



Aspire Unlimited ...Tata Steel launches new campaign - 6/2/2005 6:27:48 PM

Tata Steel on Thursday said that, it launched "Aspire Unlimited" as part of its continuous march towards excellence in all spheres of its business processes.

The programme was launched by B Muthuraman in the presence of Dr Eliyahu M Goldratt and many senior officials of the Company along with union office bearers at a glittering ceremony in Jamshedpur.

The Company has appointed Goldratt Consulting Limited of UK for implementing its 'Viable Vision Programme', which has been branded by Tata Steel as "Aspire Unlimited" and will run as a campaign internally. It is based on the principles of "Theory of Constraints" (TOC) developed by Dr Eliyahu M Goldratt.

Speaking on the occasion, Muthuraman said, "The search for excellence took him to Dr Goldratt. He further added that the launch of this programme will open a whole new chapter in the history of the Steel Company and that TOC would make Tata Steel the recognized best Steel Company in the World."

Dr Goldratt has been described by Fortune magazine as a "Guru to Industry" and by Business Week as a "Genius" and is the author of the best seller 'The Goal'. He is an educator, author, scientist, philosopher and business leader. He has brought about a global revolution in ways enterprises should be managed, based on sound logic and common sense.

While explaining the fundamentals of the theory, Dr Goldratt explained that the Theory of Constraints looks at business problems from a system level, in contrast to some other methods that are focused on specific processes. Focusing on Viable Vision implementations, using his Theory of Constraints Dr Goldratt said that Industrial Organisations could achieve unprecedented improvements in their bottom line performances. He further emphasised on the need to identify and capitalise on those few elements that govern an organizational system.

With the help of the Aspire Unlimited programme, Tata Steel expects to establish a clear competitive edge by delivering more value to it's customers and further reinforce the supply chain process. The programme is expected to deliver measurable improvements in operational performance and profitability. The scope of the programme is primarily aimed at steel business unit, which includes mines, collieries, iron and steel operations.

Source: India Infoline