

Category – 3 : Maverick Effect Awards

Celebrating companies and individuals creating a Maverick Effect in the industry and contributing towards India's growth.

- 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 3 : Who can apply?

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

- or any other title decided by the esteemed Jury members
- The information is being asked for making the decisions 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.
- **Innovation and Creativity:** Frugal and creative innovation in technologies, problem solving at an industry or national level, improving business processes.
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- **Industry / Sector Contribution:** Contributions to the broader technology industry, beyond the collective's own interests, commercial or otherwise.
- **Sustainability and Scalability:** Long-term sustainability and scalability of the collaborative or initiative.
- **Diversity and Inclusion:** Inclusion of diverse perspectives and equitable participation in the collaborative effort.
- **Meritocracy and Integrity:** Adherence to meritocratic standards and integrity in all collaborative efforts.
- **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.
- **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.
- **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.
- **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 application will have to be completed and submitted in MS Word or Powerpoint which can help the nominees explain their impact and can help jury members assess and evaluate the entries clearly.

Illustration/ example **

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.

**The above illustration is quoted courtesy from the book the Maverick effect: the inside story of the IT revolution
Authored by Mr. Harish Mehta

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

