



CALICUT MANAGEMENT ASSOCIATION

(Affiliated to the All India Management Association)

II Floor, Peekay Commercial Complex, Cherooty Road, Kozhikode - 673 032
Tel : 0495-2366726, email: cma.calicut@gmail.com, website : www.cmacalicut.org



CMA- VKC “BEST SOCIAL ENTREPRENEUR” AWARD

General Guidelines:

- The name of the award shall be “**CMA- VKC BEST SOCIAL ENTREPRENEUR YYYY**”
- CMA-VKC award will focus on selecting the social entrepreneur (those using business processes, tools/policy to address a social need) who is able to bring distinctive changes in the society in general, with an emphasis on deserving populations belonging to Malappuram, Kozhikode and Wayanad districts through innovative and practical approaches. .
- The award shall be given every year, subject to the availability of the deserving candidate. The awardee shall be eligible for cash prize of Rs. 50000.00 (Rupees Fifty thousand only), commemorative plaque and a citation.
- Awards will not be repeated to the same individual/organization.
- The committee for selecting the awardees shall be decided by the Managing Committee of CMA every year.
- The selection should be fair, transparent and should be done after giving sufficient publicity through print, social or visual media as decided by the committee.

The guidelines for selection.

For consideration of the award by the committee the individual/ organization shall be :

1. Apolitical and Non-religious

2. The institution should be a first generation and/or self-initiated entrepreneur with a history of least 3 years in active social interventions and activities (poverty alleviation, education, skill development, vocation and employment, health, sanitation, social infrastructure development, social forestry. environment etc.) and it should address a larger social issue and come out with a viable and sustainable solution and in the process also creates profitable opportunity.

3. As the solution is to be sustainable, social entrepreneurship should be able to generate revenue (surplus) and self-sustaining and should not fully depend on charity and donations.

4. Can work on external donations as well as self generation of funds through economic activities. Donations if accepted, should not be on religious sponsoring or political sponsoring ground. Donations should not infringe autonomy of the social venture regarding its apolitical and non- religious nature.



CALICUT MANAGEMENT ASSOCIATION

(Affiliated to the All India Management Association)

II Floor, Peekay Commercial Complex, Cherooty Road, Kozhikode - 673 032
Tel : 0495-2366726, email: cma.calicut@gmail.com, website : www.cmacalicut.org



ANY PROFIT GENERATED PRIMARILY BE USED FOR SOCIAL BENEFIT OF THE BENEFICIARY GROUP/ GENERAL PUBLIC OR FOR CREATING ASSETS FOR THE PURPOSE OF SOCIAL BENEFIT ACTION.

5. Should have visible programmes for the beneficiaries and/ or social interventions in public- interest matters) and the activities should enable the beneficiary to sustain themselves rather than giving alms and charity
6. There should be a follow up measure/method put in place to evaluate efficiency of such initiatives and the assessment made on each activity.
7. The level of activities will be measured based on the following:
 1. No of beneficiaries benefitted last 3 years
 2. Total economic spending on the activities
 3. Extent of social impact generated
8. Additional merit to be given for awards and acclamations obtained.
9. Special additional consideration to be given to level of transparency with respect to account keeping, conducting governance meetings etc
10. Additional marks for application of management systems and technological interventions for finding solutions to the beneficiary problems / social problems addressed.

The Committee deserves the discrete power to evaluate the candidates on the above parameters and select the awardee.

K. A. Ajayan.
President-CMA
Mob 7034372121

Anil Balan
Secretary-CMA
Mob: 9605212102