

# **GOLDEN PEACOCK**

## **Eco-Innovation Award**



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# Golden Peacock

## Eco-Innovation Award Scheme

### GENERAL

The World Environment Foundation (WEF) in association with **Institute of Directors**, has great pleasure in inviting applications for the '**Golden Peacock Eco-Innovation Award.**'

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

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

### CRITERIA

We at WEF believe that innovation is the only way to provide environmentally friendly products and services that will help us achieve "factor 10" improvements that are necessary to maintain the same quality of life in the new century. It has therefore instituted a special award called 'Golden Peacock Eco-Innovation Award'. This award will be given to a product or service, which shows a quantum jump in the exploitation of current technology to achieve maximum customer satisfaction at minimum cost. While calling for more sustainable pattern of production and consumption, it motivates to carry on their pursuit of excellence. The Award is designed to encourage systemic innovation in organisation to make products and services required in the new century.

### THE AWARD

The 'Golden Peacock Eco-Innovation Award' named after India's national bird the "Peacock" will be awarded every year to the most innovative product or service as determined by the satisfaction of customer's long term needs and aspirations in a most cost-effective manner which is consistent with the society's goal of sustainable development.

- Each award winner would receive a Trophy together with a Certificate.
- The winners may use the "Golden Peacock Eco-Innovation Award" logo on their stationery and other printed and promotional materials for a period of 3 years.

The award would not only spark creativity and innovation throughout your enterprise but also is the surest route to your market leadership by helping you to thrive from the change and market uncertainty.

## **Eligibility**

Products and services introduced in India by Government/Public/ Private Sectors, (covering research, manufacturing and services sectors e.g) Research Organisations, NGO, Hospitals and Educational Institutions during the last financial year are eligible for the Award.

## **Categories**

The Golden Peacock Eco-Innovation Award would be considered separately for the following categories of products / services:-

- Eco-Innovative Devices
- Telecommunication / IT Sector
- Education & Training Sector
- Health Equipment / Health Care Services
- Food and Beverages Sector
- Automobiles Sector
- Power Sector
- Chemical & Fertilizers Sector
- Oil & Petroleum Sector
- Govt. Sector
- Coal/Mining Sector
- Consumer Appliances Sector
- Travel/ Tourism/Services Sector
- Agricultural Sector
- Banking Financial and Insurance Sector
- Entertainment Industry - TV/Film/Music sector
- Miscellaneous Product/ Service Sector
- Social Service / NGOs

## **Rules and Regulations:**

- ◆ Products and services introduced preferably during the last two years are eligible for the awards.
- ◆ Awards Committee reserves the right to award more than one trophy and also to withhold award if the required standard in the product category is not met.
- ◆ Awards Committee accepts no liability for any loss resulting from the disclosure of information concerning an entry, though all reasonable precautions will be taken to maintain secrecy.
- ◆ Awards Committee shall not return documents or supplementary material submitted with an entry.

- ◆ Awards Committee reserves the right to offer changes in the Award Scheme from time to time.
- ◆ The decision of the National Chairman of the Award Council, on the recommendation of the final Jury is final and no appeal against the same is admissible.
- ◆ The expert committee may visit the offices / manufacturing unit / research station of the short-listed items to verify the credentials, if required. In such a case, travel expense in for one assessor shall have to be borne by the concerned organisation.

### **Non - Disclosure and Confidentiality:-**

Names of applicants, commentary and scoring information developed during the review of applications are regarded as proprietary by Golden Peacock Award Secretariat and are kept confidential. Such information is available only to individuals directly involved in the assessment and administrative process.

Golden Peacock Awards Secretariat will take all reasonable precautions to ensure that applications and information therein are treated in strict confidence. However, in no way can Golden Peacock Awards Secretariat be held responsible for any loss of confidentiality to a third party.

Golden Peacock Award Secretariat reserves the right, prior or subsequent to the Award Presentation to publish salient details and methodology of the Eco-Innovative Product/ Service of the Award Winners, as a step towards sharing of knowledge; and to encourage other organisations to undertake similar innovative measures in the national interest.

**Fees:** The application fee for processing the above award are as under

1. For Large Scale Category : 14,900/- (above 300 employees)
2. For Middle/Small Scale Category : 11,900/- (upto 300 employees)

[The Cheque / Demand Draft should be drawn in favour of 'World Environment Foundation', payable at New Delhi.]

### **How to Apply**

The application should be submitted in duplicate neatly typed (minimum font size 10 pt) only on one side of A-4 size paper in English.

Fill in the enclosed application form and attach the required enclosures. Details of each item should be as comprehensive as possible. Whereas the supporting material can be sent, but the reply under different items should 'no say', please refer to information in enclosure.

All entries should be addressed to the **Golden Peacock Awards Secretariat**, IOD House: M-64, Greater Kailash Part II, New Delhi – 110048.

**APPLICATION FORM - GPEIA**  
**(PART - I)**  
**(Company Information )**

1. Name of Applicant Organization : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_  
E-mail : \_\_\_\_\_  
Website (If Any) : \_\_\_\_\_
2. Name of Contact Person : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company : \_\_\_\_\_  
Telephone (office) : \_\_\_\_\_  
Telephone (residence) : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Fax : \_\_\_\_\_  
E-mail : \_\_\_\_\_  
Contact Address : \_\_\_\_\_  
\_\_\_\_\_
3. Name of the Highest Ranking Official : \_\_\_\_\_  
Position : \_\_\_\_\_  
Company : \_\_\_\_\_  
Telephone (office) : \_\_\_\_\_  
Telephone (residence) : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Fax : \_\_\_\_\_  
E-mail : \_\_\_\_\_  
Contact Address (if different from above) : \_\_\_\_\_  
\_\_\_\_\_

4. a. Total Number of permanent Employees : \_\_\_\_\_

b. Present Annual Sales turn over : \_\_\_\_\_

c: Is the Applicant an independent

Profit /cost centre?

: Yes

☐

No

☐

d. Name of the Parent Organisation : \_\_\_\_\_

Address

: \_\_\_\_\_

\_\_\_\_\_

5. Type of Organisation ( )

Large (Above 300 employees)

☐

Manufacturing

☐

Medium / small (upto 300 employees)

☐

Service

☐

6. Status of Company

certified to ISO - 9001

: Yes

☐

No

☐

certified to ISO 14001

: Yes

☐

No

☐

certified to OSHA 18001

: Yes

☐

No

☐

certified to SA 8000

: Yes

☐

No

☐

7. Any other national awards received during the past 3 years.

8. Details of being subjected to any failure to compliance / penal action by the Government, during the past one year.

**Application Form - GPEIA**  
**(Part - II)**  
**(Product / Service Information)**

1. Category of Award Applied for : \_\_\_\_\_

I agree, on behalf of my organisation to abide by the Golden Peacock Eco-Innovation Award Scheme and accept that the decision of the committee of Judges is final. I confirm that my organisation is eligible to take part in this competition and that all information and accompanying application documents are correct. The application refers to work done in the organization and not adoption from elsewhere.

2. Name of Product / Service : \_\_\_\_\_

3. Year of Introduction

a) \_\_\_\_\_

b) Modified/Latest model/New Services introduced in the year : \_\_\_\_\_

4. Name of the Inventor / Introducer:

a. Individual : \_\_\_\_\_

b. Organisation: \_\_\_\_\_

c: Group / Division: \_\_\_\_\_

(Include name of all the Group Members)

5. Unique features of the Product/Service (In detail) and principal user: \_\_\_\_\_

6. If already introduced in the market, the present sales turn over for the product during the last financial year: \_\_\_\_\_

\_\_\_\_\_

7. What is the market share of the product in its category? \_\_\_\_\_

8. Details of benefits of the Product / Service over other similar products / Services: \_\_\_\_\_

\_\_\_\_\_



9. Patent Number

Applied

☐

Not Yet Applied

☐

10. Does the product/service have export potential? Please specify:- \_\_\_\_\_

\_\_\_\_\_.

**11. List of enclosures attached:**

- (i) Detailed Brochure / write up with photograph of the product/service.
- (ii) Photograph of the inventor of the product/service (if applicable).
- (iii) Detailed brochure of the organisation.
- (iv) Business overview - Detailed Report providing an outline of the applicant's organisation, business activities, research objectives, methodology adopted.
- (v) In case of individual applying for the award, a detailed resume should be enclosed.
- (vi) Any other documents in support of your claim.

Date

Signature of Highest Ranking Official

**Head Office**

**New Delhi**

M-64, Greater Kailash - II, New Delhi - 110 048  
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