



Confederation of Indian Industry



CII-ITC Centre of Excellence
for Sustainable Development



ITC Limited
Enduring value



CII-ITC *Sustainability Awards 2010*

*Recognising and Rewarding
Excellence*



CII-ITC

Sustainability Awards 2010

Recognising and Rewarding Excellence

"The proportion of a company's total market value that exceeds its book value has increased from 40% in the early 1980s to over 80% at the end of the 1990s. This means, that only 20% of a company's value is reflected in the accounting system... [thus the largest portion of a company's economic activities] can easily be overlooked."

- **Jurgen H. Daum** in the book
Intangible Assets and Value Creation

Corporate sustainability is a dynamic management paradigm. Although the concept acknowledges the need for profitability, it differs from the traditional growth and profit-maximisation model in that it places equal emphasis on economic, environmental and social performance, and disclosure of this performance. A significant number of companies have made public commitments to economic development, environmental protection, social justice and equity; their number continues to grow. This trend will be reinforced if shareholders and other stakeholders support and reward companies that conduct their operations in the spirit of sustainability.



Objectives of the Awards

The Sustainability Awards, instituted by the CII-ITC Centre of Excellence for Sustainable Development, nurtures innovation, builds trust and shapes a sustainable future by:

- ◆ Identifying and recognizing exemplary performance by Indian businesses in the field of Sustainability
- ◆ Promoting role models in Indian industry and rewarding excellence achieved by businesses in mainstreaming sustainability in business practices
- ◆ Facilitating Indian businesses to adopt sustainability practices by imparting knowledge through an institutional mechanism.

How Businesses gain by participating

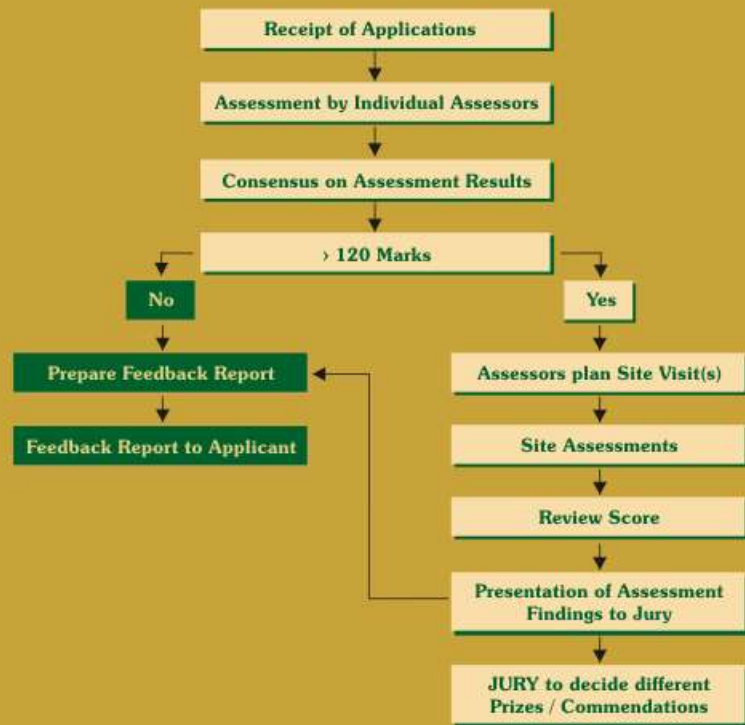
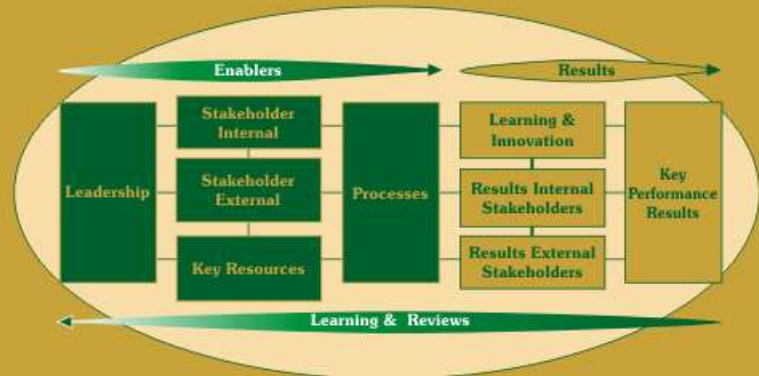
Applying for the Sustainability Awards will:

- ◆ Build capacity of companies to better understand and mainstream sustainability
- ◆ Augment the brand image and recognition of their business
- ◆ Strengthen potential for business by sharing best practices during on-site assessment
- ◆ Facilitate businesses in understanding new perspectives by filling up the thought-provoking Application Document
- ◆ Complementary attendance at the open Awareness Workshops for all applicants
- ◆ Priority to applicants for in-company workshops on performance assessment
- ◆ Complementary attendance at the Awards presentation ceremony
- ◆ Keep abreast of latest developments by free enrolment to our mailing lists for sustainability related news, events, training, etc.
- ◆ Detailed Feedback Report to the top management that may be presented for free [terms & conditions apply].
- ◆ Option of getting senior managers trained to become internal resources by making them assessors for the Awards.



The Excellence model & Assessment Methodology

Assessment of the companies is a transparent and rigorous process based on the Sustainability Excellence Model developed on methodology adapted from the internationally acclaimed European Foundation for Quality Management (EFQM) approach wherein equal weight is assigned to "Enablers" and "Results".



A pool of specially trained assessors from diverse professional backgrounds carry out an objective assessment spanning 6 months utilizing about 1,000 hours per application. The findings of the assessment are reviewed by the Jury at two stages, and the final decision is taken by them. The overall process is depicted in the flowchart:



Retrospective

In the last four years nearly 300 applicants from diverse manufacturing and service sectors, across large, medium, small companies and independent units of large companies vied for the Sustainability Awards. A total of 46 organizations have been recognized so far; some of these include, Tata Steel, Bhilai Steel Plant (SAIL), Tata Chemicals (Babrula), Tata Consultancy Services Ltd., The Tinsplate Company of India Ltd., NTPC Ltd., Binani Cement Ltd., Hindustan Zinc Limited, Yes Bank Ltd., Maruti Suzuki India Ltd., JSW Steel Ltd., Philips Electronics India Ltd., Sona Koyo Steering Systems Ltd., Biodiversity Conservation of India Ltd. etc and many other independent units.



Award- FAQs

How is this Award unique?

- ◆ Comprehensive assessment
- ◆ Detailed feedback report to applicants consisting of areas of strength and opportunities for improvement
- ◆ Applicable for all sizes of business [Micro / Small / Medium / Large] and all sectors [manufacturing / service]

Why should Micro, Small and Medium business organizations participate?

- ◆ They make up > 90% of all firms outside agriculture in developing countries
- ◆ They contribute a significant portion of the GDP
- ◆ They also have problems with management of environment, energy and governance
- ◆ They are a source of employment opportunities.

What is the support provided by CII-ITC Centre of Excellence for Sustainable Development?

- ◆ Conduct in-house and open programmes for Award applicants
- ◆ Conducting Assessors training programme
- ◆ Suggestions for improvement at the time of site visit [for those qualifying]
- ◆ Providing the companies with detailed Feedback Report



The Awards Jury

Name	Designation
Mr. Suresh Prabhu (Chair)	Former Minister, and Chairman, Council for Energy, Environment & Water
Dr. Ajay Mathur	Director General, BEE
Mr. Arun Maira	Member, Planning Commission of India
Mr. Björn Stigson	President, WBCSD [Geneva]
Dr. Kirit S Parikh	Chairman, Expert Group in Planning Commission on Low Carbon Economy
Mr. N R Krishnan	IAS (Retd.) Former Environment Secretary, GoI
Prof. Rajiv Kumar	Director & Chief Economist, ICRIER
Prof. S Prasad	Director, IIT - Delhi
Mr. Soli Sorabjee	Sr. Advocate - Supreme Court
Dr. Subir V Gokarn	Deputy Governor, RBI
Ms. Sudha Murty	Trustee & Chairperson, Infosys Foundation
Mr. Vikram S Mehta	Chairman, Shell Group of Companies in India



Eligibility Criteria

Any company operating in India for at least the past five years is eligible to apply for the Sustainability Awards, under any one of the following categories based on their annual turnover:

- Large business organization : >Rs. 500 crores
- Medium business organization : Rs. 50 crores - Rs. 500 crores
- Small business organization : Rs. 10 crores - 50 crores
- Micro business organization : < Rs 10 crores [NEW]
- Independent Unit : Any turnover



Award Categories

The Award recognizes companies at different levels of achievement with respect to the three "dimensions" of sustainability; each level signifying extent of achievement attained, ranging from policy, to practice, to tangible performance, and ultimately results. This is depicted in the figure below:

Sustainability Trophy

(Exemplary policy, practice & results)

Sustainability Prize

(Outstanding policy, practice & results)

Commendation Certificate for Significant Achievement

(Commendable results from deployment of policy & processes)

Commendation Certificate for Strong Commitment

(Proving commitments; adopting appropriate policy & processes)

How to Apply

Companies may fill in the enclosed 'Application of Intent', attach the requisite fees as per the stated categories (taxes extra as per Gol norms) and submit to the Centre within the last date.

Large Business	Rs. 75,000
Medium Business	Rs. 50,000
Small Business	Rs. 20,000
Micro Business	Rs. 8,000
Independent Unit	As per the turnover

Some Important information for applicant companies:

- ◆ The Application fee is non-refundable and non-transferable
- ◆ The Application fee entitles each applicant to nominate one complimentary participant to attend a one-day Awareness-cum-Appreciation programme on Sustainability Awards at the New Delhi (Date, venue to be announced later)
- ◆ Each additional participant to the above programme will attract a fee of Rs. 3,000 (taxes extra).
- ◆ Only applicants who submit the filled up "Application of Intent" bearing the company seal and signature, along with the requisite fee will be sent the Application Document.
- ◆ Applicants that qualify for the site visit will need to arrange for the travel and stay of the assessors visiting them.



Important Dates

Last date to submit "Application of Intent"	April 16, 2010
Last date to submit "Application Document"	June 18, 2010
Announcement & Presentation of the Awards	November 25, 2010

For further details please contact:

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CII-ITC Centre of Excellence for Sustainable Development

Confederation of Indian Industry

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