

Building a World Class Plus Company through Innovation, Creativity and Enhanced Competence

June 30 to July 2, 2005

Video recorded message in the Inaugural Session at the Annual Learning Event of Excel Group of companies

Namaste, Salam, Sai Ram and Good Morning,

Pranam to Elders, Kaka is there, Kaki is there and your teachers and all founders are there. Papa, Bhai and all Rishis, teachers, yours parents and my parents. Pranam to all of them. And goodwill to colleagues, many of them Ashwinbhai is there, Dipeshbhai is there, Prakash, Potdar, all seniors are there and most important, love & goodwill to all of you, who are there for this wonderful session.

I am very happy for this, that we have joined for this fourth learning session. Earlier we had three sessions, on Change Management, on Transformation and now we have on building world class plus company through innovation, creativity and enhanced competence. And to learn this what subject do we have? We have the subject of world class plus organization, Bridge on the river Kwai, Business Ethics, Building Brands, Ultimate Gift, Leadership for common good and Preparedness for new processes and bringing out our innovative best.

What does it mean? What is this world class plus organization?

When we continuously receive, receive, receive then we are less than world class plus and world class and when we give and take, offer & receive. It is world class organization, but when we continuously give, give, give; offer & offer and world looks forward to us that is called world class plus organization.

Is this something new ? No from ages, we are doing it. What are the current examples of world class plus services from India, where Indian class is better than, slightly better than world class ?

First let us look at Belgium, the diamond business. Our Indians went there established a business. We have seen it and they have earned good name and good profits and they have really contributed to world and changed the culture there. Entire street is Indian street, the vegetarian street and other day Francis shown as how buildings are named Arihant, Anand and Indian names and Indians are in areas where they are reside together there is world class plus. Then Indian Entrepreneurship is world class plus. Our Marwadis, Gujaratis, Patels have spreaded through out the world including America and all that and built their businesses, Hotels, Motels Patels have become so competitive that it is difficult for them till recently to get a Visa, so that he is World Class Enterprise.

And then we have in pharmaceuticals. In Pharmaceuticals business India has something to offer. And already Indian multinationals are occurring in IT business. You know where there are different leaders and world class plus and another things which is actually world class plus you can say is Yoga. Yoga is one Idea, one mental mind product which has actually interested entire world. Maximum number of books you can see is in Yoga and other day at Switzerland at spirit at work award, actually they started with yoga class and yoga was remembered. So Indians we have some capability to offer. How we can bring it the World Class we are

already in group of world class but how we can become world class plus that we are to learn today and to teach us this world class we have masters with us who are these masters ? We have Mr. Vijay Kaul, my best friend Mr. Vijay Kaul, he is a leader of Birla Cellulose which

he has built-up world class plus organization in a business actually which was not growing in that time he became leader increased and enhanced their both the bottom and top line through several practices which are world class and it is more Indian class, it is better. I have seen him working actually in leadership, innovation, participation, inspireness of people he achieved in Birla cellulose. So he is here to share us how he actually implemented the ideas and processes for world class plus.

Then we have Dr. Khalid Zaheer here, Dr. Khalid Zaheer, I can say a World Class plus friendship in ethics and goodwill he demonstrated in Bangkok. Me, Dr. Khalid Zaheer, Mr. Nasim Mohammad and Upadhyay were there and across the boarder friendship when there was a tension between Pakistan and India. Dr. Khalid Zaheer and me friendship and we decided that we must share and that seed as on today you can see the goodwill between Musuraf and Manmohan Singh that is the spreading of the seeds which we planted. One Idea, one suggestion, one intension can make this world a Garden. He is here and share us about ethics and about situation in Pakistan.

Then we have actually a Global Dharma Center, it is called. Global & Dharma which makes it world class plus, because Dharma Idea spreading that it is a pioneering work Dr. William & Dr. Debar Miller who are very near to us, they own India as their house and they think India can offer something to world in spirited work. Spirituality and can make it. The result can be 10 times and 100 times they believe that and we have seen them in action.

And in addition to that see Seva World class plus Kaka is here. Actually he is a seer, a pathmaker and you can see the cooperation between voluntary organizations. We have set the example for the world. Now world looks at how we handled the Kutch. The Kutch pre post and afterwards the earthquake what we are doing therefore when Indonesia tsunami problem came they came to us and our people went that's how offering something that has become world class plus and to represent that spirit of seva we have Shushma Iyenger who will share us what we can do for common good and how women power can help us in that common good there is a world class and we have Mrs. Vaidya who will share us the preparedness about the new techniques like ERP and other things and we add to this we have with us actually Jagdeep Kapoor who will tell how brands can do it. You have a brand for example and you can develop this Ahimsa is a brand and Satyagraha is a brand like that how this brand spirit in which are experts can bring to product and services Mr. Kapoor will show us and with this such a fantastic masters and teachers assembled by our dear Shyambhai, Dhirenbai and Hasmukhbhai who will share with you their own ideas as we go along. So with this which we have such a masters what we have to do? With a share the Gita says; model for the real organisation "*Tadviddhi Pranipaatena Pariprashnena Sevayaa, Upadekshyanti te Gnaanam Gnaaninastattva Darshina.*" That the three qualities for the teachers are Knowledge, Experience and Communication ability. I can assure you that all of them are masters of not only Knowledge but are

Experience and wonderful communicators and we have such teachers, what we have to do as the receiver ? The learner have to receive, practice and improve what they will teach, world class teach that receive and practice and you improve it we improve it then we become world class plus.

When we do some learning what will be our course? In this course what we can do is this. Then our journey towards world class plus business organisation by the building a bridge across the obstacles of progress and on the pillars of ethics and building materials of better and better products and brands along with preparedness of new process and techniques while bringing out our innovative best with leadership for

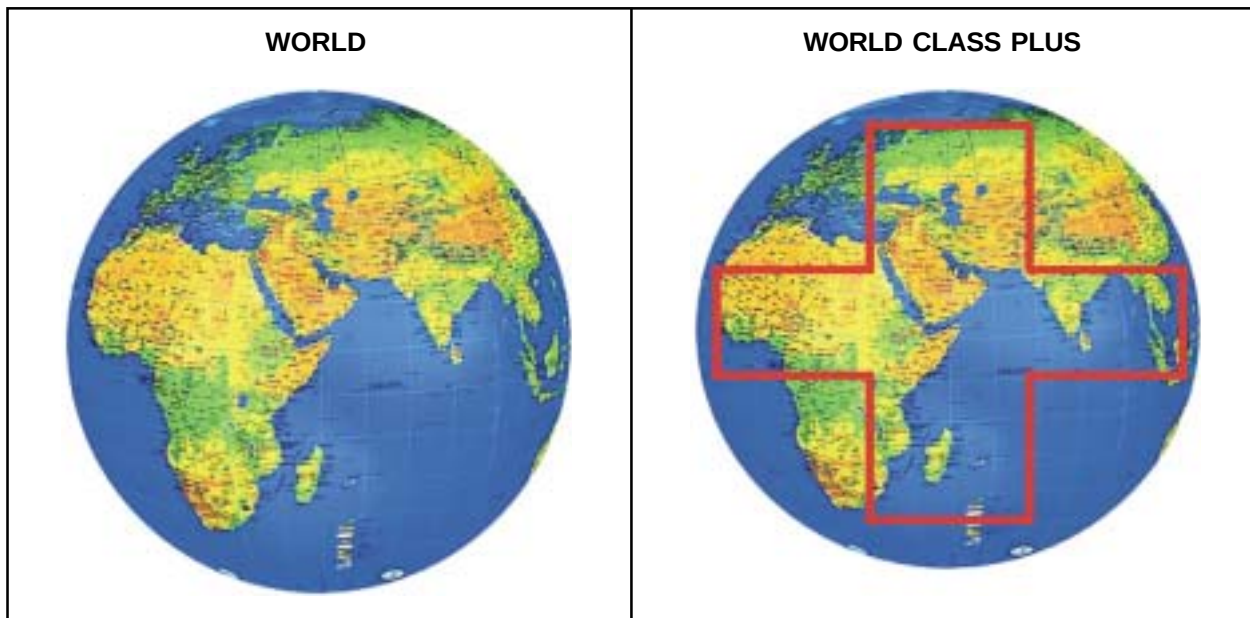
common good and then execrably contributions outstanding success and joy of togetherness will be our ultimate gift.

With this I must says that physically I was not present here and I had to be present in MS University today and Ashwinbhai always said that it is not possible for you to be at two places, three places on same time therefore I am with you.

Don't relax that I am not there I am there tomorrow.

Namaste, Salam.

PRESENTATION IN THE CONCLUDING SESSION



EXAMPLES OF WORLD CLASS PLUS

INDIAN EXCELLENCES

- INDIAN PROFESSIONALS
- DIAMOND BUSINESS
- PHARMACEUTICALS
- INFORMATION TECHNOLOGY
- JET AIRWAYS
- YOGA
- MANAGEMENT GURUS

