

**APPLICATION FOR THE 2004
INTERNATIONAL SPIRIT AT WORK AWARD**

BASIC DATA :

1. ***Name of Organisation*** : **Excel Industries Ltd.**
184-87, S.V. Road,
Jogeshwari (West)
Mumbai – 400 102 (INDIA)
- Date of Founding*** : 19th November, 1941
- Number of Employees*** : 1200
- Nature and Scope of Business*** : Manufacturing and Marketing of Chemicals/
Biochemicals/Agrochemicals.
- Locations*** :
- (i) Mumbai - (Maharashtra, India)
 - (ii) Bhavnagar – (Gujarat, India)
 - (iii) Roha – (Maharashtra, India)
 - (iv) Lote Parsuram - (Maharashtra, India)
 - (v) Gajod – (Gujarat, India)
 - (vi) Zonal Marketing Office : (New Delhi, Kolkata, Ahmedabad, Hyderabad)
- Website address`*** : www.excelind.com
2. ***Contact Information*** : **Shri G. Narayana**
Executive Chairman
Tel.No. : + 91- 22- 26780243
Fax No.: + 91- 22- 26783732
E-mail : narayana@excelind.com
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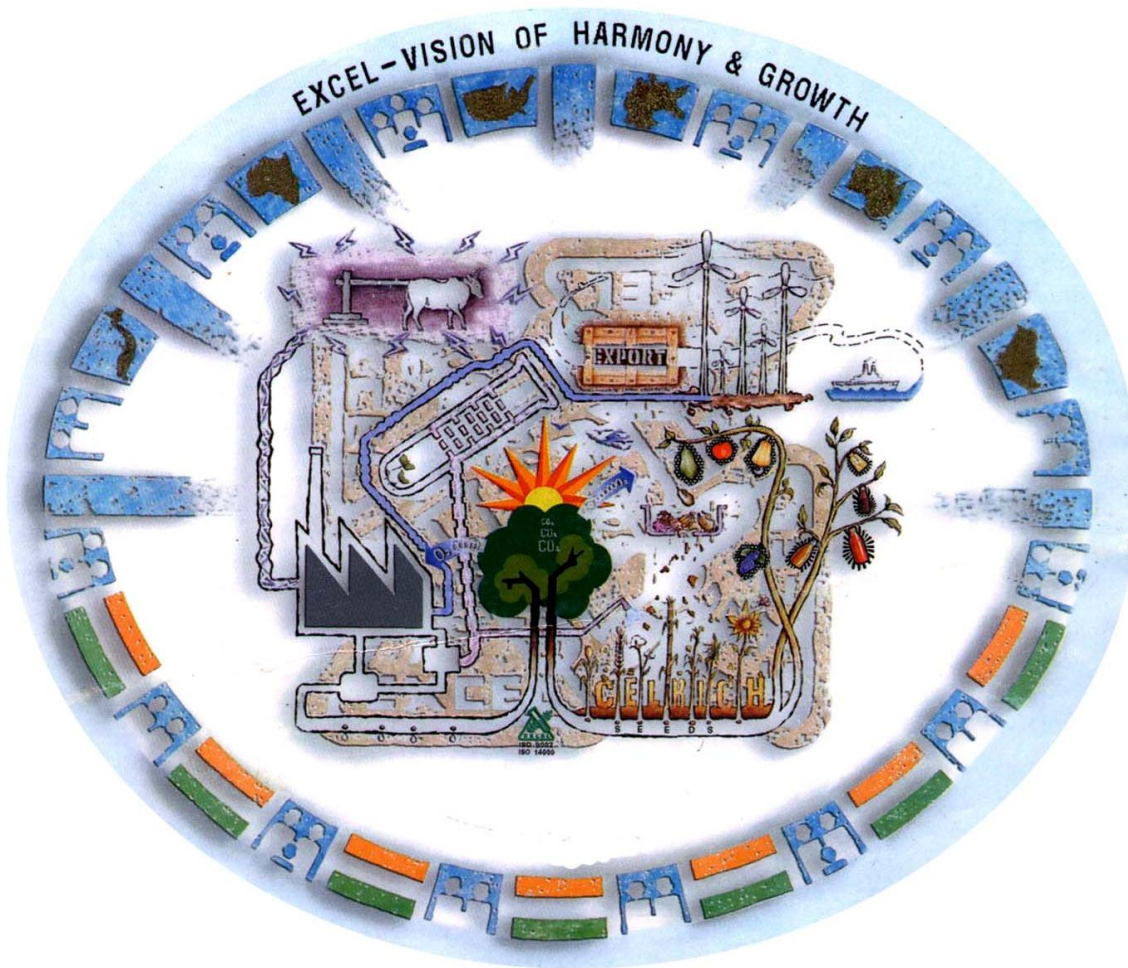
3. ***Brief Description of the Organization :***

Excel Industries Ltd., was started as a small Kitchen Laboratory in 1941 with a capital of Rs.10,000/-. Today it has a turnover Rs.480 crores (over \$ 107 Million), export earnings of over Rs.134 crores (over \$ 30 Million), a manpower strength of 1000, product range of over 20 chemicals in its plants located at 5 sites. Excel holds the distinction of having 110 process breakthroughs to its credit. Made many technical breakthroughs in chemical industry for the first time in the country.

- ❑ Our manufacturing sites are ISO 9001: 2000, ISO 14001 and OHSAS 18001 certified.
- ❑ Continuous learning and training are essential aspects at Excel. Every year, around 1000 people from all levels pass through training programmes conducted at all the sites by the Excel Institute of Technology, Environment and Management (EITEM).

- ❑ On Personnel and Industrial Relations front.
Excel Management and union has all through out its history very cordial and friendly relations. The settlements are always arrived in mutually win-win conditions.
- ❑ Our Future Business Areas are :
 - City Waste Management
 - Speciality Chemicals
 - Herbal products
 - Land Management
 - Water Management
 - Solar Energy

a. The Vision , Mission; Philosophy and core values of the organization includes followings :



Excel's visualization of Harmony and Growth is to provide solutions through contributing to photosynthesis cycle from Soil Health to Plant Health to Crop Productivity to Nutrition utilizing our skills and knowledge in chemistry, biology, water management, city waste management, farm and farming practices.

MISSION FOR NEXT 50 YEARS EXCEL INDUSTRIES LIMITED

We, the members of Excel family, pay our respects to the memory of our founder Late Shri C C Shroff, our dear Pappa, on this 19th November, 1990, marking the commencement of the 50th year of what is now Excel and rededicate ourselves to further fulfill the vision of our founder to make humble contributions to country, industry, rural society and our Company through technology, innovation and through individual and collective endeavour.

Satisfaction of our shareholders, customers, our own people, suppliers, institutions, investors, society and community is paramount to us. We will make whole hearted efforts for the fulfillment of this objective through our interactions and interdependence with them.

India, our country is blessed with abundant natural resources in terms of soil, sunlight, rain, ocean, rivers, minerals, underground resources, forests, mountains and snow. We are fortunate to have a background of thousands of years of culture and civilization where values, principles and respect for nature are key factors. We the members of Excel family will follow the path of imbibing our cultural spirit, harmoniously working to preserve, utilize and protect our natural resources and to continue to base our practices on values and principles.

We have a responsibility towards industry and community. Rural community is heart of India. We will be friends and contributors to well being of both industrial and rural community. Not only through our products and services, but also through our knowledge and expertise, we will be of assistance to community and industry.

Company is togetherness. We will work and contribute, learn and grow together in the spirit of “Saha Viryam”. This is our resolution and we resolve so. We pray to the Almighty that we be granted the strength to fulfill our this mission.

**MEMBERS OF EXCEL INDUSTRIES LTD.
50 YEARS OF EXCELLENCE.**

- ❑ At Excel the purpose of business is to add value and happiness. Happiness of all stakeholders is the ultimate purpose: add value to humanity, add value to human values, add value to value.

So business is to make excellence and make people happily conscious. Ultimately, business must become value added – oriented to value and people’s happiness. It must bring about around consciousness.

- ❑ Excel is an example of how profit can be made and wealth can be generated with ethical practices. Excel demonstrated how ethics, energy, excellence, economy and ecology can be integrated.

- ❑ There is a spirit of self-respect, freedom and happiness manifest in the company members, which comes from a culture where human potential is respected and maximized. Excel’s Mission statement says : “Company is togetherness. We will work and contribute, learn and grow together in the spirit of Saha Viryam...”

- ❑ Transformation Process at Excel :
 Learning together – for transforming challenges to opportunities.
 Achieving together – for transforming Resources to Results.
 Contributing together – for transforming cost to value.
 Sharing together – for transforming success to sustainance.
 Underlying theme – “Together”

- Excel management exudes love for India’s ancient civilization, for nature, and for fellow human beings. These qualities have been instrumental in creating a unique culture in Excel, where everyone is made to feel as members of a family. Family nomenclatures rule – the founder late C.C. Shroff is Pappa, Late G. C. Shroff is Bhai, Mr. K. C. Shroff is Kaka. And G. Narayana, is Guruji.

- ❑ According to Mr. G. Narayana, Executive Chairman, Bhagwad Gita has many lessons for leadership management, Mutual acceptance, support, goodwill and endeavour are the hallmarks of responsible leadership.

- ❑ Mr. Narayan advocates the importance of GOD (Group, Organization and Direction). To him, a cohesive group is the foundation of any organization capable of giving direction. In times of trouble, the group could find solutions to problems collectively. A group thus becomes a team and the organization becomes a team power.

- ❑ Transformations :

D.O.G.	to	G.O.D.
(Dis organized Group)		(Group, Organization, Direction)
Work	to	Excellence
Sincerity	to	Nobility
Delegation	to	Trust
Managing	to	Pathmaking

Take & Take	to	Offer & Receive
Slave Drivers	to	Partners
Slaves	to	Partners

- Vision Statement - We as a team will
 - Establish ourselves as a preferred supplier for the products from our current lines;
 - Prove ourselves as a preferred alliance partner for development of new products;
 - Setup a cost and time effective, reliable, innovative R & D to strengthen our business; and will endeavour to be a world class manufacturing company through our Manufacturing Excellence Program.

- Mission Statement – Excel Industries Ltd. is a Company that will
 - Renew, nurture and grow the present product lines;
 - Strengthen the newly introduced product lines;
 - Work intensely on new business development;
 - Further pursue Phosphorous based Chemistry, Specialty Organic Chemistry;
 - Work in Areas of Pharmaceutical Intermediates; & Active Pharmaceutical Ingredients;
 - Accelerate the new product development process;
 - Achieve not less than 50% Sales from exports;
 - While adopting and practicing the Manufacturing Excellence Program and achieving Sales Turnover of Rs.400 Cr. In 2005-06 with improvement in Profitability.

- Mission Statement of the Environ-Biotech Division:

A healthy, vibrant, contributing self –sustainable, satisfying – Environ-Biotech Division as a Corporate Citizen with Business success and Ethics. This includes work in the areas of Value added Celrich, Seeds, Organic Farming, Bio-pesticides, Growth Promoters, Smart Celrich Plants, Soil Productivity, Wasteland Reclamation, Sewage Water Treatment, Bio-remediation of Industrial effluent, Tissue Culture, Biotechnology Grade Chemicals, Bio-chemicals – Enzymes and Others – (a) Marketing of Services (b) Waste to energy – Biomethenation.

- Environment Policy :
 - Excel Industries Limited, manufacturers and suppliers of industrial speciality chemicals endeavour to attain sustainable development by preserving and protecting the environment.
 - To fulfill this, we are committed to :
 - Comply with applicable environmental legislation, regulations and other requirements.
 - Continually review and improve our environmental performance.
 - Prevent pollution by design, installation and effective operation of our plants and pollution control devices.
 - Plan and equip ourselves to protect the environment in case of emergencies.

- Conserve natural resources by exploring opportunities to attain optimal utilization of resources.
 - Involve our employees, vendors and contractors through communication of policy and imparting training.
- Quality Policy – Objectives
 - Complete Customer Satisfaction
 - Employee Development
 - Operations Control
 - Environment Excellence
 - We endeavor to ensure the total involvement of all people and their wholehearted participation to fulfill the above objective through motivation and training.

Excel Industries Limited firmly believes in providing Quality Products, Information and Services to our internal and external customers.

- We shall continuously ensure that the dynamic needs of our customers, from all over the Globe are met to their full satisfaction by continuously updating technology, selecting appropriate processes and implementing the same internally through our employees and externally through our vendors and that we choose efficient processes which lead to clean environment and quality material at competitive prices.

b. How does your organization define “Spirit” or “Spirituality” ? How do you talk about the “vertical” and “horizontal” dimensions of spirituality ?

- Definition Spirituality at Excel (as stated by Mr. G. Narayana, Executive Chairman) is “inspired responsibility towards people, other living beings, and the world seeing and relating with Divinity in every aspect. Self-improvement plus world service equals spirituality. God is spirituality.
- Nara means man and Narayana means God. Nara to Narayana is the path of humanity to Divinity. The positive, helpful truthful and responsible way is the “Divine light” way. This is Spirit. Every human can become devine light. Nara to Narayana is this path of light.
- Spiritual purpose is to return added value to the world; to be a being of love; to contribute, endeavour, excel, and assist others to excel.
- Spiritual context theme at Excel is: Noble actions, noble feelings, noble thoughts, noble responsibility.
 - Everything in this world is God’s creation and there is God in every thing. The universe in manifestation of divinity.
 - World is a family.

- Let noble thoughts come from all directions.
Let us be protected together,
Let us be supported together,
Let us work with enthusiasm, together
Let us learn with brightness together,
Let there be harmony between us to be together.
- Let all be happy,
- Industry is the manifestation of excellence in men.
- Every individual is capable of doing great things.
- Profit is by-product of Service provided
- Do unto others, as you wish others to do to you.
- Head of the organization is a trustee for stakeholders.

c. *How do you handle concerns about diversity of religions and what boundaries do you set around employees trying to convert each other, or in any way making others uncomfortable ?*

- We begin our day in the organization with All Religion Prayer. Also any function, a special gathering or a training session begins with this All-Religion Prayer. We Pray :
To Aum (All Universal Magnificance)
To That Truth, To Auspiciousness, To The Ultimate Goal of all beings
To The Supreme Person, To The Teacher, Guru, To Realised one
To Buddha, the enlightened one, To the most powerful one
To the remover of obstructions, To the splendor of light
To the divine fire, To the ultimate one, To the middle path, To yehovah
To supreme energy, To the Abba father, To the Lord Jesus
To the radiant one, Vishnu, Rama, Krishna, To Rahim, To Tao,
To consciousness in all, To the Universal Form, To consciousness Bliss
To the Taker, To one without second, To Timeless, To Unborn, To core of self

Let us be protected together
Let us be supported together
Let us work energetically together
Without any ill feeling let us be together

Aum Peace Peace Peace


- Excel is a story of purpose, principles, policies, programmes, plans, processes, procurements, projects, plants, products, practices, profits, problems, progress, prosperity and peace, but mainly it is people story.
- Ecology, too, is a major concern for the last twenty five years, Excel has been studying kutch and has pioneered work in rain farming, watershed management and wasteland development, amongst other activities, a forestation and the use of alternative sources of energy are being actively pursued

- ❑ Excel has participated and contributed in the evolution and development of Managerial Leadership practices based on the rich Indian heritage and culture. The Foundation for Integral management has played a key role in establishing a network for value-based practices and Excel participated intensively in the movement.


d. Organization's activities; when these practices were implemented and by whom; relevant background; public visibility; etc. Finally do you believe these programs will sustain over time ? If so why ?

Mr.K.C. Shroff our Chairman Emeritus quotes: “One of the verses our parents taught us early in life was **Isa Vasyam, Idam Sarvam** (**‘By the Lord is suffused all that moves in a moving world’ – Isha Upanishad**). We interpreted this to mean that all are worthy of respect”.

- ❑ All employees are given company shares in the lots of 50 to 200 per person based on their length of service. In this process the **employees are made partners in the company**.
- ❑ Excel is first chemical company in India to carry out **social accounts** for its manufacturing activities at Bhavnagar plant and west zone marketing division through a non-profit organization viz. International Resources for Fairer Trades (IRFT)
- ❑ The family feeling is strengthened by admirable practices such as running a **common canteen** where everyone from the lowest worker to the Chairman and Managing Director eat the same food at the same time.
- ❑ Every year, the company honours the employees, who have completed 20, 25 and 30 years of service in the organization. This manner of extending recognition and generating goodwill has been practiced from the year 1961. Mementoes and Cash Awards are presented at a function, where **long service holders are felicitated** by Directors and seniors. Members of Shroff family and family members of long service award receivers are also invited to the get together, which generates sustained “family” environment in the Company.

Glimpses of Excellence

2000-2001

The Products as Offerings



A Satyanarayana Pooja was held in the Marketing Section of the Agribusiness Unit. The temple was made of the Company's different product packs, thus representing the customer as God, the products as offerings and the marketing people as the worshippers.

- ❑ Excel has developed in collaboration with VRTI, Kutch Bio-technical processes for manufacturing **soil enricher** based on Microbial processes, thus converting garbage into a soil enriching material. The Microbial soil-enricher production is in operation at various locations. This technology is distributed to several urban/rural centers.
- ❑ **Solid Waste Management** – the Excel Process to wealth generation :
Recognizing the desperate need for organic material to restore and improve agricultural soil quality, Excel realized that huge quantities of organic material were being dumped every day and that if this material could be collected and processed, it has the potential to make a significant contribution to solving the problem. Many years of research allowed the isolation of “friendly” microbes and development of the controlled aerobic fermentation of the organic fraction in mixed municipal solid waste (MSW). Further, research into the most appropriate means of processing the initial waste stream and the resulting materials has led to the “Excel Process”, in which putrescible waste is converted into bio-organic soil enricher.

Excel has developed **biodynamic products and processes** for dealing with environmental problems encompassing municipal solid waste, putrescible wastes from the agriculture, horticulture and aquaculture industries, sewage sludges, industrial waste streams and contamination of soils and waters by hydrocarbons and other organic compounds. Its activities include sanitisation, bio-conversion, bio-remediation, bio-augmentation and use of the “Cel Treat Process” and “Cel Stream Process”, in addition to the Excel Process.

- ❑ Rural India is the potential wealth of India and rural population are friends of Excel, Excel has supported and assisted **integrated rural development programmes** undertaken by Vivekananda Research and Training Institute (VRTI) in Kutch and proposed Samarth Gram Vikas Trust in Konkan. The programmes included land management, water management, recharge water wells and rural employment, effective tree plantation, agriculture, rural education and other programmes.
- ❑ A unique experiment is being carried out by the Bhavnagar Unit of Excel to provide a common platform to **High School, College and University Students** and to bring out their hidden talents and EXPRESS themselves during a week long competition in various fields. This programme was not only welcomed by the students, their parents and their teachers but also by the opinion leaders and intellectuals of the city including press and media people.

➤ The Inspirational Quotes are displayed in all our Plants for e.g. some of them are as below:

- **The Essence of Management is DECISION MAKING. The Essence of Decision making is Knowledge and Understanding. The Essence of Knowledge and Understanding is Home Work.**
- **Vision without action is merely a “Dream”. Action without vision passes the time. Vision with action can change whole world.**
- **Peace Prosperity, Liberty and Morals have an intimate connection.**

- **Victory belongs to the Most Persevering.**
- **Knowledge speaks, but Wisdom listens.**
- **A friendship founded on business is better than a business founded on Friendship.**

- As a part of social responsibility, excel industries limited Bhavnagar has initiated **water-harvesting activities** in two districts, namely Bhavnagar and Amreli through Shri Vivekanand Research & Training Institute (VRTI), the NGO working in rural areas. A brief physical achievement in 2003 is given in the following table.

No.	Activity	Unit	Area (hector)
1.	Check dams	164	2135
2.	Farm Pond	123	250
3.	Percolation Tank	8	41
4.	Well recharge	64	160

Apart from building infrastructure for rainwater harvesting, many programmes on creating awareness among village have been undertaken.

- Our **shareholders visited** Kutch in groups and witnessed the work done by Shrujan, Vivekanand Research and Training Institute and other voluntary organizations with support and participation of Excel in the areas of Rural Development, Water-Shed Management, Community Development, Land Productivity Improvement and other developmental activities.

Another group of our shareholders visited the Amboli site and the Celrich Plant at Thane. This Bio Organic Soil Enricher Plant uses the technology developed by Excel.

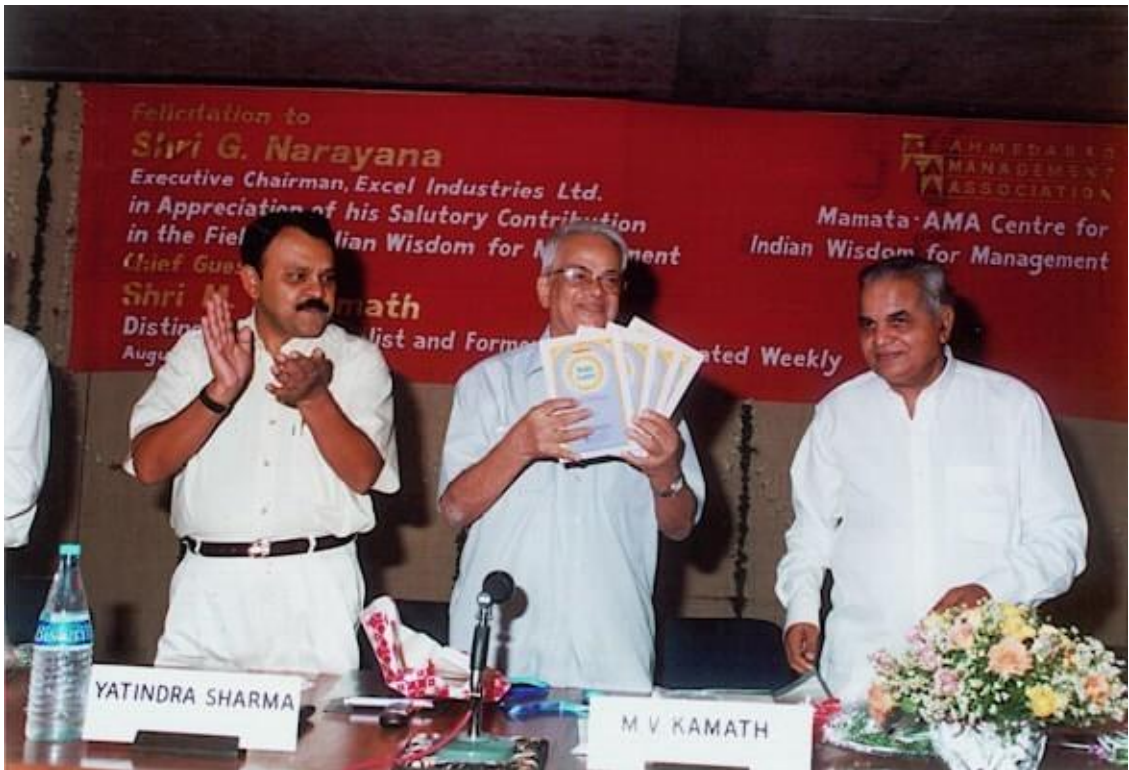
The shareholders expressed their appreciation for this process of converting Waste into Wealth.

- **Tarun Vikas Shibir (Summer Vacation Camp) :** Right from the beginning of Bhavnagar site Puj. Kaka invariably kept interacting with people in all walks of life through meetings and visits to various places and institutions in the city of Bhavnagar and around with an objective of developing ways and means so that we can participate and make positive and constructive contribution in all round growth of the society. Puj. Kaka gave equal attention to the students and schools, like he gave attention to the scientists, social workers, scholars or any other personality or the field of work. About 40 boys and girls of 10th, 11th & 12th standards attend this Shibir during the month of May every year. Objective of this camp is to interact with Teenage Boys and Girls and expose them to the essential skills, knowledge and practices in the areas of Physical, intellectual and behavioural training, where they get opportunity to use their heels, hands, heads and hearts efficiently and effectively for realizing their own potentials and become committedly aware of their responsibilities for environment care, importance of Physical work, activity Management, Team work, Leadership and Self Reliance.

- ❑ **The Library** has been a source of knowledge and learning for all members of Excel, in the areas of science, technology, management and leadership. Now the various libraries and knowledge sources of the world are connected through the Internet and are available to all members of Excel. The new library which contains Internet facilities in addition to the storehouse of books, is now named “**C.C. Shroff Gnyan Mandir**”, in remembrance of the founder Shri C.C. Shroff, who was a genius in science and technology, and a noble humanitarian.
- ❑ Excel has attached prime importance to the environment. As a responsible corporate citizen, the Company has not only ensured environmentally healthy and effective process but also taken several initiatives to **plant and rear thousands of trees** in Gujarat and Maharashtra.
- ❑ Excel West Zone, tied up with “**Children’s Toy Foundation Trust**”, which promotes sharing of toys through a moving Toy Library, especially for under-privileged children in urban areas.
- ❑ At Bhavnagar, Excel initiated efforts to establish a **network of more than fifty non-government organizations** working in Bhavnagar district, namely “Bhav-Setu”.
- ❑ Excel has formed “**ENCON**” **Cell**, which has implemented effective energy conservation programmes. All the people and groups from Corporate to Operative levels contribute to this drive in efforts and spirit.
- **Excel Institute of Technology, Environment and Management (EITEM)**
Excel Industries Ltd., recognizes that Training and Development of attitudes and skills are fundamental to its continued efficient and profitable running. Training is regarded as a primary factor of growth and prosperity, which is essential to the development of the Company’s most important and vital Asset – our people. EITEM ensures a Healthy and Rich Learning Environment where people participate and Generate solutions, contribution and wealth. EITEM prepares for future in terms of development of people and culture of excellence through education, training, learning and sharing in the areas of technology, environment and Management.

Attached below are a few photographs showing Mr.G. Narayana’s presentations at some of the sessions :





e. *What has been the effect of policies, programs, or practices on stakeholder community? Stakeholders include employees, owners, customers or clients, suppliers, communities in which business has a presence, etc.*

- A unique **leadership-training program** was conducted at Rajkot for 30 young men in alliance with Ramakrishna Ashram and Vivekananda Centre for Management and leadership. Excel's members functioned both as organizers and faculty in assisting these young men in their personal development of skills, attitudes and values.
- On 24th October, 1999 a **devastating cyclone** disturbed all life and productive systems **in Orissa**. Around 30 volunteers from Excel, trained in medical treatment and relief operations, camped at the severely affected areas of Jagatsinghpur and Kendrapada and worked relentlessly for disinfections, sanitation, water purification, providing shelter, food, medical assistance and fulfilling other needs in 143 villages. Similarly Excel contributed and participated physically in relief and rehabilitation programmes during Latur Earthquake, Morbi floods and draught in Saurashtra
- **The Kutch Earthquake** : The catastrophe that occurred in January 2001 in the form of an intensive earthquake was devastating. Excel, through its voluntary organizations viz. Vivekananda Research & Training Institute, Shrujan and Shroffs Foundation Trust, has participated in the process of Relief and Rehabilitation operations. Now the process of Reconstruction is on in an integrated manner, keeping in view our cultural heritage, the needs of the people, and the necessity of enabling a New Kutch to emerge.
- The Reconstruction work in Earthquake affected areas in Kutch has progressed well through the contribution of **voluntary organizations led** by ABHIYAN. Vivekanand Research And Training Institute and Shrujan Trust have facilitated the building of 20,000 houses in 200 villages.

Resources and funds from within India and international agencies flowed in, in ample measure to mitigate the tragedy.

VRTI and Shrujan, important members of Abhiyan, provided immediate relief and help in reconstructing houses and the shattered lives of the population.

- **Shree Vivekanand Gramodhyog Society :**

- Year of Establishment : 1988
- Core area of Work : Handicraft and Women Empowerment.
- Geographical Coverage : Kachchh and Bhavnagar District
- Core Objectives : Rural Women Empowerment.

- **Shroff Foundation :**

Year of Establishment : 1980

Core area of work : Health, Agriculture, Livestock Management, Sanitation, Women and Child Welfare, Watershed Development, Skill Upgradation and Income Augmentation.

- **Shrujan Trust :**

Year of Establishment : 1969

Core area of work : Watershed Management & Women Empowerment.

Geographical Coverage : Kachchh and Banaskantha District.

Core Objectives : To bring traditional magnificence into urban lives and to safeguard the dignity and skills of village artists.

- **Vivekanand Research & Training Institute (VRTI)**

Year of Establishment : 1975

Core Area of work : Watershed Management, Health & hygiene, Natural Resource Management, Training & Capacity Building, Education, Environment, Disaster Management & Women Empowerment.

Geographical Coverage : Kachchh and Saurashtra.

Core Objectives : To make people self-reliant

- **Kutch Nav Nirman Abhiyan :**

Year of Establishment : Abhiyan, as the Kutch Nav Nirman Abhiyan is known, is a network of grassroots organizations that was founded as a response to the devastating cyclone that hit Kutch in May 1998.

Core area of work : Abhiyan has emerged as a network of voluntary organizations in Kachchh, undertaking coordinated planning, lobbying and capacity building activities on a range of development concerns. It is not a directly implementing organization. It is a network of developmental organizations implementing collectively.

Geographical Coverage : Entire Kachchh

Core Objectives : To inculcate self rehabilitation of the individual communities and ensure that local capacities are built and the resources are maximized to avoid dependency.

- Excel is emotionally and actively working in close association with **Ramkrishna Mission** which is formally founded by Swami Vivekanand in the name of his Guru Shri Ramkrishna Praramhansa. for the upliftment of and service to Humanity.
- **Shri Seetha Rama Seva Sadan**, a registered service minded organization is established at Manthani in Andhra Pradesh under the highly inspiring and spiritual guidance from Guruji Shri G. Narayana.

The Sadan is carrying out several activities highly beneficial to the society. The area of activity and goals of the Sadan include tree plantation, supporting students whose parents are economically disadvantaged, promoting academic excellence in schools by freely providing text books, uniforms and teaching aids and accessories, providing assistance to the critically ill who have no wherewithal, providing essential services to the people affected by natural calamities, providing food and clothes to the senior citizens who cannot support themselves and finally honouring men and women who make a name for themselves in different spheres.

f. *What has been the effect of policies, programs, or practices on nominee's business success?*

When Mr.G. Narayana arrived in 1989, Excel was about US\$ 10 million which became about US\$ 100 million. This shows the Company's growth is based on his spiritual prospective.

Mr.K.C. Shroff's life theme is well described in his quote;

"We are working for God. We are His nimits (means). The whole cosmic creativity is through that. If we can become a part of it, what a joy it is! Productive action is spirituality. Profit is a by-product of services rendered. In Excel, service is the motivation".

- Today, more and more of Mr. K. C. Shroff's attention and time is devoted to rural and social rehabilitation in his beloved Kutch, where the company runs a number of social organizations, including Shrujan, headed by his wife, which encourages the brilliant handicrafts of that region.

Excel has encouraged the Scout Movement, Mr. K. C. Shroff, was awarded the prestigious Silverstar Award by the Hon'ble President of India for his personal contribution to the Scout movement in Maharashtra.

An 'Award of Excellence' was presented to Shri Kantisen C. Shroff (beloved "Kaka" to all Excelites), by the Indian Environmental Association on May 5, 2000 at Mumbai; in recognition and appreciation of his pioneering, distinguished and meritorious service for the protection and preservation of environment through his developmental, entrepreneurial and social activities during the past five decades.

An Award for "Corporate Governance" was presented to Excel Industries Limited on 8th February, 2000, by His Excellency. The Governor of Gujarat, Shri Sundar Sinhji Bhandari at a function organized at Ahmedabad. Shri Ashwinbhai Shroff received the Award on behalf of the company.

The company has received a "Special Award" from CHEMEXCIL for the outstanding Export Performance for the year 1999-2000. The Citation Award was presented at an impressive function held on 9th May 2001 at the hands of the Honourable Union Minister of State for Commerce & Industry, Shri Omar Abdulla.

The Government of India nominated Mr. K. C. Shroff (then Chairman) to represent the country at this important conference at Manila on the theme of "integrated approach for sustained development". The conference made important recommendations for industrial growth with a healthy environment.

- Mr. Ashwin Shroff, Managing Director, received a honorary fellowship of the Indian Institute of Chemical Engineers, (IChE), at a function held in Chennai, in December 2001, at the hands of the IChE, President Dr. G. D. Yadav, for his long standing contribution to the Indian Chemical Industry.

LIST OF AWARDS

- | | | |
|----------------|---|---|
| <i>1964</i> | : | Sir P. C. Ray Award for Development of Products and Processes in Indigenous Technology. |
| <i>1968-69</i> | : | The Bronze Shield for Import Substitution for Developing Indigenous Know-how for manufacture of Monochloro Acetic Acid. |
| <i>1969-70</i> | : | First-ever Gold Shield for Import Substitution for Developing Indigenous Know-how for manufacturing Methyl Bromide, Aluminium Chloride, Phosphorus Pentasulphide and Aluminium Phosphide. |
| <i>1972</i> | : | The ICMA Award for Social Progress in the Chemical Industry. |
| <i>1973</i> | : | Sir P. C. Ray Award for Development of Products and Processes in Indigenous Technology for Development of Elemental Phosphorus. |
| <i>1973</i> | : | Silver Shield for Development of Know-how of Elemental Phosphorus. |

- 1981* : The ICMA Award for Process Design and Process Engineering of Chemical Plant and Innovative Production of Endosulfan.
- 1982-83* : Award for Export of Organic and Inorganic Chemicals including Pesticides, from Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council, Bombay.
- 1983-84* : Award for Export of Organic and Inorganic Chemicals including Pesticides, from Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council, Bombay.
- 1983* : Environmentalist of the Year Award to Shri K. C. Shroff, instituted by Chemtech Foundation.
- 1984-85* : Trishul Award for Excellent Export Performance for three consecutive years, from Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council, Bombay.
- 1990* : Sir P. C. Ray Award for Development of Technology Indigenously for Butene Diol.
- 1990-91* : Award for Export of Organic and Inorganic Chemicals including Pesticides, from Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council, Bombay.
- 1991* : The ICMA Award for Innovative and Purposeful Programmes for Social Progress.
- 1991-92* : Award for Export of Organic and Inorganic Chemicals including Pesticides, from Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council, Bombay.
- 1992* : Jamnalal Bajaj Uchit Vyavahar Puraskar (Jamnalal Bajaj Prize for Fair Business Practices.)
- 1992* : ET-HBS Corporate Performance Award in the Medium & Large Category.
- 1992* : Award for the “Best Exhibit” in Green Expo 2000 – All India Exhibition on Environment.
- 1992-93* : Top Award for Exports.
- 1993-94* : The Good Corporate Citizen Award from the Bombay Chamber of Commerce & Industry.

- Excel receives and offers help and assistance as co-citizens of the Corporate world through active participation in Associations such as ICMA & CHEMEXCIL.

g. How the organization has been a model or inspiration for others companies in your industry or outside of it ? For example, is your CEO often asked to speak at industry conferences ?

- Mr. K.C. Shroff – Chairman Emeritus and Mr. G. Narayana, Executive Chairman have played a seminal role in rooting business practice in Indian culture and spirituality. In 1990, they, Swami Jitatmanandaji of the Ramkrishan Mission and S. K. Chakraborty of IIM, Calcutta, and a few others met and resolved to popularize the concept of management through Indian ethos.
- Mr. G. Narayana, Executive Chairman of Excel Industries Ltd. is also Chairman of the board for : Yash Papers Ltd.; Newton Engineering & Construction Co.; Ltd.; Punjab Chemicals & Pharmaceuticals Ltd. and Director of : Ashok Organic Ltd.; Aryan Paper Mills Pvt. Ltd.; Laopala Ltd.; Silverlight Nirlepware Industries Pvt. Ltd.; and mentor to the Mahavir Group of Enterprises. He is an honorary guide to several medium and small-scale industries, voluntary organizations and Management Institutions.
- Mr. Narayana was invited to speak at the international gathering in Chicago, U.S.A. during Swami Vivekananda’s birth centenary programme on religion and spirituality in 1993 and at Inter-University Executive Programme on “Religion : Conflict or Peace ?” by University for Peace at Bangkok, Thailand during 21-25 July, 2003.
- Mr. Narayana is regularly invited to speak on Peace and Religious Harmony by number of national forums in various cities and towns in India.

Mr.G. Narayana is a patron and Senior Advisor and Contributor in Education and learning areas in the form of friend, philosopher and guide to Ahmedabad Management Association, Baroda Management Association, Ram Krishna Mission, Rajkot and Indian Institute of Management, Lucknow.

Books Authored by Mr. G. Narayana and published by Ahmedabad Management Association on various learning sessions conducted by him:

- *Appropriated Integrated Management*
- *Transformation to Transcendence – Breakthrough Ideas for Leadership in the New Millenium*
- *Stairway to Excellence*
- *Responsible Leadership in Gita*
- *Dependence to Freedom*
- *Harmony and Disharmony in Life Partnership*
- *Translated Bhagavad Gita (Song Supreme) in poetic form in Telegu and English.*
- *Noble Leader (A leadership journey through Dhammapada)*
- *Strategic Leadership (based on Chanakya Sutras)*
- *Stable and Able (A leadership journey through Sthitha Pragna of Gita)*
- *Upanishads: Golden Secrets for a Powerful Personality.*

- *ABCs for Children, Youth, Adult and Elder.*
- *Excellence in Education*
- *Humanity to Divinity*
- *Gateways to Self Realization*
- *Offerings, four volumes (stories based on spiritual inspirations)*
- *Written many articles on Management, Leadership, Education and Life.*