**Category 10: Best initiative in Plastic Recycling & Waste management by SME/MSME**

**Eligibility**

All Micro, small, and medium enterprises specializing in plastic waste management and providing end-to-end solutions in plastic waste management, starting from plastic waste collection to its transportation, and finally its processing/scientific disposal/ recycling/ upcycling/etc. in a financially viable manner are eligible to participate.

The program must have been either completed or must be under implementation (at least one year). Initiatives at the planning stage will not be considered for evaluation.

For the purpose of this award, the following definitions for SMEs and MSMEs will be used:

According to the government’s new definition, businesses with a turnover of up to Rs 5 crore will be called micro-enterprises, those with a turnover of more than Rs 5 crore and up to Rs 50 crore will be deemed as small and those with a turnover of more than Rs 50 crore and upto Rs 250 crore will be classified as medium-sized enterprises.

**Evaluation Criteria**

Entries will be screened for their eligibility, and selection for the final round will be on the basis of the following parameters:

**1. Affordable:** The solution is affordable and creates access for everyone across the economic pyramid, especially for those at the bottom of the pyramid. An important consideration should still be that affordability is not an outcome of a downgrade in quality. It needs to be ensured that an acceptable level of quality is being delivered at a low cost i.e., delivery is important.

**2. Scalable:** The solution ought to make a significant impact with a reach to a bigger number of people.

**3. Sustainable:** All the solutions should be environmentally sustainable, economically feasible, socially acceptable, and adaptable to policy changes.

**4. Universal:** The solution should be user-friendly with an intention to be inclusive.

**5. Rapid:** The solution should be quick to adapt and ideate on new possibilities and their subsequent deployment.

**6. Excellence:** The solution should be with affordable excellence. The solution should not compromise on quality because it needs to be affordable. It should strike a balance between quality and affordability: Depth of impact.

**7. Distinctive:** The solution should be innovative as there is no use in creating me too’ products and services.

*\*****Weightage would be given to programmes that address more than one section of the ASSURED framework. (For details, on ASSURED framework*** [***click here***](https://mashelkar.com/articles/assured-framework-for-an-assured-success-in-innovation/)***)***

Award entries that clear the screening and preliminary evaluation will make a presentation to the jury in New Delhi. The jury will evaluate the entries and select the finalists. Field validation of the shortlisted entries (finalists) may be done by the jurors leading to the selection of winners. The decision of the jury shall be final and binding for all the contestants.

**Important instructions**

* Names of the applicant, the filled-in questionnaire submitted and scoring information will be kept confidential and be the property of India Sanitation Coalition.
* Information contained can be used for dissemination with consent from the organisation giving due credit. India Sanitation Coalition will not be responsible for the authenticity of the information supplied by the applicant organisation.
* Please make multiple copies if you wish to submit entries for more than one product.
* Incomplete entries will not be considered for evaluation.
* Please submit the completed final questionnaire in soft copy (Word document only) by **5th May 2024 at 11:59 PM**.
* Complete entries should be submitted to –

E-mail: [awards@isc.ficci.com](mailto:awards@isc.ficci.com)

**Section 1(a): Organisation details**

|  |  |
| --- | --- |
| **Name of the organisation:** |  |
| **Name of the contact person:** |  |
| **Designation of the contact person:** |  |
| **Address for communication:** |  |
| **Telephone:** |  |
| **Fax:** |  |
| **Email:** |  |
| **Website (if any)** |  |
| **Type of organisation** |  |
| **Employee strength** |  |
| **Registration number** |  |

**Section 1 (b)** Name of the Programme/ Initiative, its date of commencement with actual date of completion and geographical location. (200-500 words)

**Section 1(c): Executive Summary** (Please provide a summary of the application in 200-500 words, primarily capturing the essence of the project/initiative that you have mentioned above. Describe in detail about what, why and how aspects of the project/initiative. Also mention and elaborate if any baseline studies were conducted)

**Section 2: Description of project**

Please provide a brief description of your key intervention in sanitation for which you are applying for the Award, as per the questions outlined in the table below:

**Section 2: Please provide a brief description of your key intervention in sanitation for which you are applying for an award as per the questions outlined below:**

1. Describe the objectives of the project. In what capacity is your organisation engaged in recycling and plastic waste management (e.g., CSR / Business alignment/volunteering, etc.)? (200-500 words)
2. Who were the target groups/beneficiaries? (75-100 words)
3. Please give names of the key partners and Stakeholders and elaborate on how they are engaged (200-500 words)
4. Mention the project milestones as well as its achievements during its timeline. (75-100 words)
5. Is the organisation under any form of litigation? If yes, please give details. (200-500 words)

**Section 3: Please answer the following questions based on ASSURED Framework**

1. **Affordable**
   1. Cost Assessment (Quantitative)
      1. *Cost to the organisation for providing access to the beneficiaries as compared to other existing similar models in the sector (in INR)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q,N** | **Indicator** | **INR (Year 2023-24)** | **INR (Year 2022-23)** | **INR (Year 2021-22)** |
| 1.1.1.1 | Cost of the initiative (Total expenditure of the program/initiative) |  |  |  |
| 1.1.1.2 | Mention the activities on which this amount was spent along with the amount spent on each of these activities |  |  |  |

* 1. Benefit Assessment (Qualitative)

1.2.1. Please provide beneficiary feedback regarding your initiative. Elaborate on the areas of improvement as mentioned by the beneficiaries. (200-500 words)

* 1. Other factors
     1. What benefits does your initiative provide to the beneficiaries in return for their participation? (200-500 words)
     2. What strategy is employed by the organisation to ensure that the initiative remains affordable to the beneficiaries in the long run? Please elaborate. (Return on Investment from end-user point of view) (200-500 words)
     3. Is the operational cost of the initiative affordable for the organization in the long run considering the overall usefulness or satisfaction provided by it (life cycle cost)? Please elaborate. (life cycle cost i.e. if operation & maintenance of the initiative are equally affordable) Besides, elaborate if the organisation has any long-term exit strategy. (200-500 words)

**2. Scalable**

* 1. Number of beneficiaries (both direct and indirect) reached (year-on-year for last three years)

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Year (2023-24)** | **Year (2022-23)** | **Year (2021-22)** |
| Total no of beneficiaries |  |  |  |
| % of repeat beneficiaries |  |  |  |
| % of new beneficiaries |  |  |  |

* 1. Please mention the locations where the program/initiative is being implemented. Has the coverage increased since the inception of the program? Please elaborate, highlighting any niche areas covered where similar engagement models may be expensive, and their outreach is lower. (200-500 words)
  2. Can you explain if any cost-saving or innovative measures were taken or if technology was leveraged to increase scale without impacting the quality of services delivered? (200-500 words) If yes, what new technologies have been adopted and integrated into the project? (200-500 words)

**3. Sustainable**

* 1. How does the engagement model ensure its current and future social acceptability? What measures were taken to ensure that it remains culturally appropriate and gender inclusive? (200-500 words)
  2. Describe how the enterprise is implementing the program/initiative starting from plastic waste collection to its transportation, and processing/scientific disposal/ recycling/ upcycling/etc. in a financially viable manner. (200-500 words)
  3. How does the project/engagement model address current and future environmental sustainability? What steps are taken to minimize the negative environmental impact of the sanitation intervention, both from current and future perspectives? (200-500 words)
  4. Sustainable revenue growth - What is the revenue generation model of the project to ensure that it is self-sustainable? (200-500 words)
  5. Are operating expenses the same, more or less in the following year than the previous year, as the number of beneficiaries grew? (Mention operating expense of the last 3 years) (200-500 words)
  6. Does the organisation promote the use of locally available raw materials and the reuse of waste materials? If yes, please elaborate. (200-500 words)
  7. Is the local community involved during any phase of the project? If yes, please elaborate. Has the initiative/program contributed to the community's employment/income/livelihood generation? If yes, how? (200-500 words)

**4. Universal**

* 1. How does the engagement model ensure user-friendliness and inclusivity by addressing various factors including language, cultural, and physical (people with special abilities) barriers? Please elaborate. (200-500 words)
  2. Was the engagement model readily accepted by the community? If not, was there any action plan to influence the behaviour pattern positively to make the model acceptable in the community? (200-500 words)
  3. Can this initiative be deployed in PAN India? What aspects of the intervention would require customization and what are its limitations? (200-500 words)

**5. Rapid**

* 1. Did the implementation of the program adhere to the pre-decided timelines? If not, what impacted the implementation process? (200-500 words)
  2. Do you take regular feedback from your customers/beneficiaries to quickly improve the product/initiative? If so, please give details. (200-500 words)
  3. What were the challenges faced by the organisation during the project and what did you do to overcome them? (200-500 words)

**6. Excellence**

* 1. Has the organization undertaken any innovative tool or process to make the model better accessible/affordable to all without compromising the quality of the initiative? If yes, what changes were observed due to the adoption of these innovative tools/processes? Please elaborate. (200-500 words)

**7. Distinctive**

* 1. What differentiates the said initiative from other existing similar models? (200-500 words)
  2. In terms of budget and investment, is the organisation investing continuously to improve the existing model based on beneficiary feedback? If yes, how much investment was made, and what improvements were made to the model? Please elaborate. (200-500 words)
  3. What innovative ways did the model incorporate to communicate more efficiently with the target audience? (200-500 words)
  4. What innovative ways did the model incorporate to overcome the challenges faced to improve the overall beneficiary engagement? (200-500 words)

**Section 4: Supporting Materials**

If you wish to support your application with documents (reports, publications, etc.), videos, or photographs (Please ensure that the videos/photographs attached as supporting material are of actual implementation), kindly attach the files in the same email as for your application properly. Please ensure that the email size does not exceed 15 MB or else send a link to access the files.

**Section 5: Declaration**

**DECLARATION**

I hereby declare that the data/information provided in the questionnaire is correct to the best of my knowledge. I also declare that the information contained can be used for knowledge sharing and increasing awareness with due acknowledgement to us.

**Date:** **Signature of Applicant:**

**Seal of the Organisation Name and Designation:**