



ABSTRACT

Forests – Business Analytical Study - to improve the Business and Financial Performance of Tamil Nadu Tea Plantation Corporation Limited, Tamil Nadu Forest Plantation Corporation Limited and Arasu Rubber Corporation Limited – Announcement made during the Assembly Session for the year 2021-2022 – Orders issued.

Environment, Climate Change and Forests (FR.8) Department

G.O.(Ms).No.99

Dated: 03.11.2021

பிலவ, ஐப்பசி - 17

திருவள்ளூர் ஆண்டு-2052

Read:

Announcement made by Hon'ble Minister (Forests)
on the floor of the Assembly on 03.09.2021.

ORDER:

The following public sector undertakings are functioning under the Department of Environment, Climate Change and Forests Department viz.,

1. Tamil Nadu Tea Plantation Corporation Limited (TANTEA)
2. Tamil Nadu Forest Plantation Corporation Limited (TAFORN)
3. Arasu Rubber Corporation Limited (ARC)

2. Tamil Nadu Tea Plantation Corporation Limited and Arasu Rubber Corporation Limited have been facing serious financial losses continuously which needs to be looked into immediately. Apart from this there are many other areas requiring immediate attention especially, shortage of manpower, low productivity, inadequate marketing abilities and lack of initiative to explore new areas of business etc. There is therefore an urgent need to undertake a Comprehensive Business Analytical study of these Government undertakings to devise a strategy for their revamp and revitalisation.

3. Tamil Nadu Forest Plantation Corporation Limited on the other hand is relatively performing better and is profitable, however it also requires a comprehensive analysis of its operations to realize its optimum potential. It is

(P.T.O)

therefore proposed to analyse the Business model of these organizations to put them up on the growth trajectory:

- i. Comprehensively, study the functioning of the organization for better understanding of the challenges being faced by the organization.
- ii. Suggest short term, medium term and long term improvement in the Business approach to enable the management to deliver optimum results by improving the business and enhancing the company profitability.
- iii. Evaluate viable and unviable business areas, identify and prioritise areas needing immediate improvement and determine future growth strategies.
- iv. Study the productivity of the organization and suggest strategies which could help to reach optimum productivity levels.
- v. Study and suggest strategies for optimum utilization of manpower resources and rationalization.
- vi. Suggest quality standards for the entire business operation.
- vii. Suggest digital and new technology interventions for helping to tap newer markets and business opportunities.

4. Business analytics will be helpful for the above Public Sector Undertakings since it will help to offer timely insights over the competition, optimize business processes, to suggest growth and innovation opportunities.

5. Considering this requirement, Government have made an announcement on 3rd September 2021 on the Floor of the Legislative Assembly that Business Analytical Study shall be taken up through reputed institutions to improve the business and financial performance of the Corporations owned by the Government of Tamil Nadu in the Department of Environment, Climate Change and Forests.

6. Accordingly, Government accord permission to Tamil Nadu Tea Plantation Corporation Limited, Arasu Rubber Corporation Limited and Tamil Nadu Forest Plantation Corporation Limited to conduct Business

Analytical Study with the aim to improve business and financial performance by engaging the services of a reputed and experienced organization. The report of such a study shall be submitted to the Government before 31st March 2022.

(BY ORDER OF THE GOVERNOR)

SUPRIYA SAHU
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Chairman (Tamil Nadu Tea Plantation Corporation Limited)/
the Principal Secretary to Government,
Environment, Climate Change and Forests Department,
Chennai-9.

The Chairman,
Arasu Rubber Corporation Limited, Chennai – 100.

The Chairman,
Tamil Nadu Forest Plantation Corporation Limited,
Chennai – 100.

The Managing Director,
Tamil Nadu Tea Plantation Corporation Limited,
Coonoor – 643 101.

The Managing Director,
Arasu Rubber Corporation Limited,
Nagercoil – 629 001.

The Managing Director,
Tamil Nadu Forest Plantation Corporation Limited,
Trichy – 620 101.

The Principal Chief Conservator of Forests,
(Head of Department), Chennai – 600 015.

Copy to:-

The Hon'ble Chief Minister Office, Chennai -9.

The Special Personal Assistant to the Hon'ble Minister (Forests),
Chennai -9.


The Finance (BPE) Department, Chennai – 9.

The Private Secretary to Principal Secretary to Government,
Environment, Climate Change and Forests Department, Chennai-9.

The Personal Assistant to Special Secretary (Forest),
Environment, Climate Change and Forests Department, Chennai-9.

Environment, Climate Change and Forests (FR.7) Department, Chennai-9.
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SECTION OFFICER
Re-
03/04/2021