

4. The norms set by CEL for the discharge of its functions

The norms for discharge of functions are mentioned in our Mission and Objectives.

MISSION

To achieve excellence in technology and manufacture and be market leader in Solar Energy systems and Strategic Electronics

OBJECTIVE

Growth : To maintain the growth trend commensurate with the market potential in each of the company's areas of operation and retain its position as a pioneer in the area of Solar Photovoltaic (SPV) Energy Sources and Railway Signalling & Safety Electronics.

Profitability : To continue the 'turn-around efforts' and improve the operating profits of the company.

Productivity : To strive for continuous improvement in productivity through regular updation of the benchmark set in manufacturing practices and methods followed and processes and technologies employed, to ensure continuous enhancement in the per employee turn-over and per employee value added in production.

Finance & Procurement : To generate adequate internal resources and explore competitive sources of supply of raw materials, plant and machinery, consumables and other inputs required.

Technology : To retain the company's technological leadership in the area of SPV and the chosen fields of electronics through in-house Research & Development as well as collaboration/co-operation with DRDO and CSIR Laboratories, Universities, IITs and other premier academic institutions.

Market : To retain and improve upon the existing market share and develop new products and new markets in chosen areas that can sustain the company's future operations and growth.

Globalisation : To augment market share of products and services of the Company in the global market by continuing thrust on expansion of markets and also working out suitable Memorandum of understanding for mutually beneficial trade partnership with accredited foreign trading organisations.