

THE OBSESSION

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Striking the Perfect Balance!

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

A Well, first of all I wouldn't like to use the word obsession. What I would rather call it a 'passion'. And it is not a current one! This has always been the underlying philosophy of everything we have engaged in, right from day one. Quality, innovation, and cost effectiveness, attaining all three, without compromising on our moral fiber was the very purpose with which the business was commenced. See, one needs to really

these things, especially when one works in an industry as significant as the Water industry. One cannot afford to look at it as just another business. Water is the most vital part of everyday life. One needs to have absolutely 'perfections' to be able to offer 'purity in a product', which in our case is water. People, customers, trust us and depend on us for providing the best possible solutions that answer their needs. So, I guess, my all time passion would be to take the qualities that I mentioned and integrate them seamlessly with the way we function in and achieve perfection, to have systems and processes that truly define the 'Science of Purity', which also happens to be the passion we have taken and are committed to deliver on those very lines.

Q And what is your current obsession - in your personal life? How does it motivate you?

A Finding the perfect personal and professional balance. While giving my 100% professionally, I do strive to give my 100% to my family as well. So that elusive balance is keeping me busy as well as motivated. We want to take important values and aspects of personal life into my work. The love, respect and care that I have received and given to my family is what I try to bring to my business and my people dealings as well.

Q What keeps you awake at night - to make a big improvement in your business?

A How can we do, what we are doing, better? This is the question that I always ask myself. In fact, this is the question that everyone at Sarjan is asking themselves every day. How can Sarjan be even better? How can new technologies can we assimilate? How can spaces can be explored further? How can we deliver beyond its promises? These things keep me up at night. But I must add that just thinking about it will not make it happen. It has to be applied to your actions when you get up in the morning as well. So that is what I, or for that matter every member of Sarjan does. Think each

night how can we make ourselves better and then get right to realizing it the next day.

Q 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.

Q How do you stay focused all the time? Any specific activity?

A I think when you are pursuing something that you truly believe in, focus comes naturally. Plus a steaming cup of tea does wonders too!

Q What kept you going during the economic slowdown?

A 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.

Q 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.

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.

Q 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.

Q 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 trust my team and their abilities completely. So, yes, that would be one obsession I would never like to have or acquire.

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

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