



Corporate Social
Responsibility Award

2016-2017

16th FICCI Corporate Social Responsibility AWARDS



16th 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 16th 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 turnover of 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 turnover of 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 turnover of 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 turnover of 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 turnover of 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 2015-16	Category 1: FICCI CSR Award for Women Empowerment	Winner	Deepak Nitrite Limited Edelweiss Financial Services Limited
	Category 2: FICCI CSR Award for Education, Skill Development and Livelihood	Winner	Bosch Limited
		Special Jury Recommendations	Chambal Fertilizers & Chemicals Limited
	Category 3: FICCI CSR Award for Environment Sustainability	Winner	Oil & Natural Gas Corporation Ltd. ITC Ltd. RBS Services Private Limited
	Category 4: FICCI CSR Award for Health, Water and Sanitation	Winner	ITC Ltd. GlaxoSmithKline Pharmaceuticals Limited
	Category 5: FICCI CSR Award for Post Disaster Rehabilitation	Winner	Gail India Ltd
	Category 5: FICCI CSR Award for Water Management	Winner	Ambuja Cement Limited
	Category 7: NGO Excellence Award	Winner	SPICMACAY
Year 2013-14	Category I A - Public Sector Companies	Jury Special Commendation	Odisha Power Generation Corporation Ltd
	Category I B - Private sector with INR 3001 Crores per annum and above Companies	Corporate Citizen	Shree Cement Limited
	Category I C - Private sector Companies with turnover between 201 Crores – 3000 Crores per annum	Corporate Citizen	Monnet Ispat and Energy Limited
	Category II- Small and Medium Enterprises (SMEs) with turnover Upto 200 Crores per annum	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
	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

"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, Govt of India

Criteria for application:

- Companies registered/ Branch/liaison offices of foreign companies in India are eligible to apply in not more than 3 categories, **excluding Category 7: FICCI CSR - NGO Excellence Award**
- Government departments are not eligible to apply.
- 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.
- Corporate Foundations are not eligible to apply under **Category 7: FICCI CSR - NGO Excellence Award**
- Please fill the online application form <http://ficci-thtc.com/csr awards/index.html> with the relevant supporting documents and submit on or before **April 15th, 2017.**
- **If you are not able to fill online, please fill the attached application kit and dispatch a set of hard copy and a soft copy in a pen drive on or before April 15th, 2017 to the following address:**

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

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 above **Categories 1 to 5** - are open to all Companies registered in India (PSU and Private Sector)/ Branch/liaison offices of foreign companies in India.
- NGOs and government departments are not eligible to apply.
- The information should pertain to the CSR activities from **April 2013 till present date.**
- These activities may be initiated/ongoing/completed projects in the stated time line.
- **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.
- 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 from **April 2013 till present date.**
- **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.
- Corporate Foundations are not eligible to apply under this category.
- The applying NGOs can showcase their initiatives as well as CSR initiatives of recommended company.
- The initiatives of the NGO should have a demonstrated competitive advantage and should have benefited society at large.
- The information should pertain to activities from **April 2013 till present date.**
- These activities may be initiated/ongoing/completed projects in the said duration.
- **No fee is attached for NGOs applying under this category**

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 the last financial year should not have exceeded INR 200 crore per annum.
- The information should pertain to the CSR activities from **April 2013 till present date.**
- 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”**

Application Fee:

- **Categories 1 to 5 - Application Fee is INR 35,000+ ST 15%**
- **Category 6 - Application Fee is INR 35,000+ ST 15%**
- **Category 8 - Application Fee is INR 15,000+ ST 15%**

Please send Cheque/Demand Draft, payable at New Delhi, in favour of “FICCI Aditya Birla CSR Centre”

Last Date for Submission is **April 15th, 2017.**

RTGS Details are also available on request.

Instructions for Applying Online:

1. For CSR AWARDS 2017 Online Application and Submission, click on
<http://ficci-thtc.com/csrawards/index.html>
2. As a new User, Register yourself. Please make one user id for your organization. This will help you in, multiple access to the Questionnaire. Kindly save your credentials and do not hand it over to any third party.
3. **The Company needs to create one User Id per application/category.**
4. Once the Id has been created, please save your User Id and Password on your desktop.
5. Depending on the category you wish to apply, Click on the questionnaire pertaining to the Category
6. Supporting documents or Pictures/ diagrams can be uploaded under 'Upload any communication material'
7. For your convenience you can fill the forms in two ways:
 - Fill the Application Form Single Time **(SUBMIT)**
 - Filling the form at Multiple Intervals **(SAVE)**
8. By Clicking on the SAVE button you can save your work for further work as well.
9. Once the form is SUBMITTED, you are allowed to see the form in read-only mode, with no editing option.
10. Kindly upload one file at a time under each upload section.
11. While uploading has been done, make it sure that file has been uploaded by clicking check button.
12. You can change your password from the dashboard easily through change password link.
13. Besides the online form, IF one wishes to share any printed/ hard copy of supporting documents, they can send it through mail on the office address.

NOTE:

Application will be treated successfully submitted only when (FORM+UPLOAD SECTION) will be submitted online

If you are saving your forms then please don't forget it to SUBMIT.

Guidelines for Participation:

- The information should pertain to the activities from **April 2013 till present date.**
- These activities may be initiated/ongoing/completed projects in the said duration.
- All applications are requested to apply online, which may be supported by relevant documents. The form must be complete in all respects. Incomplete or unsigned forms will not be considered.
- **Word Limit for each question in Part A has 1000 words expect for Project/Program Background which is 500 words.**
- All applicants may be asked at any time during the period of evaluation to substantiate the claims made in the application form.

- IF one wishes to share any printed/ hard copy of supporting documents, they can send it through mail on the office address.
- 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.
- Wherever applicable, copies of relevant reports, certificates, citation, news clippings and photographs should be uploaded.
- **If you are not able to fill online, please fill the attached application kit and dispatch a set of hard copy and a soft copy in a pen drive on or before April 15th, 2017 to the following address:**

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

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*

Methodology

Secondary Research

- 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 Research

- 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.

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 – Part A

Part A – All points mentioned should be replied in the stated order and the word limit for each question is 1000 words. Please upload reports, paper clips, case studies, photographs etc to substantiate the information under the upload section.

Application for Category 6: Innovation – All points mentioned should be replied in the stated order and the word limit for each question is 1000 words. Please upload reports, paper clips, case studies, photographs etc to substantiate the information under the upload section.

Application Form for Category 7 – NGO Excellence Award

The application form is divided into various sub-heads and each question has 1000 words limit. All points mentioned in the application should be replied in the stated order. Please upload reports, paper clips, case studies, photographs etc to substantiate the information under the upload section.

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 CSR Project undertaken by the SME. Please upload reports, paper clips, case studies, photographs etc. to substantiate the information under the upload section.

Check list Before Submitting the Application Form:

1. Company background (in the given format)
2. Application Form and substantiated with reports, paper clips, case studies, photographs etc. to substantiate the information under the upload section.
 - The application form has 2 sections/parts. Please ensure that the details in all the 2 sections are duly filled in before submission.
3. 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

For inquiries about the CSR award and the application,

Please contact:

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