

#### **IV Norms set by BEL for discharge of its functions.**

The norms for discharge of functions are clearly mentioned in our vision, mission, values and objective statement as follows:

### **CORPORATE VISION, MISSION, VALUES & OBJECTIVES**

#### **Vision**

To be a world-class enterprise in professional electronics.

#### **Mission**

To be a customer focussed, globally competitive company in defence electronics and in other chosen areas of professional electronics, through quality, technology and innovation.

#### **Values**

- We put our customer first.
- We are proud of being a part of the organization.
- We work with transparency, honesty & integrity.
- We trust and respect individuals.
- We foster team work.
- We strive to achieve high employee satisfaction.
- We encourage flexibility & innovation.
- We endeavour to fulfil our social responsibility.

#### **Objectives**

- To be a customer focussed company providing state-of-the-art products & solutions at competitive prices, meeting the demands of quality, delivery & service.
- To generate internal resources for profitable growth.
- To strive for self-reliance through indigenisation.
- To attain technological leadership in defence electronics through in-house R&D, partnership with defence/research laboratories & academic institutions.
- To give thrust to exports.
- To create a facilitating environment for people to realise their full potential through continuous learning & team work.
- To give value for money to customers & create wealth for shareholders.

- To constantly benchmark company's performance with best-in-class internationally.
- To raise marketing abilities to global standards.

Additionally, DOs and DON'Ts for BEL executives and employees are documented in Executive Code, Conduct & Discipline rules and Standing Orders respectively. Also, DOs and DON'Ts for executives dealing with the award of various Contracts are also documented.