



Golden Peacock Awards[®]

A Strategic Tool to Lead the Competition

1st October, 2018

Dr. V. K. Agnihotri, IAS (Retd)
Director General
[Former Secretary-General
Rajya Sabha (Parliament of India)]

Applications Invited for Golden Peacock Awards - 2018 [CORPORATE SOCIAL RESPONSIBILITY] [HR EXCELLENCE]

Business norms have changed – the importance of CSR has hugely increased and has now become a priority for an every corporate and business leader globally. Though Boards embed CSR into their business practice, there is also a need to understand the importance of strategic CSR and leveraging the value and potential of the company to achieve its competitive advantage. Measuring the success and managing impact has become extremely important.

Doing business ethically has become a 'Hallmark of Excellence' and winning 'Golden Peacock Award' is now considered as badge of excellence and also to build your Brand Equity.

Currently, **Golden Peacock Awards Secretariat** is inviting applications, for the following annual Institutional Awards for the year 2018, from Corporates/Industries, including multinationals, SMEs, Public, Private and Government Enterprises of India and abroad:

GLOBAL Award:

1. Golden Peacock GLOBAL Award for CORPORATE SOCIAL RESPONSIBILITY (GPGACSR)

NATIONAL Awards:

1. Golden Peacock Award for CORPORATE SOCIAL RESPONSIBILITY (GPACSR)
2. Golden Peacock HR EXCELLENCE Award (GPHREA)

The last date for submission of completed applications for the above Awards is **30 November, 2018**.

The **Guidelines-cum-Application Form** for these awards can be downloaded from www.goldenpeacockaward.com. In case, you are unable to download any of these, please email us at info@goldenpeacockaward.com, for emailing the same to you.

The aforesaid Awards, under various functional business sectors, will be conferred during **IOD India's "13th annual International Conference on CORPORATE SOCIAL RESPONSIBILITY"**, being held on **17 - 18 January 2019 in Mumbai (India)**.

Golden Peacock Awards, instituted by the **Institute Of Directors (IOD)**, have not only won wide acceptance among businesses & industry, but have achieved much recognition and patronage among peers, globally. To create an Intra-Sector competitiveness, Golden Peacock Awards are considered separately under various Business Sector and Sub-Sectors. The Award winners are eligible to use the Golden Peacock Awards Logo with year on all printed and promotional materials, which showcases to all its customers and suppliers the highest accolade received by the organization. The whole process is kept strictly confidential.

Should you have any further queries, please feel free to contact us.

With regards,

Dr. V. K. Agnihotri



Golden Peacock Awards Secretariat

INSTITUTE OF DIRECTORS, M-56 A, Greater Kailash Part-II (Market), New Delhi-110048, India

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www.goldenpeacockaward.com



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Mr. M. Venkaiah 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



The Rt. Hon. Theresa May MP (the then) Secretary of State for the Home Department, Govt. of UK presenting the Golden Peacock Awards during the London Global Convention 2014 in London (UK)

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

APPLICATIONS ARE INVITED, UNDER TWO CATEGORIES:

• NATIONAL AWARDS • GLOBAL AWARDS

ANNUAL NATIONAL AWARDS

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

ANNUAL GLOBAL AWARDS

1. Golden Peacock **GLOBAL** Award for **CORPORATE SOCIAL RESPONSIBILITY** (GPGACSR)
2. Golden Peacock **GLOBAL** Award for **EXCELLENCE IN CORPORATE GOVERNANCE** (GPGAECG)
3. Golden Peacock **GLOBAL** Award for **SUSTAINABILITY** (GPGAS)

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.

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, excels. Golden Peacock Awards for Corporate 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.



Mr. N. Chandrababu Naidu Hon'ble Chief Minister, Govt. of Andhra Pradesh State, India receiving Golden Peacock Award for Leadership in Public Service & Economic Transformation from The Rt. Hon. Priti Patel MP, (the then) Cabinet Minister & the Secretary of State for International Development, Government of UK



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



Mrs. Rajashree Birla Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development receiving Golden Peacock Lifetime Achievement Award



His Highness Sheikh Nahyan bin Mubarak Al Nahyan (Right) Hon'ble Cabinet Member and Minister of Culture & Knowledge Development, Govt. of UAE and
His Highness Sheikh Ahmed bin Saeed Al Maktoum (Left) President, Dubai Civil Aviation Authority, Chairman & Chief Executive, Emirates Airline & Group and Chairman, Dubai World presenting the Golden Peacock Lifetime Achievement Award for Business & Social Inclusiveness to **H.E. Dr. Khalaf Ahmad Al Habtoor**, Group Chairman, Al Habtoor Group in Dubai



H.E. Sultan Ahmed Bin Sulayem
 Group Chairman and CEO, DP World receiving 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, Supreme Court 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 written 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.



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



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



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



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



Mrs. Sudha Murthy
 Chairperson, Infosys Foundation receiving Golden Peacock Women Leadership Award



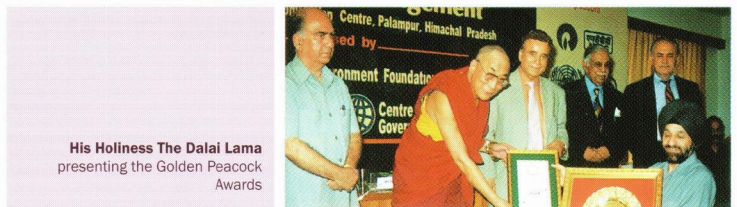
Dr. B. R. Shetty
 Executive Vice-Chairman & CEO, NMC Healthcare and UAE Exchange, UAE receiving Golden Peacock Lifetime Achievement Award for Business Leadership



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 State



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



His Holiness The Dalai Lama
 presenting the Golden Peacock Awards

PANEL OF JUDGES		
CHAIRMAN Justice M. N. Venkatchaliah former Chief Justice Supreme Court of India	CHAIRMAN GLOBAL AWARDS The Rt. Hon. Sir Richard Needham (The Earl of Kilmorey PC) Non-Executive Director NEC Europe Ltd & Chairman - Advisory Group STERN UK	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**.



Banco Bradesco SA, Brazil
 receiving 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)



Director General
Golden Peacock Awards Secretariat
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