



Corporate Social  
Responsibility Award

2015-2016

# 15<sup>th</sup> FICCI Corporate Social Responsibility AWARD



# 15<sup>th</sup> FICCI CSR Award

FICCI Corporate Social Responsibility Award is India's first CSR award was instituted in 1999 by FICCI. The aim of the award is to identify and recognise the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) Over the years, a number of companies including HPCL, ITC Limited, Mahindra & Mahindra, Cairn India, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement, etc. have been recognised by the FICCI CSR Award for their exemplary work in the area of CSR.

This year is the 15<sup>th</sup> edition of the FICCI CSR Award. The selection process for the FICCI CSR Award is extremely competitive, and is assessed by an eminent Jury through a 3 tier assessment process. With the enactment of the Companies Act 2013, Companies in India are mandated to spend 2% of their three-year average annual net profit on CSR activities in each financial year as per Schedule VII; the FICCI CSR Award has also re-aligned with the changing paradigm by introducing new categories and assessment process.

*"We must find it within ourselves to look beyond ourselves" to develop the right thought level values in our actors for development, one of which is India Inc"*  
– Padma Bhushan Mrs. Rajashree Birla at the 14th FICCI CSR Award ceremony

The 'FICCI Corporate Social Responsibility Award' has the following categories:

- **Category 1: FICCI CSR Award for Women Empowerment**
  - Public Sector Companies (PSUs)
  - Private sector Companies with INR 3001 Crores per annum and above
  - Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum
- **Category 2: FICCI CSR Award for Education, Skill Development and Livelihood**
  - Public Sector Companies (PSUs)
  - Private sector Companies with INR 3001 Crores per annum and above
  - Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum
- **Category 3: FICCI CSR Award for Environment Sustainability**
  - Public Sector Companies (PSUs)
  - Private sector Companies with INR 3001 Crores per annum and above
  - Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum
- **Category 4: FICCI CSR Award for Health, Water and Sanitation**
  - Public Sector Companies (PSUs)
  - Private sector Companies with INR 3001 Crores per annum and above
  - Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum
- **Category 5: Any other ( for domains other than the above four categories)**
  - Public Sector Companies (PSUs)
  - Private sector Companies with INR 3001 Crores per annum and above
  - Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum
- **Category 6: FICCI CSR Award for Exemplary Innovation ( irrespective of the turnover of the company)**
- **Category 7 : FICCI CSR - NGO Excellence Award (recommendation from companies)**
- **Category 8: FICCI CSR Award for Small & Medium Enterprises (SMEs) – companies having turnover upto INR 200 Crores per annum**

# Past Winner

PAST WINNERS			
YEAR	CATEGORY		NAME OF THE COMPANY
Year 2013-14	Category I A - Public Sector Companies	Jury Special Commendation	Odisha Power Generation Corporation Ltd
		Corporate Citizen	Shree Cement Limited
	Category I B - Private sector with INR 3001 Crores per annum and above Companies	Corporate Citizen	Monnet Ispat and Energy Limited
		Corporate Citizen	Ashiana Housing Limited
	Category III: Innovative Approach towards Corporate Social Responsibility	Corporate Citizen	Essel Mining Limited
Year 2012-13	Category I A - Public Sector Companies	Corporate Citizen	Hindustan Petroleum Corporation Limited
		Jury Special Commendation	NTPC Limited
	Category I B - Private sector with INR 3001 Crores per annum and above Companies	Corporate Citizen	Cairn India Limited
		Corporate Citizen	GMR Hyderabad International Airport Limited
	Category II- Small and Medium Enterprises (SMEs) with turnover Upto 200 Crores per annum	Corporate Citizen	Elin Appliances Private Limited
	Category III: Innovative Approach towards Corporate Social Responsibility	Corporate Citizen	ACC Limited(Thondebhavi Cement Works)
Year 2011-2012	Large Enterprises Ia	Corporate Citizen	ITC Limited
	Large Enterprises Ib	Corporate Citizen	Deepak Nitrite Ltd.
	Small and Medium Enterprises	Corporate Citizen	None
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	SRF limited
		Jury Special Commendation	Tata Teleservices Limited
Year 2010-11	Large Enterprises	Corporate Citizen	Vikram Cement, Ultratech Cement Limited
		Jury Special Commendation	MSPL Limited
	Small and Medium Enterprises	Corporate Citizen	The Jury decided not to confer the award under this category
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	Ammarun Foundries

Year 2009-10	Large Enterprises	Corporate Citizen	Tata Steel Limited
		Jury Special Commendation	Bharti Airtel Limited
	Small and Medium Enterprises	Corporate Citizen	Smaat Aqua Technologies Private Limited
		Jury Special Commendation	Elin Appliances Private Limited
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	Multi Commodity Exchange of India Limited
Year 2007	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	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	

*"I congratulate FICCI for having successfully hosting the CSR award for more than a decade; specially since the award is based on an intensive 3 tier assessment process headed by 3 different independent assessors"*

**- Shri Sachin Pilot**

Former Minister of State (I/C) for Corporate Affairs, GoI  
during his special address at the 12<sup>th</sup> FICCI CSR Award Ceremony on 7<sup>th</sup> December  
2012

## Criteria for application:

- Companies registered in India are eligible to apply in not more than 3 categories, excluding Category 7
- Branch/liason offices of foreign companies and government departments are not eligible to apply.
- The entries of projects/programmes of Corporates have to be at least 3 year old to showcase impact.
- Companies can recommend their NGOs implementing their CSR projects/Programmes for the NGO Excellence Award (Cat 7). This is optional for the applying companies, but shall encourage and acknowledge NGOs for their services.
- One hard copy and one CD of the application form, along with the relevant supporting documents must reach us one or before **July 30<sup>th</sup>, 2016**

## Eligibility Criteria:

### Category 1: FICCI CSR Award for Women Empowerment

### Category 2: FICCI CSR Award for Education, Skill Development and Livelihood

### Category 3: FICCI CSR Award for Environment Sustainability

### Category 4: FICCI CSR Award for Health, Water and Sanitation

### Category 5: Any other (for domains other than the above four categories)

- The award is open to all Companies (PSU and Private Sector) registered in India.
- Branch/liason 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 year April 2013 to March 2016.
- These activities may be initiated/ongoing/completed projects in the said duration.
- **Application Fee – INR 35,000+ ST 15%; Please send Cheques/Demand Draft, payable at New Delhi, in favour of “FICCI Aditya Birla CSR Centre”**

### Category 6: FICCI CSR Award for Exemplary Innovation

- The award is open to all 'For-Profit' Enterprises registered in India.
- Branch/liason offices of foreign companies, NGOs and government departments are not eligible to apply.
- It can be products, programs, and services to create healthy communities and establish the bases for employment generation, self-sustainability & meaningful lives
- The initiative should be 'scalable' and 'replicable'.
- The information should pertain to the activities during in the financial year April 2013 to March 2016.
- **Application Fee – INR 35,000+ ST 15%; Please send Cheques/Demand Draft, payable at New Delhi, in favour of “FICCI Aditya Birla CSR Centre”**

### Category 7: FICCI CSR - NGO Excellence Award (recommendation from companies)

- NGOs recommended by Companies can apply for this category.
- The applying NGOs can showcase their initiatives as well as of the recommended company's CSR initiative.
- The initiative should have a demonstrated competitive advantage and should have benefited society at large.
- The information should pertain to the activities during in the financial year April 2013 to March 2016.

- These activities may be initiated/ongoing/completed projects in the said duration.

## Category 8: FICCI CSR Award for Small & Medium Enterprises (SMEs) – companies having turnover upto INR 200 Crores per annum

- The award is open to all Companies registered in India; however, their turnover in last financial year should not have exceeded INR 200 crore per annum.
- The information should pertain to the CSR activities during the financial year April 2013 to March 2016.
- Large Companies can nominate their suppliers for the CSR Award. In that case, apart from the application form, the SME needs to send us a letter from Large Enterprise, nominating it to the CSR Award.
- **Application Fee – INR 15,000+ ST 15%, Please send Cheques/Demand Draft, payable at New Delhi, in favour of “FICCI Aditya Birla CSR Centre”**

## Assessment Process:

The assessment will be based on **Issue, target population, Scale, Location, Replicability, Sustainability, Innovation, Scalability, Participation/involvement, Finances and Impact**. To bring about transparency in the assessment process, there will be three tier assessment processes.

### Assessment Criteria: 100% weightage on CSR Projects

*Identification of the issue and importance to the company, Identification of key communities and target beneficiaries, Identification of community needs, Action plan, expected output, monitoring framework or indicators for assessing the program's progress, Implementation structure, budget, Partnerships, Success Stories, Impact, Sustainability, scale-up and replication, evaluation by external evaluator.*

## Assessment Marking

**Desktop Verification weightage: 30 points\***

**Field assessment weightage: 30 points\***

**Jury assessment weightage: 40 points\***

**\*Marking will be online and visible to all the assessors including the Jury Members**

The rationale behind the marking at every stage as the Jury decisions may not match the views specifically Stage II – onsite assessment. The whole application process will be online and also the markings at all the three stages. Hence, the decision of awarding companies will not rest completely on the Jury.

## 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
- Firsthand look & interaction at the operations and environment management systems, processes in power plants, blast furnaces, occupational health centres etc.
- Focus group discussions with the partner NGOs, local and government officials etc.
- Focus group discussions with community groups, interaction with beneficiaries such as school teachers, children, parents etc.
- Observation
- General/informal interaction with people around

After the first stage assessment is over, FICCI 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.

Subsequently, a panel of experts on CSR and Sustainability from prestigious institutions of India will conduct the 'on-site assessment' of the CSR work. 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 1-2 days per 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.

## Guidelines for Participation:

- The information should pertain to the activities during the period April 2013 to March 2016.
- 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 not be considered.
- 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.**
- **NGOs applying under the Category 7: FICCI CSR - NGO Excellence Award, the application has to be recommended by their Corporate Partners.**
- 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.
- The organizer, independent assessors and the Jury will have the sole right and discretion to reject entries which 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 and the Jury Special Commendation 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.
- One hard copy and one CD of the application form, along with the relevant supporting documents must reach us one or before **July 30<sup>th</sup>, 2016** at the following address:

# Application Structure:

The enclosed application form has been divided into the following:

**Company Background Information** - is common for categories – 1, 2, 3 4, 5, 6, 8

**Application Form for Category 1 to 5 – A & B**

**Part A – 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:**

No.	Nature of Activity
a)	Eradicating hunger, poverty and malnutrition promoting healthcare including preventive health care and sanitation including contribution to the Swachh Bharat Kosh setup by the Central Government for the promotion of sanitation and making available safe drinking water
b)	Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects
c)	Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups
d)	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund setup by the Central Government for rejuvenation of river Ganga
e)	Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts
f)	Measures for the benefit of armed forces veterans, war widows and their dependents
g)	Training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports
h)	Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government
i)	Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socioeconomic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women
j)	Rural development projects
K)	Slum area development
l)	Any other/s

**Part B – Should be filled in the form itself. All points mentioned should be replied in the stated order. Please include reports, paper clips, case studies, photographs etc to substantiate the information shared through the application.**

**Application for Category 6: Innovation** – 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. Please include reports, paper clips, case studies, photographs etc to substantiate the information shared through the application.

### **Application Form for Category 7 – NGO Excellence Award**

The application form is divided into various sub-heads and should be filled in the form itself. All points mentioned in the application should be replied in the stated order. Please include reports, paper clips, case studies, photographs etc to substantiate the information shared through the application.

### **Application Form for Category 8 – Small and Medium Enterprises (SMEs):**

**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 the Community Initiatives:

**Part C** – Details of the CSR Project undertaken by the SME. Should be filled in the form itself

## **Disclaimer**

The '**FICCI CSR Award**' recognises that companies have widespread operations but for the Award '**FICCI**' 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 organizer – **FICCI** – as well as assessment partners 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

**For inquiries about the CSR award and the application,**  
**please contact:**

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