



2021

HANDBOOK

The last few months saw us rally together as a community and as an ecosystem to tackle the unanticipated and unexpected challenges brought on by the pandemic. The phenomenal strength, incredible grit, and the spirit of solidarity that came to the fore, were truly remarkable. As the Indian technology ecosystem bravely strides toward a new normal, we at Zinnov, take this opportunity to identify, recognize, and celebrate those organizations and leaders who have made a positive impact on the ecosystem, as well as on the society at large.

Zinnov Awards 2021, in its 12th edition, will focus on the champions of change, the visionaries, and the trailblazers in the Indian technology ecosystem – those whose mettle was tested in the crucible called COVID-19. This edition of the Awards will encompass the technology ecosystem as a whole – across Global Centers of Excellences (GCoEs), Indian MNCs, and Start-ups.

The Awards will recognize those organizations and leaders who have gone above and beyond their mandates to influence the vision and charter for the global organization by enabling business continuity through effective talent engagement, forging new dimensions of sustainability with a special focus on their response to the Covid-19 crisis, driving innovation through self-reliance, and focusing on inclusion and diversity.

We recognize the paramount need for safety and social distancing. Hence, our process will be completely virtual to accommodate this, including nomination submissions, jury deliberations, and the final Zinnov Awards Ceremony.

We welcome your participation and hope that our endeavour will bring the ecosystem closer together, social distancing notwithstanding!

Gear up and put your best nominations forward!

The virtual Zinnov Awards ceremony is scheduled for 18th August 2021


Once you have downloaded the forms, fill them in completely (see '**What makes an effective nomination**').

Email the completed nominations to **awards@zinnov.com**

For any queries or concerns on the same, you can reach out to the same email ID.

Please check out the **Awards Website** for all the details on Zinnov Awards 2021.

TIMELINES FOR ZINNOV AWARDS 2021



June 16
Roll out of
Nomination Forms



June 18
Introduction to
Zinnov Awards 2021 (Webinar)



June 23
Confirmation of Participation
(with category names)



July 9
Last Date for
Submission of Nominations



July 19 - July 30
Jury Deliberation



Aug 5
Content/Video
Submission by Winners



Aug 18
Virtual Zinnov Awards
Ceremony 2021

AWARD CATEGORIES FOR 2021

ORGANIZATIONAL CATEGORIES (MAX. 3 NOMINATIONS)

UNLOCKING CENTER VALUE



1

This category is a company-wide award that will recognize those companies that have rapidly evolved from being a pure-play cost center to a value creation center. This category will assess Global Centers of Excellence (GCoE) organizations on the nature and type of transformation, the drivers, the key milestones, and metrics achieved and the key outcomes – across ER&D, IT, BSFI, and GBS teams.

IMPACT AWARD - SUSTAINABILITY AND COVID RESPONSE



3

This category is a company-wide award for organizations that have gone above and beyond to deliver on the mandates of Environmental, Social, and Governance sustainability. There will be a separate focus on organizations who have shown a significant effort and impact in responding to the Covid crisis. The assessment criteria will include implementation of initiatives, measurement of metrics and KPIs and team structure and processes to deliver on sustainability agendas for the organization.

EXCELLENCE IN REMOTE TALENT ENGAGEMENT



5

This category is a company-wide award for organizations, that have successfully managed to keep their remote workforce engaged, productive, and connected during the pandemic. The assessment criteria will gauge the efficacy of the strategies implemented and the programs in place that measure the effectiveness of talent management and performance of employees and processes, as well as compensation and incentive programs.

NEXT GENERATION WOMEN LEADERS



7

This category is an individual contributor award for felicitating women leaders in India, who have created large-scale impact through their business, leadership and/or technology expertise. These women leaders have excelled at mentoring upcoming talent and serve as an inspiration for the industry for excellence in work. The category evaluates excellence shown across the dimensions of individual, organizational, and ecosystem development.

INDIVIDUAL CATEGORIES (NO LIMIT ON SUBMISSIONS)

GREAT PLACE TO INNOVATE



2

This category is a company-wide award to recognize companies, that are focused on value creation from India and have made concerted efforts across five key areas: Organization Charter, Culture, Internal Programs & Processes, External Linkages, and Innovation Metrics. The assessment criteria will focus on how conducive the environment is for innovation and will also measure the pervasiveness of the innovative mindset and culture.

INCLUSION AND DIVERSITY



4

This category is a company-wide award to recognize organizations, that have established programs and are the gold standards for Inclusion and Diversity in India. The assessment criteria focuses on 4 major drivers of Inclusion, namely, People, People Processes, Operational Enablement, and Ecosystem Engagements. This assessment criteria will gauge the inclusive culture and approach promoted within the organization and the measures taken to address the larger socio-economic challenges of I&D.

AATMANIRBHAR AWARD



6

This category is a company-wide award category that recognizes organization, that have created large-scale impact by conceptualizing, designing, developing, and manufacturing products from India. The assessment criteria will focus on the drivers, key metrics and milestones achieved, and the key outcomes derived through such technology innovations for both Software as well as for Hardware products.

TECHNICAL ROLE MODEL



8

This category is an individual contributor award that recognizes those individuals who are technology stalwarts and have served by example and inspired individuals both within their organization and beyond to follow a technical career path. This year, we will also recognize individuals who have created a significant impact in the technologies of Artificial Intelligence/Big Data Analytics and Intelligent Automation.

● Award category open for GCoEs

● Award category open for Indian MNCs, & Start-ups

THE PROCESS

1

SUBMISSION OF NOMINATIONS

Zinnov will roll out the nomination forms for 8 categories. Each company is allowed to participate in a maximum of **3 organization-wide categories**. **However, there is no upper limit for participation in the individual categories.** All participating companies must adhere to the nomination form template only. For G.A.P Member companies: all nominations have to be routed through the SPOC or at least keep the SPOC in the loop for all communications.

2

NOMINATION FORM AUDIT

Once we receive the nominations, the Awards team will check and get back to you (as applicable) with inputs to build a stronger nomination. Please note that we may do so only for select nominations that need revisions.

3

RE-SUBMIT NOMINATIONS (IF APPLICABLE)

A maximum of 2 days will be given to companies to re-submit their nominations. In case the company is unable to do so, the first nomination will be considered as final for jury consideration. Please note that we will not accept any nominations beyond stated deadlines.

4

JURY DELIBERATIONS

The jury process is typically scheduled for the third week of July. This year, it will be a virtual format, with all jurors telecommuting to assess the forms. Provisions will be made to ensure that no data is shared or extracted by jurors. All company names in the nomination forms and supporting documents or collaterals are masked entirely so that the company is not known to the jury members.

5

VIRTUAL PITCH*

The jury deliberations would be based on a combination of nomination form evaluation, culminating in a virtual pitch for the top 3-4 shortlists. The winner will be gauged based on a weighted average of the form and pitch. Pitches have to be made by the center head -1 or -2.

6

WINNER COMMUNICATIONS

If you are a winner, you will receive confirmation of the same by the first week of August at the latest.

The winner communication involves confirmation of who will represent the company at the final event, any logistical instructions for the day of the event, along with the required details for Award collaterals. It is best to appoint a single point of contact who will help with these communications for the same.

7

ZINNOV AWARDS CEREMONY 2021

If you are a Winner, please ensure you have received detailed instructions on the workflow for the final Awards event from the Zinnov Awards team. This year, the Awards will be an online broadcast format. As a result, we anticipate that the testimonials, videos, and collaterals will take more time and have accounted for the same in the deadlines.

Previous year winners are not eligible to nominate for the same category

*Virtual pitch will be only carried out in case of a tie during jury deliberations

BUILDING OUT A STRONG NOMINATION

Be as detailed as possible

Detailing everything helps build a stronger nomination. For example, if there is any recognition or award mentioned, add whether it is organization-wide, national, international, etc. Assume that the juror knows nothing!

Complete the nomination form

All jurors will use the nomination form as the baseline reference for the Awards. An incomplete nomination form will score less, even if you have submitted effective supporting documents.

Share the load

Always have multiple stakeholders fill out multiple nomination forms. For example, the HR team fills out all talent-related categories, Strategy and Innovation heads take on categories specific to them, etc.

Focus on the role of the India center and impact generated

Across categories, the one differentiator the jury looks for is the level of involvement of the India center in specific initiatives. Another is the key outcomes the team/center has been successful in creating.

Submit nominations on time

We saved the best for last! More often, if you submit your nomination on time, it allows us to whet it and come back with specific feedback points to make the document stronger. This is not the case with nomination forms that are submitted late and may not make it to the jury.

