



# PMR awards Clover's CSI project

Clover's CSI project, Clover Mama Afrika, has received the Diamond Arrow Award by the Performance Management Review (PMR). The awards ceremony recently took place at The Houghton Golf Club in Johannesburg.



Professor Bain Vlok

Clover won the award in the 2015 Corporate Social Responsibility category by Food Manufacturers/Processors with a highest rated mean score of 4.35 out of a possible 5.00. The PMR award recognises the company's attributes such as commitment to communities, job creation and social upliftment.

This is not the first PMR award for Clover Mama Afrika. They previously won the Overall PMR Diamond Award for the company in South Africa with the best Social Responsibility project in 2006, 2007, 2008, and 2009 and for Corporate Care in 2010, 2011, 2012, 2013, 2014 and 2015.

## Self-sustaining

Clover Mama Afrika identifies women who are already making a difference in their communities and helps them to become self-sustaining, by teaching them skills they can derive incomes from, in order to support orphaned and abused children and the elderly and infirm.

The PMR Awards assesses companies and institutions based on respondent's perceptions with a strong focus on economic development, growth and stability. The purpose of the awards is also for the winning companies to recognise its employees and to use the award, not only as a marketing tool, but to thank the employees for creating the perception that the company or institution is a respected leader in the industry.

"We at Clover are honoured to receive this award as it is our aim to make a difference in the lives of many people and communities throughout South Africa.

"On behalf of Clover and our Clover Mama Afrika partners, I would like to say a special thanks to all of our mamas around South Africa, who have put their heart and soul in improving the lives and well-being of their fellow community members. Clover Mama Afrika wouldn't be possible without their efforts."

For more, visit: <https://www.bizcommunity.com>