

CORPORATE

GNFC wins the Golden Globe Tigers Award for Excellence & Leadership in CSR 2017

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Company won the award under E-Payment Leadership category for implementation of digital transactions in its township in Bharuch, Gujarat.

India CSR Network

KUALA LUMPUR: Gujarat Narmada Valley Fertilisers & Chemicals (GNFC) won the prestigious Golden Globe Tigers Award for Excellence & Leadership in CSR in the category of 'E-Payment Leadership' for implementation of digital transactions in its township. The award recognizes *TIGERS* in marketing, branding CSR & social innovation, education & academic across leadership levels in individual and organisation that believes excellence is infinite, perfection has no limit and targets are milestones; not an end of the journey. A week ago, GNFC won the Golden Peacock Awards in the category of Innovative Product/Service for its cashless innovation.

GNFC won from among 214 applicants including SMEs, Public, Private, Government Enterprises and NGOs for the year 2017. The Golden Globe Tigers CSR Award was given to GNFC at a gala ceremony of Golden Globe Tigers Night 2017 organized at the Pullman City Centre Hotel & Residences, Kuala Lumpur, Malaysia on 24th April 2017. The event was attended by global CSR leaders from over 43 countries.

The Golden Globe Tigers CSR Award was established by World CSR Institute. It follows a rigorous 3 level procedure of short listing and selection. The selection is done by independent assessors comprising experts in the field of Corporate Social Responsibility. This is followed by evaluation by academic council.

A total of 30 applications were shortlisted, from which the executive council consisting of CMOs, HDRSs, COs, and VPs decided on the winners based on the impact, scale and replicability of the CSR initiatives. Among these, GNFC was selected as the winner for its outstanding leadership in the field of cashless payments.

GNFC emerged as the first fertilizer company in India to transition to cashless economy successfully. Company's township in Bharuch, Gujarat became the first 100% cashless township of India. Township's transition to cashless is a classic example of capturing value in a new way through steady transformation.

It followed three precise and concise steps that began with trainings and digital literacy campaigns far and wide, followed by building and adapting infrastructure, and concluded with cross functional task force deployed for implementation, outreach and support. Knowledge sharing and cross silo functioning of GNFC Township and (n) Code, GNFC's IT wing optimized results. It is an example to be emulated in corporate-led transformation by laying a strong foundation for digital economy.

Under the auspice of NITI Aayog, the apex planning body of India chaired by Hon'ble Prime Minister, GNFC's cashless township model has been implemented in 81 integrated townships across 12 states. On 14th April, Prime Minister of India, Narendra Modi launched these townships in a grand ceremony in Nagpur, and expressed hope that in the near future many more townships will become cashless.

Tags: CSR Award E-Payment Leadership Gujarat Narmada Valley Fertilisers & Chemicals