

# Golden Peacock Award for SUSTAINABILITY (GPAS)



*Guidelines & Application Form*

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

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# Golden Peacock Award for SUSTAINABILITY

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

The urgency and magnitude of the risks and threats to our collective sustainability, alongside increasing choices and opportunities, will make transparency about economic, environmental, and social impacts a fundamental component in effective stakeholder relations, investment decisions, and other market relations.

Transparency about the sustainability of organizational activities is of interest to a diverse range of stakeholders, including business, labor, non-governmental organizations, investors, accountants, and others.

The aim of Golden Peacock Award for Sustainability is to stimulate and help organizations to rapidly accelerate the pace of stakeholder oriented improvement process. It is a powerful self-assessment process and a way to build an organizations' brand equity on 'SUSTAINABILITY'. 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 its operations would lead to IMPROVED organizational performance in this field.

The objective is to assess the extent of:

- a. Responsiveness of organizational strategy to the needs of different stakeholders;
- b. Integration of Sustainable Development issues with corporate functioning;
- c. Development of innovative partnership models to fulfill social responsibility.
- d.

## **AWARD and its Eligible Organizations**

**The Golden Peacock Award for Sustainability** is awarded annually and would be adjudged separately, under various specialized categories.

Every organization – government, corporate or NGO, operating in India is eligible to apply. The following defines the broad specification of sectors:

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

The decisive factor for eligibility is that the operations of the applicant described 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 and are in line with Global Reporting Initiatives (GRI).

## **Award Categories**

### **Categories**

The Golden Peacock Award for Sustainability may be considered separately, at the discretion of the jury for the following categories of products / services:-

1. Telecommunication / IT Sector
2. Education & Training Sector
3. Pharmaceutical and Health Care Sector
4. Food & Beverages and Agriculture Sector
5. Automobile Sector
6. Energy Sector (Incl renewables)
7. Chemical & Fertilizer Sector
8. Oil and Gas Sector
9. Coal Sector
10. Steel Sector
11. Mining and Metallurgy Sector
12. Cement Sector
13. FMCG & Consumer Appliances Sector
14. Hotel, Travel and Tourism Sector

15. Transportation including Shipping /Aviation
16. Banking Financial and Insurance Sector
17. Entertainment Industry - TV/Film/Music Sector
18. Social Service / NGOs
19. Government Sector
20. Any other Sector, as the jury deems fit.

Awards may also be given in the following categories:-

- I. Award for overall winner.
- II. Award for Winners.
- III. Award for a small and medium enterprises (SMEs)
- IV. Award may, in addition, be given separately in any of the following areas:
  1. Economic Aspects
  2. Environment Management Aspects
  3. Social Aspects
  4. Stakeholder Engagement
  5. Combating Climate Change and Carbon Management
  6. Social Innovations

## **Rules & Regulations**

- The Award Secretariat reserves the right to alter the Award Scheme.
- The Award Secretariat reserves the right to award more than one trophy each year in each category or also to withhold award if the required standards are not met.
- The 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.
- The Award Secretariat cannot undertake to return documents or supplementary material submitted with an entry.
- Finalist Award applicants may be invited to make a brief presentation to the Jury and/or an assessor may be deputed to confirm or seek clarifications at site.
- The Award 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 Award Jury, is final and no appeal or correspondence will be entertained.

## **Non-Disclosure & Confidentiality**

Names of applicants, commentary and scoring information developed during the review and assessment of applications are regarded as proprietary by the GPAS and are kept confidential. Such

information is available only to those individuals directly involved in the assessment and administrative process.

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GPAS will take all reasonable steps to ensure that applications and information therein are treated in strict confidence. However, in no way can the award committee be held responsible for any loss of confidentiality to a third party. Moreover, the award 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 details of the award winners as a step towards sharing of leadership in the national interest.

### **Application Fees:**

The application fee for Golden Peacock Award for Sustainability is Rs. 39500 to be sent through Demand Draft/ Cheque at Par in favor of Institute of Directors payable at New Delhi-India.

### **Application**

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

### **Entries should be addressed to:**

#### **Director General**

#### **Golden Peacock Awards Secretariat**

IOD House

M-52 (Market), Greater Kailash Part-II

New Delhi – 110048, India

Mob : 00-91-9811135151

Board Nos. : +91-11- 41636294, 41636717, 41008704, Fax : +91-11-41008705

Email: [info@goldenpeacockawards.com](mailto:info@goldenpeacockawards.com),

Web: [www.iodonline.com](http://www.iodonline.com) , [www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)

### **Enclosures**

1. Annexure 1 - Application Form
2. Annexure 2 - General Information and Business Overview
3. Annexure 3 - Self Appraisal Report (as per Annexure 3)  
single copy along with its appendices and enclosures and CD
4. Application Fee

## Annexure -1

**APPLICATION & ANNEXURES***Application form – GPAS**(you may photocopy this form or reproduce it on a word processor)*

Name of Applicant Organization.....  
 Address .....  
 .....  
 Website.....

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 organization:

PSU

Private Enterprise

Government/Municipal Organisations

NGOs

I agree, on behalf of my organization, to abide by the rules of The 'Golden Peacock Award for Sustainability ' 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)**

## The Business Overview

The Business Overview is a brief 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 organisation has identified as competitive factors
- f) Other information that is important to the organisation, such as, company's new business, new business alliances, development/introduction of new technologies and changes in strategies.

**SELF APPRAISAL REPORT**

**GOLDEN PEACOCK AWARD**

**FOR**

**SUSTAINABILITY**

**QUESTIONNAIRE FOR SELF-ASSESSMENT**

The information provided in this self-assessment questionnaire will be used to screen and select awardees. Guidance for defining terms and performance indicators are as per GRI guidelines.

This application seeks to evaluate the trends and emphasizes a multi-stakeholder approach. The questionnaire broadly focuses on the sustainability initiatives of the organization. The company profile is intended to provide a high-level, strategic view of the organization's relationship to sustainability. The section-wise marks allotted, out of 1000 total marks, are shown in each section:

**Section A. Corporate Governance 200 marks**

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

- A.1** Names of places where the organization operates. Places where major operations are involved that are specifically relevant to the issues covered in the report.
- A.2** Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).
- A.3** Nature of ownership and legal form.
- A.4** **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); and
  - Quantity of products or services provided
- A.5** Governance structure of the organization, including committees under the highest governance body, responsible for specific tasks, such as setting strategy or organizational oversight.
- A.6** Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.
- A.7** Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.
- A.8** Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.
- A.9** Statement from the most senior decision maker of the organization (e.g., CEO, chair, or Equivalent senior position) about the relevance of sustainability to the organization and its strategy.

- A.10** Attach the latest corporate Annual Report, and provide a link to the website.
- A.11** Attach the latest Annual Sustainability Report (as per GRI, or specify) if submitted and provide a link to website.

### **Section B. Economic**

**250 marks**

The economic dimension of sustainability concerns the organization's impacts on the economic conditions of its stakeholders and on economic systems at local, national, and global levels. The Economic Indicators illustrate, flow of capital among different stakeholders :

- 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** Financial implications and other risks and opportunities for the organization's activities due to climate change.
- B.3** Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.
- B.4** Understanding and describing significant indirect economic impacts, including the extent of impacts.

### **Section C. Environmental**

**250 marks**

The environmental dimension of sustainability concerns an organization's impacts on living and non-living natural systems, including ecosystems, land, air, and water. Environmental Indicators cover performance related to inputs (e.g., material, energy, water) and outputs (e.g., emissions, effluents, waste). In addition, they cover performance related to biodiversity, environmental compliance.

#### **C.1 Materials**

- Percentage of materials used that are recycled as input materials.

#### **C.2 Energy**

- Direct energy consumption by primary energy source.
- Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.

#### **C.3 Water**

- Total water withdrawal by source.
- Water sources significantly affected by withdrawal of water.
- Percentage and total volume of water recycled and reused.

#### **C.4 Emissions, Effluents, and Waste**

- Total direct and indirect greenhouse gas emissions by weight.
- Initiatives to reduce greenhouse gas emissions and reductions achieved.
- Emissions of ozone-depleting substances by weight.
- Total weight of waste by type and disposal method.
- Weight of transported, imported, exported, or treated waste deemed hazardous under the national Laws.

**C.5 Products and Services**

- Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.

Percentage of products sold and their packaging materials that are reclaimed by category.

**C.6 Compliance**

- Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations.

**C.7 Transport**

- Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.

**Section D. Social Performance****300 marks**

The social dimension of sustainability concerns and the impacts an organization has on the social systems within which it operates.

**Labor Practices****D.1 Employment**

- Total workforce by employment type, employment contract, and region.
- Percentage of employees covered by collective bargaining agreements.

**D.2 Occupational Health and Safety**

- Percentage of total workforce represented in formal joint management–worker health and safety committees that help monitor and advise on occupational health and safety programs.
- Rates of injury, occupational diseases, lost days, and absenteeism, and number of work related fatalities by region.
- Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.
- Health and safety topics covered in formal agreements with trade unions.

**D.3 Training and Education**

- Average hours of training per year per employee.
- Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.
- Percentage of employees receiving regular performance and career development reviews.

**Human Rights**

Human Rights Performance require organizations to report on the extent to which human rights are considered in investment and supplier/contractor selection practices. Additionally, the Indicators cover employee and security forces training on human rights as well as non-discrimination, freedom of association, child labor, indigenous rights, and forced and compulsory labor.

- D.4** Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.

- D.5** Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.
- D.6** Total number of incidents of discrimination and actions taken.
- D.7** Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.

### **Society Performance**

- D.8** Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.

### **D.9 Corruption**

- Percentage and total number of business units analyzed for risks related to corruption.
- Percentage of employees trained in organization's anti-corruption policies and procedures.
- Actions taken in response to incidents of corruption.

### **D.10 Anti-Competitive Behavior**

- Total number of legal actions for anticompetitive behavior, anti-trust, and monopoly practices and their outcomes.

### **D. 11 Compliance**

- Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations.

### **Product Responsibility Performance**

#### **D.12 Customer Health and Safety**

- Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.
- Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services, by type of outcomes.

#### **D. 13 Product and Service Labeling**

- Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.
- Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.
- Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.

**D. 14 Marketing Communications**

- Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.
- Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.
- Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.
- Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.

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