Golden Key Awards 2021

Best Use of Technology/ Dr. Lalit Kanodia Laureate Award for Technology Excellence

Description:

Dr. Lalit Kanodia Laureate Award for Technology Excellence in Market Research, a first- of-its-kind 'MR + Tech' award in India presented by Datamatics Global Services. This award was jointly conceptualized and launched in 2013 by MRSI, Datamatics and ESOMAR the global MR association.

This award honours innovative trendsetters and game changers who through their pioneering efforts and their commitment have demonstrated path-breaking ideas to introduce breakthrough technology within the market research industry processes to enhance the quality of consumer insights

Your entry should clearly demonstrate use of technology for research/ consumer understanding/ insight work, showcasing the extra value-add that technology brought in (convenience, efficiency of time or cost, nuances that would have been unnoticed, etc.). Any kind of technology would be considered, which is not traditionally used, and can be hardware or software.

Evaluation Criteria:

1. How well did the application of this technology meet the purpose/requirements?
2. What were the improvements attained as a result of using this technology?
3. Whether the technology is finding a continuing use, or if further uses for it have been found.
4. Level of Accuracy delivered by this technology innovation.
5. Level of Efficiency delivered by this technology innovation.
6. Usability and scalability of the technology innovation.

Who can apply:

Research Agencies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs, Data collection agencies, Panel Management Companies

Entry submission form sample

1	Question:	Summary of your case and the successful deployment of the technology innovation. Format should be Challenge/Need, Solution, Uniqueness, Result
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

2	Question:	Background – Brief description of the challenge, including contextual background if relevant. A brief description of the technology – Is it categorised as Device (hardware)/Platform/App/Computer software/Others
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

3	Question:	Considerations/Approach. Describe the reasons why this information technology was created or developed? What problem it was attempting to solve; what requirements it was attempting to meet. In what way is this information technology innovative/unique? Describe any features, methods or techniques that are special to this technology. Please make your answer as objective and factual as possible. Architecture of the technology – Please describe any standard or proprietary components, and industry standards or protocols and any underlying technology deployed in this solution.
	Type:	Text
	Character Limit:	3000
		Image: Yes , **Website Link:** Yes

4	Question:	Outcome. Applicability and Scalability – Please describe how the solution would be applicable universally for the users of Market Research and how is it able to bring in scalability. Effectiveness of the technology – In what way has the technology proved to be effective in improving the practice of research. Please state in your answer how this effectiveness can be demonstrated or measured in terms of improvements made. Please include any specific measures (cost, time or other values). User references/testimonials if any.
	Type:	Text
	Character Limit:	3000
		Image: Yes , **Website Link:** Yes

Notes:
1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.