**Application form for IMC Special category awards Maverick effect**

**What is Maverick Effect and Why this award**

The **Maverick Effect** can be defined as: An approach where fierce competitors or industry stakeholders collaborate to solve the industry’s problems and prioritize the greater good / betterment of a nation, by partnering with the government as well as the relevant stakeholders of that industry’s ecosystem.

The **Maverick Effect** exemplifies the **power of collaboration** built on a neutral, trustworthy, and transparent platform that brings together a collective of unique individuals interested in co-creating the future building on their shared values.

IMC thought-leadership under guidance of President, Chairman Digital committee and Co-chair decided to create a new special category of leadership award I digital age-**Maverick effect**.

This award will be offered to honour those organizations and teams, who has demonstrated exemplary work on the principle above mentioned Maverick effect and set a path-breaking example of leading a change by creating either a new industry or societal Pan India impact.

In past there are few examples of iniatives which has created Maverick effects. Worth mentioning determined efforts of few business leaders and entrepreneurs for conceptualizing IT service movement under banner of NASSCOM, this has resulted created completely new software service industry at global stage and facilitated India to become a software service hub.

Similarly, milk dairy movement *- white revolution in india* , was started by **Amul** with aninnovative concept of Milk co-operatives created supplier/ seller business model for milk supplier villagers and a good quality milk availability in many part of country, and provided guaranteed milk purchase mechanism so that villagers get a guaranteed market for their milk, also established a consistent supply of quality milk across hundreds of cities at reasonable price and with success of this, same model was replicated in other part of country.

Recently, **NPCI** a new model of payment system UPI, which has revolutionized payment system, which is being used bottom of pyramid and richest and helped to India to become global leader in digital finance system. All these kind of initiatives have common spirit of India first and a leading vision above of common business goal of Profits but creating an exponential pathway of new growth engine in respective domains.

Under guidance of Industry veteran Mr Harish Mehta, who is IMC Lifetime achievement award winner and author of best seller book “**Maverick effect**”, IMC Digital Innovation committee requested him to provide guidance in concept creation and process.

Full details of same about these awards, criteria, who all can apply are available in the presentation deck available at the link…

**Methods of Information seeking for seeking nominations of organizations for Maverick effect awards**

1. *IMC will be sending information about this award thru email to its mailing list.*

1. *Recipient of email, are requested for consideration of Maverick effect award, suggest name of organization, If possible brief about same and its website and also contact details of that person in that organization who shall be approached requested to furnish below mentioned information about the organization and its work.*

**Information template**

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**Depending on the shortlisting criteria chosen, the following questions can help the nominees explain their impact and can help jury members assess and evaluate the entries.**

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| **1** | Describe your collective collaborative initiative and objective |  |
| **2** | How has your collective fostered collaboration within your industry or across sectors? |  |
| **3** | How does your collective serve as a neutral, transparent and open forum for expression of its members? |  |
| **4** | Can you provide examples of how your collective has ensured that diverse voices and perspectives within your group are heard and addressed? |  |
| **5** | What frugal / innovative approaches or technologies has your collective employed?  |  |
| **6** | Give us an instance of how meritocracy, diversity and inclusion has been upheld within your collective? |  |
| **7** | In what ways does your collective act in the greater good of the industry, sector, or India? |  |
| **8** | How do you measure the impact of your collective? |  |
| **9** | How do you ensure that your collective’s decisions prioritize the highest common denominator? Can you give an example of a decision that benefitted a large number of stakeholders? |  |
| **10** | Describe how your collective has identified and capitalized on opportunities hidden within adversities? |  |
| **11** | How does your collective transcend personal or organizational agendas to focus on the greater good of the industry or India’s growth? |  |
| **12** | What strategies do you employ to rally members around a shared, grander vision for India? |  |

Can you provide an example of how the unified voice of your collective has communicated and achieved its objectives between its members and other ecosystem stakeholders?

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| Pl. upload completed application on the website https://imc-itawards.in/ or email it to IMC officials before 31st Jan 2024, 5:00 PM.: * **Ms Selby Nambisan**, Director- IT & Events, at +91 22 71226659 or email at imc-itawards @imcnet.org
* **Mr. Narendra Kadam**, Deputy Director-IT at 9833351219 or email at imc-itawards @imcnet.org
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For further details kindly access <https://imc-itawards.in/Docx/Category%203%20Application.pdf>