Automobile Awards Handbook

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1 Introduction

This handbook provides comprehensive guidance for the Automobile International Awards Program. It includes categories, qualifications, and evaluation criteria to ensure a transparent and prestigious recognition process for excellence in the automobile industry.

2 Objectives

1. Recognize excellence in automobile design, innovation, and sustainability.
2. Encourage manufacturers and service providers to adopt global best practices.
3. Promote green technology, safety standards, and customer satisfaction.
4. Create a competitive yet collaborative environment to uplift the automobile industry globally.
5. Develop Management and HR of organizations to develop strategies and better governance
6. Safeguard the sustainability of the industry via Digitization and Automation
7. Transition from Organizational restructuring of institutions to Results oriented Organizations

3 Ceremony Details

- **Date** : 10th February 2025
- **Location** : Temple Trees
- **Dress Code** : Black Tie / Suit for Gentlemen
  Evening Wear for Ladies
- **Final Jury Panel** : National Productivity Secretariat (NPS), Industry professionals, and the Sri Lanka Institute of Marketing (SLIM)

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4 Initial Shortlisting (Mandatory Qualifications)

Awards will be listed based on the category of the applicant to differentiate the nominees, so that the awarding could be done in a categorical manner.

4.1 Organizational Category Classification

No	Category	No. of Employees	Annual Revenue (LKR)
1	Micro	Less than 5	Less than 20 million
2	Small	5 – 50	20 million – 350 million
3	Medium	51 – 100	350 million – 1 billion
4	Enterprise	More than 100	Over 1 billion

4.2 Individual Category Classification

Category	Experience (Years)	Description
Novice	Less than 5 years	Individuals with under 5 years of experience in the sub sector after obtaining appropriate qualifications
Qualified	5 – 15 years	Individuals with 5 to 15 years of experience in the sub sector and holds appropriate qualifications
Professional	Over 15 years	Individuals with more than 15 years of experience in the sub sector or holds an reputed professional qualification

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5 Evaluation Criteria

No	Category	Marks	Special Awards
01	Leadership	140	**"Industry Leader"** in the sub sector Award
02	Human Resources	120	**"Most Professional"** award
03	Quality Management	150	
04	Planning and Strategy	80	
05	Processes and Knowledge Management	110	
06	Service Recipients / Clients	120	**Consumers choice** award (**50% public votes applied as per section 7)**
07	Digitization and Automation	130	**Most "Technologically advanced"** award
08	Organizational Results and Effective Innovation Projects	150	
Total		**1,000**	Award for the **"Best of the sub sector"**

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5.1 Minimum Marks

- **Minimum 40% marks on respective category or from the Total is required, in order to be considered for the awards.**
- In the final stage of assessment, scores shall be allocated according to a weighted ratio established by the Jury Panel for each award category in which public voting constitutes a component of the evaluation. The weighting framework shall be designed to ensure that both expert judgment and public opinion are appropriately represented, thereby upholding the principles of fairness, transparency, and inclusive throughout the selection process.

6 Organizational Marking Scheme

1. Leadership (140 Marks)				
No	**Category**	**Criteria**	**Marks**	**Full Marks**
1.1	Vision & Mission	1.1.1 Clear and inspiring vision aligned with industry goals	10	30
		1.1.2 Well-defined mission communicated effectively to stakeholders	10	
		1.1.3 Integration of vision and mission into overall business strategy	10	
1.2	Ethical Practices	1.2.1 Existence of a formal code of ethics and conduct	4	30
		1.2.2 Transparency and fairness in operations and relationships,	4	
		1.2.3 Leadership accountability and ethical role-modelling	4	
		1.2.4 Standards for Acceptance of Industry Rates	9	
		1.2.5 Process for Professional Independence of stake Holders (Suppliers, Customers	9	

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1.3	Decision-Making & Transparency	1.3.1 Data-driven and participation decision-making process	10	20
		1.3.2 Open communication of key organizational decisions	10	
1.4	CSR & Sustainability	1.4.1 Implementation of CSR initiatives benefiting communities including OJT Ability	10	30
		1.4.2 Adoption of sustainable resources such as solar etc.	10	
		1.4.3 Regular CSR reporting with measurable social impact	10	
1.5	Innovation & Adaptability	1.5.1 Integration of modern technologies and innovative solutions to reduce carbon for print	10	30
		1.5.2 Responsiveness to market changes and emerging challenges	10	
		1.5.3 Promotion of continuous learning and adaptability culture	10	

2. Human Resources (120 Marks)

No	Category	Criteria	Marks	Full Marks
2.1	Recruitment & Fair Employment	2.1.1 Transparent and merit-based recruitment process	10	20
		2.1.2 Equal opportunity and non-discrimination practices	5	
		2.1.3 Effective on boarding and induction programs	5	
2.2	Training & Skill Development	2.2.1 Regular training needs assessment and planning	10	20
		2.2.2 Career development and up skilling programs	5	
		2.2.3 Measurement of training effectiveness	5	
2.3	Employee Welfare & Motivation	2.3.1 Employee health, safety, and wellbeing initiatives	10	20
		2.3.2 Incentives, rewards, and recognition programs	5	
		2.3.3 Engagement and motivation-building activities	5	

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2.4	Teamwork & Communication Culture	2.4.1 Effective internal communication and collaboration	10	20
		2.4.2 Cross-functional teamwork and engagement	5	
		2.4.3 Team-building and organizational culture enhancement	5	
2.5	Performance Evaluation Systems	2.5.1 Transparent and KIP-based performance appraisals	10	20
		2.5.2 Constructive feedback and improvement mechanisms	5	
		2.5.3 Linkage between evaluation and reward	5	
2.6	Inclusive & Gender Equality	2.6.1 Representation of diverse groups in workforce	5	15
		2.6.2 Gender balance in leadership roles	5	
		2.6.3 Enforcement of anti-harassment and equality policies	5	

3. Quality Management and Compliance (150 Marks)

No	Category	Criteria	Marks	Full Marks
3.1	Quality Assurance & Control Systems	3.1.1 Existence of standard quality control framework	10	30
		3.1.2 Regular quality audits and defect analysis	10	
		3.1.3 Documentation of quality metrics and improvements	10	
3.2	Compliance with Local / International Standards	3.2.1 Certification with ISO, IATF or equivalent standards	5	30
		3.2.2 Statutory compliance with Environmental Acts, Motor Traffic Act, Inland Revalue Act, Labour Act, Register of Companies Act, etc. and internal monitoring	20	
		3.2.3 Staff training on compliance and quality systems	5	

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3.3	Product or Service Testing Accuracy	3.3.1 Adequate testing facilities and calibration standards	10	30
		3.3.2 Regular testing and record traceability	10	
		3.3.3 Validation of testing procedures and outcomes	10	
3.4	Supplier & Component Quality Audits	3.4.1 Vendor quality assessments and performance tracking	5	20
		3.4.2 Joint improvement programs with suppliers	10	
		3.4.3 Monitoring of supplier compliance standards	5	
3.5	Feedback-Based Improvement Actions	3.5.1 Analysis of customer feedback for quality improvement	10	30
		3.5.2 Implementation of corrective and preventive actions	10	
		3.5.3 Documentation of outcomes and best practices	10	

4. Planning & Strategy (80 Marks)

No	Category	Criteria	Marks	Full Marks
4.1	Strategic / Business Plan	4.1.1 Existence of a structured and feasible business plan	10	20
		4.1.2 Alignment with long-term organizational goals	5	
		4.1.3 Regular monitoring, review, and revision	5	
4.2	Market Analysis & Forecasting	4.2.1 Comprehensive research and understanding of market trends	10	20
		4.2.2 Use of forecasting tools and analytical models	5	
		4.2.3 Strategic decisions based on data and competitor insights	5	
4.3	Risk Management & Contingency Planning	4.3.1 Identification and assessment of key risks	10	20
		4.3.2 Implementation of mitigation and crisis management policies	5	
		4.3.3 Regular review and risk audits	5	

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4.4	Long-Term Growth Initiatives	4.4.1 Expansion, diversification, or innovation initiatives	10	20
		4.4.2 Sustainable and technology-driven growth strategies	5	
		4.4.3 Strategic partnerships and collaborations	5	

5. Processes & Knowledge Management (110 Marks)

No	Category	Criteria	Marks	Full Marks
5.1	SOP's & Process Optimization	5.1.1 Existence and implementation of clear SOPs	10	30
		5.1.2 Continuous review and optimization of processes	10	
		51.3 Minimization of waste and inefficiencies	10	
5.2	Knowledge Sharing & Documentation	5.2.1 Centralized knowledge repository and documentation	10	25
		5.2.2 Effective record and document management systems	10	
		5.2.3 Regular knowledge-sharing and cross-learning sessions	5	
5.3	Continuous Improvement & Innovation	5.3.1 Encouragement of employee-driven improvement ideas	10	30
		5.3.2 Measurement and tracking of improvement outcomes	10	
		5.3.3 Recognition for innovative contributions	10	
5.4	Bench marking & Best Practices	5.4.1 Comparison with industry standards and best practices	10	25
		5.4.2 Adoption of proven operational models	5	
		5.4.3 Participation in external bench marking or awards	10	

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6.Service Recipients / Clients (120 Marks)				
No	**Category**	**Criteria**	**Marks**	**Full Marks**
6.1	Customer Satisfaction & Feedback	6.1.1 Existence of customer satisfaction measurement systems	10	25
		6.1.2 Regular feedback collection and analysis	5	
		6.1.3 Continuous improvement based on feedback results	10	
6.2	Responsiveness & Complaint Handling	6.2.1 Quick and professional handling of customer issues	10	25
		6.2.2 Dedicated complaint resolution and follow-up systems	5	
		6.2.3 Reduction in recurrence of similar complaints	10	
6.3	Accessibility & Convenience	6.3.1 Accessibility of services across regions	10	25
		6.3.2 Availability of online and mobile service platforms	10	
		6.3.3 Customer-friendly operational hours and processes	5	
6.4	Customer Retention & Loyalty Programs	6.4.1 Loyalty and reward initiatives for repeat customers	5	20
		6.4.2 Effective CRM and engagement systems	10	
		6.4.3 Data-driven retention and relationship strategies	5	
6.5	Public Image & Reputation	6.5.1 Positive media and public perception	10	25
		6.5.2 Ethical marketing and customer trust level	15	

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7. Digitization and Automation (130Marks)				
No	**Category**	**Criteria**	**Marks**	**Full Marks**
7.1	Use of Digital Tools (ERP, CRM, MIS)	7.1.1 Implementation of enterprise digital systems	10	20
		7.1.2 Integration between departments and data flow efficiency	5	
		7.1.3 Regular upgrades and data accuracy checks	5	
7.2	Online Platforms for Customers	7.2.1 Availability of functional websites or mobile apps	10	30
		7.2.2 Online support, service booking, and feedback collection	10	
		7.2.3 Effective digital marketing and online presence	10	
7.3	Automation in Production or Services	7.3.1 Use of robotics and automation in core processes in production or AI for Services	5	20
		7.3.2 Integration with quality control and productivity systems	5	
		7.3.3 Demonstrated ROI or efficiency improvements	10	
7.4	Data Management & Cyber security	7.4.1 Secure data protection and privacy systems	10	30
		7.4.2 Regular cyber security audits and backups	10	
		7.4.3 Compliance with data protection regulations	10	
7.5	Digital Innovation & AI Integration	7.5.1 Use of AI, analytic, and digital transformation strategies	10	30
		7.5.2 Measurable outcomes from digital innovation	10	
		7.5.3 Training programs for digital literacy and adoption	10	

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8. Organizational Results (150 Marks)				
No	**Category**	**Criteria**	**Marks**	**Full Marks**
8.1	Financial Performance	8.1.1 Revenue growth, profitability, and cost control	10	30
		8.1.2 Return on investment and productivity ratios	10	
		8.1.3 Financial reporting and transparency	10	
8.2	Customer & Employee Satisfaction Scores	8.2.1 Annual surveys and analysis of satisfaction levels	10	30
		8.2.2 Improvement in satisfaction and retention trends	10	
		8.2.3 Communication and implementation of survey results	10	
8.3	Market Share & Brand Strength	8.3.1 Market performance and customer base growth	10	30
		8.3.2 Brand awareness and reputation initiatives	10	
		8.3.3 Competitor bench marking and positioning	10	
8.4	Environmental & Community Impact	8.4.1 Implementation of sustainability and green initiatives	10	30
		8.4.2 Results achieved via community projects and CSR projects	10	
		8.4.3 Recognition for environmental leadership	10	
8.5	Overall Organizational Growth	8.5.1 Long-term strategic progress and innovation impact	10	30
		8.5.3 Continuous improvement and resilience 10	10	

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6.1 Performance for organizations

Performance Indicator	Status of Performance				
1.1 Vision & Mission	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
1.1.1 Clear and inspiring vision aligned with industry goals	10				
1.1.2 Well-defined mission communicated effectively to stakeholders	10				
1.1.3 Integration of vision and mission into overall business strategy	10				
2.1 Recruitment & Fair Employment	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
2.1.1 Transparent and merit-based recruitment process	4				
2.1.2. Equal opportunity and non-discrimination practices	4				

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2.1.3. Effective onboarding and induction programs	4				
2.2 Training & Skill Development	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
2.2.1 Regular training needs assessment and planning	10				
2.2.2 Career development and up skilling programs	5				
2.2.3 Measurement of training effectiveness	5				
2.3 Employee Welfare & Motivation	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
2.3.1 Employee health, safety, and wellbeing initiatives.	10				
2.3.2 Incentives and performance rewards.	5				
2.3.3 Employee recognition systems.	5				

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2.4 Team work & Communication Culture	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
2.4.1 Internal communication channels.	10				
2.4.2 Cross-functional collaboration.	5				
2.4.3 Team-building activities.	5				
2.5 Performance Evaluation Systems	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
2.5.1 Transparent and KPI-based performance appraisals	10				
2.5.2 Constructive feedback and improvement mechanisms	5				
2.5.3 Linkage between evaluation and reward	5				

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2.6 Inclusivity & Gender Equality	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
2.6.1Representation of diverse groups in workforce	5				
2.6.2 Gender balance in leadership roles	5				
2.6.3 Enforcement of anti-harassment and equality policies	5				
3.1 Quality Assurance & Control Systems	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
3.1.1 Existence of standard quality control framework	10				
3.1.2 Regular quality audits and defect analysis	10				
3.1.3 Documentation of quality metrics and improvements	10				
3.2 Compliance with Local / International Standards	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
3.2.1 Certification with ISO or equivalent standards	5				

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3.2.2 Statutory compliance and internal monitoring	20				
3.2.3 Staff training on compliance and quality systems	5				
3.3 Product or Service Testing Accuracy	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
3.3.1 Adequate testing facilities and calibration standards	10				
3.3.2 Regular testing and record traceability	10				
3.3.3 Validation of testing procedures and outcomes	10				
3.4 Supplier & Component Quality Audits	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
3.4.1 Vendor quality assessments.	5				
3.4.2 Supplier performance monitoring.	10				
3.4.3 Joint quality improvement programs.	5				

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3.5 Feedback-Based Improvement Actions	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
3.5.1 Analysis of customer feedback for quality improvement	10				
3.5.2Implementation of corrective and preventive actions	10				
3.5.3Documentation of outcomes and best practices	10				
4.1 Strategic / Business Plan	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
4.1.1 Existence of a structured and feasible business plan	10				
4.1.2 Alignment with long-term organizational goals	5				
4.1.3 Regular monitoring, review, and revision	5				

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4.2 Market Analysis & Forecasting	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
4.2.1Comprehensive research and understanding of market trends	10				
4.2.2 Use of forecasting tools and analytical models	5				
4.2.3 Strategic decisions based on data and competitor insights	5				
4.3 Risk Management & Contingency Planning	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/Attach) 30%**	**Total Marks**
4.3.1Identification and assessment of key risks	10				
4.3.2Implementation of mitigation and crisis management policies	5				
4.3.3 Regular review and risk audits	5				
4.4 Long-Term Growth Initiatives	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/Attach) 30%**	**Total Marks**

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4.4.1 Expansion, diversification, or innovation initiatives	10				
4.4.2 Strategic partnerships and collaborations	5				
4.4.3 Sustainable and technology-driven growth strategies	5				

5.1 SOPs & Process Optimization	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
5.1.1 Existence and implementation of clear SOPs	10				
5.1.2 Continuous review and optimization of processes	10				
5.1.3 Minimization of waste and inefficiencies	10				
5.2 Knowledge Sharing & Documentation	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
5.2.1 Centralized knowledge repository and documentation	10				
5.2.2 Effective record and document management systems	10				

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5.2.3 Regular knowledge-sharing and cross-learning sessions	5				

5.3 Continuous Improvement & Innovation	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
5.3.1Encouragement of employee-driven improvement ideas	10				
5.3.2 Measurement and tracking of improvement outcomes	10				
5.3.3 Recognition for innovative contributions	10				
5.4 Benchmarking & Best Practices	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
5.4.1 Comparison with industry standards and best practices	10				
5.4.2 Adoption of proven operational models	5				
5.4.3 Participation in external benchmarking or awards	10				

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6.1 Customer Satisfaction & Feedback	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
6.1.1 Existence of customer satisfaction measurement systems	10				
6.1.2 Regular feedback collection and analysis	5				
6.1.3.Continuous improvement based on feedback results	10				
6.2Responsiveness & Complaint Handling	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
6.2.1 Quick and professional handling of customer issues	10				
6.2.2 Dedicated complaint resolution and follow-up systems	5				
6.2.3 Reduction in recurrence of similar complaints	10				
6.3. Accessibility & Convenience	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**

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6.3.1 Accessibility of services across regions	10				
6.3.2 Availability of online and mobile service platforms	10				
6.3.3 Customer-friendly operational hours and processes	5				
6.4 Customer Retention & Loyalty Programs	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
6.4.1 Loyalty and reward initiatives for repeat customers	5				
6.4.2 Effective CRM and engagement systems	10				
6.4.3 Data-driven retention and relationship strategies	5				

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6.5 Public Image & Reputation	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
6.5.1 Positive media and public perception	10				
6.5.2 Ethical marketing and customer trust level	15				
7.1 Use of Digital Tools (ERP, CRM, MIS)	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
7.1.1 Implementation of enterprise digital systems	10				
7.1.2 Integration between departments and data flow efficiency	5				
7.1.3 Regular upgrades and data accuracy checks	5				
7.2 Online Platforms for Customers	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
7.2.1 Availability of functional websites or mobile apps	10				
7.2.2 Online support, service booking, and feedback collection	10				
7.2.3 Effective digital marketing and online presence	10				

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7.3 Automation in Production or Services	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
7.3.1 Use of robotics and automation in core processes	5				
7.3.2 Integration with quality control and productivity systems	5				
7.3.3 Demonstrated ROI or efficiency improvements	10				
7.4 Data Management & Cyber security	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
7.4.1 Data protection systems in place.	10				
7.4.2 Cyber security audits and backups.	10				
7.4.3 Privacy policies and compliance.	10				

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7.5 Digital Innovation & AI Integration	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
7.5.1 Use of AI, analytics, and digital transformation strategies	10				
7.5.2 Measurable outcomes from digital innovation	10				
7.5.3 Training programs for digital literacy and adoption	10				
8.1 Financial Performance	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
8.1.1 Revenue growth, profitability, and cost control	10				
8.1.2 Return on investment and productivity ratios	10				
8.1.3 Financial reporting and transparency	10				

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8.2 Customer & Employee Satisfaction Scores	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
8.2.1 Annual surveys and analysis of satisfaction levels	10				
8.2.2 Improvement in satisfaction and retention trends	10				
8.2.3Communication and implementation of survey results	10				
8.3 Market Share & Brand Strength	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
8.3.1 Market performance and customer base growth	10				
8.3.2 Brand awareness and reputation initiatives	10				
8.3.3 Competitor benchmarking and positioning	10				

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8.4 Environmental & Community Impact	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence/ Attach) 30%	Total Marks
8.4.1 Implementation of sustainability and green initiatives	10				
8.4.2 Contribution to community projects and CSR	10				
8.4.3 Recognition for environmental leadership	10				
8.5 Overall Organizational Growth	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence/ Attach) 30%**	**Total Marks**
8.5.1 Long-term strategic progress and innovation impact	10				
8.5.2 Achievement of institutional goals and targets	10				
8.5.3 Continuous improvement and resilience	10				

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6.2 Web Site Login Process

6.2.1 Registration

- 1st Step

- 2nd Step

- **3rd Step**

- **4th Step**

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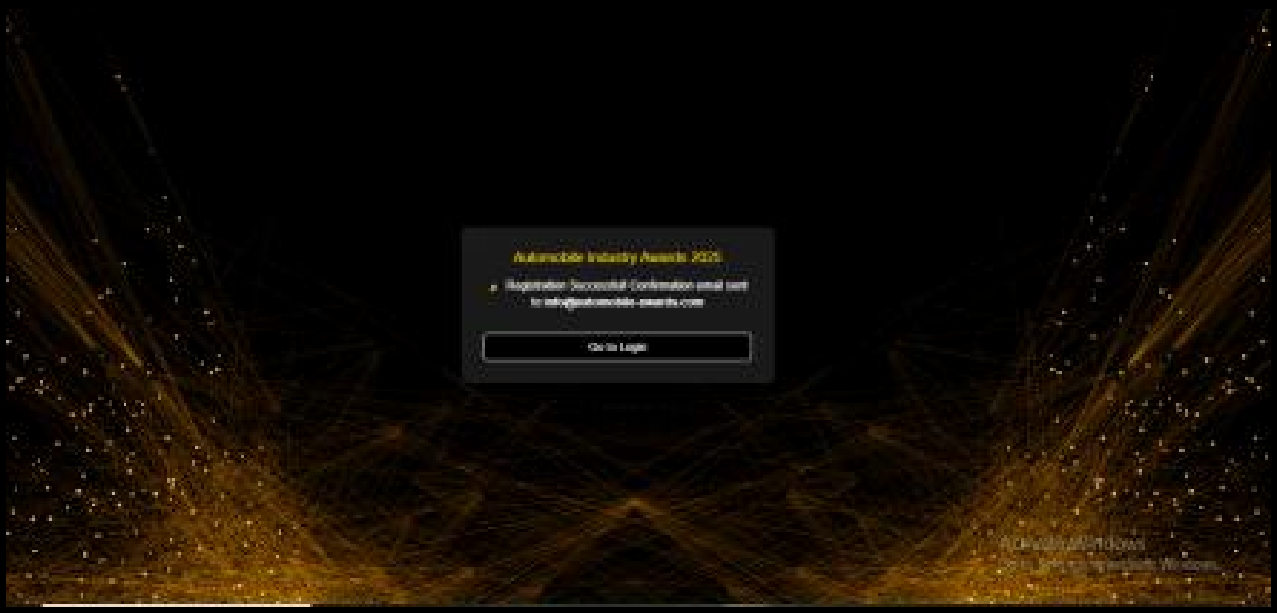
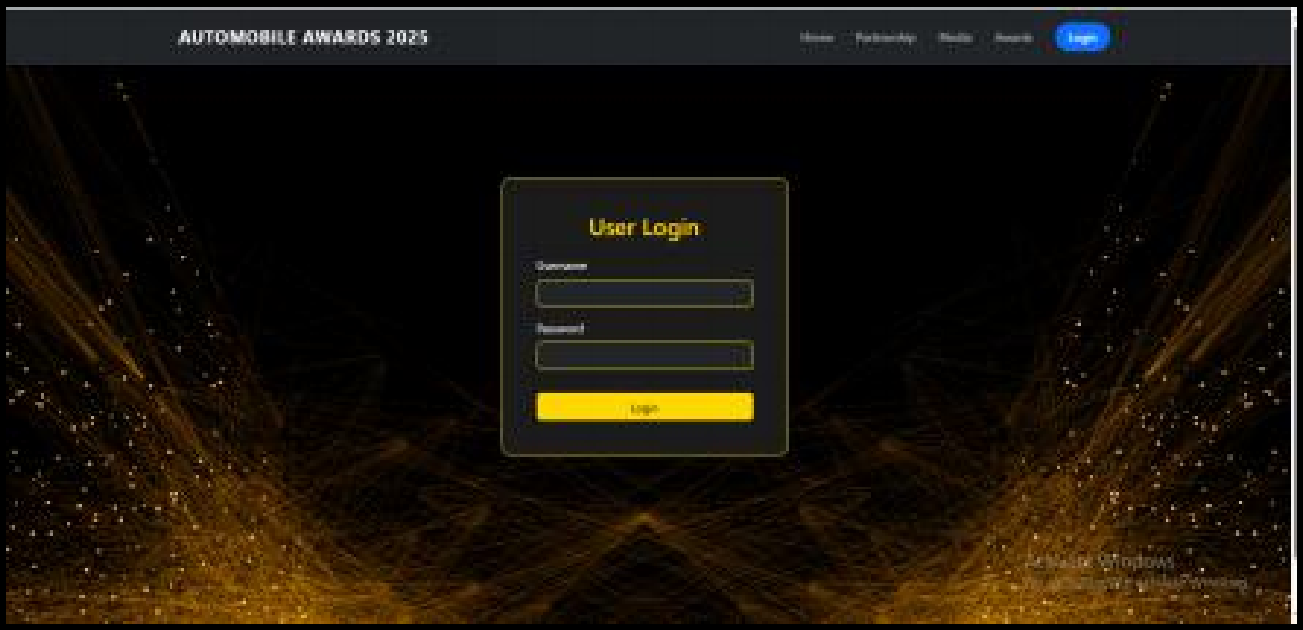
- **5th Step**



- **6th Step**



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6.2.2 How to View the Application

1st Step

- After registering through the website, using the username and password that were sent to your email, log in to view your application.

2 nd Step

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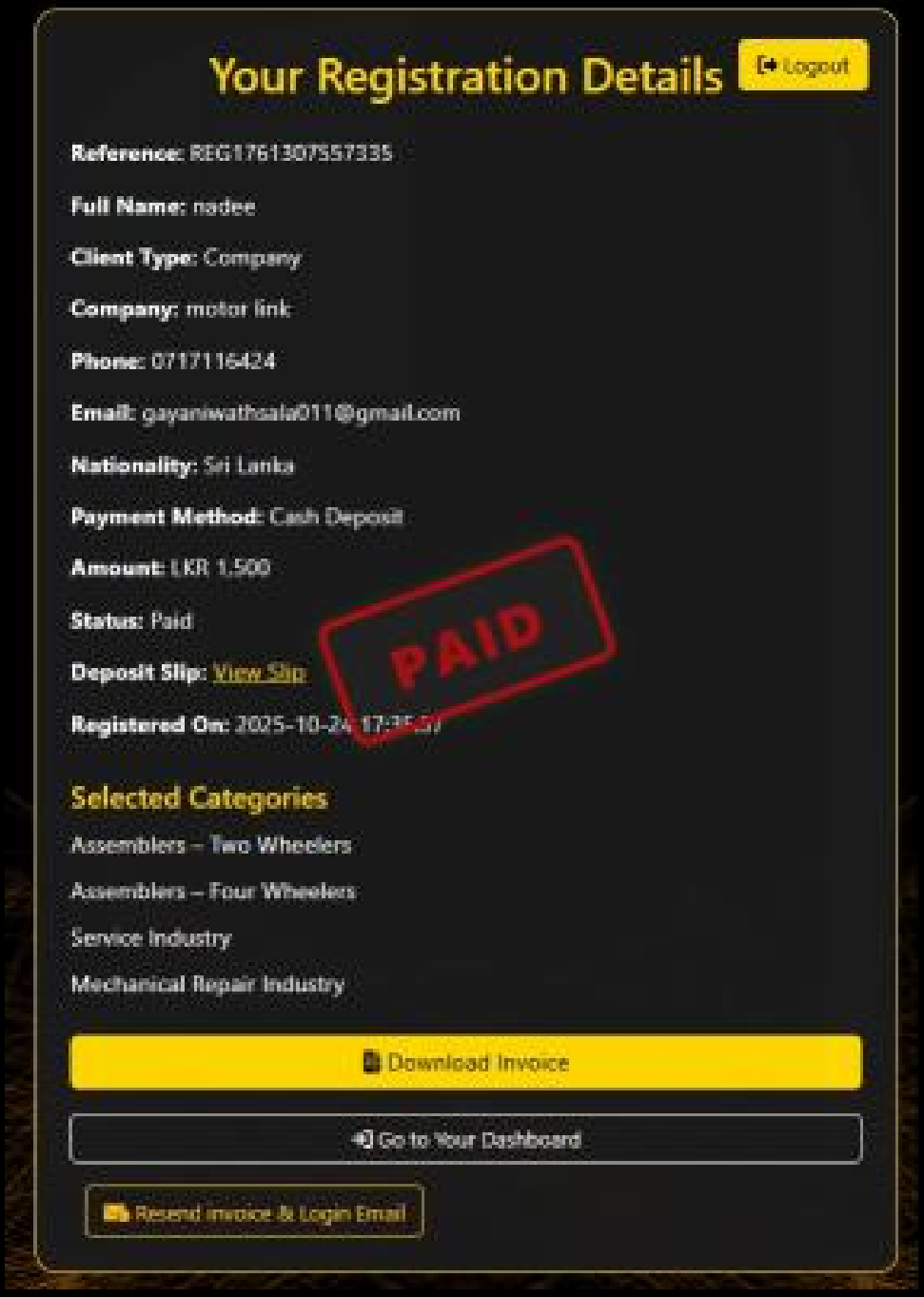
6.2.3 How to View Application Process

Company Registration



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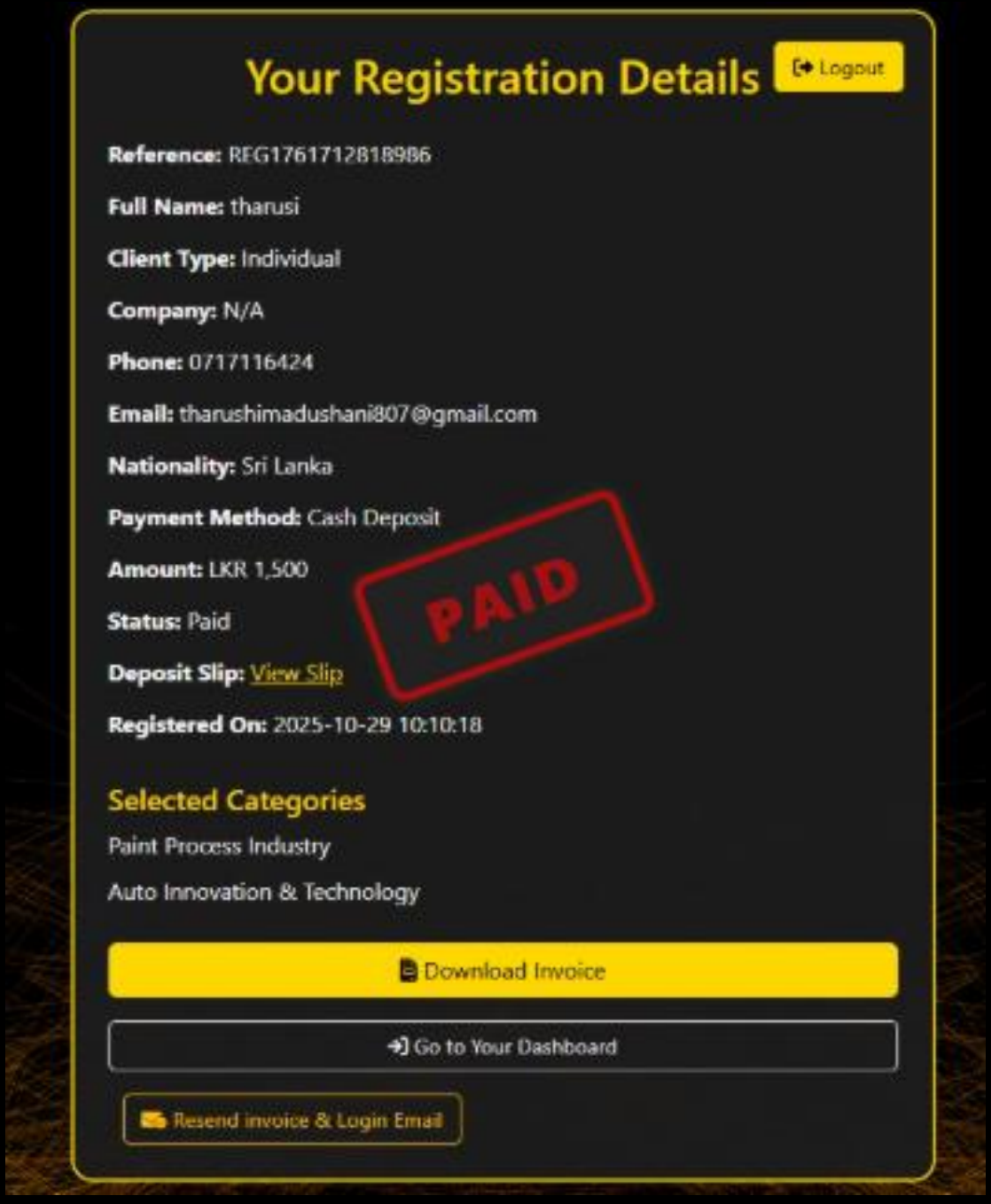
Individual Registration



After registration details, you can view both individual and company details by clicking on the dashboard below.

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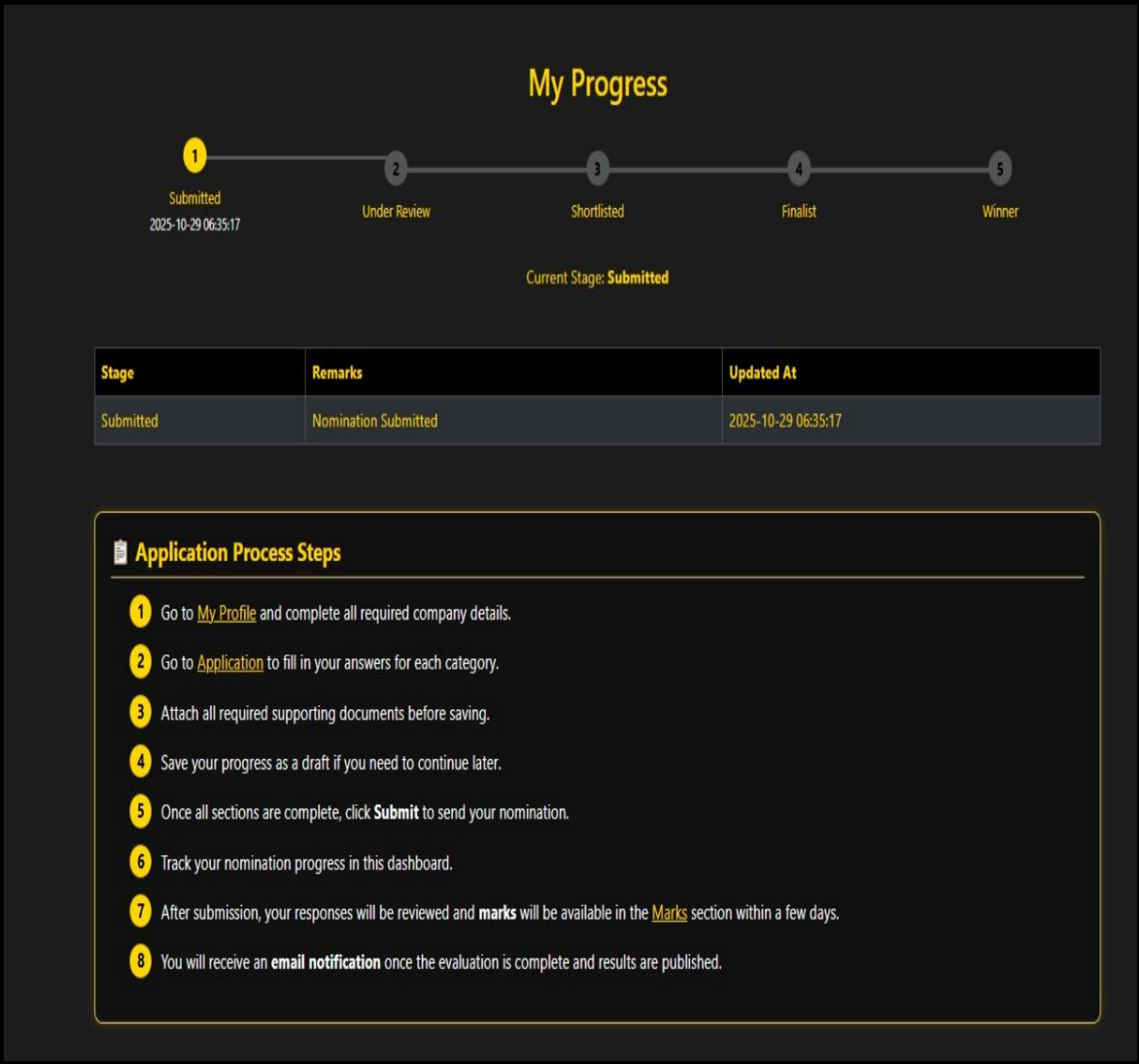
After the invoice status in your account shows as 'Paid', you can download the invoice, access the dashboard, and receive the invoice along with login details via email by pressing the 'Send Email' button



After going to the dashboard, you can view the progress, and you can also check it step by step.

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Company Application Profile

After you complete your details, you can view the details you have added.

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- If you cannot fill everything at once, you can save it as a draft and submit the remaining parts later.

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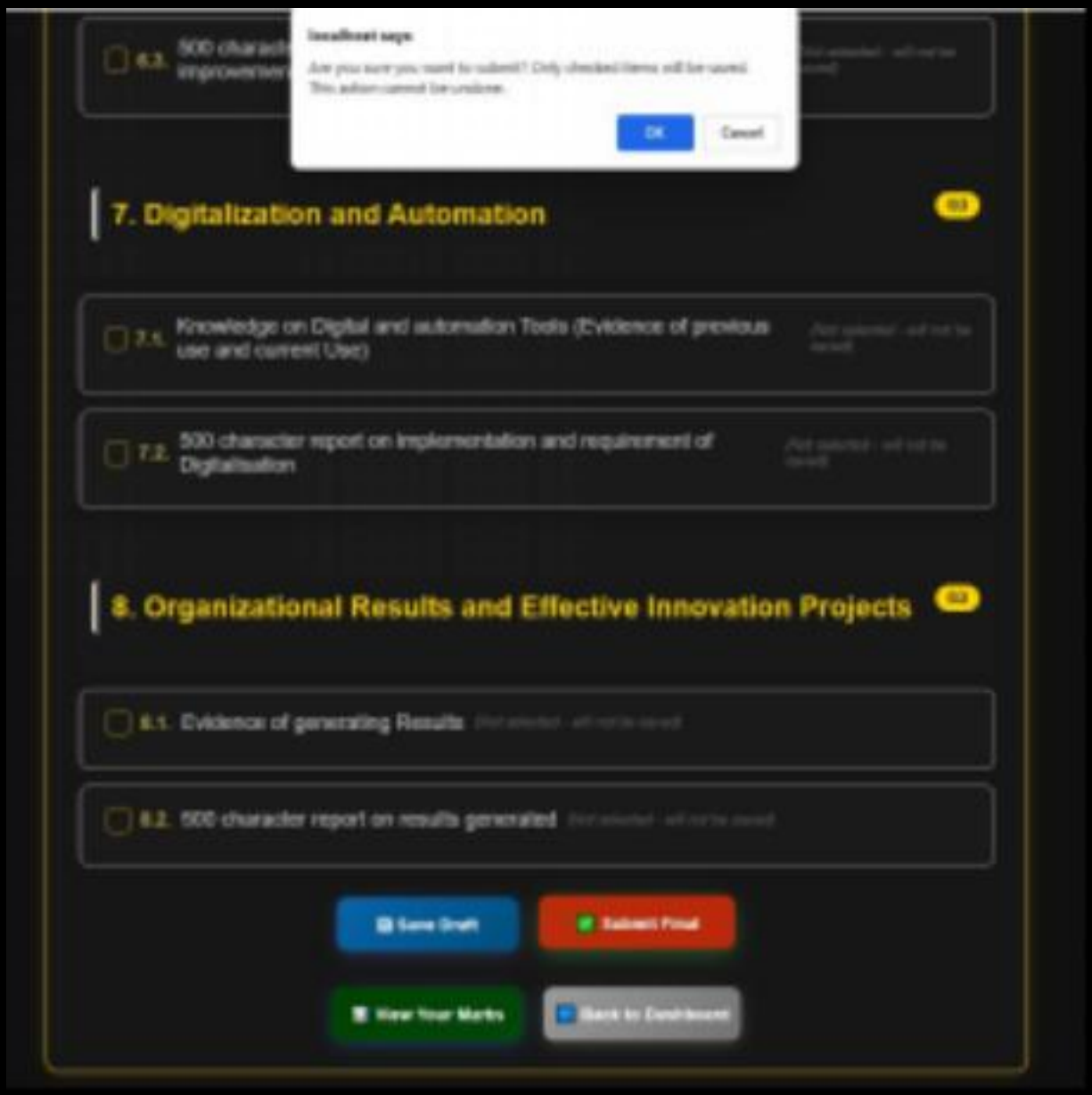

- When you submit finally, a notification will be sent, and the application will be considered fully completed. After that, it cannot be edited.

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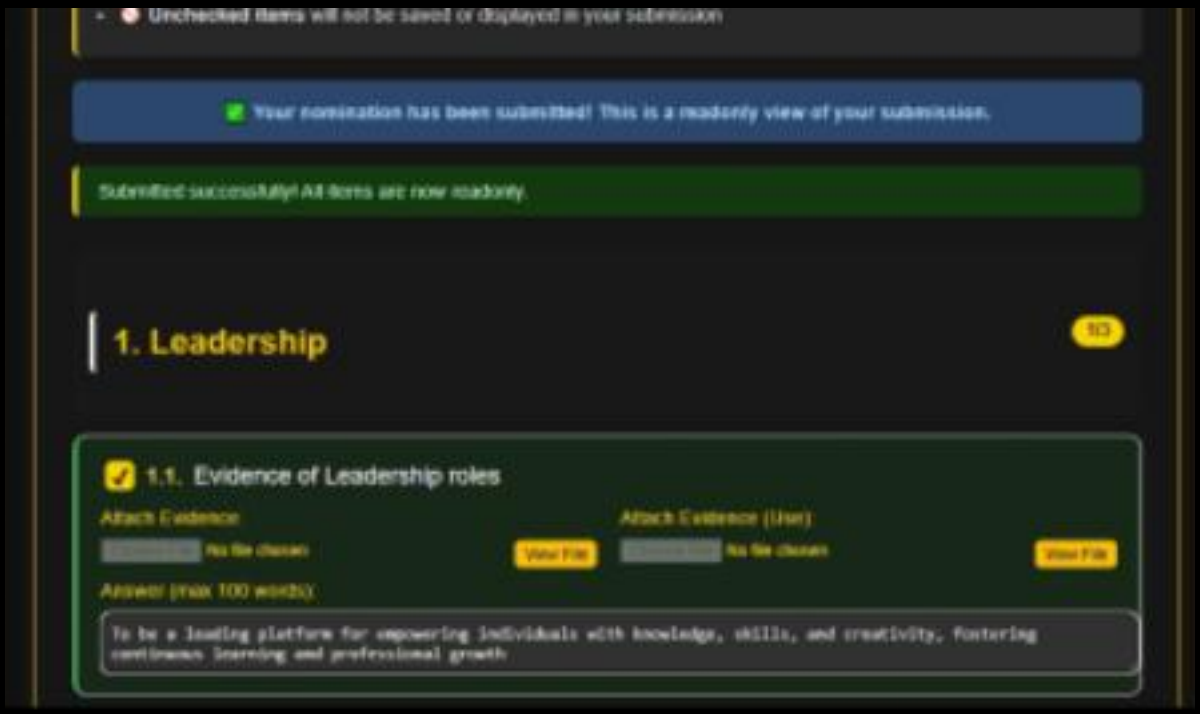
- View You’re Marks **-** You can view your marks after a few days.
- Back to Dashboard - You can go to the dashboard.



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7 Individual Marking Scheme

No	Main Category	Criteria	Marks	Full Marks
1.	Leadership	1.1 Evidence of Leadership roles	35	140 **"Industry Leader"** in the sub sector Award
		1.2 Evidence of Ethical Behaviour and terms of engagement	45	
		1.3 500 character reasoning of why you are considered to be a leader	60	
2.	Professionalism	2.1 Evidence of qualifications	10	120 **"Most Professional"** award
		2.2 Evidence of accurate communications	20	
		2.3 Evidence of Experience	30	
		2.4 500 character why you are a professional in your field	60	
3.	Quality Management	3.1 Evidence in Quality improvements	70	150
		3.2 500 character on requirement of quality improvement and processes implemented	80	
4.	Planning and Strategy	4.1 Evidence of plans and strategies	35	80
		4.2 500 character report on plans and strategies implemented	45	
5.	Processes and Knowledge Management	5.1 Evidence of processes implemented and knowledge based process Implementation	30	110
		5.2 Evidence of Fact checking	30	
		5.3 500 character report on why a process was needed and how it changed the issues identified	50	

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6.	Communication and partnerships	6.1 Evidence of partnerships	30	120
		6.2 Evidence of fact Checking based corrections	30	
		6.3 500 character report on personal and corporate communication improvements	60	
7.	Digitalization and Automation	7.1 Knowledge on Digital and automation Tools (Evidence of previous use and current Use)	50	130 **Most "Technologically advanced" award**
		7.2 500 character report on implementation and requirement of Digitalisation	80	
8.	Organizational Results and Innovation Projects	8.1 Evidence of generating Results	70	150
		8.2 500 character report on results generated	80	
	Total		**1,000**	Award for the **"Best of the sub sector"**

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7.1 Status of Performance for Individual

Performance Indicator	Status of Performance				
1. Leadership	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
1.1 Evidence of Leadership roles	35				
1.2 Evidence of Ethical Behaviour and terms of engagement	45				
1.3 500 character reasoning of why you are considered to be a leader	60				
2. Professionalism	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
2.1 Evidence of qualifications	10				
2.2 Evidence of accurate communications	20				
2.3 Evidence of Experience	30				
2.4 500 character why you are a professional in your field	60				

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3. Quality Management	Max Available Marks	Evidence Attach 20%	Alignment Of Answer (100 words Text Box) 50%	In use (Evidence /Attach) 30%	Total Marks
3.1 Evidence in Quality improvements	70				
3.2 500 character on requirement of quality improvement and processes implemented	80				
4. Planning and Strategy	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
4.1 Evidence of plans and strategies	35				
4.2 500 character report on plans and strategies implemented	45				
5. Processes and Knowledge Management	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
5.1 Evidence of processes implemented and knowledge based process Implementation	30				
5.2 Evidence of Fact checking	30				

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5.3 500 character report on why a process was needed and how it changed the issues identified	50				
6. Communication and partnerships	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
6.1 Evidence of partnerships	30				
6.2 Evidence of fact Checking based corrections	30				
6.3 500 character report on personal and corporate communication improvements	60				
7. Digitalization and Automation	**Max Available Marks**	**Evidence Attach 20%**	**Alignment Of Answer (100 words Text Box) 50%**	**In use (Evidence /Attach) 30%**	**Total Marks**
7.1 Knowledge on Digital and automation Tools (Evidence of previous use and current Use)	50				
7.2 500 character report on implementation and requirement of Digitalisation	80				
8. Organizational Results and	**Max Available**	**Evidence**	**Alignment Of**	**In use (Evidence**	**Total**

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Effective Innovation Projects	Marks	Attach 20%	Answer (100 words Text Box) 50%	/Attach) 30%	Marks
8.1 Evidence of generating Results	70				
8.2 500 character report on results generated	80				

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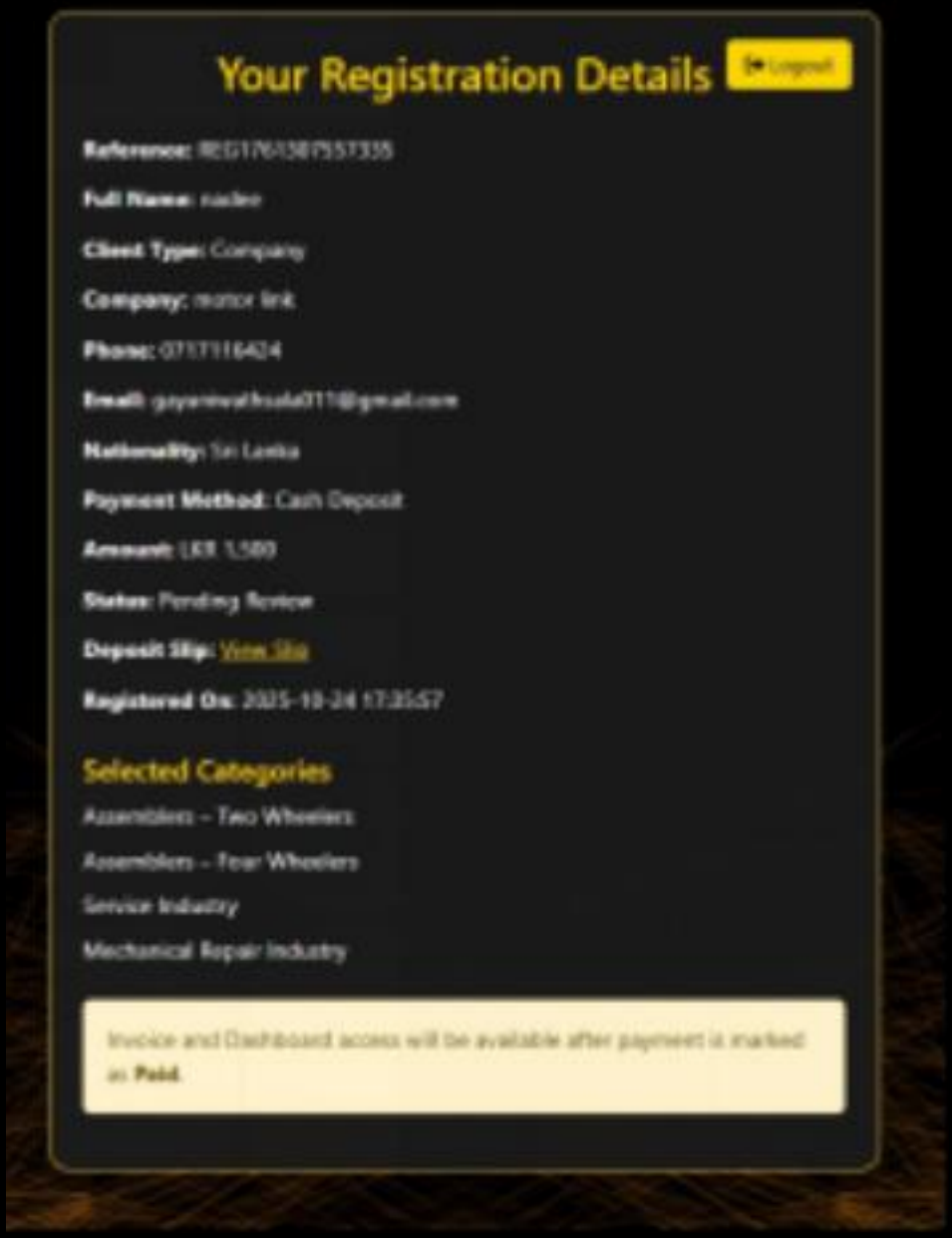
7.2 How to View Individual Application Process

1st Step



After registration details, you can view both individual and company details by clicking on the dashboard below.

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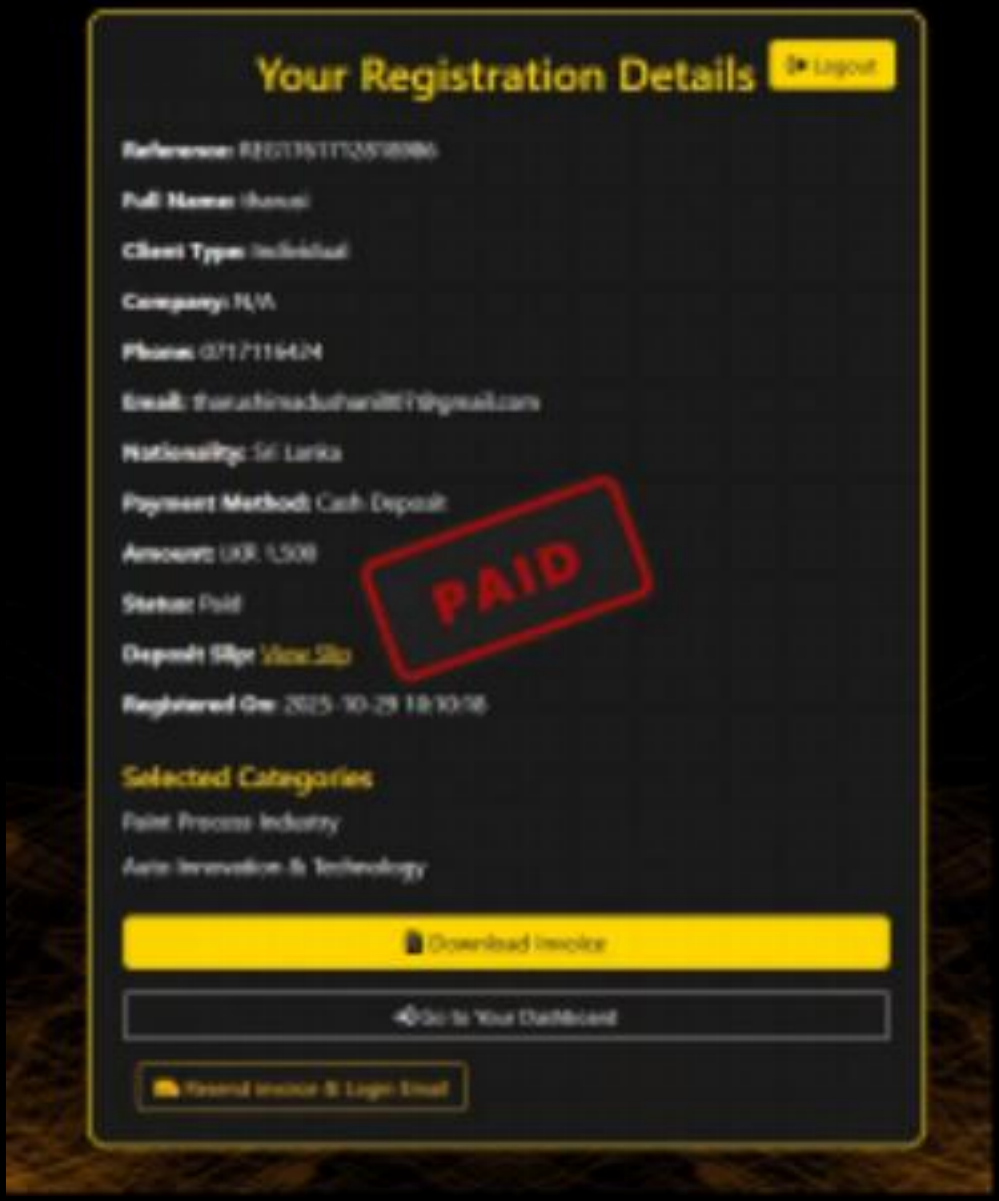
- **2nd Step**



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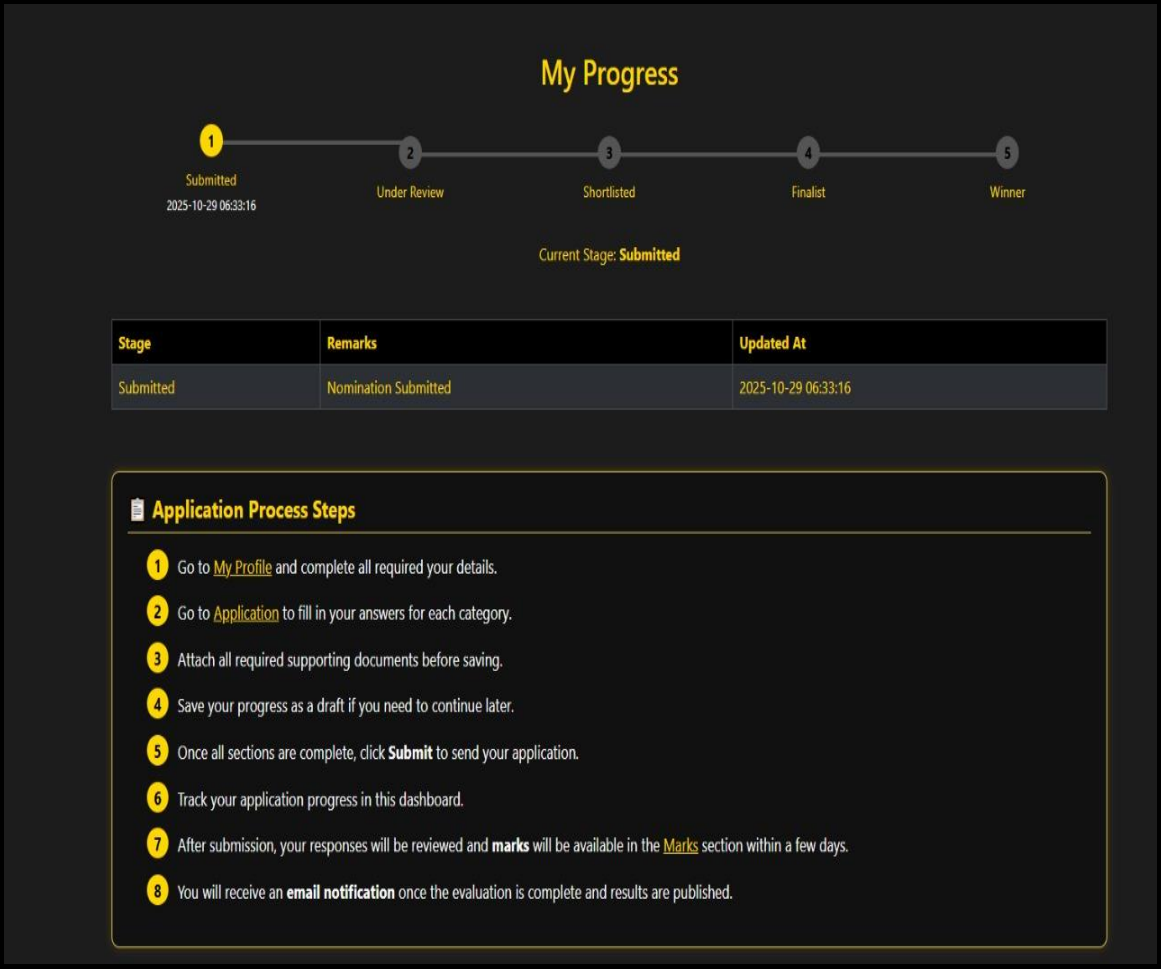
- **3rd Step**



After going to the dashboard, you can view the progress, and you can also check it step by step.

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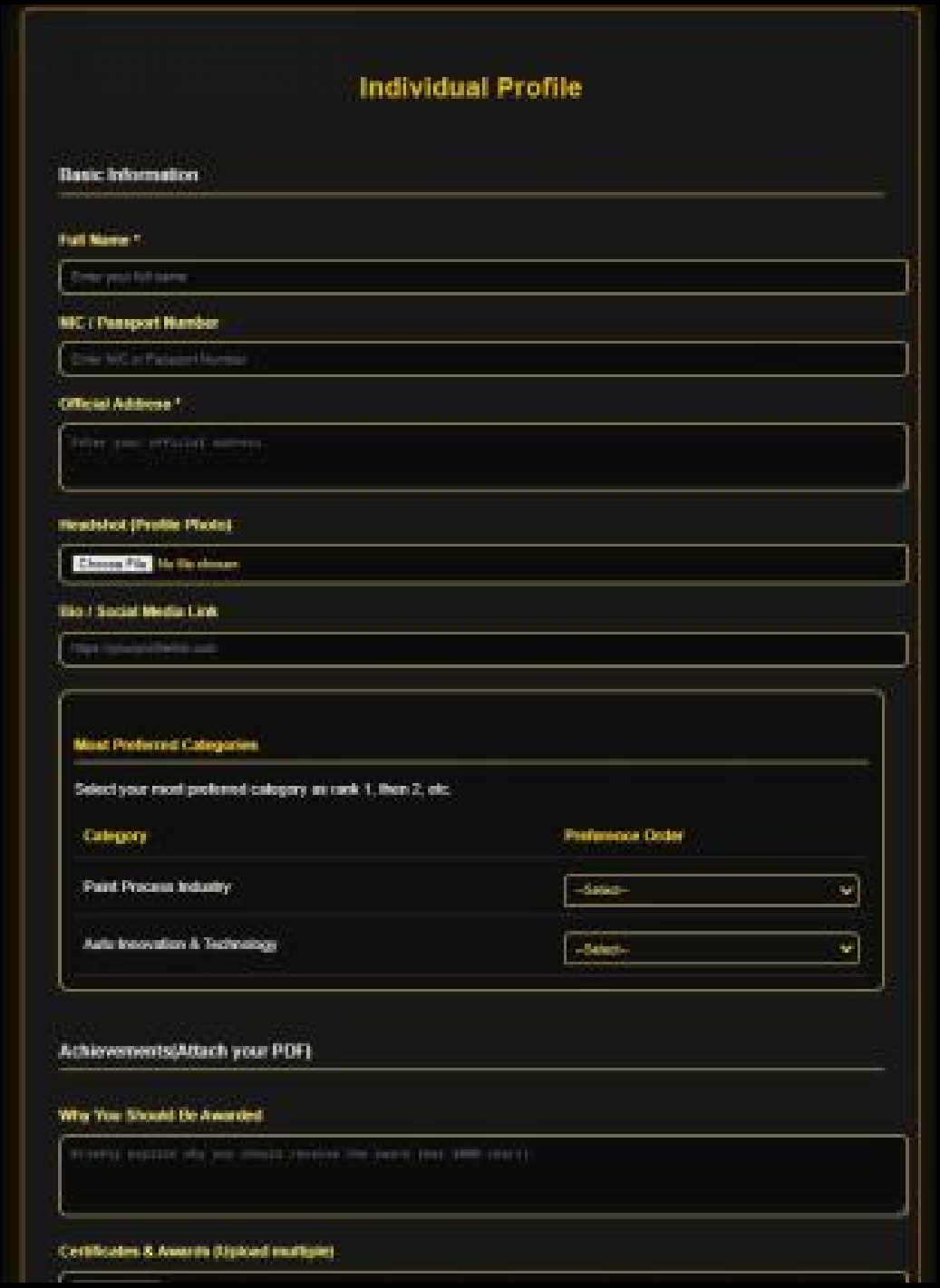
- **4th Step**



After you complete your details, you can view the details you have added.

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- **5th Step**

When you fill out the application and submit it, the application will be completed.

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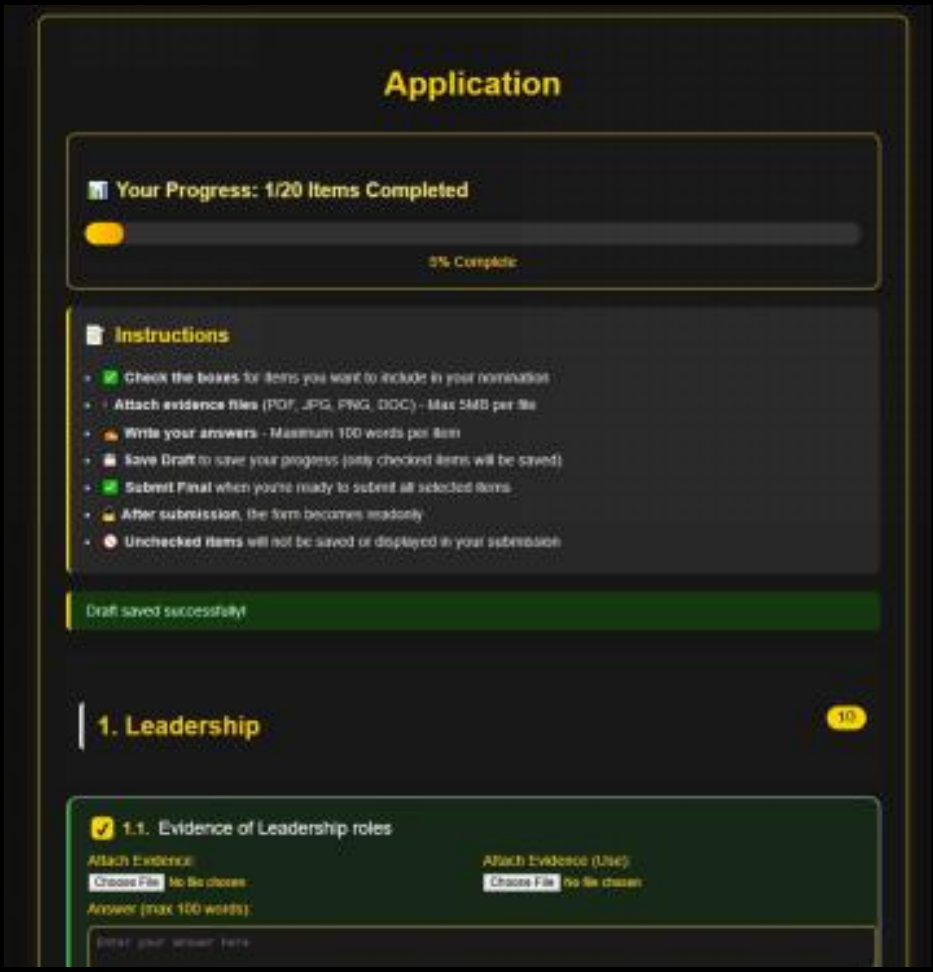
6th Step



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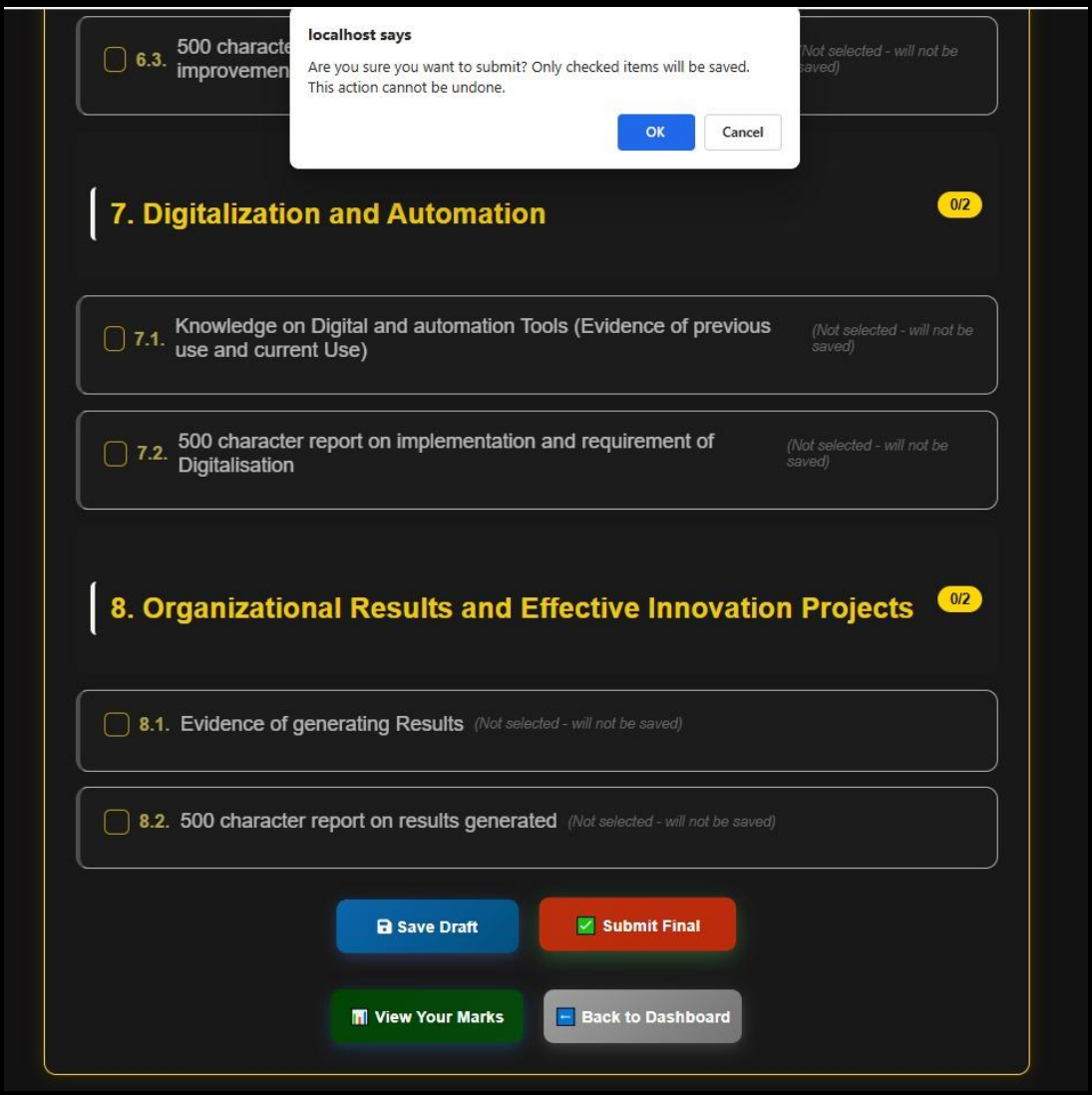
7th Step



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- **Last Step**

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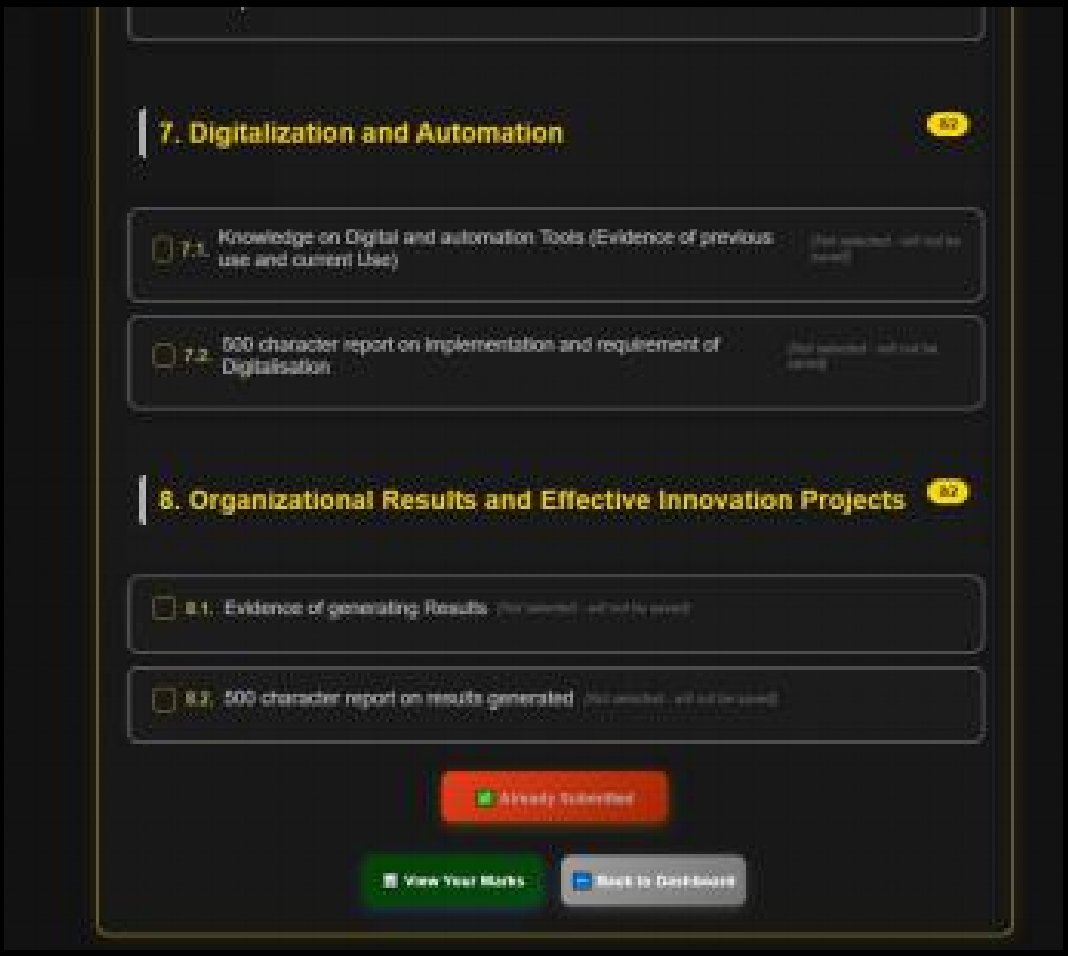

- View You're Marks - You can view your marks after a few days
- Back to Dashboard - You can go to the dashboard.

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8 Additional Considerations

Note on Public Voting

- In addition to the official jury evaluation conducted by the **National Productivity Secretariat (NPS), i**ndustry professionals, and the Sri Lanka Institute of Marketing (SLIM), a Public Voting Component will also be introduced where applicable.
- Marks from public voting (through official social media posts / official website) will be considered as part of the evaluation.
- While the jury's professional assessment will carry the highest or at minimum a balanced weight, **public engagement and votes will influence the final outcome**.
- The **Final Decision** will be announced by the Awards Jury Panel, taking into account both the **official marking scheme** and the **public voting results**.

9 Application Process

- Applications are submitted online through the official portal https://www.automobile-awards.com/categories.php and simultaneously linked to www.aicsrilanka.com. Applicants must provide organization details, category selection, and supporting documents. A unique registration code will be issued upon application.

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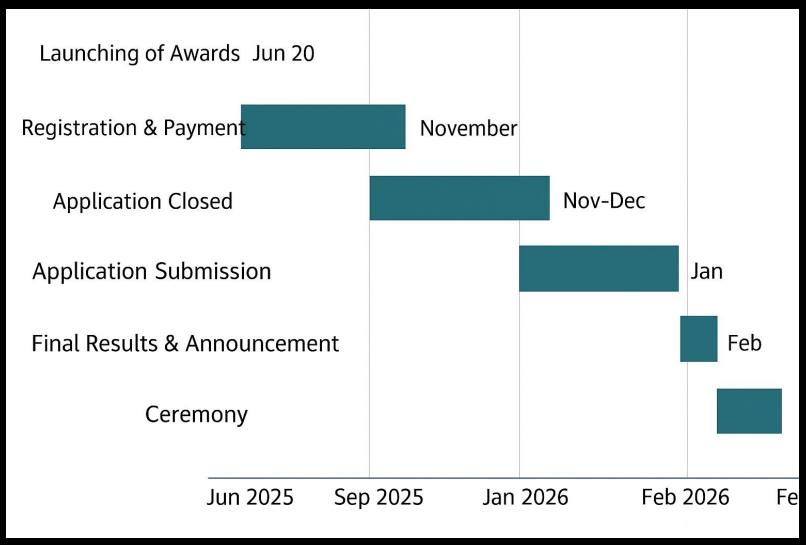
10 Timeline & Activity Flow

- Ceremony → **February 2026**
- Final Results & Announcement → **Jan 2026**
- Application Submission → **Dece 2025**
- Nomination Closed → **Nov 2025**
- Registration & Payment → **Jul – Aug 2025**
- Launching of Awards → **20 Jun 2025**



11 Complaints & Appeals

- Participants may file appeals within 7 days of on-site evaluation. All complaints will be reviewed by the Appeals Committee, and decisions of the committee appointed will be final.

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12 Announcement of Winners & Ceremony

- Results will be officially announced on the awards website and at the International Awards Ceremony. Certificates and trophies will be distributed at the ceremony.

13 Post-Award Activities

- Winners and participants must submit an annual self-evaluation report.
- Participation in Best Practice Sharing Conferences is encouraged.
- Organizations are expected to continuously improve and contribute to industry standards.

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