



**1. What is MIF Awards?**

Started in the year 2006, MIF awards identifies and awards innovations that hold potential to generate large scale impact. Innovations are recognized under three categories – Social, Business and Start-up.

**2. Why was MIF awards set up?**

MIF awards was set up to recognise innovations that have a potential to scale and generate significant impact.

**3. Why should I apply for the MIF awards?**

- a) MIF awards is one of the pioneers in recognising innovations and showcasing them to the world.
- b) To network with the top CXO's and innovation heads from India Inc. , entrepreneurs, venture funds and academia closely linked with the innovation ecosystem in India.
- c) You may also have an opportunity to be a part of the MIF Scale-Up Program – a catalytic program that generates sustained impact for the organisation.

**4. Who can apply for the awards?**

- a) Any Indian corporate, government or public body / institutions, educational institutions, corporate foundations, for profit & not for profit social organizations.
- b) The innovation should be beyond the prototype stage and must have shown proof of concept. Paper ideas will not be accepted.

**5. How old can the innovation be?**

The innovation should have exhibited results within the last 7 years. All innovations that have been implemented after 2010 are eligible.

**6. What do you mean by Innovation?**

The innovation can be in your product, process, service or operations.

- a) Product: Creation of a new / unique product or technology
- b) Process: Development of a new / unique method to improve business processes
- c) Service: Delivering a new service or an existing service in an innovative way
- d) Operations: Evolution or reinvention of a business through realignment of its resources and processes
- e) Substantial and unique improvement on any existing product / service / process / operations

**7. What are the categories under which I can apply?**

There are three categories under which you can apply:

- a) Business
- b) Social
- c) Start-Up

**8. I am not sure which category to apply for.**

- a) If your innovation has a substantial impact on your business performance, i.e. sharp increase in revenue / market share / profits – then you should apply under ‘Business’ category.
- b) If your innovation has a substantial ‘social’ impact, i.e. impact through increase in livelihoods, providing sanitation to an entire village, providing electricity to remote areas of the country – then you should apply under ‘Social’ category.
- c) If your organisation is incorporated after 1<sup>st</sup> July 2012 AND has turnover less than INR 10 crore in any of the years of existence, and has huge potential for business or social impact, then apply under ‘Start-up’ category.

**9. What are the parameters for applying under the start-up category?**

- a) The organisation should be ‘for profit’; AND
- b) Your organisation should have been incorporated after 1<sup>st</sup> July 2012; AND
- c) The turnover of the organisation should not have crossed INR 10 crores in any of the previous 5 years.

**10. How long is the application form open for?**

The application form for MIF Awards 2018 will be open for a period of 8 weeks starting from 10th July 2017.

**11. Can I send multiple applications?**

You can send multiple applications only if the innovation being covered under each application is different.

**12. What is the process of evaluation?**

The process of evaluation of MIF awards is divided in the following 5 stages:

- a) Invitation Application- Applications need to be submitted through the application form that is hosted online.
- b) Screening- The applications will be screened objectively by our Knowledge Partners
- c) Jury Phase 1- An eminent Jury comprising of representatives from both the business, start-up and social domain will evaluate each of the applications individually.
- d) On Ground Due Diligence- the phase 1 of Jury round will be followed by further on ground due diligence by our Knowledge partners on the shortlisted candidates.
- e) Jury Phase 2- The 2<sup>nd</sup> Jury will decide the winners based on the evaluation undertaken by the knowledge partner.

**13. What is the prize that I will be getting? Is there a cash prize?**

MIF awards do not have any cash prize for the business and the social categories.

**14. When is the final awards ceremony?**

The final awards ceremony will be held on the February 23, 2018 in Mumbai.

**15. Who should I connect with if I have any queries?**



You can write to us at [mif@marico.com](mailto:mif@marico.com)

**16. Can I send the application form by post or email?**

No, the application form needs to be filled online only. You can fill the application form [here](#).

**17. Are there any specific software formats that you accept for uploading documents?**

The format for uploading documents will be mentioned against the question which requires you to upload documents.

**18. What about the confidentiality of the information being shared by me?**

All the data submitted by you will remain confidential and will only be accessed by the Knowledge partner and the MIF team.

**19. If I am selected as an award winner, when will I be informed?**

You will be informed tentatively by the 1<sup>st</sup> week of January 2018.

**20. Can I save the form half-filled and later on complete the form?**

No, the form does not permit saving the application.

**21. Are there any terms and conditions I should be aware of?**

You can read about the Terms and conditions for the awards [here](#).

**22. How can I know more about MIF Awards?**

You can read more about the MIF awards [here](#).