

## GNFC wins Golden Peacock Award for Innovation of Cashless Township

By **Connect Gujarat Desk** - April 20, 2017

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Gujarat Narmada Valley Fertilizers & Chemicals Ltd (GNFC) Innovation conceived and implemented following the call from Prime Minister Narendra Modi to transition to a cashless society. After That Innovation The Gujarat Narmada Valley Fertilizers & Chemicals Ltd (GNFC) won the prestigious Golden Peacock Award in the category of Innovative Product Service for pioneering a cashless township transformation model. The cashless township innovation enables corporations with integrated townships to succeed by adapting swiftly to the digital era.

The Golden Peacock Awards were established by the Institute of Directors (IOD) in India in 1991. They are now acknowledged as a benchmark of corporate excellence worldwide. The awards seek to raise the overall standards of developing and implementing transformative business models, and to recognize the achievements of the best performing organizations. The GNFC won from among 313 applicants for Golden Peacock Global Award for Innovative ProductService. Applicants for 2017 included SMEs, and public, private, and government enterprises. The awards jury functioned under the chairmanship of Justice Dr Arijit Pasayat, a former judge of the Supreme Court.

Rajiv Kumar Gupta (IAS), the managing director of the GNFC, was given the award on Wednesday at a ceremony at the 27th World Congress at the Dubai Global Convention.

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