



Golden Peacock Awards®

A Strategic Tool to Lead the Competition



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 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



Sir George Adrian Hayhurst Cadbury
Chairman, Cadbury and Cadbury Schweppes
receiving the Golden Peacock Leadership Award for Lifetime Achievement in Corporate Governance



Prof. (Judge) Mervyn E. King SC
Chairman, King Committee on Corporate Governance & former Judge, Supreme Court of South Africa receiving the Golden Peacock Global Award for Lifetime Achievement in Corporate Governance

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.

APPLICATIONS ARE INVITED, UNDER TWO CATEGORIES: — **NATIONAL AWARDS**
GLOBAL AWARDS

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 **ESG** (GPAESG)
8. Golden Peacock Award for **RISK MANAGEMENT** (GPARM)
9. Golden Peacock Award for **CORPORATE SOCIAL RESPONSIBILITY** (GPACSR)
10. Golden Peacock **HR EXCELLENCE** Award (GPHREA)
11. Golden Peacock **INNOVATION MANAGEMENT** Award (GPIMA)
12. Golden Peacock National **QUALITY** Award (GPNQA)
13. Golden Peacock **BUSINESS EXCELLENCE** Award (GPBEA)
14. Golden Peacock National **TRAINING** Award (GPNTA)
15. Golden Peacock **INNOVATIVE PRODUCT/SERVICE** Award (GPIPSA)

ANNUAL GLOBAL AWARDS

1. Golden Peacock Global Award for **EXCELLENCE IN CORPORATE GOVERNANCE** (GPAGECG)
2. Golden Peacock Global Award for **SUSTAINABILITY** (GPGAS)
3. Golden Peacock Global Award for **ESG** (GPGAESG)
4. 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 Nahayan Bin Mubarak Al Nahayan, 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)



The Rt Hon Sir Alok Sharma KCMG MP, former President, COP26 and **The Rt. Hon. Priti Patel MP**, former Cabinet Minister & Home Secretary, Govt. of UK at the Annual London Global Convention 2017



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



Dr. Neeraja Birla
Founder & Chairperson, Aditya Birla Education Trust receiving the
Golden Peacock Award for Social Leadership 2023

(L to R) Mr. Desh Deepak Verma IAS (Retd.), Lt. Gen. Surinder Nath, PVSM AVSM (Retd.),
Dr. Neeraja Birla, Hon'ble Justice Devendra Kumar Upadhyaya, Hon'ble Justice Uday U. Lalit and
Mr. Sailesh, IAS. Also seen, Mr. Aryaman Vikram Birla & Ms. Advaitesha Birla



Follow the path of organisational transformation and global benchmarking through **Golden Peacock Excellence Model**

The Golden Peacock Excellence Model is a globally
recognised framework for organisational excellence
assessed over 30,000 organisations in the last 32 years
with a special emphasis on
Transformative Technologies and ESG Practices.

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 by the 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 **Hon'ble Justice M. N. Venkatachaliah**, former Chief Justice of India.
10. Results are announced on website and emails are sent to the applicants conveying the same.



Mr. Kumar Mangalam Birla
Chairman, Aditya Birla Group 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. A. M. Naik
Chairman, Larsen & Toubro Limited receiving the
Golden Peacock Business Leadership Award



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



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



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



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



The Lord Johnson of Lainston CBE
Minister of State for Investment in Cabinet Office and
the Department for International Trade, Govt. of UK
presenting the Golden Peacock Awards



The Rt. Hon. Theresa May MP, former Prime Minister,
Govt. of UK presenting the Golden Peacock Leadership
Award to **Ms. Roshni Nadar Malhotra**, Chairperson,
HCL Technologies (receiving the Award on behalf of her
father **Dr. Shiv Nadar**, Founder & Chairman, HCL
Corporation and Shiv Nadar Foundation) during the
London Global Convention 2014 in London (UK)



Mr. Arjun Ram Meghwal
Hon'ble Union Minister of State for
Parliamentary Affairs and Culture, Govt. of India
presenting the Golden Peacock Awards along with
Mr. Manoj Joshi IAS, Secretary, Ministry of Housing
and Urban Affairs, Govt. of India in New Delhi (India)



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)

PANEL OF JUDGES

CHAIRMAN

Hon'ble Justice M. N. Venkatachaliah
former Chief Justice of India

Hon'ble Justice U. U. Lalit
Former Chief Justice of India

Hon'ble Justice Ritu Raj Awasthi

Chairperson, Law Commission of India
Former Chief Justice, Karnataka High Court

CONFIDENTIALITY

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