Golden Peacock National Quality Award (GPNQA)



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 – 2027

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WINNING WORKS WONDERS

Winning the Golden Peacock National Quality Award (GPNQA) 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 Quality 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 Quality 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.

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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 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

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 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 organization's 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 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 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, 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, approval and selection of winners.

Business Sectors

'Golden Peacock National Quality 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** M-3, Greater Kailash Part-II, New Delhi-110048, India Tel. No. 011-29210959	MICR Code: IFSC CODE: PAN No.: SWIFT CODE:	**110026324** **UBIN0902861** **AAABI0002J** **UBININBBNGK**
Account Name:	**Institute of Directors**	GSTIN:	**07AAABI0002J1Z9**
Account No.:	**510101006113450**		
A/C Type:	**Current A/C**		

OR

iii) Through Credit Card by logging on to https://pages.razorpay.com/gpas

Note:

1. 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 GPNQA Guidelines and criteria, which consist of a structured set of questions. Answers, supported by objective evidence, will help assess the organization's excellence.
6. Every question must be answered in the designated section. References to supporting materials must include specific page numbers.
7. Simply stating "Refer to Supporting Material" is not sufficient. Answers must be provided in the application itself.
8. Supporting materials should be derived from the organization's self-assessment and closely aligned with the Award assessment criteria. Criteria are intentionally non-prescriptive to allow flexibility in presenting relevant information.
9. All supporting materials must be properly numbered (e.g., Enclosure I, II / Supporting Document I, II / Appendix I, II) and cross-referenced in your responses.
10. Supporting Materials must be submitted separately from the main application.
11. Do not provide web links or hyperlinks as supporting material.
12. Do not provide image links as supporting material.
13. All supporting materials must be submitted as downloaded copies.
14. Annexure 1 must be signed on every page by the highest-ranking official or authorized signatory. Applications without signatures will not be considered.
15. Attach a high-resolution soft copy of your organization's logo separately.
16. Hard copy submission is not required.
17. The Application Fee must be submitted on or before the due date. Applications will not be considered without the Application Fee.
18. Do not attach the Award Scheme guidelines with your completed application (Annexures 1, 2 & 3).
19. There is a **Page Limit** for the completed application. **Annexure 2 – Business Overview** is required to be completed within **4-5 pages** and **Annexure 3 – Self-Appraisal Report** in **50-70 pages**.
20. Provide precise answers in the application, and include detailed information in supporting materials with proper cross-referencing.
21. **Videos** should not be submitted as supporting documents.
22. Each supporting document should be submitted only once. Ensure that the same document is not submitted repeatedly. E.g.: If a particular supporting document is being cited for multiple questions, there is no need to resubmit the document with each response. However, ensure that each answer includes appropriate cross-referencing to the relevant page number(s) of the document, for ease of reference.
23. The total number of supporting documents submitted must **not exceed 50**.
24. The combined size of all supporting documents submitted must **not exceed 500 MB**.
25. Provide **clear and legible digital** documents.
26. You may share a **limited number of photographs** as supporting documents, provided that the total size of all supporting documents, including the photographs, does **not exceed 500 MB**.

APPLICATION FORM – GPNQA

Instructions:

1. **Annexure-1 must be typed.**
2. **Annexure-1 must be duly Signed on both the pages. *Application will not be considered without the Signature of the Highest-Ranking Official/Authorized Signatory*.**
3. **If the Highest-Ranking Official is unavailable to sign, an Authorized Signatory may sign on his/her behalf.**
4. **Please mention the Payment Details under Point No. 9 of Annexure-1. *Application will not be considered without the Application Fee*.**

1. Full name of Applicant Organization _____

   Address _____

   Website _____

2. Name of Contact Person (Mr./Ms.) _____ Designation _____

   Telephone (Office) _____ (Mobile) _____

   E-mail _____

   Contact Address *(if different from above)* _____

3. Name of the Highest-Ranking Official of the Organization (Mr./Ms.) _____

   Designation _____

   Telephone (Office) _____ (Mobile) _____

   E-mail _____

   Contact Address *(if different from above)* _____

4. Location of Principal Sites _____

5. Name of the Parent Organization, if any _____

   Address _____

   Telephone (Office) _____ E-mail _____

6. Business Sector the applicant organization falls under _____

7. Logo of the organization **(Please attach a High-Resolution Logo in JPEG Format separately)**

8. Is the organization listed in any stock exchange?

   Yes ☐ No ☐

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

Signature of Highest-Ranking Official/Authorized Signatory

Name: (Mr./Ms.)

Designation:

Email:

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

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

Bank _____ Cheque/Draft No. _____ Dated _____

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

(C) **Credit Card**: Please log on to **https://pages.razorpay.com/gpas** for online payment.

(D) **GSTIN Number of your company (Also specify, if unregistered)**_____

10. **Declaration**

I do hereby declare that

(a) We shall fully abide by the rules and regulations of the **Golden Peacock 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/Authorized Signatory**

Name: (Mr./Ms.)
Designation:
Email:

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

BUSINESS OVERVIEW

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

Instructions:

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

Organizational Description

- Full Name of Applicant Organization
- Location
- Brief Description of the Applicant Organization (in about 50 words)
- Ownership
- Year of Establishment (of the applicant unit and not of parent company)
- Organization's main products/services
- Annual Turnover – covering last 2 financial years
- Total Number of employees **(of the applicant unit and not of parent company)**
- Business Sector of the applicant organization
- Name of Parent Organization (if applicable)*
- Is the organization listed in any stock exchange? If yes, please give the Name(s) of Stock Exchange(s).
- Stock Exchange:
  - Minimum & Maximum values, during last two financial years (year-wise).
  - Dividends during the last two financial years (year-wise).
- VISION, MISSION and VALUES of the organization.

** If the applicant is an independent self-accounting subsidiary or a unit of a larger company, a brief description should be given of the organizational relationship to the 'parent' organization. Briefly describe how the applicant's products and services relate to those of the parent and/or other units of the parent organization.*

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

A.1.3 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 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 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) Obtain customer perception and feedback for enhancing customer satisfaction? Develop Customer Satisfaction Index?

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 Complaints

B.5.1 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?

SECTION C – IMPACT OF NEW TECHNOLOGIES AND AI

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 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.2 Risk Identification

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

D.3 Risk Management Process

D.3.1 What, according to the Board, are risks relating to the achievement of key organizational goals and objectives?

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.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, 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?

SECTION F - IMPACT ON SOCIETY

F.1 Environmental Dimensions of Sustainability Concerns

F.1.1 How does the organization ensure compliance to environment related legal, regulatory and ethical requirements?

F.1.2 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 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 How does the organization measure result related to capital resource utilization and employee productivity? Give figures for last 2 financial years.

G.2.2 What has been the revenue growth trend of the organization during the last two financial years? Give details.

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 Describe Impact of Quality Assurance on the performance of the company in qualitative and quantitative terms.

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****