



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 1st 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 1st 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 will be open till **22nd August, 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 2nd 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



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 1st 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](#).