

# **SWAG AWARDS – CSR Funding Concept Note**

Where Kindness Becomes A Legacy - Celebrating Those Who Serve The Voiceless

## **About The Initiative**

SWAG AWARDS Is An Invitation-only, Purpose-first Honours Platform Created To Recognize And Support Individuals, Organizations, Veterinary Professionals, Shelters, And Ethical Brands Contributing Consistently To Animal Welfare In India.

The Initiative Is Designed As A Non-commercial, Integrity-led Platform That Combines Recognition With Direct, Measurable Animal Welfare Impact.

## **CSR Relevance & Alignment - This Initiative Aligns With:**

### **Schedule VII (Companies Act, 2013)**

- Animal Welfare
- Social Development
- Preventive Care And Relief

### **ESG – Social Impact Pillar**

- Community Welfare
- Ethical Practices
- Long-term Sustainability

SWAG AWARDS Addresses A Critical Gap By Ensuring That CSR Support Reaches Verified, On-ground Animal Welfare Work Rather Than Unverified Promotional Platforms.

## **Governance & Risk Mitigation**

### **To Ensure Transparency, Credibility, And Audit Comfort:**

- Independent 7-member Jury (Vets, Rescuers, Ethics Member)
- 100-point Transparent Scoring System
- Strict Verification Of Nominees And Beneficiaries
- No Paid Nominations Or Awards
- Clear Separation Between Any Public Figure Presence And Award Decisions
- Clear Documentation Trail For Audit Review

This Structure Ensures The Platform Is CSR-safe And Compliance-friendly.

## Utilisation Of CSR Funds

### CSR Funding Directly Enables:

- Emergency Animal Medical Treatments
- Feeding And Rescue Missions
- Support To Shelters And On-ground Partners
- Development Of Long-term Welfare Infrastructure (Animal Clinic & Shelter Initiatives)

✓ Funds Are Traceable

✓ Impact Is Documented

✓ Reports Are Shared With Partners

Detailed Utilisation Statements And Impact Documentation Are Provided Post-event.

## Measurement & Reporting

### CSR Partners Receive:

- Post-event Impact Report
- Beneficiary Documentation
- Visual Evidence (Photographs & Films)
- Annual Summary For Internal CSR / ESG Reporting

This Enables Easy Integration Into Board Presentations And Statutory Disclosures.

## CSR Partnership Structure

- Purpose Partner (1 Only): ₹25–35 Lakhs
- Compassion Partners (Max 3): ₹8–12 Lakhs
- Impact Partners (Limited): ₹3–5 Lakhs

Partnerships Are Limited By Design To Maintain Credibility And Meaningful Impact.

## Long-term CSR Value

- Annual Platform (Not A One-time Event)
- Growing National Credibility
- Option For Multi-year CSR Alignment
- Expansion Potential From National To Global Editions

CSR Partners Are Recognized As Founding Contributors To A Long-term Humanitarian Institution.

**“SWAG AWARDS Converts CSR Intent Into Verified Compassion,**

  
**Shabbir Ali**

Founder Director, SWAG Foundation

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