



**JAMSETJI TATA AWARD
FOR
LIFE-TIME ACHIEVEMENT
FOR QUALITY 2006**

MR. ARUN BHARAT RAM

CITATION

Mr. Arun Bharat Ram is a third generation entrepreneur from the illustrious Lala Shriram family. After his schooling at the Doon School in Dehradun, he graduated in Industrial Engineering from the University of Michigan, USA. Beginning his career in 1967 in Delhi with the Delhi Cloth & General Mills Co. Ltd., (now DCM Ltd.), he founded SRF Ltd. in 1971 to manufacture Nylon Tyre cord Fabric.

SRF has come a long way under his uninterrupted 35-years leadership. Its product range has expanded to include engineering plastics, fishnet twines, industrial fabrics, refrigerant gases, fluorochemical pharma intermediates and packaging films. He has consistently realised his aim of being a market leader.

In 2004 Arun Bharat Ram led the tyre cord business of SRF to winning the Deming Application Prize.

In the late eighties, Arun Bharat Ram was among the first industrialists to foresee the coming economic reforms and the consequences for Indian companies. He also saw the opportunity to create world-class organizations in India. Having experienced the management methods of a Japanese joint venture partner, he was convinced that TQM was the way by which Indian manufacturing could transform itself. He enrolled his top management to launch TQM. He has led TQM since then with patience and steadfastness, eventually enabling the tyre cord business to win the Deming Prize.

Arun Bharat Ram has been a champion for quality in Indian industry, speaking about it in many forums. He was a

patron of the ANQ. Congress in Delhi in 2004 and was an invited speaker in the 2006 Congress in Singapore. He is passionate in his belief that quality has been the cause of the great Indian manufacturing revival. As the past president of Confederation of Indian Industry (CII) and in many diverse professional capacities, he has spread the message of quality.

Arun Bharat Ram is known for his high standards of ethics and social consciousness. His latest project involves spreading awareness about AIDS and its prevention. He is known for his contribution in the field of education, art and culture. He is a member of the Governing body of SPIC - Macay - a Society for the Promotion of Indian Classical arts. He is himself an accomplished sitar player, having learnt it from none less than Pt. Ravi Shankar.

Arun Bharat Ram 's work on environmental issues, received this commendation in a plaque presented by United Nations Environment Programme (UNEP): "Once upon a time, there was a plant on this site that produced halons. For the benefit of future generations, this production facility was shut down."

For all his achievements, Arun Bharat Ram remains a simple, unassuming and approachable person, with a great

ability to listen to everyone with full attention and a calm mind.

Jamsetji Tata Award is given to industry leaders who have made significant contribution to the Indian society through their work of leading an organization with exceptional and holistic focus on quality. They are persons with humility, constancy of purpose and determination. The Award is given to those who have demonstrated outstanding results and are role models.

The Governing Council of Indian Society for Quality is pleased to honour Mr. Arun Bharat Ram with Jamsetji Tata Award for Life Time Achievement in successfully managing business through quality and contributing to the creation of quality culture in society and thereby bringing prosperity for the people of India.