

Process flow of GCSRA Corporate
Social Responsibility Awards'17

GCSRA CSR Awards

2017



Gujarat CSR Authority



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Introduction

The Gujarat Corporate Social Responsibility Authority (GCSRA) has been established by the State Government of Gujarat with an objective to co-ordinate, monitor and implement the various CSR activities in the state. GCSRA provides a platform to the companies for the optimal utilization of CSR funds through facilitating both the public and private sector companies in relation to carry out their CSR activities.

Background

GCSRA has organized its first **National CSR Conclave and Awards, 2017** on **9th and 10th March, 2017** at Ahmedabad with an aim to provide to common platform to various stakeholders to share their expectations, aspirations and responsibilities to address the social challenges faced by the state and to create an enabling environment for project implementation and strengthening existing CSR initiatives through adoption of best practices. GCSRA Corporate Social Responsibility Award is first of its kind state level awards for CSR. The aim of the award is to identify and recognize exemplary work of companies in integrating and internalizing Corporate Social Responsibility.

In this regard GCSRA initiated the award application process in the month of November and December 2016 wherein call for applications from large, medium and small companies in Gujarat implementing CSR projects was sought.

Award Application Process

Qualification criteria:

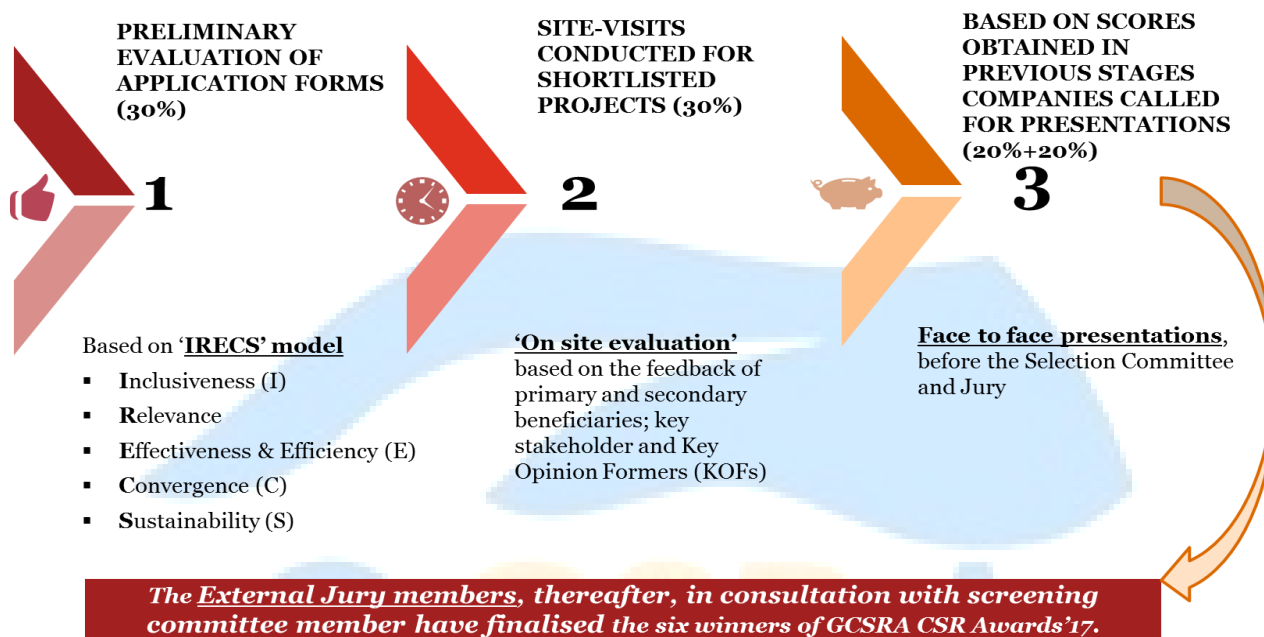
- ✓ *Nominated project should be in line with CSR Rules of Companies Act (and aligned with Schedule VII of Companies Act)*
- ✓ *Nominated project must be in implementation phase for a period of of 1-3 years*
- ✓ *A company can nominate only one project in one particular award category*
- ✓ *A company may apply for all three award categories*
- ✓ *Company with PBT*
 - *between 5 - 40 crore shall fall under Small & Medium category*
 - *greater than 40 crore shall fall under Large Category*



Awards Evaluation Process

The evaluation and screening of the GCSRA CSR Awards nominations follows a rigorous, 3 tier assessment process by selection committee members and eminent jury as provided below:

- 1) Preliminary scoring based on CSR Award Evaluation Tool: 30%
- 2) Field Assessment Weightage: 30%
- 3) Presentation before the Selection Committee and Final selection by Jury: 40%



The stage wise highlights on the process are as follows:

- ❖ Companies were requested to fill in the application forms available on GCSRA website for the three different categories –

- (i) **Sustainable and Impactful CSR Project**
- (ii) **Cohesive & Strategic CSR Partnership**
- (iii) **Innovative Model for CSR Implementation**

Companies were segregated into two classes (a) Large and (b) Medium and Small companies. Companies were also asked to upload substantiating documentation if any. A total of 44 application nomination forms for the awards were received by GCSRA from 37 companies.

- ❖ Preliminary evaluation of application form and shortlisting was done by the PwC team in consultation with GCSRA team with the evaluation tools. CSR Award Evaluation Tool is an excel-based tool and developed on IRECS (Inclusiveness, Relevance, Effectiveness (& Efficiency), Convergence, Sustainability) model. The tool comprised evaluation parameters aligned with each award category. At this step, application forms along with the substantiating documentation (videos, pictures, and case studies), impact studies, other felicitations etc. submitted by companies were reviewed. GCSRA-PwC team completed the preliminary scoring using the CSR Award Evaluation Tool. Based on the scores the top 3-4 projects were shortlisted in each award and company category
- ❖ Based on the preliminary scoring, 21 applications were shortlisted for the site visit post preliminary evaluation of the application forms. Site visits was conducted jointly by GCSRA-PwC team to shortlisted projects for the purpose of project impact validation.

- ❖ Post field validation, scoring was done and the consolidated evaluation results were shared with the Selection Committee members for each award category who were proposed to be called for presentation before the selection committee members
- ❖ Companies were called for Face to Face presentation (21 projects) and interaction before the Selection Committee on 17th Feb'2017. Companies presented their nominated project before the selection committee for 10 minutes which was followed by a Q&A session from the Selection Committee members to the company representatives. In total 19 applicants were invited to present their project nominations before the selection committee. Out of the 19 applications, 16 were presented in front of the selection committee.
- ❖ Subsequently, the top two companies across the three Award's categories namely (a) Sustainable & Impactful CSR, (b) Cohesive & Strategic Partnership and (c) Innovative CSR Model; and across the two categories of companies i.e. Small & Medium and Large, were selected for final discussion and selection of winners by the Jury. The jury meeting was conducted on 23rd February'17 at GSFC Building.
- ❖ The Jury meeting started with 'GCSRA Awards process' presentation to orient the jury members and all attendees on the process followed for Awards from start till date. Next, the jury started evaluation of two shortlisted applicants for 'Sustainable and Impactful CSR Award' category. PwC and GCSRA team provided a summary of the nominated project of each applicant followed with project video-documentation. This followed Q&A session amongst selection committee and Jury members. Similarly the other two Award categories - Cohesive & Strategic Partnership and Innovative CSR Model, were evaluated.
- ❖ Based on Selection Committee meeting points, project site and application form details, project video and detailed discussions between jury members, the top six finalists were decided.

Winners of the GCSRA CSR Awards' 17 across the three Award categories

Award Category	Company	Category
Sustainable & Impactful CSR	GHCL Ltd.	Large
	Transpek Industry Ltd.	Small& Medium
Cohesive and Strategic Partnership	Deepak Nitrite Ltd.	Large
	Gujarat Microwax Pvt. Ltd.	Small& Medium
Innovative Model for CSR Implementation	Arvind Ltd.	Large
	Meril Life sciences Pv.t ltd.	Small & Medium

Selection Committee Members - GCSRA CSR Awards'17

Mr. AM Tiwari, IAS, CEO, GCSRA
 Ms. Manisha Chandra, IAS, Director, ICDS and Mission Director, Gujarat
 Mr. Sudhir Sinha, CSR Advisor, PwC- India, Gurugram
 Mr. Binoy Acharya, Director Unnati, Ahmedabad

Jury Members - GCSRA CSR Awards'17

Dr. M. Subramaniam, IAS (Retd.), Former Chief Secretary, Govt. of Gujarat
 Mr. Mahendra Patel, Managing Director, Mamata Machinery Pvt. Ltd., Ahmedabad
 Mr. Ravi Puranik, CEO, Hindustan Unilever Foundation, Mumbai
 Mr. Mangesh Gupte, Director & Head CSR, Dr. Reddy's Laboratories, Hyderabad

Annexure:

Winners under the Category I: "Sustainable & impactful CSR"



Large category: Gujarat Heavy Chemicals Limited



Small category: Transpek Industry Limited

Winners under the Category II: "Cohesive and Strategic Partnership"



Large category: Deepak Nitrite Ltd.



Small category: Gujarat Microwax Pvt. Ltd.

Winners under the Category III: "Innovative Model for CSR Implementation"



Large category: Arvind Ltd.



Small category: Meril Life sciences Pvt. ltd.