



# Honouring the changemakers

Sixty-four years since India's tryst with destiny, the country's undoubted progress is overshadowed by persisting poverty, ignorance and disease that haunt a vast number of our fellow citizens. Government policies have been unable to eliminate deprivation and inequality — the chains that are holding India back.

Fortunately, there are wonderful

and amazing organizations which have been battling enormous odds and making great personal sacrifices so that the lives of disadvantaged people are changed for the better.

To acknowledge and honour these unsung heroes of India, we have instituted the **The Times of India Social Impact Awards**, in partner-

THE TIMES OF INDIA  
**Social Impact Awards**  
in partnership with  
**J.P.Morgan**

ship with J P Morgan. Widespread and tangible impact, which has the quality of changing lives

forever, is the key criterion for these awards. Entries will also be evaluated for promotion of social justice and equity so that sections usually bypassed by conventional development efforts — like women, dalits, tribals and minorities — are kept in focus.

## THE FIVE SECTORS IN WHICH AWARDS WILL BE GIVEN

- 1 EDUCATION
- 2 HEALTH
- 3 LIVELIHOODS
- 4 ENVIRONMENT
- 5 ADVOCACY & EMPOWERMENT

### ELIGIBILITY

Awards will be given in three categories for each of the five sectors

#### A Non-Governmental Organizations (NGOs)

Trusts or societies registered under the relevant act in India and currently functioning in India. NGOs set up and primarily funded by corporate bodies are not covered in this category

#### B Corporate Bodies

Any corporate body or an entity set up by it as a society/trust, currently functioning in India

#### C Government Departments

Any state or district level unit of a state or central government entity/ department/ministry, through a person in a responsible position

There will also be a Lifetime Achievement Award, and an Award to recognize the contribution of overseas individuals or organizations (of foreign or Indian origin) to Indian society

### CRITERIA FOR SELECTION

Entries will be evaluated on the following parameters

- ▶ Significance of the issues addressed
- ▶ Scale of impact
- ▶ Replicability
- ▶ Sustainability
- ▶ Finances
- ▶ People's participation
- ▶ Innovativeness
- ▶ Promotion of Equity

### EXPERTS

**Education** | Vinod Raina, Prof Arun C Mehta, Vimala Ramachandran, Meena Shrinivasan

**Health** | Dr Amit Sengupta, Dr K Srinath Reddy, Prof Mohan Rao, Dr T Sundararaman, Dr Alok Shukla, Dr Sarojini

**Livelihoods** | D Raghunandan, Pramathesh Ambasta, Maj (Retd) S Chatterjee, Anil P Joshi

**Environment** | Dr Amita Baviskar, Kartik Shanker, BMS Rathore, Ritwick Dutta, Chandra Bhushan, M D Madhusudan, Ravi Rebbapragada

**Empowerment & Advocacy** | Nikhil Dey, Rajmangal Prasad, Yamini Aiyar, Rajiv Rajan, Yamini Mishra

### SELECTION PROCESS

A 3-stage selection process will comprise:

#### Initial Screening of Applications

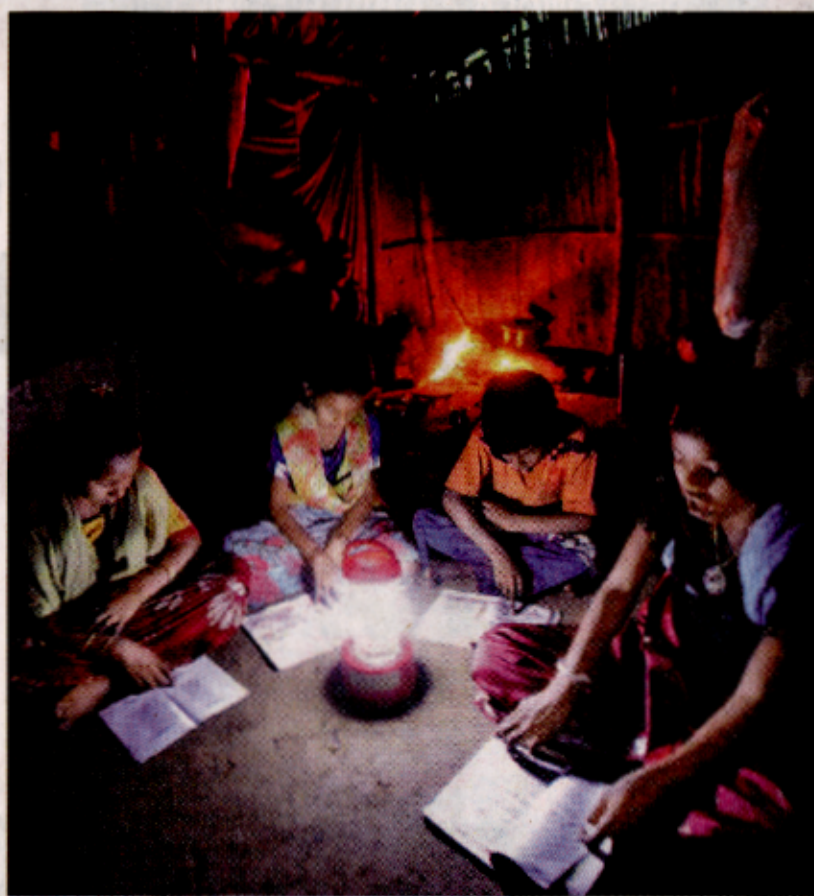
Online applications will be screened to eliminate incomplete or wrongly filled ones. Process partners **Dasra**, **GiveIndia** and **Guidestar India** will categorize the entries and make a preliminary assessment.

#### Shortlisting by Experts

Designated experts in each of the 5 sectors will shortlist potential winners in the framework of the declared criteria. A maximum of 5 entries will be shortlisted per award — a total of 75. Field visits may be conducted to each of the shortlisted applicant's area of work.

#### Jury Award

Shortlisted entries along with the experts' evaluation and field reports will go to a 7-member jury of eminent thinkers & doers. They will finalize the 15 awards — 3 in each sector



### MAKE YOUR VOICE HEARD

For our millions of readers, who may not be in the race for awards, this is an opportunity to learn about what is going on in the voluntary sector — and also to make your voice heard. Here's how:

Go to the Awards website [www.timessocialawards.com](http://www.timessocialawards.com) and nominate an organization that you know is doing excellent work. Also, follow the entries and vote for those you think deserve to win

Join the 'Social Impact Awards' community on Facebook, comment and debate. Share with friends

Follow @toisocialawards on Twitter

### IMPORTANT DATES

Applications Start | **June 7, 2011**

Applications Close | **July 7, 2011**

Processing, field visits and final  
**July 8 to around Sept 20, 2011**

Awards Presentation  
**October 1 or 2, 2011, New Delhi**

Track the process on the website

This is only an announcement. For complete details, and terms and conditions, please visit

### FAQS

#### How do we fill up the entry form?

Entries can be submitted only through the online application form available at [www.timessocialawards.com](http://www.timessocialawards.com). First, register yourself on the website, then explore it. Please study the examples and instructions thoroughly. It may be advisable to download the PDF version, take a print out, fill it up in consultation with your colleagues and use that to finally make the submission online. This will be especially needed if your Internet connection is unsteady.

#### Can we send multiple entries?

Yes, if you are applying for an award in different sectors. Suppose your NGO works in health and education. You can apply for an award in both sectors — but you will have to fill up two separate entry forms.

#### How does the nomination system work?

If you know of an organization doing good work, then you can nominate it. If A wants to nominate B, then A fills up the simple online nomination form and submits it. This will trigger an automatic communication alert to B. Then B fills up the application form and submits. B's application will join the direct applicants' stream.

#### What is 'primary activity'?

In case your organization is involved in several kinds of activities within a sector, decide on one main or primary activity for which this award is sought. This activity may be the one with widest impact and crucial to your overall work. Details only about this activity need to be filled in except when otherwise asked. Example: you are running a primary school for children of migrant labour. Also, you are giving after-class tuitions to some of the children, and giving scholarships to others, and you have just started teaching their mostly illiterate parents. You should choose 'Education' as the Sector and "Delivery of education to children of vulnerable sections" as the primary activity. You can mention the rest of your activities in "Other Activities".

#### Will the selection process be transparent and unbiased?

Completely. Names and key details of all entrants will be uploaded on the Awards website. At each stage, the eliminated and those progressing further will be suitably marked. You can track the progress. The winners' names will, of course, be announced in the print edition too.