

# **GOLDEN PEACOCK**

## **Eco-Innovation Award**



*GUIDELINES & APPLICATION FORM*

# Golden Peacock

## Eco-Innovation Award Scheme

### GENERAL

The Golden Peacock Awards Secretariate, has great pleasure in inviting applications for the **'Golden Peacock Eco-Innovation Award'**.

Innovation is going to be the key for business success in the new millennium. According to Dr. Madhav Mehra, President, World Environment Foundation, 'Innovation' is to 'knowledge economy' what 'efficiency' was to 'industrial age'. He says "Wealth in the new century is not going to be created by optimisation 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."

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 lifestyle 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

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. The 'Golden Peacock Eco-Innovation Award'. will be given for 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 organisation to make products and services required in the new century.

### THE AWARD

The 'Golden Peacock Eco-Innovation Award' named after India's national bird the "Peacock" will be awarded every year to the most innovative product or service as determined by the satisfaction of customer's long term 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 Eco-Innovation Award" logo on their stationery and other printed and promotional materials for a period of 1 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 market uncertainty.

## **Eligibility**

Products and services introduced in India by Government/Public/ Private Sectors, (covering research, manufacturing and services sectors e.g) Research Organisations, NGO, Hospitals and Educational Institutions during the last financial year are eligible for the Award.

## **Categories**

The Golden Peacock Eco-Innovation Award would be considered separately for the following categories of products / services:-

- 1 Telecommunication / IT Sector
- 2 Education & Training Sector
- 3 Pharmaceutical and Health Care
- 4 Food, Beverages and Agriculture Sector
- 5 Automobile Sector
- 6 Energy Sector (Incl renewables)
- 7 Chemical & Fertilizer Sector
- 8 Oil & Petroleum Sector
- 9 Coal/Mining and Steel Sector
- 10 Non-Ferrous Metallurgy Sector
- 11 FMCG & Consumer Appliances Sector
- 12 Hotel, Travel and Tourism Sector
- 13 Transportation – Shipping /Aviation
- 14 Banking Financial and Insurance Sector
- 15 Entertainment Industry-TV/Film/Music
- 16 Social Service / NGOs
- 17 Government Sector
- 18 Any other Sector, as the jury deems fit.

## **Rules and Regulations**

- Decision of the Award Jury is final and no appeal or correspondence will be entertained.
- Awards Jury reserves the right to award more than one organisations as the winner and also to withhold award, if the required standard is not met.

- Award Secretariate accepts no liability for any loss resulting from the disclosure of information concerning an entry to Assessors and Jury members, though all reasonable precautions will be taken to maintain secrecy.
- Award Secretariate cannot undertake to return documents or supplementary material submitted with an entry.
- Award Secretariate reserves the right to alter the Award Scheme, at any time.
- Finalist Award applicants may also be invited to make a brief presentation to the Jury and/or one of the assessor may be nominated to confirm or clarify certain facts at site.

### **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 Awards Secretariat will take all reasonable precautions to ensure that applications and information therein are treated in strict confidence. However, in no way can Golden Peacock Awards Secretariat be held responsible for any loss of confidentiality to a third party.

Golden Peacock Award Secretariat reserves the right, prior or subsequent to the Award Presentation to publish salient details and methodology of the Eco-Innovative Product/ Service of the Award Winners, as a step towards sharing of knowledge; and to encourage other organisations to undertake similar innovative measures in the national interest.

**Application Fees** : Rs. 39,500/-

[The cheque at par / Demand Draft should be drawn in favour of “**Institute Of Directors**” payable at New Delhi]

### **How to Apply**

The application should be submitted hardcopy in duplicate neatly typed (minimum font size 10 pt) only on one side of A-4 size paper in English alongwith a soft copy.

Fill in the enclosed application form and attach the required enclosures. Details of each item should be as comprehensive as possible. Whereas the supporting material can be sent, but the reply under different items should ‘no say’, please refer to information in enclosure.

All entries should be addressed to the

Director General  
Golden Peacock Awards Secretariat,  
IOD House, M-52 (Market), Greater Kailash Part-II  
New Delhi 110048, India  
Tel. :+91-11- 41636294, 41636717, 41008704  
Fax : +91-11-29217475  
Email: [info@goldenpeacockawards.com](mailto:info@goldenpeacockawards.com)

APPLICATION FORM - GPEIA  
(PART - I)  
(Company Information)

1. Name of Applicant Organization : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_  
E-mail : \_\_\_\_\_  
Website (If Any) : \_\_\_\_\_
2. Name of Contact Person : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company : \_\_\_\_\_  
Telephone (office) : \_\_\_\_\_  
Telephone (residence) : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Fax : \_\_\_\_\_  
E-mail : \_\_\_\_\_  
Contact Address : \_\_\_\_\_  
\_\_\_\_\_
3. Name of the Highest Ranking Official : \_\_\_\_\_  
Position : \_\_\_\_\_  
Company : \_\_\_\_\_  
Telephone (office) : \_\_\_\_\_  
Telephone (residence) : \_\_\_\_\_  
Mobile : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_

Contact Address (if different from above) : \_\_\_\_\_

---

4. a. Total Number of Employees : \_\_\_\_\_

b. Present turn over : \_\_\_\_\_

c Name of the Parent Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

5. Type of Organisation ( )

Large (Turnover above Rs 300 crore)  Manufacturing

Medium / small (Turnover upto Rs 300 crore)  Service

6. Status of Company (Yes ✓ /No ×)

certified to ISO - 9001 :  ISO 14001 :

ISO 18001 :  SA 8000 :

Application Form - GPEIA  
(Part - II)  
(Product / Service Information)

1. Category of Award Applied for : \_\_\_\_\_

I agree, on behalf of my organisation to abide by the Golden Peacock Eco-Innovation Award Scheme and accept that the decision of the committee of Judges is final. I confirm that my organisation is eligible to take part in this competition and that all information and accompanying application documents are correct. The application refers to work done in the organization and not adoption from elsewhere.

2. Name of Product / Service : \_\_\_\_\_

3. Year of Introduction in India

a) \_\_\_\_\_

b) Modified/Latest model/New Services introduced in the year : \_\_\_\_\_

4. Name of the Inventor / Introducer:

a. Individual : \_\_\_\_\_

b. Organisation: \_\_\_\_\_

c: Group / Division: \_\_\_\_\_

(Include name of all the Group Members)

5. Unique features Process and usage of the Product/Service (In detail): \_\_\_\_\_

6. If already introduced in the market , the present sales turn over for the product/Service \_\_\_\_\_

7. What is the market share of the product in its category? \_\_\_\_\_

8. Details of benefits of the Product / Service over other similar products / Services in market:

\_\_\_\_\_

9. Patent

Received

Number

Applied

Not Yet Applied

10. Does the product/service have export potential? Please specify:-

\_\_\_\_\_.

11. List of enclosures attached:

- (i) Detailed Brochure / write up with photograph of the product/service.
- (ii) Detailed brochure of the organisation.
- (iii) Business overview - Detailed Report providing an outline of the applicant's organisation, business activities, research objectives, methodology adopted.
- (iv) In case of individual applying for the award, a detailed resume should be enclosed.
- (v) Any other documents in support of your claim.
- (vi) Application Fees

Date

\_\_\_\_\_  
Signature of Highest Ranking Official

Director General  
Golden Peacock Awards Secretariat,  
IOD House, M-52 (Market), Greater Kailash Part-II  
New Delhi 110048, India  
Tel. :+91-11- 41636294, 41636717, 41008704  
Fax : +91-11-29217475  
Email: info@goldenpeacockawards.com