

BEL screens *Chak De India* for employees

Chak De - Go for it! Coach Kabir Khan's clarion call to the ragtag women's hockey team in Shah Rukh Khan starrer *Chak De India* is having reverberations in Bangalore-based Navratna defence PSU, Bharat Electronics Ltd.

BEL recently screened the movie for its employees and their families and drew good response. The idea behind the screening, organised on December 29 and December 30, 2007, was to inspire and stimulate the employees. *Chak De India's* theme interweaves patriotism, national interest, team spirit, hard work and discipline. BEL's management felt the film provides a good recipe for success, which can be adopted at the workplace.

BEL, incidentally, is perhaps the first public sector company in India to organise a screening of the film for the benefit of employees and their families.

Archana Kumari, Personnel Officer, BEL, felt the film was a celebration of womanhood. "The BEL Unit in Bangalore has around 1,500 women employees. I am sure all of them who watched the film would have been motivated to raise the bar," she said.

Mr Hari Haran, Deputy Manager, BEL, said he could learn a lot about man management, strategy, motivation, determination, leadership skills and team-building from the film. "In *Chak De India*, the coach, Kabir Khan, shows how raw talent can be nurtured," he said.

Manjula, another employee, felt she could relate to many instances shown in the film. "*Chak De India* shows you how to transcend petty feelings and work as a team. Its message is relevant for all types of workers, be it of private sector or public sector," she said.

Bangalore
January 1, 2008

(AMARENDRA D.)
ADDL.GEN.MANAGER (CORP.COMM.)