

## The 6<sup>th</sup> edition of Marico Innovation Foundation's Innovation for India Awards 2016 recognizes 6 unique innovations in the business and social sector

Among 480 nominations, the winners are Agastya International Foundation, ERAM Scientific, The Better India, Concept medical, Green India Building Systems and Services (GIBSS) and xBITS

**March 16, 2016, Mumbai:** The 6<sup>th</sup> edition of Innovation for India Awards (IIA) concluded with Marico Innovation Foundation awarding **6 winners** in the business and social sectors: Agastya International Foundation, ERAM Scientific, The Better India, Concept medical, Green India Building Systems and Services (GIBSS) and xBITS. Mr. Amitabh Kant, CEO of NITI Aayog, who has also been the key driver of the Make In India campaign; graced the occasion as Chief Guest for the event. The Innovation for India award winners are selected by an eminent independent jury with the help of knowledge partner EY, who used four pillars of Uniqueness, Impact, Potential to Scale and Practicality for determining the winners shown below.

### **Social category:**

**Agastya International Foundation:** Taking education to the children **Agastya International Foundation's** Lab on Bike (LOB) program aims to empower India; with a trained instructor on a motorbike equipped with a Lab in a Box (LIB) - a set of 10 theme-based boxes covering a variety of topics in science moving from one village to another

- **ERAM Scientific** developed e-lite 14, especially designed for schools is a modular, and pre-fabricated public toilet made up of mild steel and is integrated with user-friendly electronic interfaces to address the issue of open defecation in India
- The Better India : India's first media start-up, **The Better India** is dedicated to showcasing positive news and social development news, showcases unsung heroes, change-makers and grass-root innovations catalyzing significant on-ground impact

### **Business category:**

- **Concept Medical** developed a drug delivery device that uses a balloon to deliver Sirolimus preventing lesions in heart arteries during surgery for coronary artery disease
- **Green India Building Systems and Services (GIBSS)** developed building systems that helps businesses reduce operating costs by up to 60% through a suite of energy efficient products in the area of air conditioning, hot water generation and lighting
- **xBITS** developed Right Biotic, which is an affordable point-of-care (POC) device for testing antibiotic sensitivity of pathogens found in human urine leading to urinary tract infections (UTIs). The device gives the sensitivity results within 4 hours

Commenting on the event, **Harsh Mariwala, Chairman, Marico Ltd.** said that “We are proud to be the platform that strives to bring forth India’s best innovations. The pace of change and breakthrough innovations showcased in the wide variety of entries is proof that India has enough talent with ideas that can make a real difference to people. The jury’s job is getting tougher with each passing year.”

While the innovations did take Centre stage, the Pièce De Résistance of the event was the fireside chat led by **Noshir Kaka, MD, McKinsey India** on ‘DISRUPTIVE INNOVATIONS AND THEIR IMPACT ON INDIA’. Participating in this discussion were **Bhavish Aggarwal, Co-Founder and CEO – OlaCabs, Vijay Shekhar Sharma, Founder, PayTM & Haresh Chawla, Partner, India Value Fund Advisors.** With yet another year of **Marico Innovation Foundation’s Innovation for India Awards** coming to a conclusion, it was another year of some amazing efforts that make a difference to India coming to light.

**Dr. RA Mashelkar, Honorary Chairman of the Governing Council, Marico Innovation Foundation** congratulated the winners saying “These Awards have acquired the reputation of not only being a pioneer in innovation awards in India but also one of the most sought after, most prestigious ones. My long and privileged association with these awards as a jury chair has given me a ringside view of the evolving remarkable landscape in Indian innovation based on the enviable combination of quality, sustainability and affordability “

**About Marico Innovation Foundation**

The Marico Innovation Foundation (MIF), the CSR arm of Marico Limited was setup in 2003, to foster innovations in the business and social ecosystem in India. The Foundation aims to create this impact via its 2 primary platforms: Social Innovation Acceleration Program (SIAP): a catalytic scale-up program of MIF designed to accelerate social organizations that have an innovative model, product or service at heart, generating impact on the Bottom of Pyramid (BoP) and Innovation for India Awards: one of India’s pre-eminent biennial recognition platforms whose intent is to reward and recognize projects and businesses that make a real difference to India and community at large.

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