

Golden Peacock National Training Award (GPNTA)



Guidelines-cum-Application Form

"The set of questionnaire towards Self-Appraisal Report has been prepared with due diligence to ensure & improve the effectiveness of whole system and further to accelerate the pace of your organizational improvement system."

ISSUE – 2026

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WINNING WORKS WONDERS

Winning the Golden Peacock National Training Award (GPNTA) leads to wide ranging benefits, for all types of business or trade, from multinationals to small family-run concerns.

- *The Award logo is recognition of the symbol of excellence in Training and a sign of a successful competitive organization.*
- *National and local publicity strengthens customer / client base.*
- *It enhances staff morale and motivation and commitment to Training is reinforced at corporate level.*
- *The Award would give the 'Brand' a competitive edge, in today's rapidly changing market-place.*

GOLDEN PEACOCK NATIONAL TRAINING AWARD

AWARD SCHEME

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock National Training Award**. The annual National Training Award Scheme was instituted by the Institute of Directors in 1998, to identify excellence in training practices in organizations as a whole. This is the most significant achievement in the field of excellence in Training by providing a role model in our business.

The Award identifies training that makes a real difference and offers tangible benefits to the business/organization or to the community. It rewards organizations who have control on their circumstances, shown real initiative and commitment to development.

The Award:

- identifies excellence in training practices;
- shows how effective training improves business and individual performance;
- provides role models from all parts of Indian corporate life;
- encourages greater commitment to training and staff development.

You may be a small or a large organization, in the public or government or private sector, your organization can enter and win the Award, and;

- Make a public commitment from the top to develop all employees to achieve competitive edge.
- Continually review the training and development needs of all employees and dealers/clients.
- Take action to train and develop individuals on induction and throughout their employment.

Evaluate the contribution of your training and staff development programmes for improving the effectiveness, performance and goals of your organization.

The Award

Golden Peacock Award, named after India's national bird "**Peacock**", is awarded annually. Each winner receives a trophy together with a certificate. The award winners may use the Golden Peacock Award Logo with year on their printed and promotional materials. Selected organizations may be awarded a commendation certificate by the Jury.

Why This Award?

'**Golden Peacock National Training Award**' 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 '**Training**'. 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 of India or any other Country/Nationality (interested in benchmarking their processes in their respective business sectors), engaged in trade, business, production or rendering services, irrespective of any size/volume or a Government entity/department, can apply for this Award.

a) Eligible Organizations

1. Public Sector Units (PSUs).
2. Private Sector Organizations.
3. Government/Municipal Organizations, Government Undertakings & Public Utility Services.

b) Unit Eligibility Criteria

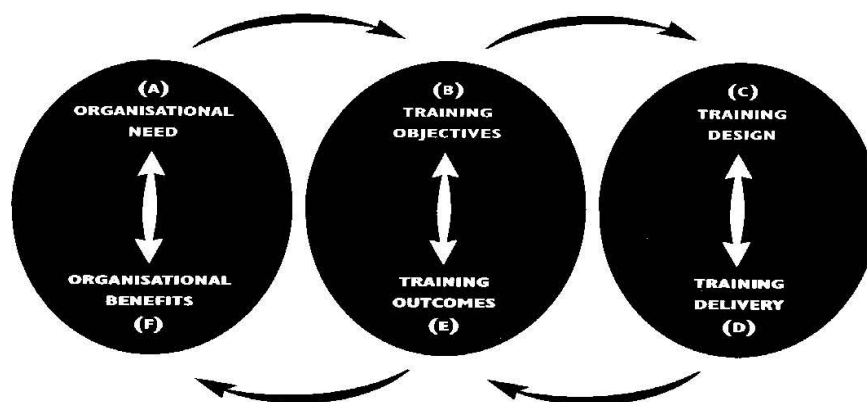
Manufacturing/Service Organizations or Divisions of Organizations (Self-Accounting Profit/Cost Centres), in the Private and Public Sectors, and Government Organizations may apply for the '**Golden Peacock National Training Award**'. The operations of the applicant organization must be carried out independently, meaning that responsibilities, authorities, results etc., are clearly defined, and suitably covered in the organization's Annual Report. The details of operations of the applicant must reasonably correspond to the Award criteria, which are verifiable at the time of evaluation.

Filling out The Entry Form

The entry form and the judging are structured around the Training Cycle shown in the diagram. The judges look for strong links between the stages of the training cycle.

This section describes the information the judges want to know for each stage of the training cycle.

The Training Cycle



A. Organizational Needs

What prompted the training initiative? All effective training must have a reason. The judges would like to know the specific issues or changes the training set out to address. The need could be to:

- raise productivity;
- increase sales;
- improve competitiveness;
- enter new markets;
- widen services or products offered;
- reduce costs;
- reduce absenteeism;
- develop a more flexible workforce;
- give workers new skills;
- improve delivery times to customers;
- introduce a new service or product;
- reduce administration time;
- reduce scrap or waste; and
- servicing clients

Training initiatives often address several needs and may be part of a wider programme of organizational changes and development. Most entries from organization are:

- a specific training programme designed to meet a particular need/specific project; or
- a continuous strategic commitment to relevant training; or
- an ongoing training programme to maintain competitive performance.

In all cases, you need to quantify the performance standards before the training and define any targets you set. This helps the judges measure the success of training based on the results of the training and the benefits to the organization you describe.

B. Training Objectives

Here the judges look for a clear description of how the trainees perform after the training and to what standard, for or other professional qualifications. The judges want to know exactly how the training objectives matched the identified organizational needs and to understand the criteria you used to assess the training programme.

C. Training Design

Here you must show your training design and approach to meet the organizational needs and the training objectives. You should:

- describe the contents of the training and the methodology used;
- show how the design allows for logistical problems;
- details the breakdown of the costs and resources used for training;
- describe the records kept of progress of training
- explain the means of assessing and evaluating the training; and
- record the numbers to be trained, for how long and to what level.

All training methodology is acceptable. You may use on-the-job coaching, work-based training, project groups, internal or external courses, peer group teaching, one-on-one instructions or flexible and distance learning. Many training programmes may use more than one approach.

Your training design does not have to use the latest technology or the state of art ideas - it just has to be relevant and meet the organization's needs. Whatever your approach, explain the reasons for your choice in your entry form.

D. Training Delivery

Here the judges are looking at how you carried out the training and how well it matched your training plan. The way you dealt with problems that arose or fine-tuned training to meet the needs of trainees, may impress the judges more than a trouble-free delivery of training. Give a clear description of:

- how you managed your training;
- how you evaluated the training;
- the problems you anticipated and avoided;
- the adjustments you made during the programme;
- to how many people was the training imparted;
- duration of the training; and
- retraining, if any.

E. Training Outcomes

You can judge effective training only if you can measure its results. The judges want a clear statement of the specific results. This may include:

- the measures of success you used and why;
- the proportion of trainees who successfully completed;
- the reasons, if any, some trainees were unsuccessful;
- any unexpected results or spin-offs of the training; and
- any other less obvious benefits of the training.

For example, you may have found unexpected improvements in morale, self-confidence, teamwork or loyalty to the organization. Don't be hesitant to mention all the specific outcomes to the training to give the judges a full picture of your programme.

F. Organizational Benefits

Proper training must meet the organization's needs. If your training is exceptionally effective, it will meet the organizational needs you set out at the start of the training cycle. You will have effectively solved a problem, improved performance or provided a better service or a product.

You should quantify, if possible, how the organization has benefited, what performance measures have improved and by how much. You will need to show how the training cycle has come full circle by linking the organizational benefits with the original organizational needs.

The judges want to understand the methodology behind your successful training. The more you can depict a picture of the organizational needs, the training objectives, the training design, delivery and outcomes and finally the organizational benefits, the better chance you have of winning.

Industrial Sectors

'Golden Peacock National Training Award' will be considered in separate industrial sectors, at the discretion of the Jury. You may mention your specific industrial sector, in the appropriate application column in Annexure-1 – Application Form.

Rules & Regulations

- **Decision of the Award Jury is final and no correspondence or appeal will be accepted on the Jury's decision.**
- Award Secretariat reserves the right to declare more than one organization as the winner, and could also withhold award(s), if the required standard is not met.
- Award for each sub-sector may be given, even if there is only one application in any of the categories, provided it meets the qualification criteria (as decided by the Jury).
- Finalist Award applicants may be invited to make a brief presentation to the Jury and/or one of the assessors may be nominated to confirm or verify the facts at site. Such travel and stay expenses, if any, will be borne by the applicant.
- Award Secretariat accepts no liability for any loss resulting from the disclosure of information concerning an applicant to Assessors or Jury members, though all reasonable precautions will be taken to maintain secrecy.
- Award Secretariat cannot undertake to return documents or supplementary material submitted with an application.
- Award Secretariat reserves the right to alter the Award Scheme, at any time, without notice.

Non-Disclosure & Confidentiality

Names of applicants, commentary and scoring information developed for review of applications are regarded as proprietary, and are kept confidential. Such information is available only to individuals directly involved in the assessment and administrative processes.

Golden Peacock Awards Secretariat will take all reasonable precautions to ensure that applications and the information provided therein are treated in strict confidence. However, in no way Golden Peacock Awards Secretariat can be held responsible for any loss of confidentiality to a third party, nor held liable for any damage (to goods or persons) or financial loss incurred through the breach of confidentiality or otherwise by the applicants or any third party.

Golden Peacock Awards Secretariat reserves the right, subsequent to the Award Presentation, to publish salient details of the Innovative methods/processes/Improvement initiatives/Schemes of the Award Winners, for the purpose of sharing of knowledge to raise the general industry standards.

Application Fees

A. Application Fee for Indian Organization: Rs. 69,500/- plus 18% GST as applicable

B. Application Fee for Overseas Organization: USD 1200 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 favour of 'Institute of Directors', payable at New Delhi.

OR

ii) through Bank Transfer as per the following details:

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

OR

iii) through Credit Card by logging on to <https://goldenpeacockaward.com/>

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 the Supporting Materials, **MUST** be shared in **SOFT COPY** format through EMAIL to INFO@GOLDENPEACOCKAWARD.COM Only, covering the following:
 - a. Table of Contents
 - b. Annexure 1 – Application Form
 - c. Annexure 2 – Business Overview – To provide a summary of the applicant’s business.
 - d. Annexure 3 – Self-Appraisal Report
 - e. Supporting Materials (Share the List of the Supporting Materials attached with the application)
2. If the file size of the application is heavy and cannot be sent through Email, then the applicant organisation may send the Soft Copy of the application along with all the Supporting Materials through www.wetransfer.com / Google Drive / One Drive or any other platform, as convenient to the applicant organization, to INFO@GOLDENPEACOCKAWARD.COM Only.
3. Please **DO NOT** mark any other email id of IOD and GPA Secretariat due to Security and Confidentiality reasons. GPA Secretariat will not be responsible for any data leakage if the application is being sent to any other email id apart from INFO@GOLDENPEACOCKAWARD.COM
4. Kindly ensure that the GPA Secretariat must be able to Download the application from the shared platform.
5. This application will be based on GPNTA Guidelines and criteria. The criteria consist of a set of questions which when answered, sequentially, duly supported by the objective evidence, would help in assessing the extent of excellence achieved by the applicant.
6. Answers to every question must be provided at the designated place. Any reference to the Supporting Material must be pointed out with specific reference to the respective Supporting Material with specific Page Number, etc.
7. Answer to a question cannot be just a Reference to any Supporting Material. Just mentioning that “Refer to Supporting Material for the answer” is not sufficient and relevant.
8. **Support material:** Support material may be derived from self-assessment of the organization’s activities. This information must be closely aligned with the Award assessment criteria. The criteria are carefully and deliberately phrased in non-prescriptive terms, to allow you the freedom to present self-assessment information, which is relevant to your specific situation.
9. Support Material is a document that adds value to the response, for help in assessment. Cross-referencing of the support material is necessary. Please ensure that the support material is properly numbered as Enclosure I, II/Supporting Document I, II/Attachment I, II/Appendix I, II, etc., and specify that reference number in your response.
10. Supporting Materials are REQUIRED to be submitted Separately.
11. Please Do Not provide Web Links/Hyperlinks as Supporting Material.
12. Please Do Not provide any Image Links as Supporting Material.
13. All Supporting Materials have to be submitted in the form of a Downloaded Copy.
14. **Annexure-1 MUST be duly SIGNED on each page of Annexure 1 only. Application will not be considered without the signature of the Highest-Ranking Official/Authorized Signatory.**
15. Logo of the organization - Attach a High-resolution soft copy separately.
16. Hard Copy Submission is NOT required.
17. 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.
18. Please DO NOT attach the foregoing Award Scheme details with your completed application (Annexure 1, 2 & 3).
19. There is no WORD/PAGE LIMIT for compiling the Application, but providing precise information will be more effective.
20. Precise information in response must be provided in the application. Detailed information can be given as supporting materials with proper cross-referencing.

APPLICATION FORM – GPNTA**Instructions:**

1. Annexure-1 **MUST** be duly **SIGNED** on each page of Annexure 1 only. **APPLICATION WILL NOT BE CONSIDERED WITHOUT THE SIGNATURE OF THE HIGHEST-RANKING OFFICIAL/AUTHORIZED SIGNATORY.**
2. In case, the Highest-Ranking Official is not present to sign the document, any other Authorized Signatory may also sign on his/her behalf.
3. 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 applicant 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://goldenpeacockaward.com/> 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 National Training Award** 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.**
-

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)**
- Industrial 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 NATIONAL TRAINING AWARD 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:

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3. **Please Do Not provide any Image Links as Supporting Material.**
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A. GENERAL INFORMATION AND DATA ON TRAINING

1. Give organization structure of training department. What are the Key Performance Indicators (KPIs)?
2. Give broad category-wise break-up of employees' strength?
3. Provide details and broad classification of types of training and the clients for whom the organization conducted trainings during the last two financial years.
4. Provide details of training activities, as under:

(a) Number of training programmes the organization has conducted, during the last two financial years:

Duration of Programmes	Number of Programmes		
	In the organization		Open House (For external organizations)
	by Own Staff	through Out-Sourcing	
• One Week or Less			
• More than one week, but less than four weeks			
• More than four weeks			
Total			

- (b) Give details of faculty development programmes conducted during the last two financial years.
 - (c) Give details of in-house programmes conducted through external agencies.
5. Highlight three major achievements of the organization relating to training, year-wise, for the last two financial years.

Annexure-3(b)

B. TRAINING STRATEGY AND EVALUATION

- 1) (a) What is the Training strategy and implementation plan of the organization?
(b) Specify areas make the most difference in closing the training & learning gap in the organization?
- 2) (a) Does the organization have a 'Training Process' Manual?
(b) When was it developed and last reviewed/revised?
(c) Attach a copy of the Training Process Manual.
- 3) How is the 'continuous learning' ensured for the development of faculty, based on a training needs analysis, design roadmaps, individual training plans and learning goals?
- 4) Have any measures been initiated to develop emotional intelligence in the faculty? Give details.
(Capabilities of individuals to recognize their own emotions and those of others)
- 5) What are the specific issues that the training organization has been asked to address for the current year?
(Training initiatives may be addressing several needs, which may be part of a wider programme of organizational change & development.)
- 6) How does the organization assess the training needs, before undertaking each training programme? Provide process details.
- 7) What factors does the organization consider important before deciding to conduct training programmes for external clients?
- 8) What percentage of time do the faculty members generally devote on self-development, research, case writing, publishing books and papers, and preparing reading material for training?
- 9) Provide details of reflective exercises, including soft skills, for staff development, and working with diversities?
- 10) (a) What methodologies are being followed by the faculty for conducting training?
(b) Give details of any special training methodology/technology developed by the organization.
(c) Is Artificial Intelligence being used in design, development and delivery of training programmes. Provide details.
- 11) How does the organization create a learning environment during the training programmes? Provide details.
- 12) What evaluation techniques are regularly employed for assessment of training programmes? Has any evaluation been done? If yes, then what has been the impact?
- 13) (a) Does the organization take participants' written feedback on:

• Relevance of the training programme for them	• Faculty
• Reading Material	• Infrastructure facilities like Library, Computer Centre
• Board & Lodging	• Overall training environment

 (b) Enclose a copy of participants' feedback form.

- 14) Provide details of significant measures taken for improvement of training system, after review and follow-up of feedback received from trainers, participants and their employers.
- 15) (a) Specify metrics that indicate the effectiveness of the training programmes.
- (b) After the training, how does the organization assess that the training objectives have been met, and match the identified organizational needs?
- (c) Give details of overall feedback and review system on training delivery.
- 16) What measures has the organization taken for continuing improvement of the quality of training during the last two financial years?
- 17) Describe how the organization dovetail training strategy into manpower planning system, covering all aspects, including organization's goals and objectives, career & succession planning? Give details with examples.
- 18) Attach a list of training programmes conducted, both internal and external, during the last two financial years.
- 19) Describe if there were any other training initiatives taken and their outcomes during the last two financial years? Give details.
- 20) Describe the impact of trainings conducted during the last two financial years on the performance of the company. Describe in metrics form.
- 21) What strategy does the organization adopt in order to ensure that its training programmes set the trainees future ready?
- 22) Describe in 1000 words the outstanding and unique contributions/attributes that in your opinion give an edge to your organization over your competitors.

NOTE:

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- 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.**

******END******