

Golden Peacock Global Award
for
Corporate Social Responsibility
(GPGACSR)



Guidelines & Application Form

www.goldenpeacockawards.com

Issue -12

Golden Peacock Global Award for Corporate Social Responsibility

Invitation

The Golden Peacock Awards Secretariat has great pleasure in inviting applications for the **Golden Peacock Global Award for Corporate Social Responsibility**. The Award Scheme for Corporate Social Responsibility has been instituted to encourage initiatives in Corporate Social Responsibility promoting sustainable development.

The Golden Peacock Global Awards for Corporate Social Responsibility are 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 organizations' brand equity on 'Corporate Social Responsibility'. 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 it's operations would lead to IMPROVED organizational performance in this field.

Objectives

To assess the extent of:

- * Integration of CSR concerns with corporate functioning;
- * Responsiveness to the needs of different stakeholders; and
- * Development of innovative partnership models to fulfill social responsibilities.

The Golden Peacock Global Award for Corporate Social Responsibility is awarded annually. The Golden Peacock Global Award for Corporate Social Responsibility would be adjudged separately, under various regional and specialized categories (Subject to Jury's decision)

Eligible Organizations

1. Public Sector Units (PSUs) - Both in Manufacturing and Service Sector
2. Private Sector Organizations - Both in Manufacturing and Service Sector
3. Government/Municipal Organizations, Undertakings & Public utility Services.
4. NGOs
5. Large Enterprises and Medium and Small Enterprises.

The decisive factor for eligibility is that the operations of the applicant must adequately correspond to the Award criteria, which can be verified at the time of evaluation. The operations of the applicant must be carried out independently; meaning that the scope of activities, responsibilities, authorities, results, etc. are clearly defined in line with Global Reporting Initiatives (GRI). This must be documented, for example, in the annual report, organization plan or equivalent and project reports.

Categories

Large Enterprises

Annual Turnover Rs 300 crores & above

Medium and Small Enterprises

Annual Turnover less than Rs 300 crores

Sector

- Manufacturing
- Service
- Government
- Public
- Private

Award will be given in the following categories:-

- I. Award for overall Global winner.
- II. Award for Regional Winners (continent or subcontinent wise)
- III. Award for a small and medium enterprises (SMEs)
- IV. Award may, in addition, be given separately in any of the following CSR areas:
 1. Stakeholder Engagement
 2. Dematerialization
 3. Supply Chain Management
 4. Employee Engagement
 5. Energy Management
 6. Water Management
 7. Combating Climate Change and Carbon Management
 8. Social Innovation
 9. Community Development
 10. Human Rights Performance
 11. CSR Management Practices

And Business Sectors, as the Jury deems fit.

Rules & Regulations

- Golden Peacock Awards Secretariat (GPAS) reserves the right to alter the Award Scheme.
- GPAS reserves the right to award more than one trophy each year in each category or also to withhold awards if the required standards are not met.
- GPAS 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.
- GPAS cannot undertake to return documents or supplementary material submitted with an entry.
- Selected Award winners may be invited to make a brief presentation in any ensuing international/national conference to share their experience.
- The Awards Secretariat processes the entries for consideration by the team of assessors, who go through initial screening, team assessment and final review by an eminent Jury.
- The decision of the Awards Jury is final and no correspondence will be entertained.

Non-Disclosure & Confidentiality

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

The GPAS will take all reasonable steps to ensure that applications and information therein are treated in strict confidence. However, in no way can the awards committee be held responsible for any loss of confidentiality to a third party. Moreover, awards committee cannot 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.

GPAS reserves the right, prior to or subsequent to the Award Presentation, to publish and make public the salient features of the CSR activities of the Award Winners, as a step towards sharing of knowledge in the national interest.

FEEDBACK

All applicants, other than the winners of the Award, will receive a feedback assessment report.

APPLICATION FEES

The application fee for processing is as under:

Large & Small and Medium Enterprises Rs.44, 500/-.

The fee should accompany the application, in the form of demand draft / cheque at par, favoring '**Institute of Directors**' payable at New Delhi

The fee also can be paid through Bank Transfer to Corporation Bank, M- 3&4 , Greater Kailash Part-II , New Delhi- 48, India ,Tel No. 011- 29210667

Account Name : **Institute of Directors** ,A/C Type: Current A/C, 9-Digit Code No of the Bank and Branch (MICR Code):**110017005** ,Account Number: **CA01002954**, IFSC CODE: **CORP0000286**, PAN No. : **AAABI0002J**, SWIFT CODE: **CORPINBB286**

OR through Credit Card by logging on to www.goldenpeacockawards.com

Application

The Application should be submitted either in soft copy through email at info@goldenpeacockawards.com or hard copy with all enclosures by post at the following addresses (Soft copy in a CD to be enclosed).

Application

The Application should be submitted in single copy neatly typed (minimum font size 12 pt.) only on one side of A-4 size paper in English covering the following:

- 1 Table of contents
- 2 Application Form as per Annexure- I
- 3 Business Overview Three to five pages summary, providing outline of the applicant's Business. Guidelines for business overview are attached (as per Annexure- II)
- 4 Self-Appraisal Report
 - a) This report will be answers to a set of questions which when answered, duly supported by the objective evidence, would help in appreciating the extent of excellence achieved by the applicant. The questions are at Annexure- III.
 - b) Support material: - Support material may have been derived from self-assessment of the organization's activities. This information must be closely aligned with the Award questionnaire. 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 your specific situation.

All Entries should be addressed to:

The Director General

Golden Peacock Awards Secretariat
IOD House
M-52 (Market), Greater Kailash – II (Market)
New Delhi – 110048, INDIA
Phone: 41636294, 41636717
Fax: 91-11- 41008705
E-mail: info@goldenpeacockawards.com
Website: www.goldenpeacockawards.com

APPLICATION & ANNEXURES

Annexure – I

Application form -- GPGACSR

(You may photocopy this form or reproduce it on a word processor)

Name of Applicant Organization.....
Address
.....
Name of contact person
Designation
Telephone (Office).....(Residence).....(Mobile).....
Fax E-mail.....

Contact Address (if different from above).....
.....
Name of Highest Ranking Official
Position
Telephone (Office).....(Residence).....(Mobile).....
E-mail

1. Location of HQ and principal sites
2. Total number of employees
3. Type of organisation

PSU Private Enterprise

Government/Municipal Organizations NGOs

The fee may be paid by either of the following (please tick appropriate payment box):

(A) Cheque or Demand Draft favoring "Institute of Directors", payable at New Delhi

I enclose my remittance, for Rs.....

(B) Bank Transfer of Rs to Corporation Bank , M- 3&4 , Greater Kailash Part-II , New Delhi- 48, Tel No. 011- 29210667, India

Account Name: *Institute of Directors*
A/C Type: *Current*, PAN No. : *AAAB10002J*, Bank A/c No.: *CA01002954*, Bank Branch (MICR Code): *110017005*, Bank Branch RTGS IFSC CODE: *CORP0000286*, Bank Branch NEFT IFSC Code: *CORP0000286*, Bank Branch SWIFT Code: *CORP1NBB286*

I agree, on behalf of my organization, to abide by the rules of the '**Golden Peacock Global Award for Corporate Social Responsibility**' competition and accept that the decisions of the committee of judges are final. I confirm that my organization is eligible to take part in this competition and that all information in this application and accompanying application documents are correct.

Date:

(Signature of CEO/ Highest Ranking Official)

The Business Overview

Annexure-II

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 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 responses, 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 Preparing the Business Overview

1. Basic Description of the Company

The section should provide basic information on:

- a) The nature of the applicant's business: products and services; Company size, location(s), and whether it is publicly or privately owned;
- b) The applicant's
 - i. Major markets (local, regional, national, or international)
 - ii. Principal customer types (consumers, other businesses, government, etc.). (Note 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, bargaining units, and special health and safety requirements; and
- d) Major equipment, facilities, and technologies used.
If the applicant is a subunit of a larger company, a brief description of the organizational relationship to the 'parent' and percent of employees the subunit represents should be given. Briefly describe also 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, these should be described briefly.

2. Critical Business Information

Some key information, critical to the business, is listed below:-

- a) Attributes of utmost importance to targeted customer
- b) Types and number of suppliers of goods & services
- c) Types and number of other partners in business such as dealers and agents
- d) Specific information related to strategic partnership with key suppliers/trade partners
- e) Critical success factors that the organization has identified as competitive factors
- f) Other information that is important to the organization, such as, company's new business, new business alliances, development/introduction of new technologies and changes in strategies.

GOLDEN PEACOCK GLOBAL AWARD FOR CORPORATE SOCIAL RESPONSIBILITY

QUESTIONNAIRE FOR SELF - ASSESSMENT

The information provided in this self-assessment questionnaire will be used to screen and select awardees. Guidance for defining terms report content, quality and performance indicators.

This application seeks to evaluate the trends in CSR (Corporate Social Responsibility) and emphasizes a multi-stakeholder approach. The questionnaire broadly focuses on the CSR initiatives of the organization. Given the emergence of CSR as a significant and competitive tool for successful businesses worldwide, and considering it as an integral part of overall business strategy, this questionnaire aims to assess corporate responsibilities towards various stakeholders, the ethical issues and practices related to the marketplace, the workplace, the environment, governance, and community/society that form the key building blocks of CSR.

The section-wise marks allotted, out of 1000 total marks, are shown in each section:

A. Company Profile

100 marks

The company profile is intended to provide a high, level, strategic view of the organization's relationship to CSR.

- A.1 Name of the organization.
- A.2. Location of organization's headquarters
- A.3. Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.
- A.4 Primary brands, products, and / or services.
- A.5. Number of countries where the organization operates or the countries with either major operations or that are specifically relevant to the issues covered in the report
- A.6. Markets served (including geographic breakdown, sectors served, and types of customers/ beneficiaries).
- A.7. Scale of the reporting organization, including:

- Net sales (for private sector organizations) or net revenues (for public sector organizations);
 - Total capitalization broken down in terms of debt and equity (for private sector organizations);
- A.8. Workforce structure
- a. Number of Full-time employees with gender distribution at supervisor, managerial and board levels
 - b. Number of contractual employees for steady-state operations
 - c. Percentage of handicapped / disabled staff amongst employees
- A.9. Governance structure of the organization, including committees under the highest governance body, responsible for specific tasks, such as setting strategy or organizational oversight.
- A.10. Does the company have a CSR policy, covering both short and long terms?
- A.11. The name and designation of the top-level executive/director, directly responsible to the board for CSR initiatives.
- A.12. Statement from the most senior decision-maker of the organization (e.g., CEO, chair, or Equivalent senior position) about the relevance of CSR to the organization and its strategy
- A.13. Specify funds allocated for CSR activities (as a percentage of net profit) for current year
- A.14. Attach the latest corporate Annual Report, and provide a link to the website
- A.15. Attach the latest Annual Sustainability Report (as per GRI, or specify) and provide a link to website

B. Stakeholder Engagement

60 Marks

- B.1. Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.
- B.2. Percentage and total number of business units analyzed for risks related to corruption
- B.3. Actions taken in response to incidents of corruption.
- B.4. How is company's approach to CSR totally transparent and its performance conveyed to stakeholders?
- B.5. Company's management system that addresses stakeholder/redressals / grievances
- B.6. What is the mode of disclosure and dialogue (formal / informal) established between the stakeholders such as local NGOs, local governments, panchayats, and local communities and the management? What is the frequency of consultations with stakeholders? How transparency is assured?
- B.7. Approaches to stakeholder training & engagement, including frequency of engagement by type and by Stakeholder group.

- B.8 Details of any legal actions brought against the firm for non-compliance of rules and for anti- competitive behavior, anti- trust, and monopoly practices and their outcomes.

C. Dematerialization 60 Marks

- C.1 Materials used by weight or volume.
- C.2 Percentage of materials used that are recycled input materials.
- C.3 Percentage reduction in materials used per unit for main products.
- C.4 Percentage of products sold and their packaging materials that are reclaimed by category.
- C.5 How eco – innovation is encouraged in the organization?

D. Supply Chain Management 60 Marks

- D.1 Policy, practices, and proportion of spending on locally- based suppliers at significant locations of operation.
- D.2 Initiatives to mitigate environmental impacts of products and services, and impact of mitigation measures.
- D.3 Measures undertaken to promote ecologically sound supply chain.
- D.4 Incentives provided to contractors/ supplies to go green and stay there.
- D.5 What have been the significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce

E. Employee Engagement 60 Marks

- E.1 Has the company faced any labour disputes (strikes, dharnas, lockouts, etc.) in the last two years
- E.2 Total workforce by employment type, employment contract, and region.
- E.3 Percentage of employees covered by collective bargaining agreements.
- E.4 Rates of injury, occupational diseases, lost days, absenteeism, and number of work- related fatalities by region.
- E.5 What education, training, counseling, prevention, and risk- control programs are in place to assist workforce members, their families, or community members regarding some serious diseases.
- E.6 Average hours of training per year per employee by employee category.
- E.7 Ratio of basic salary of men to women by employee category.

E.8 How effective is the up and down communication channel, between board room and the employees.?

F. Energy Management

60 Marks

F.1 Direct energy consumption (by primary energy source)

F.2 Indirect energy consumption by primary source

F.3 Energy saved due to conservation and efficiency improvements. (% age reduction per unit production in last two years)

F.4 Initiatives to provide energy- efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.

F.5 Initiatives to reduce indirect energy consumption and reductions achieved.

G. Water Management

60 Marks

G.1 Total water withdrawal by source.

G.2 Water sources significantly affected by withdrawal of water.

G.3 Percentage and total volume of water recycled and reused.

G.4 Reduction in water usage per unit of manufacture, during the last 2 years.

G.5 Total water discharge by quality and destination.

H. Combating Climate Change & Carbon Management

60 Marks

H.1 What are total direct and indirect greenhouse gas emissions by weight / volume

H.2 What has been the impact of initiatives undertaken to reduce direct and indirect energy consumption on reduction of GHG emissions.

H.3 What are the initiatives undertaken to reduce greenhouse gas emissions by weight.

H.4 What is the level of emissions of ozone – depleting substances by weight.

H.5 How much are the No, So, and other significant air emissions by type and weight.

H.6 What has been the total number and volume of significant spills.

H.7 What have been the financial implications and other risks and opportunities for the organization's activities due to climate change.

H.8 How continuous training in environmental management and eco-innovation at all levels ensured

I. Social Innovation

60 Marks

I.1 What is the mechanism adopted to assess social requirements and identify community needs?

I.2 What are the key positive impacts and benefits to the community (e.g. employment for the disabled/poor, education health care, water supply, social Infrastructure, environmental protection, etc.)?

I.3 What strategies has the company adopted to undertake developmental activities for the marginalized / underprivileged/poor in the co community?

I.4 What percentage of annual profit is allocated, as funds for community development works?

I.5 Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.

I.6 Understanding and describing significant indirect economic impacts, including the extent of impacts.

I.7 What social innovation has been adopted to bridge disparities in the community around the area of operation?

I.8 Indicate if there is an established trust/ Foundation/ NGO set up by the company to implement social activities?

J. Community Development

60 Marks

J.1 Nature, scope, and impact of CSR programs and practices on neighboring communities and infrastructure including entering, operating, and exiting.

J.2 Procedures for local hiring and proportion of senior management hired from the local Community at locations of significant operations

J.3 How are social profits spotted, planned, monitored and reported

J.4 How have the corporate CSR activities merged with national programmes and local implementation.

J.5 What is the mechanism adopted to assess social requirements and identify community needs?

J.6 What are the key positive impacts provided by the company, which benefit the community, specially empowering marginalized communities?

K. Human Rights Performance

60 Marks

K.1 Do investment agreements include human rights clauses or have undergone human rights screening.

K.2. What percentage of significant suppliers and contractors have undergone screening on human rights and actions taken?

K.3 Specify total number of incidents of discrimination against human rights in last two years and actions taken

- K.4 Operations identified as having significant risk for incidents of child labour, and measures taken for the elimination of child labour.
- K.5 What percentage of security personnel are trained in the organization's policies or procedures concerning aspects of human rights, that are relevant to operations.

L. CSR management Practices

100 Marks

- L.1 Does the company's internal audit system includes audits of CSR programme and Performance, including the system or collecting and analyzing data relevant to CSR programmers and targets?
- L.2 How does the company assess the social and ethical impacts of the direct and indirect consequences of company's activities?
- L.3 How CSR and ethical issues has been embedded in companies corporate governance, management objectives, incentives and reporting?
- L.4 How diversity or dissent are encouraged in the organisation?

M. SOCIAL PROJECT

200 Marks

Describe briefly an innovative social project that has had a perceptible impact on the community and contributed to societal development, during the last 2 years. The project should demonstrate, the organization's leadership, sincerity and on-going commitment in incorporating ethical values, legal compliance, and respect for individuals, communities and the environment into the way they do the business.

In the context of the case study, please respond to the following.

1. Title of the case study
2. Objective(s) of the case study
3. Response to the needs of the community
4. Process of implementation (stakeholders, dialogue mechanism, etc.)
5. Elaborate description on the impact of the programme (quantify, if possible). Give difference made by the programme to the community.
6. Steps taken to ensure the sustainability of the programme, for the following :
 - Involvement of local community
 - Buy-in by stakeholders
 - Independent financial viability
 - Long-term vision for the programme
7. Risk analysis for the project's success
8. Please describe the potential for replication in another area, in terms of the following.
 - The extent to which the project can be replicated
 - Facilitating environment required for replication

*****End*****