

HINDUSTAN PAPER CORPORATION LIMITED

Citizen's Charter

The Company:

Hindustan Paper Corporation Limited (HPC) was incorporated on May 29, 1970 when the country was plagued by a pervasive paper famine which did affect the supply of quality text books and other commonly used products for the education sector. HPC, a wholly owned Government of India Enterprise functions within the administrative jurisdiction of the Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises. HPC was thus the outcome of a genuine national concern for having paper in plenty, employing the state-of-the-art production process know-how and utilizing the forest-based raw materials available in the North Eastern Region and Kerala. HPC is today synonymous with the quest for affordable quality paper, especially for mass consumption. 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 be a dominant player in the Indian Paper Industry by adopting World-class, environment friendly technologies and proven best practices.

Mission:

To operate large capacity Paper / Newsprint Mills on sound commercial principles and to continuously upgrade and upscale production output and enhance market share.

Strategy:

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

- 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 organization.
- 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.
- Customer-First policy aimed at transforming the entire company into a customer-focused organization.

These objectives are realized by establishing, implementing, maintaining and continually improving an ISO 9001 - based Quality Management System in all Strategic Business Units in the organization.

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 education, print media etc.

Details / Types of Clients and Customers:

Essentially, HPC clientele is spread across various institutions in the education sector and print media. The major customers in these sectors are:

Institution	State Text Book Organisations, Schemes under Sarba Siksha Abhijans/World Bank, NCERT and other autonomous bodies, Banks etc.
Print Media	Newspaper Publication Houses
Direct Sales	Printing presses and publication Houses
Export	Directly and through Merchant Exporters to Sri Lanka, Bangladesh, Egypt, Dubai etc. with or without conversion

Services Provided:

The services offered by the company include producing and selling printing and writing paper and newsprint for mass consumption. These services are offered on bulk order basis depending on the requirement of the customer. The customers' requirements are critically analyzed and understood at the tender stage and sorted out and a common agreement is reached by the time a firm purchase order is placed on the company. The requirements and expectations are mostly explicit other than certain statutory and regulatory obligations, which anyhow the company has to adhere to.

By virtue of the type of business 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 9001 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 export market, the customer requirements are verified by the respective QA agencies of the export house or designated agencies of the country or within the

organisation. The products are manufactured only after evaluation of all parameters set for bulk production to the satisfaction of the customer.

The Quality Management activity based on the ISO 9000 Quality Management System and is usually prevention-oriented. Product quality is assured through Process Control & Stage Inspection and final quality is assured through Final Product Testing. The status of customer satisfaction is measured through two principal interventions:

- Customer Satisfaction Survey
- Handling Customer Complaints
- Complaint Handling System

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 are analyzed by the corporate Standards and Quality Assurance Group. The results of these reviews are used to update the systems and procedures, thus institutionalizing continual improvement processes.

Customer Complaint Handling:

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 for speedy redressal of complaints.

Complaint Handling System:

The calls and complaints from the customers are systematically processed for timely response and solution. 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 manufacturing units for review and necessary corrective & preventive action.

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 in place 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 pan India network of marketing to facilitate interaction with customers and meeting their requirements. All necessary information, guidance and support related to the products, services are handled by the company. The Corporate Marketing Department coordinates with the marketing/sales offices. The feedback and complaints from customers and other concerned people are handled by the Corporate Marketing Department. The complaints are analysed and necessary corrective & preventive actions are initiated for the overall improvement of product and service quality resulting in Customer Satisfaction.

Information on the Internet:

The company has a web site providing all relevant information about the Corporation and its business in broad terms is available.

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 handed are appropriately compiled and communicated to all concerned to facilitate improved performance of the processes to enhance 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 familiarizing 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.

Charter on the Web:

To ensure that the Charter of HPC is open and available to all concerned, it is hosted in the Company's website: www.hindpaper.in

Nodal Officer for the Citizen's Charter

**Shri T K Chakarbarty, General Manager (HR&ES)
has been designated as the Nodal Officer for dealing with
all matters related to the Citizen's Charter.**

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