



PERFORM OR PERISH

Message from CMD delivered on Foundation Day
1st July 2009

I welcome you all.

Birthday for a person is a day of celebrations. It is the same in case of business organizations. Besides celebrations it is the day of reminiscence and reckoning. It is the day to look back upon what all has been done and achieved, take stock of what remains to be done and completed, envision what can be and should be our aspirations for the future – a future full of hope & promises, for all stakeholders.

It has been seven years long journey – a tumultuous yet satisfying journey – each year bringing newer challenges and greater fruits of labour. We have survived, we have grown, we have become stronger – most importantly we have learned to accept and embrace change. I am reminded of words of Robert Frost,

Two roads diverged in a wood, and I--
I took the one less traveled by,
And that has made all the difference

It has indeed made a difference as we set forth on path to greater glory.

IPGCL-PPCL is growing from strength to strength and presently leading the organization restructuring, to prepare it for future challenges. With 1500 MW ultra mega power project coming up at Bawana it is set to join the elite group of power generators. The future of the company, its' employees and lives of citizens of Delhi is indeed bright.

Delhi Transco Limited has embarked on 'Yaatra' – an odyssey, with a vision to create a *Global Power in Power Sector*. It has undertaken a very ambitious task of organization transformation akin to leap from adolescence to maturity. A bold HR initiative that can pay rich dividends by creating a model organization worth emulating, setting benchmarks in technical excellence, financial prowess and quality of human capital.

While I wish you all the very best in all your endeavors, a word of caution would only serve us well. The children born on this day have now come of age and we must read the writing on the wall – perform or perish is the challenge of our times. The Darwinian principle of survival of the fittest has assumed totally new meaning for business organizations like ours. Let these words be our guiding spirit,

Woods were lovely, dark and deep
But I have promises to keep
And miles to go before I sleep
And miles to go before I sleep

Despite the enormous and onerous challenges I feel confident that we have the will, we have the desire, we have the strength and together we will prevail and make Delhi a power surplus state. On this day let us join hands and take pledge to come together, stay together and strive together to make all our dreams come true.