

Pursuit of Excellence



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Success in business and profession is appreciated by all. Every individual or organization tries to achieve success in the chosen field of activity. There are many factors which contribute to the success of an individual or organization. Pursuit of Excellence is one important factor which contributes largely to success. In fact, success is a tribute paid to Excellence.

The Pursuit of Excellence is the basis for existence of every business and profession in the long run. When we look around us, we find certain people and organizations who pursue their goals relentlessly by trying to achieve the best in their field. Every action and step by everybody in that organization is taken with the objective of doing it in the best possible manner. They pursue their growth through excellence.

However, there are many others who do not follow excellence as a rule. Consequently, the people in such Organization develop habits of doing things in a mediocre way. Over a period of years, inefficiency creeps in these organizations and slowly such organizations lose their position and vanish in the overall commercial atmosphere.

One must make sincere efforts to pursue excellence in whichever area the person operates. A person requires high intention to do things in an excellent manner. It requires complete knowledge about the subject which you are dealing with so that you can do the work in the best possible manner. It also requires an ability to learn new things on a continuous basis. The world keeps changing so fast that one will become

obsolete if one does not continue the process of learning and unlearning. In addition to knowledge of the subject, one must have full faith in what is being done and believe that it is being done rightly. The emotional ownership of the work that you do is most important. Any action without emotional ownership and a strong belief in the said action cannot produce results. Thus, high intention, knowledge supported by continuous learning and backed by strong belief and emotional ownership ensures that the work is done in the best possible manner. This is what is necessary in pursuit of excellence.

When every person in the organization decides to follow this path, the Organization is bound to grow in its chosen area of activity. When many organizations pursue this approach, it is bound to show positive results to the people connected with such organizations. When there are more organizations who are doing excellent work, it is bound to have impact on many others who may be doing it in a mediocre way. The natural impact of such illustrations pushes other people to do things in a better manner. This will ultimately result in more people pursuing excellence and produce better results. This will finally help our Nation to grow faster.

While the pursuit of excellence is the necessity for achieving success, the integrity and honesty of purpose is also very essential for long term existence. The competition to grow faster and succeed at any cost has driven some people to follow all wrong methods and finally they end up losing everything. Thus, the belief in self and the system and willingness to follow the right path in the long run is very essential.

When we look around in the commercial world, we find that the failure of few organizations either on account of economic environment or on account of fraud has become a recurring feature. Whenever such a fraud takes place, it results in loss of investments for many shareholders and loss of money for Banks. The Banks get their deposits from public and therefore any loss to a Bank is really loss to public. The history of major frauds in the country shows that whenever a major fraud takes place, the Government comes up with either a new law or amendments to the existing laws.

I feel that we need to formulate a policy about Dealing with Failures, Whenever, a fraud takes place we need to study the same properly and do a root cause analysis. We need to evaluate whether it was the failure of an individual or organization in proper compliance with the laws or was it resulting from a shortcoming in the law itself. If it is the failure of an individual or organization to comply with the laws, then it is more appropriate to punish such person or organization properly rather than changing the law itself. Mere additions to laws or amendments to the existing laws make things more complicated.

When we study the pattern arising out of various frauds, it is noticed that the greed for money has driven such people to follow all unethical and illegal means. Such frauds bring out that the hunger for more wealth without exerting has driven people to wrong means. However, if one looks at such people and organizations carefully, it is difficult to believe that nobody else knew about the wrong things done by such people. Many times, the silence of few people who are merely observing the wrongdoing or the intentional ignorance of few people who know about it, enable the fraudsters to become bold and do it in a brazen manner. In a way, the silent spectators should also be considered equally responsible for such frauds and the consequential loss of money for the public at large.

Thus, it is essential to have some principles in business if the society has to grow and enable growth of business on a sound footing.

तत्त्वात् संजायते नीतिः ! नीत्या सत्कृति जायते ।
कृतिः ददाति समृद्धिं! तत्त्वम् सिद्ध्यादि कारणम् ॥

One needs to have Principles in every activity that we carry out. Every business or profession should be based on some principles. Such Principles should be supported by proper Strategy to achieve the goals. If there is no Strategy adopted, then the mere existence of Principles would not be useful. The Strategy, which is based on Principles, must be backed by Action. A mere Strategy without Action is again of no use. Finally, a principle-based Strategy which is backed by proper Action results in Human Enrichment. It is not merely money or wealth which makes one rich. Overall Human Enrichment is much more important.

Thus, the role of every human being in the Society should be to move towards excellence. The businesses and professions who create wealth and large employment need to move towards excellence to remain relevant in their activities. Such businesses and professions will always keep growing and this will help many other people to grow in their chosen field. Finally, the goal for all of us should be to achieve human enrichment for all.
