

Dear All,

The Government has drawn up a broad vision of 'New India 2022' for rapid social and economic transformation of the country. With the objective of aligning the working and priorities of Central Public Sector Enterprises (CPSEs) with this vision, the Department of Public Enterprises (DPE) had conducted an exercise for re-defining the role and functioning of CPSEs. This involved extensive discussions and deliberations with concerned stakeholders and this consultative process culminated in the day long CPSE Conclave organised by DPE on 9th April 2018 at Vigyan Bhavan, New Delhi. Hon'ble Prime Minister, Shri Narendra Modi addressed the gathering and threw the following 5 challenges to all CPSEs for vision 'New India 2022':

- **How will CPSEs maximise their geo-strategic reach?**
- **How will CPSEs minimise the country's import bill?**
- **How will CPSEs integrate innovation and research?**
- **What will be the roadmap for CPSEs to optimally utilise their CSR Fund?**
- **What new development model will CPSEs give the country?**

Balmer Lawrie being a PSE is an integral part of this exercise. A committee has been formed and a plan has to be submitted to Hon'ble PM within 100 days of the conclave by all CPSEs. In view of this our company is rolling out an idea generation initiative, where all employees [Executives, Officers, FTCs, Direct Contracts, Outsourced] are welcome to give ideas and help Hon'ble PM build a 'New India' by 2022, the 75th year of India's independence.

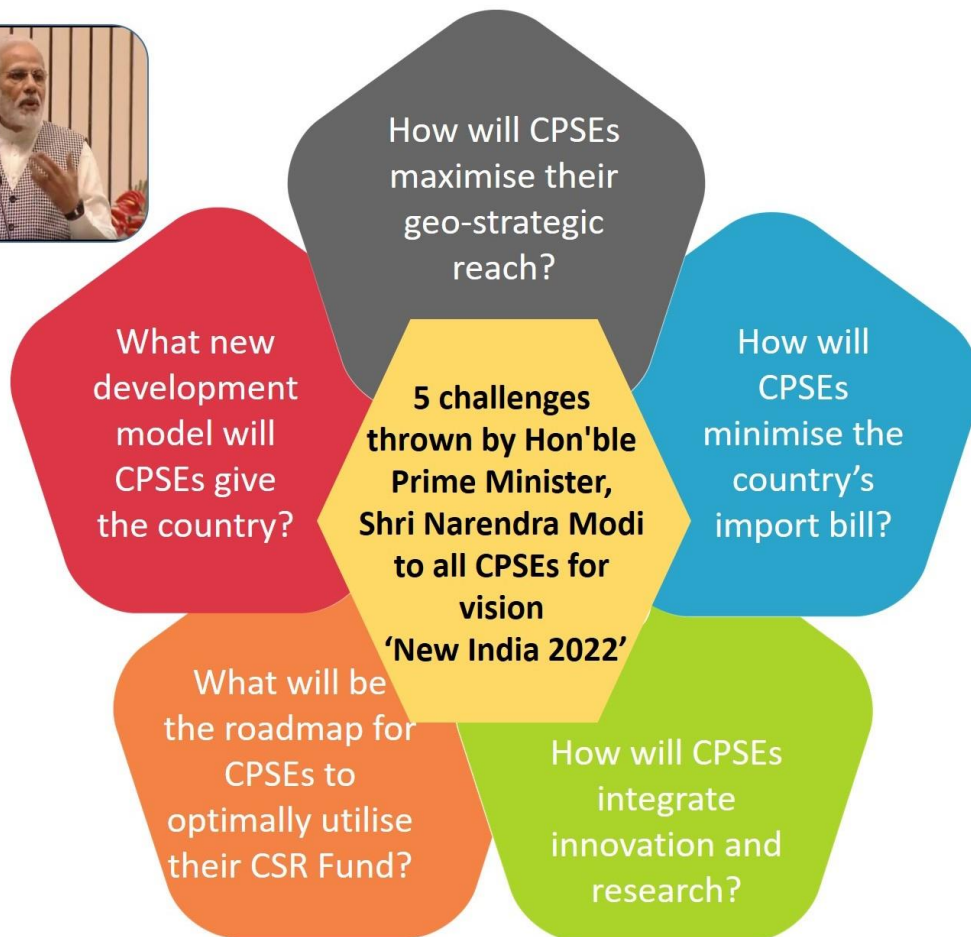
Request you to note the following:

- Your idea needs to address any of the five challenges.
- The best ideas will be recognized by the Company.
- Ideas to be emailed to Regional HR Heads (Mr. Subrata Deb (RHR-East) - deb.s@balmerlawrie.com; Mr. A K Gupta (RHR- North) - gupta.ak@balmerlawrie.com; Mr. V R Rayamane (RHR-West) - rayamane.vr@balmerlawrie.com; Mr. S D Barman (RHR South) - barman.sd@balmerlawrie.com) ; Employees who do not have email ids may submit hard copies to the RHR Heads.
- You may view the link <https://www.youtube.com/watch?v=BBz3XTquajw> to understand Hon'ble PM's views.
- Last date for submission of ideas is Monday, 28th May 2018

So gear up and tickle your grey cells and submit your idea to make a difference!

IDEAS

FOR 'NEW INDIA 2022'



Your idea needs to address any of the five challenges.

The best ideas will be recognised by the Company.

View the link <https://www.youtube.com/watch?v=BBz3XTquajw> to understand Hon'ble PM's views.

Ideas to be emailed to Regional HR Heads. Those without email ids may submit hard copies

Last date for submission of ideas is Monday, 28th May 2018

बामर लॉरी एण्ड कं. लिमिटेड
(भारत सरकार का एक उद्यम)

Balmer Lawrie & Co. Ltd.
(A Government of India Enterprise)