

THE TIMES OF INDIA SOCIAL IMPACT AWARDS

The Award: 'The Times of India Social Impact Awards' was instituted by the Times Foundation in partnership with J P Morgan in 2011. Times Foundation promoted by Times of India has always strived to awaken the reader's consciousness with heartfelt initiatives like Lead India, Teach India and *Aman ki Asha* and is a point of convergence for government agencies,



NGOs, the corporate sector and individuals to bring issues to the fore, heighten awareness, and encourage dialogue and deliberation to synergise initiatives for inclusive and equitable socio-economic development. J.P. Morgan's Social Responsibility focuses on assisting organizations serving the base of the economic pyramid, helping clients manage the challenges and opportunities of a low carbon economy and creating opportunities for its employees to participate in socially responsible initiatives.

The award was instituted for contributions in the sectors of NGOs, corporates and government organisations in five categories viz., livelihoods, advocacy and empowerment, education, health and the environment.

Sectors and selection process: The process began with the the Times of India inviting online applications in August, 2012, which were accepted between October 2 and 30, 2012 through a dedicated website. In addition to the above, a National Search Panel of eight eminent persons with long experience in the development sector identified few organisations worth consideration, who were then motivated to apply. Finally, over 1500 entries were received, spanning the length and breadth of the country. The majority of applications were from NGOs.

Process partners consisting of philanthropy specialists from Dasra, GiveIndia and GuideStar India screened the entries and short listed 126 top applicants in all categories in the preliminary round.

Twenty sector-experts then evaluated these entries based on the eight key parameters viz., significance of the issue addressed, scale, replicability, sustainability, finances, people's participation, innovativeness and promotion of equity. Only claims backed up with documents and transparent financial details were considered to arrive at a final shortlist of 41 entries. These entries were ranked on the basis of scale of impact, followed by sustainability and replicability. TOI reporters conducted field visits to verify the claims of the entries in the final evaluation list. Facebook and Twitter pages helped to answer questions about application procedures and kick-start a discussion.

The top 2-5 entries in each sector/category were put forth before the Jury, along with inputs from the sectoral experts and field reports, who selected the final awardees. The jury consisted Unique Identification Authority of India Chairperson

Nandan Nilekani; Magsaysay awardee and National Advisory Council (NAC) member Aruna Roy; super-bureaucrat (former Cabinet Secretary, Ambassador to the US, Advisor to the PM) Naresh Chandra; Magsaysay awardee and former Chief Election Commissioner J.M. Lyngdoh; HDFC Chairman and Advisor to successive governments Deepak Parekh; NAC member, business leader and Rajya Sabha MP Anu Aga; Planning Commission member Syeda Hameed; and Director General, Centre for Science and Education, and internationally renowned environmentalist Sunita Narain. The jury also nominated a Global Contribution to India award winner and a Lifetime Achievement award winner.

The Award Ceremony: The Times of India Social Impact Awards - 2012 ceremony was held on January 28, 2013 at Hotel Ashok, New Delhi in august presence of Shri Pranab Mukherjee, Hon'ble President of India, who hailed the awardees as a remarkable group of men and women who had the vision to look beyond cynicism to a brighter horizon, the courage to brave tremendous odds and believe that they could make a difference, and the selflessness to do so quietly.

The award winning ceremony was attended by a power-packed audience that included about 15 Union Cabinet Ministers and Ministers with independent charge, leaders of the opposition, top bureaucrats, ambassadors, legal luminaries, business magnates and prominent figures from civil society as well as the top achievers from diverse fields and beneficiaries of the organizations selected for the awards. The awardees and beneficiaries collectively represented the very best of India in all its fascinating diversity.

CSB creating livelihood: Central Silk Board, Ministry of Textiles, Govt. of India was awarded as the winner of the Times of India Social Impact Awards under 'Government Organization' category for 'Livelihoods' sector for the year 2012. CSB was awarded for encouraging production of tasar silk by subsistence level communities in LWE affected tribal villages of Central and East India to bring sustainable livelihoods, working with NGOs, especially PRADAN.

"The Central Silk Board has gone out of its way to try and reach impoverished communities in extremely difficult areas," said Ms. Sunita Narain, the environmentalist jury. "We need to protect our traditional arts and encourage people who reach the poorest through a distributed model," she added. "All the women on this jury seem to be overwhelmingly in favour of a department that helps promote silk," Ms. Anu Aga said with a smile.

Awards in the different categories were given away to the recipient organizations by the beneficiaries. Smt. Munia Murmu, the Community Resource Person and tasar yarn spinner from tasar production cluster in Inarawaran village, Katoria Block, Banka district in Bihar presented the award to Smt. Ishita Roy, IAS, Member Secretary and CEO, Central Silk Board, Bangalore and Dr. K. Sathyanarayana, Scientist-D & Project Coordinator.