



Social Banking Excellence Awards, 2016

ASSOCHAM Social Banking Excellence Award 2016 is a way to recognize to reward and celebrate models of inclusive growth and sustainable development as well as innovative approaches to creating value for society and business together.

The underlying principle is that Banks make social banking an integral part of the way they do business and implement social banking projects or programs that have a significant impact. Equally important is that they are sustainable in all appropriate areas of operation and exert positive influence on their stakeholders, their peers and their communities.

The awards seek to identify and honor companies as well as provide role models of best practices for other companies.

Ashvin Parekh Advisory Services LLP (APAS) are the knowledge partners of this Initiative.

In this context, First jury meeting held on 10th October 2016 at APAS office, Mumbai to deliberate on categories and the parameters of ASSOCHAM Social Banking Excellence Award 2016. The meeting was attended by Shri Anand Sinha, Former Deputy Governor, Reserve Bank of India, Shri D K Mittal, Former Secretary, Ministry of finance, Government of India, Dr. Kshatrapati Shivaji, Chairman & Managing Director, SIDBI, Shri M Narendra, Chairman, ASSOCHAM National council for Banking and finance and Shri Ashvin Parekh, Managing Partner, Ashvin Parekh advisory services LLP.

The nominee can apply under any of the following classes of awards:

- 1) Large Bank (Total Business of more than 4,00,000 Crore Rs.)**
- 2) Medium Bank (Total Business of 2,00,000-4,00,000 Crore Rs.)**
- 3) Small Bank (Total Business of less than 2,00,000 Crore Rs.)**

The awards will be given under the following categories:

- 1. Agricultural Banking**
- 2. Priority Sector Lending – in categories other than agriculture**
- 3. Participation in Government Schemes**
- 4. Overall : Best Social Bank**

1) Agricultural Banking

Agriculture Banking aims at studying the efforts made by the bank in improving the access to financial system as available to small and marginal farmers and rural agricultural laborers. We would like to reward the excellence in Agricultural banking by recognizing the efforts made by the bank in serving the agricultural communities. Such efforts include providing basic banking services to activities leading to increased financial awareness and inclusion. Any non-banking activities that are undertaken for the benefit of agricultural community are also recognized.

2. Priority Sector Lending

Priority Sector refers to those sectors of the economy which may not get timely and adequate credit in the absence of this special dispensation. Priority Sector Lending is an important role given by the Reserve Bank of India (RBI) to the banks for providing a specified portion of the bank lending to few specific sectors like agriculture and allied activities, micro and small enterprises, poor people for housing, students for education and other low income groups and weaker sections. This is essentially meant for an all round development of the economy as opposed to focusing only on the financial sector. We would like to reward the excellence in priority sector lending by recognizing the efforts made by the bank in serving categories other than agriculture.

3) Government Schemes

The Indian government in the last one year has launched several initiatives for the purpose of financial inclusion. Approximately 170 million Jan Dhan accounts have been opened under the scheme and DBT transfers under LPG scheme has been initiated via Aadhar card linkage. This has helped mobilize Rs 22000 crores in these accounts with the total no. of zero balance accounts reducing to 45% from ~70% earlier. The government, in the union budget for Financial Year 2015-16, has also launched the Atal Pension Yojana, PM Jeevan JyotiBimaYojanaand PM Suraksha BimaYojana to provide insurance benefits to the marginalized and the poor. This award aims at recognizing the efforts made by the bank in this category.

4) Best Social Bank

This award aims at awarding those financial institutions that have been successful in creating a fundamentally strong and resilient social bank. This includes recognizing the efforts made by the bank in complying with PSL norms and CSR requirements along with creating new opportunities in SME/ MSME lending and social infrastructure segment amongst other social banking and financial inclusion initiatives.

Methodology of the Evaluation process:

- Step 1:** Questionnaire/ Entries scrutiny by an independent Agency with understanding and experience of evaluating Social Banking parameters and Financial Statements of Banks.
- Step 2:** On the basis of evaluation, short listing of banks - four in each category.
- Step 3:** Discussions with the Top Management, HR/CSR Head/ Social Banking Head etc.
- Step 4:** Field Visits, if required, for further evaluation.
- Step 5:** Reporting of the shortlisted companies with full details / as per marks and evaluation
- Step 6:** Jury discussion on short listed companies in presence of Evaluation Partner, ASSOCHAM Officials and regulatory check partner to participate. In case of further clarification/ information sought by Jury, be submitted.
- Step 7:** Final Jury meeting to decide awards.

ASSOCHAM 12th Annual Banking Summit cum Award Ceremony: This will be followed by a Gala Event on Banking cum Award Ceremony- the dates will be announced at an appropriate time and in prominent dailies.

Submission of Questionnaires:

1. The questionnaires can be filled out on the soft copy of the form below. Answers should be legible and attachments clearly indicated.
2. The printed forms in hard copy should be sent to ASSOCHAM along with all additional required documents. The entire set of information may also be submitted on a CD.

Duly filled in applications/Questionnaires along with the applicable processing charges & supporting documents may be emailed or sent to the following address latest by **Monday, 16th January, 2017**.

Application cum Nomination form may be downloaded from our website: www.assochem.org

For Further details, please contact:

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Processing charges for submission of application

Large Bank	Rs. 25,000/- (per nomination)
Medium Bank	Rs. 25,000/- (per nomination)
Small Bank	Rs. 20,000/- (per nomination)

METHOD OF PAYMENT

Cheque in favour of **ASSOCHAM** payable at New Delhi

Online payment details:

State Bank of Hyderabad • Account No.: 52050210412 • IFSC CODE: SBHY0020588



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