



Social Banking Excellence Awards, 2015

ASSOCHAM Social Banking Excellence Award 2015 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 companies 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) is the knowledge partners of this Initiative.

In this context, First jury meeting held on 16th September 2015 at Indian Banks' Association (IBA) office in Mumbai to deliberate on categories and the parameters of ASSOCHAM Social Banking Excellence Award 2015. The meeting was attended by Shri Anand Sinha, Former Deputy Governor, Reserve Bank of India, Dr Mrs. Deepali Pant Joshi, Executive Director, Reserve Bank of India, Shri M Narendra, Chairman, ASSOCHAM National council for Banking and finance, Shri M V Tanksale, Chief Executive, Indian Bank's Association and Shri Ashvin Parekh, CEO, Ashvin Parekh advisory services.

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.)**
- 4) Co-operative bank or RRBs or LABs**

The awards will be given under the following categories:

- 1. Agricultural Banking**
- 2. Rural Banking**
- 3. Urban Banking**
- 4. Participation in Government schemes**
- 5. Overall : Best Social Bank**

To nominate for these award, please click the following link:

<http://www.assochem.org/eventdetail.php?id=1191>

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) Rural Banking

Rural Banking includes rewarding the rural activities undertaken by the bank in inculcating banking habits and promoting banking culture in the members of the rural society including rural women, rural service providers and rural businessmen. We would like to reward the excellence in rural banking by recognizing the efforts made by the bank in serving the rural areas. 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 rural communities are also recognized.

3) Urban Banking

Urban Banking includes initiatives taken by the bank to eradicate urban poverty, create employment, improve urban connectivity by financing urban modes of transport, financing urban infrastructure, etc. We would like to reward the excellence in upliftment of urban poor. 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 urban slums are also recognized.

4) Government Schemes

The Indian government in the last one year has launched several initiatives for the purpose of financial inclusion. Approximately 170 million Jandhan 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 PM Atal Pension yojana and jeevan jyoti bima yojana to provide insurance benefits to the marginalized and the poor. This award aims at recognizing the efforts made by the bank in this category.

5) 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 11th 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 /IBA office 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, 26th Oct, 2015**.

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/-
Medium Bank	Rs 25,000/-
Small Bank	Rs 25,000/-
Co-operative Bank/RRBs/LABs	Rs 15,000/-

Cheques to be drawn in favor of ASSOCHAM



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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