

# CavinKare-MMA ChinniKrishnan Innovation Awards 2024

13th Edition



# The Genesis

Since its inception in 2011, the CavinKare-MMA ChinniKrishnan Innovation Awards have been marked by enthusiastic, steadfast support and encouragement of innovative ventures promoted by start-ups and small-scale enterprises.

The award commemorates the memory of **late Shri R ChinniKrishnan** (father of C. K. Ranganathan, Chairman & Managing Director, CavinKare Pvt Ltd), widely regarded as the **Father of the Sachet Revolution**. The **13th edition** of the award will select and honour entrepreneurs from all over India who embody the 'dreamer,' 'innovator,' and 'ideator' qualities of this celebrated innovator, the **late Shri. R. ChinniKrishnan**.

The award showcases, extols and honours innovative entrepreneurs based on the uniqueness of their product(s)/service(s), the value or benefits offered to people, and the scalability of their businesses.

Great ideas come when you least expect them to come. They don't happen when you want them to happen. However, we believe that you can set yourself and your environment to be ready for your next big idea to impact the world.



## The ChinniKrishnan inspiration

When R. ChinniKrishnan pioneered sachet packaging, his philosophy was simple: **“Whatever the rich can enjoy, the common man should be able to afford.”** Today, his innovations are visible in every corner shop. This award is our tribute to his exceptional vision and contributions.

The mission of this award is to select and showcase innovative entrepreneurs, who introduced breakthrough or even disruptive changes in the market, and thus becoming worthy role models for others in India.

## FIELDS OF EXCELLENCE AWARDED IN THE PAST INCLUDE:

- › Glass stone engineering
- › Sanitary napkin destroyer
- › High productivity Handloom weaving machine
- › Nano-fiber technology, plastic waste recycling through “Wet Process”
- › Optical and ultrasonic biometric device
- › Wearable non-invasive leg support system for physically challenged
- › Zero waste pollution garbage incinerating system
- › Full stack AI-technology for fertility therapeutics
- › Indoor air purifying and pathogens purging device
- › Septic Tank Cleaning using Robots

## ▶ What are we looking for in the awardees?)

The selection will depend on **four** evaluation criteria concerning the product(s) and/or service(s):

- ▶ **Uniqueness** – The product(s) and/or service(s) must be well-differentiated in terms of the value they would offer to customers and end-users.
- ▶ **Benefits to people** – They should provide proven short- and long-term benefits to end-users in a real-time scenario.
- ▶ **Scalability** – The product(s) and/or service(s) must be capable of being scaled up and spread into their respective market(s) within a reasonable time.
- ▶ **Sustainability** – The product(s) and/or service(s) must be sustainable.

The jury will distinguish between 'creative output' and 'innovation'. The latter should be demonstrated by either compelling evidence of market success and widespread use/application of the uniqueness of the product/service or business.

## ▶ The CKPL & MMA Edge

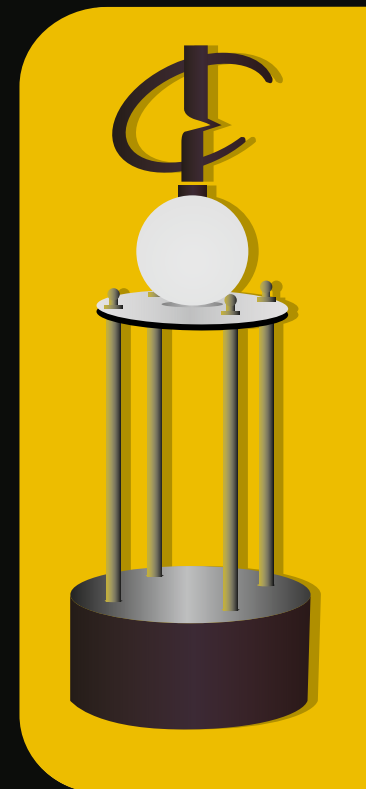
CKPL and MMA will offer to mentor on marketing, finance, designing, packaging, R&D and HR besides the following:

- ▶ One-year direct access to the top talent available in the industry.
- ▶ Support for IP acquisition.
- ▶ Facilitate business links with banks & financial institutions.

\* CKPL and MMA will have no financial stake.

## ▶ Eligibility criteria for nomination

- ▶ The Nominee should be a citizen of India.
- ▶ The registered office of the company, firm or individual should be in India.
- ▶ Only start-ups and small-scale enterprises with an annual turnover not exceeding **Rs.50** crores for the year **2022-23** will be eligible.
- ▶ This is an application process-based award. Aspirants must submit a nomination form online through <https://www.ckinnovationawards.in/application>
- ▶ Nominees must provide a brief write-up in their application form in not more than 300 words on – "How your business is innovative/different".



## ▶ Online Registration and Application Process

Application form may be filled and submitted online along with Identify Proof, Address Proof, PAN Card and other supporting documents through the link

or give a **MISSED CALL TO 97899 60398** and we will be happy to guide you.

Upon receipt of the application and supporting documents, a confirmation email / SMS will be sent to the applicant for compliance by The ChinniKrishnan Innovation Award Executive Committee (CKIAEC).

In case any clarification would be required please feel free to contact Mr R Sathish Kumar, Head – CCE, MMA – 96770 77700 or drop a mail to [mma@mmachennai.org](mailto:mma@mmachennai.org)

**The Last date for receiving nomination is Monday, 8th July 2024**

## ▶ Jury Evaluation

A Jury Panel comprising experts from business, industry and academic institutions will select a **SHORT LIST** after evaluating the data furnished by the nominees. Nominees may be invited for an online interactive session with the Jury.

The nominees shortlisted by the preliminary Jury will be contacted and coordinated with for recording a short video of the innovation submission prior to the Final Jury Meet.

The Awardees will be chosen by the final Jury consisting of industry leaders, venture capitalists, and thought leaders.

\* Any decision taken by the CavinKare – MMA ChinniKrishnan Innovation Awards Jury shall be final.

## ▶ Awards Ceremony

The 13th edition of CavinKare – MMA ChinniKrishnan Innovation Awards will be presented on **Saturday, 14th September 2024 at 6.00 pm at the IIT Madras Research Park Auditorium, 32, Kanagam Road, Kanagam, Tharamani, Chennai 600113.**

**Cash of ₹ 1,00,000 will be presented to each Innovator selected for the award. In addition, recognition at the National Level, and Support and Guidance from India's Leading Industrialists will be facilitated.**

## ▶ Our Partner

Process Advisor



Support us in our quest to find India's most significant innovator and stay assured to be fascinated every step of the way.