



# MIF Awards 2018

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**Please Note:** This is only a **Sample Application Form**. This form cannot be used to submit applications for the MIF Awards 2018. All applications need to be submitted via the online application form which is hosted on [www.maricoinnovationfoundation.org](http://www.maricoinnovationfoundation.org) only. Entries sent via this offline application will be deemed **invalid** and will **NOT BE CONSIDERED** as valid applications for the Awards. The Foundation is not responsible for any such applications submitted.

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## Organization Details and Innovation Overview

### 1. Organization details

- 1.1 Name of organization\*
- 1.2 Broad Industry of Organization\*
- 1.3 Are you a for profit or a not for-profit organization? \*
- 1.4 FY 2015, 2016 & 2017 sales/donation (INR)\*
- 1.5 Month and year of registration of the organization
- 1.6 Postal address\*
- 1.7 Headquarter location\*
- 1.8 Website link
- 1.9 Name of the founder and/or the director/s
- 1.10 Contact detail of the founder- E-mail :  
Phone Number:
- 1.11 Which category are you applying for?
  - Business
  - Social
  - Start-Up

### 2. Contact details

- 2.1 Name of primary contact person\*
- 2.2 Designation\*
- 2.3 Email address\*
- 2.4 Contact number\*

### 3. Overview of innovation

- 3.1 Specify the kind (s) of innovation (Choose one or more)\*

#### **All Categories:**

- i. **Product:** Creation of a new product or technology with a tangible impact
- ii. **Process:** Development of a new method to improve lives of the people.
- iii. **Service:** Delivering a new service or an existing service in an unique way
- iv. **Business or operating model:** Evolution or reinvention of a business/operations through realignment of its resources and processes



3.2 Describe the innovation briefly (History, purpose, main idea, key processes involved)\*

3.3 Year of conceptualization of the idea\*

3.4 Year of implementation of the innovation\*

#### 4. Uniqueness of Innovation

4.1. How different and one-of-its-kind is the innovation (Choose 1 of the below) –

- New to the world?
- New to India?
- New to a your or a certain industry / area of operations
- Unique in any other way.

\*Please specify if “Unique in any other way”

4.2. Is the Innovation a substantial improvement on an existing idea / product / service? (Yes / No)

4.3. If your innovation is NOT ‘new to the world’ –

- Describe what was the original product (or service or process) on which your Innovation is based. Include website links and like-minded organisation names.
- What key variations / improvements have you implemented?
- What are the big advantages over the alternatives / original product (or service or process).

4.4. If your innovation IS ‘new to the world’, describe briefly the process of conceptualization and implementation.

4.5. What are the key differentiators over existing products / alternatives?

4.6. Is your innovation patented / applied for patents?

#### 5. Impact of Innovation

5.1 **Social Category:** What are the **areas** in which your organisation is creating an impact? Please specify all.

- Livelihoods
- Rural Electrification
- Alternative Energy
- Water / Sanitation
- Community
- Agriculture
- Healthcare
- Other\*

\*Please specify if “Other”

5.2 **Business Category:** What kind of **impact** has the innovation had on your business / organisation?

- i. Revenue impact
- ii. Cost reduction / efficiency
- iii. Increase in Margins
- iv. Increase in Market Share
- v. Other

\*Please specify if “Other”



5.3 **Start-up Category:** What kind of **impact** has the innovation had on your business / organisation?

- i. Number of consumers
- ii. Revenue impact
- iii. Profit after tax
- iv. Creating a new market
- v. Access to capital / raising funds
- vi. Social Impact
- vii. Other

\*Please specify if “Other”

5.4 What is the **nature and extent of impact** in each of the areas chosen in above question? Please indicate the latest estimated impact (for eg. impact till 31<sup>st</sup> March 2017).

\*Please attach relevant documents here that will be proof of your impact.

**Economic Impact (Quantitative):**

*(Example: Revenue increase Y-o-Y through new innovative product launch was 25% from 2016 to 2017)*

**Social Impact:**

*(Example: 10,000 people employed through a livelihood project during 2016)*

**Environmental Impact:**

*(Example: Carbon emission avoided through use of clean energy)*

**Qualitative Impact:**

*(Example: Substantial improvement on brand perception)*

5.5 Has the impact been verified by an **external agency**? (Yes / No)

5.6 How do you or the external agency measure the impact?

5.7 What is the **geographical extent** of the impact currently generated?

- i. Worldwide
- ii. Across India
- iii. Multiple states in India
- iv. Multiple cities within a state
- v. Across one city
- vi. Local community

\*Please specify the geography (*Country / States / Cities*).

5.8 Give one big success story through this innovation. You can even attach a pdf here.

## 6. **Applicability & potential scalability:**

6.1 Have you scaled up the innovation in your operations over the years? (Yes / No)

If yes- How have you scaled it up?

If not – is the innovation scalable, please explain how? Please indicate the market size and growth potential.

(Example: Innovation in packaging material being scaled up to all products / categories / geographies)

6.2 Give validation and examples of how end recipients / consumers have been engaged and how the offering has been delivered and made available to them.



6.3 Please list 2-3 key challenges that you may have faced through implementing and scaling up the impact of your innovation and a brief summary of plan or action taken to deal with these challenges.

6.4 Are your operations around the innovation profitable / self-sustainable? (Yes / No)  
(Example, Does your innovation need infusion of capital / donations regularly to be operational? If yes it is 'NOT self-sustainable')

(Example, Does your innovation generate revenue enough to pay for all operational costs? If yes it is 'self-sustainable')

6.5 Describe how your innovation is profitable / self-sustainable today?  
If it is not, how do you plan to make it profitable / self-sustainable in the future?  
(Example: Profitability through increase in consumer base or reduction of costs or increase in pricing)

## 7. Other (Non-Evaluative)

7.1 How did you hear about the award? (Choose one or more) \*

- Print Media (Newspapers / Magazines)
- Electronic Media
- Social Media
- Email from Marico
- Phone Call
- Website / Search Engine
- Family / Friend
- Business Associate / Networks

7.2 Please specify any previous awards or nominations won by the innovation.

7.3 What prompted you to apply for the awards? (Choose one or more)

- To receive national recognition and publicity through print and social media
- To obtain access to venture capital funding
- To network with innovative organizations
- To network with corporate and social pre-eminent leaders associated with the Awards
- Others

7.4 Please describe if the innovation was carried out internally or in partnership with other organization/institution?

7.5 Have you applied for MIF awards before? (Yes or No)

## **Additional Information**

Please attach any additional document /evidence to substantiate the innovation which may provide other information that has not been covered in the form.

For any clarifications or queries please reach out to

Email : [mif@marico.com](mailto:mif@marico.com)