



**Corporate Social
Responsibility Award**

2013-2014

FICCI Corporate Social Responsibility Award 2013-2014

FICCI Corporate Social Responsibility Award' 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) into their core business operations. The award acknowledges efforts of the companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy. 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 for their exemplary work in the area of CSR.

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

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

Category I – CSR Award for

- a. Public Sector Companies (PSUs)
- b. Private sector Companies with INR 3001 Crores per annum and above
- c. Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum

Category II – CSR Award for Small and Medium Enterprises (SMEs) with turnover

Upto INR 200 Crores per annum

Category III – Award for Exemplary Innovation promoting CSR (irrespective of turnover of the company)

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 and governance 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.

Past Winners

| YEAR | CATEGORY | | NAME OF THE COMPANIES |
|----------------|---|---------------------------|--|
| 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 |
| | Category I C - Private sector Companies with turnover between 201 Crores – 3000 Crores per annum | 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 |

Category I – CSR Award for

- a. Public Sector Companies (PSUs)
- b. Private sector Companies with INR 3001 Crores per annum and above
- c. Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum

Category II – CSR Award for Small and Medium Enterprises (SMEs) with turnover

Upto INR 200 Crores per annum

Category III – Award for Exemplary Innovation promoting CSR (irrespective of turnover of the company)

Eligibility Criteria:

For Category I – Open to all Public Sector Companies (PSUs), Private sector Companies with turnover of INR 3001 Crores per annum and above or with turnover between INR 201 Crores – INR 3000 Crores 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 year April 2011 to March 2014.

For Category II – CSR Award for Small & Medium Enterprises with turnover upto INR 200 crore 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 2011 to March 2014.
- ***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.***

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 year April 2011 to March 2014.

Application Fee:

- **Category Ia – INR 30,000 + Service Tax 12.36%**
- **Category Ib – INR 30,000 + Service Tax 12.36%**
- **Category Ic – INR 20,000 + Service Tax 12.36%**
- **Category II – INR 8,000 + Service Tax 12.36%**
- **Category III – INR 10,000 + Service Tax 12.36%**

Please send Cheques/Demand Draft, payable at New Delhi, in favour of **“FICCI Aditya Birla CSR Centre”**
Last Date: November 10, 2014

The duly filled-in application form along with the relevant documents and application fee must reach FICCI Aditya Birla CSR Centre for Excellence on or before November 10, 2014

The application form can also be downloaded from the websites www.ficci.com and www.csrcfe.org

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 companies, in each of three categories for further process. Subsequently, CSR and Sustainability experts drawn from prestigious institutions of India will conduct the '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
- 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 employees, union/association members, partner NGOs, local 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 2011 to March 2014.
- 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.***
- 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 **November 10, 2014** at the following address:

**FICCI Aditya Birla CSR Centre for Excellence
Federation House
1, Tansen Marg, New Delhi-110001**

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

Ms. Nomenita Chetia
FICCI Aditya Birla CSR Centre for Excellence
T: +91 11 23487475/23357243/23753118
F: +91 11 23320714
E: csrcfe@ficci.com
W: www.ficci.com, www.csrcfe.org

Application Structure:

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 – a, b & c

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:

| |
|---|
| Eradicating hunger , poverty, promoting health care including preventive health care and sanitation and making available safe drinking water |
| Promotion of education including special education and employment enhancing vocation skills especially among children , women , elderly and the differently abled and livelihood enhancement projects |
| 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 |
| 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 |
| 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 |
| Measures for the benefit of armed forces veterans, war widows and their dependents |
| Training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports |
| Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government |
| Rural development projects |
| 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.

Please attach an executive summary of each of the projects for which a detailed report is being submitted.

Application Form for Category II – 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 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
- Environmental initiatives
- Any other/s

Part C – Details of Community initiatives undertaken by the SME. This would include the various activities undertaken by the Company along with an executive summary of each of the projects for which detailed reports is being submitted under the areas given below in the recognised communities:

| S. No. | Nature of Activity |
|--------|---|
| 1. | Labour Practices Under this please provide a description of any Innovative policies and practices of your company that has resulted in tangible benefits for both labour and company practicing them. |
| 2. | Health and Safety Under this please provide voluntary initiatives of your company that have led to increase in productivity. |
| 3. | Environmental Initiatives Under this please provide details of the initiatives that your company has undertaken towards environmental protection. |
| 4. | Any other/s (Please add additional rows if required) |

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.

Guidelines for filling the Application Form:

For Category I (a, b and C) – **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 along with its executive summary 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 detailed report along with its executive summary for 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.

Check list for completing the Application Form:

1. Executive Summary of the Application form (Max. 3-4 Pages)
2. Company background (in the given format)
3. Application Form (in accordance to the relevant format)
4. The application form has three sections/parts. Please ensure that the details in all the three sections are duly filled in before submission. In addition to the formats given, the outline for the reports is only indicative. Part C of the application form must comprise an executive summary and a detailed report of each and every project/initiative that the applicant desires to share.
5. Application fees.

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