TECHFEST 2022-23
RURAL DIGITAL PAYMENT CHALLENGE

INTRODUCTION OF SPICE MONEY

Spice Money (a subsidiary of DiGiSPICE Technologies) is India's leading rural fintech revolutionising the way Bharat Banks empower rural merchants / nanopreneurs, called Spice Money Adhikaris, through technology to cater to the digital and financial needs of rural citizens in India. Spice Money, through its cutting-edge technology and vast network of Spice Money Adhikaris, is bridging the gaps in access to various financial services for the masses across the length and breadth of India.

The company offers essential digital financial and e-retail services such as cash deposit and Aadhaar-led withdrawals, mini ATM services, bill payments and recharge, money transfers, loans, tours and travel and more to the rural citizens through Spice Money Adhikari App (available on Google play store with an industry best rating of 4.4) and Web portal. The Spice Money network, comprising more than 10 lakh Adhikaris, covers over 18,000 pin codes, 700 districts and 5,000 blocks, serving over ten crore households. In fact, the network now covers 95% of rural pin codes and 2,50,000 villages in India.

BACKGROUND OF COMPETITION

Digital payment systems have grown since the outbreak of the Covid-19 pandemic in India. In 2022, around 71 billion digital payments were recorded across India. This was a significant increase compared to the previous three years. Among all digital payment systems, transactions through the Unified Payments Interface (UPI) recorded substantial gains in numbers and value. According to an RBI report, UPI payments increased more than 1200 percent during the half year ended in September. In October 2022, UPI hit a record of 730 crore transactions in terms of volume, with the value touching a new high of Rs 12.11 lakh crore.

While UPI has been extremely popular in the urban market and amongst the tech-savvy generation, the larger half of the population, sitting out of rural India, is still to get on the bandwagon. Challenges like lack of digital literacy, poor internet connectivity, and lack of smartphones have hindered the adoption of UPI amongst Bharat consumers.

UPI TRANSACTION FLOW

UPI Transaction Flow

Simple steps of performing UPI transaction:

PUSH - Send Money

- User logs in to the UPI application
- After successful login, the user selects the option of Send Money/Payment
- The user enters the beneficiary's/Payee virtual id and amount and selects the account to be debited
- The user gets a confirmation screen to review the payment details and clicks on Confirm
- The user now enters UPI PIN
- The user gets a successful or failure message

PULL - Request Money

- User logs in to his bank's UPI application
- After successful login, the user selects the option of collecting money (request for payment)
- The user enters remitters/payers' virtual id, amount and account to be credited
- The user gets a confirmation screen to review the payment details and clicks on Confirm
- The payer will get a notification on his mobile to request money
- Payer now clicks on the notification and opens his bank UPI app, where he reviews payment request
- Payer then decides to click on accept or decline
- In case of accepting payment, the payer will enter UPI PIN to authorise the transaction

- Transaction complete, payer gets successful or declines transaction notification
- The payee/requester gets a notification and SMS from the bank for credit to his bank account

PROBLEM STATEMENT

The RBI's Vision 2025 document envisages ensuring digital payments for everyone, everywhere and every time. To make digital payments accessible to everyone, they should be available through multiple channels and must move beyond the current smartphones or mobiles. While NPCI is already live with non-smartphone payments with UPI 123Pay, which enables digital payments using feature phones using IVR or missed calls, there are still challenges in the adoption of this service amongst rural citizens due to poor understanding of bank account numbers, language barrier etc. and most importantly lack assistance to handhold them through the journey.

This competition asks to innovate and build a UPI assist product for the last mile rural citizens. The end goal should be for every Indian citizen to have access to UPI payments, irrespective of internet connectivity, smartphone or any other technology and literacy barrier. Also, the solution should mention how rural citizens can be made aware and educated on this product.

JUDGING CRITERIA

- Innovation in thinking for a solution
- Feasibility of the solution and its adoption by rural citizens
- Feasible role of the Spice Money network of Adhikaris (merchants) in enabling the solution (with cost ownership and RoI calculation)

STRUCTURE

The competition is divided into 2 rounds:

Round 1: Abstract submission- Individuals/teams submit a proposal with the solution thinking. A total of ten proposals are to be selected for the final round.

Round 2: The participants make a detailed presentation and wireframe of the product. They should also survey with the last mile to gauge the product's success.

REGISTRATION AND SUBMISSION

- The Participants have to register on the official Techfest Website and fill in all the necessary details: www.techfest.org > Competitions > Rural Digital Payment Challenge >Explore More> Register or may directly register on techfest.org/competitions/paymentchallenge.
- Submission Format - The submission should be emailed to paymentchallenge@techfest.org with the subject Rural Digital Payment Challenge Submission: Team Id (For example: Rural Digital Payment Challenge: MC12345678).

TIMELINE

Last date for registration	9th December 2022
Last date for submission of abstract submission	9th December 2022
Results and shortlisting of teams for Round 2	13th December 2022
Round 2 submission deadline	24th December 2022
Final presentation	28th December 2022

RULES

- Every team has to register online on the official Techfest website for the competition.
- A Team ID will be allocated to the team on registration which shall be used for future references.
- A team can register at any point of time before the deadline and submit a final abstract.
- The decision of the organisers or judges shall be treated as final and binding on all.
- No responsibility will be held by Techfest, IIT Bombay for any late, lost or misdirected entries.
- The idea presented by the teams should be original (not protected by means of patent/copyright/technical publication by anyone).
- Note that at any point of time the latest information will be that which is on the website. However, registered participants will be informed through mail about any changes.

TEAM SPECIFICATIONS AND ELIGIBILITY

- All students with a valid identity card of their respective educational institutions are eligible to participate in the competition
- One team can have a maximum of 3 members
- Students from different institutes can be a part of the same team

CERTIFICATE POLICY AND INTERNSHIP

- E-Certificates of participation will be given to the teams selected for the finale
- The top 3 finalists will be provided with a 3-month internship with a monthly stipend of Rs. 50,000

PRIZE MONEY

The Prize money will be awarded to the **top 3** Winners via NEFT and will be processed within **30** working days after receiving the Prize Money from Sponsors.

The Winners have to mail the following information (immediately after the announcement of the results) to **abhishek@techfest.org**

Subject: Rural Digital Payment Challenge, team id - your position (example Rural Digital Payment Challenge, MC12345678 – 1st position)

Body of mail-
1. Account Holder's Name
2. Account Number
3. Bank name and Branch name.
4. IFSC Code