

Methodology

Businessworld
FICCI-SEDF
CORPORATE SOCIAL
RESPONSIBILITY AWARD
2003

WE at *Businessworld* and the Federation of Indian Chambers of Commerce and Industry (FICCI) invited applications for the CSR award. Organisations that applied submitted details on their programmes according to a pre-determined format, including company-monitoring mechanisms, the number of people involved, term and intensity of impact, participation of outside agencies, etc.

During stage one of the selection process, these entries were examined by audit firm KPMG. It

screened the applications on a slew of criteria: nature of programme, impact, involvement of the company and so on. Of the companies that applied, KPMG shortlisted the Top 6.

Partners in Change then conducted field audits of these companies, essentially to get a first-hand sense of the work being done. Besides verification, it also looked at the kind of impact the CSR programmes were having on the targetted community.

Finally these six companies presented their work to a jury comprising Abid Hussain (former Indian ambassador to the US), Naina Lal Kidwai (vice-chairman and managing director, HSBC Securities and Capital Markets) and Soli Sorabjee (Attorney General of India). The jury ranked the Top 3, while commending the work of all.



The TROPHY

Delhi-based designer Mukul Goyal designed this trophy. The materials used are granite and bronze. "The granite base can be interpreted as the hard, unfeeling corporate world and the flower as its human face. The butterfly is the external environment with which the flower co-exists," says Mukul.

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