



# The joy of judging the Golden Peacock Awards

## Introduction

There are today thousands of awards worldwide. The purpose is to recognise the achievements of awardees. The question is how relevant, elaborate and predetermined the criteria are and how impartial the assessment is. It is here that Golden Peacock Awards established now for over 15 years excel. No award has achieved such respectability as the Golden Peacock, which today receives about 500 applications for award each year. This is largely due to transparent evaluation process and determination of clear criteria. The criteria for

the award have been determined after a very elaborate exercise involving the best minds in the particular sector/ category of the award.

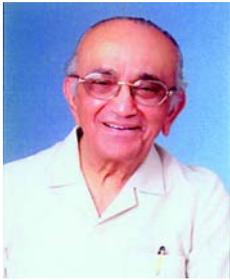
## Transparent Evaluation

Right from the beginning the IOD made sure that the award process is overseen by a person of impeccable integrity and eminence. Mr N Vittal, IAS, the then Vigilance Commissioner seemed the right person who enjoyed overseeing the evaluation of every award as the chair of IOD's Golden



Golden Peacock Awards Jury meeting in progress at Palampur on 8th June 2007 under the Chairmanship of Dr Ola Ullsten, former Prime Minister of Sweden. The Jury members from Left are Neeta Hooda, United Nations Framework Convention for Climate Change, Bonn, Germany, Markus Wypior of GTZ, Kavilash Chawla, Nur Advisors PLC, Dr Caleb Wall, Director Localis, Italy, Dr Ola Ullsten, Dr. Klaus Radunsky, Director Umweltbundesamt Spittelauer Lände, Vienna, Dr D S Rathore, Vice Chancellor, H P Agricultural University, Rev. Dr Graham Wilson, Management Consultant, Oxford UK

### Chairman & Award Jury



Justice P N Bhagwati



Justice M N Venkatachaliah



Justice A M Ahmadi



N Vittal



Pradeep Chaturvedi

Peacock Awards Committee, a role which after his retirement was taken over by Mr T K A Nair, IAS, currently the Principal Secretary to the Prime Minister.

With passage of time the number of awards, the categories and the sectors increased and it became impossible for same jury to be involved for each award. There are today ten awards for different types of recognitions. Each award is divided (see Table 1) either Global or National. The awards are given separately for different categories and sectors (see table 2). This year at the IOD Foundation Day on 17 August 2007 there will be a fresh award to recognise young entrepreneurs: ie The Golden Peacock Award for Young Entrepreneurs. This award is meant for achievers under 30.

Today there are three most eminent chief justices of India involved in the Golden Peacock Awards evaluation process. The Golden Peacock Awards committee is chaired by one of India's most eminent Chief Justice Justice P N Bhagwati. Not many people would be aware that this eminent judge courted arrest in 1942 in the Quit India movement. It is the deep commitment and burning patriotism that has characterised Justice Bhagwati's achievements. He has been the longest serving member of Human Rights Committee of the UN. Justice Bhagwati has been responsible for making a large number of innovations on advancing human rights in India through creative interpretation of the law. He expanded the reach and contacts of human rights embodied in the constitution and was the pioneer of the public interest litigation



Golden Peacock Awards final grand jury meeting in progress under the Chairmanship of Dr Ola Ullsten, former Prime Minister of Sweden to select the Winners of Golden Peacock Environment Management Award 2007



L to R: Justice A M Ahmadi, former Chief Justice of India and Chairman of the Jury, Justice A K Srivastava former Chief Justice of Allahabad High Court, Lt. Gen Surinder Nath, former Chairman, UPSC & Director L & T, Dr Uddesh Kohli, Chairman, Consultancy Development Centre & Former CMD, Power Finance Corporation

Table 1

## Golden Peacock Awards

The Golden Peacock awards are in two categories:

1. Global Awards
2. National Level Awards

Entries are invited for following National Annual Awards

1. Golden Peacock Environment Management Award (GPEMA)
2. Golden Peacock Eco-Innovation Award (GPEIA)
3. Golden Peacock Occupational Health & Safety Award (GPOHSA)
4. Golden Peacock National Training Award (GPNTA)
5. Golden Peacock Innovation Award (GPIA)
6. Golden Peacock Award for Excellence in Corporate Governance (GPAECG)
7. Golden Peacock Award for Corporate Social Responsibility (GPAECSR)
8. Golden Peacock National Quality Award (GPNQA)
9. Golden peacock Innovation Management Award (GPIMA)
10. Golden Peacock Innovative Product/ Service Award (GPIPSA)



**Golden Peacock Awards Grand Jury Meeting in progress under the chairmanship of Mr T K A Nair, IAS, Principal Secretary to Prime Minister of India**

to make human rights meaningful for the large masses of the poor and disadvantaged in the country. This strategy has won global admiration.

We have been fortunate to have the various categories of this award judged by eminent judges such as Justice M N Venkatachaliah, one of India's most admired and distinguished Chief Justices, a doyen of jurisprudence and unmatched simplicity and erudition. Justice M N Venkatachaliah was also Chairman of National Human Rights Commission. Even

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**"The joy of judging these awards stems from the very process which is so transparent and this makes the task that much worthwhile".**

**Justice P N Bhagwati**

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today his judgements are regarded as landmarks. He also chaired constitutional reform commission and headed the Listing Services Authority.

Another outstanding judicial personality who often heads the Golden Peacock Evaluation process is Justice A M Ahmadi who was the Chief Justice of the Supreme Court of India from 1994 to 1997. Appointed as the Judge of Gujarat High Court in 1976 Justice Ahmadi was elevated to become the Chief Justice of the Supreme Court in Sept 1994. He is also the Chancellor of the Aligarh Muslim University and is on the board of several pre-eminent national and international bodies.

The grand jury of the Golden Peacock Awards has several other eminent persons from different walks of life as its members. Full list appears separately at Table 3. Applications for the Golden Peacock Awards go through several stages of the evaluation processes. Having passed the screening committee each application is marked minimum by 2 different assessors. The assessors play a most important part in the evaluation process. Each assessor is an expert in his/her field. The role of Chief Assessor is performed most eminently by Mr Pradeep Chaturvedi who himself is a person with unmatched wisdom and scholarship – a distinguished engineer with uncanny understanding of management issues. Consultant with various UN organisations such as FAO, Mr Chaturvedi was Chairman of Institution of Engineers and is a member of World Energy Council. He acts as a moderator in the evaluation process for the final evaluation before the list is sent to the jury.

The jury decides the short-listed companies that need to be visited by one of the assessor for onsite verification. After the onsite verification a list of finalists is prepared who may then be asked to make a public presentation, which may be judged by another set of independent jury not involved in the process previously. The final process is usually associated with IOD's public conferences and presentations are made in the presence of conference delegates to a distinguished jury, which publicly announces the results after their evaluation. As Justice Bhagwati confessed, the joy of judging these awards stems from the very process which is so transparent and this makes the task that much worthwhile.



Golden Peacock Awards Grand Jury Meeting in progress under the chairmanship of Justice A M Ahmadi, former Chief Justice of India

Table 2

## Awards Categories/Sectors

### Category

1. Type - Manufacturing or Service
2. Size - Large or SME
3. Control – PSU, Private Sector, Departmental Undertaking or NGOs

Types of Sectors under Manufacturing or Service could be further clubbed under the following Sub-sectors. In case of less entries in any particular sector, the award jury shall have the right to club it with similar sub-sectors for the purpose of award assessment.

#### 1. Manufacturing/Processing Sectors

- Aviation
- Automobile
- Metal (Including Ferrous and Non-Ferrous)
- Construction
- Electronics
- Agro Industry
- Agricultural Appliances
- Chemicals
- Pharmaceuticals
- Bio -Tech
- Telecommunication Equipment
- Infrastructure
- Consumer Appliances / durables / FMCG

- Energy (including Oil, Gas, Coal and renewables)
- IT Hardware
- Lifestyle Products
- Food – (including Food processing, beverages, bakery & dairy products)
- Mining
- Engineering Products
- Miscellaneous Products

#### 2. Service Sectors

- Hospitality
- Logistics (other than transportation)
- Transportation (Civil Aviation, Road Transport, Railways and Shipping)
- IT software services (including BPOs)
- Tele-communication services
- Education and Training
- Healthcare
- Trade (including Retail marketing)
- Media – (including Entertainment / film / TV)
- BPOs
- Finance (including MF, Banks & insurance)
- Postal (including courier services)
- Tourism
- Real Estate
- Sports
- Miscellaneous Services



Shri M B Lal, Chairman & Managing Director, HPCL making a presentation on HPCL's achievements on Corporate Governance to the Grand Jury of Golden Peacock Awards under the chairmanship of Justice P N Bhagwati, former Chief Justice of India . From Left: Pradeep Chaturvedi, Advisor, FAO, Ashok Kapur, IAS, S M Dewan, Director General, SCOPE, Dr Madhav Mehra, Justice P N Bhagwati, Lt Gen Surinder Nath, Director L & T Board and former Chairman, UPSC, A K Khosla, Advisor, GEC, Ravi Kant, former chairman, Central Board of Direct Taxes, Dr Uddesh Kohli, Chairman, CDC, U K Katna, IPS, Special Commissioner of Police, Delhi

Table 3

## Panel of Judges

**Rt Hon Joe Clark**, Former Prime Minister of Canada

**Dr Ola Ullsten**, Former Prime Minister of Sweden

**Justice M N Venkatchaliah**, Former Chief Justice of India and Chairman, IOD

**Justice A M Ahmadi**, Former Chief Justice of India and Chairman, Centre for Corporate Governance

**Justice P N Bhagwati**, Former Chief Justice of India and Chairman, Centre for Social Responsibility

**T K A Nair, IAS**, Principal Secretary to the Prime Minister of India

**Dr S Z Qasim**, Former Member, Planning Commission and Chairman World Environment Foundation

**N Vittal**, IAS, Former Central Vigilance Commissioner, Govt of India

**Lt Gen. Surinder Nath (Retd) PVSM, AVSM**, Former Chairman, UPSC & Director L & T Ltd.

**Dr Olivier Giscard d'Estaing**, Founder and MD, INSEAD

**James McHugh CBE**, Former Chairman, British Gas

**Prof Wiliam Halal**, The Joerge Washington University

**James McRitchie**, Publisher Corporate Governance, California

**Prof Viviane de Beaufort**, Essec Business School, France

**Dr V K Agnihotri**, IAS, Former Secy, Min. of Parliamentary Affairs

**Mr N K Sinha**, Chairman, PESB

**IIMS Rana**, Former Chairman, Railway Board

**Dr Madhav Mehra**, Chairman, WQC and President WCFCG

**Vinod Dhall**, IAS, Chairman, Competition Commission of India

**Dr P L Sanjeev Reddy**, IAS, former Secy, Ministry of Company Affairs

**R V Shahi**, former Secretary Ministry of Power

**Govind Swarup**, IAS, Principal Secretary, Govt of Maharashtra

**Brijesh Kumar**, IAS, Revenue Commissioner, UP Government

**Prof Dilip Biswas**, Former Chairman, Central Pollution Control Board

**C P Jain**, Former CMD, NTPC Ltd

**Yogendra Prasad**, Former CMD, NHPC Ltd

**Gauri Kumar**, IAS, Director General, NIFT

**Ravi Kant**, Former Chairman, CBDT

**A K Khosla**, Advisor, GEC India Ltd.

**Rakesh Bharti Mittal**, Vice Chairman and MD, Bharti Teletech

**Kiran V Shantaram**, Chairman Raj Kumar Studios

**Man Mohan Shetty**, Managing Director, Adlabs Films Ltd.

**Govind Nihalani**, Chairman, UDBHAV

**Dr Uddesh Kohli**, Chairman CDC

**Pradeep Chaturvedi**, Advisor-FAO

**Lt Gen J S Ahluwalia**, PVSM(Retd) Vice President and CEO, IOD

**Dr S M Dewan**, Director General, SCOPE

**Dr AN Saksena**, Former Financial Adv, Min. of Petroleum & Natural Gas