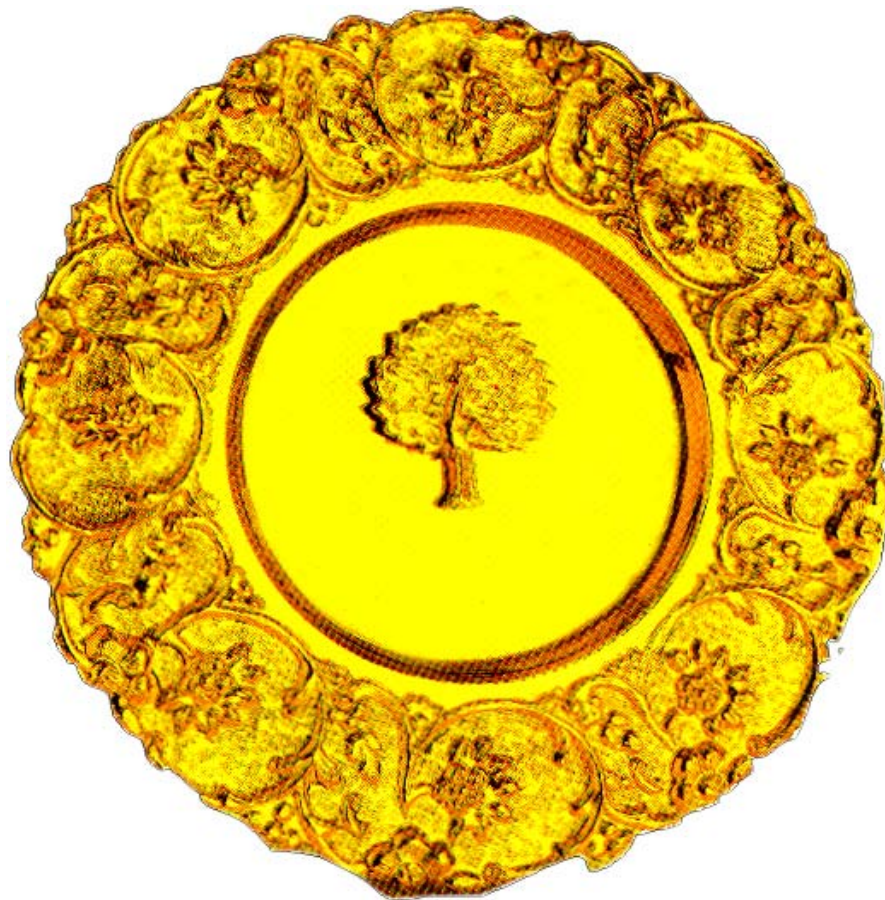


# **Golden Peacock Innovative Product/Service Award (GPIPSA)**



## ***Guidelines & Application Form***

[www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)

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# Golden Peacock

## Innovative Product / Service Award Scheme

### GENERAL

The Golden Peacock Awards Secretariate (GPAS) has great pleasure in inviting applications for the '**Golden Peacock Innovative Product / Service Award.**'

Innovation is going to be the key for business success in the new millennium. 'Innovation' is to 'knowledge economy' what 'efficiency' was to 'industrial age'. 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 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 Innovative Product / Service 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 Innovative Product/Services Award' named after India's national bird the "Peacock" will be awarded every year to the most innovative product as determined by the satisfaction of customer's long term unexpressed and unarticulated 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 Innovative Product / Services 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 uncertainty that become the hallmark of the new age.

## 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 five financial years are eligible for the Award.

## Categories

The Golden Peacock Innovative Product / Services Award would be considered separately for the following categories of products / services sectors:-

- Chemicals and Cement
- Eco-Innovative Devices
- Electronics/Telecommunication
- Education & Training
- Health Care
- Automobile
- Information Technology( IT )
- Infrastructure & Construction
- Tourism & Transportation
- Food/Agro Products/Agricultural
- Banking & Financial Institutions
- Hospitality and Entertainment
- BioTech/Pharmaceutical
- Energy / Power Sector
- Consumer Appliances/FMCG
- Metal & Mining
- BPOs
- Telecom
- Aviation
- Oil & Petroleum
- Miscellaneous Products / Services and any other sector as the Jury deems fit

## Rules and Regulations:

- ◆ Products and services introduced during the last two financial years are eligible for the awards.
- ◆ GPSA 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.
- ◆ GPSA accepts no liability for any loss or charge resulting from the disclosure of information concerning an entry though all reasonable precautions will be taken to maintain secrecy.

- ◆ GPSA cannot undertake to return documents or supplementary material submitted with an entry.
- ◆ GPSA 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 panel of Judges is final and no appeal against the same is admissible.
- ◆ A expert committee member may visit the short-listed organisations to verify the credentials, if required.

### **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 Award Secretariat will take all reasonable precautions to ensure that applications and information therein are treated in strict confidence. However, in no way can GPSA be held responsible for any loss of confidentiality to a third party. Moreover, GPSA can not be held liable for any damage (to goods or persons, financial loss or consequential) incurred through the breach of confidentiality or otherwise by the applicants or any third party.

Golden Peacock Award Secretariat reserves the right, prior or subsequent to the Award Presentation to publish salient details and methodology of the innovative Products / Services 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 is as under  
For Large Enterprises and Medium & Small Enterprises : Rs 29,500/-

[The Cheque / Demand Draft should be drawn in favour of Institute of Directors, payable at New Delhi.]

### **How to Apply**

The application should be submitted in duplicate neatly typed (minimum font size 12 pt) only on one side of A-4 size paper in English.

Fill in the enclosed application form and attach the required enclosures.

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

**APPLICATION FORM - GPISA/GPIPSA  
(PART - I)  
(Company Information)**

1. Name of Applicant Organization : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

E-mail : \_\_\_\_\_

2. Name of Contact Person : \_\_\_\_\_

Telephone (office) & Mobile : \_\_\_\_\_

Residence : \_\_\_\_\_

Facsimile : \_\_\_\_\_

Contact Address (if different from above) : \_\_\_\_\_

\_\_\_\_\_

3. Name of Highest Ranking Official : \_\_\_\_\_

Position : \_\_\_\_\_

Telephone/Mobile : \_\_\_\_\_

Fascimile : \_\_\_\_\_

E-mail : \_\_\_\_\_

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

b. Present 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 (Annual turnover >Rs 300 crores and above)  Manufacturing

Medium / small (Annual turnover upto < Rs 300 cores)  Service

Operating Sector  
\_\_\_\_\_

**Application Form - GPIPA/GPISA  
(Part - II)  
(Product Information)**

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

I agree, on behalf of my organisation to abide by the Golden Peacock Innovative Product / Service 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.

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

3. Year of Introduction in India

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

b) Modified/Latest model/New Service introduced during the year : \_\_\_\_\_

4. Name of the

a. Organisation: \_\_\_\_\_

b: Group / Division: \_\_\_\_\_

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

6. Main usage of Product/Service : \_\_\_\_\_

7. If already introduced in the market , the present sales turn over for the product as applicable \_\_\_\_\_

8. What is the export potential of the product, in its category? \_\_\_\_\_

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

\_\_\_\_\_.

10. Patent Number

Applied

Not Applied

11. Does the product have export potential? Please specify:-

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**1. List of enclosures attached:**

- (i) Detailed Brochure / write up with photograph of the product/service.
- (ii) Detailed brochure of the organisation.
- (iii) Business overview - Detailed Report providing an outline of the applicant's organisation, business activities, research objectives, methodology adopted.
- (iv) Any other documents in support of your claim.

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Date

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Signature of Highest Ranking Official

**Golden Peacock Awards Secretariate**

**New Delhi**

M-64, GK - II

New Delhi -110048

Tel: 91-11-41636294/41636716/17

Mob: 98111 35151

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