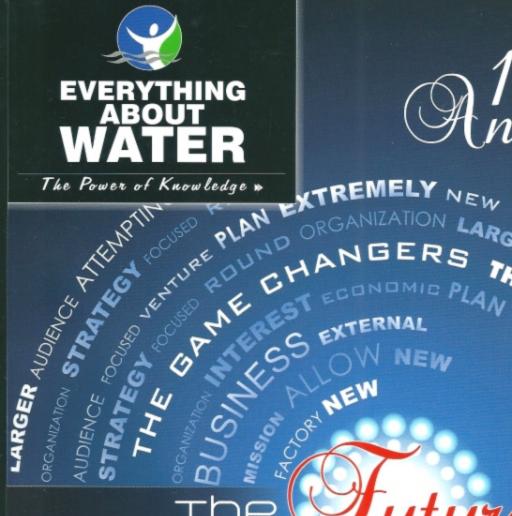
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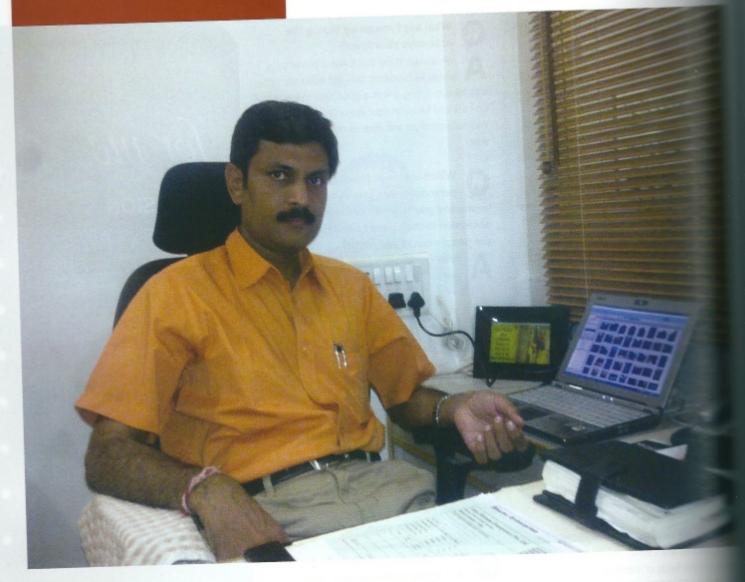
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IGER THE OBSESSION

# THE OBSESSION

Sunil Trivedi Managing Director Sarjan Watertech India Pvt Ltd Ahmedabad



# Striking the Perfect Balance!

#### What is your current obsession - in your professional life? How does it motivate

Well, first of all I wouldn't like to use the wood obsession. What I would rather call it a 'pass And it is not a current one! This has always been underlying philosophy of everything we have engage in, right from day one. Quality, innovation, and cass effectiveness, attaining all three, without comprare on our moral fiber was the very purpose with who business was commenced. See, one needs to real

#### THE OBSESSION

in these things, especially when one moustry, as significant as the Water The cannot afford to look at it as just Water is the most vital part of one needs to have absolutely mons' to be able to offer 'purity in a which in our case is water. People, ers, trust us and depend on us for the best possible solutions that answer So I quess, my all time passion to take the qualities that I mentioned income or the seamlessly with the er tunction in and achieve perfection, to secterns and processes that truly define energy of Purity', which also happens to be move have taken and are committed to com those very lines.

### and what is your current obsession on your personal life? How does it

the perfect personal and second balance. While giving my messonally, I do strive to give my second messonally, I do strive to give my second messonally. I do strive to give my second messonally as well, so that elusive second messonal life into my work. The love, second care that I have received and given so that I try to bring to my business second dealings as well.

#### what keeps you awake at night - to make a big improvement in your

This is the question that I always and this is the question that I always and this is the question that Sarjan is asking themselves every construction can Sarjan be even better? A second can Sarjan be even better? A second can sarjan be even better? A second can be explored further? How can beyond its promises? These things a sight But I must add that just a sight But I must add that just a sight but I must add that just a sight Sour actions when you get up in a sight. So that is what I, or for that member of Sarjan does. Think each night how can we make ourselves better and then get right to realizing it the next day.

#### What, according to you is more heartening and enjoyable - the destination or the journey itself? Tell us about some key milestones of your life.

A It is undeniably the journey that excites me the most. A destination for me would mean that there is no scope to go further, a philosophy I do not believe in. I have always believed that life is all about exploring newer possibilities and constantly reinventing oneself.

A How do you stay focused all the time? Any specific activity? I think when you are pursuing something that you truly believe in, focus comes naturally. Plus a steaming cup of tea does wonders too!

What kept you going during the economic slowdown? Belief, in myself. In our products and services and the value they added to the customer's life, in our entire team at Sarjan. Like I mentioned earlier, if you truly believe in what you are selling, its qualities, if it is a strong product that you are offering, nothing can keep you down and from being noticed for too long. Economic high and lows will come and go. But as long as you know you have a product for which the market has an immense need, I am sure you can override any economic slowdown.

#### Which Indian or International personality has inspired or impressed you recently - with their obsession in their profession? How do you see people can learn from it?

A Vince Lombardi, a celebrated American football coach once said, "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor." This is a maxim I completely subscribe to, professionally and personally. We all know that each person is unique in his or her own way. It is the for me...

PASSION Never giving up on something.

### INNOVATION

Never saying that things can't be better.

## SUCCESS

Your hard work that gets you success.

niversary special issue

## THE OBSESSION

commitment that we show towards the potentials that we have and what we wish to do with it, that sets great men or women apart from the ordinary. Ratan Tata is one Indian personality who has always impressed me immensely. His knowledge, his unwavering ethics, his drive and the dignity with which he conducts himself are exemplary. The Nano Car, I believe, is a fair indicator of the undying zeal that this man has. He made a promise and did not rest till he delivered. That surely says a lot about a person's character.

#### What was your key achievement in past 12 months, professionally? What did you learn from it?

A

Our systemic scale-up plan has come together very prolifically over the past twelve months. As a result of these changes, or rather improvements, we have achieved quite a few successes in our endeavors. Introduction of newer technologies that better address mass requirements by adding value to the product, products that are worth the money people expend, robust innovation and research practices are but a few of the key achievements that we have achieved in the past twelve months.

#### One obsession which you will never acquire - in your professional life? And why?

A The need to micro-manage everything. This is the age of delegation, of decentralized style of management. I shall always strive to stay away from becoming a dictator in the garb of a micro-manager. I trus my team and their abilities completely. So, ye that would be one obsession I would never to have or acquire.

# What are your specific plans for the next 1 year professionally? Please elaborate.

A Some very exciting developments we take place in the offing. Sarjan is local at expansions in a big way. We are looking forward to leverage the expertise which we together with our spirit to innovate and come up with more consumer friendly products, the be included in our plans this year. Delivering better product and service to our consumer always be the underlining factor in any plant development that we implement.