

Application Process & Timeline

Goal of PIP

A major objective of PIP is to improve nutrition and healthcare for young women, adolescents, and children, as well as address hunger and related issues. By fostering innovative solutions that can be incorporated into existing healthcare and nutrition systems, empowering stakeholders such as Anganwadi workers, healthcare professionals, and communities, and filling key gaps in child health and nutrition ecosystems, it aims to achieve this. To combat malnutrition and improve the well-being of vulnerable populations, the PIP aims to achieve substantial and sustainable results.

1) Screening

An expert panel comprising members of the India Nutrition Collaborative will review the applications based on predefined criteria such as innovation, feasibility, scalability, and potential impact.

Following are the screening criteria for PIP:

1. **Innovation Aligned:** The submitted concept of innovation should be consistent with the goals of the Poshan Innovation Platform and contribute to solving hunger and associated issues.
2. **Proof of Concept:** The proposal should have a clear proof of concept that demonstrates its practicability and potential effect.
3. **Accepted by/Within the Existing System:** The innovation should be able to integrate into the current healthcare and nutrition systems, facilitating easy acceptance and scaling.
4. **Drive Agency:** The suggested innovation should empower and allow many stakeholders, including Anganwadi workers, healthcare professionals, and communities, to make proactive efforts to combat malnutrition.
5. **Fills Essential Ecosystems and Gaps:** The invention should address key gaps in the current ecosystem related to child nutrition and healthcare, aiming to make a substantial and sustainable impact.

These criteria will help in the systematic evaluation and selection of innovations for the Poshan Innovation Platform, ensuring that the chosen ideas are viable, impactful, and well-aligned with the platform's goals.

Areas of Innovation/ Approach

1. **Gender Equity:** Promoting gender equality through inclusive visibility, data collection, accountability, political commitment, decision-making, cultural adaptation, and complementary actions.
2. **Product Availability/ Market Equity:** Engage with key stakeholders and assess the landscape, including existing initiatives and their impact, to identify gaps for market equity in the Poshan Innovation Platform, then collaborate with potential partners to develop and implement a roadmap, continuously monitoring and evaluating progress.
3. **Digital Health:** Leveraging technology and to promote and facilitate optimal nutritional behaviours.
4. **Community Engagement:** Integrating community innovations through social and behaviour change communication (SBCC) approaches to make nutrition a community priority.

Following are the examples of the inclusion criteria for the innovations for the PIP:

1. Innovation Aligned:

Non-Negotiable Example: An innovation that promotes unhealthy or unsustainable food products as a solution to hunger.

Approach wise:

- Gender equity: Ensure that the innovation considers the specific nutritional needs of pregnant women and adolescent girls, who may have different requirements than other demographics.
- Market equity: Ensure that the innovation does not exacerbate existing inequalities in access to nutritious food or healthcare services among different socioeconomic groups.
- Digital equity: Ensure that the innovation is accessible to communities with limited digital infrastructure or literacy, perhaps by utilizing low-tech solutions or incorporating community health workers.
- Community ownership: Involve local communities, especially women, in the development and implementation of the innovation to ensure that it meets their needs and preferences.

2. Proof of Concept:

Non-Negotiable Example: A proposal lacking any evidence or data to support its potential effectiveness in addressing malnutrition.

Approach wise:

- Gender equity: Conduct research and gather data specifically on the nutritional status and healthcare access of women and girls to ensure that the concept is relevant and effective for them.
- Market equity: Conduct market analysis to ensure that the innovation is affordable and accessible to all segments of the population, particularly marginalized groups.
- Digital equity: Ensure that any digital components of the innovation are tested for usability and accessibility across different demographics, including those with limited digital literacy or access.
- Community ownership: Involve communities in pilot testing and refining the concept to ensure that it resonates with their needs and priorities.

3. Accepted by/Within the Existing System:

Non-Negotiable Example: An innovation that requires a complete overhaul of existing healthcare or nutrition systems without considering acceptance by stakeholders.

Approach wise:

- Gender equity: Engage with healthcare providers to address gender biases and barriers within the existing system that may hinder women and girls from accessing nutrition services.
- Market equity: Collaborate with existing healthcare providers and nutrition programs to integrate innovation into their services, ensuring equitable access for all.
- Digital equity: Partner with local leaders or NGOs to provide training and support for the adoption of digital tools or platforms, especially in underserved communities.
- Community ownership: Work closely with community leaders and organizations to gain their support and buy-in for the innovation, ensuring that it aligns with local customs and preferences.

4. Drive Agency:

Non-Negotiable Example: An innovation that relies solely on top-down approaches without empowering communities or individuals to take ownership of their nutrition and health.

Approach wise:

- Gender equity: Empower women and girls as key decision-makers and agents of change in nutrition programs, ensuring that they have the resources and support to make informed choices for themselves and their families.
- Market equity: Promote entrepreneurship and local ownership of nutrition-related businesses, especially among women and marginalized groups, to create sustainable economic opportunities.
- Digital equity: Provide training and resources to enable communities to use digital tools for health promotion and education, fostering digital agency and empowerment.
- Approach for community ownership: Foster collaboration and partnership with local organizations and community groups, empowering them to lead initiatives and campaigns to improve nutrition outcomes in their communities.

5. Fills Essential Ecosystems and Gaps:

Non-Negotiable Example: An innovation that duplicates existing programs or services without adding significant value or addressing critical gaps in the ecosystem.

Approach wise:

- Gender equity: Conduct gender-sensitive assessments to identify gaps in existing nutrition programs and services and tailor the innovation to address the specific needs of women and girls.
- Market equity: Identify underserved or marginalized communities and prioritize efforts to reach them with innovation, ensuring equitable access and impact.
- Digital equity: Invest in infrastructure and capacity-building initiatives to bridge the digital divide and ensure that all communities can benefit from digital health innovations.
- Community ownership: Facilitate community-led needs assessments and participatory planning processes to identify priority areas for intervention and ensure that the innovation reflects the preferences and priorities of the community.

Here are examples of innovations that would be excluded based on the screening criteria provided:

1. Non-Novel Solutions: Innovations that are not aligned with the goals of the Poshan Innovation Platform or do not bring any new approaches to addressing hunger and associated issues. For instance, a proposal to distribute traditional nutritional supplements without any innovative enhancements would likely be excluded.

2. Lack of Evidence or Viability: Proposals lacking a clear proof of concept or evidence demonstrating their effectiveness and potential impact would not meet the criteria. For example, an idea for a new nutritional intervention without any research or pilot studies to support its effectiveness would be excluded.

3. Incompatible with Existing Systems: Innovations that cannot be easily integrated into current healthcare and nutrition systems or require significant modifications to existing infrastructure would be excluded. For instance, a proposal for a high-tech mobile app that cannot be accessed by rural healthcare workers due to technological limitations would likely be excluded.

4. Limited Stakeholder Involvement: Innovations that do not empower a wide range of stakeholders, including Anganwadi workers, healthcare professionals, and communities, to actively participate in combating malnutrition would be excluded. For example, a top-down intervention that does not involve local community input or participation would not meet this criterion.

5. Failure to Address Key Gaps: Innovations that do not address significant gaps in the current ecosystem related to child nutrition and healthcare or do not have the potential to make a substantial and sustainable impact would be excluded. For instance, a proposal for a short-term intervention that does not address underlying systemic issues contributing to malnutrition would likely be excluded.

A selected number of promising projects proceed to the next phase. Those not making it to the shortlist will become a part of the Poshan Innovators Network (PIN), a dedicated and closed LinkedIn group of innovators, mentors and funders.

Project Presentation & Evaluation

Shortlisted applicants will present their projects in person or online (TBC) to the jury panel, followed by Q&A sessions.

To create a scoring system for the shortlisted applicants presenting their projects, you can assign percentage weights to the following criteria: innovation, feasibility, scalability, and potential impact. After the presentations, the jury panel can conduct a Q&A session to further evaluate the projects based on the established criteria. The evaluation criteria below will be used by the selection committee for both the shortlisting and the final selection of the winning submissions. Each criterion has been assigned a percentage weight for scoring.

1. Innovation: This refers to coming up with new and creative ideas or solutions to address a problem or improve a situation. It's about thinking differently and finding better ways of doing things.

2. Feasibility: Feasibility means whether something is possible or doable. When evaluating the feasibility of a project or idea, you're asking if it can be accomplished with the resources, time, and skills available.

3. Scalability: Scalability is about whether something can grow or expand successfully. It's like asking if a small idea or project can be made bigger and still work well. For example, if an innovation works in one village, can it also work in many villages or even across a whole region?

4. Potential Impact: Potential impact refers to the expected results or effects of an idea or project. It's about considering how much positive change or benefit it could bring about. When assessing potential impact, you're looking at how many people it could help and how much difference it could make in their lives.

- 20% for Impact: The proposal must showcase how it has the potential to impact the quality of lives and drive socio-economic benefit(s), most of all among vulnerable and excluded/underserved populations.
- 20% for Relevance: The innovation should demonstrate how it will increase local collaborations amongst existing value chain actors and support peer-to-peer learning on the subject.
- 15% for Collaborative Approach: The innovation should be able to highlight collaborative and participatory approaches at different stages of rollout.
- 20% for Responsible Business Models: The proposal should be able to demonstrate alignment with the SDG goals and the principles of responsible and ethical conduct.
- 10% for Feasibility: When you're checking if a project or idea can work, you're asking if it's possible to do with what you have – like time, money, and skills. It's about figuring out if it's something that can realistically happen.
- 15% for Adaptability: The proposal should capture its adaptability in the shortlisted geography. It will also look at the acceptability/ accessibility of the locals.

Selection

Projects with the highest scores will be chosen as winning innovations to move to the next phase.

Finalist Presentations and Feedback Sessions:

- Finalists will be invited to present their proposals to the jury in person (or virtually). These presentations allow the jury to ask questions and gather additional information before making final decisions. Thereafter, providing feedback for future purposes.