


# Got a million-dollar idea?

**BRIGHT SPARKS** Organisations today are increasingly banking on employees to come up with novel ideas to cut costs and promote innovations at the workplace

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An employee working with an automobile major would observe trolleys carrying instrument panels covered with polythene sheets to protect them against dust. While the weight of the polythene sheet was 800 grams, the number of pieces per trolley stood at 12. His suggestion was to create a permanent cover which helped in the elimination of scrap and enhanced the trolley capacity. The scrap elimination led to savings of ₹6,59,462.

Several companies across the country are harnessing the mind power of their employees and encouraging them to send their creative inputs online. This

helps promote creativity and innovation, improves communication throughout the organisation, empowers the staff and gives them an opportunity to be recognised.

Most of these suggestions relate to improving quality and reducing costs, speeding up operations and improving efficiency. The culture of suggestion generation gives employees a sense of ownership in their projects and helps them align themselves with the company's goals and objectives.

The suggestion scheme in Maruti Suzuki India Limited (MSIL) is as old as the company. Its online portal, Sujhav Sangrehika, captures ideas from different departments and across levels. The guiding principle of the scheme is that all employees, irrespective of

their designation, have the best knowledge of their work area.

Interestingly, there's been growth every year in costs saved by employee suggestions. What is even more heartening is that the ideas come from ordinary shop-floor workers, points out chief operating officer (human resources and administration), SY Siddiqui. Employees are rewarded every month for their suggestions both monetarily and non-monetarily.

At Lupin, employees are encouraged to be the change that they want to see. For this, the company ensures that their ideas, no matter how big or small are considered, even if not implemented.

Yogdaan is the employee suggestion platform provided to encourage employees' active participation in the workplace

improvement and also to foster a culture of innovation, says Divakar Kaza, president, human resources Lupin Ltd. The company's quarterly e-Magazine Anshdaan consolidates all suggestion schemes under one umbrella.

Canara HSBC Oriental Bank of Commerce Life Insurance Company's employee suggestion programme is called Mera Idea. Employees give suggestions through an online portal not just on cost savings, but also on improving processes, systems, policies and customer experience. The best ideas are recognised across the company, adds Manjit Lakhmana, head, human resources, at the company.

Almost 300 ideas have been logged in since the launch of the revamped online portal in July

## SAVINGS@ WORKPLACE

- At Maruti Suzuki India Limited, over 3.96 lakh suggestions were received, which led to savings of over ₹354 crore in 2012-2013
- At Firstsource Solutions 33,000 suggestions were received out of which 5,300 were implemented
- Lupin receives at least 1,000 queries a week and has saved around ₹16 crore

2013. As the portal is relatively new, the cost savings will be measured only towards the end of the current financial year

Firstsource Solutions has a programme named Kaizen, an organisation-wide effort to involve and inculcate innovation culture at every level.