
Businessworld



Corporate Social
Responsibility Award

2009

Organisers



Technical Partners



Businessworld-FICCI-SEDF Corporate Social Responsibility Award - 2009

The '**Businessworld-FICCI-SEDF Corporate Social Responsibility Award**' was instituted in 1999. This award aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. The award recognises efforts of especially those companies who engage in CSR in a strategic and systematic way and integrate it with their overall corporate strategy. Over the years, a number of companies including Mahindra & Mahindra, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement, etc. have been recognised for their exemplary work in the area of CSR.

The Award has earlier been given only in one category based on turnover – upto Rs. 200 crores per annum and above Rs. 200 crores per annum – however, this year the turnover has been revised and, in addition to turnover, two more categories have been added to the Award which are in line with the emerging understanding and practice of CSR in India. The 'Businessworld-FICCI-SEDF Corporate Social Responsibility Award' is now divided into the following three categories:

Category I – CSR Award for Companies with turnover

a. Upto Rs. 1000 Crores per annum

b. Above Rs. 1000 Crores per annum

**Category II – CSR Award for Small and Medium Enterprises (SMEs) with turnover
Upto Rs. 100 Crores per annum**

Category III – Award for Exemplary Innovation promoting CSR

Small and Medium Enterprises:

The notion of corporate responsibility towards society is not new to Indian companies. However, what is changing is the way that this concept is emerging now. The conventional approach of 'Corporate Philanthropy' is now increasingly changing to 'Corporate Social Responsibility' that takes into account the financial, social, ethical and environmental concerns. Though CSR has traditionally been associated with large companies only, but recognition of the emerging concept of CSR, which goes beyond charity, and growing significance of the Small & Medium Enterprises (SMEs) has led to an emphasis on their social and environmental impact as well.

SMEs in India have grown phenomenally during last few years and have significant contribution in industrial output and exports from the country. They account for more than 80% of industrial enterprises and contribute to one of the highest shares of employment in the country especially in sectors like textiles, engineering, jute, auto ancillary, handicrafts etc. A thriving SME sector is crucial as an independent and as a supporting industry for large enterprises as well as MNCs.

Awareness about CSR is found to be very low amongst SMEs, however, many of them do carry out activities and implement CSR programmes without focusing on the term 'CSR'. In the changing business scenario, it is important to work with and involve SMEs in promoting responsible business behaviour that focuses on key stakeholders i.e. suppliers, customers, employees, community and the environment. To remain competitive and to gain crucial business advantage, SMEs need to adapt to these emerging changes in the society in which they operate.

Innovation promoting CSR:

In the emerging economic scenario, corporates are always in pursuit for greater value and competitiveness and, as a result, CSR is progressively becoming an integral part of overall business strategy. Companies are

increasingly focusing on developing innovative products and services that ensure economic, social and environmental sustainability. Innovation is becoming the main driver of competitiveness in the world and stimulating responsible business practices.

Innovations that promote CSR are technologies/products/services, with a spirit of innovation, which focus on contribution to society at large. They aim at social improvements through pure business strategy, in the areas of health, education, community development, rural development, environment protection etc. By these innovations, companies do their business as well as deal with social problems at the same time i.e. they do business with a social purpose.

Winners in last few years:			
Year 2007	Winner	Corporate Citizen I Corporate Citizen II Corporate Citizen III Jury's Special Commendation	Mahindra & Mahindra Limited Tata Tea Limited NTPC Limited Apollo Tyres Limited
Year 2006	Winner	Corporate Citizen I Corporate Citizen II Corporate Citizen III Jury's Special Commendation	Steel Authority of India Limited Nevyeli Lignite Corporation Limited Tata Chemicals Limited Zensar Technologies Limited
Year 2005	Winner	Corporate Citizen I Corporate Citizen II Corporate Citizen III	Satyam Computer Services Limited Kinetic Engineering Limited Deepak Fertilisers Limited

Categories of the Award:

Category I – CSR Award for Companies with turnover
a. Upto Rs. 1000 Crores per annum
b. Above Rs. 1000 Crores per annum

Category II – CSR Award for Small and Medium Enterprises (SMEs) with turnover
Upto Rs. 100 Crores per annum

Category III – Award for Exemplary Innovation promoting CSR

Eligibility Criteria:

For Category I – CSR Award for Companies with turnover upto Rs. 1000 crore or above Rs. 1000 crore per annum:

- ♦ The award is open to all Companies registered in India.
- ♦ Branch/liaison offices of foreign companies, NGOs and government departments are not eligible to apply.
- ♦ The information should pertain to the CSR activities during in the financial years 2007-08 and 2008-09.

For Category II – CSR Award for Small & Medium Enterprises with turnover upto Rs. 100 crore per annum:

- ♦ The award is open to all Companies registered in India, however, their turnover in last financial year should not have exceeded Rs. 100 crore per annum.
- ♦ The information should pertain to the CSR activities during the financial years 2007-08 and 2008-09.
- ♦ **We appreciate Large Companies nominating their suppliers for the CSR Award. In that case, part from the application form, the SME needs to send us a Letter from Large Enterprise, nominating it to the CSR Award.**

For Category III – Award for Exemplary Innovation promoting CSR

- ♦ The award is open to all 'For-Profit' Enterprises registered in India.
- ♦ Branch/liaison offices of foreign companies, NGOs and government departments are not eligible to apply.

- ◆ The initiative should have a demonstrated competitive advantage and should have benefited society at large.
- ◆ The initiative should be 'scalable' and 'replicable'.
- ◆ The information should pertain to the activities during in the financial years 2007-08 and 2008-09.

Application Fee:

- ◆ **Category I – Rs. 10,000/-**
- ◆ **Category II – Rs. 3,000/-**
- ◆ **Category III – Rs. 5,000/-**

Please write Cheques/Demand Draft, payable at New Delhi, in the name of “**FICCI-SEDF**”.

Last Date:

The duly filled-in application form along with the relevant documents and application fee must reach FICCI Socio Economic Development Foundation (FICCI-SEDF) by **16th November 2009**. You can also download the electronic version of the application form from our website: www.ficci-sedf.org and www.ficci.com. For inquiries about the CSR award, please contact:

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FICCI-SEDF

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W: www.ficci.com, www.ficci-sedf.org.

Guidelines for Participation:

- ◆ The information should pertain to the activities during the period April 2007 to March 2009. These activities may be initiated/ongoing/completed projects in the said duration.
- ◆ All applications to be made in the enclosed form, which may be supported by relevant documents. The form must be complete in all respects. Incomplete or unsigned forms will be disqualified.
- ◆ Application form along with the relevant documents must reach us by **16th November 2009** at the following address:

FICCI Socio Economic Development Foundation
Federation House,
1, Tansen Marg, New Delhi-110001.

- ◆ All applicants may be asked at any time during the period of evaluation to substantiate the claims made in the application form.
- ◆ **Kindly note that the application form should be sent on behalf of the Company and not from the Company-initiated foundation/s.**
- ◆ The organisers accept no liability for any loss resulting from the disclosure of information concerning an entry, though all reasonable precautions will be taken to maintain secrecy.

- ♦ Grant Thornton, Partners in Change and the Jury will have the sole right and discretion to reject entries that in their view do not meet the basic specified criteria. The decision shall be final and binding on all parties concerned.
- ♦ The First Award Winner in each of the three categories will not be eligible to apply again for the Award for 3 years from the year in which they receive the award.

Award Assessment Process:

The entries received from the companies will be thoroughly scrutinised by **Grant Thornton, India**, reputed international accountants and business advisors, who will shortlist few companies, in each of three categories for further process. Subsequently, **Partners in Change**, a well-known NGO in the area of CSR, would visit all the shortlisted companies for 'on-site assessment' of the CSR work. Lastly, an independent **Jury** comprising of eminent persons from the relevant spheres will make the final selection for the Award in each of the three categories.

Assessment Criteria

Assessment for the Award includes two major parameters and each of them has many indicators, which determine the performance of Company on Corporate Social Responsibility. Weights have been accorded to each parameter and the points have been accorded on a scale of 4 to 1 (4 being maximum and 1 being minimum), varying from the best practices to good to average to poor practices. The two parameters are as follows:

Institutionalisation of CSR – 70% weightage

Policy, Drivers of CSR, Leadership, Action plan, Implementation structure, Resources, Measurement, Documentation, Reporting & disclosure, Understanding of stakeholders, HR & labour practices, Environmental practices, Employee volunteering, Workforce diversity, Ethics, CSR spend etc.

Community Development – 30% weightage

Identification of key communities, Identification of community needs, Action plan, Implementation structure, Partnerships, Success/Impact, Sustainability etc.

Methodology:

Secondary –

- ◆ Application form
- ◆ Supporting documents: Annual Reports, CSR/Sustainability Reports and CDs
- ◆ Available research, literature
- ◆ Websites and relevant links
- ◆ Discussion with experts in respective fields

Primary –

- ◆ Interaction with the CEOs, Senior/Middle Management across departments
- ◆ First hand look & interaction at the operations and environment management systems, processes in power plants, blast furnaces, occupational health centres etc.
- ◆ Focus group discussions with the employees, union/association members, partner NGOs, local government officials etc.
- ◆ Focus group discussions with community groups, interaction with school teachers, children, parents etc.
- ◆ Observation
- ◆ General/informal interaction with people around

After the first stage assessment by **Grant Thornton, India**, is over, **FICCI SEDF** will get in touch with the concerned shortlisted company to plan a field visit, which will include all the points above, or any other inputs from field assessors. The Assessment team, from **Partners in Change**, will be copied on the mails & will give inputs into the actual field visit program.

The field trip duration will be based on the sector; nature of the company e.g. mining, manufacturing, and multi locations etc. & on an average will be 2-3 days per company but could be more depending on the sector, business operations, spread, etc. of the shortlisted company.

The company could indicate the place/project that they would like the Assessment team to visit especially if it is spread across states & indicate order of priority. The assessment team, however, would reserve the right to choose which field project to visit. The assessment team is to be given a free hand to conduct the assessment objectively & only minimum office teams to accompany the assessment team in the field.

INSTRUCTIONS FOR FILING IN THE APPLICATION FORM

The enclosed application form has been divided into the following:

- ◆ **Company Background Information** is common for all the three categories. But the Application form is different for all the three categories.

- ◆ **Application Form for Category I – Large Enterprise:**
 - **Part A** – General CSR background of the company. This information does not pertain to any specific socially responsive project or activity but is more generic in nature.
 - **Part B** – Details of Community Programmes/Projects undertaken by the company. This would include the various activities undertaken by the Company under the areas given below in the recognized communities:
 - Community Development
 - Health
 - Literacy/Education/Training
 - Empowerment of marginalized groups
 - Rehabilitation
 - Any other/s
 - **Part C** – Outline for the report submission – the outline for the report is only indicative and companies are free to adopt a format of their choice. All points mentioned in the outline must, however, be included in the report.

- ◆ **Application Form for Category II – SME:**
 - **Part A** – General CSR background of the SME. This information does not pertain to any specific socially responsive project or activity but is more generic in nature.
 - **Part B** – Details of Workplace initiatives undertaken by the SME. This would include the various activities undertaken by the SME under the areas given below:
 - Labour practices
 - Health and Safety
 - Any other/s
 - **Part C** – Details of Community initiatives undertaken by the SME. This would include the various activities undertaken by the Company under the areas given below in the recognised communities:
 - Education
 - Health
 - Social entrepreneurship
 - Livelihood promotion
 - Disaster mitigation
 - Any other/s

- ◆ **Application Form for Category III :**
 - General Corporate Social Responsibility (CSR) background of the company – This information does not pertain to any specific socially responsive project or activity but is more generic in nature.

For Category I

- Part A and B should be filled in the form itself. In case the space provided is insufficient, additional sheets may be attached where necessary.
- Part C will comprise a separate report detailing the various socially responsible activities undertaken. A separate report is to be submitted for each distinct activity.

For Category II

- Part A should be filled in the form itself. In case the space provided is insufficient, additional sheets may be attached where necessary.
- Part B and C will comprise a separate report detailing the various socially responsible activities undertaken in the area of Workplace and community initiative.

For Category III

- There is only one part, which should be filled in the form itself. In case the space provided is insufficient, additional sheets may be attached where necessary.

Wherever applicable, copies of relevant reports, certificates, citation, news clippings and photographs should be included in the report.

The report should include an index of contents and detailed list of appendices wherever applicable.

CORPORATE SOCIAL RESPONSIBILITY

The emerging concept of Corporate Social Responsibility (CSR) goes beyond charity and requires the company to act beyond its legal obligations and to integrate social, environmental and ethical concerns into Company's business process. There is no single and universally accepted definition of CSR, as this concept is still evolving. What is generally understood by CSR is that the business has a responsibility – towards its stakeholders and society at large – that extends beyond its legal and enforceable obligations. The triple bottom line approach to CSR emphasises a Company's commitment to operate in an economically, socially and environmentally sustainable manner. The emerging concept of CSR advocates moving away from a 'shareholder alone' focus to a 'multi-stakeholder' focus. This would include investors, employees, business partners, customers, regulators, local communities, the environment and society at large. Key components of CSR would, therefore, include the following:

Corporate Governance

Within the ambit of corporate governance, major issues are accountability, transparency and conduct in conformity with the laws. Good corporate governance policy would enable the company to realise its corporate objectives, protect shareholder rights, meet legal requirements and create transparency for all stakeholders.

Business Ethics

Relates to value-based and ethical business practices. Business ethics defines how a company integrates core values – such as honesty, trust, respect and fairness – into its policies, practices and decision-making. Business ethics also involve a company's compliance with legal standards and adherence to internal rules and regulations.¹

Workplace & Labour Relations

Human resources are most important and critical to a Company. Good CSR practices relating to workplace and labour relations can help in improving the workplace in terms of health and safety, employee relations as well as result in a healthy balance between work and non-work aspects of employees' life. It can also make it easier to recruit employees and make them stay longer, thereby reducing the costs and disruption of recruitment and retraining.

Affirmative Action/Good Practices

Equal opportunity employer, diversity of workforce that includes people with disability, people from the local community etc., gender policy, code of conduct/guidelines on prevention of sexual harassment at workplace, prevention of HIV/AIDS and TB at workplace, employee volunteering etc.

Supply Chain

Business process of the Company is not just limited to the operations internal to the company but to the entire supply chain involved in goods and services. If anyone from the supply chain neglects social, environmental, human rights or other aspects, it may reflect badly on the company and may ultimately affect business heavily. Thus, company should use its strategic position to influence the entire supply chain to positively impact the stakeholders.

Customers

Products and services of a Company are ultimately aimed at the customers. The cost and quality of products may be of greatest concern to the customers but these are not the only aspects that the customers are concerned with. With increased awareness and means of communication, customer satisfaction and loyalty would depend on how the company has produced the goods and services, considering the social, environmental, supply-chain and other such aspects.

Environment

Merely meeting legal requirements in itself does not comprise CSR but it requires the Company to engage in such a way that goes beyond mandatory requirements and delivers environmental benefits. It would include, but not be limited to, finding sustainable solutions for natural resources, reducing adverse impacts on environment, reducing environment-risky pollutants/emissions as well as producing environment-friendly goods.

Community

A major stakeholder to the business is the community in which the Company operates. The involvement of a company with the community would depend upon its direct interaction with the community and assessment of issues/risks faced by those living in the company surrounding areas. This helps in delivering a community focused CSR strategy making positive changes to the lives of the people and improving the brand-image of the Company. Involvement with the community could be both direct & indirect - through funding and other support for community projects implemented by local agencies.

¹Overview of Business Ethics, www.bsr.org.

Disclaimer

The 'Businessworld-FICCI-SEDF CSR Award' recognises that companies have widespread operations but for the Award 'Businessworld-FICCI-SEDF' will not recognise the company as having an overall responsible business practice, whereas, will only recognise the said project that the company has submitted for the Award if it wins the Award.

The award organizers – FICCI-SEDF and Businessworld – as well as Grant Thornton, India and Partners in Change disclaim any responsibility or liability to a third party for any decision based upon outcome of this CSR Award. The Award outcome should not be relied upon to identify and detect CSR practices, which may not have been covered through the assessment process.

CSR Award Enquiries:

Mohd. Shadab

FICCI Socio Economic Development Foundation

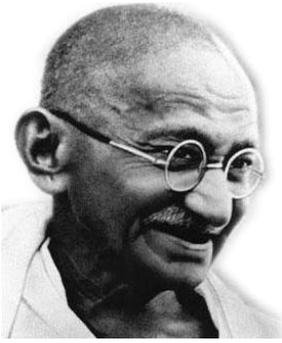
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“... The industry should regard themselves as trustees and servants of the poor...”

Mahatma Gandhi spoke at FICCI's 4th Annual Session on 7th April, 1931



“Economic growth can be sustained by good economy and policy, while inclusive growth can be sustained only through good conscience, which will lead to social responsibility.”

Shri P Chidambaram, Union Finance Minister, speaking at the ‘Businessworld-FICCI-SEDF CSR Award-2007’ presentation ceremony at FICCI on 16th May 2008



“For a prosperous and developed India, the important thrust will be on the growth in the number of such creative leaders who can create wealth to their institutions and also contribute to the upliftment of environment and people in their neighbourhood.”

Dr. A P J Abdul Kalam, President, Government of India, speaking at the ‘Businessworld-FICCI-SEDF CSR Award-2006’ presentation ceremony at FICCI on 07th May 2007

