



Praj Industries launches 'Maha-Intrapreneur Awards 2009'

SIBM, Pune to be the knowledge partner



Pune, July 13th, 2009: Praj Industries, global biofuels technology and engineering Company launched the 'Maha-Intrapreneur Awards 2009' in association with Symbiosis Institute of Business Management (SIBM,Pune), Pune, who are the knowledge partners for this initiative. The award will focus on identifying and rewarding professionals who display 'Intrapreneural' skills and qualities in their actions and results in various organizations. Praj Industries Limited in association with SIBM,Pune has great pleasure in inviting nominations to apply for "Praj MAHA-Intrapreneur Award" for the year 2009 from Maharashtra region.

There are two broad categories A) Industry and Business and B) NGO/Semi-Government with two awards for each category. In addition to this two special awards will also be announced.

Intrapreneurship is the intra-corporate counterpart of entrepreneurship. Intrapreneurship means "a person within a corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk-taking and innovation." This coinage is generally attributed to management consultant Gifford Pinchot, who presented the term in his dissertation. In the scant number of years since its inception the term intrapreneur has gained currency very quickly.

The winners of this award will get recognition and appreciation on a bigger platform for their achievements and valuable contribution. This would help organizations to initiate and encourage "Culture of **Intrapreneurship**"

which in turn will go a long way in organizational development and institution building.

The announcement of 'Maha-Intrapreneur award 2009' was followed by launch of the 'Maha Intrapreneur Website' - www.mahaintrapreneur.com. The website will provide online guidelines, evaluation process, and category-wise application form.

In the first phase, the applications will be scrutinized and evaluated by an independent Panel of Judges appointed for this purpose. The judging panel will select applicants based on the highest overall score on the parameters such as Leadership, Innovation and Risk Taking, People Management, Strategy Formulation & Implementation, Business Processes and Results. The short-listed applicants would qualify for Phase 2 evaluation. The applicants would be invited to share their achievements, experiences in an interactive session with Panel of Judges.

The Panel of Judges will give their recommendation to the organizers and in turn organizers will announce the names of winners. Applicant should forward the duly completed "Application Form" on or before **15th September, 2009**

On the occasion of the launch of the award, Mr. Pramod Chaudhari, Chairman, Praj Industries, said "The Maha-Intrapreneur awards aim at recognizing individuals with entrepreneurial skills blended with managerial skills within companies/NGOs/ and even in Government organizations who take solid responsibility for converting ideas into a profitable finished products through assertive risk taking and innovation. We believe that the Intrapreneurship culture should be encouraged by every company which will lead to more creative and improvised ideas flowing to improve the current way of doing business. With this thought in mind we have instituted the 'Maha-Intrapreneur awards'."

The Maha-Intrapreneur concept was launched in 2008 during the Silver Jubilee Celebration of Praj Industries. In order to promote 'Intrapreneurship' Praj organized 'The Maha-Intrapreneur 2008' program where six distinguished 'Intrapreneurs' shared their experiences on Intrapreneurship. The eminent Intrapreneurs featured on that day were Kishor Chaukar, MD, Tata Industries, Milind Sarwate, Chief of HR and Strategy, Marico, Vikas Shirodkar, VP-HR, Johnson & Johnson; Gautam Nagvekar, Chief Operating Officer, Mahindra & Mahindra; Ravi Deshpande, Chairman & Chief Creative Officer, Contract Advertising and Yashashree Gurjar, General Manager (CSR), BILT.

On the same day Praj also bestowed 'Maha-Intrapreneur 2008 award upon three intrapreneurs who are at the fore-front of their profession - **Dr. Sivaram, Director**, NCL, Pune, **Mr. Prakash Kulkarni**, Executive Chairman, Gabriel India (formerly MD, Thermax Ltd) and **Dr. Dhananjay Kelkar**, Medical Director, Dinanath Mangeshkar Hospital & Research Centre and a Trustee of Jnana Prabodhini Medical Trust, Pune for their entrepreneurial approach leading to exemplary achievements in their respective professions.

About Praj Industries Limited

Praj is a global Indian company that offers innovative solutions to significantly add value in bio-ethanol, bio-diesel and brewery plants and related wastewater treatment systems as well as process plant & equipment for customers, worldwide. Praj is a knowledge based company with expertise and experience in Bioprocesses and engineering. It delivers know how, License, engineering design, plant & equipment, project management, commissioning and customer care and turnkey projects. Led by an accomplished and caring leadership, Praj is a socially responsible corporate citizen. Praj is listed on the Bombay and National Stock Exchanges of India.

About SIBM, Pune

Established in 1978, Symbiosis Institute of Business Management, Pune is in its 30th year of service to the student community. The flagship brand of Symbiosis, it is recognized as one of the best B-schools in the country. SIBM, Pune is also ranked fourth among Indian business schools consistently for 3rd year by Business Today magazine. SIBM, Pune provides Corporate Education through its diploma programs to various

corporates , Indian and MNCs alike. Combining theory with practical business, classroom teaching with Management Development Programmes, SIBM, Pune offers its students a classic mix of academic and business knowledge.

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