



AIMA's 13th CSR PROJECT EXCELLENCE CONTEST 2026



A national platform for companies and implementing agencies to showcase credible, measurable and sustainable CSR projects.

CATEGORY I

Corporate CSR Project Excellence
(For Corporates – PSUs & Private Sector)

CATEGORY II

CSR Implementation Excellence
(For Implementation Partner/Agency)

ENTRIES CLOSE: 31 Aug 2026

AIMA’S 13th CSR Project Excellence Case Study Contest creates visible and lasting value

The Contest recognizes both the organisation that funds and governs a CSR project and the implementing agency that converts intent into outcomes on the ground.

OVERVIEW

All India Management Association (AIMA) CSR Project Excellence Contest provides a credible forum to present projects that respond to real community needs, demonstrate disciplined implementation, use evidence for decision-making and show potential for sustainability, replication or scale.

CONTEST OBJECTIVES

- Recognize high-quality CSR projects with demonstrable outcomes.
- Encourage companies to strengthen project design, governance and monitoring.
- Acknowledge the contribution of implementing agencies and field teams.
- Promote evidence-based impact assessment and responsible reporting.
- Identify scalable, sustainable and replicable models.
- Create a repository of good practices for wider learning.

WHO CAN PARTICIPATE?

Category I: Corporate CSR Project Excellence

- Public Sector Undertakings, government companies and private sector companies undertaking eligible CSR projects.
- The applicant should have funded, approved, governed, monitored or supervised the project.
- Joint entries with the implementing partner are encouraged.

Category II: CSR Implementation Excellence

- Eligible Section 8 companies registered public trusts, registered societies, statutory or government-established entities.
- The agency should have a formal mandate and substantial responsibility for field implementation.
- A valid CSR Registration Number should be provided wherever applicable.

ELIGIBILITY AND ASSESSMENT

Qualification Criteria and Evaluation Framework

Category I — Corporates- PSU and Private Sector - CSR Project Excellence

Projects are judged on the quality of evidence and results—not merely on the size of the company, project budget or number of beneficiaries claimed.

Common qualification criteria

- Each entry must cover one clearly identifiable CSR project—not the organisation’s generic CSR portfolio.
- The project must align with an eligible CSR purpose and be operational for at least six months.
- Completed and ongoing projects are both eligible, provided meaningful milestones and results can be demonstrated.
- The applicant must have been directly and substantially involved in funding, governance or implementation.
- Claims must be supported by project, monitoring, financial and outcome evidence.
- Implementing agencies submitting independently must provide consent or a no-objection letter from the funding company.

What will not qualify?

- Generic corporate CSR profiles or multiple unrelated projects in one entry.
- Marketing, sponsorship, political contribution or normal-course-of-business activities presented as CSR.
- A vendor, consultant, auditor or event agency with only a limited service role.
- Projects exclusively benefiting employees and their families.
- Entries containing fabricated data, undisclosed duplication or material misrepresentation.

Evaluation Criteria	Weight
Category I : Corporates (PSUs & Private Sector)	
Relevance Of Need and Alignment with CSR Priorities	15%
Complexity Of Problem/Challenge Addressed	15%
Quality Of Solution	15%
Monitoring, Outcomes, Sustainability, Scalability and Learning	25%
Innovation & Transparency of Information	10%
Quality Of Presentation	15%

Evaluation Criteria	Weight
Category II : Implementing Partner/Agency	
Needs assessment and community participation	15%
Quality, timeliness and integrity of implementation	25%
Project team, partnerships, inclusion and safeguarding	15%
Monitoring, data quality and evaluation	15%
Sustainability, innovation, scalability and learning	15%
Quality Of Presentation	15%

Evidence note: Independent or third-party impact assessment can be submitted where legally applicable or available. Otherwise, credible internal evaluation, beneficiary surveys, government verification or outcome-tracking reports may be provided.

SUBMISSION GUIDE

Tell the Project Story in 13 slides or fewer

The presentation should be concise, evidence-led and easy for the Jury to assess. Supporting documents may be attached separately as annexures.

13 SLIDES MAXIMUM Including cover and closing slide	22+ FONT SIZE Recommended minimum for body text	1 PROJECT PER ENTRY With all partners clearly disclosed
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SUGGESTED PPT SLIDES STRUCTURE

1	Cover and entry category – Project title, applicant, partner, location and duration	8	Monitoring, MIS and data quality – Indicators, reviews, verification and corrective action
2	Project snapshot and CSR alignment – Need, CSR priority, target group and key facts	9	Outputs against targets – Reach, activities, achievements and variances
3	Baseline and challenge complexity – Evidence, community voice and operating context	10	Outcomes and impact – Evidence of change, evaluation and beneficiary experience
4	Solution and theory of change – Design, objectives, activities and intended outcomes	11	Sustainability and scalability – Ownership, exit strategy, replication and institutionalisation
5	Implementation quality and milestones – Processes, timeline, delivery integrity and adaptation	12	Innovation and learning – New practices, challenges, lessons and transferability
6	Team, partnerships and safeguards – Roles, capability, inclusion, participation and ethics	13	Case for recognition and declaration – Summary against criteria and partner acknowledgement
7	Governance, budget and transparency – Approvals, outlay, utilization, disclosures and oversight		

Supporting documents (optional)

- Baseline or needs-assessment report
- Project agreement / approval
- Monitoring dashboard or progress reports
- Utilization certificate / audit evidence
- Evaluation or impact report
- Company consent for an agency-led entry

SUBMIT BY 31 August 2026

Registration form + PPT/PDF

Selection process

- Eligibility screening
- Documentary evaluation
- Shortlisted jury presentation
- Reference or evidence verification
- Recognition of the best project in each category

For Participation Contact:

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