

## NDDB Values: Putting Organisation First

Chairman, NDDB had launched the NDDB Values Document in a function organised at the TK Patel Auditorium on 8<sup>th</sup> May 2018. The programme was followed by dissemination workshops wherein all the NDDB Groups/Regions were taken through a presentation on NDDB Values. During the workshop, process for finalising group specific actionable behaviour for each NDDB Value was also initiated. All NDDB groups finalised actionable behaviour contextual to their group's activities and this document i.e. "NDDB Values Guidebook" was released by Chairman on 15<sup>th</sup> March 2019 during Pustakalya Parikrama.

One year after the launch of NDDB Values, a programme on "NDDB Values: Putting Organisation First" was organised on 14<sup>th</sup> May 2019 to reflect about the journey of the last one year and re-commit to NDDB Values. The programme organised at TK Patel Auditorium was attended by all the employees.

Chairman in his address said, "NDDB is an awesome organisation and embedded in our value system are certain elements that comprise the bedrock of this awesome organisation". Chairman added, "I will not be off the mark if I say that we are a group of people with mutual respect, trust and honour for each other and constantly endeavour to pursue and persist, driven by passion, innovation and accountability to achieve our set targets for the benefit of our ultimate stakeholders who are the farmers and milk producers



of the country; constantly guided by our value system based on the five pillars of Integrity, Credibility, Commitment, Professionalism and Innovation". He appealed to all the NDDB team members to internalise the above elements and values in their psyche, constantly enrich NDDB's legacy and culture and take NDDB to greater heights.

During the programme, NDDB employees also shared their experiences about how NDDB Values had helped them in their personal and professional life. NDDB Values encapsulate the way of life for NDDB employees. The theme of the programme i.e. "Putting Organisation First" kept coming in the thoughts shared by all the speakers.

