



# Golden Peacock Awards®

## A Strategic Tool to Lead the Competition



Rt Hon Mark Hoban, Financial Secretary to Her Majesty's Treasury along with Rt Hon Baroness Hanham CBE, Parliamentary Under Secretary of State at the Department for Communities and Local Government & Dr Ola Ullsten, former Prime Minister of Sweden presenting the Golden Peacock Awards during the IoD's Global Convention in London

Golden Peacock Awards are now regarded as the holy grail of corporate excellence awards in quality, corporate governance, corporate social responsibility, innovation, training, environment management, ecological and business leadership. They provide not only worldwide recognition and prestige, but a competitive advantage in driving business in this tumultuous world. All whether public, private, NGOs, self-accounting Institution and business units, government or manufacturing and service sector, are eligible to apply for the award. Leadership Awards are determined through nomination only.

The awards are in two categories :

1. National Awards
2. Global Awards

Applications are invited for the following National Annual Awards :

1. Golden Peacock Environment Management Award (GPEMA)
2. Golden Peacock Eco-Innovation Award (GPEIA)
3. Golden Peacock Occupational Health and Safety Award (GPOHSA)
4. The Golden Peacock HR Excellence Award (GPHREA)
5. Golden Peacock Award for Excellence in Corporate Governance (GPAECG)
6. Golden Peacock Innovation Management Award (GPIMA)
7. Golden Peacock Award for Climate Security (GPACS)
8. The Golden Peacock Award for Sustainability (GPAS)
9. Golden Peacock National Quality Award (GPNQA)
10. Golden Peacock National Training Award (GPNTA)
11. Golden Peacock Innovative Product/Service Award (GPIPSA)
12. Golden Peacock Award for Corporate Social Responsibility (GPACSR)

### Why is it so special?

- This is the only award, which has meticulously defined and transparent selection criteria and is determined by a highly elaborate and independent assessment process.
- Builds your Brand Equity.
- Award winners are eligible to use the Golden Peacock Award logo for one year on all promotional literatures.
- Worldwide recognition
- Preparation helps to inspire and align the entire workforce.
- Application rapidly accelerates the pace of improvement in your business management system.
- Even if you don't win the award, the feedback from the self-assessment gives a detailed input to your strategic planning process and puts you on your way to achieving world-class status.

Applications are invited for following Global Annual Awards.

1. Golden Peacock Global Award for Excellence in Corporate Governance (GPGAECG)
2. Golden Peacock Global Award for Corporate Social Responsibility (GPGACSR)
3. Golden Peacock Global Award for Sustainability (GPGAS)

### Who Can Apply?

Any organization, large, medium or small, in manufacturing, or service sector whether in Government, public or private sector, research organization, NGOs and Service Sector are eligible to apply for these awards.

### The Awards

If corporations are to leverage human capital for competitiveness, much will depend on their ability to nurture knowledge & entrepreneurship in tandem. Awards are a most potent way to motivate and mobilise your intellectual assets and spur them to achieve greater heights in business performance.



Hon'ble P. Chidambaram, Union Home Minister of India addressing the Golden Peacock Awards Nite in New Delhi



Sir Adrian Cadbury, receiving Golden Peacock Global Award for Life Time Achievement in Corporate Governance



JMS Rana, Former Chairman, Railway Board, receiving Golden Peacock Environment Management Award from His Holiness Dalai Lama



Matthew W Barrett, Group Chairman, Barclays PLC, receiving Golden Peacock Global Award for Corporate Governance



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



Mr. Sunil Bharti Mittal, Chairman, Bharti Teletech receiving Golden Peacock Award

® Golden Peacock Awards is a registered Trade Mark

1. **Golden Peacock Environment Management Award (GPEMA)** : It is designed to encourage and recognise effective implementation of environment management system, both in manufacturing as well as service sectors.
2. **Golden Peacock Eco-Innovation Award (GPEIA)** : It looks for systemic Eco Innovation for excellence in specific products and services to satisfy even the unexpressed wishes and unarticulated needs of the customer.
3. **Golden Peacock Occupational Health and Safety Award (GPOHSA)** : It is designed to raise the occupational health and safety standards in Indian manufacturing and service organisations.
4. **Golden Peacock HR Excellence Award (GPHREA)** : The Award will be bestowed upon organization that have achieved overall effectiveness in their HR and people management practices, thus contributing to the needs of businesses, the profession, employees, industry and the nation.
5. **Golden Peacock Award for Excellence in Corporate Governance (GPAECG)** : It looks for transparency and excellence in Corporate Governance, which is not merely meeting legal and financial requirements, but bringing out role of non-executive directors and social & Environmental commitments.
6. **Golden Peacock Innovation Management Award (GPIMA)** : It looks for innovative culture in a learning organization, and as to how successfully the innovations are being nurtured.
7. **Golden Peacock Award for Climate Security (GPACS)** : Global climate change is a complex and multi-faced issue, Solutions are not easy and will require a long term commitment and adequate resources to address effectively.
8. **Golden Peacock Award for Sustainability (GPAS)** : It is designed to encourage initiatives in promoting sustainable development and to stimulate and help organizations to rapidly accelerate the pace of stake-holder oriented improvement processes.
9. **Golden Peacock National Quality Award (GPNQA)** : It looks for implementation and achievement of TQM, for success by the organization.
10. **Golden Peacock National Training Award (GPNTA)** : It identifies excellence in training practices and relates effective training with improved business and individual performance by providing role models in all sectors of Indian corporate life.
11. **Golden Peacock Innovative Product/Service Award (GPIPSA)** : It looks for systemic innovations for excellence in specific products and services to satisfy even the unexpressed wishes and unarticulated needs of the customer.
12. **Golden Peacock Award for Corporate Social Responsibility (GPACSR)** : Corporate social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force, their families as well as of the local community and society at large.

### Application

The annual awards are given separately for manufacturing and service organizations under various industrial sectors, as the jury deems fit.

The application form cum guidelines can be downloaded directly from our website [www.goldenpeacockawards.com](http://www.goldenpeacockawards.com). If unable to download, please send an email at [info@goldenpeacockawards.com](mailto:info@goldenpeacockawards.com)

The Award Secretariat must receive the completed application on the prescribed self-



Hon'ble Mrs. Sheila Dikshit, Chief Minister of Delhi receiving the Golden Peacock Award for Women Leadership from Dr. Madhav Mehra

*"The Institution of National Quality Award by the Institute of Directors is commendable and enhances corporate commitment to quality. I congratulate this year's award winning companies for their credible performance"*

**Dr. Shankar Dayal Sharma**  
Late former President of India

### PANEL OF JUDGES

#### Global Chairman

**Dr Ola Ullsten**  
former Prime Minister of Sweden

#### National Chairman

**Justice P N Bhagwati**  
former Chief Justice  
Supreme Court of India

#### Vice Chairman

**Lt. Gen Surinder Nath**, PVSM, AVSM (retd.),  
former Chairman, UPSC

#### Director General

**Dr. A N Saksena**  
former Financial Advisor  
Ministry of Petroleum & Natural Gas

### JURY IN ACTION



Jury meeting under the chairmanship of Justice P N Bhagwati and Co-Chairmanship of Lt Gen Surinder Nath, PVSM (retd), former Chairman, UPSC & Director, L & T. Other Jury members include Arvind Jadhav, IAS CMD, Air India, D V Rao, IAS, Principal Secy, Dept. of Public Enterprises T Ramachandru, IAS, Joint Secy, Min of Def Prodn, U S Jha, CMD, RCF Ltd, Dr (Mrs) Jija Hari Singh, IPS, DG of Police & Home Guards, Prof Colin Coulson-Thomas, Chairman, Bryok Systems, UK, Jeremy Pearce, Board Advisory - KPMG, Ulrich Fayl Hentaller, European Academy of Science and Arts, Pradeep Chaturvedi, Chairman, GPA Assessment Board



Justice M N Venkatchaliah, Ms Aparna Vishwanathan, Bar at Law, Advocate, R N Mukhija, Director on Board, L & T Ltd., Kalpana Morparia, CEO, JP Morgan (India), HE Dr Ola Ullsten, former Prime Minister of Sweden - Chairman, Dr A N Saksena, Director General, Golden Peacock Awards, N R K Raman, CEO, Oracle Fin Services, US Jha, Chairman & MD of RCF Ltd. & Prof Rooshi Kumar Pandya, Management Consultant

assessment format, with accompanying documents, and the appropriate fee by due date, to cover the processing cost. The cost of site visits, in case of short-listed finalist companies, by assessor, if required shall be borne by the respective companies, as per actuals, if any.

### Confidentiality

All entries will be treated in strict confidence and the entire evaluation process is completely confidential.



Deutsche Bank, receiving Golden Peacock Global Award for Corporate Social Responsibility from Prof. C. K. Prahalad



Kalpana Morparia, Managing Director, ICICI Bank, receiving Golden Peacock Award from Mr. Shivraj V Patil, Hon'ble Home Minister



Azim H. Premji, Chairman, Wipro Group, receiving 'Golden Peacock Business Leadership Award, from Dr. Madhav Mehra



Yash Chopra, Producer, Yash Raj Film receiving Golden Peacock Awards



Actress Hema Malini, receiving Golden Peacock Award, from Dr. Madhav Mehra, Chairman, World Quality Council



**Building Tomorrow's Boards**

### Director General

**Golden Peacock Awards Secretariat**  
C/o Institute of Directors

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