Frequently Asked Questions

1. **What is an Innovation?**

Innovation is a dynamic process that focuses on the creation and implementation of new or improved products and services, processes, positions and paradigms (known as the 4 P’s). Successful innovations are those that result in improvements in efficiency, effectiveness, quality and social outcomes/impacts. Thus given the above, innovations could be transactional (occurring on a daily basis), incremental (distinct, scalable improvements made to existing processes, improving efficiencies or effectiveness) and radical (that create profound transformation at several levels).

2. **What is the Maharashtra Rural Livelihoods Innovation Forum 2013?**

The Maharashtra Rural Livelihoods Innovation Forum (MRLIF) 2013 is a quest to find the most promising livelihoods initiatives in Maharashtra that are scalable and make a significant impact on livelihoods enhancement of the poor. The aim of the initiative is to create an enabling ecosystem for social entrepreneurship and encourage sustainable, scalable and measurable livelihoods innovation.

3. **What are the categories under which applications can be submitted for the Maharashtra Rural Livelihoods Innovation Forum 2013?**

The Maharashtra Rural Livelihoods Innovation Forum 2013 seeks to recognize innovations in the following 6 categories. Participants should refer to the definitions and accordingly apply in the appropriate category.

(i) **Social Inclusion** – Innovations engaging marginalised communities and groups like the disabled, aged, tribals, dalits, destitute women, etc.

(ii) **Financial Inclusion** – Innovations in financial services may include better savings, credit, insurance and remittance products that mitigate risks and vulnerabilities of the poor as well as financial solutions that increase efficiency and reduce the transactions costs for the poor.

(iii) **Livelihoods** – Innovations in agricultural, fishery, forestry and livestock management and may include improved productivity/production, post-harvest management, local level value addition and processing, access to markets among others, will also cover opportunities for employment and enterprise promotion and skill development in the service sectors.

(iv) **Technological Innovations** – This category will include innovations in technology such as ICT, fuel efficient, low-cost, easy-to-use and durable implements and machinery and will cut across categories. This would also cover opportunities in green technologies, rural energy and climate change initiatives.

(v) **Media and Communication** – Innovative media and communication strategies and products will be considered in this category. Traditional communication, behavioral change communication, impactful and creative information exchange and communication, social networking and other electronic media, community radio, etc. will also be considered in this category.

(vi) **Public Sector Innovations** – Innovations in this category will include facilitating access to public services such as food security enhancement, health, education, water and sanitation, etc. whereas entitlements may include delivery or convergence mechanisms that enhance access to and benefits from various government schemes and programs such as the Public Distribution System, National Rural Employment Guarantee Scheme and others.

(vii) **Social Entrepreneurship and Inclusive Business Models** – Special emphasis will be made to encourage private sector partnerships with community institutions by supporting social enterprises, fair trade initiatives and value chain partnerships with small and marginal producers.
4. **Who can apply?**

- Proposals can be submitted by public (including government departments and academic institutions), private (particularly social enterprises) and civil society organizations operating in Maharashtra.

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<thead>
<tr>
<th>Sr. No.</th>
<th>Category / Institution</th>
<th>Definition</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Public sector / Government</td>
<td>Government institutions owned by Government of India or managed and controlled by the central, state or local Government</td>
</tr>
<tr>
<td>2</td>
<td>Private sector</td>
<td>Private sector includes those companies that are registered under the companies Act. This will include CSR units of private companies, SMEs and Social Enterprises.</td>
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<tr>
<td>3</td>
<td>Academic / Research Institution</td>
<td>An academic institution is an educational institution dedicated to education, which grants academic degrees. Research institutions specialize in basic research or may be oriented to applied research.</td>
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<tr>
<td>4</td>
<td>NGO / Trust/Cooperative</td>
<td>A not for profit, non-governmental organization (NGO) is registered under the Societies Act 1860. A Trust is registered under the Bombay Public Trust Act 1950. Registered under the Cooperative Societies Act.</td>
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5. **Where can one access the application form?**

The application form is available on the website [www.msrlm.org/mrlif](http://www.msrlm.org/mrlif) and has to be filled in typewriting.

*(Kindly note: Handwritten applications will not be accepted.)*

6. **Where are applications to be submitted?**

Applications are to be emailed to [mrlif@msrlm.org](mailto:mrlif@msrlm.org) and signed hard copies are to be sent with requisite supporting documents by post to:

**Maharashtra Rural Livelihoods Innovation Forum**  
**Maharashtra State Rural Livelihoods Mission**  
101,102, Monarch Plaza, Plot No.56, Sector - 11,  
CBD, Belapur Navi Mumbai -400 614

7. **Is it compulsory to submit the application in soft and hard copy?**

Yes, it is compulsory to submit both soft and hard copy of the application. Soft copy has to be emailed to the given email id and hard copies to be sent by post to the given postal address.

8. **What is the last date for submitting applications?**

The last date for submitting the application form is **May 15, 2013**

9. **Do all the questions have to be answered?**

Yes, it is mandatory to answer all the questions.
10. **What languages can the application form be filled in?**

The application form can be filled in English and Marathi. The application form will be disqualified if it is filled in any other language.

11. **Can an innovation fall in more than one category?**

If the innovation seems to be fitting in more than more category, please choose the category which relates to the primary area of the innovation.

12. **Is there an entrance fee?**

There is NO entrance fee payable to participate in the forum.

13. **What will happen to the information provided in the application form after the event is over?**

Information provided in the application form and any additional information sourced for the forum will be confidential and will be used only for the limited purpose of evaluating the applicant’s entry for the forum.

14. **What are the assessment criteria?**

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<thead>
<tr>
<th>Sr. No.</th>
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<th>Details</th>
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<tbody>
<tr>
<td>1</td>
<td>Innovation</td>
<td>Novelty or uniqueness of intervention that sets it apart</td>
</tr>
<tr>
<td>2</td>
<td>Impact</td>
<td>Demonstrated on ground positive impact on rural livelihoods of the poor</td>
</tr>
<tr>
<td>3</td>
<td>Inclusion</td>
<td>Coverage or involvement of disadvantaged groups including women, SC/STs, OBCs, disabled, etc.</td>
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<td>4</td>
<td>Pro-poor content</td>
<td>Based on consumptive needs of the poor, bottom up approaches, value addition to the vulnerable and marginalised, focus on improved sharing of common pool resources, emphasis convergence and integration with existing community systems</td>
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<tr>
<td>5</td>
<td>Transformative</td>
<td>Has content questioning the status quo and promotes equity, diversity and plurality</td>
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<tr>
<td>6</td>
<td>Replicability</td>
<td>Adaptability to different geographies and socio economic contexts</td>
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<tr>
<td>7</td>
<td>Scalability</td>
<td>Potential for scale up in terms of both geographical and beneficiary coverage with efficiency in investment and time resources</td>
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<td>8</td>
<td>Green</td>
<td>Promotes sustainable use of common pool resources, reflects concern on local and global environment and has an overall positive environmental impact</td>
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<td>9</td>
<td>Sustainability</td>
<td>Ability to sustain the delivery institutions, interventions and impacts</td>
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<tr>
<td>10</td>
<td>Growth Potential</td>
<td>Expansion potential to achieve higher order impacts</td>
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15. **How will the MSRLM celebrate best innovations?**

The first three winners will get cash prizes of Rupees five lakhs, three lakhs and two lakhs respectively with a certificate and trophy. Cash prizes of Rupees one lakh along with certificate and trophy will be awarded to one entry in each of the categories. A cash prize of Rupees one lakh each with certificate and trophy will be awarded to three special jury mentions.

16. **What will be the nature of the Post-event engagement?**

The value proposition offered by the MRLIF goes beyond showcasing and celebration of innovations. The institutional mechanism of MRLIF offers a unique opportunity for the innovators and social entrepreneurs to work with the Maharashtra State Rural Livelihoods Mission.
MRLIF intends to develop a framework to forge a variety of partnerships and collaborations with MSRLM in the form of action pilots, Mentorship Programs, Technical Assistance for Transforming Business Models, Financial Assistance for Scaling up Impacts, Development Impact Assessment and Research Studies, Learning and Innovation Grants.

(Note: The package of support services offered to select finalists will be identified on case-by-case basis)

17. Where will the results be announced?

All the finalists will be contacted by the MRLIF Secretariat as per the details provided by in the application form. The results will also be uploaded on the website [www.msrlm.org/mrlif](http://www.msrlm.org/mrlif).

18. Contact

Maharashtra Rural Livelihoods Innovation Forum
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Email: mrlif@msrlm.org