

Esops Awards 2010

Employee social options

17th September 2010, Mumbai

Winner in Factory Locations:

FES Rudrapur for "Sapno kaa bharaat" initiative

Winner in Non-Factory Locations:

MACE - Chennai for "Eco friendly model village - New Life" project

Special Jury Award in Factory Locations:

Mahindra Intertrade, Nashik for Street electrification initiative

Special Jury Award in Non-Factory Locations:

Mahindra Towers, Worli for "Kismet Konnection" initiative



Seen Above: All the short-listed participants of Esops Awards 2010 from Factory and Non Factory locations

Esops Awards 2010 was carried out as an organized event at the Mahindra Towers Worli. It was a day of healthy competition; excitement and emotionally and intellectually stimulating dialogue, where irrespective of who the winners turned out to be, it was the community at large who won it all!

The esteemed Jury consisted of distinguished personalities from varied backgrounds. **Dr. S Parasuraman**, Director Tata Institute of Social Sciences, India's premier social work education institution, **Mr. Nawshir Khurody**, Management Consultant and **Mrs. Smita Parekh**, Director, The Mahindra United World College of India - were the Jury who judged the 10 short listed applications. The Jury members were highly appreciative of each and every Project presented. They went in-depth into each project to understand it in totality. Their intriguing question session after each presentation was a proof of this. Jury strongly felt that it was indeed very difficult for them to decide who the winner was.



Each team was adjudged on the basis of certain **pre-set criteria** such as: Impact on community (Quantitative and Qualitative, both); Esops Volunteer Participation (numbers & man hours); Steps taken to motivate employee participation; Nature of need assessment done/ rationale for the activity; Documentation and overall presentation of the application; Community participation. Each criteria was given a pre set weightage based on which entries were adjudged.

Mr. Sushil Singh, Head – CSR Implementation, Mahindra Group individually thanked each participant for their participation and their undertaking Esops in such an organized manner. He also thanked the jury for giving their valuable time to come in and judge the competition.

The journey of Esops Awards 2010 goes back to May 2010, when the applications were called for from all locations which had carried out Esops Activities in FY 09-10. There are two categories in the Esops Awards based on the nature of work, location and set up size. These are:

A: All factory locations

B: All non-factory locations.

This year, the CSR Department received 23 interesting applications from both **Factory** and **Non-Factory locations**. These initiatives were projects in the areas of **Education, Health** and **Environment** implemented in FY 2009 - 2010.

An internal screening committee narrowed it down to 10 applicants based on certain pre-set criteria such as *impact on beneficiaries, Esops volunteer participation, and rationale for the activity* etc.

From these, 7 applications in the Factory Locations were:

- i. Igatpuri (Automotive Sector) - Kho Na Jaye Ye, Taare Zameen Par..... Sustainable Development of Differently abled children of Igatpuri Taluka
- ii. Haridwar (Automotive Sector) – Essentials made from Scrap
- iii. Zaheerabad (Automotive Sector) - Awareness towards non - conventional energy
- iv. kandivali (Farm equipment Sector) - Sanskar Mentoring Project
- v. Rudrapur (Farm equipment Sector) - "Sapno kaa bharat" - An initiative which aims at conducting activities under Health, Education & Environment
- vi. Nagpur (Farm Equipment Sector) & Nagpur (Financial Services Sector) - Conducted Lifeline Express at Wardha
- vii. Mahindra Intertrade (Nashik) - Street electrification with energy savings lamps at Gonde Village

3 applications short listed from the non-factory locations were:

- i. MHRIL (Munnar) - Providing Infrastructural Facilities to the Primary Health Centre, Chinnakkanal Village
- ii. MACE (Chennai) - "Eco friendly model village - New Life". Kosi river flood rehabilitation program
- iii. Mahindra Towers (Worli) - "*Kismet Konnection*" - : *Raise funds from sale of used items donated by Mahindra group employees to adopt Nanhi Kalis*

Kudos to all 23 teams who participated in the Esops Awards 2010!