

GOLDEN PEACOCK

Eco-Innovation Award

2010



GUIDELINES & APPLICATION FORM

Golden Peacock

Eco-Innovation Award Scheme

GENERAL

The World Environment Foundation (WEF) in association with **Institute of Directors**, 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 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 at WEF 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 Eco-Innovation 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 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 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 3 years.

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 Awards Jury Council on the recommendations of the Jury is final and no appeal or correspondence will be entertained.
- Awards Committee reserves the right to award more than one organisation as the winner and also to withhold awards, if the required standard is not met.

- Awards Committee 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.
- Awards Committee cannot undertake to return documents or supplementary material submitted with an entry.
- Awards Committee 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.

Fees: Rs. 39,500/-

[The Local Cheque / Demand Draft should be drawn in favour of 'World Environment Foundation', 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 **Golden Peacock Awards Secretariat**, IOD House: M-64, Greater Kailash Part II, New Delhi – 110048.

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 Sales 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 \checkmark /No \times)

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 of the Product/Service (In detail): _____

6. Methodology Used : _____

7. Product/Service Mainly used for and by : _____

8. If already introduced in the market , the present sales turn over for the product: _____

9. What is the market share of the product in its category? _____

10. Details of benefits of the Product / Service over other similar products / Services:

11. Patent Number
Received Applied Not Yet Applied

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

13. 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. (as per Appendix 'A' attached)
- (iv) In case of individual applying for the award, a detailed resume should be enclosed.
- (v) Any other documents in support of your claim.

Date

Signature of Highest Ranking Official

Head Office

New Delhi

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Email: mumbai@iodonline.com

Bangalore

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47, Dickenson Road, Bangalore - 42
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E-mail: bangalore@iodonline.com

Palampur

SM Convention Centre, Moul Khad, Palampur, HP-176061
Tel: 91-1894-235626 E-mail: Palampur@iodonline.com