



Citizen's Charter

Electronics Corporation of India Limited
Hyderabad - 500 062

Foreword

As a Public Enterprise operating under free-market conditions, Electronics Corporation of India Limited (ECIL) designed its Citizen's Charter to focus on achieving and sustaining Total Customer Satisfaction. Customers in the chosen area of Strategic Electronics, catering to the requirements of Atomic Energy, Defence, Space, Security, Civil Aviation and such sectors of national importance, constitute the priority stakeholders of the company apart from the employees.

The significant theme of the Citizen's Charter of ECIL may thus be summarised as Ensuring Customer-centric focus across all processes by adopting Total Quality Management principles thereby ensuring:

- Top Management Commitment and Participation
- Effective Customer Relationship Management covering the entire Supply Chain, Customer Satisfaction Management, Grievance Redress and Handling of Customer Complaints and Customer Communications
- Effective attention to customer requirements through appropriate communication strategies for Employee Communication and Supplier Communication
- Installation and Operation of a nation-wide network of Information and Facilitation Centres (IFCs)
- Demonstrating Transparency and Openness of its business operations by hosting the Citizen's Charter on the corporate web site.

We are sure that all those involved in ensuring and enhancing the image of ECIL as a good Corporate Citizen would cooperate by imbibing the spirit of this Charter and implementing it effectively

Chairman & Managing Director

Citizen's Charter

The Company

ECIL was created under the Department of Atomic Energy primarily to productionise the R&D efforts at the Bhabha Atomic Research Centre(BARC) and thereby support the country's Nuclear Power Programme. Concurrently, it was also expected to achieve self-reliance in electronics and enlarge the base of the country's electronics industry to convincingly demonstrate the techno- commercial viability of indigenous technology. Over the years the company blossomed into a multi-product and multi-disciplinary organization mainly catering to the requirements of the strategic sectors of India in the chosen areas of Control & Instrumentation, Information Technology & Communications, Electronic Warfare and Security. The company has a decentralised structure organised as Strategic Business Units (SBU) addressing the product and service requirements of a wide variety of customers in the area of Strategic Electronics. As a premier public enterprise, the company devolves on itself the responsibility to forge seamless relationships with all its stakeholders and specifically the customers, with a view to build mutual trust, respect and a win-win environment. This Citizen's Charter is yet another formal step initiated by the company in that direction.

Vision

"To help the Country achieve Self-reliance in Strategic Electronics".

Mission

"To strengthen its status as a valued technological asset to the Nation in the area of Strategic Electronics meeting the requirements of Atomic Energy, Defence, Space, Civil Aviation, Security and such other sectors of strategic importance".

Strategy

The mission is pursued through the following initiatives in the supply chain:

- Customer-First policy aimed at transforming the entire company into a customer-focused organisation.
- Enunciation of a Quality Policy and defining Quality Objectives in quantifiable and measurable terms, clearly reflecting the commitment to achieve and continuously improve Customer Satisfaction at all levels in the organisation.
- Produce and deliver such quality of goods and services which are comparable to the best in their class. Any non- conformity at any stage of operations throughout the product's life-cycle is seen not merely as a loss to the company but to the entire nation. All employees are encouraged to feel that quality is an article of faith and everybody's responsibility rather than a narrow commercial obligation.

These objectives are realized by establishing, implementing, maintaining and continually improving an ISO 9000 - based Quality Management System in all Strategic Business Units in the organization.

The Business Transacted by the Company

The company primarily caters to the varied requirements of those Sectors which are of strategic importance to the nation. They include products and services to Atomic Energy, Defence, Space, Security, Civil Aviation and Information & Broadcasting sectors and specific projects like e-governance in the Government domain.

Project Management

Large turnkey projects handled for strategic sectors like defence and nuclear make extensive use of state-of-the-art IT based project monitoring techniques. This helps in identifying critical factors in the execution of the project and the preventive and corrective actions which need to be taken to ensure its timely and satisfactory execution.

Details / Types of Clients and Customers

Essentially, ECIL's client base is spread across various institutions in the Strategic Sectors it has been catering to. The major customers in these sectors are:

Atomic Energy	- Nuclear Power Corporation of India Limited (NPCIL) Bhabha Atomic Research Centre (BARC) Other units under the Department of Atomic Energy
Defence	- All the three Services - Army, Navy and Air Force Defence Laboratories and Establishments
Security	- VVIP Installations, Parliament House and Legislatures Airports, Seaports, Customs and other sensitive installations in the Government Sector
Space	- Various units under the Department of Space
Societal	- Election Commission of India for the Electronic Voting Machines
Telecom	- BSNL, Information & Broadcasting, Civil Aviation and Indian Railways
Government	-Various State Governments and their Departments involved in e-Governance and IT Literacy projects

Services Provided

The services offered by the company include Design, Development, System Engineering Manufacture, Testing, Installation & Commissioning, Warranty and Post-warranty Support and Customer Training. These services are offered either on a turnkey basis or on an Annual Maintenance Contract basis depending on the nature of service and bilateral arrangement. Thirdparty maintenance in select areas is also in the portfolio of the company.

Usually, the customers' requirements are critically analysed and understood at the tender stage itself through a well-documented 'Contract Review' procedure. All ambiguities are sorted out and a common agreement is reached by the time a firm purchase order is placed on the company. Thus the requirements and expectations are mostly explicit but for certain statutory and regulatory obligations, which anyhow the company has to scrupulously adhere to.

By virtue of the type of business chosen by the company, there is no direct contact with the public or the citizens. However, it is incumbent on the part of the company to ensure such social obligations like providing an eco-friendly environment around the organisation and specifically where its manufacturing operations are located.

As the products and services provided by the company are basically built to order, their costs are dependent upon a number of factors including the terms and conditions, negotiations and the qualitative aspects of the customers' requirements. Thus it varies from customer to customer and even contract to contract. However, the final price is documented in the final purchase order and the amendments thereof.

Expectations from the Customers

The expectations from the customers are usually stated in the tender documents and subsequently in the purchase order. Any ambiguities are resolved through the 'Contract Review' mechanism established, implemented and maintained as per the ISO 9000 Quality Management System.

Ensuring Customer Satisfaction

To ensure Total Customer Satisfaction, the following initiatives are taken.

Various business processes of the company are defined and managed with the sole objective of meeting and exceeding the explicit and implicit customer expectations. The Strategic Business Unit structure is effectively deployed to clearly identify, understand and ensure total adherence to customer requirements. In the case of Atomic Energy, Defence and Telecom sectors, compliance with the customer requirements is formally demonstrated to or verified by the respective QA agencies, usually located within the organisation. The products are launched only after evaluation, field trials wherever applicable, formal type-approval and bulk production clearance by the customer agency.

The Quality Management activity based on the ISO 9000 Quality Management System is usually prevention-oriented. Incoming quality is ensured through effective Vendor Quality Assurance and Receiving inspection, in process quality is assured through Process Control & Stage Inspection and final quality is assured through Final Product Testing including burn-in and performance testing and pre-despatch QA by the customer agency.

The status of customer satisfaction is measured through two principal interventions:

- * Customer Satisfaction Survey
- * Handling Customer Complaints

Customer Satisfaction Survey

This is carried out by sending structured questionnaires to major customers and eliciting their opinion about the products and services being offered. The data collected by various strategic business units are analysed by the corporate Standards and Quality Assurance Group. As the Customer Satisfaction Index is a parameter incorporated in the MOU between the company and the Government, it is regularly measured and reported for internal reviews and also for reviews at higher levels in the government. The results of these reviews are used to update the systems and procedures, thus institutionalising continual improvement processes.

Customer Complaint Handling

This is an important activity initiated from the inception of ECIL. But the mission critical requirements of some customers, expect fast, if not instantaneous response and corrective / preventive actions. A comprehensive and clearly documented system

is implemented through out the company to handle complaints more systematically. The number of complaints pending and their age as well as the cycle time for attending to them are continuously monitored and regularly reviewed by the Head of the Strategic Business Units to ensure speedy redressal.

Complaint Handling System

The calls and complaints from the customers are systematically processed for timely response and solution right from the branch, maintenance centre or the site itself. Only those complaints, which are beyond the scope of these centres, are reported to headquarters for necessary support by way of know-how, material or experts. Invariably, whenever complaints are handled to the satisfaction of the customers, acknowledgements are taken to act as an input for further improvement of the product or service. The complaint status is reported at regular intervals to the concerned branch / zonal in- charge / Head of the SBU for review and necessary corrective & preventive action. The mandatory requirement of 'Management Reviews' as per ISO 9000 Quality Management System insists on 'Status of Customer Complaints' as a point on the agenda. The highest authority at the Strategic Business Unit level performs this review. ECIL as a multi-product and multidisciplinary company resorted to a decentralised approach to handle customer complaints through the Information and Facilitation Centres as shown in the organisation structure.

User Training and Education

In order to ensure effective use of the products supplied, training programmes are organized as and when required at operational as well as technical levels. Continual training enables the customer to understand the nuances of the systems supplied, appreciate the technologies involved and the ways of deriving the best value for the investment made.

User Meets

The chosen business area of Strategic Electronics necessitates not merely formal issue based bilateral communication between two concerned parties but broad based face-to-face communication among users at the sector level. This approach leads to understanding, in addition to the present issues, the future requirements in advance, thereby facilitating development of appropriate technologies and associated products and services for the chosen market segment. Such sector-wise user meets are held at periodic intervals.

Grievance Redress Mechanism

As the products and services of the company are essentially meant for institutional customers, grievance of the end user manifests in the form of a customer complaint. As these customers are in the strategic sectors, an institutional mechanism is essential for ensuring effective communication with the customers and especially the end users. The company is addressing this requirement through a system as described below.

Information and Facilitation Centres (IFCs)

The company established a vast nationwide network of marketing and service centres (IFCs) to facilitate interaction with customers and meeting their requirements

in addition to providing all necessary information, guidance and support related to the products, services and the technologies handled by the company. The Corporate Business Development Group at the corporate office acts as the nodal agency (Corporate IFC) to coordinate with these centres. The organisation of the Information and Facilitation Centres is provided in the Annexure. These IFCs receive feedback and complaints from customers and other concerned people. These are analysed and necessary corrective & preventive actions are initiated for the overall improvement of product and service quality resulting in Customer Satisfaction.

Under normal circumstances and especially while handling large projects, the office of the concerned Project Manager or the Marketing Manager acts as the principal IFC and handles most of the customer communication. Other IFCs provide merely a fallback provision to the customers either when the response from the principal IFC is unsatisfactory to them or when the information needs are different. Similarly, the establishment of Sub-RMCs (in the case of IT&Telecom products and services) and the placement of site offices / site engineers is dependent upon the criticality of service provision requirements and contractual obligations and the need to achieve and continuously enhance customer satisfaction. Wherever they are created, they act as IFCs for the concerned customers.

Information on the Internet

The company has a web site providing all relevant information about it and its offerings in broad terms, providing facility for more detailed information through access to a network of Information and Facilitation Centres.

Internal Communication

The customer requirements prior to the execution of the order, the details of corrective and preventive actions taken during various internal processes, the results of customer complaint handling, user meets and vendor meets are appropriately compiled and communicated to all concerned employees effectively to facilitate improved performance of the processes, leading to enhanced customer satisfaction.

Review of the Charter

Periodic reviews follow effective implementation and monitoring to verify the effectiveness and continued relevance of the Charter.

Its successful implementation is ensured by familiarising all the employees with their roles in effective implementation and continuous improvement of the Charter by giving wide publicity and formal training.

Management Reviews are conducted at periodic intervals to ensure the continued relevance and need for updating the Charter. The periodicity is decided by the concerned Divisions and the nature and complexity of their products and services. However, reviews at corporate level are held at least twice a year.

Wherever agencies other than the management and employees of ECIL are involved in implementing the Charter or its parts , they are communicated accordingly and a suitable follow-up mechanism is defined and communicated as deemed appropriate.

Charter on the Web

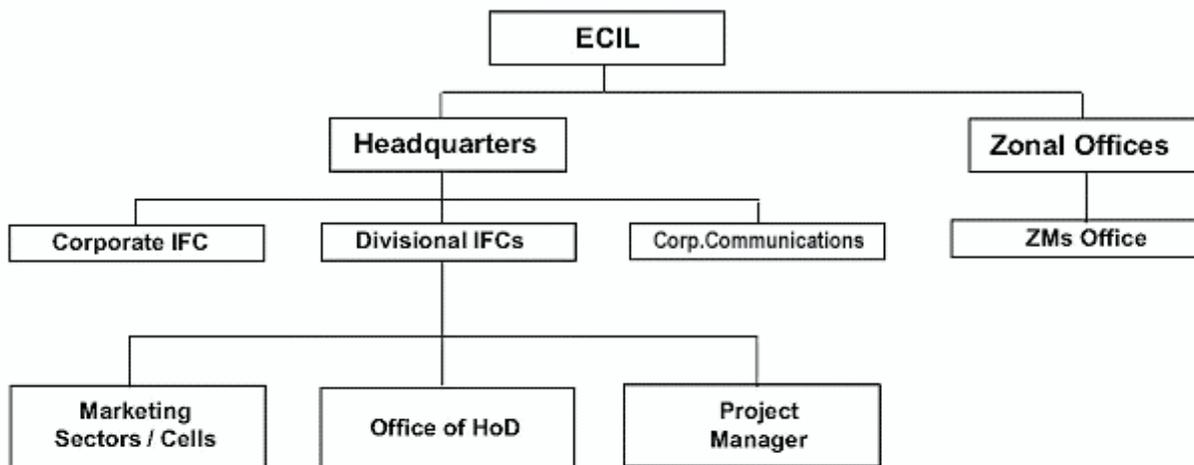
To ensure that the Charter of ECIL is open to all concerned and interested, it is made available at the company's sites: www.ecil.co.in

Nodal Officer for the Citizen's Charter

Director (Personnel) has been designated as the Nodal Officer for dealing with all matters related to the Citizen's Charter.

Address: Electronics Corporation of India Limited, PO ECIL, Hyderabad-500062
Phone: 040 27121484, Fax: 040 27120033, [e-mail: dirper@ecil.co.in](mailto:dirper@ecil.co.in)

Information and Facilitation Centres (IFCs)



Key Executives - ECIL

Designation	Phone (O)	Phone (FAX)	Phone (Res)	E-mail
C & MD	040-27121055	040-27122535	040-27113525	cmd@ecil.co.in
Director(P)	040-27121484	040-27120033	----	dirper@ecil.co.in
Director(T)	040-27123409	040-27123409	040-27114188	dirtech@ecil.co.in
Director(F)	040-27121522	040-27137509	----	dirfin@ecil.co.in

Addresses of Information and facilitation Centres (IFCs)

* Corporate Office

Corporate Business Development
Electronics Corporation of India Limited, ECIL Post, Hyderabad – 500 062. INDIA.
Phone: +91 –04 27120671, Fax: +91 –04 27121802
E-mail: cbdg@ecil.co.in

Zonal Offices

*Zonal Manager (North &BD)

Electronics Corporation of India Limited, B-7/DDA Local Shopping Complex,
"A" Block, Ring Road, Naraina, NEW DELHI – 110 028
Phone: 011-25771049, Fax: 24771929
E-mail: zmnorth@ecil.co.in

*Dy. Zonal Manager (West)

Electronics Corporation of India Limited, 1207, Veer Savarkar Marg
Dadar (Prabha Devi) MUMBAI – 400 028
Phone: 022-24223443, Fax: 24228997
E-mail: zmwest@ecil.co.in

*Dy. Zonal Manager (South)

Electronics Corporation of India Limited, Panagal Building 1A, Jeenis Road,
Saidapet CHENNAI – 600 015 Phone: 044-24349085, Fax: 24340130
E-mail: chnzm@ecil.co.in

*Zonal Manager (East) Electronics Corporation of India Limited IV Floor,

Apeejay House, 4th floor, 15, Park Street KOLKATA – 700 016
Phone: 033-22293353, Fax: 22172696
E-mail: zmkol@ecil.co.in

*Branch Manager

Electronics Corporation of India Limited, Leeman's Complex 30/1,
Cunningham Road. BANGALORE – 560 052.
Phone: 080-22250360, Fax: 22250649
E-mail: ecilbng@ecil.co.in