

Golden Peacock Award for Sustainability (GPAS)



Guidelines-cum-Application Form

'The questionnaire forming part of the Self-Appraisal Report has been carefully developed with due diligence to enhance the effectiveness of the overall system and to further accelerate the pace of organizational improvement'.

(Instituted by the **Institute of Directors (IOD), India**)

ISSUE – 2026

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WINNING WORKS WONDER

Winning the Golden Peacock Award for Sustainability (GPAS) delivers wide-ranging benefits across all forms of business and trade—from multinational corporations to small, family-run enterprises.

- *The Award logo serves as a prestigious symbol of excellence in Sustainability and reflects a strong, competitive, and forward-looking organization.*
- *National and regional publicity enhances brand visibility and helps strengthen the customer and client base.*
- *The recognition boosts staff morale, motivation, and engagement, while reinforcing the organization's commitment to Sustainability at the corporate level.*
- *The Award provides a distinct competitive advantage, enhancing brand credibility in today's rapidly evolving marketplace.*

Competition has always been a driving force that brings out the very best in our businesses and our society.

So, let us celebrate the outstanding achievements of some of the most forward-looking organizations—assessed based on the Golden Peacock Awards Excellence Model.

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

The Golden Peacock Award, named after India's national bird—the **Peacock**—is conferred annually. **Each winner receives a trophy along with a certificate. Award recipients are authorized to use the Golden Peacock Award Logo** with the corresponding year on their printed and promotional materials.

In addition, selected organizations may be conferred a **Certificate of Commendation** 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.

Who can Apply?

Any organization from India - engaged in trade, business, manufacturing, or service delivery, regardless of size or scale, including government entities or departments, is eligible to apply for this Award.

a) Eligible Organizations

1. Public Sector Units (PSUs)/ Organizations.
2. Private Sector Organizations/ Multinationals.
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 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, if any. The details of operations of the applicant must reasonably correspond to the Award criteria, which are verifiable at the time of evaluation.

c) Evaluation Process Overview:

All applications undergo a rigorous **three-tier review**:

1. Initial Assessment

Conducted by an independent assessor with domain expertise, scoring each application out of **1,000 marks**.

2. Peer Review

Applications scoring **80% and above** are forwarded for a detailed peer review by the **Assessment Board**.

3. Final Selection

The top-scoring application (above 80%) in each sector is then recommended to the **Jury**, comprising eminent and independent professionals, for final consideration and approval and selection of winners.

Business Sectors

'**Golden Peacock Award for Sustainability**' will be considered & evaluated across various business sectors, as deemed appropriate by the Jury, at their sole discretion during the final assessment. Applicants are requested to indicate the specific business sector to which their organization belongs in the relevant column of Annexure-1 – Application Form.

Rules & Regulations

- The decision of the Award Jury shall be final and binding. No correspondence or appeal will be entertained in this regard.
- The Award Secretariat reserves the right to declare more than one organization as a winner and/or to withhold the Award(s) if, in its opinion, the required standards are not met.
- An Award for a specific sub-sector may be conferred even if only one application is received in that category, provided it satisfies the eligibility and evaluation criteria as determined by the Jury.
- Shortlisted (finalist) applicants may be invited to make a brief presentation to the Jury, and/or an assessor may be appointed to verify or validate the information through a site visit. Any related travel and accommodation expenses shall be borne by the applicant.
- While all reasonable precautions will be taken to maintain confidentiality, the Award Secretariat accepts no liability for any loss arising from the disclosure of information to Assessors or Jury members.
- The Award Secretariat cannot undertake to return any documents or supplementary materials submitted with the application.
- The Award Secretariat reserves the right to amend or modify the Award Scheme at any time without prior notice.

Non-Disclosure & Confidentiality

- All information submitted by applicants will be treated as strictly confidential and used solely for the purpose of assessment.
- The names of applicants, along with all commentary and scoring information generated during the evaluation process, are considered proprietary and will be kept confidential. Such information will be accessible only to individuals directly involved in the assessment and administrative processes.

- The Golden Peacock Awards Secretariat will take all reasonable precautions to ensure that applications and the information contained therein are handled in strict confidence. However, the Golden Peacock Awards Secretariat shall not be held responsible for any loss of confidentiality involving third parties, nor liable for any damage (to persons or property) or financial loss arising from any breach of confidentiality by the applicants or any third party.
- Subsequent to the Award Presentation, the Golden Peacock Awards Secretariat reserves the right to publish salient details of the innovative methods, processes, improvement initiatives, or schemes of the Award Winners, solely for knowledge sharing and to help raise overall industry & business standards.

Application Fees

The Application Fee is Rs. 69,500/- 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.

APPLICATION WILL NOT BE CONSIDERED WITHOUT THE APPLICATION FEE.

The Application Fee can be paid through the following payment modes:

i) Demand Draft/Cheque in favor 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://pages.razorpay.com/gpas>

Note:

1. 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.
2. TDS on the Application Fee may be deducted as per Income Tax Act 1961.
3. 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 supporting materials, must be submitted in soft copy via email only to **INFO@GOLDENPEACOCKAWARD.COM**, including the following:

- I. Table of Contents
 - II. Annexure 1 – Application Form
 - III. Annexure 2 – Business Overview (summary of the applicant’s business)
 - IV. Annexure 3 – Self-Appraisal Report
 - V. Supporting Materials (list all attached documents)
2. If the file size is too large to send by email, applicants may share the soft copy via platforms such as WeTransfer, Google Drive, OneDrive, or any other convenient platform, but send only to **INFO@GOLDENPEACOCKAWARD.COM**
 3. Do not copy any other IOD or GPA Secretariat email addresses to maintain security and confidentiality. The Secretariat is not responsible for data leakage if sent to any email other than **INFO@GOLDENPEACOCKAWARD.COM**
 4. Ensure that the GPA Secretariat can download the application from the shared platform.
 5. The application must follow the GPAS Guidelines and criteria, which consist of a structured set of questions. Answers, supported by objective evidence, will help assess the organization’s excellence.
 6. Every question must be answered in the designated section. References to supporting materials must include specific page numbers.
 7. Simply stating “Refer to Supporting Material” is not sufficient. Answers must be provided in the application itself.
 8. Supporting materials should be derived from the organization’s self-assessment and closely aligned with the Award assessment criteria. Criteria are intentionally non-prescriptive to allow flexibility in presenting relevant information.
 9. All supporting materials must be properly numbered (e.g., Enclosure I, II / Supporting Document I, II / Appendix I, II) and cross-referenced in your responses.
 10. Supporting Materials must be submitted separately from the main application.
 11. Do not provide web links or hyperlinks as supporting material.
 12. Do not provide image links as supporting material.
 13. All supporting materials must be submitted as downloaded copies.
 14. Annexure 1 must be signed on every page by the highest-ranking official or authorized signatory. Applications without signatures will not be considered.
 15. Attach a high-resolution soft copy of your organization’s logo separately.
 16. Hard copy submission is not required.
 17. The Application Fee must be submitted on or before the due date. Applications will not be considered without the Application Fee.
 18. Do not attach the Award Scheme guidelines with your completed application (Annexures 1, 2 & 3).
 19. There is a **Page Limit** for the completed application. **Annexure 2 – Business Overview** is required to be completed within **4-5 pages** and **Annexure 3 – Self-Appraisal Report** in **50-70 pages**.
 20. Provide precise answers in the application, and include detailed information in supporting materials with proper cross-referencing.

APPLICATION FORM – GPAS

Instructions:

1. Annexure-1 must be typed.
2. Annexure-1 must be duly Signed on both the pages. **Application will not be considered without the Signature of the Highest-Ranking Official/Authorized Signatory.**
3. If the Highest-Ranking Official is unavailable to sign, an Authorized Signatory may sign on his/her behalf.
4. 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 organization listed in any stock exchange?

Yes

No

If yes, please give the Name(s) of Stock Exchange(s) _____

Signature of Highest-Ranking Official/Authorized Signatory

Name: (Mr./Ms.)

Designation:

Email:

9. PLEASE MENTION THE PAYMENT DETAILS [(paid by either of the following) Application will not be considered without the Application Fee]:

(A) **Cheque at Par or Demand Draft** payable to **Institute of Directors, New Delhi**

Bank _____ Cheque/Draft No. _____ Dated _____

(B) **Through Bank Transfer (UTR Number)** _____

(C) **Credit Card**: Please log on to <https://pages.razorpay.com/gpas> 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/Authorized Signatory

Name: (Mr./Ms.)

Designation:

Email:

(In case, the Highest-Ranking Official is not present to sign the document, any other Authorized Signatory may also sign on his/her behalf.)

BUSINESS OVERVIEW

(All Business Overview questions in Annexure-2 are to be answered sequentially and point-wise.)

Instructions:

1. Supporting Materials are required to be submitted Separately.
 2. Please Do Not provide Web Links/Hyperlinks as Supporting Material.
 3. Please Do Not provide any Image Links as Supporting Material.
 4. All Supporting Materials have to be submitted in the form of a Downloaded Copy.
-

Organizational Description

- Full Name of Applicant Organization
- Location
- Brief Description of the Applicant Organization (in about 50 words)
- Ownership
- Year of Establishment (of the applicant unit and not of parent company)
- Organization's main products/services
- Annual Turnover – covering last 2 financial years
- Total Number of employees (**of the applicant unit and not of parent company**)
- Business 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 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 questionnaire for all the business sectors**. If any particular question is not applicable / relevant to your industry / organization, please answer it as "**Not Applicable**" (**NA**) and provide justification for why it is "Not Applicable" (NA). Just writing NA is an incomplete response.

NOTE:

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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.

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