

Golden Peacock Award for ESG (GPAESG)



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

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WINNING WORKS WONDER

Winning the Golden Peacock Award for ESG (GPAESG) 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 ESG 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 ESG 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 ESG

AWARD SCHEME

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock Award for ESG (GPAESG)**. 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

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 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.

Eligible Organizations

1. Public Sector Units (PSUs) - separately for Manufacturing & Service sectors.
2. Private Sector Organizations - separately for Manufacturing & Service sectors.
3. Government/Municipal Organizations, Government Undertakings & Public Utility Services.

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 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. 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 ESG' 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 **GPAESG** 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 – GPAESG

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

SECTION A – GOVERNANCE FRAMEWORK

- A.1 What is the composition of our board of directors and its committees, and are there well-defined terms of reference for these committees, including their duties and responsibilities? If so, please provide details.
- A.2 Does your company invite external experts to board meetings or committee meetings? If yes; describe their profiles and/or industry as well as their contribution.
- A.3 As regards induction and training, have there been instances of the directors requesting for training from the company? Or has it been organised at the insistence of the company?
- A.4 How does the company encourage capacity building?
- A.5 Are there any mechanisms in place to prevent and resolve conflict of interests among board members and/or senior executives? Elaborate.
- A.6 Does our company currently have established policies or strategies in place for succession planning, whistle-blower policy, cyber security measures and policy to prevent insider trading? If yes, could you please provide detailed information on each of these aspects, including how they are implemented and monitored for effectiveness?
- A.7 Is there a grievance redressal mechanism in place? If yes; specify the following:
 - a) Average number of complaints registered annually; and
 - b) Percentage of complaints that remain unsolved annually.
- A.8 What is the proportion of related party transactions to total transactions of the company in the last 2 financial years/calendar years?
- A.9 Has the company separated the roles of the CEO and the Chair?
- A.10 Has there been an incidence of a director or auditor resigning from the company? If so, why?

SECTION B – SOCIAL FRAMEWORK

B.1 (a) What is your company's approach on the following?

- Anti-discrimination & equal opportunity (including gender, differently-abled etc.)
- Diversity
- Training and up-skilling of employees
- Elimination of child labour & forced labour

(b) Do these approaches also apply to your company's interactions with suppliers and clients? Please explain.

B.2 What are your company's policies, voluntary initiatives and good practices for keeping the workplace safe for all employees? (For example, health and safety, workplace evaluations, and risk assessments)

B.3 Were there any accidents in the workplace in the company during the last two financial years/calendar years? How did the company handle the same?

B.4 Does your company have any Employee Welfare Schemes? (Such as ESOPs, ESPS, GEBS, etc.)

B.5 What measures does your company take to ensure a good work culture with respect to the following parameters:

- a) Work-life balance;
- b) Sexual harassment;
- c) Soliciting employee feedback; and
- d) Employee recognition and rewards.

B.6 Were there instances of sexual harassment during the last two financial years/calendar years and if so, how were they handled?

B.7 Does your company have any community engagement or philanthropic initiatives? If yes, please describe your initiatives through some examples.

B.8 What is the position of your company on data privacy?

- a) Has your company made any policy for the safety of data and privacy of customers and other stakeholders?
- b) Has your company received any complaints about breach of client data privacy? If yes; specify the number of complaints and the action taken thereon,
- c) Has there been any major data breach in your company? If so, how has the company ensured that the same does not happen in future?
- d) Has there been an instance of ransomware attack? If so, how has the company ensured that the same does not happen in future?

B.9 Does your company have a Disaster Management Plan in place?

B.10 How many days, during the year, are directors in attendance / contribute to the company?

SECTION C – ENVIRONMENTAL FRAMEWORK

C.1 Have the directors made an assessment of the carbon imprint of the company's operations? If yes, what steps were taken towards carbon neutrality? Please delineate a few steps.

C.2 Does your company identify and mitigate environment and climate-related risks, and how is this measured and tracked, including financial implications and progress towards sustainability goals?

- C.3 What is your company's approach to Circular Economy and Extended Producers' Responsibility (EPR) ? Is there a framework or policy for it?
- C.4 Does your company have a framework to ensure that its Supply Chain is sustainable? How is it ensured?
- C.5 Has your company ever traded in carbon credits? If yes; specify its details.
- C.6 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:
- Is your reporting separate or part of financial reporting/annual report?
 - Is your reporting based on recognised international/national framework? If yes, please specify. (Such as BRSR, SASB, and GRI etc.)
 - Who oversees/regulates the reporting mechanism?
 - Who is responsible for making the report? Specify their work profile(s).
 - 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 Which ISO standard(s) is your company compliant with:
- ISO 9001 (Quality Management System – QMS)
 - ISO 14001 (Environmental Management Systems - EMS)
 - ISO 50001 (Energy Management Standard)
 - ISO 45001 (Occupational Health and Safety Standard)
- D.4 Has there been any disclosure related lapse in the past year?
- D.5 How can your stakeholders be assured that your ESG/sustainability reporting is accurate? Are supporting materials and case studies provided to substantiate your initiatives and action plans?
- D.6 Were there any audit qualifications in the financial audit / secretarial audit / compliance reports in last two financial years/calendar years?
- D.7 Does your company prepare a Corporate Social Responsibility (CSR) impact assessment report? If yes, please attach a copy of the report.

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 integrating ESG metrics into company operations?
- E.3 Is executive compensation linked to ESG goals?
- E.4 Describe the governance structure (including ESG Board Committees/ External ESG Consultants etc.) that support the adaptation of ESG in company operations, as well as board oversight of ESG Initiatives of the company.
- E.5 Describe the management structure (including CSOs, ESG teams and/or departments etc.) that supports the adaptation of ESG in company operations.
- E.6 How CSR is integrated into your company's operations, is it managed in-house or by an external body, and what are this year's CSR focus areas?

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 <i>(includes senior management, C-suite and director positions only)</i>	
F.3	Insurance Claim Settlement Ratio <i>(Total number of claims settled in a year / Total number of claims in a year) x 100</i>	
F.4	Percentage of employees who are differently abled and/or belong to the LGBTQIA+ community	
F.5	Employee Retention Rate (in %)	
F.6	Percentage of profits dedicated to CSR activities	
F.7	Percentage of sustainably sourced energy used by the company in the last two financial years/calendar years	
F.8	Carbon emissions of the company:	
	(a) Scope I:	
	(b) Scope II:	
	(c) Scope III:	
F.9	Waste generated (in tonnes):	
F.10	Waste recycled/re-used (in tonnes):	
F.11	Waste responsibly disposed (in tonnes):	
F.12	Water usage (in litres):	
F.13	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 Please mention any and all additional and unique good practices undertaken by your company with respect to ESG parameters.

G.3 How is ESG creating value for your company? Elaborate on financial and non-financial benefits.

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