

Golden Peacock Award for Sustainability (GPAS)



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 WONDER

Winning the Golden Peacock Award for Sustainability (GPAS) 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 Sustainability 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 Sustainability 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 SUSTAINABILITY

AWARD SCHEME

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

Transparency about the sustainability of organizational activities is of interest to a diverse range of stakeholders, including business, labor, non-governmental organizations, investors, accountants, and others.

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 Sustainability' 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 'Sustainability'. 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 Sustainability**'. 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 Sustainability**' 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 **GPAS** 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 – GPAS

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 Sustainability** 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 SUSTAINABILITY 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:

- 1. Supporting Materials are REQUIRED to be submitted Separately.**
- 2. If Supporting Materials are available in the 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.**

SECTION A - CORPORATE GOVERNANCE

[To provide a high level, strategic view of the organization's sustainability.]

- A.1 Names of places where the major operations of the organization are conducted, that are specifically relevant to the issues covered in the report.
- A.2 Markets served (including geographic breakdown, sectors served, and broad types of customers / beneficiaries).
- A.3 Governance structure of the organization, including major committees under the highest governance body, responsible for specific tasks, such as setting strategy or organizational oversight.
- A.4 Total number of Directors on the Board and Number and percentage of Independent Directors and Women Directors on the Board. Give Board composition with names of current Board Members.
- A.5 Does the board have a 'Sustainability Committee' or 'ESG Committee'? Provide details of Members of the Committee.
- A.6 Does the company have a 'Sustainability Policy' or 'ESG Policy' and a strategy with a designated sustainability officer? Attach a copy of the policy and enclose other details.
- A.7 Approaches to stakeholder engagement, including frequency of engagement and communication, by type and by stakeholder group.
- A.8 Statement from the most senior decision maker of the organization (e.g., CEO, Chair, or equivalent senior position), about the relevance of sustainability to the organization and its strategy. Attach a certificate that it has not been generated using artificial intelligence.
- A.9 Attach the latest corporate Annual Report.
- A.10 Does your company prepare Sustainability Report, as per GRI- 4 guidelines? Attach a copy of the report.

- A.11 What is the company policy on the whistleblower?
- A.12 Are Enterprise Risk Management Framework / Policies in place? How regularly are they revisited?
- A.13 Does the Board of Directors spend adequate time in technology tracking, capacity and capability tracking? Provide details.

SECTION B – FINANCIAL PERSPECTIVE

[The economic dimension of sustainability concerns, and the organization's impact on the economic conditions of its stakeholders.]

- B.1 Financial implications and other risks and opportunities for the organization's activities, including social dimension and climate change. Quantify the financial implications.
- B.2 Impact of infrastructure investments and services provided, primarily for public benefit, through commercial, in kind, or *pro bono* engagement. Quantify the impact.

SECTION C – ENVIRONMENTAL CONCERNS

[The environmental dimension of sustainability concerns organization's impact on living and non-living natural systems including ecosystems, land, air, and water. Environmental Indicators cover performance related to inputs (e.g., material, energy, water) and outputs (e.g., emissions, effluents, waste).]

C.1 Materials (per year)

- a) Quantity, cost and percentage of materials refused, recycled, reused, reduced and repurposed as input materials.

C.2 Energy (per year)

- a) Direct energy consumption by primary energy source and percentage of renewable energy use.
- b) Describe initiatives undertaken to provide energy-efficient or renewable energy-based products and services, and reduction in energy requirements achieved, as a result of these initiatives.

C.3 Water (per year)

- a) Total annual water consumption and its sources.
- b) Describe ground water sources significantly affected by withdrawal of water for production.
- c) Percentage and total volume of water recycled and reused.
- d) Percentage reduction in water use and impact of new technology.

C.4 Emissions, Effluents, and Waste (per year)

- a) Provide total quantity of direct and indirect greenhouse gas emissions by weight.
- b) Describe initiatives to reduce greenhouse gas emissions, and reductions achieved.
- c) Describe total waste (by type) and give details of disposal method.
- d) Provide details of effective reduction in carbon foot print.

C.5 Products And Services

- a) Give details of initiatives to mitigate environmental impact of entire products/services life-cycle, and quantitative extent of impact mitigation.

C.6 Compliance

- a) Give details of monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.

C.7 Waste into Wealth

- a) What initiatives have been taken to convert waste into wealth?

SECTION D - SOCIAL DIMENSION OF SUSTAINABILITY CONCERNS

[The social dimension of sustainability concerns and the impact an organization has on the social systems within which it operates.]

D.1 Occupational Health and Safety

- a) Give percentage of total workforce represented in formal joint management–worker health and safety committees, that help monitor and advise on occupational health and safety programs.
- b) Give rates of injury, occupational diseases, lost days, and absenteeism; and number of work related fatalities, by division.
- c) Describe education, training, counseling, prevention, and risk-control programs in place, to assist workforce members, their families, or community members regarding serious diseases.
- d) What all Health and safety topics are covered in formal agreements with trade unions?
- e) Do you have Certification to OHSAS 18001 or ISO 45001? Attach a copy. If OHSAS 18001, then give details of plan to change over to ISO 45001:2018.
- f) Women constitute what percentage of the total workforce?

D.2 Training and Education

- a) Give average hours of training (both internal & external), per year, per employee.
- b) Describe programs for skill management and lifelong learning that support the continued employability of employees, and assist them in managing career buildings and technology change.
- c) What percentage of employees receiving regular performance and career development reviews? Explain process.
- d) Percentage of employees trained on digital operations systems.

D.3 Disaster Management Plan

- a) Has the company made a Disaster Management Plan? Give details.
- b) When was the last simulation exercise conducted? What was the response?

SECTION E – HUMAN RIGHTS CONCERNS

[Human Rights Performance requires organizations to report on the extent to which human rights are considered in investment and supplier/contractor selection practices. Additionally, the Indicators cover employee and security forces training on human rights, as well as non-discrimination, freedom of association, child labour, indigenous rights, and forced and compulsory labour.]

- E.1 Give total number of incidents of discrimination, and actions taken thereon.
- E.2 Describe operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.

SECTION F - SOCIETY PERFORMANCE

F.1 Impact of Operations on Local Communities:

- a) Describe nature, scope, and effectiveness of all programs and practices that assess and manage the impact of operations on local communities.

F.2 CSR Activities:

- a) What percentage of previous two financial year's profit did the company spend on Corporate Social Responsibility? Also give amount in numbers.
- b) Give list of major CSR projects completed/in progress during the last two financial years.
- c) Has social impact evaluation conducted? If yes, give details of the outcome and the follow-up action.

F.3 Compliance:

- a) Give details of monetary value of significant fines and total number of non-monetary sanctions, for noncompliance with laws and regulations, paid by the organisation.
- b) Has it had any adverse impact on the company's rating related to ESG issues?

SECTION G – PRODUCT RESPONSIBILITY PERFORMANCE

G.1 Customer Health and Safety

- a) Describe life cycle stages in which health and safety impact of products and services are assessed for improvement, with details.
- b) Give details of total number of incidents of non-compliance with regulations and voluntary codes, concerning health and safety impact of products and services, by types of outcomes.
- c) Has there been any legal scrutiny/fiduciary loss due to customer related issues? If yes, provide details.

G.2 Product and Service Labeling

- a) Type of significant products and services for which environment information is required to be provided as per procedures, and details of furnished information.
- b) Give details of total number of incidents of non-compliance with regulations and voluntary codes, concerning product and service information and labeling, by types of outcomes.
- c) Describe practices related to customer satisfaction, including results of surveys for measuring customer satisfaction and action taken on report by management.

G.3 Marketing Communications

- a) Describe programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.
- b) Give total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by types of outcomes. Give details.
- c) Give details of monetary value of significant fines for non-compliance with laws and regulations, concerning the provision and use of products and services.

SECTION H – PROCESS, TECHNOLOGY AND PEOPLE

- H.1 Has the aspects of environmental pollution, social dimensions and financial performance been ingrained into workforce at all operational levels?
- H.2 What initiatives have been taken in order to embed environmental pollution prevention through improvement / redesigning of processes; inventory management, production and life cycle of the product?
- H.3 How effective has been the investment in technology in addressing the problem of environmental pollution control, resources efficiency and improvement of financial parameters?
- H.4 What is the role of training / reskilling of the workforce in improvement in business sustainability parameters?
- H.5 What initiatives have been taken to embed innovation in risk management strategies in ensuring business sustainability?
- H.6 Is artificial intelligence being used to improve the organizational performance against sustainability parameters? If yes, provide details.

SECTION I – BOARD'S ROLE IN PROMOTING SUSTAINABILITY

- I.1 Is the ESG getting due priority in the Board Meeting agenda?
- I.2 What is the role being played by the Board in relation to driving leadership for Excellence & Innovation?
- I.3 How do governance, risk, security and compliance reach the top Boardroom Agenda? How does the organization align these with internal control and risk management plans?
- I.4 How does the Board determine priorities for CSR efforts, and what types of projects are encouraged and supported? Give examples.
- I.5 How does the Board monitor indicators on Environment Governance and Climate Change? Provide details.
- I.6 Describe steps taken by the Board to assess emotional intelligence of the employees.

SECTION J – SDG TARGETS AND PERFORMANCE REPORTING

- J.1 Which of 17 SDGs are pursued by the Company and what are the targets? What have been the achievements against these targets?
- J.2 Is the company on track to achieve zero carbon footprint by 2050?

SECTION K – PERFORMANCE REPORTING

- K.1 Is the organization preparing Sustainability Materiality Matrix? Is it included in its Annual Business Responsibility Reporting to SEBI? If yes, give details.

SECTION L – OTHER INITIATIVES

- L.1 Is artificial intelligence being used to improve the organizational performance against sustainability parameters? If yes, provide details.

NOTE:

1. **Supporting Materials are REQUIRED to be submitted Separately.**
2. **If Supporting Materials are available in the 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.**

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