MRSI
SHAPING TOMORROW, TODAY



Frequently Asked Questions

General

Q. What is the reference period for the work to be eligible for entering in the competition?
A. For the 8th Golden Key Awards 2026, projects must have been completed, or the impact data should pertain to the period between January 2026 and December 2026. An exception applies to the Best Research in Social and Development Sector category.

Q. Can I enter work done anywhere in the world?
A. Entries are eligible if the work was conducted in India, or if the work was carried out internationally by a team based in India. Work done by multi country teams (excluding subcontracted data collection or moderation) is not eligible for entry.

Q. Can I submit an entry, if a similar entry was presented previous at another public event?
A. No, if the entry was published or presented either on stage or through various social media channels, including the MRSI website. In case your entry was presented, but there is substantiative new/additional research or insight done or impact seen, this MAY be eligible. Please check at info@mrsi.co.in if you are in any doubt.

If you are submitting a previously presented case, tool or technology, you must disclose this in the "Submit Entries" form and clearly explain the new work undertaken that justifies your eligibility as a contender for the award.

Q. Can non-members of MRSI submit entries?
A. Yes, the Golden Key Awards are open to both members and non-members of MRSI.

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

A. Yes, you are eligible to submit your entry for the Golden Key Awards, provided that insights or market research were integral to your submission and its outcome .

Q. Can I enter a project/case which is a concept?
A. No, only completed projects with demonstrated results or impact are eligible for submission in the competition.

Q. Can I have multiple entries in the same category?
A. Yes, an organisation may submit multiple entries within 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 review the various Award Category Descriptions and Evaluation Criteria to select the category where your entry stands the best chance of winning. Additionally, you have the option to submit the same entry in multiple categories if you wish. You are advised to customise the entry to each category.

Q. What are the group award categories?
A. The award categories at the Golden Key Awards are organized into three groups: Impact, Innovation and People.
- The Impact group includes categories that showcase research that generated measurable business results through methodology, design and execution.
- The Innovation group requires your entry to demonstrate clear advantages of new methodologies, techniques, or executions.
- The People award category focuses on the contributions of individuals, teams and people –centric organisations highlighting their significance in the research process.

Impact	Best Business Impact Through Analytics
	Best Business Impact through Research
	Best Research in Social and Development Sector
	Best Application of Human Intelligence
Innovation	Most Innovative Use of Technology
	Best Data Collection Innovation
	Best Research Methodology Innovation
	The Most Effective Story-Teller Award
	Best Use of AI
People	Best Client Insight Team of the Year
	Best Client Servicing Team of the Year
	Best Researcher under 30
	Best Operations Team of the Year
	Best Start Up of the Year

Q. We are a client and agency team of 3 people. Can we submit a team entry together?
A. Yes, the entry form allows for a maximum of 8 (eight) team members, who may be from different organizations.

Q. Can I reveal the name of brand, client organisation or my company name in entry form?
A. Yes, branded or identified entries are acceptable. However, please do NOT include the names of the team members in the form.

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

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 any organisation apply for any Award Category?
A. No. Ensure that your entry meets the eligibility criteria for each award category you apply to. Each category specifies the types of organizations that can participate.

Category	Research Agencies	Analytics Companies/ Technology Companies	Research/Tech based Consulting Organisations	Client Organisations	Data Collection Agencies	Advertising/ Media Agencies	NGO/INGO, Foundations or other development sector entities	Technology Providers or Platform developers
Best Business Impact Through Analytics	√	√	√	√				
Best Business Impact through Research	√	√	√	√				
Best Research in Social and Development Sector	√	√	√	√		√		
Best Application of Power of Human Intelligence	√	√	√	√				√
Most Innovative Use of Technology	√	√	√	√				√
Best Data Collection Innovation	√		√		√			
Best Research Methodology Innovation	√	√	√	√				
Most Effective Story-Teller Award	√	√	√	√				
Best Use of AI	√	√	√	√				√
Best Client Insight Team of the Year	√			√				
Best Client Servicing Team of the Year	√	√	√					
Best Researcher under 30	√	√	√	√	√			
Best Operations Team of the Year	√	√	√	√				
Best Start Up of the Year	√							

Q. When is the last date for submitting entries?
A. The last date for submitting entries is 16th December 2026 2:00 pm . Please note that the system will close at 2 pm IST, and you risk not succeed due technical and other glitches if you leave it till the last minute. There will be NO exceptions.

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. Entry submission is via our online portal mrsi.co.in/ Awards/ Submit Entries

Q. What is entry process?

A. Once you access the online portal, enter the following details:
- General information about 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 need to start over and provide general information for each new session. Please ensure that you are prepared to enter all the necessary information in one sitting.

Q. What does General information mean?
A. General information is the company or individual data that must be submitted before you can enter the details for the Award Category. It also verifies how the entry will be paid

Q. Why do I need to select type of organisation?
A. Each award category specifies the types of organizations eligible to participate. When submitting an entry, the online form will only be accessible for categories that align with the organization type selected in the General Information section.

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.

Q. Which are important questions to focus on in the form?
A. All questions are important and the form is designed to check the consistency of the entry across responses. It is recommended that the first question “Summary” should be treated as an elevator pitch as the jury may have to review a large number of entries.

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.
NOTE: Please ensure that the file name does not reveal the name of any individual

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.
NOTE: Please ensure that the url does not reveal the name of any individual

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.

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.

Q. Can I edit an already submitted entry?
A. No, once an entry is submitted, it cannot be edited. Please ensure that you provide accurate information from the beginning and avoid including any confidential data that could lead to disqualification. You are required to click the radio button at the end of the submission to confirm that the data is accurate and non-confidential.

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.

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. We recommend you do not miss this step.

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.

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.
3.Entries that involve global or local organization tools or models or programmes must clearly demonstrate that the team has done more than just implementing an organizational initiative. Entries that appear to be implementation of wider initiatives, rather than the work of the authors risk disqualification.
4. Entries should be not have been presented previously – in case fresh work has been done on a previously presented case, tool or technology, you MUST mention this and elaborate on exactly what has been done new.

Q. Would an award be given in all categories?
A. This will be a decision of the organisers and the Jury. In case it is felt that 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.

Payment Details

Category	Price
Best Business Impact Through Analytics	6,500
Best Business Impact through Research	11,000
Best Research in Social and Development Sector	6,500
Best Application of Human Intelligence	6,500
Most Innovative Use of Technology	11,000
Best Data Collection Innovation	6,500
Best Research Methodology Innovation	11,000
Most Effective Story-Teller Award	6,500
Best Use of AI	11,000
Best Client Insight Team of the Year	11,000
Best Client Servicing Team of the Year	11,000
Best Researcher under 30	3,500
Best Operations Team of the Year	6,500
Best Start Up of the Year	6,500

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 Full 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.