

SRF Ltd bags the 12th Businessworld FICCI CSR Award 2011-12

Businessworld FICCI CSR Award is an annual award that aims at identifying & recognizing the efforts of company in integrating and channelizing Corporate Social Responsibility (CSR) into their core business operations. The award recognizes the efforts of companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy. Over the years, the award has not just grown in size but in stature and is presently recognized as one of the most coveted awards in the area of CSR. The initiative has given various companies an opportunity to showcase exemplary initiatives in CSR.

SRF Limited bags the reputed “12th Businessworld FICCI CSR Award 2011 -12 for its **Kidsmart Early Learning Program under the category of Exemplary Innovation Promoting CSR**”. The Award was presented by Honorable Minister of Corporate Affairs, Sh. Sachin Pilot, along with other dignitaries RV Kanoria, President FICCI and Rajshee Birla, Chairperson FICCI CSR.



Dr. Suresh Reddy, Head-CSR SRF Ltd receiving the award from Sh. Sachin Pilot, Minister of State for Corporate Affairs, Government of India



Dr. Suresh Reddy along with the partners' representatives of IBM, Department of Elementary Education/SSA/MDA, Government of Haryana with Sh. Sachin Pilot



SRF Ltd CSR Team

The award followed an exclusive three-tier assessment process, independent of the organizers-FICCI and Businessworld. Our innovative program was thoroughly scrutinized by reputed international accountants and business advisors, Grand Thornton, India. Subsequently, Birla Institute of Management Technology, India, a well-known Management School conducted 'on-site assessment' of our CSR work in Mewat District. Finally, an independent jury comprising eminent personalities from relevant spheres made the final selection of award winners. The final round nominated corporate citizens were National Stock Exchange, Thriveni Earth Movers, Tata Teleservices, Adobe Systems and SRF Ltd.

The jury was being chaired by Mr. M. Damodaran, Former Chairman, SEBI, comprises of Mr. M. K. Venu, Managing Editor, Financial Express, Dr. V. Mohini Giri, Chairperson of Guild of Service and War Widow Association, Mr. Mark Runacres, Advisor to the Confederation of British Industry, Mr. Sunit Tandon, Director Indian Institute of Mass Communication (IIMC), Mr. Pritpal Marjara, Managing Director, Population Service International India

SRF Ltd emerged as an award winner, for its innovation in 'Kidsmart Early Learning Program' which was launched in collaboration with IBM, Department of Elementary Education (DEE), Sarva Shiksha Abhiyaan (SSA), Mewat Development Agency (MDA), Government of Haryana in 18 schools in Mewat under its Mewat Rural Education Program (MREP). The program involves large number of stakeholders ensuring the model's replicability, scalability and sustainability. Today, with a total of 39 Kidsmart centers across Haryana, Rajasthan & Tamil Nadu; the program serves the educational need of 540 teachers and 16,000 school-going and out-of-school children aged between 3 to 8 years. It provides them the opportunity through an integrated approach to experience state-of-the-art; computer-aided-learning, reading, craft and physical education to help develop the cognitive, physical and creative skill in the children. The SRF Foundation also supports the Bharthi Foundation in a similar project.

Hence, the award spreads the message that such CSR models are very needed for the under-privileged children in the field of education; for development across the country.