



National Salt Limited

Ministry of Finance, Economic
Stabilization and National
Policies

Corporate Plan 2024-2028

No. 561/3, Elvitigala Mawatha.

Colombo 05.

1. Introduction

National Salt Ltd. has long history in salt production in Sri Lanka. It manufactures common salt, iodine mixed salt, crush salt and Industrial salt. The major production areas are located in Mannar and Elephantpass (Kilinochchi) District and its administrative office located in Colombo.

The salt department was started in 1938 and went through different administrative control and finally it was named as National Salt Ltd from 2001 and in June 2021 it is renamed as National Salt Limited and now functioning under the purview of Ministry of Finance. The salt is being recognized as best in quality (96% is NaCl) in compare to the harvested salt in other part of the country. Currently Mannar Saltern produce 6,000MT of raw salt and the Elephnatpass Saltern produce 17,000MT per annum.

The National Salt not only functions as a natural resource extracting center also giving focus on employment opportunities to the vulnerable people in the Mannar and Kilinochchi districts. As at today there are 73 permanent /Contract staff and roughly 200 - 250 seasonal staff are employed by the institution.

National Salt Ltd is governing by the board which comprised by the members represent from Treasury and other government /private institutions and it comes under the purview of Ministry of Finance, Economic Stabilization and National Policies. The Corporation Division of the Ministry is monitoring and facilitating the development, legal and accountable matters of the company. As it is a government enterprise it is registered under the company Act. No. 7 of 2007 as a Limited Company to abide for the company rules. Meanwhile the institution is certified by the Sri Lanka Standard Institution to ensure the quality of the product. And also, the company is being audited by the Auditor General Department.

Sri Lanka is almost reaching self-sufficient in the salt production. Only close to 3-4% of the PVD salt is being now imported by the food & pharmaceutical industries. National Salt Limited is trying to ensure that Sri Lanka is self-sufficient in the salt production in year 2026.

1.1 Vision Statement

In keeping with the nature of the business the company has the following vision.

“Development of salt - based enterprises in the North by exploration of natural resources connected with chemical and other processes and thereby upgrades the living of the people”.

1.2 Mission Statement

The Mission of the company is as follows.

“Operation of Salterns, manufacture, processing and marketing of common and value added salt and by-products from the Northern Region”.

1.3 Values

Utilizing National Resource, Creating Income for Nation, Providing Employment Opportunities and Ensures Social Corporate Responsibilities.

1.4 Corporate Information

Name of the Company	:	National Salt Limited
Address	:	No. 561/3 Elvitigala Mawatha Colombo – 05.
Directors	:	MR. D.R. ANURA BANDARA- CHAIRMAN. MR. L.P. WEWALAGE (REP OF TREASURY) MR. W.M.N.J.PUSHPAKUMARA – (Ex. Director) MR.R.M.S.THILAKARATHNE MR.M.M.N.R.K. GUNATHILAKA MR.W.M.J.R. WICKRAMASINGHE MR.S.A. SEPALA
Company Secretary	:	Mr.Vipula De Silva
Company Auditors	:	National Audit Office, (Govt.)
Bankers	:	Bank of Ceylon
Share Capital	:	Rs. 30,000,000/-
Shares Holders	:	General Treasury
Company registration No	:	PB1078
Date of Incorporation	:	30 th August 2001.

2. Details of Key Production sites

a) Mannar Saltern

Total production area of Mannar Saltern is 163 acres. Average annual salt production is 5500 MT approximately, which is 3.5% of total salt production in Sri Lanka. This market share of 3.5% will be increased to 4.% after further development of Mannar Saltern in near future.

As it is being a profit making Saltern, it manages to do some development and maintenance activities along with staff salaries and welfare through the profit. Meanwhile the organization is now self-sufficient in finance for o do major development & investment activities. Currently 23 permanent and roughly 75-100 seasonal staff are employed.

b) Elephantpass Saltern.

In 2001 Elephantpass administration came under National salt limited by the cabinet decision. Anyhow National salt could not operate Elephantpass Saltern due to the conflict situation (it was under LTTE Control Area). After liberated the area in 2009 the Saltern was taken over by the Ministry of Traditional Industry & Small Enterprise Development and they did renovation activity for a worth of 100 Mn. Meanwhile Cabinet approved Rs.125Mn for phase-2 activity in 2015. The Saltern now again transferred to National Salt limited administration by the Gazette notification of 21st Sep 2015. The renovation activities now has been completed 95% in Phase -1 and phase-2 area in 2018. Elephantpass is a largest Saltern in North. It is expected to produce around 20,000MT per annum in near future. At the moment the Saltern running with 31 permanent/contract staff and 100 to 150 seasonal staff.

3. Production & Sales details

3.1 Salt Production Mannar

Salt productions in Mannar Saltern during the past years are given below.

Salt Production in Seasonal basis (in Metric Tons)

Year	Maha season	Yala season	Total
2001/02	1,658.30	115	1,773.30
2002/03	1,775.60	315.1	2,090.70
2003/04	1,691.55	6.8	1,698.35
2004/05	3,028.39	Nil	3,028.39
2005/06	2,881.20	236.95	3,118.15
2006/07	3,646.60	474	4,120.60

2007/08	4,044.10	287.2	4,331.30
2008/09	2,792.10	333.5	3,125.60
2009/10	4,326.00	748	5,074.00
2010/11	2,930.00	Nil	2,930.00
2011/12	3,624.90	657.1	4,282.00
2012/13	4,001.00	526	4,527.00
2013/14	4,262.00	391	4,653.00
2014/15	5,219.00	00.	5,219.00
2015/16	2251.700	1074.100	3,325.00
2016/17	5520.000	538.200	6,058.20
2017/18	5597.00	1002.80	6,599.85
2018/19	5906.00	343.00	6,249.00
2019/20	6213.00	470.00	6,683.00
2020/21	00	2680.65	2,680.65
2021/22	2159.70	296.70	2,654.60
2022/23	22164.00	1289.00	2293.00

3.2 Sales Volume in Mannar Saltern

The type of products and the respective **sales volume** of the past years are given below:

Sales Volume (in Metric Tons)

Year	Common Salt	Crushed Salt	Iodized Salt	Total
2001/02	1,136.85	-	-	1,136.85
2002/03	1,699.50	413.8	9.2	2,122.50
2003/04	1,678.00	521.9	30.8	2,230.70
2004/05	1,693.15	881.15	47.25	2,621.55
2005/06	2,336.03	683.4	174.05	3,193.48
2006/07	3,558.80	548.65	64.7	4,172.15
2007/08	3,668.55	785.1	165.65	4,619.30
2008/09	1,720.10	818.15	147.25	2,685.50

2009/10	3,091.50	988.85	524.3	4,604.65
2010/11	2,738.85	193.75	120.45	3,053.05
2011/12	3,469.45	266.65	279.9	4,016.00
2012/13	2,050.75	1435.05	315.2	3,801.00
2013/14	1,876.20	1645.35	976.45	4,498.00
2014/2015	4553.05	434.00	189.05	5,176.10
2015/2016	4227.00	625.00	134.00	4,986.00
2016/2017	2634.00	539.00	32.00	3,205.00
2017/2018	1745.00	126.50	41.95	1,,913.45
2018/2019	8922.72	226.14	29.14	9,178.00
2019/2020	6563.33	141.77	308.90	7014.00
2020/2021	7279.87	293.05	376.14	7,949.06
2021//2022	2307.55	307.25	492.70	3,107.50
2022/2023	307.20	437.10	1509.84	2254.14

3.3 Production in Elephantpass Saltern

Salt Production - in Metric Tons

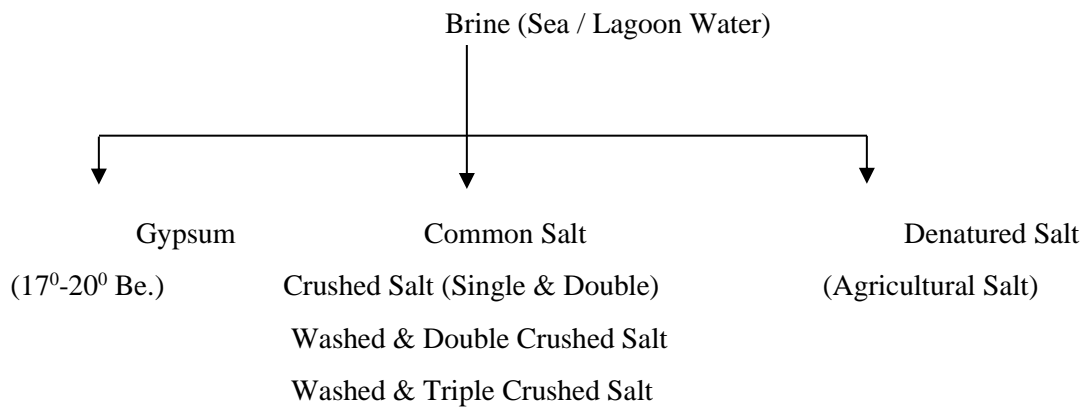
Year	Maha season	Yala season	Total
2016/17	1,048.80	00.00	1,048.80
2017/18	6,808.00	322.00	7,130.00
2018/19	9431.00	883.00	10,314.00
2019/20	15205.30	837.20	16,042.50
2020/21	8496.00	00.00	8,496.00
2021/22	5283.20	00.00	5,283.20
2022/23	6,167.45	00.00	6,167.45

3.4 Elephantpass Sales Volume - in Metric Tons

Year	Common Salt	Crushed Salt	Total
2015/16	0	0	0
2016/17	48.5	0	48.5
2017/18	4305.00	0.00	4,305.00
2018/19	6967.00	-	6,967.00
2019/20	6049.60	-	6,049.60
2020/21	15059.06	-	15,059.06
2021/22	10198.53	439.80	10,638.33
2022/23	5,948.10	317.95	6,266.05

4. Technical know how

The process of producing of common salt and other related by products can be summarized as follows.



Gypsum is precipitated between 17⁰-20⁰ be of salinity. Gypsum produced in the process is used as a raw material for cement industry.

Common salt is the main product extracted from the production process. The common salt produced is prepared in a number of different varieties by washing and sending it through crushers. The salt thus obtained is further processed to produce iodized salt. Meanwhile through the table salt plant the raw material will be processed to form free flow powder salt.

MSL already have established a crystal salt plant in Mannar Saltern and that must be upgraded to table salt plant in near future. The action has been taken to purchase a 5MT/H Table salt plant for Elephantpass Saltern.

5. Markets

The North and East provinces have big market for the salt supply. At the moment the edible iodized salt is being supplied by the processors from Hambanthota and Puttalam districts.

NSL was running with the small plant in Mannar and closed to 90% of the common salt sold for the outside processor who do value addition and sell. In 2019 the company has commissioned a 2MT/H crystal salt plant in Mannar. A marketing unit is established and distributors have been called for the island wide supply.

6. Finance

Company's capital expenditure is funded by the Treasury, being the entire shareholder. The recurrent expenditure is met by the company's income from the sale of salt. The common salt sales in Mannar and Elephantpass are seasonal, and November, December, January, February and March are the peak season. All sales are taking place on cash basis.

7. Human Resources.

The qualification and experience of the key personal of the company management are given below.

Name	Designation	Qualification	Period of Service at NSL
Mr. M.J.Thuwan Manzil	General Manager	BSc. MBA, Dip in HRM, Dip in Eng. AAT-1	Since 1 st of Sep 2014.
Mr. G.N.S. Fernando	Manager- Admin	BBA	Since 1 st of September 2023.
Mr. W.H.I.R. De Silva	Manager - Finance	ICASL – Intermediate Level	Since 2 nd of November 2023.
Mr. W.A.K.V.C. Wanniarachchi	Manager - Cost Accountant	ICASL – Intermediate Level, AAT Passed Finalist	Since 6 th of June 2023.
Mr. A. Kishotharan	Manager- Saltern	B.Sc /PGD	Since April 2008.
Mr. Gayantha Thilakarathna	Manager - Saltern	BSc.	Since 7 th of August 2023

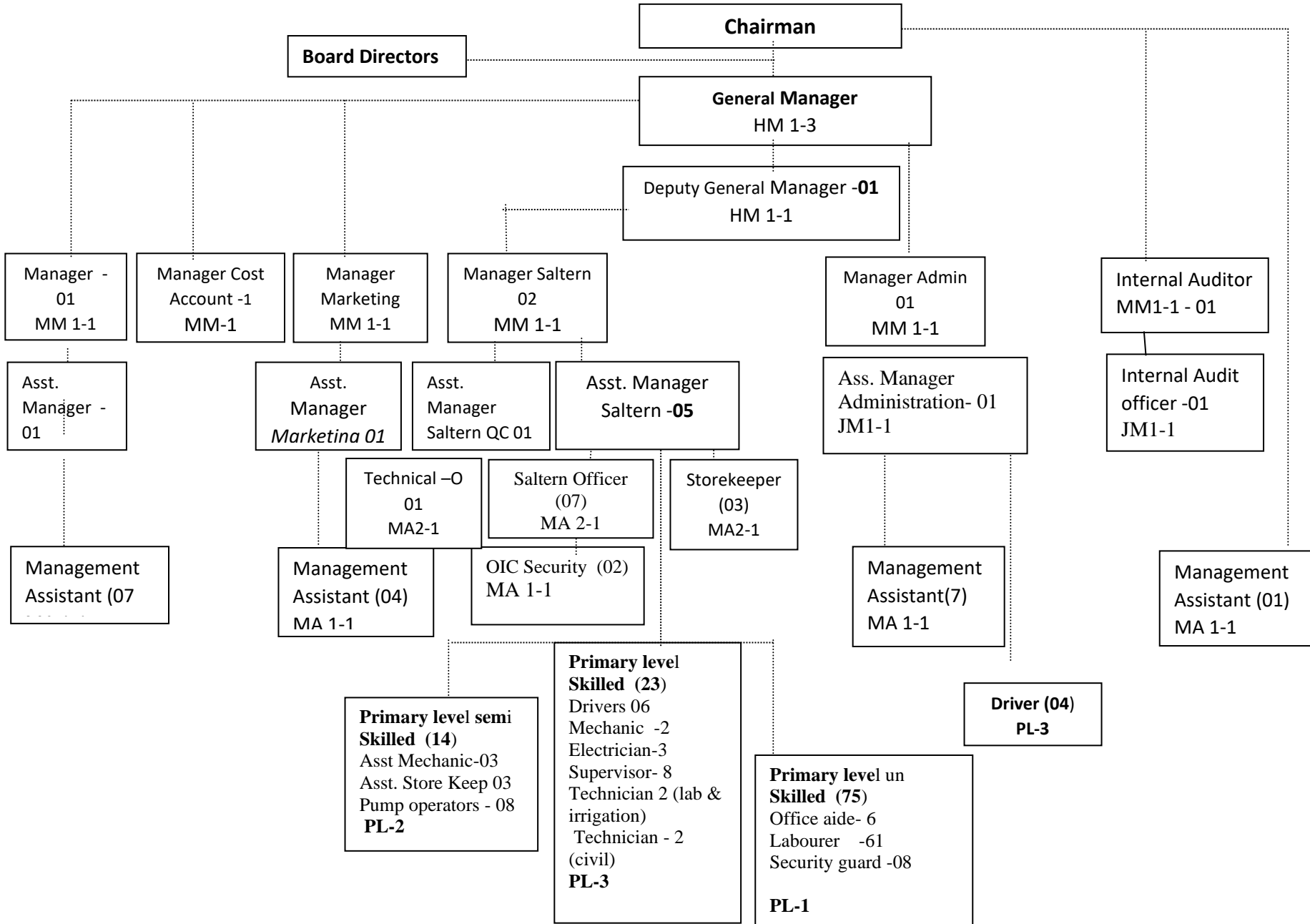
Mr. S. M. Sanfar	Assistant Manager-Saltern	BSc.	Since 30 th of Nov.2023
Mr. Sajeewan	Assistant Manager-Quality Control	BSc.	1 st of June 2023
Mr. E.Vijayan	Assistant Manager-Saltern	Advance level with 12 year experience	Since Nov.2017
Ms. Sunethra Jinadasa	Internal Audit Officer	Advance level AAT-1&2 Dip in HR	Since 2 nd /Apr/2012
Mr. R M M C Rathnayaka	Assistant Manager-Saltern	NVQ Level -05 10 years Experience	Since 15 th May 2023
Mr. V. Suyanthan	Assistant Manager - Saltern	BSc.	Since 1 st June 2023

Total Permanent & contract Staff of the Company employed as at 2024.01.01 is 73 persons.

The break down by employee category is given below:

<u>Category</u>	<u>Number</u>
Executives	14
Clerical and Allied	18
Technical & Supervisory	06
Manual and Operative – Skilled	11
Manual and Operative - semiskilled / unskilled	24
Total	<u>73</u>

8. THE ORGANISATION STRUCTURE



9. Goal & Strategies

Goal	
	Operate the existing Salterns in full capacity with the developed infrastructure and human resources and achieved stable profitable income along with customer satisfaction.
Key Objectives/ Targets 2024-2028	
1	To Increase the production quantity of common salt for 31,000MT /annum(minimum)
2	To Provide value added product to the reasonable price to the customers and to increase income to the company
3	To Develop internal infrastructure with required facilities to feel respectable working environment (office and recreation area etc.).
4	To Develop human resource toward new techniques.

TABLE – 1	
Objective 1 - To Increase the production quantity of common salt for 31,000MT/annum (minimum)	
Strategies	
1.1	Identify the unused resources like abandon or unused saltern areas and allocate resources to the rehabilitation and development of the Salterns.
1.2	Use advance technics to improve the quantity of product within the stipulated time frame.
Objective 2 – To Provide value added product to the reasonable price to the customers and to increase income to the company	
Strategies	
2.1	Establish a new infrastructure (including Machineries) facility to do Value addition in the Salterns.
2.2	Create policies on Pricing, Place, People and Promotion.
2.3	Introduce credit sales system on credit basis for short interval (dated cheque payment)

Objective 3- To Develop internal infrastructure with all basic facilities to feel respectable working environment.	
Strategies	
3.1	Overcome the existing infrastructure issue (Analyze current needs of the staff and establishment)
3.2	Prepare a mechanism to ensure the financial and physical resources.
3.3	Ensure the approvals are in place to complete the work in time.
Objective 4 - To Develop Human resource toward new technics.	
Strategies	
4.1	Needs identification through appraisals and develop training calendar
4.2	Provide facilities for self-learning of staff to upgrade their capacity/knowledge
4.3	Develop a performance appraisal system to encourage and to make improvement of the staff.

10. KPI and outcomes									
	Main Activities	Cost (Rs. Mn)	Implementing Year/Years	KPI	Output	Outcome/Impact	SDG No.	Relevancy to NPF	Responsibility
Conducive environment (Encouraging legislative, regulatory and institutional frameworks)									
01	Work on receiving the lease document for Mannar Saltern and Elephant pass Saltern.	-	2024&25	Fulfilled Legal requirement for land.	Lease document received for Mannar Saltern	Saltern empowered with proper land ownership	09	Chapter -5 "People centric economy"	MAN MS
02	Renew SLS Certificate.	-	2024	Quality of the product ensured as per the required standard. SLS79	The product standard ensured for 1kg Salt Packet.	Recognition increased for the product	09	Chapter -5 "People centric economy"	MIN BD GM
Technology/R&D									
01	Commission a table salt plant in Elephant pass (5MT /H) and produce high quality table salt. (100mn from Treasury for plant+ 40Mn from Own funding.)	140	2024/25	Revenue increased by over 300% in comparison	A 5MT/H Table salt plant Commissioned.	11,000Mt of table salt supplied to the market and company received annual income Rs. 990,000. Mn in average	09	Chapter -5 "People centric economy"	BD MAN

02	Commission a Table salt plant Annexure at Mannar Saltern (2MT/H)	50	2025	Revenue increased by over 300% comparison	A 2MT/H Table salt plant Commissioned.	2000Mt of table salt supplied to the market and company received annual income Rs. 225,000 Mn in average	09	Chapter -5 "People centric economy"	BD MAN
Infrastructure									
01	Renovation of abandon area at Elephant pass Saltern.	50	2024 &25	Production increased by 6000MT	100 acres of Saltern renovated	Country will get self-sufficient in the salt requirement.	09	Chapter -5 "People centric economy"	BD MAN
02	Construction of administration and Store building in Mannar Saltern.	40	2023-26	The gap for the working place is addressed	One office building One field office constructed.	Staff are equipped with facilities and motivated to pay more contribution.	09	Chapter -5 "People centric economy"	MAN MS TO
03	Construction of Factory building and accessories for table salt plant at E.Pass	130	2024 & 25	A factory structure emerged as per requirement.	Furnished the necessary infrastructure for Table salt complex.	The factory operation continues with proper facilities.	09	Chapter -5 "People centric economy"	BD TO

	Activities	Cost (Rs. Mn)	Implementing years	KPI	Output	impact	SDG	NPF	Resp
Quality Improvement (product and process quality)									
01	The muds are removed from pans in every year and the salt heaps are covered with Geomembrane / UV treated polytene cover.	10	2025 & 26	Loss of wastage reduced by 2-1%	100 heaps in the Salterns are covered.	Quality of the harvested salt maintained and wastage reduced.	09	Chapter -5 "People centric economy"	MS SO
02	Improve the capacity of laboratory with adequate equipment and testing methods.	02	2024-27	Required Standard maintained.	Two laboratories are equipped with necessary tools	Ensured the requirement of SLS are achieved.	09	Chapter -5 "People centric economy"	GM LT
03	Recruit quality control officers to ensures the product quality.	Recurrent	2024	Complain from customers reduced.	02 quality control officers appointed	The constant quality of the product to the market is ensured.	09	Chapter -5 "People centric economy"	BD MAN
Skills, Capacity and Entrepreneurship development									
01	Train staff on productivity improvement, quality improvement, marketing and sales.	01	2024-2027	Improved capacity of staff	30 staff trained on different disciplines.	Efficiency improved in	09	Chapter -5	GM MA

						Saltern operation.		"People centric economy"	
Access to									
01	Improve the sales target with good profit margin	-	2024 – 27	Improved efficiency in sales	Sales target improved to 13500MT table salt & 2000 Crystal	Ensured financial availability for recurrent and capital expenditure.	09	Chapter -5 "People centric economy"	GM MF MM
02	Reduce the cost through doing cost analysis and cost cutting of the unnecessary areas.	-	2024-27	Improved efficiency in cost reduction (2%)	Profit margin Increased by 2%	Improved profit	09	Chapter -5 "People centric economy"	MAN MF CA
Market access									
01	Select/renew distributors island wide	-	2024-2027 Renew every year	Implemented place strategy	25 distributors identified & agreement signed.	Ensured uninterrupted island wide supply & sales	09	Chapter -5 "People centric economy"	MM
02	Recruit adequate staff for marketing unit.	Recurrent	2024 & 25	Effective function of marketing unit.	6 key staff recruited for marketing and Sales unit.	Ensured the targeted sales are achieved.	09	Chapter -5 "People centric economy"	BD MAN
03	Strengthen marketing and sales unit with adequate resources (vehicles)	80	2024& 25	Ensured the product access for market	8 Lorries & one Car purchased for distribution & Marketing	The transportation facilities ensured the un-intercepted, wide range supply	09	Chapter -5 "People centric economy"	BD MAN

04	Promotional activities (advertisement on TV and Radio & printing posters)	01	2024 & 26	Improved acceptance of the customers.	Advertisement published on TV and radio in monthly basis	The brand-named got sustained in the market	09	Chapter -5 "People centric economy"	MAN
Micro and Small Finance /unorganized sector									
01	Joint hand with private sector for the selling of raw salt in order make value addition and to supply in local and to international market.	-	2026-27	3000Mt of table salt exported.	Agreement signed with minimum one entrepreneur (private) who has ability to produce table salt.	Ensured Export of salt and the returns of foreign currency.	09	Chapter -5 "People centric economy"	BD MAN
	Total.	504							

11. Gap Identification and Actions Needed

Identifying gaps between current setting in 2024 and anticipated developments in 2028

SWOT Analysis – National Salt Limited.

Serial No.	Strengths	Weaknesses	Gap	Actions Needed
1	Having own Salterns with the total production capacity of 31000MT (Mannar & Elephantpass)	Lack of financial ability to go for new technics and developments.	Adequate capital Investment is lacking	<ul style="list-style-type: none"> Improve the existing sales through value addition. Request for financial assistance with Treasury to commission Table salt plant at Elepantpass Saltern. Renovation of salterns.
2	Quality of the raw material (salt) is comparatively high at Mannar Saltern	Quality of the Salt in Elephant pass is currently	Grade differentiation (quality gap)	<ul style="list-style-type: none"> The saltern pans need to be renovated by cleaning muds.

		little less in compare to Mannar Salt (2 nd grade)		<ul style="list-style-type: none"> • Proper drainage channels system must be developed for water removing during rainy season.
3	Availability to develop Kurunchatheevu Saltern and to produce additional 25000MT	Delays in decision making on pricing to respond to the volatile market nature	Lack of financial ability on new saltern development	<ul style="list-style-type: none"> • Propose PPP approach for the renovation and reactivation of Saltern.
4	Having SLS Certificate	Marketing and sales unit not developed well.	Inadequate staff for marketing and sales. Lack of distributors. Competitor's prices are low in comparatively.	<ul style="list-style-type: none"> • Receive approval for adequate staff and do recruitment. • Modify sales policy • Introduce pricing strategy.
5	Reputation of being Government owned company	Multiple layer approach for approvals of implementation.	Delay in work delivery	<ul style="list-style-type: none"> • Prepare advance planning. • Apply in advance for approval and do follow ups
6	Experienced staff in Salt production. Audited by Government audit.	Limited freedom to deviate for the opportunity.	Limitation for deviation to response to the opportunity within time.	<ul style="list-style-type: none"> • Try to cope with all regulation as much as possible in simplest way/ find alternatives.
7	Committed staff and board.	Inadequate facilities for staff	Lack of facilities and motivation.	<ul style="list-style-type: none"> • Prepare a policy plan and receive approval from appropriate authority to implement incentive scheme for staff and employees.

Serial No.	Opportunities	Threats	Gap	Actions Needed
1	No any Saltern available in Northern province SL	Giant Competitors already exist in the Market like Lanka Salt Ltd, Hiru and Rigam with reputed brand names.	Existence (presence) in market	<ul style="list-style-type: none"> • Ensure the table salt are produced in year 2024 in Elephantpass saltern and in year 2025 in Mannar. • Ensure adequate promotion for brand name.
2	No any value addition processing centers available to compete in the Northern province	Attitude of distributors	Lack of distributors.	<ul style="list-style-type: none"> • Widely advertise and select appropriate distributors for island wide delivery.

12. Proposed plan for retail salt sale by establishing iodized, Table and crushed plant

Plan	Activities																		
Establishment of Crushing /Table Plant Unit and required infrastructure.	Commission 2MT/H plant at Mannar Saltern Extend the existing building as per the requirement. Commission a 5MT/H plant in Elephantpass Saltern																		
Rearrange the pouch 's printed design and brand name (if necessary)	Brain storm activity on preparing pouch model Pouch suppliers should be called freshly and agreement to be signed.																		
Establishment of Marketing and Sales unit	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%; text-align: center;">Colombo</th> <th style="width: 33%; text-align: center;">Mannar</th> <th style="width: 33%; text-align: center;">Elephantpass</th> </tr> </thead> <tbody> <tr> <td>Marketing & Sales Manager – 01No.</td> <td>Assistant manager- marketing/Sales -01No.</td> <td>Assistant manager marketing/Sales -01No.</td> </tr> <tr> <td style="text-align: center;">-</td> <td>Sales officer 01No.</td> <td>Sales officer 01 No.</td> </tr> <tr> <td>Management Assistant- 01No.</td> <td>MA (Accounts Clerk) – 01No.</td> <td>MA (Account Clerk)- 03Nos.</td> </tr> <tr> <td></td> <td>Drivers for Transport - 02Nos.</td> <td>Drivers for Transport - 06Nos.</td> </tr> <tr> <td></td> <td>Helpers- Labour 02 Nos.</td> <td>Helpers- Labour 05Nos.</td> </tr> </tbody> </table>	Colombo	Mannar	Elephantpass	Marketing & Sales Manager – 01No.	Assistant manager- marketing/Sales -01No.	Assistant manager marketing/Sales -01No.	-	Sales officer 01No.	Sales officer 01 No.	Management Assistant- 01No.	MA (Accounts Clerk) – 01No.	MA (Account Clerk)- 03Nos.		Drivers for Transport - 02Nos.	Drivers for Transport - 06Nos.		Helpers- Labour 02 Nos.	Helpers- Labour 05Nos.
	Colombo	Mannar	Elephantpass																
	Marketing & Sales Manager – 01No.	Assistant manager- marketing/Sales -01No.	Assistant manager marketing/Sales -01No.																
	-	Sales officer 01No.	Sales officer 01 No.																
	Management Assistant- 01No.	MA (Accounts Clerk) – 01No.	MA (Account Clerk)- 03Nos.																
		Drivers for Transport - 02Nos.	Drivers for Transport - 06Nos.																
	Helpers- Labour 02 Nos.	Helpers- Labour 05Nos.																	
Sales Promotion	Advertisement in Local Medias Printing posters and plastering at the retail shops. Door to door sale model to introduce the items. Free sample distribution																		

	Introduce sales incentive to the sales representative and Manager and the sales unit.
Selection and Appointing of Distributors	Open advertisement will be done to select capable distributors. Qualification for distributors. <ol style="list-style-type: none"> 1. Transport facility (a Baddy or 250 ELF Lorry) 2. Storage facility (50 MT minimum) 3. Ability to provide bank Bond for Rs.2 million (if credit sales) 4. 3 year experience in similar field would be preferred.
Procure transport facility	Eight number of lorries for salt transport to the distributor's destination at 20MT Capacity . (Mannar 02 and EP-06) 01 Pool vehicle for Marketing and sales manager's transportation. 02 motorcycle for Assistant Managers.
Pricing Strategy	Decide reasonable market price to penetrate easily to the market. Comparative price analysis and costing of the NSL product must be done to decide competitive price.
Place Strategy	Preference of sales place will be selected based on the competitor's analysis, transport cost and availability of distributors.

13. Responsibilities of Managers with goals and targets to be achieved during the period.

a. General Manager

Responsible for the general administration and day to day management of the institute.

In charge of the personnel management function of the institute including disciplinary matters.

Responsible for the overall administrative and financial control of the sub stations comes under the purview of the institute.

Overall control of all aspects in infrastructure service and supplies.

Direction and supervision of all works connected with local and foreign training of all categories of staff including the works connected with agreements and Surety Body.

Coordinating all works connected with legal matters and represents the institute in Courts of Law / Labour Tribunals where applicable.

b. Manager- Saltern

Manager-Saltern is responsible to General Manager. Overall in charge of Production of salt works at the Saltern, the salt stock, inventory articles & assets, overall administration of field staffs. He is in charge of marketing the salt products, produced at the Saltern. Keep the standard and quality of the salt products, which are produced at the Saltern, keep the standard and quality of the salt products in high order. Maintain the stock of articles and items at the stores for salt production works. Increase the salt production of the Saltern, by renovation of the Saltern and or constructing new salt pans, deep tanks, channels, pump house etc,. Assist General Manager for all administrative and financial matters at the salterns. He is also responsible to reduce the expenditure and increase the salt production with low production cost.

C. Manager Marketing and Sales

Responsible to ensure the produced quantity of the products (Common , Crystal & table) in the salterns are sold within the financial year.

14. Monitoring the Corporate Plan

Organizational Arrangement for Monitoring

With the introduction of the Corporate Plan it is now possible to focus attention on the key objectives, the goals (Sub Objectives) and the targets set, and develop a meaningful monitoring mechanism to check constantly, as to whether the targets set have been achieved. If there are any variances, and decide on corrective measures.

To monitor the achievement of targets as above, a 'management information and performance appraisal unit, consisting of knowledgeable officers with accounting basis, will have to be set up.

This specialized unit will report direct to a 'Corporate Plan Committee' consisting of selected top management officials.

As deemed appropriate, the "Corporate Plan Committee' will brief the board of directors periodically, the extents of achievement of the set targets and help decided on remedial measure in all instances of adverse variances.

The committee would have due authority to make necessary changes to the corporate plan, with the due concurrence of the Board (or even the Government where appropriate) in all instances of drastic changes in the business environment, which necessitates making such changes to the plan already made.