

Golden Peacock

Innovative Product/Service Award (GPIPSA)



Guidelines & Application Form

www.goldenpeacockawards.com

Issue-11

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Golden Peacock

Innovative Product / Service Award

Award Scheme

GENERAL

The Golden Peacock Awards Secretariat (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 optimization 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 21st 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 21st Century.

In a world where knowledge is growing exponentially and products are becoming obsolete, the challenge of innovation is irresistible and restless. Innovation is no danger an option. Company would either innovate or get perished. Change- economic, social or political- is the biggest threat to business today. It could be devastating if ignored or not anticipated. On the other hand, if it is tapped properly and timely it can offer the greatest opportunity even to the most fledging business, and act as the most powerful engine for growth. Innovation enables Corporations not only to survive but also to succeed.

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 organization 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 one year.

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 by Government/Public/ Private Sectors, (covering research, manufacturing and services sectors e.g.) Research Organizations, NGO, Hospitals and Educational Institutions during the last five financial years are eligible for the Award.

Categories

The Golden Peacock Innovative Product/Service Award may be considered separately, at the discretion of the jury for the following categories (not exhaustive) of products / services:-

- Eco-Innovative Devices
- Telecommunication / IT Sector
- Petroleum and Refinery
- Airline / Aviation Sector
- Education & Training Sector
- Pharmaceutical and Health Care Sector
- Food & Beverages and Agriculture Sector
- Automobile Sector
- Energy Sector (Incl renewables)
- Chemicals & Paints sector
- Fertilizer Sector
- Oil and Gas Sector
- Coal Sector
- Steel Sector
- Mining and Metallurgy Sector
- Cement Sector
- FMCG & Consumer Appliances Sector
- Hotel, Travel and Tourism Sector
- Infrastructure Sector
- Transportation including Shipping
- Banking Financial and Insurance Sector
- Entertainment Industry - TV/Film/Music Sector

- Social Service / NGOs
- Government Sector
- Electricals sector
- Engineering sector
- Gems / Jewellery sector
- BPO/ Media sector
- Any other Sector, as the jury deems fit.

Rules and Regulations:

- a. Products and services introduced during the last two financial years are eligible for the awards.
- b. Award Secretariat reserves the right to alter the Award Scheme.
- c. Award Secretariat reserves the right to award more than one applicants under each category each year and also to withhold awards, if the required standards are not met.
- d. Award Secretariat 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.
- e. Award Secretariat cannot undertake to return documents or supplementary material submitted with an entry.
- f. Finalist Award applicants may be invited to make a brief presentation in the ensuing "International Conference on Corporate Governance" to share their experiences.
- g. The decision of the Awards 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 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 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.

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 organizations to undertake similar innovative measures in the national interest.

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

- a. For Large Enterprises: Rs 39,500/-
- b. For Medium & Small Enterprises: Rs 29,500/-

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

How to Apply

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 Basic Information Item 1 (as per annexure 1 enclosed)

- 3. Business Overview Three to five pages summary, providing outline of the applicant's Business. Guidelines for business overview are attached (as per annexure 2)

- 4. Self-Appraisal Report
 - a) This report will be based on GPIPSA model and criteria guidelines given under the title criteria description (as per annexure-3 attached). The guidelines consist of 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.
 - b) Support material: - Support material may have been derived from self-assessment of the organization's activities.

The self appraisal report should be brief. However, there is no limit on supporting material submitted.

All entries should be addressed to:

The Director General

Golden Peacock Awards Secretariat
IOD House
M-52, Greater Kailash – II (Market)
New Delhi - 110 048
Phone: 41636294, 41636716-17 Fax: 91-11- 41008705
E-mail: info@goldenpeacockawards.com

Application Form

GPIPSA

Annexure- 1

1. Name of Applicant Organization: _____

Address: _____

Website: _____

2. Name of the Contact Person: _____

Designation: _____

Address: _____

Telephone (O) _____ Mob: _____

Email: _____

Contact Address (if different from above): _____

3. Name of Highest Ranking Official: _____

Designation : _____

Address: _____

Telephone (O) _____ Mob: _____

E-mail : _____

4. a. Total Number of Employees: _____

b. Present Sales turn over: _____

c. Is the application from the whole organization? Yes ___ No ___

d. Is the Applicant an independent Profit /cost centre? Yes ___ No ___

e. Name of the Parent Organization: _____

Address

f. Type of Organization (Tick here)

Large _____

Manufacturing _____

Medium / small _____

Service _____

Individual _____

5. Details of the Inventor/Innovator

Name of Innovator/Names of the Innovation Team (as applicable)

Address

6. Declaration

On behalf of my organization/me, I do hereby declare that myself Shri/Smt/.....shall abide by the rules/regulations of the Golden Peacock Innovative Product/Service Award Jury and accept that the decisions of the committee of judges are final. I confirm that my, organization or I, is eligible to take part in this competition and that all information and accompanying application documents are correct in this behalf.

Date:

Signature of the Highest Ranking Official

Encl: 1. Application form (Annex-1)

2. Business over view (Annex -2) and Self Appraisal report (Annex-3)

3. Supporting documents, if any

4. Application fees

The Business Overview

Annexure -2

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 major markets (local, regional, national, or international) and 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.

SELF ASSESSMENT REPORT

Annexure -3

Details of Innovative Product/Service and Description

1. Name, description of the Innovative Product/Service along with year of introduction and modification.
2. What is the current situation in the field, to which your innovation belongs?
3. What is the main problem that your innovation is seeking to address? How does your innovation address this situation?
4. Briefly explain the multi-stage processing of your innovation from concept up to its implementation and commercial development.
5. Give unique features of the Idea/Product/Service (in detail) and what precise benefits are expected with particular reference to benefit to your company, society and environment.
6. Describe the expected economic and/or social and environmental benefits, resulting from the successful commercialization of the innovation.
7. Give an outline of the successful commercialization and marketing results of the innovation.
8. Give details of benefits of the idea/Product/service over other competitive alternatives?
9. Describe the institutional support you received in developing your idea and nurturing and its commercialization by management. Provide details under following sub-parts:
 - Idea Management
 - Use of cross-functional teams in problem solving and crystallizing ideas.
 - Nurturing emotional intelligence and provocation.
 - Knowledge management and creativity audit.
 - Rewarding good tries.
 - Managing Risk.
 - "Failure is a badge of honor".
10. Patent Number, if applicable

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

List of enclosures

- Detailed Brochure/write up with photograph of the product/service.
- Detailed Brochure of the organization.
- Business Overview- Detailed Report providing an outline of the applicant's organization, business activities, research objectives, methodology adopted.
- Any other documents in support of your claim.

******* END *******