Golden Peacock Award for Excellence in Artificial Intelligence (GPAEAI)

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

TABLE OF CONTENTS

WINNING WORKS WONDERS

Winning the Golden Peacock Award for Excellence in Artificial Intelligence (GPAEAI) 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 Artificial Intelligence 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 Artificial Intelligence 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 EXCELLENCE IN ARTIFICIAL INTELLIGENCE
AWARD SCHEME

Golden Peacock Awards Secretariat (GPAS) has great pleasure in inviting applications for the '**Golden Peacock Award for Excellence in Artificial Intelligence (GPAEAI)**.

Strategic Alignment and Resource Allocation: Assessments ensure AI initiatives align with business goals. Leaders who fail to evaluate their AI readiness risk misallocating resources and missing critical innovation opportunities. Compliance and Governance: With the rise of regulations like the EU AI Act, formal assessments—including governance and conformity audits—help organizations manage legal risks and ensure their AI systems are compliant and ethical. Building Stakeholder Trust: While 82% of consumers used AI in early 2025, 58% remain worried about organizational accountability. Voluntary assessments build confidence among employees, customers, and investors by demonstrating a commitment to "responsible AI". Operational Performance and Reliability: Performance assessments measure core functions like accuracy and non-discrimination. Without rigorous evaluation, companies risk deploying models that fail in real-world conditions or produce biased outputs. As of 2025, approximately 66% of organizations consider AI central to their overall strategy, using it to shift from incremental improvements to transformative growth. At the same time, they must remain vigilant against the risks associated with its misuse.

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 Excellence in Artificial Intelligence' 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 **'Artificial Intelligence'**. 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 Award for Excellence in Artificial Intelligence**'. 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 Excellence in Artificial Intelligence**' 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 though the following payment modes:

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

<div align="center">OR</div>

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**		

<div align="center">OR</div>

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 <u>Download</u> the application from the shared platform.**

5. This application will be based on **GPAEAI** 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 <u>"Refer to Supporting Material for the answer"</u> 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. <u>Application will not be considered without the signature of the Highest-Ranking Official/Authorized Signatory</u>.**

15. Logo of the organization - Attach a High-resolution soft copy separately.

16. Hard Copy Submission is NOT required.

17. <u>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.</u> **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 – GPAEAI

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) <u>APPLICATION WILL NOT BE CONSIDERED WITHOUT THE APPLICATION FEE</u>]:**

  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 Excellence in Artificial Intelligence** 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 <u>Web Links/Hyperlinks</u> as Supporting Material.**
3. **Please Do Not provide any <u>Image Links</u> 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 AWARD FOR EXCELLENCE IN ARTIFICIAL INTELLIGENCE
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.**
2. **Please Do Not provide <u>Web Links/Hyperlinks</u> as Supporting Material.**
3. **Please Do Not provide any <u>Image Links</u> as Supporting Material.**
4. **All Supporting Materials have to be submitted in the form of a Downloaded Copy.**

SECTION A – AI VISION, STRATEGY AND LEADERSHIP

A.1 What is organization's AI 'vision' and 'strategy'?

A.2 How is AI integrated into organization's corporate/business strategy?

A.3 Does the leadership team actively champion and invest in AI-driven initiatives? Provide examples.

A.4 Elaborate AI maturity level (early adoption / scaled deployment / enterprise-wide integration). Provide maturity level definitions that you use.

A.5 Key domains where AI is applied (e.g., operations, finance, HR, customer experience, risk, ESG, supply chain, etc.).

SECTION B – GOVERNANCE, ETHICS FOR RESPONSIBLE AI

B.1 Does the organization have a formal AI governance framework? Please elaborate.

B.2 Does organization have an AI Ethics Policy? If yes, share key principles. How does your organization operationalize these AI ethics principles?

B.3 Are AI ethics principles aligned with global frameworks (OECD, ISO, EU AI Act, India AI Governance guidelines etc.), if any?

B.4 How does the organization ensure human oversight over AI-driven decisions?

SECTION C – TECHNOLOGY, TOOLS AND INNOVATION

C.1 Describe which AI technologies (ML, DL, NLP, GenAI, predictive analytics, RPA, etc.) are used in organization?

C.2 Describe AI development lifecycle—from ideation to deployment.

C.3 Describe data sources used for AI models and how data quality, privacy, integrity, and security are ensured.

C.4 How do you manage model lifecycle, including training, validation, deployment, and retraining?

C.5 Measures adopted to prevent data leakage, hallucinations, or misuse.

SECTION D – AI IMPLEMENTATION AND PROJECTS

D.1 Discover the key AI projects deployed in the past 2 years and their business impact.

D.2 What criteria does organization use to identify and select AI use cases?

D.3 How has AI improved decision-making quality at management or board level?

D.4 Provide examples of AI-driven competitive advantages.

D.5 How do cross-functional teams collaborate in AI projects?

SECTION E – HUMAN CAPITAL, SKILLS AND CULTURE

E.1 Describe existing training programs to build AI literacy among employees? What training programs exist to increase awareness of AI Ethics principles?

E.2 How does organization foster a culture of innovation and experimentation in AI?

E.3 Workforce upskilling and AI literacy initiatives.

SECTION F – CUSTOMER AND STAKEHOLDER IMPACT

F.1 How does AI enhance customer experience or service quality?

F.2 What feedback mechanisms exist to assess the customer impact of AI solutions?

F.3 Describe an AI-enabled feature or service that significantly improved stakeholder value.

F.4 How is stakeholder trust maintained in AI-driven operations?

F.5 How does organization measure customer satisfaction with AI-enabled platforms?

SECTION G – IMPACT ON SUSTAINABILITY AND ESG

G.1 How does AI enhance organization's ESG or sustainability goals?

G.2 How does the organization handle retraining of any employees impacted by AI implementation? What is your organizational policy on impact of AI on headcount?

SECTION H – RISK MANAGEMENT, SECURITY AND COMPLIANCE

H.1   What methodologies are used to evaluate AI risks?

H.2   What cybersecurity measures protect AI systems?

H.3   How does organization ensure compliance with national/international AI regulations and sectoral guidelines?

H.4   How frequently are AI models audited or revalidated?

SECTION I – FUTURE READINESS

I.1   Describe AI initiatives planned for the next 3 years?

I.2   How does organization monitor global AI trends and benchmark best practices?

I.3   What partnerships, collaborations, or research programs support your organization's AI journey?

SECTION J – ASSURANCE AND DECLARATION

J.1   Describe independent validations, audits, certifications, and third-party recognition of AI practices.

J.2   Key lessons learned and challenges overcome.

J.3   Provide information on Impact Assessment Reports or case studies, if carried out.

NOTE:
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.**

****END****