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Announcing
The

**HSBC LIVING BUSINESS
SME AWARD**



For contribution to the environment and society



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HSBC Living Business SME Award



In a highly competitive business scenario, it is imperative for a business to be socially responsible. These practices boost the company's reputation and facilitate a stable social environment, conducive to investment and trade. Being socially responsible also makes for a sound business strategy.

HSBC India in collaboration with TERI (The Energy and Resources Institute) proudly launches the **HSBC Living Business SME Award**.

This award is in recognition of Small and Medium Enterprises ("SMEs") who have made outstanding contributions to the environment and community in India to sustain long-term business success. After all, a vibrant SME sector is the backbone of any economy.

Through HSBC Living Business SME Award, HSBC aims to identify best practices and innovations in the Indian corporate sector, adopted to fulfill their responsibilities towards targeted stakeholders.

Objectives

- To identify best practices and innovations in the Indian corporate sector and reward SMEs for exceptional service to society.
- Through this process, HSBC along with TERI lays stress on evaluating corporate policies to note how socially responsible policies has been 'built in' to the business strategy and not just 'bolted on'.
- The awards encourage the development of proposals in PPP (public-private partnership), which has a wider area of application.

Award category

HSBC Living Business SME Award for companies with turnover less than or equal to Rs. 100 crore per annum.

Eligibility criteria

- All companies incorporated in India are eligible to participate.
- The Companies should meet acceptable standards of business practice, i.e. tax payment, transparency of accounts, compliance with environmental standards and labour laws, maintenance and quality assurance.
- Clear commitment to social responsibility that goes beyond its financial and legal obligations through submission of success stories.
- The success story should focus on social responsibility programmes / projects undertaken by the corporations within the facility, company, and industry associations, the neighbouring community or for society at large. Initiatives taken outside the company facilities will carry more weight.



- Each company can submit more than one application, in case of multiple success stories. The application information should pertain to the initiatives and the progress in the financial year 2007/08.
- Projects should be conceptualized, experimented, and implemented during the period from 1 April 2003 to 31 March 2008 with proven results.

Application fees

No application fees payable for participation

Selection process

1. Dedicated teams of evaluators comprising of TERI research professionals will evaluate submitted case studies as per the following:
 - Underlining philosophy and corporate policy that governs social responsibility
 - Percentage of annual profit that goes for social responsibilities
 - Response to the need(s) of the community
 - Innovativeness of the programme
 - Structure of the programme
 - Process of implementation at the ground level
 - Impact on the society
 - Evaluation and feedback of the programme
 - Avenues of scaling up the project
 - Sustainability component of the programme
 - Initiatives that can be replicated and are scalable for others
 - Adaptation by other industry members
2. Clarifications are sought by TERI through consolidated questionnaires from applicants as may be required from time to time. Applicants are encouraged to visit TERI with prior appointment to respond to the questions.
3. The summaries of all shortlisted case studies shall be sent to all jury members for their consideration.
4. All jury members shall meet at a designated venue, where a formal presentation of all shortlisted cases shall take place. The jury shall draw three best-case studies/applications under each category for due diligence in order of merit. The third case on the panel shall be used as a standby.
5. Due diligence or onsite verification of stated facts of shortlisted case studies shall be carried out.
6. The jury shall decide on the final list of award winners.
7. Winners and shortlisted case studies shall be compiled in the form of a publication called **Citizens at Work**.



Application submission format

The application form can be downloaded or filled online from <http://www.teriin.org/awards>. The completed application form along with relevant documents should be sent to

Mr. R. K. Narang

Distinguished Fellow, TERI

Darbari Seth Block, IHC Complex

Lodhi Road, New Delhi - 110 003

Applicants must submit the following, along with relevant documents.

- Supporting documents to substantiate the details provided in the application form
- Any other material for the consideration of the panel of judges
- Photocopy of the relevant page that indicates the annual turnover of the company
- Completed application form in hard copy and a soft copy on a compact disc (not applicable to applications submitted online)

Last date

Completed application form should reach TERI by 31 August 2009.



Enabling responsible business for a sustainable future

TERI (The Energy and Resources Institute) is a multi-disciplinary institute that has a strong sustainability orientation. TERI organizes, sponsors, establishes and conducts scientific research intended to promote the material and industrial welfare of India. It set up TERI-BCSD (Business Council for Sustainable Development) India, currently a network of 78 motivated and socially conscious corporates. The TERI-BCSD India is the regional arm of the WBCSD (World Business Council for Sustainable Development), Geneva. Subject experts and executives from TERI-BCSD India member companies work with TERI researchers to identify, conceptualize, and implement thematic projects in the areas of energy, water, climate change, health care, and sustainable livelihoods. Workshops, training programmes, seminars, events, and publications are the other outreach activities of the business network.

For more information on TERI,
visit <http://bcsd.teri.res.in/> or call on + 91-11-24682100

www.hsbc.co.in

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