

FICCI awards the Best CSR Practices

FICCI instituted India's first corporate Social Responsibility (CSR) award in 1999 to encourage corporate participation in inclusive growth. The FICCI CSR award, until last year was known as the Businessworld FICCI CSR Award.

It is an annual award that aims at identifying and recognizing the efforts of companies in integrating and internalizing CSR into their core business operations. The award recognizes 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, the award has not just grown in size but in stature and is presently recognized as one of the most coveted award in the area of CSR. The initiative has given various companies an opportunity to showcase exemplary initiatives taken by them.

The 13th edition of the **FICCI CSR Award** was conferred on March 7, 2014 by **Shri Arun Maira**, Member Planning Commission in the presence of Padma Bhushan Smt. Rajashree Birla, Chairperson FICCI CSR & Community Development Committee and FICCI President Shri Sidharth Birla. It is a flagship program of the FICCI Aditya Birla CSR Centre for Excellence; organized with an aim to identify and recognise the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. Over the years, the award has not just grown in size but in stature and is presently recognized as one of the most coveted awards in the area of CSR.

The award winners of 'FICCI CSR Award 2012-13' are:

Category Ia for Public Sector Units CSR - Hindustan **Petroleum Corporation Limited (HPCL)**

Category Ib for Private sector companies with 3001 Crores per annum - **Cairn India Limited**

Category Ic for Private sector companies with turnover between 201 crores – 3000 crores per annum - **GMR Hyderabad International Airport Limited**

Category II – CSR Award for Small and Medium Enterprises (SMEs) - **Elin appliances Pvt. Ltd.**

Category III – Award for Exemplary Innovation promoting CSR - The **Associated Cement Companies Limited (Thondebhavi Cement Works)**

Special Jury Recommendation was given to **NTPC Limited** and **Nature Bio-foods Limited**.

Appreciation plaque was presented to finalists that include **Amway India Enterprises Pvt. Ltd., Standard Chartered Bank, The Royal Bank of Scotland, KPIT technologies** and **Hindustan Unilever (HUL)**.

Over the decade, the award has maintained its exclusivity through its intensive 3 tier assessment process headed by 3 different independent assessors. The process comprises firstly of assessing the facts by **Grant Thornton India** and 2nd level of assessment, which is an 'on-site assessment' by **BIMTECH** of the CSR work of the shortlisted companies. Finally, a panel of independent jury decides on the winners. This year the jury was chaired by **Shri M Damodaran** and comprised of **Mr. M. K.Venu, Dr. V. Mohini Giri, Mr. Sunit Tandon** and **Dr. Jürgen Wuttke**.

On this occasion, a study titled **“Shaping India’s Development Story... CSR ideology and Investment”** was also released. According to this study, CSR has clearly evolved as an important priority in contemporary business circles in India, being accepted and executed on a larger scale, every day. Clause 135 of the Companies Act 2013 is a clear indication of this seriousness. *According to the study, almost **86%** of the companies note that CSR is an integral part of the organization¹ ; only **49% of companies** report on Clause 39 compliance which focuses on Corporate Governance and transparency.*

Some of the other key findings are:

- 1. Of the 43 companies, 37 note that CSR is an integral part of the organization*
- 2. In terms of budget allocation, 10 companies invest less than 1% of their annual income, 6 companies invest more than 3% and the remaining 23 companies invest somewhere between 1-3 %.*
- 3. Most common partnerships stated by companies have been community led partnerships which are executed with community participations and building local institutions.*
- 4. 38 companies promote employee volunteering*
- 5. 21 companies report on Clause 39 compliance which focuses on Corporate Governance and transparency*
- 6. 40 companies document process and progress of their CSR activities*
- 7. 37 companies have business ethics as an active part of their HR policies*

Along with bringing forth such findings, the publication focuses on popular theories on business responsibilities, ethics and social investments, highlights current trends on CSR execution and ideology and concludes with outlining mechanisms to make the most of the CSR investments.

The event was highly successful with the congregation of who’s who from the industry comprising Vice Presidents, CEOs and CSR champions from esteemed companies.

*“Every award is a greater Responsibility. The assessment process of the FICCI CSR award has helped deeply introspect our work and boosted our morale. We are proud to win the award” – **-Meena Raghunathan, Director, Community services, GMR Hyderabad Airport Limited***

*“There are number of awards in the market but this is an extremely important award because of its robust and transparent assessment process” – **-Sonal Desai, General Manager - CSR of HPCL.***

*We are delighted to win the award. The Jury was outstanding and the award evaluation helped us internally to re-evaluate our field workers” – **P.Elango, CEO, Cairn India.***

¹Joint study by FICCI CSR Centre for Excellence and Fourth wheel, **Shaping India’s Development Story... CSR ideology and Investment”**.. Please write to csrce@ficci.com for details.



Shri Arun Maira addressing the audience



Winners of the 13th FICCI CSR award









Shaping India's Development Story...
—— *CSR ideology and investment* ——