

Golden Peacock Eco-Innovation Award (GPEIA)



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 Eco-Innovation Award (GPEIA) 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 Eco-Innovation 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 Eco-Innovation 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 ECO-INNOVATION AWARD

Award Scheme

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock Eco-Innovation Award (GPEIA)**.

Innovation is going to be the key for business success in the new millennium. According to Late Dr. Madhav Mehra, former President, World Environment Foundation, 'Innovation' is to 'knowledge economy' what 'efficiency' was to 'industrial age'. He said "Wealth in the new century is not going to be created by optimization but by innovation. Most of products that we use today have already reached a stage of maturity and 90% of these will disappear in the first 10 years of the 21st Century. Our cars, houses, clothes, TVs, Computers, phones and even food are going to be changed in ways we cannot even imagine today. Innovation will be the key competitive differentiator in the 21st Century."

Internet has created a Cambrian explosion of unlimited opportunity. Innovative products/ services powered by computers, microchips and using the convergence technologies of mobile phones, e-mail and internet will bring a revolutionary change in our lifestyle and in the world economy. The need is to constantly produce innovative products and services to satisfy even the unexpressed wishes and unarticulated needs.

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 Eco-Innovation Award**' 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 '**Eco-Innovation**'. 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 or any other country—across all nationalities—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 Eco-Innovation Award**'.

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 Eco-Innovation Award**' 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

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 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://goldenpeacockaward.com/>**

Note:

1. Overseas applicants may remit the Application Fee in convertible Indian Rupees (INR), calculated at the prevailing exchange rate on the date of payment.
2. To initiate the payment process prior to submission of the application, an Original Tax Invoice/Proforma Invoice will be generated only upon request from the applicant organization.
3. Tax Deducted at Source (TDS), if applicable, may be deducted from the Application Fee in accordance with the provisions of the Income Tax Act, 1961.
4. Applicable GST (18% as on date) shall not be levied for foreign applicants where payment is made directly into the IOD bank account in foreign currency only.
5. Applicable GST (18% as on date) shall be levied on all other modes of payment.
6. In cases where vendor registration is required by the applicant organization, the relevant documents may be forwarded to the GPA Secretariat for necessary 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 GPEIA 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 no word or page limit for the application; however, concise and precise information is preferred.
20. Provide precise answers in the application, and include detailed information in supporting materials with proper cross-referencing.

APPLICATION FORM – GPEIA

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. If the highest-ranking official is unavailable to sign, an authorized signatory may 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 _____
(Note: If the applicant is Unit/Division/Project/Plant of a larger company, please specify the exact name.)
Address of the Applicant Organization _____
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) **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://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 Eco-Innovation Award** Scheme, and understand and accept that the decision of the Award Jury is final in all respects. No correspondence or appeal shall be entertained regarding the 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
(Note: If the applicant is Unit/Division/Project/Plant of a larger company, please specify the exact name.)
- 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 ECO-INNOVATION AWARD

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 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.**

Only one Innovation must be covered in one application. For multiple innovations, you are required to submit separate applications.

1. Name of Product/Service: _____
2. Year of Introduction in India: _____
3. Name of the Inventor/Introducer: _____
 - a) Individual: _____
 - b) Organization: _____
 - c) Group/Division (Include names of all related Group Members): _____
4. Unique features of Process of developing the Product/Service (In detail): _____
5. If already introduced in the market, the present sales turnover in Rupees, for the Product/Service: _____

6. What is the market share of the Product, in its category? _____
7. Details of the Product/Service over other similar products/ services, in the market: _____
8. Patent
- Received Number Applied Not Yet Applied
9. Does the product/service have export potential? Please specify: _____
10. Describe Impact of Eco-Innovation on performance of the company: _____

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******