

care about the business and make an effort to contribute. This trend is very important and more so in developing countries. Communication practices are newer there. Still, business leaders have realised that customers and employees are more likely to support their business, only when they understand the cause and strategies of business and it's contributing to the society.

- When an organization is in financial crisis, it is very important to communicate very honestly with the stakeholders. Have a plan of how you are going to address

the situation and then to let the stakeholders know what you are going to do. Because usually a financial problem is not corrected overnight. It is not a matter of going to a big donor or lender to infuse cash. You often need to work on a number of small steps. I have found that if you are honest and admit the mistakes and if you have a plan and communicate the plan then members are more than happy, to give the benefit of doubt. They will work with the leadership to correct the situation.

The podcast interview of Julie Freeman may be listened through the following link <http://www.corpezine.com/2008/07/june-2008-international-association-of.html>

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## Karnataka Power Corporation Ltd.

At a time when most utilities in the Power Sector are responding to the imperatives of reform, KPCL to its pioneering spirit has formulated its responses in a pro-active manner. Notwithstanding the rigour of the transitional phase in the reforms sweeping the sector, KPCL has formed new initiatives to serve as model for other utilities. Innovative Engineering and funding of its new projects, effective financial, contract, coal, ash and environment management and above all creating a new paradigm in project development, operation and maintenance and consultancy to other utilities are the contributions for a new look power sector in the country.



Today, KPCL has an installed capacity of 5509 MW, appetite for growth is not satiated. KPCL has taken up the challenge to add over 3000 MW in the next 5 years from the projects like Bellary Thermal Power Station Stage-II, RTPS Unit-8, Bidadi Combined cycle power plant, Varahi Hydro Electro Project Stage-II and R & M of power projects.

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