ICS OBJECTIVES FOR YEAR 2023

Group	Sr. No.	OBJECTIVES	TARGET	RESPONSIBIL ITY
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. 04 per station per year	SM
	1.2	Increasing the business of -		SM
	1.2(a)	Vendor Registration	Min. 02 per station per year	SM
	1.2(b)	Vendor Registration	Min. 04 per cell per month	Tender Cell
	1.3	Digital Marketing	Min. 2 uploads per week on Social Media	Mkt - CO
	1.4	To increase the initiative of Corporate Social Responsibilities by Celebrating WQD & WED, Sat Gun Sang and other initiatives	Min 01 Programs per year per station	SM & CO
	1.5	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
	1.6	Training Program	6.5 Lakhs per station, PER ANNUM	SM/RM
BUSINESS CONTINUITY & SUSTAINABILITY	2	Station Economy	2 times of direct station cost	SM
	2.1	Sale (TPA & TPI) at Corp. Level		
	2.1(a)	Growth in TPA	20% growth in net sale compare to Last year	Tender Cell TPA
	2.1(b)	Growth in TPI	40% growth in net sale compare to last year with profitability of min 15%	Tender Cell TPI
	2.2	Sale (TPA & TPI) Station Level		
	2.2(a)	Growth in TPA	15% growth in net sale compare to Last year	SM
	2.2(b)	Growth in TPI	20% growth in net sale compare to last year	SM
	2.3	Increasing the business of -		

	2.3(a)	Management System – (QMS/FSMS/ISMS/CE/EMS/OHSMS/SRMS/ ICMED / 13485 / MD-QMS)	Aurangabad, Surat need to bring 2 client per month: Uganda, Jaipur, Kolhapur, Ahmedabad, Kanpur, Baroda, Chennai, Vapi, Hyderabad, Ludhiana, Belgaum and Dubai need to bring 3 clients per month, Gandhidham, Nasik, Nepal, Bangalore, New Delhi, Mumbai TPA, Pune, Udaipur, Indore need to bring 4 clients **per month**	SM
	2.3(b)	Inspection and Verification services - FSSAI / CDSCO/ Certification of Personnel Qualification / ERDMP /T4S/ Vendor/CGD insp / Cross country / Shutdown / offshore-onshore.	Minimum 4 New Clients per Station per year	SM
	2.3(c)	Identification of local tenders and uploading in ICS software online of 5 crores per year	Approx 40 lakhs per stn per month (not to be considered on avg basis)	SM
	2.4	Booking of vendor inspections at Station Level	4 Lakh per year per stn	SM
	2.5	On time realization of Surveillance audits	90% (within same month)	SM
	2.6	Bringing down the overall outstanding		
	2.6(a)	TPA	One Month's Average Sale	SM
	2.6(b)	TPI	Two Month's Average Sale	SM
	2.7	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
	2.8	Enhancing customer reach by opening of new branch	1 per region per year	RM

	2.9	Enhancement of Management system / scope sectors in TPA / TPI	2 scope per year per cell / 1 MS in three year	Insp / Cert Cell
	2.10	Achieve Occupancy – TPA/TPI/Marketing		
	2.10(a)	TPA (9 Man-days)	100%	SM
	2.10(b)	TPA (18 Man-days)	100%	Auditors
	2.10 (c)	TPI (24 Man-days)	100%	SM
	2.10 (d)	Marketing (PO equivalent of **10**x of CTC)	100%	SM
IMPROVEMENT IN 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	Reply to query from Internal / Certification / Inspection Cell	Within 02 days	Cell
	3.3	Execution of inspection on receipt of call		
	3.4(a)	Local	within 03 working days	SM
	3.4(b)	Outstation	within 05 working days	SM
	3.5	Release of certificate (TPA/TPI) after clearance of Queries / finance	Within 02 Days	SM +CC+FM
	3.6	Approval of SIC to Auditor / Experts	Within 03 Days	Cert Cell
	3.7	Audit Plan Approval	Within 01 Days	Cert Cell
	3.8	TPI plan Approval	Within 01 Days	TPI HO
	3.9	Expert / Empaneled Approval	Within 02 Days	Admin / Cert Cell
	3.1	CFR Approval	Within 02 Days	Cert Cell
	3.11	Rectification in client uploaded data	Within 03 Days	Cert Cell
	3.13	Upload TPI Reports	Within 01 Days	SM
	3.14	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 15th of every month in along duly signed copy of MPR & MIS	By 15th of every month SM for station, RM for Region, Activity Heads for activity.	SM/RM/HOD/DEPT
	4.3	Exit analysis for Clients as per format	90%	SM

	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	Monthly Closure of book of accounts	on 20th of every month for previous month	HO – FIN
	4.6	Provision of PPE's and stamps to surveyors	Within 2 days	
	4.7	Exit clearance	Within 2 days	Admin-HO
	4.8	Approval of guest house and preparation of rent agreement	Within 2 days	
	4.9	To get conducted 4 witnesses a year from own client database		SM / PM / RM