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Hon. Editor :
N H. Atthreya

Excellence

Editorial

WILL ONE MORE AWARD BE TOO MANY?

In the next few pages, we are reproducing a number of news items that relate to awards, in recognition of outstanding performance in one area of human activity or another.

It is good to know that we have in the country a number of awards for performance in economic, social, civic and educational fields. It is good to know that both non-governmental and governmental agencies have organised these awards.

Award is news—and welcome news at that.

Suppose we have one award a day, each day of the year, every year, this could mean one heart-warming news each day.

So that we may not take chances, we can have two awards or three a day!

Some may think that one more award is too many.

On reconsideration even those few will conclude that the awards can never be too many: there are hundreds and hundreds of human activity the pursuit of excellence in which need to be publicly recognised. There are sufficient number of people—men and women and children—who do things well and in a sustained fashion.

The award makes us sit up and look at them and choose one for the year. The very process is a gratifying experience.

Why are we denying ourselves this gratifying experience? **Every** well-to-do **individual**, every well-to-do **organisation** can afford to institute an award in one area or more.

Once they decide on the area and the funding, the donors of the award can find a suitable agency to execute it systematically and competently. For this reason, they need not delay the decision, they need not delay themselves the opportunity

One more award can be never too many.

Moudgill award

Mr. V. A. Krishnamurthy, Chief Engineer (Electrical), of the Central Public Works Department, and Mr. B. Krishnamurthy, Metallurgist, Indian Aluminium Co. Ltd., Calcutta, were recently presented the K. L. Moudgill Prize for 1974 by Mr. B. P. Maurya, Union Minister of State for Industry and Civil Supplies.

The presentation was made at the inaugural function of the 16th Indian Standards Convention.

Mr. K. L. Moudgill Prize was instituted in 1958 by the Indian Standards Institution to accord recognition to the outstanding services of the eminent educationist and standards engineer, Dr. K. L. Moudgill, to standardisation at national and international levels. It carries a cash award of Rs. 1,000 and is given yearly for eminent contributions to the cause of standardisation in the country.

Mr. V. A. Krishnamurthy gets the award for "streamlining standardisation procedures in CPWD and aligning the departmental manuals and specifications with national standards and successfully striving for implementing Indian standards for a variety of electrical equipment and accessories".

Mr. B. Krishnamurthy gets the award for "assiduously advancing the cause of standardisation in the field of non-ferrous metals particularly in promoting the use of aluminium as a substitute for the scarce and expensive copper, brass and stainless steel".

Ghalib awards

Mrs. Ismat Chughtai, Mr. Jamil Mazhari, Mr. Kanhaiyalal Kapoor and Syed Hasan Askari recently received the Ghalib awards for 1974 for meritorious work in the development of Urdu.

The President, Mr. Fakhruddin Ali Ahmed, presented the awards at an inspiring ceremony here at the Ghalib institute. Mrs. Chughtai received the award for dramatics. Mr. Mazhari for poetry, Mr. Kapoor for prose and Syed Askari for research.

Mr. Ahmed commended the efforts of these writers for "dedicating the best parts of their lives to the enrichment of Urdu".

This is the second year the Ghalib awards were given away.

Pirquet award

Dr. Z. U. Khan of the Vallabhai Patel Chest Institute, Delhi has been awarded the Von Pirquet prize for 1975 in recognition of his "excellent and original research in clinical allergy and applied immunology", according to a press release issued by the Indian College of Allergy and Applied Immunology recently.

The college awards the prize annually to encourage young scientists.

ICMR awards

The Indian Council of Medical Research (ICMR) has awarded prizes to 12 scientists for their outstanding work in the bio-medical field.

AWARDS

AWARDS

AWARDS

AWARDS

A W A R D S

AWARDS

They are: (1) **Dr. (Miss) K. M. Pavri**, Deputy Director of the Virus Research Centre, Poona, (Dr. Basanti Devi Amir Chand Prize), (2) **Dr. (Mrs.) Ghafoorunissa**, National Institute of Nutrition, Hyderabad. (3) **Dr. (Mrs.) Sujata, G. Dasadar**, Jadavpur University, Calcutta. (4) **Dr. K. Seetharam Bhat**, National Institute of Nutrition, Hyderabad. (5) **Dr. Ramesh Kumar**, All-India Institute of Medical Sciences, New Delhi. (6) **Dr. A. Venkoba Rao**, Prof. of Psychiatry, Madurai Medical College, Madurai. (7) **Dr. Dharmendra** of New Delhi. (8) **Dr. R. K. Chandra**, All-India Institute of Medical Sciences, New Delhi. (9) **Dr. C. R. R. M. Reddy**, Andhra Medical College, Visakhapatnam. (10) **Dr. (Mrs.) Nandini Anil Shetia**, Tata Memorial Centre, Bombay. (11) **Dr. S. Padmavati**, Director, Maulana Azad Medical College New Delhi. (12) **Dr. K. S. Mathur**, S.N. Medical College, Agra.

JNANPITH AWARD

The prestigious Jnanpith literary award for 1974 has been awarded to the noted Marathi novelist, Mr. V. S. Khandekar, for his novel "Yayati".

One of the most outstanding writers of Marathi fiction of modern times, Mr. Bishnu Sakharam Khandekar was born in 1898 in a small town in Maharashtra.

He started writing when he was a village school teacher, leading for long a humble life and looking upon his creative work almost as a religious mission.

MANY WORKS

He has to his credit 15 novels, 29 collection of short stories, 11 collections of personal essays, ten works of literary criticism, and some more of miscellaneous nature. He has also edited some books.

Among his more famous novels are Don Dhruva, Ulka, Hirva Chafa, Don Mane, Krauncha Vadha, Ashroo, Kanchan Murg and Sukhacha Shodh.

Most of his works have been translated into other Indian languages.

Mr. Khandekar's "Yayati", written in 1959, is regarded by literary critics as his best work.

For over two decades, he was writing novels reflecting contemporary social realities, trying all the time to get the basic ethical conflicts raging incessantly within the human mind.

This ultimately led him to choose the famous mythical story of "Yayati" where the eternal hedonistic quest is symbolised in that character borrowing youth from his son, and his final frustration and disillusionment.

Mr. Khandekar received the Sahitya Akademi award in 1960, as also the Maharashtra state prize, for this novel.

He is the tenth recipient of the Rs. 1-lakh Jnanpith award.

Mr. Shanti Prasad Jain is the President of the Bharatiya Jnanpith. He is also a member of the selection committee.

Export Promotion Awards

A record export growth of 65% in 1974-75, reaching a figure of Rs. 130 crores formed the back-drop of the Award-Presentation Ceremony organised by the Basic Chemicals, Pharmaceuticals and Cosmetics Export Promotion Council. The awards were presented by Prof. O. P. Chat-

topadhyaya, Union Minister for Commerce in Bombay on October 7.

Here are the award-winners: **TOP AWARD**: Indian Oil Corporation Ltd. **FIRST AWARDS**: Glaxo Laboratories (India) Ltd., Indian Dyestuffs Industries Ltd., Tata Chemicals Ltd., Hindustan Lever Ltd., Aravinda Parimala Works, Government Sandal Wood Oil Factories, Chemco Supply Corporation, Jayer &

Company, G. Amphray Laboratories. **SECOND AWARDS**: Alembic Chemical Works Ltd., Colour-Chem Ltd., Standard Alkali, Lakme Ltd., Mysore Sugandhi Dhoop Factory, Babubhai Patel & Co. **CERTIFICATES OF MERIT**: Bhavana Chemicals Ltd. Universal Dyestuffs Industries, D.C.M. Chemical Works, Godrej Soaps Pvt. Ltd., Mysore Dhoop & Agarbatti Works, Texdyes Corporation.

Continued on page 10

A 14-year-old whom we'll call Mickey Thomas — "toughest kid on Poil Street"—smirked contemptuously as he waited to hear his sentence for stealing a car. It would be his diploma for graduating into higher crime. But Mickey didn't get his diploma. Instead he got an indeterminate sentence of friendship.

"The defendant is placed on probation," said the judge, "and is referred to the Big Brothers of America." Mickey felt a hand on his shoulder and turned to find himself looking up at tall Bill Hughes, a fourth-year medical student whom the BBA had assigned as Mickey's Big Brother. As Mickey said later, "This big guy gives me a grin and sticks out his mitt like he wants to be me buddy. No guy ever done that before!"

Today Mickey is Dr. Michael J. Thomas, an orthopedic specialist. He graduated from the same medical school as "Doc" Hughes, who got him entered and coached him for his exams. Mickey paid his own way with photographic work, which Doc taught him. Now, after 20 years, Mickey says, "On those nights when my wife sews at our church Doc drops around to talk medicine and photography with me—and to make sure I'm doing a good job of changing his goddaughter's diapers."

Mickey Thomas is only one of the 84,000 Little Brothers who have been steered out of the dead-end street of crime by the Big Brother movement, a youth

guidance organization of volunteers who believe that "No man stands so straight as when he stoops to help a boy." Organized in 1904 by a small group of Protestant churchmen to aid New York slum children, and still supported solely by voluntary contributions, the Big Brother movement now has 28 chapters in the principal cities of this country,* three in Canada, another 30 American chapters soon to be chartered and an active roster of some 10,000 Big Brothers.

In striving to give the bad boy the good break he has always needed, the BBA has dedicated itself mainly to 9-to-16-year-old boys who have been deprived of a father's guidance. In providing substitute fathers it has not only been a lifesaver for floundering boys but has also become one of the country's leading crime-busters. It costs \$3000 a year to send a boy to a reformatory; BBA has found that it can turn a would-be hoodlum into a promising citizen at a cost of only \$79.

Few American social agencies have received as much attention throughout the world as BBA. After World War II the Japanese, with the cooperation of General MacArthur, established 13 Big Brother units. Representatives from a dozen countries, from Australia to Sweden, have studied the possibilities of establishing similar organizations in their countries.

* National headquarters: Suburban Station Bldg., Philadelphia 3, Pa.

*They give
a boy
a break*

So appealing is the idea of lending a helping hand to a bewildered boy that some of the busiest men in America have served as Big Brothers: men such as the late Edward Stettinius, former U.S. Secretary of State; Bruce Barton, advertising executive and author; Eddie Rickenbacker, board chairman of Eastern Air Lines; U.S. Senator Thomas C. Hennings of Missouri, who in 1955 was cited by the president of BBA as "Big Brother of the Year".

The Big Brother idea was launched 52 years ago at the Central Presbyterian Church in New York City when Ernest K. Coulter, clerk of the Children's Court, confronted the men's club of that church with some appalling facts. Slum boys eight and ten years of age were being arrested for minor offenses and thrown into jail with hardened criminals. "These boys' only guilt", declared Coulter, "is that they have been deprived of a basic childhood right—the right to a father's love, understanding and example. It

is a right which they and other such children may never receive unless men like us give it to them".

When Coulter finished speaking, 40 club members volunteered their services. They discussed and rejected one procedure after another, until a member suggested: "Why doesn't each man concentrate on one boy—you know, like a big brother?" This unique formula—applying the friendly personality and upright character of one man to the emotional and intellectual growth of one boy—has been followed successfully for half a century. In 1946 the organization was incorporated, and its name became officially "Big Brothers of America".

BBA officials consider that while psychological understanding is invaluable in handling a troubled boy, a plain, genuine love of kids is more effective. Chapter counselors advise newly inducted Big Brothers: "Just relax and be his friend. Get interested in his life and family, and invite him to be interested in yours. Listen carefully to his ideas, and offer your own sparingly. Try to spend several hours a week with him; take him to ball games, museums, sport shows. Treat him man-to-man. Let him know he can come to you with his problems, and that you'll stand by him if he gets into trouble again. But don't try to buy a mixed-up kid's friendship with gifts; what he wants more than anything else is all the affection and under-

standing you can pour into his lonely, hungry heart".

How tragically deprived a boy can be the Big Brothers discover daily. One 12-year-old didn't know that people sat down to eat their meals; in the slum where he'd lived there had never been a chair or a bed. Another boy, halfway through lunch at a restaurant with his Big Brother, suddenly whispered, "Now's the time for us to run for it—the cashier ain't looking". Another youngster had been living in a packing box for two years, supporting himself by forging endorsements on the Social Security checks still being sent to his dead mother.

Until a few years ago every Little Brother was recruited from a juvenile court. Today, through an expansion of Big Brother facilities and by shifting their sights from cure to prevention, only a third of the boys are taken from the courts. The other two thirds—youngsters who show signs of delinquency but haven't yet tangled with the law—are referred by churches, schools, police agencies and civic and welfare organizations. And with increasing frequency a Little Brother will march into a chapter office with another boy and announce, "This kid needs a Big Brother somethin' awful. How about fixin' him up?"

Wherever possible, a boy is paired with a Big Brother of the same religious and racial background and similar temperament.

(Continued on page 9)

Centre's Publications

Gandhiji on Trusteeship
management (Rs. 6/-)

Human Excellence (Rs. 2.50)

Studies in Indian management: A

Survey of Indian Literature

(Rs. 19.50)

A set of 32 Cards (Sayings
on Excellence) (Rs. 6/-)

BIG BROTHER

A TWIN PROGRAM: THE BIG BROTHERS—THE BIG SISTERS

When you read the article on pages 4, 5 many questions may have occurred to you. Here are the answers.—Editor

Briefly, What Is The Big Brother—Big Sister Program?

The Big Brother—Big Sister Program offers men and women an opportunity to help in the life of a fatherless, troubled, or confused youngster. The volunteer can provide friendship and guidance that the child lacks. They are assigned to one child as a friend, planning, working, playing-together—sharing a warm, mutual human personal friendship which helps the child to become a worthwhile citizen.

When Did The Big Brothers Organization Begin?

The Big Brother Organization came into existence on December 3rd, 1904 to help fatherless and troubled boys. In recent years Church Youth Service, which is a United Foundation Agency, has expanded the Big Brother concept to also include Big Sisters. This was done so as to extend a helping hand to girls, as well as boys, of juvenile age or children between 8 and 17.

Why Is There A Need For Volunteers To Do This Type Of Work?

Children need an ideal. They mould their lives after someone they respect. They develop through influence and example. Often the causes of emotional insecurity are found in the inability of the home to provide happy, and also to give him or her a sense of security. It is the goal of our Organization to build up the child's self respect and confidence in themselves.

What Do Volunteers Do To Help The Child?

Big Brother and Big Sister take their Little Brother or Little Sister on hikes, swimming, fishing, to watch a ball game, attend movies, go on a picnic to Belle Isle, or most anything so as the child can sense he or she has a friend they can turn to at any time they desire.

Where Do You Get The Children?

Boys and girls are referred to us by the Protestant Chaplains at the juvenile Court, by Visiting Teachers, by Parents, Pastors and church workers.

What Happens After A Child Is Referred To You?

BIG SISTER

After a child is referred to our Agency, we have an interview with the child's mother. We then place a professional caseworker along with each child to do constructive and intensive casework, as well as, to investigate the needs of the child. After the caseworker is convinced that a Big Brother or Big Sister will be a great asset to help the child find its place in life, then a Big Brother or Big Sister is trained and introduced to the child.

Is There Any Training Program For The Prospective Big Brother Or Big Sister?

Yes, we have a one session training period. At this time we caution the Volunteers on the Do's and Dont's as they work with the child. At this training class the Volunteers can ask various questions they have concerning the program. At all times they can call or phone their assigned professional caseworker.

Who Are Little Brothers Or Little Sisters?

Little Brothers and Little Sisters are children between the age of 8 and 17 who needs friendship, affection, advice and guidance. They may be in difficulty with the law, may be maladjusted, may be fatherless or just an unhappy, unfortunate child in need of influence and companionship.

Who Is A Big Brother Or A Big Sister?

They are well adjusted men and women of good character who are interested sufficiently in the welfare of others to share their time, knowledge and abilities to help a youngster along the need to a better life.

Most mature people of goodwill are potential Big Brothers and Big Sisters, and possess the personality, tact, patience and skill required to "reach" and guide a youth in a new experience which will help form the basis of their future life.

Big Brothers and Big Sisters are men and women who understand and appreciate the art of friendship. Because they are mature, they have a knowledge of human behavior and can cope with problems in a natural manner.

Friendship will deepen and become more meaningful as both Volunteer and child develop the relationship together. This natural friendship soon becomes an effective and enjoyable two-way experience.

1. Gain Child's Confidence :

One thought to accept the child for what he or she is. Help them know they had growing pains similar to theirs when they were growing up. Have faith that their honest and sincere example will have a positive impact on him or her.

2. Set A Good Example :

Keep their poise
Give advice sparingly
Do not make impossible promises

3. Treat Him Or Her With Respect :

That is respect the child's maturity. Do not talk "down" to him or her.

Maintain the same dignity in correspondence.

Religious faith can help a youngster to feel secure in the circle in which he or she lives.

4. Meet Him Or Her As Often As Possible :

Consider their relationship with their little friend an important event. When he or she begins to respond to regular meetings, tell the child their desire to establish a lasting friendship.

5. Plan Things Together :

Plan activities jointly with your boy or girl for it will give the child a feeling of responsibility.

Conclusion :

To sum it up a Big Brother or Big Sister gives a boy or girl a sense of belonging, of being wanted, or being loved. While the Volunteers seek no reward they do reap an inner satisfaction of knowing they have helped a child over a rough spot in its life.

What is the address of the Big Brother—Big Sister Organization?

The address is : 51 West Warren, Detroit, Michigan, 48201, U.S.A.

Any thoughts on how we may have a similar organization in India?

Thousands, if not millions, of the future citizens of India will bless those who get a similar organization going in India.

We may invite one or more active full time/part time officers of the Big Brother—Big Sister Organization to come and spend a few weeks with us and help us have a head-start.

It will be well if the initial efforts are backed by a well-funded Trust or Foundation.

Boys interested in aviation are assigned to men in the aviation industry. Youngsters who want to be machinists, engineers or radio-television technicians are handed over to professionals in those fields. A youngster who wanted to be a trumpet player, "so I can marry a girl like Betty Grable", was assigned to a musician in the NBC orchestra.

Among the many Little Brothers who have achieved successful and even eminent careers are Eddie Cantor, veteran star of the entertainment world, and Charles I. Schottland, U.S. Commissioner of Social Security. The long list includes a concert pianist, the chief engineer of a construction company, an Annapolis graduate who is now a Navy captain, an assistant district attorney in an Eastern city, and scores of New York City police officers holding ranks up to captain.

Big Brother work has by no means been confined to boys of slum areas. Many an overprivileged youngster, after having been expelled from expensive preparatory schools and landing in court for a serious misdemeanor, has been brought in by his divorced or widowed mother for the stabilizing and rehabilitating influence of a substitute father. Often the organization has taken over youngsters at the request of the boys' own fathers, who asked that their sons be given the kind of paternal affection and guidance "which I don't seem to know how to give him".

No one knows better than Big Brothers how obscure and complex the mind of a boy can be—especially an unhappy one. Gradually reorienting such a boy calls for great skill and affection. But BBA finds that he can usually be straightened out in about four years. Having no legal authority over their charges, Big Brothers can use only patience, understanding and good will—and about 90 per cent of the time these are enough.

The Big Brother organization looks forward to the time when it will have 100 chapters in the United States alone, each of them fully staffed with well-qualified personnel. It intends to increase its aptitude-test and vocational-guidance services, and its employment programme—which in New York City alone has found jobs for 3,500 boys.

"We must do more", says national executive director Felix Gentile. "Over one million children between the ages of 10 and 17 are dealt with by the police every year, and half a million children of the same ages are brought to the attention of the juvenile courts. Yet, bad as this is, the overt delinquent isn't our main problem. What must concern us even more is the boy who, instead of striking out against society, turns his hostility inward, silently destroys himself and lands in a mental institution. We can save them, and the overt delinquents, only by rescuing them when they are children. This is a job

for every man who looks upon our children as our most precious national resource".

Courtesy: Christian Herald

Excellence Thoughts

Trifles make perfection and perfection is no trifle.
—Michel Angelo

Do a little more each day than you think you possible can.

—Lowell Thomas

The whole fun of living is trying to make something better.

—Charles Kettering

Enthusiasm is like having two right hands.

—Elbert Hubbard

We may not change events but we can change our approach to events.

—Sarvapalli Radhakrishnan

I can live for two months on a good compliment.

—Mark Twain

Ninety per cent of the friction in the world is caused by tone of voice.

—Arnold Bennett

There is no mistake so great as that of always being right.

—Samuel Butler

The actual is limited the possible immense.

—De Lamartine

It is what we think we know already that often prevents us from learning.

—Claude Bernard

One kind word can warm three winter months.

—Japanese Proverb

Excellence is a journey not a destination.

Shanti Swarup Bhatnagar Awards

The Prime Minister presented the Shanti Swarup Bhatnagar awards for 1970, 1972 and 1973 to 18 scientists. Fifteen of them came personally to receive the prize which carries Rs. 10,000.

The awards instituted by the Council of Scientific and Industrial Research in memory of its founder are given each year to distinguished Indian scientists in physics, chemistry, engineering, biology, mathematics and earth sciences.

The following are the Bhatnagar award-winners:

Dr. M. K. Vainu Bappu, Director, Indian Institute of Astrophysics, Kodaikanal, Dr. B. B. Biswas, Professor, Bose Institute, Calcutta, Dr. S. C. Maheshwari, Professor of Botany, Delhi University, Dr. S. V. Kesar, Chemistry Department, Punjab University, Dr. A. P. B. Sinha, National Chemical Laboratory, Poona, Dr. R. P. Wadhwa, Bharat-Electronics Ltd., Bangalore, Dr. A. S. Gupta, IIT, Kharagpur, Prof. S. Chandrasekhar, Raman Research Institute, Bangalore, Dr. S. K. Joshi, Professor of Physics, Roorkee University, Dr. S. S. Guraya, Punjab Agricultural University, Ludhiana, Dr. B. R. Murthy, Director, Nuclear Research Laboratory, IARI, New Delhi, Dr. M. V. George, Professor of Chemistry, IIT, Kanpur, Dr. H. B.

Mathur, of the National Chemical Laboratory, Poona, Dr. M. M. Sharma, Professor, University Department of Chemical Technology, Bombay and Dr. Virendra Singh, Tata Institute of Fundamental Research, Bombay.

Those who received the awards in Absentia were:

Dr. Govinda Swarup, Tata Institute of Fundamental Research, Bombay, Dr. K. Naha, Professor of Geology, IIT, Kharagpur, and Dr. S. C. Seshadri, Professor of Mathematics, Tata Institute, Bombay.

Jagdish Chandra Bose Awards

The University Grants Commission has selected three scientists for 1974 Jagdish Chandra Bose award for outstanding research in life sciences.

Prof. A. K. Sharma and Dr. (Mrs.) A. Sharma, Department of Botany, Calcutta University, gained recognition for their contribution to the growth of Indian research and teaching in cytology and cytogenetics.

Prof. G. N. Ramachandran, Molecular Biophysics Unit, Indian Institute of Science, Bangalore, has made outstanding contributions in the field of molecular biophysics.

The U.G.C. selected these scientists with the help of a jury. The award is to be

shared jointly by these scientists. The award was instituted by the commission through an endowment made to it by the Hari Om Ashram Trust, Nadiad (Gujarat).

Dhanvantari Award

Mr. V. C. Shukla, Union Minister for Information and Broadcasting, presented this year's Dhanvantari award to the internationally famed Ayurvedic Physician Pandit Shiv Sharma, in Bombay.

The award, instituted by the Dhanvantari Foundation, is presented every year to an outstanding medical practitioner in the country. Pandit Shiv Sharma is the third award winner, the last two being Dr. Rustom Jal Vakil and Dr. K. K. Datey, both allopaths.

The award consists of a bronze replica of Lord Dhanvantari, a gold medal and a citation.

To Excellence Readers

Season's Greetings from
the members of the

Editorial Council:

N. H. Athreya

L. N. Godbole

B. Karani

Manohar B. Kher

C. M. Shukla

M. V. Kamath

WHEN YOU GET "ON"

When you get "on" and you've lived a long time
And the walk up the stairs is a mighty high climb,
Though your eyes are dimmer than what

they were

And the page of a book has a misty blur,
Strange as the case may seem to be,
Then is the time you will clearly see.

You'll see yourself as you really are,
When you've lived a lot and travelled far,
When your strength gives out and your

muscles tire

You'll see the folly of ambition's desire;
You'll see what now to your sight is hid,
The numberless trivial things you did.

Often the blindest are youthful eyes,
For age must come ere a man grows wise,
And youth makes much of the mountain peaks,
And the strife for fame and the goal it seeks,
But age sits down with the setting sun
And smiles at the boastful deeds its done.

You'll sigh for the friends that were turned aside
By a hasty word or a show of pride,
You'll laugh at medals that now you prize,
For you'll look at them through clearer eyes
And see how little they really meant
For which so much of your strength was spent.

You'll see, as always an old man sees,
That the waves die down with the fading breeze,
That the pomps of life never last for long,
And the great sink back to the common throng,
And you'll understand when the struggle ends,
That the finest gifts of this life are friends.

—Author Unknown

Aims and Objects of the Centre

1. To stimulate amongst all sections of the public thought and effort for the promotion and development of the excellence movement in the country.
2. To establish a network of contacts both at home and abroad to strengthen this movement.
3. To publish a journal that would serve as an organ of the Centre, communicate its ideas and ideals and keep the public informed of the achievements, possibilities and trends in this direction.
4. To bring out original writings, reprints, translations of relevant publications in India and elsewhere that would help raise standards of achievement in different walks of life.
5. To compile and maintain lists of individuals and institutions that have consistently maintained high standards and to extend such support as is possible.
6. To establish and maintain a library of visual aids, books, periodicals and papers on this subject for the benefit of the members.
7. To set up institutions like schools, colleges, studios, galleries, libraries etc. for training in excellence as a concept and activity.
8. To institute and establish fellowships, scholarships, grants, awards and prizes to encourage the excellence movement in all its facets.
9. To set up a laboratory which will objectively and systematically examine the products and services given to the public and loan them excellence seals for specific periods.
10. To found, establish, create and maintain endowments and/or grants for the purposes aforesaid.
11. To undertake all such activities as may promote the excellence movement in the country.

Two of the continuing activities are (a) the publication of this bi-monthly **Excellence** and (b) the felicitation of men and women who pursue excellence in any area. To encourage the excellence movement, **you can** a) subscribe to or gift this journal—it costs Rs. 10 per year; b) bring to our attention any that you know of in any part of India who can be extended an Excellence Award; c) make possible one more award by donating Rs. 500.

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