

Making Profits from Day One, Is Key

Savitri Group comprises of three organizations, viz., Savitri Telecom Services, Savitri Telecom Pvt. Ltd., and Savitri Techno Industries Ltd.

We started our business activity from a small dwelling in the year 1999. Promoter of the organization being an engineer himself could visualize the importance of communication in India and wanted to indigenize the products used in OFC network. OFC was considered to be the latest development then in the area of telecom network as it was bound to become national network backbone in the days to come. There was lack of skilled manpower in this area and the promoter, who came from a village background, wanted to bring in such young people who were not educated enough to find jobs. These youngsters in villages were directionless and could have easily turned into a burden for their families and society. This is the story of a man who decided to become an entrepreneur and employ people from rural India by making them skilled.

The best part of his venture was that Savitri started making profits from day one. No one in the small group of people, which included his wife as well, took any salary initially. They earned enough to support their living and increased the investment gradually to increase the volume of their business.

He had the vision to understand that if India had to progress, its young population at large had to be skilled. With this end in view, he set a vision for himself as follows:

- To increase the turnover of the organization from initial few lakhs to ₹500 crore within a reasonably short period.

- To invest in skill development of young people, especially from villages, to make them employable and add to the development of the society at large.
- To establish Savitri as a leading brand in India as a trader, manufacturer, and a service provider.
- To generate employment for 5000 youngsters by providing them proper training and making them skilled enough to become valuable assets for the organization.
- To trade in OFC test and measurement instruments of best brands of the world.
- To fulfill the corporate social responsibility out of the earnings from business.

To achieve the above vision, we in Savitri Group set a mission in a structured manner to be implemented step by step. These are listed below:

- Trading of all products relating to OFC network, which include all the passive products, all the test and measurement instruments, etc.
- Gradually starting manufacture of traded items. At present, all the OFC passive products are being manufactured by Savitri Group at its own manufacturing unit in Mayapuri Industrial Area, New Delhi.
- Development of expertise in the area of networking for telecom projects and maintenance work. Savitri has already completed some of the prestigious projects of Air Force, Army, Railways, Railtel, PGCIL, GAIL, etc. In the process, substantial employment generation has taken place. At present, Savitri has a strong skilled workforce of about 1000 people, who were recruited from villages and provided skill development training in-house and in the field.



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- Penetrate in all the allied areas wherever fiber network is used such as CCTV, FTTH, security setup, etc. Savitri has already completed a few of the prestigious housing projects in Delhi and National Capital Region.
- Fulfill the social responsibility on year-to-year basis. Presently, Savitri is funding regularly for education of a few poor students directly as also through contribution to some of the NGOs. During this winter alone, Savitri arranged distribution of blankets to poor laborers in some remote villages of Bihar.

Working on these missions, we have been able to achieve the desired turnover and are not far from realizing our vision as set out 15 years back. At present, Savitri Group is working in seven verticals which include: (1) trading, (2) manufacturing, (3) repair and calibration, (4) projects, (5) O & M, (6) infrastructure, and (7) renting of telecom products.

Total employment generated, taking all the groups together, is about 1500, which include graduate engineers, diploma holders, MBAs, and other skilled manpower.

Savitri Group is progressing with its mission and is sure to realize its vision. ■