# **The Fulcrum Awards 2021 - Special Awards - Consultancy**

**General Instructions** - *Please provide details basis the questions asked. Entries which are not in accordance to the rules and regulations, will be disqualified. You may respond to the following questions as is in this document in maximum of three pages*

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| **Consultancy Name** |  |

1. Total fees for last year and profitability of last financial year (CA certificate and balance sheet to be attached as a supporting document)
2. Employee details: Please include total current number of employees, number of employees who separated during the time period, number of employees hired during the time period and Core Management structure with roles.
3. Top five current clients by revenue
4. New client wins in 2020 (up to five)
5. Client separations in 2020 (up to five)

**The questions above are only to set the context for the Jury. Your entry will be scored based on the following questions.**

1. **Recent campaigns or work example(s) that you are proud of: Please include a maximum of five case studies from 2020. Highlight what was unique, keeping in mind the overall word limit.**
2. **Share examples of initiatives done for boosting employee morale in 2020 (up to five).**
3. **List details of the challenges faced in 2020 and how these were overcome (This may include all stakeholders).**
4. **List awards and honours received by the organisation (non-campaign).**

***By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.***