

## **Application Guideline**

### **National Logistics Awards 2021**

#### **Preamble to application**

The National Logistics Awards aspires to be the leading awards ceremony in the logistics industry by showcasing the dynamic performers within its Key sectors. Industry awards help elevate the image of brands and companies, brings them well-deserved recognition and positions them as competent industry stakeholders, leading to potential acquisition of new customers. As a value addition, collating and compiling an awards application is in itself, an excellent mode of self-evaluation and offers insights which can help when reviewing performance.

#### **At NLA, everyone's a Winner**

The obvious feature of an awards ceremony is that the winners walk away with Awards, Medals and Certificates. But there is also another magical outcome at NLA, which makes all applicants winners by default. While teams are usually afforded less opportunities to reflect and learn from what they have done, there are Great benefits to the organization on the journey of preparing an awards submission. It provides opportunity to review, analyze and self-evaluate, based on Third-party criterion reflecting the perceived value propositions in the industry, while providing a benchmarking process. The entry process also provides Fresh perspective on reviewing existing business practices and helps evaluate organization USPs. Engaging in this exercise will demonstrate to the awards committee, dedication and commitment to the work carried out, in addition to the topline generated.

Compiling an award application, if done with some guidance, can be a great team building exercise. The process serves as a roadmap of the business as a whole, while highlighting individual teams, personnel and tasks as waypoints, and providing valuable stakeholder perspective.

A Fast-paced business environment demands quick transition from one job to the next, and an award submission provides an ideal platform for this. It provides employees an opportunity to evaluate individual efficiency and appreciate personal achievements required for benchmarking organizational SLA's and personal KPIs.

#### **Preparing for the submission: Join the SLFFA workshop**

The application process needs to be an enjoyable and learning orientated one, rather than regimented and unpleasant documentation work. This can be accomplished by putting together a dynamic team capable of creative thinking, innovative ideas and committed to deadlines. A diverse team with a variety of experiences will add value to the overall application, while constructively facilitating the One voice that it needs to be submitted in.

In addition to joining the orientation workshop conducted by SLFFA, applicants need to thoroughly study the application form, ideally in a brainstorming session led by an expert. By attending the orientation, applicants would gain valuable pointers on filling the form effectively

by providing information in a context and format that resonates with the Panel of Judges.

Getting employees involved in the application process gives them Firsthand experience about the holistic functions of the organization and paves way for critical analysis with regards to how relevant organizational policies are, to the awards criteria. As the Best people to tell the story of the brand are the people behind it, make this an opportunity to tell the organization's Brand story and clearly communicate the back-story behind the company's success.

### **Applicant Benefits**

The National Logistics Awards is a Unique organic channel to showcase the organisation's industry expertise. Since the application form consists of criterion most relevant to your relevant sector, the award application team will gain valuable insight by working within this framework which incorporates and introduces a logistics performance evaluation mechanism accepted globally.

NLA is a relatively cost-effective mode of marketing and advertising as opposed to mass media advertising, given the Public relations and networking activities carried out by SLFFA before, during and after the Awards ceremony.

Industry Awards open organisations to a wider network and contribute immensely towards increasing its image and financial success. Recognition derived from awards programs helps attract relevant and fresh talent required to take the organization to the next level while boosting staff morale and contributing to staff retention.

### **Entering the Contest**

**Applicants need to handover their application in a Printed format to the SLFFA – Secretariat located at 37, Torrington Avenue, Colombo 07 in Triplicate by the 16<sup>th</sup> of August 2021 in a sealed envelope addressed to 'The Secretary General, Sri Lanka Logistics & Freight Forwarding Association, marked "Confidential".**

**An application fee of LKR 2,500.00 needs to be paid at the time of handing over the application to the SLFFA Secretariat and a receipt needs to be obtained.**

**Applicants also need to upload the completed application form, scanned copies of all supporting documents and annexures to a Google Drive of their choosing and SHARE it with the SLFFA Secretariat.**

**Step 1: Choose an existing Google Drive account that you have access to OR Create a New Google Drive Account.**

**Step 2: Create a New Folder and name it as NLA 2021 – (Name of the Company – Name of the Sector-Sub Category) Ex: NLA 2021 - XYZ Company – Airlines – Large Category**

**Step 3: Upload the Completed Application form, supporting documents and annexures to this above folder**

**Step 4: Share the folder with 'Editor' permission with – [slffacolombo@gmail.com](mailto:slffacolombo@gmail.com)**

**Confidentiality of Information provided**

All information submitted by applicants will be treated with the utmost confidentiality. Applications and information will be shared strictly on a need-to-know basis for review and evaluation purposes only. SLFFA will, to the best of our ability, take all required steps and precautions to ensure the confidentiality of the applications and information provided in the applications, when sharing with the Panel of Judges for evaluation.

All applications submitted along with copies of supporting documents and annexures will be available for collection by the respective applicant organisations after the conclusion of the SLFFA – NLA 2021. Applications that will not be collected within 14 Days after the conclusion of the Awards Ceremony will be destroyed to ensure confidentiality of the information.

SLFFA will delete all soft copies of the Applications, supporting documents and annexures shared by the applicants upon the conclusion of SLFFA – NLA 2021. All applicants are advised to delete the folders shared with the SLFFA Secretariat upon the completion of the awards ceremony.

The application document needs to cover all the requested key criteria for being shortlisted in their respective category.

- The organisation and the particular operation within the organisation should be in operation on the awarding date.
- The participating company can be Sri Lankan or International with a proven presence in Sri Lanka. International companies will have to be active in Sri Lanka for at least a full Year to be eligible.
- The entry can include a synopsis, any case studies, supporting financial data, pictures, recommendations, endorsements, graphical representations which will help the judges make informative evaluations.
- Applicants ensure that all facts presented in their application are supported with solid documentation. By submission the application, the applicants agree that Panel of Judges may request proofs for claims for verification if required.
- Submissions need to be formatted in an easily digestible format.

**Submitting Your Entry**

Before making your submission, please ensure the following:

- An (optional) brief synopsis of 500 words justifying your eligibility for the award under the category that you are applying for. This reasoning needs to be backed up with relevant facts, figures, pictures, references, and data in separate annexures.

- Ensure that all submissions are fact based and can be substantiated by documentary evidence. The originals of such proofs should be made available if required by the Panel of Judges.
- Email a high resolution, soft copy in PNG version of your company logo to '[slffacolombo@gmail.com](mailto:slffacolombo@gmail.com)'.
- Submit the name that you would like to be engraved on the trophy should you be declared a winner
- Submit the name and designation of the person who would receive the trophy from your organization at the awards ceremony should you be declared a winner

### **Completing Your Entry – Key Steps**

Please follow guidelines and following steps when submitting your online application:

#### **Applicant's Details**

Please fill in the name of the organisation, contact person and contact details.

#### **Your Entry Document & Logo**

Upload a scanned copy of the application document in a PDF format. Also upload a copy of the company logo in PDF format

#### **Information for Trophies / Medals / Certificates**

Submit the name of the representative who will be receiving the trophy should you be declared a winner and the name that you would like to be engraved on the trophy.

#### **Entry Reference**

Please list Two referrals from your stakeholders who can be contacted for reference if required by the Panel of Judges.

#### **Screening for Selection & Shortlisting**

The data collection for screening is done through a scientific process to avoid subjectivity of appraisal. The application form explicitly and implicitly refer to the conceptual model established by the World Bank in the Connecting to Compete report that estimates/declares the Logistics Performance Index (LPI) and its component indicators. However, the questions may reflect the common terms that are in practice for simplicity.

- **Operational Performance:** Volumes and projects/jobs completed relevant to key operational areas.
- **Community Impact:** CSR projects and value additions to the community.
- **Innovation:** Technology and automation initiatives.
- **HR Policies, Practices and Employee impact:** : People and talent management.

- **Company background:** Brief description of the organisation such as when it was established, number of employees , the unique value proposition of your team, Turnover etc.
- **Key Projects & Initiatives:** Significant and specific activities that have contributed to business growth. This can include specific mergers, acquisitions, strategic alliances & expansion initiatives.
- **Operational Excellence:** Steps taken to boost operational performance, resulting in tangible benefits to customers. Highlight any Health & Safety initiatives introduced.
- **Innovation:** Innovations in business strategy, processes or market approach that helped overcome operating challenges.

## **JUDGES & JUDGING PROCESS**

Since the panel of judges will allocate marks as per the set criteria, it is recommended the applicants attend the pre-submission workshop to avoid possible misinterpretations. The date of this Online workshop will be communicated via email / WhatsApp by the SLFFA Secretariat.

A distinguished panel of Judges representing the width and the breadth of the industry will review and judge the entries for the awards.

By submission of application the applicants will agree that the decisions conveyed to SLFFA by the panel of Judges are the final.

## **Shortlisting**

- After the closure of the date of submissions all entries will be examined and shortlisted using pre-set criteria by a team of subject experts.
- The highest scoring submissions will be selected to go forward and will be shortlisted for each category.
- Shortlisted applicants will receive an email from the awards team letting them know the status of their entry and informing them of steps going forward.

## **Judging**

- All finalists will be appraised based on the relevant criteria under respective category of applications and marks will be assigned by the panel of judges.
- Scores will be screened at the at the final round of evaluation headed by Panel Chairman .
- The finalists with highest scores will be declared as the winners under respective category.
- **The Final Award winners will be announced only at the Awards function on 9<sup>th</sup> September 2021**