

*MOTHER TERESA AWARD  
SCRUTINY CRITERIA*

A MODEL FOR  
MEASURING CSR  
EFFECTIVENESS

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***“It’s not how much we do, but how much love we put in the doing”***

- ***Mother Teresa***

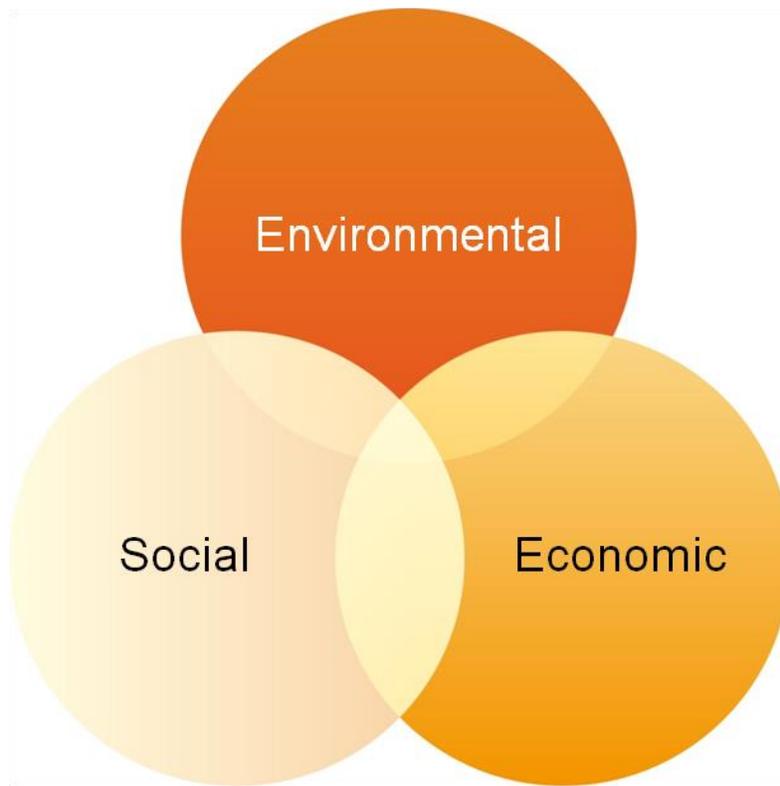
The Mother Teresa Award for Corporate Citizens, instituted in 1998, is presented every year to a company that has shown exemplary commitment to the ideals of corporate citizenship. The objective of the Award, which has acquired an all India reputation and is well known in corporate circles, is to showcase a corporate which has gone far beyond its call of duty to promote welfare activities for the benefit of the poor and marginalized sections of society and is environmentally conscious. Over the years the Award is given to a successful listed company of India for its contribution to CSR. With the inclusion of CSR mandate in Companies Act 2013, it was felt that there is a need to re-look at the focus of MTA and hence this year the selection criteria has been revamped after intense discussion and deliberation with the Award Committee.

**Norms for the Award:**

1. The fundamental criteria for selection has been redefined to include private / unlisted company, and the statement redrafted in the following way:

***“The Award winner should be a successful profit making company that excels in its duty to all its stakeholders, via, commitment to quality, customer satisfaction, harmonious industrial relations, welfare of workers and gender equity”***

2. **Dimensions of CSR Activities of Companies:** The following are identified as the dimensions of the CSR activities undertaken by companies. The companies selected should be investing in at least one of the given dimensions to qualify for scrutiny.



3. **Evaluation Criteria:** A thorough exploratory research was conducted at the Centre for Ethics and the following factors were identified, which are recommended as the Core Evaluation Criteria for the Award.



- History: The evaluation for this parameter can be done based on the number of years the company is involved in CSR activities. Weightage: 30%
- Commitment: The evaluation for this parameter can be done based on the amount spent on CSR activities over the years. To ensure unbiased evaluation, percentage CSR spend of total profits could be considered as the basis. Weightage: 30%
- Impact: The evaluation for this parameter can be done based on the effectiveness and reach of the CSR programs. Though there are several qualitative methods available to do the same, literature indicate that “Quality of life indicators” for community programs and “Sustainability indices” for sustainability programs are the best indicators for a holistic measurement and are relatively easy to assess. Weightage: 40%.

## **Scrutiny Process:**

### **A. Core Categories:**

Under this two awards may be given

#### **1. Best listed company**

#### **2. Best unlisted company**

1. The full time PGDM students of LIBA will undertake the secondary survey followed by a primary survey to identify three listed companies and three unlisted companies based on the evaluation criteria.
2. Exclusion Policy: It is recommended to follow the policy of exclusion while considering companies for scrutiny, i.e., the past recipients of the Award will not be considered for scrutiny.
3. Jury members meet to finalise the decision. The decision criteria can be based on individual scores of the companies separately for listed and unlisted companies on various parameters, followed by the students' presentations on the companies and their CSR activities.
4. The final decision may be arrived at through an open discussion by the jury, initiated by the Chairperson of the Jury.
5. The decision of the jury in consensus is final.
6. The results will be intimated to companies via personalized snail mails and emails addressed to the CEOs and the CSR heads
7. Post receiving acceptance letters from companies, the results will also be announced through press releases and paid adverts in important dailies

## **B. Special Categories:**

Apart from the Core Category there are two Special Category Awards included this year.

The following are the Special Categories:

1. **Spirit of Mother Teresa Award:** This award may be given to an individual for his exemplary contribution to the social cause. Philanthropists, Social Activists, Social Entrepreneurs / Innovators, are recognized through the award.
2. **Best NGO Award:** This award is given to an NGO, which is most trusted, respected and popular for their contribution towards social causes.

Selection criteria for the Special Categories is t the sole discretion of the jury, which is done alongside the scrutiny for the core categories.