

CavinKare–MMA ChinniKrishnan Innovation & Great Ideas Awards 2026

15th Edition



The Genesis

Since its inception in 2011, the CavinKare–MMA ChinniKrishnan Innovation Awards have stood as a strong platform championing innovation from start-ups and small-scale enterprises across India. Over the years, the awards have consistently recognised and encouraged entrepreneurial ventures that challenge convention and create meaningful impact.

The awards are instituted in memory of Late Shri R. ChinniKrishnan – the visionary behind the Sachet Revolution and father of CK Ranganathan, Chairman & Managing Director, CavinKare Pvt. Ltd. His pioneering spirit made products accessible to millions, redefining affordability and reach in the FMCG sector.

Now in its 15th edition, the awards seek to honour entrepreneurs from across the country who embody the spirit of a true dreamer, innovator, and ideator – much like Late Shri R. ChinniKrishnan himself.

The awards recognise enterprises based on the uniqueness of their products or services, the value they create for society, and their potential to scale and sustain impact.

Great ideas rarely arrive on demand. They emerge when curiosity meets readiness. At CavinKare, we believe that while ideas cannot be forced, individuals and environments can be nurtured to recognise, shape, and act on them – turning simple thoughts into transformative innovations.



The ChinniKrishnan inspiration

When Late Shri R. ChinniKrishnan pioneered sachet packaging, his philosophy was simple: **“Whatever the rich man enjoys, the common man should be able to afford too.”** Today, his innovations are visible in every corner shop. This award is our tribute to his exceptional vision and contributions.

The mission of this award is to select and showcase innovative entrepreneurs, who introduced breakthrough or even disruptive changes in the market, and thus becoming worthy role models for others in India.

FIELDS OF EXCELLENCE AWARDED IN THE PAST INCLUDE:

- Advanced biotechnology and healthcare innovations.
- Assistive technologies for mobility and independent living.
- Environmental and water sustainability solutions.
- Clean-tech and circular economy innovations.
- AI-driven platforms across healthcare, diagnostics, and deep-tech applications.
- Robotics and automation for hazardous and manual-intensive operations.
- Affordable medical and life-saving devices.
- Smart sanitation and hygiene technologies.
- Sustainable packaging and material innovations.
- Air purification and environmental health solutions.
- Agri-tech and rural-impact innovations.
- Digital and hardware-enabled breakthrough technologies solving real-world problems.



What are we looking for in the awardees?

Innovation Category

The selection will depend on **four** evaluation criteria concerning the product(s) and/or service(s):

- **Uniqueness** – The product(s) and/or service(s) must be well-differentiated in terms of the value they would offer to customers and end-users.
- **Benefits to people** – They should provide proven short- and long-term benefits to end-users in a real-time scenario.
- **Scalability** – The product(s) and/or service(s) must be capable of being scaled up and spread into their respective market(s) within a reasonable time.
- **Sustainability** – The product(s) and/or service(s) must be sustainable.

The jury will distinguish between 'creative output' and 'innovation'. The latter should be demonstrated by either compelling evidence of market success and widespread use/application of the uniqueness of the product/service or business.

Great Ideas Category

In addition to recognising proven innovations, the awards also celebrate “Great Ideas” – bold, original concepts that demonstrate strong thinking and future potential, even if not yet fully executed or commercialised.

This category is open to concepts at any early stage, including idea, prototype, or pilot.

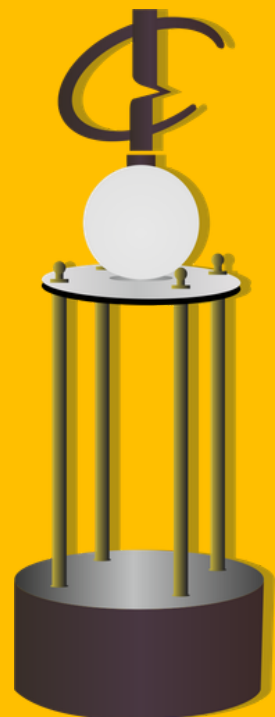
Evaluation will be based on:

- **Originality** – Are conceived by the applicant and demonstrate uniqueness in thought.
- **Problem-Solution Fit** – Clearly defines a real problem and offers a logical, well-thought-out solution.
- **Relevance & Impact** – Have the potential to benefit people, society, or industry.
- **Future Potential** – Reflect forward-thinking and anticipate future needs or challenges.
- **Stage Flexibility**– May be at the concept, prototype, pilot or early implementation stage.

Note:

Commercial success, revenue generation , or full-scale implementation is not mandatory for this category.

This category aims to recognise and encourage creative thinkers, and problem-solvers whose ideas have the potential to shape the future.



▶ The CKPL & MMA Edge

CKPL and MMA will offer to mentor on marketing, finance, designing, packaging, R&D and HR besides the following:

- ▶ One-year direct access to the top talent available in the industry.
- ▶ Support for IP acquisition.
- ▶ Facilitate business links with banks & financial institutions.

* CKPL and MMA will have no financial stake.

▶ Eligibility criteria for nomination

Innovation Category

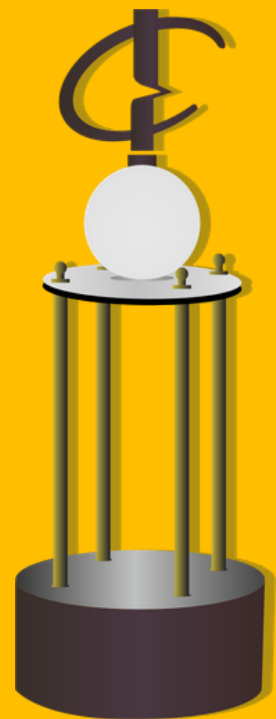
- ▶ The applicant should be a citizen of India.
- ▶ The registered office of the company, firm, or individual should be in India.
- ▶ Only start-ups and small-scale enterprises with an annual turnover not exceeding ₹50 crores for the financial year 2024-2025 / 2025-26 will be eligible.
- ▶ This is an application-process based award. Aspirants must submit a nomination form online.
- ▶ Nominees must provide a brief write-up in their application form in not more than 300 words on - "How your business is innovative/different."

Great Ideas Category

- ▶ Open to individuals & Institutions - Applicants may include individual innovators, start-ups, entrepreneurs, corporates, academicians, researchers, and students from across India.
- ▶ The applicant must be an Indian citizen, or the idea must originate from India.
- ▶ The idea must be original and created by the applicant. It should not be copied, plagiarised, or under any legal or intellectual property dispute. A self-declaration confirming ownership is required.

Stage of Idea - Ideas may be at any stage, including:

- o Concept stage
- o Prototype stage
- o Pilot or early implementation
- o Previously implemented or discontinued ideas (with clear learnings)
- ▶ Problem Relevance - The idea must address a clearly defined and meaningful relevant problem for society, users, or industry.
- ▶ No Mandatory Commercialisation — Revenue generation, funding, or large-scale adoption is not mandatory for eligibility.
- ▶ No turnover criteria applies for this category.



▶ Online Registration and Application Process

Application form may be filled and submitted online along with Identify Proof, Address Proof, PAN Card and other supporting documents through the link

Innovation Awards - [Innovation Awards](#)

Great Ideas - [Great Ideas](#)

Upon receipt of the application and supporting documents, a confirmation email / SMS will be sent to the applicant for compliance by The ChinniKrishnan Innovation Award Executive Committee (CKIAEC).

In case any clarification would be required please feel free to contact Gp Capt Dr R Venkataraman (Retd), GM, MMA - 94447 00068/ Mr Hariprasad, DGM, MMA - 99529 32169 or drop a mail to mma@mmachennai.org.

The Last date for receiving nomination is 22 June 2026

▶ Jury Evaluation

A Jury Panel comprising experts from business, industry and academic institutions will select a SHORT LIST after evaluating the data furnished by the nominees. Nominees may be invited for an online interactive session with the Jury.

The nominees shortlisted by the preliminary Jury will be contacted and coordinated with for recording a short video of the innovation submission prior to the Final Jury Meet.

The Awardees will be chosen by the final Jury consisting of industry leaders, venture capitalists, and thought leaders.

* Any decision taken by the CavinKare – MMA ChinniKrishnan Innovation Awards Jury shall be final.

▶ Awards Ceremony

The 15th edition of CavinKare – MMA ChinniKrishnan Innovation Awards will be presented on **Saturday, 12th September 2026 at 6.00 pm at the IIT Madras Research Park Auditorium, 32, Kanagam Road, Kanagam, Tharamani, Chennai 600113.**

Innovation Awards

A cash prize of Rs. 1,00,000 will be presented to each Innovator selected for the award. In addition, the awardees will receive national-level recognition, along with opportunities for interaction with and guidance from leading industrialists in India.

Great Ideas

A cash prize of Rs. 10,000 will be presented to each Great Idea selected for the award.

▶ Our Partner

Process Validator



Partner



Support us in our quest to find India's most significant innovator and stay assured to be fascinated every step of the way