

Golden Peacock Innovation Management Award (GPIMA) - 2009



Guidelines & Application Form

www.goldenpeacockawards.com

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Golden Peacock Innovation Management Award Scheme

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

If Indian 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 and employees are imbued with a sense of mission and the culture for innovativeness exists.

Innovative Precepts

In tomorrow's world, the hallmark of winning organisations will be the ability to solve 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- finance, marketing, product development, manufacturing, purchase, public relations and corporate communications and the rest. Superior innovative ideas continually await birth and implementation.

Technological Innovations

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

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

The Awards

The Golden Peacock Innovation Management Award is awarded annually. Each winner receives a trophy together with a **certificate**. The winner may use the Golden Peacock Innovation Management Award logo on all printed and promotional materials for a period of upto three years. Some of the finalist organisations may also be awarded a commendation by the jury. The Golden Peacock Innovation Management Award would be given separately for different industrial sectors under manufacturing and service organisations, in the following two categories.

Large Enterprises

Annual Turnover - 300 crores & above

Medium and Small Enterprises

Annual Turnover - less than 300 crores

Industrial Sectors

- Agriculture & Food processing, Dairy products, Edible oil;
- Automotive;
- Bio-technology;
- Chemical;
- Electrical and electronic;
- Energy;
- Engineering;
- Gems, Jewellery and Allied Industry;
- Glass and ceramic;
- Mining and Metallurgical;
- Pharmaceutical;
- Petro-chemical;
- Rubber;
- Steel & metal;
- Textile;
- Telecom;

Service Sectors

- Construction and Building Sector
- Education;
- Finance; insurance & banking
- Health Care;
- Information Technology;
- Information Technology and BPOs;
- Retail;
- Tourism and hospitality;
- Utilities; and infrastructure;

Eligibility

Manufacturing or Service organisations or divisions of organisations (self accounting profit/cost centres) in the private and public sectors and government organisations operating in India may participate in the 'Golden Peacock Innovation Management Award'. The operations of the organisation must be carried out independently, meaning that responsibilities, authorities, results etc, are clearly defined. This must be documented, for example, in the annual report, organisation plan or equivalent.

The operations of the applicant must reasonably correspond to all the Award criteria that can be verified at the time of evaluation.

Rules and Regulations

- * GPA reserves the right to award more than one award each year in each category and also to withhold award if the required standard is not met.
- * GPA accepts no liability for any loss or change resulting from the disclosure of information concerning an entry, though all reasonable precautions will be taken to maintain secrecy.
- * GPA cannot undertake to return documents or supplementary material submitted with an entry. * GPA reserves the right to alter the Award Scheme.
- * The decision of the National Chairman of the Award Council, on the recommendations of the Award Jury is final and no appeal or correspondence will be entertained.

Non-Disclosure and Confidentiality

Names of applicants, commentary and scoring information developed during the 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 process.

The 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 Golden Peacock Awards

Secretariate can be held responsible for any loss of confidentiality to a third party, nor 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.

The Golden Peacock Awards Secretariat reserves the right, subsequent to the Award Presentation to publish salient details of the Innovation methods / modules/Quality Improvement Schemes of the Award Winners, as a step towards sharing of knowledge.

Renaissance of The Innovating Corporate

Renaissance of the Innovating Corporate

The 7s framework for innovating corporates, propagated by Mckinsey recommends the following:

Change	From	To
Strategy	Market to major customer segments	Add value to individual customer relationships through Tailored interactions
Shared values	Serve customers well	Serve customers differently; Serve best customers really well
Structure	Product orientation with focus on	Customer-segment orientation current period economics with focus on lifetime customer Value
Skills	Analytical orientation towards major segments and their collective behaviour over-long periods	Ability to gather, analyse & interpret data and design systems exploit a large, constantly evolving customer information base; ability to react at individual customer (or at least micro-segment) level.
Staff	Marketing analysis managed statistically; Information technology acts as support, but not as an active partner	Integration of marketing creativity with systems competencies to create capability that is both ideas driven and analytically Intense
Systems	Detailed, segmented, but relatively static decision support tools	Extensive, dynamic, and flexible marketing support tools, programme management and Execution systems, and operating links to support actions
Style	Marketing plan orientation with emphasis on programme for major segments delivered within standard period; mass media focus. Leading measures of success: Market share Current period profits Period-Based marketing programmes	Analytical approach and experimental attitude with emphasis on continuous learning (do, test, measure, learn, fix) And value of data. Leading measures of success: Share of most attractive customers (based on lifetime profit potential) Continuous learning/ tailored marketing. Huge impact on a small set of customers.

Fee

The application fee is as under:

- (a) Large Enterprises and Medium & Small Enterprises : Rs. 29,500/-

The fee should accompany your application, in the form of demand draft/cheque in favour of 'Institute of Directors', payable at New Delhi.

Shortlisted applicants, whose sites may have to be visited by a representative of the jury, shall bear the actual cost of such visit.

How To Apply

The Application should be submitted in single copy neatly typed (minimum font size 10 pt.) only on one side of A-4 size paper in English. A copy on CD would also be required. It should cover the following:

1. Table of contents
2. Basic Information Item 1 (as per Annexure- 1)
3. Business Overview A brief summary, providing an outline of the applicant's Business. Guidelines for business overview are attached as Annexure- 2
4. Self-Appraisal Report This report will be based on criteria guidelines given at Annexure-3. The guidelines consist of a set of questions, which when answered, duly supported by the objective evidence, would help in appreciating the innovative efforts of the applicant.
5. Support material Support material may have been derived from self-assessment of the organisation'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 the specific situation.
5. Annual Reports A copy of the last annual report of the organisation shall form part of the support material.

All entries should be addressed to the Director General, Golden Peacock Awards Secretariat, M-64 (Res.) Greater Kailash-II, New Delhi - 110 048.

Application Form -- GPIMA

Name of Applicant Organisation

Address

.....

Name of contact person

Telephone (Office).....(Res).....Mob.....

Facsimile E-mail

Contact Address (if different from above)

.....

Name of Highest Ranking Official

Position

Telephone (Office).....(Residence).....

Fascimile E-mail

1. Total number of employees

2. Is the applicant an independent profit/cost centre ? Yes No

3. Name of the Parent Organisation, if any?

Address

.....

Telephone (Office).....(E-mail).....

6. Type of Organisation (✓) (Tick here)

Large Manufacturing Medium & Small Service

7. Declaration

On behalf of my organisation I do hereby declare that we shall fully abide by the rules/regulation of the Golden Peacock Innovation Management Award, and accept that the decisions of the committee of the Jury as final. I confirm that my Organisation is eligible to take part in this competition and that all information and accompanying application documents are correct in this behalf.

.....
Date.....
Signature of Highest Ranking Official

The Business Overview

The Business Overview is an outline of the applicant's business, addressing what is most important to the business, key influences on how the business operates, and where the business is headed. The Business Overview is intended to help Examiners understand what is relevant and important to the applicant's business.

The Business Overview is of critical importance to assess the applicant, because:

- a) It is the most appropriate starting point for writing and reviewing the application, helping to ensure focus on key business issues and consistency in response, especially in reporting business results, and
- b) It is used by the Examiners and Judges in all stages of application review, including the site visit if any).

Guidelines for Assistance to the Company to Prepare Application.

The Business Overview broadly consists of the following:-

1. Basic Description of the Company

Basic information provides:-

- a) Nature of the applicant's business; products and/or services, company size, location(s), and whether it is publicly or privately owned;
- b) The applicant's major markets (local, regional, national, or international) and principal customer types (consumers, other businesses, government etc.) Indicate any special relationships, such as partnerships, with customers or customer groups);
- c) A profile of the applicant's employee base, including: number, types, educational level and any other special information.
- d) Major equipment; facilities, and technologies used.

If the applicant is a sub-unit of a larger company, a brief description should be given of the organisational relationship to the 'parent' and percent of employees the sub-unit represents. Briefly describe how the applicant's products and services relate to those of the parent and/or other units of the parent company. If the parent company provides key support services, that should also be described briefly.

2. Critical Business Information.

Key information that should be provided to include (but not restricted only to the following):

- a) Attributes of utmost importance to target customers.
- b) Type and number of suppliers of goods & services.
- c) Specific information related to strategic partnership with key suppliers/trade partners.
- d) Other information that may be important to the organisation, such as, company's new businesses, new business alliances, development/introduction of new technologies and likely changes in strategies.

Self-Appraisal Report

The Criteria Guidelines

Total Points: 1000

A. GENERAL OVERVIEW 75 pts

A I What were the prime factors responsible for driving your organisation to innovation? 25 pts

What main hurdles were encountered, in introducing innovation in your organisation. What are considered as the organisational road-blocks to Innovating.

A II Areas for Innovation 50 pts

1. What ways are used to institutionalise the practice of continuously innovating new ideas, suggestions and recommendations and recognising and rewarding ideas which add value to the company's operations
2. How are customer contacts maintained at all functional levels
3. Areas encouraged for innovation

B. CORPORATE CREATIVITY AUDIT 125 pts

B I Initiatives in product development. 50 pts

1. How much of your revenue comes from products less than 2 years old?
2. How many new products have been developed in the last 2 years'?

B II Capabilities in enhancing production 75 pts

1. Who brought the last four creative moves (new product ideas) to awareness: An insider or an outsider?
2. Did these initiatives arise in response to an emergency, a competition, or some other event?
3. Were they the result of a well-considered corporate plan?
4. How much do you know about the procedures and culture of your competitors?
5. Did you foster company-wide awareness of new developments in your industry'?
6. What capabilities does your company have to create distinctively, and continuously?
7. Do you have system for taking stock of your creative capacities and performance?
8. Details of long term investment in technology development.

C. STRATEGY & DECISION 125 pts

C I Identifying measures for new strategies 60 pts

1. What measures are used to identify new opportunities
2. What product development strategies have been introduced in the organisation
3. Identifying strategic alternatives in regard to long term and grand strategies
4. Process of development of annual objectives, allocating resources and implementing short term plans

C II Need for Business Priorities 65pts

1. How is the need to continually refine products and services met in the organisation.
2. How are creative and business priorities of the organisation integrated.
3. How do you focus attention on differentiation /cost leadership to achieve competitive advantage.
4. How are corporate strategy sessions prevented from becoming a battle of ego and creative ideas are not shot down.

D. ORGANISATION DEVELOPMENT 75 Pts

D I Organisational Structure 25 pts

1. How is organisation designed to facilitate the flow of ideas that lead to innovation.
2. What factors help you implement continual changes in the traditional functional organisational and accountability structure to convert it into an innovative organisation.
3. How do you continuously monitor customer value and improve value providing systems.
4. Measures adopted for Service satisfaction, meeting expectations, managing differentiation, value

additions and role of marketing departments.

D II Work base for goal attainment 50 pts

1. How do you meet the need to create a network instead of hierarchies for multi-job assignments.
2. How do you organise structures, which are relatively more organic and assure a proactive stance towards their environment.
3. How are the loose-tight properties of the structure assured to accommodate free wheeling nature of creative work.

E. Leadership 75 Pts

E I Leadership to promote innovation 35 pts

1. How do you continuously set directions and promote innovation
2. How do you create performance gaps and support innovators through an environment of stretch.
3. What top management practices are employed to encourage innovativeness.

E II Assessment to anticipate customer needs 40 pts

1. Assessing external opportunities and threats to improving customer value
2. Assessing internal value capabilities, resourcefulness and weaknesses.

F. CULTURE 50 Pts

1. How is the culture of creativity established in the organisation
2. How do you nurture emotional intelligence.
3. What is your experience in adopting provocation as a process.

G. HRD 50 Pts

1. Prime tool of innovation are people. How does the organisation change the mindset and encourage people to think without constraint and experiment without fear.
2. What are the cross-section of factors considered during the appraisal of employees
3. How do you assess and reward behaviours, efforts and results.
4. How does the appraisal process take into account the individual's potential.

H. TRAINING & DEVELOPMENT 100Pts

1. When we talk of training in a creative organisation, the training cannot be standardised. It has to be tailor made to the person's unique requirements. How this has been organised?
2. At the organisational level, how focus has been shifted for creating a learning organisation and not mere formal training?
3. Any specialised creativity training being offered on a continuing basis?
4. What is the role of supporting services and what competence based training has been offered to them.

I. RECOGNITION/REWARD 50 Pts

1. How organisation is designed to nurture entrepreneurship and leverage knowledge'?
2. What is the system of managing suggestion schemes /ideas for instant recognition.
3. How cultural mind-set shift is achieved in recognizing, encouraging and rewarding talent and innovation.?

J. LEARNING ORGANISATION 100 pts

J I Mechanism adopted to disseminate information 50 pts

1. What process or mechanism is adopted to expose the organisation to new information, whether created in house or acquired from the external environment and disseminate it across the organisation.

2. How the above knowledge-based activities are institutionalised for carrying out on a conscious and continuing basis.
3. What are the strategic options for incremental improvements
4. How to ensure use of cross functional teams in product development and problem solving.
5. How are you using innovation as a tool to create value for all your stakeholders

K. COMMUNICATION

50 pts

1. How have you organised the communication channels?
2. What is the System to facilitate free flow of ideas?
3. How do you encourage new learning from multidimensional sources of knowledge?

L. CREATING KNOWLEDGE BASE

50 pts

1. What are the objectives for creating knowledge based concept, process and products.
2. What are the organisation strengths & weakness for Creating empowered organisation, developing leadership skills for Creative problem solving

M. Impact of Innovation Management on Performance of the Company

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1. *How do you measure outcome of :-*
 - a. Commitment
 - b. Motivation
 - c. Responsible autonomy
 - d. Quality
 - e. Teamwork