



Marico Innovation for India Award 2007-08

SSP's application has been short listed as one of 25 entries for the 3rd stage (In Context Audit) out of 240 entries across the country across the business and social categories. The award aimed to recognize the greatest innovations to come out of India in the recent past - innovations that have positively impacted our lives and have at their core a great idea coupled with a unique insight.

As a part of stage one, the entries were read and examined by a team of Innovation Experts at Erehwon Innovation Consulting. The initiatives were scrutinized; both quantitatively and qualitatively, for the parameters – Impact, Sustainability & Scalability and Leverage.

In the second stage, the entries were presented to the Jury which comprised of five members – Dr Ashok Jhunjunwala (Prof IIT, Electrical Engineering Dept of Indian Inst Chennai), Dileep Ranjekar (CEO, Azim Premji Foundation), G. Sundaraman (Vice President, Godrej & Boyce), Satish Jamdar (Dep Managing Director, Blue Star) and Mr K V Mariwala (Director and Chairman, BOIL / HPFL).

Through an exhaustive round of debate and dialogue, 25 entries were chosen for the third stage of the journey which is the in-context audit. SSP's entry has been short listed for this stage.