

# Golden Peacock GLOBAL Award for ESG (GPGAESG)



## ***Guidelines-cum-Application Form***

*'The questionnaire forming part of the Self-Appraisal Report has been carefully developed with due diligence to enhance the effectiveness of the overall system and to further accelerate the pace of organizational improvement'.*

(Instituted by the **Institute of Directors (IOD), India**)

**ISSUE – 2026**

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## **WINNING WORKS WONDERS**

***Winning the Golden Peacock GLOBAL Award for ESG (GPGAESG)*** delivers wide-ranging benefits across all forms of business and trade—from multinational corporations to small, family-run enterprises.

- *The Award logo serves as a prestigious symbol of excellence in ESG and reflects a strong, competitive, and forward-looking organization.*
- *National and regional publicity enhances brand visibility and helps strengthen the customer and client base.*
- *The recognition boosts staff morale, motivation, and engagement, while reinforcing the organization's commitment to ESG at the corporate level.*
- *The Award provides a distinct competitive advantage, enhancing brand credibility in today's rapidly evolving marketplace.*

**Competition has always been a driving force that brings out the very best in our businesses and our society.**

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So, let us celebrate the outstanding achievements of some of the most forward-looking organizations—assessed based on the Golden Peacock Awards Excellence Model.

# **GOLDEN PEACOCK GLOBAL AWARD FOR ESG**

## **AWARD SCHEME**

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock GLOBAL Award for ESG (GPGAESG)**. The Award Scheme for ESG has been instituted to encourage initiatives in promoting activities relating to ESG.

Not a day passes without us hearing or reading about ESG. It has become an all-pervasive topic today. In 1980s, there was a feeble and sporadic awakening on the damage we humans were doing to the planet. It was like suddenly someone realized that we do not have a Planet B. It is thus being recognized that an excessive focus on profits to the neglect of communities, nature and environment can be self-defeating in the long run. (This has also been reinforced by the COVID pandemic.) Investors also started realizing that the performance of a company must be measured not only on the return to shareholders, but also on how it achieves its environmental, social, and good governance objectives. In recent years, investors have been increasingly factoring the environmental and social footprint of companies in their investment decisions. This stems from a growing awareness that sustainability issues can put the performance of companies at risk. Companies looking to be seen as highly valued are now keen to demonstrate their ESG performance.

Over a period of time, institutional investors started getting vocal on the impact and responsibilities of companies as well as nations on ESG issues — they started advocating for changes, emission reductions, and social issues such as diversity and equality. The concept of ESG then started taking wings.

The Golden Peacock Award on ESG serve as a powerful catalyst for positive change, encouraging organizations to embed sustainability into their core values, strategies, and operations. By celebrating these outstanding achievements, we foster a culture of responsible business practices that benefit not only the organizations themselves but also the wider society and the planet as a whole.

### **The Award**

The Golden Peacock Award, named after India's national bird—the **Peacock**—is conferred annually. **Each winner receives a trophy along with a certificate. Award recipients are authorized to use the Golden Peacock Award Logo** with the corresponding year on their printed and promotional materials.

In addition, selected organizations may be conferred a **Certificate of Commendation** by the Jury.

### **Why This Award?**

'**Golden Peacock GLOBAL Award for ESG**' has been instituted to stimulate and help organizations to rapidly accelerate the pace of stake-holder oriented improvement process. It is a powerful self-assessment process and a way to build an organizations' brand equity on '**ESG**'. The preparation for the award helps to inspire and align the entire work force and management functions to this end. The knowledge gained by the organization in describing and self-assessing its operations, would lead to improved organizational performance in this field.

### **Who can Apply?**

Any organization from India or any other country—across all nationalities—engaged in trade, business, manufacturing, or service delivery, regardless of size or scale, including government entities or departments, is eligible to apply for this Award.

### **Eligible Organizations**

Manufacturing or Service organizations or divisions of organizations (self accounting profit/cost centres), in the private and public sectors, and government organizations **operating globally** may participate in '**Golden Peacock GLOBAL Award for ESG**'.

The operations of the applicant organization must be carried out independently, meaning that responsibilities, authorities, results etc., are clearly defined, and suitably covered in the organization's Annual Report, if any. The details of operations of the applicant must reasonably correspond to the Award criteria, which are verifiable at the time of evaluation.

### **Evaluation Process Overview:**

All applications undergo a rigorous **three-tier review**:

1. **Initial Assessment**

Conducted by an independent assessor with domain expertise, scoring each application out of **1,000 marks**.

2. **Peer Review**

Applications scoring **80% and above** are forwarded for a detailed peer review by the **Assessment Board**.

3. **Final Selection**

The top-scoring application (above 80%) in each sector is then recommended to the **Jury**, comprising eminent and independent professionals, for final consideration and approval and selection of winners.

### **Business Sectors**

'**Golden Peacock GLOBAL Award for ESG**' will be considered & evaluated across various business sectors, as deemed appropriate by the Jury, at their sole discretion during the final assessment. Applicants are requested to indicate the specific business sector to which their organization belongs in the relevant column of Annexure-1 – Application Form.

### **Rules & Regulations**

- The decision of the Award Jury shall be final and binding. No correspondence or appeal will be entertained in this regard.
- The Award Secretariat reserves the right to declare more than one organization as a winner and/or to withhold the Award(s) if, in its opinion, the required standards are not met.
- An Award for a specific sub-sector may be conferred even if only one application is received in that category, provided it satisfies the eligibility and evaluation criteria as determined by the Jury.
- Shortlisted (finalist) applicants may be invited to make a brief presentation to the Jury, and/or an assessor may be appointed to verify or validate the information through a site visit. Any related travel and accommodation expenses shall be borne by the applicant.
- While all reasonable precautions will be taken to maintain confidentiality, the Award Secretariat accepts no liability for any loss arising from the disclosure of information to Assessors or Jury members.
- The Award Secretariat cannot undertake to return any documents or supplementary materials submitted with the application.
- The Award Secretariat reserves the right to amend or modify the Award Scheme at any time without prior notice.

### **Non-Disclosure & Confidentiality**

- All information submitted by applicants will be treated as strictly confidential and used solely for the purpose of assessment.
- The names of applicants, along with all commentary and scoring information generated during the evaluation process, are considered proprietary and will be kept confidential. Such information will be accessible only to individuals directly involved in the assessment and administrative processes.

- The Golden Peacock Awards Secretariat will take all reasonable precautions to ensure that applications and the information contained therein are handled in strict confidence. However, the Golden Peacock Awards Secretariat shall not be held responsible for any loss of confidentiality involving third parties, nor liable for any damage (to persons or property) or financial loss arising from any breach of confidentiality by the applicants or any third party.
- Subsequent to the Award Presentation, the Golden Peacock Awards Secretariat reserves the right to publish salient details of the innovative methods, processes, improvement initiatives, or schemes of the Award Winners, solely for knowledge sharing and to help raise overall industry & business standards.

## **Application Fees**

**The Application Fee is USD 1500 plus 18% GST as applicable.**

*The Application fee should accompany the Application. The Application Fee is required to be paid on or before the due date of submission of application.*

**APPLICATION WILL NOT BE CONSIDERED WITHOUT THE APPLICATION FEE.**

**The Application Fee can be paid through the following payment modes:**

**i) Demand Draft/Cheque in favor of 'Institute of Directors', payable at New Delhi.**

**OR**

**ii) Through Bank Transfer as per the following details:**

Bank Name:	<b>Union Bank of India</b>	MICR Code:	<b>110026324</b>
	M-3, Greater Kailash Part-II,	IFSC CODE:	<b>UBIN0902861</b>
	New Delhi-110048, India	PAN No.:	<b>AAABI0002J</b>
	Tel. No. 011-29210959	SWIFT CODE:	<b>UBININBBNGK</b>
Account Name:	<b>Institute of Directors</b>	GSTIN:	<b>07AAABI0002J1Z9</b>
Account No.:	<b>510101006113450</b>		
A/C Type:	<b>Current A/C</b>		

**OR**

**iii) Through Credit Card by logging on to <https://pages.razorpay.com/gpas>**

### **Note:**

1. Overseas Applicants may also make the payment towards the Application Fee in convertible Indian National Rupees (INR), as applicable on the day of payment.
2. In order to initiate the payment process before the submission of application, Original Tax Invoice/Proforma Invoice will be generated Only upon Request from an applicant organization.
3. TDS on the Application Fee may be deducted as per Income Tax Act 1961.
4. Applicable GST (18% GST, as on date) is not applicable for Foreign Applicants, if the Payment is being made into the IOD Bank Account. This is subject to payment being made in Foreign Currency only.
5. Applicable GST (18% GST, as on date) shall apply on all other payment modes.
6. In case of a Vendor Registration requirement by an applicant organization, the relevant documents may be sent to the GPA Secretariat for appropriate action.

## **Procedure for Sending Application**

1. The completed application (Annexures 1, 2 & 3), along with all supporting materials, must be submitted in soft copy via email only to **INFO@GOLDENPEACOCKAWARD.COM**, including the following:
  - I. Table of Contents
  - II. Annexure 1 – Application Form
  - III. Annexure 2 – Business Overview (summary of the applicant’s business)
  - IV. Annexure 3 – Self-Appraisal Report
  - V. Supporting Materials (list all attached documents)
2. If the file size is too large to send by email, applicants may share the soft copy via platforms such as WeTransfer, Google Drive, OneDrive, or any other convenient platform, but send only to **INFO@GOLDENPEACOCKAWARD.COM**
3. Do not copy any other IOD or GPA Secretariat email addresses to maintain security and confidentiality. The Secretariat is not responsible for data leakage if sent to any email other than **INFO@GOLDENPEACOCKAWARD.COM**
4. Ensure that the GPA Secretariat can download the application from the shared platform.
5. The application must follow the GPGAESG Guidelines and criteria, which consist of a structured set of questions. Answers, supported by objective evidence, will help assess the organization’s excellence.
6. Every question must be answered in the designated section. References to supporting materials must include specific page numbers.
7. Simply stating “Refer to Supporting Material” is not sufficient. Answers must be provided in the application itself.
8. Supporting materials should be derived from the organization’s self-assessment and closely aligned with the Award assessment criteria. Criteria are intentionally non-prescriptive to allow flexibility in presenting relevant information.
9. All supporting materials must be properly numbered (e.g., Enclosure I, II / Supporting Document I, II / Appendix I, II) and cross-referenced in your responses.
10. Supporting Materials must be submitted separately from the main application.
11. Do not provide web links or hyperlinks as supporting material.
12. Do not provide image links as supporting material.
13. All supporting materials must be submitted as downloaded copies.
14. Annexure 1 must be signed on every page by the highest-ranking official or authorized signatory. Applications without signatures will not be considered.
15. Attach a high-resolution soft copy of your organization’s logo separately.
16. Hard copy submission is not required.
17. The Application Fee must be submitted on or before the due date. Applications will not be considered without the Application Fee.
18. Do not attach the Award Scheme guidelines with your completed application (Annexures 1, 2 & 3).
19. There is a **Page Limit** for the completed application. **Annexure 2 – Business Overview** is required to be completed within **4-5 pages** and **Annexure 3 – Self-Appraisal Report** in **50-70 pages**.
20. Provide precise answers in the application, and include detailed information in supporting materials with proper cross-referencing.

**APPLICATION FORM – GPGAESG**

**Instructions:**

1. Annexure-1 must be typed.
2. Annexure-1 must be duly Signed on both the pages. **Application will not be considered without the Signature of the Highest-Ranking Official/Authorized Signatory.**
3. If the Highest-Ranking Official is unavailable to sign, an Authorized Signatory may sign on his/her behalf.
4. Please mention the Payment Details under Point No. 9 of Annexure-1. **Application will not be considered without the Application Fee.**

1. Full name of Applicant Organization \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_

2. Name of Contact Person (Mr./Ms.) \_\_\_\_\_ Designation \_\_\_\_\_

Telephone (Office) \_\_\_\_\_ (Mobile) \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Address (if different from above) \_\_\_\_\_

3. Name of the Highest-Ranking Official of the Organization (Mr./Ms.) \_\_\_\_\_

Designation \_\_\_\_\_

Telephone (Office) \_\_\_\_\_ (Mobile) \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Address (if different from above) \_\_\_\_\_

4. Location of Principal Sites \_\_\_\_\_

5. Name of the Parent Organization, if any \_\_\_\_\_

Address \_\_\_\_\_

Telephone (Office) \_\_\_\_\_ E-mail \_\_\_\_\_

6. Industrial Sector the applicant organization falls under \_\_\_\_\_

7. Logo of the organization (**Please attach a High-Resolution Logo in JPEG Format separately**)

8. Is the organization listed in any stock exchange?

Yes

No

**If yes, please give the Name(s) of Stock Exchange(s)** \_\_\_\_\_

**Signature of Highest-Ranking Official/Authorized Signatory**

**Name: (Mr./Ms.)**

**Designation:**

**Email:**

**9. PLEASE MENTION THE PAYMENT DETAILS [(paid by either of the following) Application will not be considered without the Application Fee]:**

(A) **Cheque at Par or Demand Draft** payable to **Institute of Directors, New Delhi**

Bank \_\_\_\_\_ Cheque/Draft No. \_\_\_\_\_ Dated \_\_\_\_\_

(B) **Through Bank Transfer (UTR Number)** \_\_\_\_\_

(C) **Credit Card**: Please log on to <https://pages.razorpay.com/gpas> for online payment.

(D) **GSTIN Number of your company (Also specify, if unregistered)** \_\_\_\_\_

**10. Declaration**

I do hereby declare that

- (a) We shall fully abide by the rules and regulations of the **Golden Peacock GLOBAL Award for ESG** Scheme, and understand and accept that the decision of the Award Jury is final in all respects, and that no correspondence or appeal will be accepted on Jury's decision.
- (b) The organization has faced no Penal action during the last 2 years, nor any case is pending against it for any corporate or other statutory compliance failure.
- (c) The organization is eligible to take part in this competition, and all information and accompanying documents, are correct.

**Date**

**Signature of Highest-Ranking Official/Authorized Signatory**

**Name: (Mr./Ms.)**

**Designation:**

**Email:**

**(In case, the Highest-Ranking Official is not present to sign the document, any other Authorized Signatory may also sign on his/her behalf.)**

## **BUSINESS OVERVIEW**

(All Business Overview questions in Annexure-2 are to be answered sequentially and point-wise.)

### **Instructions:**

1. **Supporting Materials are required to be submitted Separately.**
  2. **Please Do Not provide Web Links/Hyperlinks as Supporting Material.**
  3. **Please Do Not provide any Image Links as Supporting Material.**
  4. **All Supporting Materials have to be submitted in the form of a Downloaded Copy.**
  5. **Indian applicants are required to give all the financial figures only in terms of Rs. (in Crore).**
  6. **Overseas applicants may give financial figures in \$ Million.**
- 

### **Organizational Description**

- Full Name of Applicant Organization
- Location
- Brief Description of the Applicant Organization (in about 50 words)
- Ownership
- Year of Establishment (of the applicant unit and not of parent company)
- Organization's main products/services
- Annual Turnover – covering last 2 financial years
- Total Number of employees (**of the applicant unit and not of parent company**)
- Business Sector of the applicant organization
- Name of Parent Organization (if applicable)\*
- Is the organization listed in any stock exchange? If yes, please give the Name(s) of Stock Exchange(s).
- Stock Exchange:
  - Minimum & Maximum values, during last two financial years (year-wise).
  - Dividends during the last two financial years (year-wise).
- VISION, MISSION and VALUES of the organization.

*\* If the applicant is an independent self-accounting subsidiary or a unit of a larger company, a brief description should be given of the organizational relationship to the 'parent' organization. Briefly describe how the applicant's products and services relate to those of the parent and/or other units of the parent organization.*

## **GOLDEN PEACOCK GLOBAL AWARD FOR ESG SELF-APPRAISAL REPORT**

(All Self-Appraisal Report questions in Annexure-3 are to be answered sequentially and point-wise, even if some repetition is involved.)

### **Information to facilitate the compiling of the application:**

- i. The **performance data** should cover the **previous two (2) completed financial years**. Applicants are also required to enclose the relevant information / data / supporting documents, for assessment, wherever necessary.
- ii. The term '**stakeholder**' should be understood to include not only customers / clients and shareholders, but also suppliers, employees, community and the government, wherever appropriate.
- iii. This is a **common questionnaire for all the business sectors**. If any particular question is not applicable / relevant to your industry / organization, please answer it as "**Not Applicable**" (**NA**) and provide justification for why it is "Not Applicable" (NA). Just writing NA is an incomplete response.

### **NOTE:**

1. **Supporting Materials are required to be submitted Separately.**
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### **SECTION A – GOVERNANCE FRAMEWORK**

- A.1 Describe the governance structure of your company, including the composition of the Board?
- A.2 How often are training sessions conducted for directors and other employees? Does the company have an adequate training programme?
- A.3 How many meetings of independent directors have been conducted during the last two financial years/calendar years? Do directors express a sense of freedom to express their views during such meetings?
- A.4 Does your company have a succession policy for the board and senior management, and how are conflicts of interest among them managed?
- A.5 Has your company established a whistle blower policy?
- A.6 Have there been instances of insider trading in the company? How does the company tackle them?
- A.7 How does the company maintain its structured digital database?
- A.8 Is there a proper forum for stakeholders to report their grievances to the company? If yes; specify the percentage of complaints that remain unsolved annually.
- A.9 Does your company actively engage stakeholders in its affairs, and has it separated the roles of the CEO and the Chair?
- A.10 Has there been an incidence of a directors or auditors resigning from the company? If so, why?
- A.11 Do directors periodically review cyber security measures?

### **SECTION B – SOCIAL FRAMEWORK**

- B.1 What is your company's approach on the following?
  - Anti-discrimination & equal opportunity

- Diversity
- Training and up-skilling of employees
- Elimination of child labour & forced labour

- B.2 Does your company maintain a workplace safety policy, and have there been any accidents in the past two years? If so, how were they addressed?
- B.3 How does the promotion policy of the company work? Seniority or merit or both?
- B.4 Could you describe your company's Work from Home and Moonlighting policies, along with initiatives for employee welfare and measures to ensure a positive work culture?
- B.5 Does your company have any community engagement or philanthropic initiatives? If yes, please describe its initiatives through examples.
- B.6 What is the policy of your company on data privacy?

### **SECTION C – ENVIRONMENTAL FRAMEWORK**

- C.1 Is the company on track to becoming net-zero?
- C.2 Does your company identify and attempt to mitigate climate-related issues and risks? Provide the details.
- C.3 Which of the 17 SDG's does your company pursue, and how?
- C.4 What is your company's approach to Circular Economy? Elaborate related policies or framework.
- C.5 Does your company maintain a sustainable Supply Chain framework, and how are sustainability innovations integrated into your product/service design and delivery?
- C.6 Has your company ever traded in carbon credits? If yes; specify its details.
- C.7 How does the company treat waste, particularly e-waste?

### **SECTION D - REPORTING & DISCLOSURES**

- D.1 Does your company publicly report on ESG parameters? If yes, please specify the following:
- a. Is your reporting based on recognised framework? If yes, please specify. (Such as SASB, GRI, TCFD etc.)
  - b. Who oversees/regulates the reporting mechanism?
  - c. How does your company collect data for its reporting requirements?
- D.2 Provide/ attach a copy of your company's latest ESG/sustainability Report.
- D.3 Has there been a change in the ESG ratings of the company in last 2 two financial years/calendar years?
- D.4 Which ISO standard(s) is your company compliant with?
- D.5 Please provide the outline of any changes your company has made to its reporting policies or activities over the last two financial years/calendar years.
- D.6 Has there been any disclosure related lapse in the past year?

### **SECTION E – ESG INTEGRATION**

- E.1 Has your company identified ESG Key Performance Indicators (KPIs)?
- E.2 Is there a dedicated budget for organising ESG initiatives and integrating ESG metrics into company operations?
- E.3 How does executive compensation correlate with ESG goals, and what is the management structure, including CSOs and ESG teams, supporting ESG integration in company operations?
- E.4 How does your company embed ESG within its operations?

## **SECTION F - STATUS AND IMPACT**

*Please specify the following:*

- F.1 Percentage of females in the entire workforce
- F.2 Percentage of females in leadership positions  
*(includes senior management, C-suite and director positions only)*
- F.3 Percentage of employees who are differently abled
- F.4 Employee Retention Rate (in %)
- F.5 Percentage of profits dedicated to CSR activities
- F.6 Percentage of sustainably sourced energy used by the company in the last two financial years/calendar years
- F.7 Carbon emissions of the company:
  - (a) Scope I
  - (b) Scope II
  - (c) Scope III
- F.8 Waste generated (in tonnes)
- F.9 Waste recycled/re-used (in tonnes)
- F.10 Waste responsibly disposed (in tonnes)
- F.11 Water usage (in litres)
- F.12 Any other

## **SECTION G – GENERAL**

- G.1 How much rating would you give your company on its overall ESG performance in the last two financial years/calendar years? (1 – lowest, and 10 – highest)  
1-----2-----3-----4-----5-----6-----7-----8-----9-----10
- G.2 How is ESG creating value for your company? Elaborate on financial and non-financial benefits.

### **NOTE:**

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**\*\*\*\*END\*\*\*\***