



Andrew W K Langstieh
Chairman, DVC

From the Chairman's Desk

25th January 2016

My dear DVCians,

I believe it's not too late in the day, so let me start by first wishing you and your loved ones a very happy and fulfilling New Year. Looking back on the year gone by, we DVCians have reason to allow ourselves a little pat on the back. Working unitedly as Team DVC with a renewed sense of purpose and a shared goal, we have together, slowly but surely, put our Corporation back on the long road to recovery. But how did our Corporation get into this situation in the first place? In my assessment, the answer to this lies in our history.

DVC was born around the time our country gained its independence. For the most of its 67-year existence, our Corporation has fully lived up to the mandate envisaged for it by the founding fathers of our Constitution thereby justifiably deserving of every recognition and acclaim that came its way over the years. This however, also sowed the seeds of our present troubles. DVCians became smug and complacent, relying on our past achievements to steer us into the future. We failed to notice that over the course of six decades, the environment in which our Corporation operated had changed beyond recognition, turned extremely challenging and was continuously evolving.

As a result, the harsh truth is that today our Corporation has earned the reputation of being an antiquated inward looking non-performing relic whose time has come to be wound up. In this situation, the question that begs to be answered is what can we DVCians do to change this image? I do not by any means claim to have all the answers to this poser but based on my experience in DVC over the course of the last 15 months, I would like to offer you the following food for thought:

- First and foremost, we need to individually and collectively remind ourselves at all times what we can do for the organization and not what the organization can do for us. We need to truthfully acknowledge in our hearts that only if DVC flourishes will DVCians also flourish.
- For DVC to flourish, we must change the way we do things. Every DVCian must realise that one's individual performance in his/her's assigned role in the organization - whatever that role may be - ultimately contributes to the overall performance or non-performance of DVC. We need to understand that organizational excellence can be achieved only through collective individual excellence.
- Shirking responsibility, passing the buck, procrastination, negativism, unwillingness to take decisions and mistrust should have no place in Team DVC. We need to think and work as a team with one purpose rather than at cross purposes. We need to be professionally competent, self-motivated, innovative, constantly driven to improve ourselves and learn to deliver on time, each and every time.
- We must at all times be acutely aware of our individual responsibilities and carry them out diligently. We should not wait to be told to act but take it upon ourselves to act without being told. Our business-as-usual approach must be replaced by a sense of urgency.
- Ensuring the health of our Corporation is not the responsibility of a few but of all of us.
- We must recognise the reality of the changed times. Let us not forget that in the final analysis, DVC is a commercial organization delivering a product. Customer focus, customer experience and the efficiency with which we deliver our product is the key to the survival of any commercial organization in these extremely competitive times.

It is not my intention to sound harsh or to hurt anyone's feelings but the fact is, it is better to ourselves acknowledge the truth than be told by others. I am also mindful that many of my fellow DVCians will disagree with the views I have expressed here and I respect their right to think otherwise.

The fact that our Corporation has made a beginning by showing progress on all fronts over the past year only proves to me that Team DVC is now focused on kicking the ball in the direction of the opponents' goal posts and not prone to scoring self-goals anymore. Given this resolve, I am certain that nothing can stop our Corporation's continuing progress in 2016 and beyond. What is only required to cement this is the willingness of each of us to play our part wholeheartedly.

Jai Hind!

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Langstieh', is written over a horizontal line.

(Andrew W K Langstieh)