

## Varroc Pulse: Another Success Stream in the Excellence Arena

*"The most valuable assets of a 20th-century company were its production equipment. The most valuable asset of a 21st-century institution, whether business or non-business, will be its knowledge workers and their productivity", Peter F Drucker.*

The future business world is markedly different from that of today's knowledge, trade, technology, capital, and goods and services are more globally connected than ever. The industry's increasing trend & continuous change in the market dynamics are enforcing companies to look beyond the origin. As a result the companies are adopting the newer vision; being where customer wants us to be. Coupled with the rise of emerging markets and focus on new revenue streams, these trends have created a swell in organization's communication strategy.

At Varroc; we are operating from 23 manufacturing plants world-wide. We have taken umpteen steps to inculcate a culture of providing 'employee wows', employee delight and employee enthusiasm. The central idea was to create a common platform of sharing their feelings & thoughts.

Varroc planted an inception into its system to evolve the channel of dynamic internal communication, in the form of a internal magazine. The role of magazine at Varroc would be that of an integrator. Not only it would used as media to update the employees about the latest happenings within the Group, but also acts as a catalyst to build a culture based on our Corporate Core Values – Sincerity, Humility, Integrity, Passion and Self-discipline. The focus is not only on recognizing success stories but also on fostering and seeding innovations.

The magazine was christened "Varroc Pulse" and is releasing on quarterly basis since its inception in March 2008. The content of the Magazine is contributed by the Varroc family members. All members, be him an associate working on machine or a manager, word their opinions, interest, contentment, delight and ecstasy to be shared with all.

Over the years, the quantum of contribution has increased exponentially.

Very Recently on 17<sup>th</sup> Jun'2011; during the latest event on In-house Communication Excellence Awards wherein about 450+ esteem companies participated. "Varroc Pulse" has won award by Shailaja Nair Foundation in "Active Employee Participation" Category.

This award is an acknowledgement of very special affinity among the Varroc families and a true manifestation of their Varroc- spirit.

