

GOLDEN PEACOCK

HR EXCELLENCE AWARD

(GPHREA)



Golden Peacock Awards

GUIDELINES & APPLICATION FORM

WINNING WORKS WONDERS

Winning the Golden Peacock HR Excellence Award (GPHREA) means wide ranging benefits, for all types of business or trade, from multinationals to small family-run concerns.

The Award logo is recognition of the symbol of excellence in Human Resources Management and a sign of a successful competitive organization. When displayed on your stationery, it demonstrates your staff and your company mean business.

National and local publicity strengthens your customer / client base and attracts new customers. Enhances staff morale and motivation - existing staff are more productive. Commitment to HR Development is reinforced at corporate level.

Winners may be selected as case studies in their respective industry, trade or businesses. The Award would give a competitive edge in today's rapidly changing market-place.

"We are about to go into the training and retraining business on a tremendous scale ... more than simple occupational skills. The new industries operate in, or create, a new culture as well — they bring new values: they reward new attitudes and lifestyles It's a cultural jump as well as merely a change in job skills Unless we help them enter the new cultures as well as the new economy, we are going to tear society apart."

— Alvin Toffler, Futurist

GOLDEN PEACOCK

HR EXCELLENCE AWARD SCHEME

(GPHREA)

The Golden Peacock HR Excellence Award, being introduced in 2011, is a major recognition framework to mark successes and accomplishments for the HR fraternity in India.

The world has become far more unstable and competitive than ever before. New pathways need to be identified to gain competitive advantage whenever and wherever possible. One of these is clearly the management of human resources, traditionally regarded as a department function, and now being widely shared among all business managers. HR management practices need to be raised to the next level, bringing people and performance together.

Lack of appropriate HR practices and approaches, well suited to a far growing industrial economy, are hampering our efforts to leverage intelligence today. Every management has to consider, "Have you revolutionized the way your company grows and engages talent and build competitive advantage through talent?"

The Golden Peacock HR Excellence Award will be bestowed upon organizations that have achieved overall effectiveness in their HR and people management practices, thus contributing to the needs of businesses, the profession, employees, industry and the nation. These organizations would have demonstrated effective, creative and proactive HR and people management practices, in different areas of HR to be considered a role model and 'champion' for others to emulate.

The Golden Peacock HR Excellence Awards are not only the leading HR trailblazers and honour people management practices but also set new benchmarks to inspire. This makes the Award an excellent platform that recognizes and rewards the entire HR community, thus emphasizing the importance of putting human capital as a key business investment.

The Award serves to confer distinct recognition on organizations and HR professionals as an employer and employee champion to bring out the best through sound and commendable HR and people management practices. The Golden Peacock HR Excellence Award recognises leading organizations and practitioners in the drive for impactful human capital strategies.

What are the benefits:-

The benefits include promotion of following elements:

- ✓ Communications within the company
- ✓ Above average staff retention rates and innovation strategies.
- ✓ Talent management initiatives.
- ✓ Mentoring and succession planning.
- ✓ Training/learning and development policies and practices.
- ✓ Non- discriminatory practices.
- ✓ Workplace harmony.
- ✓ Compensation, rewards and recognition.

The Award

The Golden Peacock Human Resource Excellence Award (HREA) named after India's national bird the "Peacock", is to be awarded annually. Each Winner receives an award i.e. a trophy together with a certificate. The award winners can use the Golden Peacock Award logo on their printed and

promotional material for one year. In addition some organizations may get a Special Commendation Certificate. The Golden Peacock Human Resources Excellence Award would be given separately in categories, of our business , 'large' and 'SME' organizations, as the jury deems fit.

Groups:

Large Enterprises

Annual Turnover over Rs 300 crores

Medium and Small enterprises

Annual Turnover upto Rs 300 crores

Categories

The Golden Peacock Human Resources Awards 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.

Who Can Participate ?

Manufacturing or Service organization in any of the above sectors in private/public sector or a government department/unit operating in India, may participate in this GPHRE Award.

Evaluation System

The evaluation and grading would be done at two levels. First by a Panel of Assessors and then by the Jury; If considered necessary the assessors may visit the short listed organizations before consideration by Jury. If required, the jury may ask for a brief presentation by the selected organizations

Rules and Regulations

- Decision of the Golden Peacock Award Jury is final and no appeal or correspondence will be entertained.
- Award Jury reserves the right to award more than one organization as the winner and also to withhold award(s), if the required standard is not met.
- Award Secretariat cannot undertake to return documents or supplementary material submitted with an entry.
- Awards Secretariat reserves the right to alter the Award Scheme, at any time.
- Representative of Finalist Award applicants may also be invited to make a brief presentation to the Jury.

Short-listed finalists, whose sites if need to be visited by an assessor, will bear the actual cost of the visit. This may cover the cost of assessor travelling to the site, and accommodation, if required.

Non-Disclosure and Confidentiality

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

Golden Peacock Awards Secretariat will take all reasonable measures 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. Moreover it 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.

GPA Secretariat reserves the right, subsequent to the Award Presentations, to publish salient details of the HR Improvement schemes of the Award Winners, as a step towards sharing of knowledge.

Assessment Fees

The assessment fee for both large and SME categories is Rs. 39,500/-

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

PART I

APPLICATION AND ANNEXURES for GPHREA

The application should be submitted one hardcopy neatly typed (minimum font size 10pt.) only on one side of A-4 size paper in English, along with a soft copy covering the following:

1. **Table of contents**
2. **Item 1 Basic information(as per Annexure 1 enclosed)**

Item 2 Business Overview Three to five page summary, providing outline of the applicant's business. Guidelines for business overview are attached (as per Annexure 2) enclosed.

Item 3 Self – Appraisal Report

This report will be based on criteria guidelines. The guidelines consist of a set of questions which when answered, duly supported by objective evidence, would help in appreciating the extent of excellence achieved by the applicant. This information must be closely aligned with Award assessment criteria. The criteria are carefully and deliberately phrased in non – prescriptive terms, to allow you the freedom to present self assessment information and site. The self-appraisal report should be kept brief and to the point. Self appraisal as per annexure 3 enclosed.

Item 4 Support material

Support material may have been derived from self-assessment of the organization's activities. A copy of the organisation's Annual Report, or other relevant reports, like Sustainability Report (as per GRI) shall form part of the support material.

5. All entries should be addressed to:

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, Website: www.iodonline.com

APPLICATION for GPHREA

1. Name of Applicant Organisation _____
Address: _____
Website: _____
mail: _____

E-

2. Name of the Contact Person: _____ Designation _____
Telephone(O) _____ Mobile _____
Fax _____ Email _____
Contact Address _____

Name of the highest ranking official _____
Position _____
Telephone (O) _____ Mobile _____
Fax _____ Email _____ Contact Address (if
different from above) _____

3. Location of principal sites _____
Total number of employees _____

4. Is the applicant organisation Certified to ISO 9001 ISO14001 ISO18001 SA 8000

5. Name of Parent Organization (if applicable)

Address _____
Telephone: _____ Fax _____ Email _____

6. Type of Organization (if applicable)

Large / Small Medium Enterprises _____ Manufacturing / Services _____
Govt. Department _____

7. Bank Draft/ Cheque at par in favour of 'Institute of Directors' payable at New Delhi is enclosed:
Bank.....Draft/ChequeNo:..... Dated.....

I agree, on behalf of my organisation, to abide by the rules of the 'Golden Peacock Human Resources Excellence Award' competition and accept that the decisions of the Jury are final. I confirm that my organisation is eligible to take part in this competition and that all information in this application and accompanying documents are correct.

Date

Signature of Highest Ranking Official

(Name)

Encl:

- 1. Application form (Annexure - 1)
- 2. Self Appraisal Report (as per annexures 2 & 3) single copy, along with their appendices and enclosures, and CD.
- 3. Application Fee

Business Overview

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 major 'specific' problems, if any. The Business Overview is intended to help Examiners understand what is relevant and important to the applicant's business. It should normally be restricted to less than five A4 size typed pages.

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 response, especially in reporting business and environmental results; and
- b) It is used by the Examiners and judges in all stages of application review, including the site visit, if required.

Guidelines for Preparing the Business Overview

1. Basic Description of the Company

The Section provides basic information on:-

- a) If the applicant is a sub-unit of a larger company, a brief description of the organizational relationship to the 'parent' 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.
- b) The nature of the applicant's business: products and services; company size, location(s), and whether it is publicly or privately owned;
- c) 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).;
- d) A profile of the applicant's employee base, including number, types, educational level, Bargaining units, and special safety requirements;

2. Also include

- a) Details of any other related awards received, during the last 3 years
- b) Details of being subject of any failure to compliance/panel action by the government, during the past one year.

Self – Appraisal Report

(All Self- appraisal question in annexure 3 are to be answered)

A. Human Resource Leadership

HR is an increasingly challenging and demanding profession and it takes drive, enthusiasm, initiative and dedication of the next generation of HR leaders to reach the top and show demonstrated track record of excellence in the leadership as a business partner and not mere service provider.

1. Show how leadership training includes management training on diversity issues, succession planning and future talent needs analysis.
2. Demonstrate HR department potential for high-level contributions and leadership to grasp the business essentials and initiate HR solutions for business impact.
3. How do you develop and articulate an integrated HR strategy to achieve business results and demonstrate the importance of that strategy.
4. How does the HR department clearly articulate the employee value proposition and its linkage to broader business goals.
5. Demonstrate innovation in delivering HR strategy and services and evidence of having effectively managed a substantial change agenda.

B. HR Team

The HR team is integral to facilitating the process of successful people management through an organization, recognizes HR teams for work within the HR functions to achieve strategic goals.

1. Show evidence of HR function links to operational and financial performance so that HR's contribution can be clearly measured.
2. Evidence of specific projects where HR has integrated well and co-operated effectively with other business units within an organization.
3. Supplementary information from other functions supporting the team's alignment with, and contribution to their business goals.
4. Evidence of team work and cohesive collaboration throughout the organization with a demonstrable willingness to learn and share.

C. HR Strategic Plan

For HR to be successful in any organization, management buy-in is critical. HR teams need to demonstrate that they have achieved genuine business partner status within their organizations. HR Champions are those who have gone the extra mile and who drive successful HR strategy from the top.

1. Demonstrable alignment of HR plans and key business stakeholders with business strategy.
2. Show identification of both short- and long-term objectives such as immediate need for attention/retention versus succession planning in the face of an ageing workforce.
3. Demonstrate leadership in ensuring people issues are clearly on management's agenda.
4. Show as to how the organization exhibits an inclusive management style and involves HR Team in development of business strategy.
5. Show how top leadership and integrity is driving diversity and flexibility in the organization.

6. Evidence of business related agreed HR strategies, initiatives, HR sensitivity and savvy.

D. Change Management Strategy

In today's rapidly changing business world, change is everywhere, and to keep pace the modern HR function needs to implement adaptable and flexible strategies.

1. Give type and magnitude of change involved in the organization in the last 3 years, such as re-engineering, restructuring, mergers and acquisitions, strategic and cultural change.
2. Specific projects or techniques HR has undertaken to contribute to the change process and manage its impact, such as managing morale, retaining high potentials and communication initiatives and its evidence.
3. Give evidence of employee consultation and engagement and transparency of change and any system of recognizing change champions.

E. Diversity Strategy-New Frontier in the Multi-Cultural World

Diversity is gaining more attention in the workplace as an increasing number of organizations are realizing the benefits of a genuine commitment to workplace diversity.

1. How has your organization reaped the results of a proactive and innovative approach to diversity in the workplace?
2. Show consistent and demonstrable commitment to workplace diversity through recruitment and retention policies and practices.
3. Show evidence of positive outcomes and the results reaped through processes designed to measure the effectiveness of workplace diversity.
4. Show evidence of promotion and facilitation of engagement with and between both genders and people of different ethnic or religious backgrounds, sexual orientation, socio-economic status and/or physical and mental capabilities.
5. Show evidence of positive organizational culture change as a result of workplace diversity initiatives at all levels.
6. What is the changed leadership style to manage multi-cultural workplaces and society and cultural sensitivities?

F. Corporate Social Responsibility (CSR) Strategy

Forward –thinking organizations have implemented outstanding corporate social responsibility programs, benefiting both business and environment alike.

1. Details of management support and participation levels in corporate and employee citizenship.
2. Is identification of both short- and long-term objectives clear?
3. Details of CSR budget and corporate donations
4. Show innovative and effective program design, incorporating a variety of CSR initiatives and cost-effective use of resources.
5. Do you have clear and measurable CSR objectives and demonstrable alignment with business strategy?

G. Quality Work-Life, Physical and Mental Well Being

Successful organizations have adopted a proactive approach in promoting their employees' health and well being and assisting them to attain a better balance between career and personal life.

1. Details of formal and informal policies and initiatives contributing to a culture that supports employee health and well being?
2. Any tailored flexible working arrangements in the context of balancing business needs with employee needs? Details of flexible work policies and practices, if any?
3. The evidence that initiatives are aligned to the needs and expectations of employees?
4. Any demonstrable outcomes for the business and employees', such as impact upon absenteeism, productivity or engagement?
5. Any innovative solutions adopted for the support of employee health and well being?
6. Availability of health and recreational facilities in place.
7. Any maternity/paternity policies in place?
8. Staff turnover rate?

H. Innovation in Recruitment and Retention

The organizations need to have successfully selected, recruited and retained talented employees, as the playing field for organizational strategies becomes increasingly level; in competitive industries, high potentials can be the key differentiators to business success.

1. Do you have a need identification process? Explain.
2. Evidence of talent being a corporate priority.
3. What are talent sourcing methods and policies to reach and attract the right applicants?
4. Strategies to identify talented, skilled employees externally and high potentials internally.
5. Show evidence of non-discriminating recruitment practices for diverse workforce.
6. Approaches to recruiting, measuring and assessing capability and performance.
7. Innovative initiatives in developing and leveraging employer branding.
8. Evaluation and measurement for both business satisfaction and competitive advantage in the marketplace. Evidence of status and success in the Marketplace.
9. Quality induction processes and programs.
10. Evidence of ongoing measurement of employee engagement, commitment and loyalty.

I. Training, Learning and Human capital Development

1. What is the process of aligning training to organizational goals and future needs?

2. Details of career development monitoring and coaching programmes, assessment evaluation and feedback system.
3. Innovative learning & development strategies and method of measuring effectiveness of Learning & Development.
4. Current training and development resources and budgets and method for evaluating return on investment.
5. Show improved performance stemming from gains in specific employee skills and capabilities with an identifiable impact on the bottom line.
6. Describe technologies for management of Learning & Development.
7. Describe training & development videos, E- and web-based learning used in the organization.
8. Describe new HR software products in use?

J. HR Communication and Branding

1. Show a clear link between HR and business strategy, using people as a source of competitive advantage.
2. Any broad-based personal and professional career/development opportunities.
3. Show a clearly articulated and lived values hardwired into a performance management and measurement system.
4. Evidence of strong leadership and an inclusive management style.
5. Show a clearly articulated value/employment proposition linked to the brand

K. Talent Management Strategy & Succession planning

Today organizations need to take an innovative and effective approach to talent management.

1. Show evidence of a system to identify individuals who possess the skills, aspiration and engagement that are critical to business operations.
2. Clearly defined career path based on the achievement of performance milestones with appropriate learning and personal development opportunities.
3. Evidence of effective performance management and measurement processes.
4. Evidence of a healthy crop of home-grown leaders, both current and future and evidence of fully deployed succession management systems and processes.
5. Creation of effective retention strategies and a compelling employee value proposition that ensures retention of key talent.

*******THANK YOU*******