



**ASSOCHAM**  
INDIA

## 14th ANNUAL SOCIAL BANKING EXCELLENCE AWARDS 2018

**Inclusive Growth for Sustainable Development**



### JURY MEMBERS



**SHRI ANAND SINHA**  
Former Deputy Governor  
Reserve Bank of India



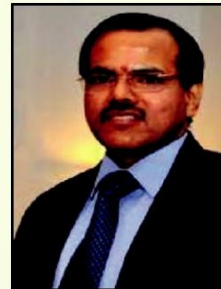
**SHRI S. S. MUNDRA**  
Former Deputy Governor  
Reserve Bank of India



**SHRI B MAHAPATRA**  
Former ED  
Reserve Bank of India



**SHRI H R DAVE**  
DMD, NABARD



**SHRI M. NARENDRA**  
Former CMD, IOB & Senior  
Advisor, ASSOCHAM  
Banking & Financial  
Services



**SHRI ASHVIN PAREKH**  
Managing Partner  
Ashvin Parekh Advisory  
Services LLP  
(Evaluation Partner)

Department of Banking And Financial Services

**THE ASSOCIATED CHAMBER OF COMMERCE AND INDUSTRY OF INDIA**

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# Social Banking Excellence Awards 2018

ASSOCHAM Social Banking Excellence Awards 2018 is a way to recognize, 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 banks as well as provide role models of best practices for other banks. Ashvin Parekh Advisory Services LLP (APAS) is the knowledge partner of this initiative.

In this context, the first jury meeting was held on 26th October 2018 at Hotel Four Seasons in Mumbai to deliberate on the categories and the parameters of ASSOCHAM Social Banking Excellence Awards 2018. The meeting was attended by Shri Anand Sinha, Former Deputy Governor, RBI; Shri S S Mundra, Former Deputy Governor, RBI; Shri B Mahapatra, Former ED, RBI; Shri H R Dave, Deputy Managing Director, NABARD; Dr. M Narendra, Ex CMD, IOB and Shri Ashvin Parekh, Managing Partner, APAS (Knowledge and Evaluation Partner)

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

1. **Large Bank (Total Business of more than INR 4,00,000 Crore)**
2. **Medium Bank (Total Business of INR 2,00,000-4,00,000 Crore)**
3. **Small Bank (Total Business of less than INR 2,00,000 Crore)**
4. **Cooperative Bank/RRB (Total Business of less than INR 20,000 Crore)\***  
**\*(Cooperative banks and RRBs having total business of above INR 20,000 Crore, would need to nominate as Small Bank, Medium Bank or Large Bank, depending on which slab their total business falls under )**

*The awards will be given under the following categories:*

1. **Agricultural Banking**
2. **Priority Sector Lending in categories other than agriculture**
3. **Technology**
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 in categories other than agriculture*

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) **Technology**

The banking sector has embraced the use of technology to serve its client's faster and also to do more with less. Emerging technologies have changed the banking industry from paper and branch based banks to digitized and networked banking services. This award aims to recognize the efforts made by banks in delivering and promoting digital services to their customers

### 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 Government schemes and social infrastructure segment amongst other social banking and financial inclusion initiatives schemes like PMJDY, Atal Pension Yojana, Suraksha Bima Yojana, Jeevan Jyoti Bima Yojana, Credit Guarantee Fund, Credit Guarantee Fund Scheme for Educational Loan (CGSEL), Credit Guarantee Fund Scheme for Skill Development (CGSSD), National Credit Guarantee Trustee Company (NCGTC), schemes under Micro Units Development & Refinance Agency (MUDRA) Bank etc.

### **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
- Step6: 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 14th 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 eligible and attachments clearly indicated.
2. The printed forms in hard copy should be sent to ASSOCHAM 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 e-mailed or sent to the following address latest by Friday, 21<sup>st</sup> December, 2018. Application cum Nomination form may be downloaded from our website: [www.assochem.org](http://www.assochem.org)



**Inclusive Growth for Sustainable Development**

**Important Dates**

- ÿ E-mail Confirmation for Nominations: December 19, 2018
- ÿ Submission of Soft copy of nomination: December 27, 2018
- ÿ Last date for Submission of Hard copy of Nomination with nomination fees and other details: 5th January, 2019. (ASSOCHAM, Department of Banking & Financial, 5, Sardar Patel Marg, Chanakyapuri, New Delhi-110021)

**For Further details, please contact:**

**ASSOCHAM**

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**Nomination Fees for Submission of Application ( Each Category )**

Large Bank	Rs. 25,000/- +18% GST
Medium Bank	Rs. 20,000/- +18% GST
Small Bank	Rs. 15,000/- +18% GST
Cooperative Bank/RRBs/LABs	Rs. 10,000/- +18% GST

**METHOD OF PAYMENT**

Cheque in favour of ASSOCHAM payable at New Delhi  
Online payment details:

HDFC Bank • Account No.: 05031110000062 • IFSC CODE: HDFC0004711

Department of Banking and Financial Services

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