Golden Peacock National Quality Award (GPNQA)

Guidelines-cum-Application Form

"The set of questionnaire towards Self-Appraisal Report has been prepared with due diligence to ensure & improve the effectiveness of whole system and further to accelerate the pace of your organizational improvement system."

ISSUE – 2024

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WINNING WORKS WONDERS

Winning the Golden Peacock National Quality Award (GPNQA) 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 Quality of management and products 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 Quality is reinforced at corporate level.*
- *The Award would give the 'Brand' a competitive edge, in today's rapidly changing market-place.*

GOLDEN PEACOCK NATIONAL QUALITY AWARD

AWARD SCHEME

Golden Peacock Awards Secretariat (GPAS) has great pleasure in inviting applications for **Golden Peacock National Quality Award (GPNQA).** The National Quality Award Scheme was instituted by the Institute of Directors in February 1991 to encourage Total Quality improvement in manufacturing as well as service organizations in India, including :

      * Public and private undertakings;
      * All sectors of industry, service and commerce;
      * Government and Semi-Government departments ;
      * Trade and professional associations; and
      * Educational, Healthcare and Hospitality Research Establishments.

Golden Peacock National Quality Award is presented to organizations in different industrial sectors, adjudged to have made the most significant achievement in the field of Total Quality.

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 National Quality 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 'Quality'. 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 National Quality 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 National Quality 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 though the following payment modes:

i) **Demand Draft/Cheque in favour of 'Institute of Directors', payable at New Delhi.**

<div align="center">OR</div>

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**		

<div align="center">OR</div>

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.**
3. **Applicable GST (18% GST, as on date) is not applicable for Foreign Applicants, if the Payment is being made into the IOD Bank Account. This is subject to payment being made in Foreign Currency only.**
4. **Applicable GST (18% GST, as on date) shall apply on all other payment modes.**

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 **GPNQA** 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 – GPNQA

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 National Quality 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/Hyperlinks as Supporting Material.**
4. **Please Do Not provide any Image Links as Supporting Material.**

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 NATIONAL QUALITY 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 - PROCESSES, PRODUCTS AND SERVICES

A.1 Process Design and Management

A.1.1 Do you follow process approach in your organization? Explain with examples how efficiency of the processes has been improved.

A.1.2 What specific benefits have accrued to the organization by operating on ISO 9001 certified processes? Give examples of continual improvement or national standards or regulations, internationally acceptable certifications, regulatory approvals from developed countries, e.g. for food or drugs or medical devices etc.

A.1.3 Has the organization implemented Capability Maturity Model (CMM)? State the stage (level of CMM) where the organization practices 'process driven' quality.

A.1.4 Does the organization have lean Six Sigma system in place? Give examples of processes/products where Six Sigma has been achieved.

A.1.5 What is the number of suggestions, kaizens per employee, per year during the last two financial years?

A.2 Development of Products/Services

A.2.1 What is the organizational strategy for designing and management of product/services?

A.2.2 How does the organization validate the product before launching?

A.2.3 How does the organization establish value superiority, through price-performance analysis?

A.2.4 What practices does the organization follow for management of Product Safety, related to products and manufacturing processes?

A.3 Development of Processes

A.3.1 What practices does the organization follow for controlling the operation of critical processes? Provide details.

A.3.2 What practices does the organization follow to focus on implementation of actions to prevent human errors?

A.3.3 What practices does the organization follow for Temporary Change Control in case of deviating from primary process control?

SECTION B - CUSTOMER FOCUS

B.1 Design, Delivery of Products/Services, Feedback and Improvement

B.1.1 Explain the organization's design and development process that ensures the quality of delivery of products and services.

B.1.2 How does the organization capture delivery performance? What systems does the organization have to ensure timely and defect-free delivery of products/services?

B.1.3 How does the organization establish service standards and ensure that employees providing services, exceeding standards and expectations to delight the customers?

B.2 Employees' Involvement

B.2.1 How does the organization ensure that its employees coming in contact with the customers:-

(a) Are trained to be responsive and courteous?

(b) Obtain customer perception and feedback for enhancing customer satisfaction? Develop Customer Satisfaction Index?

(c) Clearly define and communicate employee value proposition?

B.2.2 As a 'quality focused' organization, do your policies, plans and processes flow from the overall vision and mission, and demonstrate stakeholder involvement?

B. 3 Customer Segmentation and Engagement

B.3.1 How does the organization define segmentation of market and customer groups?

B.3.2 How does the organization engage customers in its product and service design process, to understand and anticipate specific needs and expectations?

B. 4 Customer Relationship

B.4.1 How does the organization periodically review customer perception through various surveys and feedback?

B.4.2 Indicate customer satisfaction level of last financial year.

B. 5 Customer Commitment

B.5.1 How does the organization's warranty terms compare with those of its competitors?

B.5.2 How is the organization's sales and after-sales support organized and perceived by customer?

B. 6 Customer Complaints

B.6.1 Provide details of customer complaints received during the last two financial years as follows:

(a) Total cases raised in consumer forums, year wise, during the last two financial years.

(b) Total outstanding at the end of each year.

(c) Has satisfactory response been obtained before closure of the complaint, to ensure that the complainant is satisfied?

B. 7 Customer Dialogue on Social Media

B.7.1 How does the organization use 'social media' for wider customer dialogue? Has it been useful? Provide details.

SECTION C – TRANSFORMATION IN NEW NORMAL (POST-COVID)

C.1 Embracing Industrial Internet of Things (IIoT) OR Digital Transformation in the New Normal

C.1.1 Describe Digital Transformation Strategy, i.e., adoption of new and disruptive technologies or integrating Industrial Internet of Things (IIoT) with business processes.

C.2 Supply Chain Innovations

C.2.1 Describe end-to-end supply chain strategy development framework.

C.2.2 How has resilience been integrated into supply chain?

C.2.3 Describe stages at which Supply Chain Digital Transformation has been undertaken.

C.3 Factory Innovation

C.3.1 What is the strategy for adopting digital technologies to create new ways of operations?

C.3.2 What steps are taken to promote smart manufacturing efforts with workplace transformation?

C.3.3 How are cybersecurity requirements fulfilled?

SECTION D - RISK MANAGEMENT

D.1 Policy & Framework

D.1.1 How has the risk-based thinking culture, as required by ISO 9001, been adopted and embedded?

D.1.2 Does the organization have a documented Risk Management Strategy and Plan approved by the Board? Attach a copy.

D.1.3 Describe the effectiveness of the Risk Management Framework, and the process to identify, assess, record, monitor and review risks.

D.1.4 How does the organization ensure its plan and processes address risks and opportunities to achieve improved results?

D.2 Risk Identification

D.2.1 Show how risk-based thinking has been applied in quality management systems and management processes for implementation?

D.2.2 What are the current identified key Business Risks of the organization?

D.3 Risk Management Process

D.3.1 Describe the process of implementing risk management policy and strategy in the organization. Explain with details.

D.3.2 What, according to the Board, are risks relating to the achievement of key organizational goals and objectives?

D.3.3 Describe the stages of risk management process, linked with the list of major organizational activities at each stage.

D.4 Treatment of Risk

D.4.1 Have Key Risk Indicators (KRIs) been defined for significant key operational areas? A list of KRIs for significant risks to be attached.

D.4.2   How does the organization ensure that the externally provided processes, products and services, do not adversely impact the organization's ability to consistently deliver conforming products and services to its customers/clients?

D.5   Monitoring and Review of Risk

D.5.1   Does the organisation's risk process follow the steps covered in ISO 31000? Describe the process being followed.

D.5.2   Does the Internal Audit Function review risk management processes regularly? Is the Risk Committee of the Board, a recipient of these Internal Audit findings? Provide details of action taken.

SECTION E - HUMAN RESOURCE MANAGEMENT

E.1   HR Policies and Strategies

E.1.1   How are HR Strategies integrated with Strategic Business Plan, to ensure a balance between strategic needs of the organization and personal expectations, people commitment, development and morale of employees?

E.1.2   Mention attrition rates in the last two financial years.

E.1.3   How does the organization recognize individual and team-oriented improvement initiatives separately?

E.1.4   How, and how often, does the organization measure the levels of employee satisfaction?

E.2   Skills & Competency Enhancement

E.2.1   How does the organization identify training and developmental needs for skilling employees, for present and future?

E.2.2   How does the organization map the skills and competency gaps of its workforce for translating them into training needs assessment in order to get the work force future ready?

E.2.3   How does the organization engage and empower employees to respond to situations affecting customers, with flexible work practices?

SECTION F - IMPACT ON SOCIETY

F.1   Environmental Dimensions of Sustainability Concerns

F.1.1   How is the environment protected by the organization through practices that prevent products, services, facilities and operations, impacting the surroundings?

F.1.2   How does the organization ensure compliance to environment related legal, regulatory and ethical requirements?

F.1.3   Are there any complaints or Court cases pending on account of environmental issues? What is their status? Provide details.

F.2   Sustainability

F.2.1   Does the organization have a 'Sustainability Policy'? Attach a copy.

F.2.2   How quality has helped in ensuring sustainability?

F.2.3   How does the organization rate the significance of sustainability in its business strategy? What influence has ISO 31000 had on its business strategy?

SECTION G - BUSINESS RESULTS

G.1 Performance Review

G.1.1 How does the organization plan and measure its performance in 'Key Result Areas' (KRAs), consistent with the strategy and policy of the organization?

G.1.2 How are the organization's operating performance results benchmarked with the 'World's Best in Class'?

G.2 Financial Results

G.2.1 Has the organization aligned its current financial budget and periodic performance review, with its strategic plans? Provide details.

G.2.2 How does the organization measure result related to capital resource utilization and employee productivity? Give figures for last 2 financial years.

G.2.3 What has been the revenue growth trend of the organization during the last two financial years? Give details.

G.2.4 How has organization's market share grown over the past two financial years?

G.3 Annual Report

G.3.1 Enclose a copy of the organization's latest 'Annual Report'.

G.3.2 Does the organization prepare 'Integrated Performance Report' or 'Sustainability Report' as per GRI? Attach a copy.

G.3.3 Does the organization publish an Annual Report on 'Sustainability', as per GRI-4 guidelines? Attach a copy.

SECTION H - GENERAL

H.1 Does the organization have a Quality Assurance Plan? Attach a copy.

H.2 Describe Impact of Quality Assurance on the performance of the company.

SECTION I - OUTSTANDING FEATURES

I.1 Describe in 1000 words the outstanding and unique contributions/attributes that in your opinion give an edge to your organization over your competitors.

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****END****