



KERALA STATE ELECTRICITY BOARD LIMITED

(Incorporated under the Indian Companies Act, 1956) CIN:U40100KL2011SGC027424

Reg. Office: Vyduthil/Thuvannam, Pattom, Thiruvananthapuram – 695 004 Website: www.kseb.in

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Abstract

Formulation of Vision & Mission Statement – Constitution of Committee – Sanctioned – Orders issued

Corporate Office (Corporate Planning)

BO (FTD) No. 624/2021 (No CP/Plg.III/Business Plan – Vision & Mission /2021)/

Dated, Thiruvananthapuram 17.08.2021

- Read 1. Circular No 299/SC1/2021/GA (SC) dated 06.06.2021 of the Chief Secretary
2. Government Letter No PWR-A3/92/2021-POWER dated 28.06.2021
 3. Letter of even number dated 21.06.2021 of Chairman & Managing Director, KSEB addressed to the Secretary, Power Department, Government of Kerala
 4. Government Letter No PWR-A3/92/2021-POWER dated 23.07.2021
 5. Note No CP/Plg.III/Business Plan – Vision & Mission /2021 dated 04.08.2021 of the Director (Planning & Safety) (Agenda No 76/8/21)

ORDER

The Government of Kerala, vide letter read as 4th above had directed KSEB Ltd to reframe the Vision, Mission and Objectives of the organisation and to communicate the same to the Government. The Director (Planning and Safety), as per the note read as 5th above, suggested that refining these statements shall be after detailed discussions within the organization to ensure a feeling of ownership and acceptability among employees. It was further suggested to constitute a committee initially to draft a skeleton document, which shall be finalized after discussion in a larger forum. The Chairman & Managing Director has suggested to avail assistance from a competent advertising / PR firm while redrafting the Vision & Mission statement.

Having considered the matter in detail, the Full Time Directors in its meeting held on 12.08.2021 resolved to constitute a committee with the following members to identify and define the Objectives of Organisation and also to redraft Vision & Mission statement of KSEB Ltd, giving proper justification for selecting the same, as requested by the Government.

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|--|--------------------------------|
| 1. Director (Planning & Safety) | - Chairperson of the Committee |
| 2. Director (Gen Ele & SCM) or his nominee | - Member |
| 3. Director (T&SO) or his nominee | - Member |
| 4. Director (D, IT & HRM) or his nominee | - Member |
| 5. Director (Gen Civil) or his nominee | - Member |
| 6. Company Secretary in Charge | - Member |
| 7. Chief Personal Officer | - Member |
| 8. Deputy Chief Engineer (Planning) | - Convener |

The Committee may co-opt any other employees as it deems fit for drafting the Vision-Mission-Objective statements. A competent Advertising / PR firm shall also be associated to assist the team.

Further resolved that the Committee shall prepare and submit the draft document (PPT) to Chairman & Managing Director / FTD within a month.

Orders are issued accordingly.

By order of the Full Time Directors

Sd/-

Lekha G

Company Secretary I/C

To All the Members of the Committee

Copy to:

The TA to Chairman & Managing Director

The TA to Directors (Distribution, IT & HRM) / (T &SO) / (SCM & Gen-Ele) / (Gen-Civil) / (Planning & Safety) / The PA to Director (Finance)

Senior C.A. to Secretary (Administration) / Company Secretary

Fair Copy Section / Library / Stock File.

Forwarded/By Order



Assistant Executive Engineer