



Award of Sustainability



CONTEXTUAL

Indian economy will shrink by more about 5 per cent in the current fiscal and forecasting a contraction in growth rate due to coronavirus lockdown halting economic activity. This pulled down gross domestic product (GDP) growth to an 11-year low of 4.2 per cent in. This was lower than the government projection of 5 per cent in both first and second advance estimates.

The economy decelerated in FY20, and the COVID-19 impact is evident in many industries. In India, Billions of Industries including MSMEs is playing a biggest role for enhancing the economy of the country. Government always played a major role for boosting the economy at large. Government will take measures to accelerate growth recovery and reduce the time the economy takes to return to growth track.

Government of India also listed seven indicators of green shoots in the Indian economy on Union Budget 2020 namely- Global sentiment, NIP, IIP, PMI manufacturing index, forex reserves, gross GST collection and secondary markets and also announced Rs 20 lakh crore stimulus package roughly 10 per cent of the GDP, making it among the most substantial in the world for sustaining the Indian economy.

Due to COVID-19 and this economic slowdown, many Industries struggled for its existence but many sustained it due to their proper planning, tapping the opportunities, Innovations, digitalisations, market research and Sustainable Manufacturing by mapping and summarising existing research efforts, identifying research agendas, as well as gaps and opportunities.

The flexible, efficient, and sustainable way with constantly high quality and low cost is also necessary to constitute an attractive workplace for people focusing on collaboration, learning, and development of competencies.

Sustainability depends upon cost reduction through resource efficiency and regulatory compliance improvement, better brand reputation, new market access by creating attractive workplaces, and long-term business approach.

Government always played their role to boost industries and now it's our duty to recognise such industries, Institutions, firms and organisations with **the award of sustainability**. Therefore, Knowledge Chamber of Commerce and Industry of **India decided to Identify, Scrutinise and Recognise (ISR) such Industries of India** who are playing a catalytic role during the COVID-19 outbreak and economic slowdown and sustained effectively under the **campaign of KCCI Members Business Network**.

WHO WE ARE...

We are stronger together is our motive.

KCCI; Knowledge Chamber of Commerce & Industry also known as Youngest Chamber of Commerce and Industry of India, emerging as a one of the most rapidly growing apex business organization.

KCCI is a non-government, not-for-profit organization registered under the Central Government's Ministry of Corporate Affairs playing a proactive role in India's development process and become a "Knowledge Voice of India's Business and Industry".

KCCI working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages.

As a Knowledge based institution which is working towards India's overall growth, the focus will be on key enablers such as Micro-Small-Scale Industries, skill development; promoting next gen business; sustainability; corporate social responsibility, Women empowerment, Cyber security, Digital technology, governance and complete transparency.

KCCI Members Business Network; *The Campaign*

KCCI already launched its membership network called "KCCI MEMBERS BUSINESS NETWORK". Joining our Unique Network of Knowledge offers significant benefits. These include networking opportunities, the chance to influence government policy at the highest level, a programme of exclusive events and access to Knowledge Based research.

"KCCI-MBN" provides a platform for members to interact with the like-minded companies focused on developing mutually beneficial relationships that lead to more business.

We help our members grow their business through a structured, positive and professional approach that enables them to develop meaningful, long-term relationships.

Through various events, exhibitions, meetings and resources, we help members to build a strong network that fuels professional growth.

We are already associated with several members' organizations, regional chambers, state chambers, national Chambers, Industries association & Federations, Subjective organisations that share our values. Working together, we help each other grow through promotions.

KCCI Honorary Representatives, Region Mentors, Subject mentors worldwide provides a global business network to our members.

KCCI-MBN wants to create a platform for organizations where the businesses get recognition for their hard work.

Award of Sustainability; *ISR Model*

To Identify, Scrutinise and Recognise (ISR) the 11000 Industries of India who played a catalytic role during the economic slowdown and sustained effectively at large.

Award of Sustainability is most prestigious honour that recognizes and celebrates only those industries who sustained despite of various slowdown and played a bigger role for the Indian economy.

Award of Sustainability is to identify and celebrate Indian enterprises across industry segments and sectors.

Award of Sustainability provides you superior confidence and effectiveness because it's only provided to those who sustained in the criteria of minimum 3 years, sustainability of the success or business goals over a longer period. Only those who have the ability to sustain the offering to contribute to futuristic goals.

Award of Sustainability crown will be provided to those who help for achieving the dream of 5 Trillion \$ Indian Economy.

Award Crown; *Feeling like a King*

Trophy comprising Hands in Gold Colour with Globe and Protective Outer covering with strong base.



Gold Hands

The hand is the "tool of tools." In general it is strength, power and protection. It gives blessing, it is expressive and Gold colour represent 1st place.

Globe

Represent Dream, expansion of company all around the world, Exports, Care for the Earth, Global Economy.

Protective Outer Shell

Represent Sustainability due to proper planning, Innovations, digitalisations, market research and Sustainable Manufacturing.

IDENTIFY

In India, Billions of Industries including MSMEs is playing a biggest role for enhancing the economy of the country, due to various reasons many are struggling for existence, have no growth and some even shutdown, but many Industries Sustained due to their proper planning and future market research. KCCI will identify such industries who not only sustained for long period of time but also help to achieve the dream of 5 Trillion \$ Indian Economy.

SCRUTINISE : Parameters

Sustainable quality of business

- 🌐 Sustainability of the success or business goals over a longer period.
- 🌐 Ability to sustain the offering to contribute to futuristic goals.
- 🌐 Proven track record in sales
- 🌐 Proven track record of sustainability
- 🌐 Minimum 3 years of existence]
- 🌐 Clear and focused approach to growth
- 🌐 Clearly identified target market
- 🌐 Sustainable Manufacturing

Innovative practices

- 🌐 Innovations & Uniqueness in the solution/ services/ products
- 🌐 Involves path breaking/ thought provoking contributions.
- 🌐 High quality and low cost

Market Potential/Impact

- 🌐 Commercial Value and impact on business.
- 🌐 Impact on business productivity and improvement of Profitability/ Revenue or business goals.
- 🌐 International Expansion
- 🌐 Marketing Initiatives
- 🌐 Use of technology, Digitalization

Social Impact

- 🌐 Impact on ease of use or how brilliantly it has contributed to the ease of life.
- 🌐 Potential for growth and job creation
- 🌐 Corporate Social Responsibility
- 🌐 Shown good customer Service
- 🌐 Creating attractive workplaces

Methodology

- 🌐 Application Screening
- 🌐 Verification
- 🌐 Premises Visit (If applicable)
- 🌐 Evaluation and Assessment
- 🌐 Informed & Published

RECOGNISE

Government will take measures to accelerate growth recovery and reduce the time the economy takes to return to the 7.5% growth track and India continues to be among the fastest growing economies globally. Government always played their role, now Knowledge Chamber of Commerce and Industry the Youngest Chamber of Commerce and Industry of India will Recognise selected 1 1000 Industries of India from 2020-2025 (during 5 years)who played a biggest role for achieving the dream of 5 Trillion \$ Economy at 2025 under the campaign of KCCI Members Business Network.

NOTE :

The Award of Sustainability will be presented/provided along with the Membership Certificate of Knowledge Chamber of Commerce and Industry with the direct entry to KCCI Members Business Network. The Crown Kit consists of :

- 🌐 Award of Sustainability Trophy
- 🌐 Award Of Sustainability Certificate
- 🌐 KCCI Annual Membership Certificate with Direct entry to KCCI Members Business network

The name of the selected Industries also announced in various platforms of KCCI such as website, Events, social media, marketing campaign etc. Those companies who are selected during the Year will also be called for various events, meetings without any additional Participation fees. The selected companies name and details will also submit to the PMO/ relevant departments under support for 5 Trillion \$ Initiative.

All the information received will be kept confidential and shall be used only for the purpose of evaluation.

Shortlisted entries will be asked to provide additional information, if need be. If any information provided by any industry is found to be incorrect or incomplete in any manner, the same will not be considered.

Fees & Charges Information

Award of Sustainability is a much-admired award for sustainable Industries who worked for achieving 5 trillion economy dream. The fees we take help us cover the costs of administration and processing. The fees are used to cover all the operational costs of the KCCI Members Business Network campaign.

Application fees shall be based on the gross income/turnover of the companies.

Turnover (Rs.)	Application Fees (Rs.)
Below 50 Crores	11000 + 18 % GST = 12980/- only
Between 50-100 Crores	15000 + 18 % GST = 17700/- only
Between 100-200 Crores	20000 + 18 % GST = 23600/- only
In Excess of 200 Crores	35000 + 18 % GST = 41300/- only

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