

What do Evaluators look for in Nominations for National CSR Award? Guidance Note for Nominating Organisations

1. In accordance with the Scheme for National CSR Awards, the following Categories of Organisations have been empowered to make nominations for National CSR Awards:
 - Ministries/ Departments of Govt of India
 - State & Union Territories (UT) Governments
 - Professional institutions: ICSI, ICAI, ICMAI
 - National Level Trade and Industry Bodies/ Chambers: CII, FICCI, ASSOCHAM, PHDCCI, SIDBI, FISME, Laghu Udyog Bharti

- 1.1 A nominating organisation can nominate up to a total of 10 entries in all in following categories of Awards:

A. Corporate Awards for Excellence in CSR:

Recognition to a company based on total eligible CSR Spend (up to four awards):

- Companies having eligible CSR Spend equal and above Rs 100 crores
- Companies having eligible CSR Spend between Rs 10 crores and Rs 99.99 crores
- Companies having eligible CSR Spend between Rs 1 crore and Rs 9.99 crores
- Companies having eligible CSR Spend below Rs 1 crore

Honourable mention: In addition to four main awards, there may be four honourable mentions of companies, which have undertaken appreciable CSR activities.

B. Corporate Awards in CSR in Challenging Circumstances:

Recognition to a company based on its CSR efforts in challenging circumstances, Aspirational Districts, difficult terrains/ disturbed areas, etc. (up to five awards):

- North
- North East
- East
- West
- South

One Award is earmarked for Micro, Small, Medium Enterprises (MSMEs) only. CSR interventions in alignment with 'Category Objective' carried out by Micro, Small & Medium Enterprise in accordance with the Section 135 of Companies Act 2013 & rules there in, shall be considered for National CSR Awards in this Category.

Honourable mention: In addition to five main awards, there may be five honourable mentions for companies which have undertaken appreciable CSR activities.

C. Corporate Awards in CSR for contribution to National Priority Schemes (Up to Eleven Awards)

National Priority Areas, as provided in the Scheme of NCSRA)

Two Awards are earmarked for Micro, Small, Medium Enterprises (MSMEs) only. CSR interventions in alignment with 'Category Objective' carried out by Micro, Small & Medium Enterprise in accordance with the Section 135 of Companies Act 2013 & rules there in, shall be considered for National CSR Awards in this Category.

Honourable mention: In addition to eleven main awards, there may be eleven honourable mentions of companies which have undertaken appreciable CSR activities.

- 1.2 As per Scheme of NCSRA, companies have been advised to seek nominations from the organizations empowered to make nominations. Accordingly, nominating organizations may suitably consider such submissions in while sending nominations for National CSR Awards.
2. Nominations for National CSR Awards are to be submitted online at www.csr.gov.in Received nominations will be assessed by an Expert Committee for shortlisting the Companies in phase 1 of the Awards. These guidelines provide information about assessment criteria for shortlisting the received nominations.
3. What is the Eligible CSR spend of the Company for the Financial Year 2016-17? Has it been calculated as per Section 135 of the Companies Act 2013 and rules there in? What is the actual CSR spend of the Company in the Financial Year 2016-17? Your answer should focus on the following details:
 - a) The Eligible CSR spend of the Company for the Financial Year 2016-17 should be calculated as per provisions contained in section 135 of the

Companies Act 2013 i.e. it should be 2% of the average profit of the previous three consecutive years.

b) What is the Actual CSR spend of the Company for the Financial Year 2016-17? What percentage does it form of the Eligible CSR Spend?

An illustration in tabular form is given below:

Sr. No.	Particulars	Amount in INR
i.	Net Profit (FY 2013-14, 2014-15 & 2015 – 16) as per Section 198 of Companies Act, 2013.	<input type="text"/> <input type="text"/> <input type="text"/>
ii.	Average net profit for last three financial years as per Section 198 (FY 2013-14, 2014-15 & 2015 – 16) of Companies Act, 2013.	<input type="text"/>
iii.	Prescribed CSR Expenditure in FY 2016-17 (i.e.) two percent of the amount listed as mentioned at serial no.(ii) above	<input type="text"/>
iv.	Actual CSR spend (FY 2016-17)	<input type="text"/>

A company for which actual CSR expenditure is equal to or in excess of prescribed CSR expenditure will received greater marks in assessment. Companies for which actual CSR expenditure is less than prescribed CSR expenditure will received lower marks in assessment.

4. What are the CSR interventions carried out by the Company? Bring out the impact, innovation, sustainability, scalability and replicability of the said CSR interventions.

a) In order to provide information pertaining to impact of CSR intervention information on the following may be provided:

- What change/s the CSR intervention has brought in the lives of the target beneficiaries?
- What is the number of beneficiaries of the CSR intervention/s?
- How many villages or cities are/ were benefitting from the CSR interventions?

b) In order to provide information pertaining to sustainability of CSR intervention information on the following may be provided:

- Has there been use of technology in addressing a problem through CSR intervention?
- Has there been a different approach to project/ programme management in the CSR intervention?
- You may provide information as to how the old approach, if any, that was being followed in a similar context was unable to address the challenge at hand. Also, what incremental benefits have accrued on account of the said innovation.

c) In order to provide information pertaining to sustainability of CSR intervention information on the following may be provided:

- Whether the continuation of the Project has been taken care of after the withdrawal of CSR funding?
- In case the CSR intervention has provided or is providing a service, is there a provision of levying user fee for sustaining the project in future?
- Does the project adequately addresses environmental risks, if any
- Is there a stakeholder group in existence which is already taking care of sustainability of the CSR intervention?

d) In order to provide information pertaining to scalability of CSR intervention information on the following may be provided:

- Whether the CSR intervention was initially taken up at a smaller scale and has been subsequently scaled up?
- What was the number of beneficiaries initially? And what is the number of beneficiaries after scaling up the CSR intervention?
- How many villages or cities were benefitting from the CSR interventions initially? And what is the number of villages or cities which are benefitting from the CSR interventions after scaling up the CSR intervention?
- Has there been use of technology in scaling up the solution through CSR intervention?

e) In order to provide information pertaining to replicability of CSR intervention information on the following may be provided:

- Has the CSR intervention been implemented at any other location/s successfully after an initial success of the CSR intervention? Provide the details of such successful replications.

- 5. Explain how the CSR intervention of your nominated Company is witnessing engagement of your Organisation? Explain in terms of designing, implementation, monitoring & Impact assessment of CSR intervention.
 - a) Whether the CSR intervention by a Company was based on a particular need observed/ conveyed by your Organisation?
 - b) Has the CSR intervention of your nominated Company conceptualized as part of larger developmental Agenda/ Strategy of Government/ Organisation?

- 6. What are the key reasons of you nominating the Company? Bring out relevant extent to which the aid activity is suited to the priorities and policies of target group/ recipient? In evaluating the relevance of a Programme/ Project, it is useful to consider the following questions:
 - a) Has it solved or will it solve long pending problem/ s of the target beneficiaries?
 - b) Are the activities and outputs of the Programme/ Project consistent with overall goal and the attainment of its Objectives?
 - c) To what extent were the Objectives achieved/ are likely to be achieved?

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