

Application Form - Excellence in Corporate Social Responsibility

Category Definition

Excellence in Corporate Social Responsibility recognizes organizations that demonstrate meaningful and sustained impact by integrating social, environmental, and community priorities into their core business strategy. These organizations go beyond government or industry mandated guidelines or standard ESG (Environment, Sustainability and Governance) practices, adopting innovative and purpose-led initiatives that create long-term value for society, the environment, and the business. Their efforts generate broad, lasting engagement—within and/or beyond local communities—while reinforcing responsible growth, ethical stewardship, and positive societal change.

Evaluation Parameters

INNOVATION	IMPACT	SCALABILITY
<ul style="list-style-type: none"> • Creative and tech-enabled solutions for driving community outreach and positive social & environmental change • Going beyond government or industry mandated guidelines or standard ESG practices • Variety of approaches/delivery modes/platforms used in the project/ initiative • Awareness generation and popularizing the system/process in the organization (communication & engagement) • Integration of the project/ initiative with the HR strategy and overall organization strategy 	<ul style="list-style-type: none"> • Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at community, social and environmental levels) • Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics) • Parameters used to measure the satisfaction level, usage, and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics) • Recognition of the initiative/ system/process in internal and external forums 	<ul style="list-style-type: none"> • Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters community engagement, social resilience and environmental gains. • Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership & accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals) • Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines) • Continued improvement in the metrics/sustained reasons made through design elements and implementation planning

Eligibility Criteria

Eligible initiatives may be single or multiple programs that have been effectively operational (implemented and not just in planning phase) for at least 12 months. The following are indicative disciplines that the initiative could fall under:

- Environmental Sustainability
- Ethical Business Practices
- Community Development
- Employee Volunteering and Engagement
- Sustainable Innovation
- Awareness Initiatives on CSR and Sustainability Developments

APPLICATION FORM

As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the project/ initiative has been in operation (implemented and not just in planning phase) in the entity applying for the award for minimum 12 months.

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: _____

Designation: _____

Email: _____

Contact Number: _____

Section A - Participant Information

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (share full registered name):
2. Please share abbreviation of the Company/Entity Name (this is for publishing/printing on certificates and additional collateral, if you are a winner of the SHRM STAR Awards 2025):
3. Upload a hi resolution jpeg file of your company logo (this is for our records and publishing on the website, if you are a winner of the SHRM STAR Awards 2025):
4. Date of Incorporation of Company/Entity:
5. Parent Company Name (if applicable):
6. Parent Company Headquarters (if applicable):
7. Regions of Operation (if applicable):
 1. GCC (Gulf Countries Corporation)

2. Levant
3. North Africa
4. Europe
5. Americas
6. Asia-Pacific
7. Others (please specify)

8. Nature of Business/Industry Type:

1. Healthcare
2. Pharmaceuticals
3. Manufacturing
4. Services
5. Hospitality
6. IT/ITeS
7. Consulting
8. Education
9. Automotive
10. Military
11. Real Estate
12. Others

9. Nature of Ownership:

1. Corporate
2. Partnership
3. Trust
4. Government
5. Semi-Government
6. Foreign Owned Multinational

10. Revenues (as of Financial Year 2025)

1. < \$ 5mm

2. > \$5mm < \$20mm
3. > \$20mm < 50mm
4. > \$50mn

11. Structure of the HR function

1. Centralized versus decentralized
2. Outsourced/In-House HRIS
3. Extent of automation

12. Financial Year followed (Responses provided in Section A and B will be considered accordingly)

1. Jan – Dec
2. Apr – Mar
3. Jun – Jul
4. Other

13. HR Metrics:

Metrics	Unit	FY 2023-24	FY 2024-25	FY 2025-26
Revenue Growth	%			
Profit Growth	%			
Total Employee Headcount (Full Time Equivalent/ Permanent Employees)	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength (FTE)	Nos.			
HR to Employee Ratio	%			
Diversity Ratio [females, males, differently abled]	%			
Average Employee Age	Years			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

Section B – Quantitative and Qualitative Metrics

This section covers the **quantitative and qualitative aspects of the initiatives** under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

For the **qualitative** section, space is available to capture **details of the depth and breadth of your organization’s initiative**. Please restrict your responses in this section to approximately **500 words per response**.

For the **quantitative** section, please provide **metrics that support the responses provided in the qualitative section with tangible metrics that show the direct and indirect impact of the initiative/s**. A few indicative options of metrics tracked for this award category are provided for each sub-element. You may fill the details basis the metrics that are tracked in your organization.

Both the quantitative and qualitative aspects follow the **three pillars of evaluation, which are Innovation, Impact and Scalability**. Each evaluation criteria is clearly defined. Please go through the definitions for each and share your responses accordingly.

INNOVATION

This criterion looks at:

- Creative and tech-enabled solutions for driving community outreach and positive social & environmental change
- Going beyond government or industry mandated guidelines or standard ESG practices
- Variety of approaches/delivery modes/platforms used in the project/ initiative
- Awareness generation and popularizing the system/process in the organization (communication & engagement)
- Integration of the project/ initiative with the HR strategy and overall organization strategy

INNOVATION: Qualitative Metrics

For the qualitative section, space is available to capture details of the depth and breadth of your organization's initiative. Please restrict your responses in this section to approximately 500 words per response.

1. What were the key problem areas/ issues faced by the organization that required an innovative initiative/ organization-wide change to be implemented?

[Indicative qualitative metrics – Imbalance between economic growth and community development, social concerns, community empowerment, quality of life etc.]

2. Describe the initiatives that emerged to address the above-mentioned problem areas/ issues and their key objectives.

[Indicative qualitative metrics – Community initiatives, enterprise development, financial empowerment, community networks, employee involvement etc.]

INNOVATION: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 ⁽ⁱ⁾ <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- Creative and tech-enabled solutions:
 - Number of novel CSR initiatives (e.g., innovative recycling programs, unique community outreach activities, assessing impact on climate)
 - Number of digital tools to drive CSR efforts (e.g., blockchain for supply chain transparency, AI for optimizing resource use)
- Going beyond government or industry mandated guidelines or standard ESG practices:
 - Number of partnerships with non-profits, NGOs, and other organizations (e.g. for community engagement, ethical sourcing)
 - Percentage of CSR spend (of overall CSR budget) allocated to voluntary (non-mandated) initiatives
- Variety of approaches/delivery modes/platforms used in the project/ initiative
 - Adoption rates of digital platforms for CSR reporting and tracking
 - Number of distinct delivery modes/platforms used (e.g., digital, community-based, hybrid)
- Awareness generation and popularizing the system/process in the organization (communication & engagement)
 - Percentage of employees participating in or impacted through CSR initiatives (e.g. internal CSR awareness survey scores over time)
 - Engagement rate in CSR activities or Number/ Percentage of Employee leading CSR programs (participation %, sign-ups, volunteer hours)
- Integration of the project/ initiative with the HR strategy and overall organization strategy
 - Number or percentage of HR processes linked to CSR objectives (e.g., L&D, onboarding, PMS, career pathing)
 - Any measurable business KPIs influenced by CSR (e.g., employer brand scores, retention among volunteers)

IMPACT

This criterion looks at:

- Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at community, social and environmental levels)
- Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics)
- Parameters used to measure the satisfaction level, usage, and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics)
- Recognition of the initiative/ project in internal and external forums

IMPACT: Qualitative Metrics

3. How did you assess the effectiveness of the initiatives undertaken and what were the results?

[Indicative qualitative metrics – Measure societal value of initiatives, track accountability of funded programs etc.]

4. What impact have your initiatives had on your key stakeholders?

[Indicative qualitative metrics – Recognition as responsible corporate entity, create high societal value, identify and act on social concerns, etc.]

IMPACT: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 (i) <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- Environmental Impact:
 - Reduction in carbon footprint (e.g., CO2 emissions reduced) or Percentage increase in use of renewable energy sources
 - Amount of waste recycled or diverted from landfills, litres of water saved annually
 - Energy savings from implemented sustainability practices
- Community and Social Impact
 - Number of communities positively affected by CSR initiatives or Number of beneficiaries directly supported (students, families, patients, etc.)
 - Quantifiable improvements in community well-being (e.g., increased access to education, health services, financial literacy, increase in employment or skill certification rates within targeted communities)
- Strategic Economic and Business Impact
 - Total amount of monetary contributions and donations, ROI or cost savings generated from CSR-linked operational improvements
 - Economic benefits to local suppliers and small businesses through ethical sourcing, Economic value generated for communities (e.g., income uplift quantified through assessments)
- Employee Impact

- Employee satisfaction and engagement scores related to CSR participation or increase in employee retention rates due to involvement in CSR activities
- Participation rate in CSR programs across business units or demographics, growth in internal CSR ambassadors/champions (number of active contributors)
- **Stakeholder Perception and Recognitions**
 - Improvement in brand reputation and stakeholder trust, customer satisfaction and loyalty scores linked to CSR efforts
 - Increase in CSR-related positive media mentions or social engagement metrics, Awards received for the initiative in internal or external forums, industry associations, regional/ global forums
 - Stakeholder satisfaction index improvement (investors, partners, regulators)

SCALABILITY

This criterion looks at:

- **Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters community engagement, social resilience and environmental gains.**
- **Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership & accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals)**
- **Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines)**
- **Continued improvement in the metrics/sustained reasons made through design elements and implementation planning**

SCALABILITY: Qualitative Metrics

5. What are the key factors that are required for the initiatives to sustain and grow over the next few years?

[Indicative qualitative metrics – Budget allocations, periodic audits, formal defined policy, increasing level of employee involvement etc.]

6. What are some of your planned/ projected Community & Social Initiatives for the next 2 to 3 years?

SCALABILITY: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
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Metric #2 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 <small>(i) <click here to view sample metrics></small>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

Indicative Quantitative Metrics:

- Long-term Commitment and Resource Prioritization:
 - Timelines or financial commitments, resource allocations for long-term goals and milestones set for CSR initiatives (success metrics for community engagement, social resilience and environmental gains, % of CSR funds allocated across multi-year cycles), Investments in additional sustainable and socially responsible programs, increase in number of beneficiaries reached over time (annual growth rate)
 - Milestones for an employee led, technology enabled action plan with data driven tracking & implementation over 1-3 years (consistency in planning and implementation, dashboards, impact-tracking tools)
- Continuous Improvement:
 - Number of evaluations and audits conducted to assess CSR program effectiveness, frequency of program updates based on feedback and performance reviews
 - % reduction in identified gaps or risks across audit cycles (measured improvement)
- Integration with Business Strategy:

- Degree of alignment between CSR initiatives and the company's core business strategy, No. of annual goals or metrics taken up with stakeholder wise ownership & accountability
- Inclusion of CSR goals in department or employee performance metrics and reports (Consistent financial and people related investments, % of business units with CSR-linked KPIs)
- Transparency and Reporting:
 - Quality and frequency of CSR reporting (e.g., GRI, SASB standards)
 - Transparency or efficiency % in disclosing CSR goals, progress, and outcomes
- Sustainable Impact:
 - Long-term environmental and social benefits achieved through CSR activities, sustainability of community programs post-company involvement
 - Expansion of CSR initiatives/ policies across regions/business units (scalability index), for current or predicted challenges outside the organizational business purview

7. Please use the space below to add any further details/information to supplement your responses provided in the above three sections for Innovation, Impact and Scalability.

Note: You may choose to attach up-to five supporting collaterals for a particular award category (maximum file size: 5 MB for PDF and 2 GB for MP4). These collaterals will be accepted only in the form of PDF documents or MP4 video files. [Please note no excel formats, links hyperlinked in text will be accepted. In case of a video submission, this video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.]

GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY

Terms	Descriptions
FY (Fiscal Year)	Refers to the financial year followed in the region. 1 st April to 31 st March (Please clarify in section A in case of exception)
Leadership Team	The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).
Senior Management	This includes first level reports of the Leadership Team
Middle Management	This includes senior managers with experience ranging between 8 to 16 years
Junior Management	This includes first level managers with experience ranging between 2 to 8 years
Staff	This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)
Blue Collar	Skilled and unskilled workers
Full Time/ Permanent Employees	These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.
Employee Growth Rate	Year on Year increase in the number of employees (Full time and Permanent employees only)
Average Employee Age Group	This refers to the average age group (range) within which most of the organization’s employees would fit.
Offer Drop %	Percentage of Employment Offers rejected
Employee Engagement Scores	We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents.
Customer Satisfaction Scores	Customer Satisfaction Scores captured through a survey. This includes external customers only.