secondary Email Id:
- 8) Contact no (landline / mobile): _____

9) Mobile Application developed for Game Details:

a. Name: _____

b. Platform: _____

c. Description: _____

I/We _____, hereby declare that above mentioned mobile application(s) which has been submitted for SEBI Mobiles App Contest was developed by me/us, through my own/our efforts. I/We affirm that there is no plagiarism or copying, either partially or entirely, from someone else's designs and works. I/we am aware that I/we will be disqualified from the competition if found to have committed or abetted in the offence of plagiarism or copying, either partially or entirely, and will be liable for legal actions. I/We also declare that the submitted applications have not been submitted to any other contest and are not available on any appstore / website. I/We also declare that in the event of submitted application(s) winning a prize, SEBI will have the Proprietary rights and Intellectual Property rights of the submitted application(s) (including the source code and supporting documentation).

Date:

Name:

Signature:

Please submit this form through registered post / courier to following address by **04:00 pm, Thursday, May 15, 2014.**

Address:

Deputy General Manager (OIAE – IAD),
1st Floor, SEBI Bhavan, Plot No.C4-A,
'G' Block, Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051