

# 12<sup>th</sup> Businessworld FICCI CSR Award Presentation Ceremony

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This year a total of fourteen companies were acknowledged for their commendable CSR initiatives by the Minister of Corporate Affairs Shri Sachin Pilot at a glittering award presentation ceremony on 7<sup>th</sup> December 2012 at FICCI Federation House, New Delhi. The companies were acknowledge for their commendable work in the area of model village creation, integrated watershed development programme, sustainable livelihood & agriculture, rural digital infrastructure development to creating employment opportunities for the tribal youth and persons with disabilities.

FICCI and Businessworld instituted India's first Corporate Social Responsibility (CSR) Award in 1999 to encourage corporate participation in inclusive growth. Until last year it was known as the Businessworld-FICCI-SEDF Corporate Social Responsibility Award.

*"No business can run in isolation, the revenues, the market, the products, the services that we all give and provide is for the community, not just to fulfil their daily requirement but also to have a sustainable, symbiotical relationship between the enterprise and the community"- Minister of State (I/C) for Corporate Affairs Shri Sachin Pilot*

It is an annual award that aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) in a strategic and systematic manner with their overall corporate

strategy. Over the years, the Award has not just grown in size but in stature and is presently recognised as one of the most coveted awards in the area of CSR. The initiative has given various companies an opportunity to showcase exemplary initiatives taken up by them.

The Award' has three categories:

**Category I – CSR Award for Companies with turnover**

**a. ₹ 3001 crore per annum and above**

**b. Turnover between ₹101 crores – ₹ 3000 crores per annum**

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

**Upto ₹ 100 Crores per annum**

**Category III – Award for Exemplary Innovation promoting CSR**

The Award assessment follows an exclusive three-tier assessment process, independent of the organizers – FICCI and Businessworld. This year more than 100 applications were received and out of the 14 companies were shortlisted in the stage I of the assessment. At stage I assessment, nominations received were thoroughly scrutinized by reputed international accountants and business advisors, Grant Thornton, India as per-defined indicators for specific category. The indicators includes institutionalisation of CSR, drivers for CSR, leadership, structure for delivery of CSR, resource allocation, monitoring and evaluation, documentation, reporting, environment practices, employee volunteering to identification of key communities and its needs, action plan, partnerships, impact and sustainability of the community development programme.

Subsequently, Birla Institute of Management Technology, India, a well known Management School, conducted 'on-site assessment' of the CSR work of the shortlisted companies. The 2<sup>nd</sup> assessment partner checks, interviews process owners to assess what drives CSR, time spent by the senior management/CEOs, to checking of external/internal evaluations, understanding of internal and external stakeholders of the company, HR & environmental practices to interviews with the beneficiaries for the impact and accessing the sustainability of the community programmes.

Finally, an Independent Jury comprising eminent personalities from the relevant spheres makes the final selection of the Award winners. This year the **Independent Jury** comprised of M Damodaran, Former Chairman, SEBI (chairman), M. K.Venu, Managing Editor, Financial Express, Dr. V. Mohini Giri, Chairperson of Guild of Service and War Widows Association, Mark Runacres, Advisor to The Confederation of British Industry, Sunit Tandon, Director IIMC and Pritpal Marjara, Managing Director, Population Services International, India.

## Winners of 12<sup>th</sup> Businessworld FICCI CSR Award:

### Category Ia – Large Enterprises

- Winner: ITC Limited

### Category Ib – Large Enterprises

- Winner: Deepak Nitrate Limited

### Category III – Exemplary Innovation Promoting CSR

- Winner: SRF Limited

### Special Jury Commendation:

- Tata Teleservices Limited

### Companies acknowledged for their commendable CSR initiatives:

- Adobe Systems
- Suzlon
- Thriveni Earthmovers Pvt Limited
- Essel Mining and Industries Limited
- National Stock Exchange
- JSW
- JK Paper Limited
- Cairn India Limited
- NTPC
- TATA Motors Limited





