

Golden Peacock HR Excellence Award (GPHREA)



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 – 2023

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WINNING WORKS WONDERS

Winning the Golden Peacock HR Excellence Award (GPHREA) 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 HR Excellence 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 HR Excellence is reinforced at corporate level.*
- *The Award would give the 'Brand' a competitive edge, in today's rapidly changing market-place.*

GOLDEN PEACOCK HR EXCELLENCE AWARD AWARD SCHEME

Golden Peacock HR Excellence Award, introduced in 2011, is a major recognition framework to mark successes and accomplishments for the HR fraternity in India.

The world has become far more unstable and competitive than ever before. New pathways need to be identified to gain competitive advantage whenever and wherever possible. One of these is clearly the management of human resources, traditionally regarded as a department function, and now being widely shared among all business managers. HR management practices need to be raised to the next level, bringing people and performance together.

Lack of appropriate HR practices and approaches, well suited to a far growing industrial economy, are hampering our efforts to leverage intelligence today. Every management has to consider, "Have you revolutionized the way your company grows and engages talent and build competitive advantage through talent?"

Golden Peacock HR Excellence Award will be bestowed upon organizations that have achieved overall excellence in their HR and people management practices, thus contributing to the needs of business, the profession, employees, industry and the nation. These organizations would have demonstrated effective, creative and proactive HR and people management practices, in different areas of HR to be considered as a role model and 'champion' for others to emulate.

Golden Peacock HR Excellence Award is not only to recognize the leading HR trailblazers and honour people management practices but also to set new benchmarks to inspire. This makes the Award an excellent platform that recognizes and rewards the entire HR community, thus emphasizing the importance of putting human capital as a key business investment.

The Award serves to confer distinct recognition on organizations and HR professionals as an employer and employee champion to bring out the best through sound and commendable HR and people management practices. Golden Peacock HR Excellence Award recognizes leading organizations and practitioners in the drive for impactful human capital strategies.

What are the benefits:-

The benefits include promotion of following elements:

- ✓ Communications within the company.
- ✓ Above average staff retention rates and innovation strategies.
- ✓ Talent management initiatives.
- ✓ Mentoring and succession planning.
- ✓ Training/learning and development policies and practices.
- ✓ Non- discriminatory practices.
- ✓ Workplace harmony.
- ✓ Compensation, rewards and recognition.

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 HR Excellence 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 '**HR Excellence**'. The preparation for the award helps to inspire and align the entire work force and management functions to this end. The knowledge gained by the organization in describing and self-assessing its operations, would lead to improved organizational performance in this field.

Who can Apply?

Any organization of India or any other Country/Nationality (interested in benchmarking their processes in their respective business sectors), engaged in trade, business, production or rendering services, irrespective of any size/volume or a Government entity/department, can apply for this Award.

a) Eligible Organizations

1. Public Sector Units (PSUs).
2. Private Sector Organizations.
3. Government/Municipal Organizations, Government Undertakings & Public Utility Services.

b) Unit Eligibility Criteria

Manufacturing/Service Organizations or Divisions of Organizations (Self-Accounting Profit/Cost Centres), in the Private and Public Sectors, and Government Organizations may apply for the '**Golden Peacock HR Excellence 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. 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 HR Excellence Award**' will be considered in separate industrial sectors, at the discretion of the Jury. You may mention your specific industrial sector, in the appropriate application column in Annexure-1 – Application Form.

Rules & Regulations

- **Decision of the Award Jury is final and no correspondence or appeal will be accepted on the Jury's decision.**
- Award Secretariat reserves the right to declare more than one organization as the winner, and could also withhold award(s), if the required standard is not met.
- Award for each sub-sector may be given, even if there is only one application in any of the categories, provided it meets the qualification criteria (as decided by the Jury).

- Finalist Award applicants may be invited to make a brief presentation to the Jury and/or one of the assessors may be nominated to confirm or verify the facts at site. Such travel and stay expenses, if any, will be borne by the applicant.
- Award Secretariat accepts no liability for any loss resulting from the disclosure of information concerning an applicant to Assessors or Jury members, though all reasonable precautions will be taken to maintain secrecy.
- Award Secretariat cannot undertake to return documents or supplementary material submitted with an application.
- Award Secretariat reserves the right to alter the Award Scheme, at any time, without notice.

Non-Disclosure & Confidentiality

Names of applicants, commentary and scoring information developed for review of applications are regarded as proprietary, and are kept confidential. Such information is available only to individuals directly involved in the assessment and administrative processes.

Golden Peacock Awards Secretariat will take all reasonable precautions to ensure that applications and the information provided therein are treated in strict confidence. However, in no way Golden Peacock Awards Secretariat can be held responsible for any loss of confidentiality to a third party, nor held liable for any damage (to goods or persons) or financial loss incurred through the breach of confidentiality or otherwise by the applicants or any third party.

Golden Peacock Awards Secretariat reserves the right, subsequent to the Award Presentation, to publish salient details of the Innovative methods/processes/Improvement initiatives/Schemes of the Award Winners, for the purpose of sharing of knowledge to raise the general industry standards.

Application Fees

A. Application Fee for Indian Organization: Rs. 59,500/- plus 18% GST as applicable

B. Application Fee for Overseas Organization: USD 1000 (inclusive of all taxes)

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 <http://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 **GPHREA** 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 – GPHREA

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 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 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 <http://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 HR Excellence Award** 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.**
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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/Net Sales and Net Revenue – 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 HR EXCELLENCE 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:

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SECTION A - HUMAN RESOURCE LEADERSHIP

- A. 1 Demonstrate how leadership is considered crucial to management of manpower, and that the manpower issues are clearly on management’s agenda.
- A. 2 Describe as to how the organization’s leadership exhibits an inclusive management style, and involves HR Team in development of business strategy.
- A. 3 Show how HR leadership training covers diversity issues, succession planning and future talent needs analysis.
- A. 4 What leadership changes were introduced due to HR interventions to respond to COVID-19 pandemic?

SECTION B - HR TEAM

- B. 1 Provide the HR Organizational Structure and composition of the HR team of the organization.
- B. 2 Provide evidence of HR function’s links to operational and financial performance. How are performance goals of HR team and its contributions defined and measured in terms of objective KPIs?
- B. 3 Provide evidence of specific projects where HR has integrated well and co-operated effectively with other business units within the organization.
- B. 4 Provide evidence of team work and cohesive collaboration throughout the organization.

SECTION C - HR STRATEGIC PLAN

- C. 1 Describe strategy for identification of both short and long term objectives, such as meeting immediate need for recruitment/retention and succession planning in the context of an ageing workforce.
- C. 2 Mention the attrition rate of employees, in percentage, during the last 2 financial years, year-wise.
- C. 3 How is your HR career and capability framework aligned to training and capability building needs? Give details.
- C. 4 How are employees sensitized about their responsibilities as per the defined roles and performance feedback?
- C. 5 Do you have any integrated talent management solution for delivering a uniform experience, across the organization? Give details.
- C. 6 How is integrity embedded in the HR function of the organization?

SECTION D - CHANGE MANAGEMENT STRATEGY

- D. 1 Give details of the type and magnitude of changes faced by the organization during the last 3 years, such as re-engineering, restructuring, mergers & acquisitions, strategic, cultural and ecosystem changes.
- D. 2 Describe specific projects or techniques HR has deployed to contribute to the change process and manage its impact, such as managing morale, operational flexibility, retaining high potential manpower and communication initiatives.
- D. 3 Describe employee consultation and engagement or any other system of recognizing change champions.

SECTION E - DIVERSITY STRATEGY: NEW FRONTIER IN THE MULTI-CULTURAL WORLD

- E. 1 How has your organization reaped the results of a proactive and innovative approach to diversity in the workplace? Provide evidence.
- E. 2 Provide evidence of consistent and demonstrable commitment to workplace diversity through recruitment and retention policies and practices.
- E. 3 Describe ways of promoting and facilitating diversity strategy.

SECTION F - QUALITY OF WORK-LIFE, PHYSICAL AND MENTAL WELL-BEING

- F. 1 How are HR initiatives aligned to the needs and expectations of employees?
- F. 2 How does the organization develop passion at work, for creating customer-centric organization?
- F. 3 Describe demonstrable outcomes of the initiatives for the performance of business and employees, such as effect on absenteeism, productivity and engagement.
- F. 4 Describe innovative solutions adopted for the support of employee health and well-being.
- F. 5 Describe maternity/paternity policies.

SECTION G - INNOVATION IN RECRUITMENT AND RETENTION

- G. 1 Does the organization have an employee need identification process? Explain.
- G. 2 Describe strategies to identify talented and skilled employees with high potential.
- G. 3 Provide evidence of non-discriminatory recruitment policy and practices, for a diverse workforce.
- G. 4 Describe initiatives in developing and leveraging employer branding.
- G. 5 Give details of quality induction processes and programmes.
- G. 6 Describe ongoing measurement process of employee engagement, commitment, and loyalty.

SECTION H - TRAINING, LEARNING AND HUMAN CAPITAL DEVELOPMENT

- H. 1 Explain the training need identification process.
- H. 2 What is the process of aligning training to organizational and personal goals, and future needs? Provide details.
- H. 3 Give details of talent development review, career development, monitoring and coaching programmes and the assessment, evaluation and feedback system.
- H. 4 Describe innovative learning and development strategies, and methods of measuring effectiveness of learning and development.
- H. 5 Describe current training and development resources including emerging technologies.
- H. 6 Provide evidence of improved performance stemming from gains in specific employee skills and capabilities.

SECTION I - HR COMMUNICATION AND BRANDING

- I. 1 Provide evidence of a clear link between HR and business strategy, using people as a source of competitive advantage.
- I. 2 How does the HR department communicate to the employee, business value proposition and its linkage to organization's broader business goals?
- I. 3 Describe broad-based and professional career development opportunities.
- I. 4 How are articulated values and employment proposition linked to the brand?

SECTION J - ANNUAL PERFORMANCE REVIEW

- J. 1 Explain the policy and process of 'Annual Performance Review' of all employees.
- J. 2 How are employees made aware of their specific role and job profile thoroughly? Do they document and report their targets and achievements clearly and fairly during the year? How performance is measured and mapped against defined KPIs?

J. 3 Do you have a mid-year competency and performance review for course correction? If yes, provide details. If no, give reasons.

J. 4 How is performance incentivized?

SECTION K - TALENT MANAGEMENT STRATEGY & SUCCESSION PLANNING

K. 1 Provide evidence of a system to identify individuals who possess skills, aspiration and engagement, that are critical to business operations.

K. 2 Define career path based on the achievement of performance milestones, with appropriate learning and personal development opportunities.

K. 3 Give evidence of effective performance management and measurement processes.

K. 4 Provide evidence of the availability of a healthy crop of home-grown leaders, both current and future, as well as of a fully deployed succession management system.

K. 5 Describe effective retention strategies, and any compelling employee value proposition that ensures retention of key talent.

K. 6 Is artificial intelligence being used in planning, capacity building, etc of the organization? If yes, provide details.

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