

2017

Perspective

# Three-Fold Synergy



Savitri Group is the creation of a new strategic plan focused on people, programs, and partnerships. It is designed to place Savitri Group among the few, great, Indian, and global diversified multi-vertical companies. This plan builds on everything that has previously been accomplished at Savitri Group and it recognizes the hard work, dedication, and incredible talents of many people who positioned our group of companies for this next “giant leap.” Titled “New Synergies,” the plan was developed through months of collaboration by promoters including staff, friend, customers, and business leaders. There are three focus areas in the plan: First, **Launching Tomorrow’s Leaders**; second, **Discovery with Delivery**; and third, **Meeting Global Challenges**.

This is among the most exciting times in the long, great history of Savitri Group, and the entire group is looking forward to the opportunity to take part in this transformational effort. Our challenges are great. But Savitri Team is even greater.

## Launching Tomorrow’s Leaders

Reinvigorate the recruitment and retention of a diverse pool of employees and their growth plan for achieving success through effective pedagogy, incentives and support, and outstanding opportunities for career development.

We have introduced a scholarship plan, in order to provide need-based and merit-based scholarships to students and to reduce student debt upon graduation/higher education. Enhance competitiveness in graduate student recruitment and graduate student support with stipends, fellowships, and benefits to recruit the very best graduate students, so as to enhance and sustain the quality of our Tomorrow’s Leaders.

Instill in employees a passion for academic/management success as well as lifelong learning through currency in knowledge, pedagogical variety including distance learning programs/options and

conduct learning outcomes assessment for continuous improvement.

## Discovery with Delivery

With the globalization of manufacturing operations, having a global procurement network that can support and react to your supply chain needs is important. It is a well-known fact that selecting a strategic supplier that provides manufacturing locations with consistent global quality and a reliable local service is a challenge.

Our intention is to implement innovative strategies that can help our group to serve customers effectively and efficiently. We have adopted a value-based guiding principle to deliver outstanding managerial performance with a remarkable business impact, which was only possible after implementation of a robust /tested tool to align core process for operational excellence. A detailed framework was prepared and implemented to minimize the risks and handle the opportunities for sustainable supply chain management on a global scale also.

## Meeting Global Challenges

It is well known that marketing, using the digital channels, is set to increase in coming year but it is true that we are set to face some tough challenges because of constant algorithm updates made by Google and latest feature additions on leading social platforms like Facebook.

Now, we are fully equipped with our Digital Marketing Strategy and required tools, which will tackle digital transformation and drive innovative marketing strategy through customer centricity. The impact of digitization is not new; digital economy is entering a new age that presents unprecedented challenges – but also many opportunities for us. We are pretty confident that our new Digital Marketing Strategy will help to create both value and competitive advantages for our group of companies.

In short, the strategy for upcoming year is based on the inter-relationship of people, processes, and tools.

**Have a Happy and Prosperous New Year!** ■

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