

Golden Peacock Innovation Management Award (GPIMA)



Guidelines-cum-Application Form

“The set of questionnaire towards Self-Appraisal Report has been prepared to ensure & improve the effectiveness of total operational system; and further to accelerate the pace of organizational improvement.”

ISSUE – 2024

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WINNING WORKS WONDERS

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

GOLDEN PEACOCK INNOVATION MANAGEMENT AWARD

AWARD SCHEME

Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock Innovation Management Award (GPIMA)**.

If corporations are to leverage human capital for competitiveness, much will depend on their ability to nurture knowledge and entrepreneurship. Entrepreneurship gets nurtured in those enterprises where the structure is simple, informal and flexible; the leadership is strong and charismatic; employees are imbued with a sense of mission; and the culture of innovativeness exists.

Innovative Precepts

In tomorrow's world, the hallmark of winning organizations will be their ability to address the challenges of entrepreneurship and knowledge in tandem. Innovation will not flow if its channels are overly constrained, or if it is perceived as suitable only for narrow isolated functions. Innovative thought processes should be regarded as potentially valuable and eligible for application in every dimension of business of a corporate entity, such as finance, marketing, product development, manufacturing, purchase, public relations and corporate communications and the rest. Superior innovative ideas continually await genesis and implementation.

Technological Innovations

The rules of success in business have changed and innovation has emerged as a tool for gaining and maintaining competitive advantage. Organizations can become innovative by channeling the flow of creative talents of all individuals in the right direction, if top management encourages risk taking, teamwork, free flow of ideas as well as provides opportunities for new learning.

While invention requires a greater degree of free-wheeling, innovation requires disciplined professionalism. What is required is to be innovative about the right things, in the right areas and at the right time, to mix the proven and the novel, so as to attain an optimum and harmonious ensemble. Innovation must be combined with wisdom stemming from experience, in order for new ideas to yield maximum gains.

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 Innovation Management Award' stimulates and helps organizations to rapidly accelerate the pace of sustainable and effective Innovation Management System in the organization. It is a powerful self-assessment process and a way to build organization's brand equity on Innovation. The preparation for the award helps to inspire the entire work force and align the management functions. The knowledge gained by the organization in documenting and self-assessing its operations leads to an improved organizational performance.

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) - separately for Manufacturing & Service sectors.
2. Private Sector Organizations - separately for Manufacturing & Service sectors.
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 Innovation Management 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 Innovation Management 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 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 **GPIMA** 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 – GPIMA

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 <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 Innovation Management 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.**
 5. **Indian applicants are required to give all the financial figures only in terms of Rs. (in Crore).**
 6. **Overseas applicants may give financial figures in \$ Million.**
-

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 INNOVATION MANAGEMENT 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 criteria** for applicants from all categories: business (all the sectors), government and non-government organizations. If any particular question is not applicable / relevant to your industry / organization, please answer it as "**Not Applicable**" (**NA**), and provide justification.

NOTE:

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

SECTION A - GENERAL OVERVIEW

- A.1 What are the prime factors responsible for driving innovation in your organization?
- A.2 Areas for Innovation:
- a) How does the organization identify areas for innovation?
 - b) How has the organization institutionalized continuous innovation?
- A.3 Is the organisation using artificial intelligence in order to promote creativity and innovation? If yes, provide details.

SECTION B - ORGANIZATION DEVELOPMENT

- B.1 Organizational structure:
- a) How does the organization continuously monitor customer value and improve value creating processes? Give examples.
 - b) What factors help the organization implement continual changes in the traditional, functional, organizational and accountability structure, to convert it into an innovative organization?
 - c) What measures have been adopted for product/service satisfaction?
- B.2 Work base for goal attainment:
- a) How does the organization meet the need to create a network, instead of hierarchies, for multi-job assignments?

- b) How is flexibility of the organizational structure ensured to accommodate freewheeling nature of creative work?

SECTION C - LEADERSHIP

C.1 Leadership to promote innovation:

- a) How does the organization set directions to promote innovation?
- b) How does the organization identify and highlight performance gaps and support innovators?
- c) What top management practices help the organization to encourage innovativeness?
- d) How does the organization assess external opportunities, and customer needs and threats, to prepare for improved customer value?

SECTION D - STRATEGY & DECISION

D.1 Identifying measures for new strategies:

- a) What product development strategies are followed to track new opportunities in the organization?

D.2 Need for business priorities:

- a) How are creativity and business priorities of the organization integrated?
- b) How does the organization promote 'value' of product over 'cost' consideration?

SECTION E - CULTURE

E.1 How the culture of creativity is kept alive in the organization?

E.2 How does the organization nurture emotional intelligence?

SECTION F - HRD

F.1 Prime tool of innovation are people. How does the organization change the mindset and encourage people to be creative without constraint, and experiment without fear?

F.2 What factors are considered during the appraisal of employees for creativity?

F.3 How does the appraisal process take into account the individual's potential and achievements?

SECTION G - TRAINING & DEVELOPMENT

G.1 When we talk of training in a creative organization, it cannot be standardized. It has to be tailor made to the person's unique requirements from time to time. How has this been organized?

G.2 Does the organization provide any specialized training on creativity, on a regular basis? Provide details.

G.3 What is the role of support services and what competence-based training is offered to them?

SECTION H - RECOGNITION/REWARD

H.1 How is organization designed to nurture entrepreneurship and leverage knowledge?

H.2 How is cultural mind-set shift achieved in recognizing, encouraging and rewarding talent and innovation?

SECTION I - CORPORATE CREATIVITY AUDIT

- I.1 Initiatives in product development:
 - a) How many new products have been developed and launched in the last 2 years?
- I.2 Capabilities for enhancing innovation:
 - a) Who brought the last two creative moves (new product ideas): An insider or an outsider? Provide details.
 - b) Did these initiatives arise in response to an emergency, a competition, or some other event? Or were they the result of a well-considered corporate plan? Explain.
 - c) Provide details of long-term plan of the organisation for investment in human and technology development.

SECTION J - LEARNING ORGANIZATION

- J.1 Mechanism adopted to disseminate information:
 - a) What process or mechanism is adopted to expose the organization to new information, whether created in-house or acquired from external environment, and disseminated across the organization?
- J.2 What are the strategic options for incremental improvements?
- J.3 How is the organization using innovation as a tool to create value for all the stakeholders?

SECTION K - COMMUNICATION

- K.1 How are communication channels organized to facilitate free flow of ideas in the organization?
- K.2 How does the organization ensure new learning from multidimensional knowledge sources?

SECTION L - CREATING KNOWLEDGE BASE

- L.1 What are the organizational strengths for creating an empowered organization and for developing leadership skills for creative problem solving?
- L.2 How does the organization relate and measure the Impact of Innovation Management on its performance?

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