

Golden Key Awards | 2021

FAQ

General

Q. What is the reference period for the work to be eligible for entering in the competition?

A. For Golden Key Awards 2021, the project should have been concluded between Dec 2020 and Nov 2021.

Q. Can I enter work done anywhere in the world?

A. If the work has been done in India, it is eligible for entry. Or if the work has been done outside of India by a team based in India it is eligible for entry. Work done by multi country teams (excluding subcontracted data collection or moderation) is not eligible for entry.

Q. Can non-members of MRSI submit entries?

A. Yes, the Golden Key Awards are open to members and non-members of the MRSI.

Q. Can I submit entries even if I don't work directly with MR or Insight?

A. Yes, as long as insight or market research played a key role in your entry substantiation, you can submit it for the Golden Key Awards.

Q. Can I enter a project/case which is a concept?

A. No, only paid work or paid proof of concept work can be entered in the competition.

Q. Can I have multiple entries in the same category?

A. Yes, an organisation can submit multiple entries in the same category.

Q. Can I submit entries for more than one category?

A. Yes, you can submit entries for more than one category. Please click on the “Submit another entry”.

Q. The same entry seems a good fit for more than one category. Which category do I submit it for?

A. You can read through the different Award Category Description and Evaluation Criteria, and then choose the Category where your entry has the best chance of winning. If you wish, you can submit the same entry for more than one category.

Q. We are a client and agency team of 3 people. Can we submit a team entry of together?

A. Yes, the entry form allows for a maximum of 5 team members. These team members can be from different organisations. In case there are more than 5 team members, they may be added at later stage

Q. Can any organisation apply to any Award Category?

A. No. Each award category lists the type of organisations which are eligible to take part.

Q. Can I reveal the name of brand, client organisation or my company name?

A. Yes, branded or identified entries are fine. The names of the team will not be revealed to the Jury panel

Q. Is there an entry fee?

A. Yes. For each entry there is a fee. Please check the MRSI website/ Award Categories.

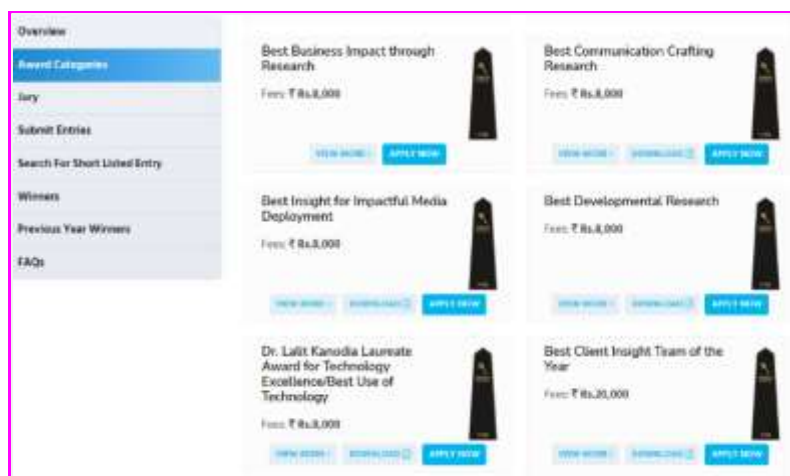


Figure 1 - Award categories (reference image)

Q. When is the last date for submitting entries?

A. The last date for submitting entries is **November 25, 2021**.

Q. How can I pay for my submissions?

A. There are two payment methods: Online payment gateway – where one can use all the usual online payment methods - and Request to invoice to the company (Only available to MRSI Corporate members). You will find the details below in the Payment section.

Q. Can we have the company pay for all entries together?

A. Yes. Please go to the Payment section for the details on how to deal with company payments.

Submitting Entries

Q. How do I submit my entry?

A. The entry is via our online portal [mrsi.co.in/ Awards/ Submit Entries](http://mrsi.co.in/Awards/Submit%20Entries)

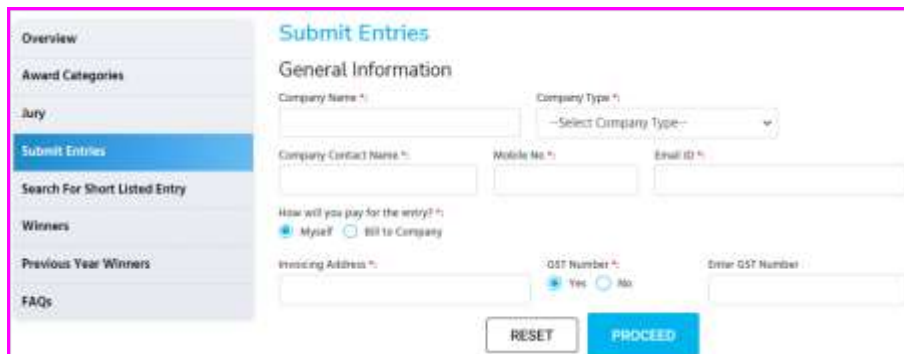


Figure 2 - Entry submission form

Q. What is entry process?

A. Once you access the online portal, enter the following details:

- General information of the organisation.
- Select the award category you are entering for, followed by entry details.
- To successfully complete your entry/entries you will need to make the payment. Only once the payment is processed, the entry would be completed.

Q. How many entries can I submit at a time?

A. Entries can be submitted one at a time, or one can submit multiple entries in one session. These can be for the same category or multiple categories in the same session. You can decide if you want to “Checkout” or “Submit another entry”, after each entry you make.



Q. If I fill in my entry form partially, will it be saved?

A. No. You will have to start again including General information for each new session. Please ensure that you are ready to enter all the information at one session.

Q. What does General information mean?

A. General information are company or individual level data which needs to be submitted first before the details of the Award Category entry can be submitted. This information confirms how the organisation/person submitting the entry will pay.

Q. Why do I need to select type of organisation?

A. Each award category lists the type of organisations which are eligible to take part. When the entry is being submitted, the online form will open only for those categories which match the organisation type selected in the General Information screen.

Q. What is in the entry form?

A. The entry form comprises of a series of questions for each Award Category. The responses to those questions are to be inputted online only. Please note that each Text response has a character limit.



Figure 3 - Text response and character limit count

Q. Can I attach supporting images with my entry?

A. Yes. Where specified you may attach an image file for supporting evidence with your text response for that question. Only 1 image can be uploaded per eligible question.

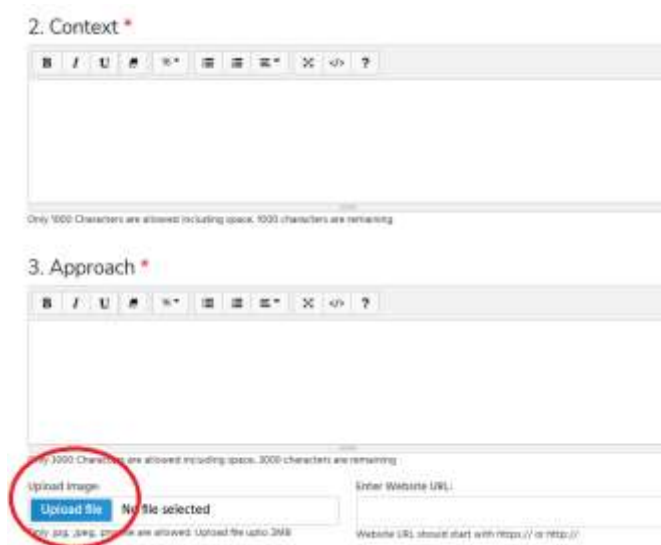


Figure 4 - Example of question with and without image support

Q. Can I attach a website link with my entry?

A. Yes. Where specified you may attach a website link for supporting evidence with your text response for that question. Only 1 link can be uploaded per eligible question. This can be a weblink/YouTube video link which will be available to the jury to view when evaluating your entry.

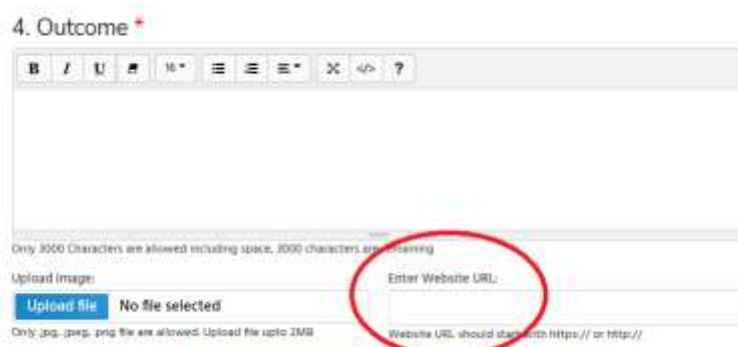


Figure 5 - Example of answer with web link support

Q. What types of images can be used in the entry form?

A. Please use jpeg, jpg, png images in landscape format only. They should be less than 2MB. Also to ensure visibility please check the size is the region of Width: 800px and Height: 400px. Please ensure that the image adds to your entry and is not just a text, heavy image of a PowerPoint slide or a data table.

Q. Can I add documents or other files with my entry?

A. No, there is no provision to upload documents or other files.

Q. I don't want my entry form to be presented to the jury as a formatting disaster. What should I do to ensure this?

A. Your entry will be automated as pdf to the judges. For ideal formatting please type your entries in notepad and copy to online entry form boxes OR type directly into boxes. It is advised to format in the online text editor for best results.

Q. What is the most efficient way to fill the entry form?

A. If you need to share your entry within the organisation for enhancement/approvals, you can download the award category details from the website. This download has all the questions and character limit which comprise the entry form. You can then create your entry/entries offline using any word processing software. Once it is final, you can make the entry by copying and pasting the final text as recommended in the online entry form.



Figure 6 - Download the details of the award category

Q. Do I have to answer all questions in the entry form?

A. Yes. You need to input a word or two even if you don't have any substantiating text for every question, or the form will not be accepted.

Checkout

Q. What happens when I finish all my entry forms?

A. After you finish inputting all your entries, click the "Checkout" button at the bottom of the page.

Q. Can I confirm my entries at checkout?

A. Yes. The checkout process displays a list of entries you have made along with their unique IDs . You can view a summary of each entry.

Q. Can I delete an entry at checkout?

A. Yes. Before final checkout, the summary entries list has a delete button against each entry you have made.

Submit Entries

Checkout

#	Category Name	Amount	Early Bird Discount	Amount After Discount	Action
1	Dr. Lalit Kanodia Laureate Award for Technology Excellence/Best Use of Technology	₹ Rs.8,000		₹ Rs.8,000	 
2	Dr. Lalit Kanodia Laureate Award for Technology Excellence/Best Use of Technology	₹ Rs.8,000		₹ Rs.8,000	 
3	Best Developmental Research	₹ Rs.8,000		₹ Rs.8,000	 
Sub Total				₹ Rs.24,000	
GST				₹ Rs.4,320	
Total				₹ Rs.28,320	

Figure 7 - Complete information about the entries. View and Delete buttons

Payment

Q. Are there any discounts for multiple entries?

A. No, there are no discounts for multiple entries.

Q. How can I pay for my submissions?

A. There are two payment methods:

1. Online payment gateway – where you can use all the usual online payment methods.
2. Request to invoice to the company where your company will pay for all entries coming from them.

This is an ‘on request’ facility available only to MRSI Corporate members:

a. Your company would need to make a request to MRSI at info@mrsi.co.in to enable this facility and give an undertaking to pay for all the entries submitted using the company specific code.

b. MRSI would create and activate a unique code for the company and send it via email.

c. The requester can give this code can use this code for all their company entries.

d. When this code is entered in the general information screen after selecting “Bill to company” and authenticated, the user can proceed to submit the entry and will not need to make the payment at this point.

e. After entries are closed, MRSI would consolidate all entries received using the company specific code and invoice the company for the total amount.

After submitting entries

Q. How do I get a copy of my submission?

A. After the checkout, you will have the option to download your submission in PDF format. Please save it in your local system.




#	Category Name	Reference No	View File
1	Dr. Lalit Kanodia Laureate Award for Technology Excellence/Best Use of Technology	GKA2021110001	
2	Dr. Lalit Kanodia Laureate Award for Technology Excellence/Best Use of Technology	GKA2021110002	
3	Best Developmental Research	GKA2021100001	

Figure 8 - Summary of submitted entries

Q. How do I know that the form is submitted?

A. You will receive a confirmation email. Please ensure that you have it in your inbox. If not, check you SPAM folder and lastly, contact MRSI for assistance – info@mrsi.co.in.



Figure 9 - Confirmation email for the submitted entries

Q. What happens after I submit my entry?

A. All entry pdfs are forwarded a jury panel of senior professionals.

Q. Can the entries be disqualified?

A. Yes, the entries can get disqualified due to the following reasons:

1. Work done is not in the reference period.
2. Entry does not meet the award category definition requirements.

Q. Would an award be given in all categories?

A. This will be a decision of the Jury. In case the jury concludes that all entries in a particular category do not meet the criteria, no award would be given for that particular category.

Q. Are materials submitted to the Golden Key Awards public?

A. All entries submitted to the awards program become the property of the MRSI Golden Key Awards and may be used for promotional purposes.

Q. What if there is a part of my submission that my client or I do not want disclosed to the public?

A. Please **DO NOT** include confidential information with your submission.