

# India's flight to the Top What can make, break or delay?

***I dream:***

1. India becomes World No 1 in manufacturing not just in 2 wheelers but also in Capital Machinery, Defense, Electronic Gadgets and many more things.....

2. India becomes a "True knowledge economy" and becomes "The Skill Capital" of the world.

3. USA with a GDP of approx. USD 19.5 Trillion is World No 1 in terms of GDP since 1871. But that top ranking is now under threat from China. I dream India in due course of time India not becomes another contender for the No 1 position, but actually becomes No 1.

4. It emerges as the country where people from around the world dream to come and work.

I am sure most of the Indians have a similar dream for the country.

We have come a long way.....

After our independence in the year

1947, the question that was in everybody's mind was - Will India Survive?; Seventy years is no doubt a long time, but it is now a fact that this fearful query has been replaced by a hope query for all Indians - "ARE we the NEXT SUPERPOWER in making?"

This dream like any other dream cannot happen by magic. It can happen only when there is a clearly defined strategy to achieve the goals, leadership from the top (not just at country level, but also at all organisation levels), strong team work and sweat - possibly by every Indian, and also hard work and determination.

The distance between dreams and reality is "Action" and it's time for each Indian to get into action. Its time for all Indians to think what they can personally

do rather than waiting and wanting somebody else to do it. And India, with the opportunities and complexities it has, need to innovatively create its own development model and walk on her own shadow, rather than on somebody else's.

If I have to list one single thing that can MAKE or BREAK or DELAY the whole process of India becoming the next Superpower, it is going to be the "Skill" level of people. And the skill level which I am talking is across hierarchy. Whether you talk of the skill level of person in the tool room to the Corner room (CEO's Room), there is a skill scope for skill improvement. The skill differential which has a strong bearing on the product / service quality ultimately has reflects on the buying behavior of all individuals like us. This is applicable for almost all products / services - whether we

**- Pankaj Jain**

Sr. Vice President, Marketing - Kalyani Steel Ltd.

