

Glossary for Applicant Corporates

Beneficiaries	Community members who have benefitted from your initiative directly. A number needs to be mentioned.
Target Beneficiaries	This may include social groups which the initiative may specifically focus upon. For instance children, women, elderly, SCs, STs and others
Per beneficiary cost	Unit expenditure per beneficiary. An INR figure needs to be mentioned. (Total cost incurred on initiative/ Total number of beneficiaries/)
Approach	Approach is the route/option chosen to address a particular issue.
Mode of implementation	Self-Implemented / Implemented through partner / Joint implementation / Others
Local Administration	This may include government institutions like the Panchayat/District Administration and others
Civil Society Organizations	This would include partner organizations / NGOs (Societies/Trusts/Section 8 companies)
Technology Innovation	A technological innovation through which effectiveness and efficiency of the program could be enhanced. Innovation may include an innovative use of technology/technique to solve a social problem.
Implementation Innovation	An implementation innovation through which effectiveness and efficiency of the program could be enhanced. Innovation may include mechanisms to strengthen process effectiveness and efficiency of the program.
Social Innovation	An innovation leading to solutions which are more effective, efficient and sustainable in nature.
Financial Innovation	An innovation leading to enhanced access of financial products/services to the poor and the marginalized sections of the society.