CALL FOR APPLICATIONS VIJANA NA AGRIBIZ COMPETITION,
THE AGRIBUSINESS IDEAS COMPETITION
APPLICATION GUIDELINES
This is a national call for applications.
Applicants from all the 47 counties are encouraged to apply. The deadline for submission of applications is 23rd December, 2020

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1.0 Introduction and general overview of the competition
The European Union, the Ministry of Foreign Affairs of Denmark (Danida), the African Development Bank (AfDB) and Kenya Climate Innovation Center (KCIC) launched the AgriBiz Programme on March 6th 2020 meant to stimulate the growth of women and youth-owned enterprises in the agribusiness sector. While the rollout of this programme has been slowed down by the spread of COVID-19, there is hope and opportunity. The programme is projected to cost Kshs 5.1 billion and will support 2,400 women and youth-led agribusinesses to create over 17,000 job opportunities along agricultural value chains.

It is envisioned that this programme will unlock the potential agribusiness and value chain actors while contributing to increased smallholder production and household incomes. Improved agricultural production will have a positive ripple effect on Food Security, one of the pillars of the Big Four Action Plan being implemented by the Government of Kenya.

The AgriBiz programme is launching the Vijana na AgriBiz Competition that is being executed by KCIC. The calls for applications for this competition will be open from 2nd December, 2020 to 23rd December, 2020. Thereafter, evaluation of the applications will be done and responses to the applicants will be communicated by KCIC by 15th January, 2021. KCIC will offer successful applicants a confirmation email which they will be required to acknowledge.

Vijana na AgriBiz Competition targets youth with innovative ideas in agribusiness and who are willing to show them to the world as well as to actualise them from just ideation to commercialisation. The Competition will address key challenges that hinder youth from tapping into the immense potential in the agricultural sector. The competition will equally support the full spectrum of the value chain from
agricultural inputs and producers, to suppliers for end consumers in conventional agricultural, fisheries and livestock.

The objectives of this competition include:

1. Fostering innovation in agricultural practices and in agribusinesses;
2. Building the capacity of local entrepreneurs especially the youth;
3. Promoting an innovative entrepreneurial culture in agribusiness;
4. Enhancing local and international awareness of the innovative practices;
5. Creating market linkages and offer opportunities for scaling up; and
6. Identifying and supporting high – growth entrepreneurs like to spur economic growth.

This competition invites interested youth with innovative agribusiness ideas. Participants will enter the competition by submitting their agribusiness idea through an online tool that will be made available on agribiz.kenyacic.org. Submissions will be accepted from across the country and the applications will be evaluated on a rolling basis.

1. Competition Launch: Once the competition is launched, the call for applications will be broadcasted. The launch will be planned in several stages to ensure that all potential participants have access to information about the competition and thus an opportunity to participate. The channels used to publicise the launch and the call for applications will be aligned to the target audience of youth.

2. Submission of applications: Application templates and procedures will effectively communicate to the participants what they are signing up for and the expectations at each stage of the competition. The communication will clearly disclose the prizes to manage expectations right at inception. An online based application process will be utilised and will be simple and easy to use to ensure the applicants have a clear understanding of all the factors that must be considered for their application to be considered and successful.

3. Selection of participants (Preliminaries – Elimination zone): After the country wide call for application. Participants will be selected from all over the country and the shortlisted cases will be pitching to the jury where 20 companies will be selected to undergo the 2-day bootcamp training, with a focus on regional representation. There will be scoresheets for all submissions and shortlist of 20 businesses to participate in boot camp.

4. The competition will culminate with awarding the top three finalists with cash prices as follows:
   a. Second Runners Up- Ksh. 500,000
   b. First Runners Up- Ksh. 750,000
   c. Winner- Ksh. 1,000,000
5. Benefits to the contestants
Applications will be encouraged for all idea stages irrespective of how young or ambitious it is. The shortlisted contestants in this competition will be enrolled for a bootcamp and coaching sessions which will proffer them with the following benefits:
• KCIC will help the contestants fast track their idea into a profitable agribusiness and bypass all possible pitfalls along the way.
• Contestants will learn how to get funding for their idea.
• Contestants will get an opportunity to pitch during the qualifications, semi-finals and final stages of the competition.

Selection criteria
The following will be considered when reviewing the applications:
1. Entrepreneurial spirit and self-drive
2. Business or market potential
3. Innovation and technological potential
4. Feasibility and viability of the agribusiness idea
5. Job creation and social impact
6. Management capacity
7. Environmental sustainability

Kindly visit agribiz.kenyacic.org for a detailed copy of the application guidelines.
MAELEZO KWA KISWAHILI
TARATIBU ZA USHIRIKI WA MASHINDANO

Mashindano haya ni ya kitaifa.
Vijana kutoka kaunti zote 47 wanahimiza kuomba. Mwisho wa kuwasilisha maombi kabla tarehe 23 Disemba, 2020

1.0 Utangulizi na muhtasari wa jumla wa mashindano haya
Jumuiya ya Ulaya, Wizara ya Mambo ya nje ya Denmark (Danida), Benki ya Maendeleo ya Afrika (AfDB) na Kituo cha Ubunifu wa Hali ya Hewa cha Kenya (KCIC) kilizindua mpango wa AgriBiz mnamo Machi 6, 2020, unaokusudwa kuhamisha ukuaji wa biashara za wanawake na vijana katika sekta ya biashara ya kilimo. Wakati utoaji wa programu hii umepunguzwa na kuwepo kwa kwa COVID-19, kuna matumaini na fursa kabambe. Mpango huo unakadiriwa kugharimu Kshs bilioni 5.1 na utasaidia wanawake na vijana 2,400 kuunda nafasi za kazi zaidi ya 17,000 pamoja na minyororo ya thamani ya kilimo.

Inakusudiwa kuwa mpango huu utafungua biashara na kuchangia kuongeza kwa uzalishaji wa mapato ya kaya. Uzalishaji ulioboreshwa wa kilimo utakuwa na athari nzuri kwa Usalama wa Chakula, moja ya nguzo ya Mpango Mkuu wa Utekelezaji wa Big Four unaotekelezwa na Serikali ya Kenya.


Ushindani wa Vijana na AgriBiz unalenga vijana na maoni/mawazo ya ubunifu katika biashara ya kilimo na kwa vijana ambayo wakambao wako tayari kuonyesha kwa ulimwengu na pia kuboresha maoni/mawazo haya kwa biashara kamili. Ushindani huko utashughulikia changamoto mhuimu zinazowazia vijana kutokuwa na uwezo mkubwa katika sekta ya kilimo. Ushindani hutoa majibu kwa waombaji wakati wa 2 Desemba, 2020, na kutoa majibu kwa nyumbani na nafasi za kazi za usalama wa chakula, maono na kubadilika na usalama wa kawaida, wazalishaji na wawekezaji wa usalama wa chakula.

Malengo ya mashindano haya ni pamoja na:
1. Kukuza ubunifu katika mazoea ya kilimo na biashara za kilimo;
2. Kuwajengea uwezo wajasiriamali wa ndani haswa vijana;
3. Kukuza utamaduni wa ujasiliamali katika biashara za kilimo;
4. Kuimarisha ke kwa ndani na wa kimataifa kuhusu mazoea ya ubunifu katika kilimo;
5. Kuunda uhusiano wa soko na kutoa fursa za kuongeza soko; na
6. Kutambua na kutoroda wajasiriamali kukuza uchumi.
Ushindani huu unawaalika vijana wanaovutiwa na maoni ya ubunifu wa biashara ya kilimo. Washiriki wataingia kwenye mashindano kwa kuwasilisha wazo lao la biashara ya kilimo kupitia fomu ambayo itapatikana kwenye agribiz.kenyacic.org. Mawasilisho yatakubaliwa kutoka kote nchini na maombi yatatathminiwa kila wakati yanapoingia.


3. Uteuzi wa washiriki: Washiriki watachaguliwa kutoka kote nchini na kesi zilizochaguliwa zitaangaliwa na majaji ambapo washindani 20 watachaguliwa kupitia mafunzo ya siku 2 ya bootcamp, kwa kuzingatia uwakilishi wa mkoa.

4. Ushindani utamalizika kwa kuwapa washindi watatu wa juu ya pesa kama ifuatavyo;
   a. Nambari tatu - Ksh. 500,000
   b. Nambari mbili - Ksh. 750,000
   c. Mshindi- Ksh. 1,000,000

5. Faida kwa washiriki
   Maombi yatahimizwa kwa hatua zote za wazo bila kujali ni mchanga au mwenye hamu kubwa. Washiriki waliochaguliwa katika shindano hilo wataandikisha kwa bootcamp na vikao vya kufundishwa ambayo vitawapa faida zifuatazo:
   • KCIC itasaidia washindani kufuatiili kwa haraka wazo zao katika biashara ya kilimo na kuwapitisha mitego yote inayowezekana njiani.
   • Washiriki watajifunza jinsi ya kupata ufadhili wa wazo lao.
   • Washiriki watapata fursa ya kuelezea mawazo yao katika wakati wa mashindano, nusu fainali na hatua za mwisho za mashindano.

Vigezo vya uteuzi
   Ifuatayo itazingatiwa wakati wa kukagua maombi:
   1. Roho ya ujasiriamali na kujiendesha
   2. Uwezo wa biashara au soko
   3. Ubunifu na uwezo wa kiteknolojia
   4. Uwezekano wa wazo la biashara ya kilimo
5. Uundaji wa kazi na athari za kijamii
6. Uwezo wa usimamizi
7. Utunzaji wa mazingira

Tafadhali tembelea agribiz.kenyacic.org kwa nakala ya kina ya miongozo ya maombi.

2.0 Detailed guidelines

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<tr>
<th>Guideline Reference</th>
<th>Overview</th>
<th>Details</th>
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</table>
| 1                   | Application process | ● All Applications must be submitted online through the Vijana na AgriBiz Application portal on agribiz.kenyacic.org between 1st December, 2020 to 23rd December, 2020 in either English or Swahili language.  
● The applicants must complete an application form by answering a series of mandatory questions.  
● Personal information supplied in the application form such as names, addresses and date of birth should be verifiable.  
● The applicant must provide current correspondence address, email and telephone numbers and inform of any changes.  
● Upon submission of the application form, an email will be sent to the applicant and/or via the preferred contact method indicated in their application.  
● Once submitted, applications cannot be altered or amended.  
● Review of applications will commence immediately after submission, shortlisting and communication on the status of application will be done by 15th January, 2020. |
| 2                   | Eligibility | ● Youth Entrepreneur(s) (male and female) Aged between 18-35 years,  
Nationality and Location:  
● The applicant must be a Kenyan citizen |
The Agribusiness must be located within the 47 counties of Kenya.

Agribusiness ideas:
- All must be Agribusiness Ideas or prototypes
- Applicants must demonstrate that their Agribusiness idea will be set up in Kenya.
- Ideas within the Agricultural, fisheries and livestock value chain are encouraged to apply. This includes but is not limited to ideas on inputs, processes, production, transportation, marketing and aggregation.

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<thead>
<tr>
<th>3</th>
<th>Application selection</th>
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<tr>
<td>• The applications will be screened for eligibility. The eligible applications will then be evaluated on a set of criteria. A scoring system will be used to provide each application with a score between 0 and 100 (100 being most successful). See section 4 below.</td>
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<td>• All applicants will receive official response on their application determining whether they were successful or not. KCIC is not obligated to provide substantive feedback on unsuccessful applications.</td>
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<tr>
<td>• Applicants will be contacted via email and/or via the preferred contact method indicated in their application.</td>
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<td>• Applicants must accept the offer within seven (7) working days, otherwise the offer lapses.</td>
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<td>• In general, communications with the applicants will primarily be by email, from the Vijana na AgriBiz designated email address to the email address (<a href="mailto:vijananaagribiz@kenyacic.org">vijananaagribiz@kenyacic.org</a>) provided by the Applicant on the submission form. Applicants are therefore advised to store the Vijana na AgriBiz contact details in their email address books to avoid the email from being delivered to their spam folder.</td>
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<th>4</th>
<th>Criteria and Scoring system</th>
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<td>KCIC will organise for the final competition where members of the jury will listen to various teams present their business ideas. The competition will be broadcast through our various media channels to ensure it reaches a national audience. Jury members will assess the various on the following criterion:</td>
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<td>a. <strong>Entrepreneurial Spirit and Self-drive:</strong> Does the candidate have the drive and personal assets to invest in the business? Does the entrepreneur exhibit a passion for what they seek to achieve?</td>
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<td>b. <strong>Business or market potential:</strong> Has the candidate identified sufficient market opportunities for the business to grow. Is the strategy to seize these opportunities well-articulated?</td>
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<td>c. <strong>Innovation and technological potential:</strong> Is the business idea relatively new or unique? Is the proposed business model innovative and scalable?</td>
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<td>d. <strong>Operations:</strong> Is the business idea feasible? How well is the model articulated?</td>
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<td>e. <strong>Job creation and social impact:</strong> Does the business idea have enough potential to create decent and sustainable jobs? Does the business recognise gender equality and fair working conditions?</td>
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<td>f. <strong>Viability:</strong> Is the business financially viable and does it have a realistic prospect of earning a significant share of its income through trade?</td>
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<td>g. <strong>Management capacity:</strong> Does the entrepreneur have the relevant skills to manage the business? Do they have a specialised skill required to sustain the business?</td>
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<td>h. <strong>Environmental sustainability:</strong> Does the business idea adopt a responsible attitude toward environment and set up mechanisms to reduce any negative impact it could have e.g. pollution, greenhouse gas emission, degradation of natural resources, water utilisation and conservation?</td>
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The jury will then convene to discuss their judgment for various contestants and pass their final decision and will amalgamate the above into the following scoring criteria. The following will be the scoring system used for evaluation of the eligible applications for this call. An application has to score minimum **70 Marks** to be considered under the Vijana na Agribiz Competition.
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<th>CRITERIA</th>
<th>MARKS (MAXIMUM)</th>
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<td>ENTREPRENEURIAL SPIRIT AND SELF-DRIVE</td>
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<td>BUSINESS OR MARKET POTENTIAL</td>
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<tr>
<td>INNOVATION AND TECHNOLOGICAL POTENTIAL</td>
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<tr>
<td>FEASIBILITY AND VIABILITY OF THE AGRIBUSINESS IDEA</td>
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<tr>
<td>JOB CREATION AND SOCIAL IMPACT</td>
<td>20</td>
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<tr>
<td>MANAGEMENT CAPACITY</td>
<td>10</td>
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<tr>
<td>ENVIRONMENTAL SUSTAINABILITY</td>
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<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
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### Awards

Shortlisted candidates will be taken through a bootcamp to learn more about their business models as well as acquiring skills for pitching their idea to judges and investors. Post the bootcamp, the shortlisted will compete for the semi-finalists and later finalist positions.

The competition will provide value to all the selected participants and the focus is not just on winning. The participating teams will be able to gain valuable skills transfer from a bootcamp session that will focus on, coaching for the various businesses, validation of business ideas, tools to build a winning business plan, pitching skills. In addition, the competition will also provide exposure for the businesses, access to KCIC and other partner networks and memberships in KCIC’s start-up community. During the bootcamp, KCIC will:

a. Coordinate a 2-day bootcamp during which the selected 20 businesses receive intensive training. The training is expected to be delivered online, unless communicated otherwise by KCIC. KCIC will therefore
organise sufficient IT facilities for the bootcamp, mainly internet connection and any other technical requirements.

b. Hold post bootcamp coaching sessions with the participants to support in review and refinement of pitch decks.

c. Organize a competent jury of 6 to participate in the National Final pitch event from which 3 winners will be picked for awards and post competition support including an opportunity to join the KCIC Agribiz program.

For the final round the, top 20 will be on boarded to the Agribiz Program. Other benefits we propose may include an opportunity to join the KCIC mentorship programme, more visibility support from other partners within the ecosystem due to enhanced credibility and validation of their ideas.

While the awards ceremony is intended to publicly announce the winners and the prizes they will receive, the monitoring and reporting phase is key to ensuring good use of the financial rewards. In addition, sustainability of the event will be considered right from inception to determine the level of involvement for the local actors who will become the main champions of the competition and help support the continuation of activities in the long – run.

Vijana na AgriBiz Competition is not just about winning. It will also assist all participating start-up teams by giving them the following benefits:

1. Business coaching and training
2. Validation of their idea
3. Tools to build a business plan
4. Pitching skills
5. Time in the spotlight
6. Access to the KCIC Network
7. Membership in our start-up community

| Definitions, Terms and Conditions |
### Definitions

The following definitions shall apply:

- **Applicant** means an individual that submits their Agribusiness idea in the Vijana na AgriBiz application portal for review and possible.

- **Application** means the online entry form completed and submitted for the competition on the agribiz.kenyacic.org Website.

- **Application Window** means the period commencing from 1st December to 23rd December 2020 8.00PM EAT when Applications can be submitted.

- **Program** refers to Agribiz Program: “Enhancing the role of Kenyan women and youth in agribusiness”.

- **Mentor** means an individual/firm selected for their expertise, passion and alignment to the Vijana na Agribiz Competition and the Agribiz program vision and engaged to support and guide the Agripreneurs.

- **Successful Applicants** means Applicants who are selected to participate in the Vijana na Agribiz Competition.

- **Competition** means an annual contest that targets youth with innovative ideas in agribusiness and who are willing to show them to the world as well as to actualise them from just ideation to commercialisation.

### Terms and Conditions

- Vijana na AgriBiz Competition and its program affiliates reserves the right to cancel or amend all or any part of the Rules without notice. Any changes to the rules will be posted on the AgriBiz website. It is the responsibility of Successful Applicants to keep themselves informed as to any changes to the Rules.

- Vijana na AgriBiz Competition shall not be liable for any loss suffered by a Successful Applicant due to any changes to the Rules, including failure to complete some or all tasks under the program due to such change.

- If for any reason the program is not capable of running as planned for reasons including but not limited to tampering, unauthorized intervention,
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| fraud, technical failures, force majeure events or any other causes beyond the control of the Vijana na AgriBiz Competition and its funding partners which corrupt or affect the administration, security, fairness, integrity or proper conduct of this program, Vijana na AgriBiz reserves the right to cancel, terminate, modify or suspend the program and disqualify any successful applicants.  
- Vijana na AgriBiz shall not be liable for any loss arising from modification, suspension, or cancellation of the competition. |
| 9 | Ineligibility/Disclosure of Conflict of Interest |
| - Employees from either the KCIC, or affiliated partners in the Vijana na Agribiz Competition and Agribiz program and their immediate family members are not eligible to apply for the competition. |
| 10 | Privacy Policy |
| - By applying to the Vijana na Agribiz Competition, applicants consent to have details of their Application – other than commercially sensitive information – featured in any media or promotional activity for the competition and program being carried.  
- Vijana na Agribiz Competition will contact Applicants in advance of any media request for interviews.  
- Vijana na Agribiz Competition will only use the personal details supplied for the administration of this competition, and for no other purpose except with the Applicant’s consent.  
- The Mentors are required to sign a non-disclosure agreement as it relates to personal information which may come into their possession during the Vijana na Agribiz Competition and are committed to maintaining the highest ethical standards. |
| 11 | General Application Terms |
| - Internet access and adequate English and Kiswahili language skills are recommended for the application process. Applicants with no English or Swahili reading or speaking skills need to translate the application content at their own cost.  
- This competition is governed by the laws of the Republic of Kenya and Applicants submit to the exclusive jurisdiction of the Kenyan Courts. |
Applicants are not required to make any purchase or payment to access the website, submit an Application or become eligible for the program.

Only one Application and Agribusiness Idea is permitted per Applicant. An Applicant shall not make multiple entries under different names, email identifications, different agribusiness ideas. Multiple entries by an Applicant or multiple entries for the same Agribusiness Idea shall be grounds for disqualification.

All submissions must be made directly by the Applicant behind the Agribusiness Idea. Entries made online using methods such as a macro, script, using automated devices or processors are not allowed and shall be disqualified.

Vijana na AgriBiz Competition accepts no responsibility for late, lost, misdirected damaged or delayed Applications because of any network, computer hardware or software failure of any kind.

Bulk and third-party entries shall not be permitted.

Vijana na AgriBiz Competition reserves the right to verify the validity of entries and to disqualify any Applicant for tampering with the entry process or failing to make entries as specified by the Terms and Conditions.

No corruption of, defect in, failure or delay in the delivery of any email communication from Vijana na AgriBiz will entitle an Applicant to an extension of any deadline, or otherwise entitle an Applicant to make any form of claim.

By applying for this competition, each Applicant attests that their Application:

- Is true and correct in all material respects.
- Does not infringe or violate the rights of any third party, including but not limited to, ownership, copyrights, trademarks, patents, logos, licensing rights, rights of publicity or privacy or any other intellectual property rights.
- Is not contrary to any applicable laws.

Vijana na AgriBiz Competition shall reject applications which, in the reasonable opinion:

- Contain any content that is likely to be considered offensive or could negatively reflect the name,
reputation, or goodwill of Vijana na AgriBiz Competition or affiliated partners associated with the Agribiz program and other parties acting on its behalf.

- Include trademarks, logos, or copyrighted material not owned by the Applicant or used without the right holder’s prior written permission.
- Defames, misrepresents, or insults any third parties.
- Poses adverse risks to the environment, human lives, or property.
- Promotes or is sympathetic to any political agenda.
- Are affiliated to terrorist or other illegal activity.

Vijana na AgriBiz Competition reserves the right, in its absolute discretion to disqualify any Application or Successful Applicant at any point during the program, without granting any opportunity for challenge, if it has reasonable grounds to believe that the application:

- Has been made fraudulently or contains any false or misleading statement.
- Has breached any of the Eligibility Criteria or other Rules.
- Has infringed on any intellectual property of any other person.
- Was made in breach of any applicable law.

**Full dedication and active participation**

The expectation of each participant is to have full dedication and active participation. It is essential to pay attention to correspondence and embrace the obligations that participating in the Vijana na AgriBiz Competition brings. This competition is much more valuable to active participants and can derive further benefits.

Each participant will retain full and exclusive ownership of your information and intellectual property rights. However, as this is a business ideas competition with a broad public audience, the participant is responsible for deciding which details of their idea are appropriate to share publicly in their pitch deck.
Photo & Video Release (Consent requirement)

Each participant should understand that the Vijana na AgriBiz Competition is executed both digitally and physically and is subject to recording for instructional and/or promotional uses.

Therefore, consent is required to the rights of image, likeness and sound of voice as recorded on audio or video without payment or any other consideration. One should understand that images may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein likeness appears. A participant should understand that as this is a business ideas competition that parts of the pitch may be incidentally captured as a result of recording and photography. Additionally, each participant shall waive any right to royalties or other compensation arising or related to the use of my image or recording. Each participant should understand that their material may be used in diverse instructional and/or promotional settings within an unrestricted geographic area.

Vijana na AgriBiz Competition and its partners will endeavour to use this material in accordance with standards of good judgement, however one should understand that they cannot guarantee that any further dissemination will be subject to Vijana na AgriBiz's competition supervision or control. There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

Any release applies to photographic, audio or video recordings collected as part of the sessions listed on this document and any additional sessions organised as part of the Vijana na AgriBiz competition.

Each participant shall acknowledge and have completely read and fully understand the above release terms and agree to be bound thereby. Thereby release any and all claims against any person or organization associated with Vijana na AgriBiz Competition and third parties appointed by AgriBiz Vijana utilizing this material for educational and/or promotional purposes.
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<th>Fraud, Bribery and Corruption</th>
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<tr>
<td>12</td>
<td>Vijana na AgriBiz Competition is completely against fraud, bribery and corruption. Vijana na AgriBiz Competition does not ask for money for applications or proposals. If approached for money or other favours, or if you have any suspicions of attempted fraud, bribery or corruption please report immediately and provide as much detail as possible with any reports. Likewise, if any fraud, bribery, or corruption during the call process is discovered, Vijana na AgriBiz Competition reserves the right to terminate the cooperation with the individual in question. Report through any of the channels below:  ● Email - <a href="mailto:ceo@kenyacic.org">ceo@kenyacic.org</a>  ● Telephone - 254 703 034 701/24  ● Postal Address  Chief Executive Officer, Kenya Climate Innovation Center, P.O Box 49162 - 00100, Nairobi. Strathmore Business School, Ole Sangale Road, Madaraka.</td>
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