

Golden Peacock Award for Corporate Social Responsibility (GPACSR)



Guidelines-cum-Application Form

“The set of questionnaire towards Self-Appraisal Report has been prepared to ensure & improve the effectiveness of total operational system; and further to accelerate the pace of organizational improvement.”

ISSUE – 2024

TABLE OF CONTENTS

S. No.	Contents	Page No.
1	Award Scheme	04
2	Annexure 1 – Application Form	07
3	Annexure 2 – Business Overview	09
4	Annexure 3 – Self-Appraisal Report	10

WINNING WORKS WONDERS

Winning the Golden Peacock Award for Corporate Social Responsibility (GPACSR) 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 Corporate Social Responsibility 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 Corporate Social Responsibility is reinforced at corporate level.*
- *The Award would give the 'Brand' a competitive edge, in today's rapidly changing market-place.*

GOLDEN PEACOCK AWARD FOR CORPORATE SOCIAL RESPONSIBILITY

AWARD SCHEME

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock Award for Corporate Social Responsibility (GPACSR)**. The Award Scheme for Corporate Social Responsibility has been instituted to encourage initiatives in Corporate Social Responsibility promoting sustainable development.

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 Award for Corporate Social Responsibility**' 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 '**Corporate Social Responsibility**'. 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.

Eligible Organizations

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

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 Award for Corporate Social Responsibility**'. 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.

Industrial Sectors

'**Golden Peacock Award for Corporate Social Responsibility**' 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

The Application Fee is Rs. 59,500/- 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.

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. Original Tax Invoice will be generated Only after the receipt of the Application Fee. However, in order to initiate the payment process, a Proforma Invoice may be generated upon Request from an applicant organization.

2. TDS on the Application Fee may be deducted as per Income Tax Act 1961.

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.**
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 **GPACSR** 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. 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.
11. Please DO NOT attach the foregoing Award Scheme details with your completed application (Annexure 1, 2 & 3).
12. There is no WORD/PAGE LIMIT for compiling the Application, but providing precise information will be more effective.

APPLICATION FORM – GPACSR

Instructions:

1. Annexure-1 **MUST** be TYPED in minimum font size of 10 pt.
2. Annexure-1 **MUST** be duly SIGNED and officially STAMPED on each page of Annexure 1 only.
3. In case, the Highest Ranking Official is not present to sign the document, any other Authorized Signatory may also sign on his/her behalf.
4. Please mention the Payment Details under Point No. 9 of Annexure-1.
5. In case, for any unavoidable reason, the payment is under processing, the applicant organization is required to take a prior EMAIL APPROVAL from GPA Secretariat regarding submission of application.
6. In such cases, the applicant organization is required to mention under Payment Details that the “Payment is under process and Email Approval for submission of application has been obtained from the GPA Secretariat along with the Expected Timeline for the payment.”

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 your organization falls under _____

7. Logo of the organization (Attach a soft copy - High Resolution in JPEG Format) _____

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 with
Organizational Seal**

9. PLEASE MENTION THE PAYMENT DETAILS (paid by either of the following):

(In case, for any unavoidable reason, the payment is under processing, the applicant organization is required to take a prior EMAIL APPROVAL from GPA Secretariat regarding submission of application.

In such cases, the applicant organization is required to mention under Payment Details that the "Payment is under process and Email Approval for submission of application has been obtained from the GPA Secretariat along with the Expected Timeline for the payment."

(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 Award for Corporate Social Responsibility** 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 of the**
Organization with Organizational Seal

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. If Supporting Materials are available in form of Web Links or Image Links, they have to be submitted in the form of a Downloaded Copy.
 3. Please Do Not provide Web Links as Supporting Material.
 4. Please Do Not provide any Image Links as Supporting Material.
 5. Applicants are required to give all the financial figures only in terms of Rs. (in Crore).
-

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.
- Have you adopted any International Integrated Reporting System (IIRS) in the organization? Attach a copy of your latest report. In case you are not following the IIRS then specify the reporting system you are following (Attach a copy).
- Indicate if the applicant is certified to ISO 9001 / ISO 14001 / ISO 45001 / OHSAS 18001 / SA 8000 / others. Attach a copy of the certificate(s).

** 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 AWARD FOR CORPORATE SOCIAL RESPONSIBILITY 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 criteria** for applicants from all categories: business (all the sectors), government and non-government organizations. If any particular question is not applicable / relevant to your industry / organization, please answer it as "**Not Applicable**" (NA), and provide justification.

NOTE:

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- 3. Please Do Not provide Web Links as Supporting Material.**
- 4. Please Do Not provide any Image Links as Supporting Material.**

SECTION A - CORPORATE GOVERNANCE POLICIES AND PROGRAMMES

A. 1 CSR Mandate

- (a) Specify which sub-section of Section 135 of the Companies Act 2013 is applicable to you?
- (b) If Section 135 of the Companies Act 2013 is applicable to you, what have been your budget allocations and expenditures under CSR (in absolute amount and as a percentage of net profit) in each of the past 2 financial years, with details of major projects undertaken?
- (c) Even if Section 135 of the Companies Act 2013 is not applicable, give details of CSR allocation and expenditure during the last 2 financial years.

A. 2 CSR Policy

- (a) Does the organization have a CSR policy? Attach a copy.

A. 3 Board's Involvement and Values

- (a) Has the Board appointed a CSR Committee which reports to it directly? Provide details of its composition, role and responsibilities.
- (b) Describe the Board's involvement in CSR Policy and strategies.

A. 4 Describe stakeholders' involvement in company's CSR matters.

A. 5 Show how are issues like transparency, disclosure and anti-corruption integral to the fulfillment of the organization's corporate social responsibilities?

SECTION B - SOCIAL AND COMMUNITY INITIATIVES

- B. 1 What are the key positive inputs provided by the company, which benefit the neighborhood community in following areas:
- Employment for the economically weaker sections/disabled persons
 - Education
 - Healthcare
 - Water supply
 - Social infrastructure
 - Environmental protection
- B. 2 What strategies have been adopted to undertake developmental activities for the marginalized/underprivileged/poor in the concerned communities? Do the strategies include the following:
- Philanthropic initiatives/donations
 - Corporate community funding/socially responsible investments
 - Public-private partnerships
 - Any other, provide details.
- B. 3 What is the mode of dialogue (formal/informal) established, between the stakeholders, such as local NGOs, local governments/panchayats, and local communities? How often are such consultations held?
- B. 4 (a) Does the organization encourage voluntary and direct involvement of employees in community development by way of any of the following:
- Imparting skills to local community
 - Blood Donation
 - Health and Sanitation Activities
- (b) Time-off allowed from work for employees (number of man-months volunteered) for CSR work in the community.
- (c) Indicate the number of employees who were seconded for CSR activities during the last 2 years.
- B. 5 Are there any incentives provided to employees for volunteering for community social projects (e.g. recording in the performance appraisals, award of certificates, etc.)?
- B. 6 How are social projects of the organization monitored and reported?

SECTION C - CSR MANAGEMENT PRACTICES

- C. 1 Principles
- (a) As a policy, who all in the supply chain are motivated to undertake corporate social responsibility activities?
- (b) Describe key CSR issues taken up by the organization, and progress made in addressing them.
- C. 2 Internal Audit
- (a) Does the organization's internal audit system cover audit of CSR programmes and performance, including the system for collecting and analyzing data relevant to CSR projects and targets? Give details.
- (b) (i) How does the organization assess the social and ethical impacts of direct and indirect consequences of organization's projects and activities? Attach the report of any impact assessment study undertaken.
- (ii) Describe how the recommendations in the assessment study are addressed by the organization.

C. 3 Implementation

- (a) Describe how CSR has been embedded in organization's corporate governance, management objectives, incentives and reporting?
- (b) How does the organization contribute to upskilling, know-how and capacity building in the community around it?
- (c) How does the organization contribute to development of social markets?

C. 4 Communicating and Reporting

- (a) Describe how the progress in implementing CSR programmes/projects and achievement of targets is communicated to:
 - Employees
 - Other stakeholders
- (b) How are these developments incorporated in the organisation's Annual Report? (Enclose the latest Annual Report.)
- (c) Is a CSR Report being published separately? If yes, enclose a copy of the latest CSR Annual Report.
- (d) Does the organization make use of any artificial intelligence based tools and techniques to monitor its CSR activities?

SECTION D - SOCIAL PROJECT

Describe one major innovative social project of the organization, that has had a perceptible impact on the community and contributed to societal development, in the past 2 years or since inception, if the company has been established later. The project should demonstrate the organization's leadership and commitment in incorporating ethical values, legal compliance, and respect for individuals, communities as well as the environment.

In the context of the above project, prepare a Case Study, incorporating the following and any other details considered relevant:

- D. 1 Title and objective(s) of the Case Study, highlighting how the project responds to the needs of the community. Describe whether the project aims at social development or economic development through capacity building of beneficiaries.
- D. 2 Process of implementation (stakeholders dialogue mechanism, etc.).
- D. 3 Resource allocation in terms of physical and financial units and time span.
- D. 4 Steps taken to ensure sustainability of the project.
- D. 5 Describe the impact of the programme (in quantitative terms). What qualitative improvement did the programme bring about in the life-style of the community?

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- 4. Please Do Not provide any Image Links as Supporting Material.**

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