

CM_05_ANNEX D _OBJECTIVES

ICS OBJECTIVES FOR YEAR 2019

Group	Sr. No.	OBJECTIVES	TARGET	RESPONSIBILITY
CUSTOMER FOCUS & BRAND EQUITY	1.1	Achieve new Corporate & Govt. sector clients for improving Brand Image (Public sector = 200 Emp or turnover-25 crores)	Min. 02 per station per year	SM
	1.2	Increasing the business of -		SM
	1.2(a)	Management System – (QMS/FSMS /ISMS /CE /EMS/OHSAS/SRMS)	New Clients per Station per year 4 clients per month (upto two years of operation – 2 min clients per month)	SM
	1.2(b)	Other Products - (HAZOP / HAZAD / Certification of Personnel Qualification /ICS FRS)	Min. 02% Clients year or 3 clients which ever is more	CO
	1.3	To increase the initiative of Corporate Social Responsibilities by Celebrating WQD & WED, Sat Gun Sang and other initiatives	Min 02 Programs per year/stn	SM & CO
	1.4	Customer relationship	25% SM or 10% RM personal visits to existing client on other than invoice-able day & submission of revised feed-back form to HO	SM / RM
	1.5	Training Programme (Per Station)	2 Lac per station per year divided as 50,000/- per quarter	RM/SM
BUSINESS CONTINUITY & SUSTAINABILITY	2.1	Sale (TPA & TPI) at Corp. Level		
	2.1(a)	Growth in TPA	20% growth in net sale compare to Last year	VP MKT
	2.1(b)	Growth in TPI	40% growth in net sale compare to last year with profitability of min 15%	VP MKT
	2.2	Sale (TPA & TPI) Station Level		
	2.2(a)	Growth in TPA	20% growth in net sale compare to Last year	SM
	2.2(b)	Growth in TPI	Min 40% growth in net sale compare to last year	SM
	2.3	Identification of local tenders and uploading in ICS software online of 5 crores per month	Approx 40 lakhs per stn per month (not to be considered on avg basis)	SM
	2.4	On time realization of Surveillance audits	90% (within same month)	SM
	2.5	Bringing down the overall outstanding		
	2.5(a)	TPA	One Month's Average Sale	SM
	2.5(b)	TPI	Two Month's Average Sale	SM
	2.6	Retention of re-certification client (shortfall of existing nos. shall be made-up in addition to the current target by new registration i.e. any given time total clientele shall not fall below existing count)	80%	SM
	2.7	Booking of TPI orders at Station Level	4 Lakh per year per stn	SM
	2.8	Achieve Occupancy – TPA/TPI/Marketing		

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	2.8 (a)	TPA (18 Man-days)	100%	SM
	2.8 (b)	TPI (24 Man-days)	100%	SM
	2.8 ©	Marketing (4 New Registration or PO equivalent of 10x of CTC)	100%	SM
	2.9	Vendor registration / approvals -	100%	
	2.9 (a)	Station 4 per station per year		SM/RM
	2.9 (b)	CO - Tender cell 6 per year		MKT
	2.10	To make AOP and AMP for the month and submit	Within 7 days populating Objectives-2019	SM/RM/H OD
IMPROVEMENT IN CERTIFICATION & INSPECTION PROCESS	3.1	Initiative at station level w.r.t cost saving	5 initiatives per year (Reporting in MPR input every month)	SM/RM
	3.2	5S Implementation 03 Months	03 Months	CO
	3.3	The enhancing marketing cell / tendering cell	03 Months	CO
	3.4	Reply to query from Internal / Certification / Inspection Cell	Within 02 days	
	3.5	Execution of inspection on receipt of call		
	3.5(a)	Local	within 03 working days	SM
	3.5(b)	Outstation	within 05 working days	SM
	3.6	Release of certificate (TPA/TPI) after clearance of Queries / finance	Within 02 Days	SM +CC+FM
	3.7	Approval of SIC to Auditor / Experts	Within 03 Days	Cert Cell
	3.8	Audit Plan Approval	Within 01 Days	Cert Cell
	3.9	TPI plan Approval	Within 01 Days	TPI HO
	3.10	Issue of tanker Registration no.	Within 01 Days	TPI HO
	3.11	Expert Approval	Within 03 Days	Cert Cell
	3.12	CFR Approval	Within 02 Days	Cert Cell
	3.13	Rectification in client uploaded data	Within 03 Days	Cert Cell
	3.14	Upload TPI Reports	Within 01 Days	SM
	3.15	Upload TPA Reports	Within 04 Days	SM
IMPROVEMENT IN SYSTEM APPROACH, CONTINUAL IMPROVEMENT, INFRASTRUCTURE & TRAINING	4.1	Recruitment after placing the requisition	15 Days	HR-HO
	4.2	Carry out monthly meetings and region review & comments sent by 15 th of every month in along duly signed copy of MPR & MIS	By 15 th of every month SM for station, RM for Region, Activity Heads for activity.	SM/RM/H OD/DEPT
	4.3	Exit analysis for Clients and Employee as per format	90%	SM
		All Manpower requisition shall come through online	100%	SM/RM/H OD/DEPT
	4.4	One Marketer and one Admin and One Auditor or one Surveyor shall be maintained in all stations	100%	HR/SM/R M
	4.5	Office Rent Payment	Before 10th of month	HO – FIN
	4.6	Empanelled Auditors & Associates Payments	within 45 days of activity or due	HO – FIN