

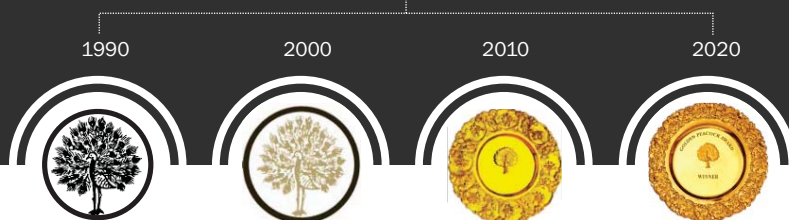


*Dr. V. K. Agnihotri, IAS (Retd.)

Message from DIRECTOR GENERAL

Golden Peacock Awards: Pride of the Nation

Evolution of Golden Peacock Awards



The Context

Peacock is the national bird of India. While the peacock is indigenous to India, there are various references to it being introduced to the West through India. The Old Testament of the Bible says that King Solomon, who reigned around 950 BCE, received a consignment of peacocks from Muziris, an ancient port in Kerala. Even the Hebrew word for peacock, *tavas*, is believed to have been derived from the Tamil word *togai*. The peacock came to have significance also in Buddhism, Islam, and Christianity, and has also been celebrated as a secular symbol of beauty, love, romance and life itself.

For centuries, the peacock has played a pivotal role in Indian tradition. It has been revered in ancient texts and gracefully depicted in art through the ages. It is the most auspicious animal in Hindu mysticism. Indians keep peacock feathers inside their houses, as it is believed that their feathers will bring luck and prosperity to their families and friends. The lost Peacock Throne remains a talisman for the riches of the Mughal Empire of India.

Genesis

Golden Peacock Awards (GPA), established by the Institute of Directors (IOD) in 1991, have not only won wide acceptance among businesses & industry, but have achieved much recognition and patronage among peers, globally. It celebrates

the achievements and performance of well performing organizations annually and helps to build their brand equity. The awards have won wide acceptance among businesses & industry globally and, currently, the GPA Secretariat receives more than 1000 applications annually for 14 different corporate functional verticals.

The Golden Peacock Awards are now recognized worldwide as the hallmark of Corporate Excellence because of their independence, integrity, and raising the quality bar. Thorough evaluation of applications provides opportunity for self-assessment and helps companies accelerate their performance levels and beat the competition. Based on internationally recognized criteria, the credibility of these Awards lies in the transparency, depth and impartiality of the assessment process. No other business award today receives the kind of recognition, trust and adulation among peers than the Golden Peacock does.

All institutions whether public, private, non-profit, government, belonging to business, manufacturing and service sector, are eligible to apply for these awards. The awards are bestowed annually and are designed to encourage total quality improvement. The phenomenal interest that Companies have shown in competing for these awards and the quality of entries is evidence of their commitment to achieve world-class status.

The award winners are eligible to use the Golden Peacock Award's Logo with year on all printed and promotional materials, which showcases to all its customers as well as suppliers the highest accolade received by the organization. The whole process is kept strictly confidential.

The Process

Golden Peacock Awards Jury is Chaired by Hon'ble Justice M. N. Venkatachaliah, Chairman, IOD National Advisory Council and former Chief Justice, Supreme Court of India, and Co-Chaired by Hon'ble Justice (Dr.) Arijit Pasayat, Co-Chairman, IOD and former Judge, Supreme Court of India.

The GPA Secretariat has constituted an Expert Evaluation Committee comprising trained experts, drawn from a wide range of organizations, public as well as private sectors, to evaluate the applications. They are experienced, managers and specialists, carefully chosen for their capacity to participate proficiently and effectively in the evaluation process. Membership of the group is honorary.

Each of the applications is reviewed independently by assessors and those meeting the basic criteria are shortlisted for detailed assessment. The applications are assessed on an exhaustive set of parameters, as mentioned in the guidelines of the application forms, for a total score of 1000 marks. Cut-off applied on each application is 80 percent. Entries occupying top ranks in different sectors are recommended for consideration of the Jury.

The evaluation process recognizes a variety of conditions under which an organization conducts its activities. Assessors are required to consider these factors during their assessment of the organization's performance against the assessment criteria. In order to create intra-sector competitiveness, Golden Peacock Awards are considered separately under various Business Sectors and Sub-Sectors.

The decision on whether to conduct a Site Visit or not, is made by the evaluation team at the shortlisting stage. Site Visit is not an automatic part of the evaluation procedure and is undertaken for clarifying issues raised during the evaluation. The cost of site visits by the evaluators, in case of shortlisted applicants, if required, is borne by the respective organizations, as per actuals.

The shortlisted applicants are then submitted to a Grand Jury of eminent people, known for their independence and impartiality. In addition to the awards, selected organizations are awarded a commendation certificate by the Jury from among those who could not make it to the final list.

At the conclusion of the evaluation process, a written report (except for Golden Peacock Innovative Product/Service Award & Golden Peacock Eco-Innovation Award), incorporating the

evaluators' assessment of organization's performance against the GPA framework, is forwarded to the applicants that were unable to win the Award. This report is written in terms of strengths and opportunities for improvement against the assessment criteria.

Results are announced on website and emailed to the applicants. The presentation of awards is normally held during national and international conferences organized by the IOD. Each winner receives a trophy together with a certificate. However, on account of the current pandemic scenario, award presentation ceremonies are being conducted virtually. All organizations are encouraged to publicize their achievements and to share their experiences with others during the presentation of awards.

Dissemination

Realizing the importance of disseminating good practices of award winners to other businesses, IOD brings out a *Winners' Digest*, which is published annually for each Golden Peacock Award functional area, covering major initiatives of winners of Golden Peacock Awards. This is released during the event in which the awards are presented to the winners.

The case studies included in *Winners' Digest* outline major initiatives in the concerned field, and provide a major brand building opportunity for the company, apart from educating and helping their peers and thus raising the general standards in the functional area.

The Eminence

- The only award which has a meticulously defined and transparent and trustworthy selection criteria and is determined by a highly elaborate and independent assessment process managed by professionals.
- The award builds Brand Equity and brings worldwide recognition.
- Preparation for award application helps inspire and align the entire workforce and rapidly accelerates the pace of system improvement.
- Even if an organisation does not win the award, the preparation and the feedback enables strategic learning process and puts the organisation on its way to achieving excellence. ■

*Dr. V. K. Agnihotri, IAS (Retd.)

is Director General of Golden Peacock Awards Secretariat at the Institute of Directors. He is the former Secretary-General of Rajya Sabha (Parliament of India).