



INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

Concept Note:

“BARA: BRICS CCI ANNUAL RECOGNITION AWARD 2023-24”

Hon’ble PM Modi’s vision for BRICS nations:

Calling the theme for BRICS Summit 2020, “Global stability, shared security & innovative growth”, the Hon’ble PM outlined India’s vision of reformed multilateralism.

Aligned with our PM’s vision, the BRICS Chamber of Commerce & Industry, the India chapter has conceptualized BARA:- BRICS CCI Annual Recognition Award with a view to encourage & stimulate advanced practice in international economics, trade, development, technology & social impact in BRICS nations.

BRICS & BRICS CCI:

The **BRICS** (Brazil, Russia, India, China, and South Africa) nations are known for their collective strength and influence in the global arena. We at the **BRICS Chamber of Commerce & Industry** are a leading organization dedicated to promoting economic cooperation, trade, and investment among the member nations of the BRICS alliance – Brazil, Russia, India, China, and South Africa. The chamber serves as a vibrant platform for businesses, entrepreneurs, and professionals from these nations, facilitating dialogue, collaboration, and growth.

BRICS CCI presents **BARA: BRICS CCI Annual Recognition Awards 2023-24**, a grandstand for fostering collaboration, innovation, and sustainable development.

The BRICS CCI Award Summit aims to celebrate excellence and promote cooperation among the member nations by honoring outstanding individuals, institutions, and initiatives across various fields.

Theme BARA: “Invest in our Planet”

The awards aim to recognize and promote the best responsible business practices and excellence in education, health & environment by any organization, individual or institution in the BRICS nations, with a focus on sustainability, ethical behavior, positive impact on society and the environment. The awards will serve as a platform for industries, organizations, educational institutions and individuals to showcase their efforts in responsible business practices, excellence in growth, development & innovation and to encourage others to adopt similar approaches.

By recognizing and promoting the best responsible business practices & excellence in technology & innovation in the BRICS nations, the awards aim to drive positive change in the community of BRICS nations, helping them realize their potential as a growing superpower. BARA encourages organizations of BRICS nations to prioritize sustainability, ethical behavior, and positive impact on society and the environment in their operations.

BARA shall be celebrated from now onwards in BRICS nations as a festival of cultural and ethnic values, celebrating lifestyles and heritages. BARA, beginning with a captivating opening ceremony, will include cultural performances from each BRICS country, such as traditional dances, music, or martial arts demonstrations, highlighting the rich cultural heritage and diversity of the BRICS nations. The ceremony will witness dignitaries, renowned personalities & celebrities from each of the BRICS countries, having a strong connection with the respective award category, adding credibility to the award presented.



भारत 2023 INDIA

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Eligibility: The BRICS CCI Annual Recognition Awards 2023-24 could be designed in various modalities, depending on the focus and objectives of the award.

- The awards are open to all organizations operating in the BRICS nations.
- The organizations must have a proven track record of responsible business practices and excellence as demonstrated by their policies, procedures, and practices.

Selection Process: A panel of experts in various fields will assess the submissions and select the winners. The selection will be based on the organization/individual's demonstration of commitment to responsible business practices, as well as the impact of practices, innovative initiatives & contribution in growth and development on society and the environment. A 3rd party shall be engaged to evaluate and reassess their social impact.

Each year the BRICS CCI Annual Recognition Award 2023-24 shall be designed in various modalities, depending on the focus and objectives of the award.

Conceived Categories: BARA 2023-24 as 1st unique initiative for the BRICS nations by the BRICS nations are :

Award Categories	Sub-Categories
BRICS CCI Business Excellence Awards	<ul style="list-style-type: none">• Leadership• Innovation• Strategic Engagement
BRICS CCI Community Excellence Award	<ul style="list-style-type: none">• Leadership• Innovation• Strategic Engagement
BRICS CCI Media Excellence Award	<ul style="list-style-type: none">• Leadership• Innovation• Strategic Engagement
BRICS CCI Academia Excellence Award	<ul style="list-style-type: none">• Leadership• Innovation• Strategic Engagement
BRICS CCI Policy Making Excellence Award	<ul style="list-style-type: none">• Leadership• Innovation• Strategic Engagement

BARA is a fusion of opportunity and excellence. The BRICS CCI Annual Recognition Award 2023-24 is envisioned as a powerful tool to strengthen the cooperation and collaboration among the member countries by recognizing and celebrating excellence in various fields. It shall serve as a promise of recognition and accolades, seeking your cognizance of a propitious future in BRICS & beyond nations.

