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Focus on Innovative Work Culture, RINL CMD to Employees

Sri P Madhusudan, CMD, RINL called up on the employees of Vizag Steel to focus on building a creative and innovative work culture to achieve excellence and advised Management Services Department to play a pivotal role in orienting people in this right direction for deriving the best from them. Sri Madhusudan was the Chief guest at the "Annual Recognition function of Quality Circles, Suggestion Scheme & "5 S" " held in Ukkunagaram today. Addressing the award winners, Sri Madhusudan observed that active involvement of employees with creative ideas would help achieve the goals and objectives of the Company and the managers at the shop-floor have an important role in the culture building exercise.



Photo Caption: Sri P Madhusudan, CMD, RINL addressing the award winners at a function held in Ukkunagaram today. Directors and CVO of RINL are seen.

He observed that the capability of organizations to innovate has become one of the most important success indicators and strategy to survive in this competitive world. The paradigm shift in growth of technology has brought quantum improvements in the quality of products and services that have all been leveraged through innovation only. He disclosed that in order to give more focus on innovation and promote a culture of creativity, a novel scheme was launched - ASPIRE- (Award Scheme for Promoting, Innovation, Recognition of Employees) where in an employee can be rewarded up to Rs 1 lakh for his innovative skills. He stressed the need for continuous up-gradation of knowledge and skills by the employees. Sri PC Mohapatra, Director (Projects), Dr GBS Prasad, Director (Personnel), Sri DN Rao, Director (Operations), Sri TVS Krishna Kumar, Director (Finance), Sri B Siddhartha Kumar, IFS, CVO, Sri SS Kumar, ED(Works)/C participated. Later, the dignitaries distributed prizes to the award winners in QCs, Suggestions, "5S" coordinators and departments. Sri V Narayanan, GM(MS) in his welcome address

highlighted the recognitions achieved by the employees at national and global level. Senior officers, representatives of SEA Sri K Chandra Rao, union leaders, Sri mantri Rajsekhar, Sri D Adinarayana, representatives of SC&ST association, large number of award winners participated.

Corporate Communications Dept.
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