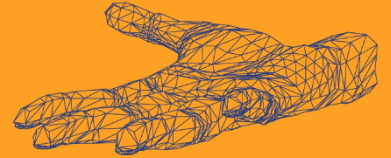APPLICATIONS ARE INVITED FOR

IMC DIGITAL TECHNOLOGY AWARDS 2024

Completed Application to be uploaded online at www.imc-itawards.in

APPLICANTS CAN APPLY IN
3 CATEGORIES

1. **Tech Innovation Awards:**
   - ✓ Recognizing trailblazing contributions in fintech, healthtech, edutech, Energy and innovative digital business models in any business verticals.

2. **Digital Leadership Awards**:
   - ✓ Honouring Digital Leaders and CDO's who have demonstrated outstanding results in business transformation.

3. **Maverick Effect Awards:**
   - ✓ Celebrating companies and individuals creating a Maverick Effect in the industry and contributing towards India's growth.

THIS DECK PROVIDE INFORMATION REQUIRED FOR FILING NOMINATION FOR ANY ABOVE MENTIONED CATEGORY OF AWARDS
AND ALSO SHARE A BRIEF OF SHORTLISTIG CRITERIA
INSTRUCTIONS AND PROCEDURE

APPLICATION COMPLETION GUIDELINE FOR 2024 AWARDS

➢ Nominating person or Candidate should decide the category and furnish information as required and to be uploaded on www.imc-itawards.in or sent to imc-itawards@imcnet.org

➢ **Jury decision will be final and binding**

➢ **IMC will be using the data submitted in the nomination for aggregate analysis and research which would help identify digital trends and best practices for the greater good of the industry. No individual data will be revealed**

➢ **Name of company and category of the award/nomination and initiative will be announced at the award function and IMC websites**

➢ In case of queries please reach out to :
  ✓ **Ms Selby Nambisan**, Director – IT & Events, at +91 22 71226659 or email at selby@imcnet.org
  ✓ **Mr. Narendra Kadam**, Deputy Director – IT at 9833351219 or email at narendra@imcnet.org

AWARD CEREMONY

➢ Winners will be honoured in a glittering and memorable award ceremony

➢ Awards will be given away by senior minister or industry leaders in the presence of the elite jury members

➢ Two stalwart keynote speakers will address the ceremony

➢ Each winner will be suitably recognized and honoured

➢ Winners in Category I will be awarded with an attractive plaque and a certificate

➢ Each winner in Category II will get a certificate

➢ Winners of Category III will be honoured with a Trophy and certificate

➢ The Award ceremony will be adorned by the industry leaders and prominent IMC members.

www.imc-itawards.in

CATEGORY III
MAVERICK EFFECT AWARDS

➤ 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 and purpose.

CATEGORY III
WHO CAN APPLY?

1. **Industry Associations and Consortia:** Groups, associations or consortia formed by multiple organizations for a certain sector that focuses on collaborative projects or initiatives that address industry-wide challenges or opportunities.

2. **Multi-Organization Collaborations:** Joint initiatives by multiple organizations, especially where competitors come together to solve common problems, innovate, or drive industry standards for the greater good. This could include collaborations for research and development, industry benchmark setting, or shared technology platforms.

3. **Public-Private Partnerships:** Collaborations between government bodies and private sector organizations or consortia, aimed at leveraging technology for public good, policy-making, or societal benefit.

4. **Academic-Industry Collaborations:** Joint projects between universities, research institutions, and industry players that focus on technological innovation, research, and development with potential industry applications.

5. **Non-Profit Collaborations:** Non-profit organizations that partner with technology companies or industry associations to leverage any technology for social impact or to address societal challenges.

Incase there is a nomination other than above categories, the same will be considered if it meets the criteria.

PROCEDURE AND AWARDS CATEGORY

➢ The candidate/organisation for this Award shall be nominated by the knowledgeable stalwarts of the industry and will have to share information as per the application questions given in the following slide

➢ Jury will holistically contemplate and decide the winners (one or more) in the following titles:

✓ Maverick Effect Catalyst, 2024

✓ Maverick Effect Trailblazer, 2024

✓ Maverick Effect Pioneer, 2024

➢ The information is being asked for making the decision transparent and authoritative for the Jury

BROAD CRITERIA FOR SHORTLISTING OF MAVERICK EFFECT AWARD

Nominees to demonstrate their actions in any 3-5 criteria to qualify,

Collaborative Impact: Evidence of significant impact achieved through collaboration, especially in challenging or competitive environments.

1. **Innovation and Creativity:** Frugal and creative innovation in technologies, problem solving at an industry or national level, improving business processes.

2. **Industry / Sector Contribution:** Contributions to the broader technology industry, beyond the collective's own interests, commercial or otherwise.

3. **Sustainability and Scalability:** Long-term sustainability and scalability of the collaborative or initiative.

4. **Diversity and Inclusion:** Inclusion of diverse perspectives and equitable participation in the collaborative effort.

5. **Meritocracy and Integrity:** Adherence to meritocratic standards and integrity in all collaborative efforts.

6. **Greater Good of Industry/Sector/India:** Shows clear evidence of actions taken for the broader benefit of the industry, sector, or India, rather than just individual or organizational gain.

7. **Prioritizing the Highest Common Denominator:** Evidence of decision-making within the collective that benefits the largest number of stakeholders, aiming for inclusive and composite outcomes.

8. **Separating Signal from Noise:** Demonstrates the collective's ability to identify and capitalize on opportunities within challenges, using innovative thinking to turn potential adversities into advantages.

9. **Beyond Personal Agendas:** Shows a commitment to collective growth, rallying members around a shared vision for the greater good, rather than serving the interests of a select few.

REQUIRED INFORMATION FROM APPLICANT

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.

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?
13. 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?

NASSCOM'S HANDLING OF IT MNC ENTRY INTO INDIA

➢ In the late 20th century, India's economic landscape was heavily influenced by protectionist policies, casting the Indian Information Technology (IT) sector primarily as an outsourcing destination for low-cost software labor. NASSCOM was determined to transform India's image from a mere cost-effective solution to a hub of quality and innovation in the IT domain.

➢ One of NASSCOM's most significant moves that exemplifies the Maverick Effect it has had on Indian IT and India was its advocacy for the entry of Multinational Companies (MNCs) in the tech space into India. NASSCOM faced resistance and skepticism both from within its ranks and from external policymakers. To combat this, the strategy employed by NASSCOM was multifaceted. It included hosting an open forum for debate, where extensive and inclusive discussions were had about the entry of MNCs over eighteen long months. This approach ensured that every member, regardless of size or influence, had their voice heard.

➢ NASSCOM also relied on data-driven advocacy, presenting comprehensive data to support the benefits of allowing MNCs and GCCs into India. This approach helped in balancing the national identity with the need for global integration, emphasizing the development of human capital in India as a key criterion for inclusion in NASSCOM.

➢ The impact of NASSCOM's efforts was profound and quantifiable. The entry of MNCs and GCCs into India has not only contributed a staggering $34 billion, approximately 2% of India's GDP, but also employed more than a million people. This significant economic contribution was coupled with a paradigm shift in the global perception of India. The nation transitioned from being viewed as a low-cost labor market to being recognized as a center of innovation and quality. NASSCOM's approach benefitted not only the entire IT ecosystem in India but also the nation and economy. Furthermore, projections indicate a potential growth to $100 billion of revenue by 2030, underscoring the long-term impact of this move.

➢ NASSCOM's journey and its handling of the MNC situation stand as a testament to the power of the Maverick Effect. It demonstrates how collective action, driven by shared values and a shared vision for the greater good of the industry and the nation, can lead to transformative change.

APPLICATION REQUIREMENTS

There are three parts to the application procedure :

Part – A : Consists of the **details of the applicant company or individual**, the contact points, and declaration regarding the digital / IT work done

Part – B : Consists of the **detailed questionnaire** to be filled based on the category of award applied for

Part – C : A **video file** of **LESS THAN 3 minutes** showcasing / explaining the project may be attached along with the application (optional).

DECLARATION

➢ I/We confirm that we possess requisite intellectual property rights to the material/data/information submitted as also to the product/service submitted for consideration of the Award. By making this application, I/we, grant requisite license/permission to IMC to announce, display, project the applicant/awardee and the product and/or service, as the case may be, and take all steps considered appropriate by IMC, in their sole discretion.

➢ I/ We confirm that IMC can use the data submitted in the nomination for aggregate analysis and research which would help identify digital trends and best practices for the greater good of the industry.

➢ I/We confirm that the decision of Jury/IMC shall be final and binding in this regard.

➢ I/We have read the Terms and Conditions of the Award and accept the same.

Signature of Applicant

ALL THE BEST

IMC
Chamber of Commerce and Industry