



Golden Peacock Awards®

A Strategic Tool to Lead the Competition



Mr. M. Venkalah Naidu, (the then) Hon'ble Union Minister of Urban Development, Housing and Urban Poverty Alleviation and Parliamentary Affairs, Govt. of India and **Mr. Piyush Goyal**, (the then) Hon'ble Union Minister of State with Independent Charge for Power, Coal and New & Renewable Energy, Govt. of India at the IOD Annual Meet in 2014

WHY IT IS SO SPECIAL?

The only award, which has a meticulously defined and transparent selection criteria and is determined by a highly elaborate and independent assessment process

The award builds your **BRAND EQUITY** and worldwide recognition

Award winners are eligible to use the Golden Peacock Awards LOGO with year on all promotional literatures

Preparation for award application helps to align and inspire the entire workforce and rapidly accelerates the **PACE OF SYSTEM IMPROVEMENT**

Even, if you don't win the award, the **PREPARATION & FEEDBACK** helps your strategic learning process to put you, on your way to achieving world class status



Mr. Prakash Javadekar
Hon'ble Minister of Environment & Forests and Climate Change, Govt. of India presenting the Golden Peacock Awards



The Rt. Hon. Priti Patel MP
Cabinet Minister & Secretary of State for International Development, Govt. of UK receiving the Golden Peacock Global Award for Leadership in Public Service & UK-India Economic Relations

APPLICATIONS ARE INVITED, UNDER TWO CATEGORIES:

• NATIONAL AWARDS • GLOBAL AWARDS

Golden Peacock Awards, instituted by the **Institute Of Directors (IOD)**, India in 1991, are now regarded as a benchmark of Corporate Excellence worldwide.

No other Business Award today receives the kind of recognition and adulation among peers, that Golden Peacock does. Today, there are a large number of Business Awards globally. The purpose is to create a competition for raising overall standards and recognise the achievements of the best performing organisations. The question is how relevant, elaborate and predetermined are the criteria and how impartial is the assessment process?

It is here that Golden Peacock Awards, established in 1991, excel. Golden Peacock Awards for Leadership and Institutional Excellence, over the time, have become a hallmark of excellence, both locally and globally. No award has achieved such respectability and admiration from the industry as the 'Golden Peacock Awards', which today receives around 1000 applications for various Awards each year. This is largely due to its transparent and 3-Tier evaluation process, based on internationally recognized criteria. Besides recognition & Award, mere preparation of information and compilation of data required for 'Self-Appraisal Report', helps to align and inspire the entire workforce and rapidly accelerates the pace of system improvement in an organisation.

Award winners are eligible to use the Golden Peacock Awards Logo with year, on all printed and promotional materials, which evidences the highest accolade received by the organisation.

ANNUAL NATIONAL AWARDS

1. Golden Peacock **ENVIRONMENT MANAGEMENT** Award (GPEMA)
2. Golden Peacock **OCCUPATIONAL HEALTH & SAFETY** Award (GPOHSA)
3. Golden Peacock **ECO-INNOVATION** Award (GPEIA)
4. Golden Peacock Award for **ENERGY EFFICIENCY** (GPAEE)
5. Golden Peacock Award for **EXCELLENCE IN CORPORATE GOVERNANCE** (GPAECG)
6. Golden Peacock Award for **SUSTAINABILITY** (GPAS)
7. Golden Peacock Award for **RISK MANAGEMENT** (GPARM)
8. Golden Peacock **INNOVATION MANAGEMENT** Award (GPIMA)
9. Golden Peacock Award for **CORPORATE SOCIAL RESPONSIBILITY** (GPACSR)
10. Golden Peacock **HR EXCELLENCE** Award (GPHREA)
11. Golden Peacock National **QUALITY** Award (GPNQA)
12. Golden Peacock **BUSINESS EXCELLENCE** Award (GPBEA)
13. Golden Peacock **NATIONAL TRAINING** Award (GPNTA)
14. Golden Peacock **INNOVATIVE PRODUCT/SERVICE** Award (GPIPSA)

ANNUAL GLOBAL AWARDS

1. Golden Peacock Global Award for Excellence in **CORPORATE GOVERNANCE** (GPGAECG)
2. Golden Peacock Global Award for **SUSTAINABILITY** (GPGAS)
3. Golden Peacock Global Award for **CORPORATE SOCIAL RESPONSIBILITY** (GPGACSR)

WHO CAN APPLY?

Any organisation, Large, Medium or Small, either in **Manufacturing** or **Service** Sector whether in Government, Public or Private sector, Research Organisations and NGOs are eligible to apply for these awards.

BUSINESS SECTORS

To create an **Intra-Sector competitiveness**, Golden Peacock Awards are considered separately under various **Business Sectors** and **Sub-Sectors**.



His Highness Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Tolerance, Govt. of UAE (Right) and **His Highness Sheikh Ahmed bin Saeed Al Maktoum**, President, Dubai Civil Aviation Authority, Chairman and Chief Executive, The Emirates Airline & Group Chairman, Dubai World (Left) presenting the Golden Peacock Award to **H.E. Dr. Khalaf Ahmad Al Habtoor**, Group Chairman, Al Habtoor Group, UAE (centre)



H.E. Sultan bin Saeed Al Mansoori
Cabinet Member and Hon'ble Minister of Economy, Govt. of UAE receiving the Golden Peacock Global Award for Leadership in Economic Transformation



Mr. Amitabh Kant, IAS
Chief Executive Officer, NITI Aayog, Govt. of India receiving the Golden Peacock Award for Leadership in Economic Transformation



H.E. Sultan Ahmed Bin Sulayem
Group Chairman and CEO, DP World receiving the Golden Peacock Award for Business Leadership

AWARD APPLICATION AND SELECTION PROCESS

1. Visit website – www.goldenpeacockaward.com
2. Select the Award category – based on your business and performance.
3. Guidelines-cum-Application Form can be downloaded directly from the website. If unable to download, please email us at info@goldenpeacockaward.com
4. Golden Peacock Awards Secretariat must receive the completed application on the prescribed assessment criteria, with supporting documents, and the application fee (to cover the processing of assessment cost) by due date.
5. The selection of winners is an elaborate process executed by a team of professional independent experts.
6. The evaluation process recognizes a variety of conditions under which a organization conducts its activities. Evaluators are required to consider these factors in their assessment of the organization's performance against the assessment criteria.
7. The decision on whether to conduct a site visit or not, is made by the evaluation team at the shortlisting stage. Site visit is not an automatic part of the evaluation procedure for clarifying issues raised during the evaluation.
8. The cost of site visits, in case of shortlisted applicants, by evaluators, if required, shall be borne by the respective companies, as per actuals.
9. The shortlisted applicants are then submitted to a Jury of eminent people, known for their independence and impartiality, Chaired by Justice M. N. Venkatchaliah, former Chief Justice of India and Co-Chaired by Justice (Dr.) Arijit Pasayat, former Judge, Supreme Court of India.
10. Results are announced on website and emails are sent to the applicants conveying the same.
11. At the conclusion of the evaluation process, a Feedback Report [except for Golden Peacock Innovative Product/Service Award (GPIPSA) & Golden Peacock Eco-Innovation Award (GPEIA)] incorporating the evaluators' assessment of organization's performance against the GPA Framework is forwarded. This report is written in terms of strengths and opportunities for improvement against the assessment criteria and is sent to applicant organisations that were unable to win the Award.



Ms. Shalju Jindal
Chairperson, JSPL Foundation, and Director on the Board, Jindal Steel & Power Ltd., India receiving Golden Peacock Award for Social & Cultural Leadership



Ms. Sangita Jindal, Chairperson, JSW Foundation receiving the Golden Peacock Award for Social and Cultural Leadership from **Ms. Rajashree Birla**, Chairperson, Aditya Birla Centre for Community Initiatives & Rural Development, Aditya Birla Group



Dr. Azim H. Premji
Chairman, Wipro Group receiving the Golden Peacock Business Leadership Award



Mr. Kumar Mangalam Birla
Chairman, Aditya Birla Group receiving the Golden Peacock Business Leadership Award



Mr. Sunil Bharti Mittal
Chairman, Bharti Enterprises receiving the Golden Peacock Business Leadership Award



Mr. Adi Godrej
Chairman, Godrej Group receiving the Golden Peacock Lifetime Achievement Award for Ethical Leadership



Mr. A. M. Naik
Chairman, Larsen & Toubro Limited receiving the Golden Peacock Business Leadership Award



Mr. Anil Agarwal
Founder Chairman, Vedanta Group receiving the Golden Peacock Business Leadership Award. Also seen (on Right), **Mr. Naveen Patnaik**, Hon'ble Chief Minister, Govt. of Odisha



Mr. Anajit Singh
Founder & Chairman, MAX India Limited receiving Golden Peacock Business Leadership Award - 2012



Prof. (Judge) Mervyn E. King SC
Chairman, King Committee on Corporate Governance & former Judge, Supreme Court of South Africa receiving Golden Peacock Global Award for Lifetime Achievement in Corporate Governance from **Mr. Alok Sharma**, MP, Secretary of State for International Development, Govt. of UK

PANEL OF JUDGES

CHAIRMAN
Justice M. N. Venkatchaliah
former Chief Justice of India

CO - CHAIRMAN
Justice (Dr.) Arijit Pasayat
former Judge
Supreme Court of India

CONFIDENTIALITY

All entries/applications are treated in strict confidence and the entire evaluation process is **confidential**.



His Holiness The Dalai Lama
presenting the Golden Peacock Awards in Palampur (Himachal Pradesh)



Banco Bradesco SA, Brazil
receiving the Golden Peacock Award in Lisbon (Portugal)



H.E. Prof. António Castro Guerra
Deputy Minister of Economy & Innovation, Govt of Portugal presenting the Golden Peacock Awards in Lisbon (Portugal)