

Organ of the Indian
Centre For Encouraging
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Hon. Editor : N. H. Atthreya

Excellence

Editorial

BHARAT DARSHAN

"I am enclosing the suggestions received from a travel agent. Good as they are, they are conventional. What interests me is what men and women are doing today—the India of today and the emerging India of tomorrow."

"Especially because of the time factor, I would be interested in visiting some of the centres of human excellence in your country. Even a list from you would help. Much more helpful would be your referring me to an agency who specialises arranging a conducted tour of such places. I am prepared to adjust my visit to suit the tour timings."

This letter I received from a Rotarian abroad a few weeks back and I have not been able to answer it yet.

The letter sounded almost a case for organising such a Bharat Darshan tour, a tour of the centres of human excellence in India. Even to those in this country, this will be an enriching, energising, ennobling experience. In other words, the tours can be as much for citizens of India as for the visitors to India.

We have many such centres. Only they have not been adequately covered by the press, the radio or the television. Perhaps because they are not newsy enough.

Would readers please share with me a list the centres of human excellence they had the pleasure to see, either by chance or by design? As a first step, we can compile a long enough list. In due time, some reader may organise such a tour as suggested by this friend for the benefit of all of us.

N. H. ATTHREYA

Text of Citation of the
Excellence Award Presented to
Dr. V. V. Pendse

In felicitating you, we are felicitating a pioneer, a pioneer in the field of education of the gifted youth of this country.

As a student, you felt concerned about the brilliant youth of our country drifting dreamlessly away from social concern. At the same time, you were convinced that given the understanding guidance and enrichment, our brighter men can be a power for good, can measure upto the need of the hour.

You had such faith in yourself and others that you decided to dedicate your entire life for this cause. With no funds or friends to back you, you started almost as one man giving shape to your unique idea, the idea of an institution where intellectually gifted children would be selected psychometrically and looked after during their impressionable years.

Your clear vision, your scientific temper, your missionary zeal and your sustained efforts made your idea come true in the form of the organization, Dnyana Prabodhinee.

Fourteen years young, your creation, Dnyana Prabodhinee, is a unique institution. It is engaged in what Swami Vivekananda calls "man-making education". It is keeping the students in lively and enthusiastic touch with the realities of the country, with the masses of the country. Dnyana Prabodhinee is rooted in Indian spiritualism in the pragmatic sense of the word. It is at the same time aspiring for the most modern scientific achievements. Its field of work encompasses all that matters to man—experimental education, rural upliftment, applied research, organised industries and integrated personality growth. Dnyana Prabodhinee is more than an experiment: it is a pace-setter, it is a multiplier model.

You have been and are directing this organisation against odds, environmental and financial.

And more. At this young age of sixty, you are relentlessly working for the spreading of this movement to the rest of this vast country. Being the worker, motivator and organiser that you are, Appasaheb, you will succeed. We at the Indian Centre for Encouraging Excellence pray for many more years of your service in the cause of building the youth for responsive leadership.

Please accept this Award for Excellence as a token of our respect, admiration and affection.

*Speech of
Acceptance
by
Dr. V. V. Pendse*

I am very grateful to Prof. Atthreya, Shri Karani and other members of the Indian Centre for Encouraging Excellence of Bombay and to His Excellency the Vice President for appreciating the work that is being done at Dnyana Prabodhinee (DP), Poona and recognizing the importance of the work done. I am really embarrassed at the honour that you have bestowed on our institution, since, I know personally how little work is being done there. It is as small as a drop where an ocean of good work is needed.

The idea of starting DP occurred to our group, in Poona, sometime in 1956. After the initial vague notions the vision got clearer after reading about schools for the gifted in the U.S.A. However, Dnyana Prabodhinee is not a copy of anything that is existing in foreign countries. Whereas schools in the States, France and other countries are course-oriented, we at Dnyana Prabodhinee say that understanding and learning problems of India with a view to solving them and shouldering the implied responsibility, as and when possible, is to be the focus of all activities at DP. Thus it is a school with a purpose. The academics ought to be and is given all the needed effort and attention, but it is not the end, it is the means.

This is motivation building, the starting point. The next step is Attitude Forming. Attitudes also indicate values of life. We have heard the precepts,

मातृदेवो भव । पितृदेवो भव ।

आचार्यदेवो भव । राष्ट्रदेवो भव ।

Worship the mother, the father, the preceptor and the people as God. All these are not just precepts, they are attitudes and moreover values of life. They are to be understood and caught. There are finer attitudes also. Unless I achieve something significant in my life. I am not satisfied; unless I achieve excellence I don't feel I am leading a worthy life; unless I conceive of new ideas there is not joy in my life. All these are attitudes. Development of a dynamic personality needs following of such attitudes. Of all attitudes the attitude to re-value the situation, understand the needed change and to effect that change in oneself, i.e. the attitude of remaining tender in mind, plastic throughout life, ready to throw away the obsolete and covet the ultimate, the eternal, staking everything one possesses, is most important. DP lays a great stress on Attitude Forming.

Motivation building, attitude forming are a prelude to Leadership Development. Consistent efforts are

made in DP towards developing traits of leadership like initiative, drive, decision making, perseverance, whole perception, confidence, resourcefulness, etc.

Over and above the study of academics, motivation building, attitude forming and leadership development are judged to be important as day-to-day objectives of the working of DP. Further, a student of DP, after passing out of the institution is expected to become a devotee of the ideal or regeneration of Indian Culture and Spiritualism. He is expected to become a Scientist either in social science or physical sciences. Languages and arts should become, in his hands, vehicles of Scientific thought.

Spiritualism and Science-mindedness are to be coupled with equality, fraternity and social justice, which together can be styled as Samajwad. Whether it be, Democracy or Samajwad, it cannot be a copy of what is prevalent in Britain and America or Russia and China. It must come from the very depths of national ideals and must have their roots in the thought, values and traditions of the land.

This ideal of equality, fraternity, social justice, excellence in Science blended with Indian spiri-

tualism is the basis of all work at DP. To give to the Nation at least 200 young men and 200 young women who are inspired with the above ideals is the 'not-too-distant' goal of Dnyana Prabodhinee.

This is exactly what has been proposed by Swami Vivekanand, long back in 1897. Swamiji said . . .

"Can you become an occidental of occidentals in your spirit of equality, freedom, work and energy and at the same time a Hindoo, to the very backbone, in religion, culture and instincts."

(Complete work of Swami Vivekananda —Vol. V, pp. 29)

Swamiji also declared, 'I am a socialist.' His ideas of socialism were not rooted in what the foreigners had said but, had their basis in Advait Vedant.

Dnyana Prabodhinee is the embodiment of the thought and philosophy of Swami Vivekanand. His thoughts have guided us all these years. The names Swami Vivekanand and Aurobindo have inspired us and still inspire us.

Based on all these philosophical ideas, the institution offers to its alumni real life experiences as regards understanding and solving problems of India. True, as the late Prime Minister Shri Jawaharlal Nehru

said, 'There is one problem after every person in India'. Yet, all these problems can be arranged round three important foci viz. problems regarding agriculture and rural development, problems regarding industry and labour-welfare, problems regarding social justice and social regeneration. In order to study these problems first-hand DP has undertaken the development of 135 villages situated to the South of Poona. Among many other developments it has constructed four small bunds and percolation dams, deepened more than 500 wells, and bored a hundred tube-wells. This rural development has served as fertile grounds for studying the regeneration of the rural society and evolving new social leadership and norms. The institution has to its credit four small-scale industries. One is a mechanical, the second is the paper capacitor, the third is electronic and the fourth is manufacture of mechanical timers. These industries are managed by graduate students of the institution and these young managers report their experiences periodically to their very young companions in the school. The students of the higher secondary school undertake to serve the people who are in calamities like that of drought, flood and earthquake.

(Continued on page 9)

The Story of Excellence Award

Ever since the Centre was started in early 1968, the question has been: What are the humble things we can do to meet the primary aim of the Centre, namely, "to stimulate amongst all sections of the public thought and effort for the promotion and development of excellence in every sphere of human activity."

Late 1972, the idea of an Excellence Award was debated.

On the one hand, it was argued that those who pursue excellence in their chance or chosen area do so because they enjoy doing so. Their pursuit of excellence is a matter of self-propulsion. It does not depend upon encouragement or recognition from an external agency.

It was argued, on the other, that the primary aim of the award idea is to help the Centre achieve its major purpose, namely, to bring the idea of human excellence to the awareness level. The award is more one of paying a homage and tribute than one of standing in judgement over a person's achievement. The award gives an opportunity for the awardees to share their convictions with the immediate and remote audience.

A simple and symbolic Excellence Award function on a

periodical basis was agreed upon. A citation will be there, but something symbolic of the pursuit of excellence should be presented to them it was thought.

Renowned sculptor Adi Devierwalla kindly agreed to design the ACME trophy, symbolic of the sustained thrust upward. This bronze trophy symbolises hardiness of spirit, concern for others, and moving "higher and higher."

The first award was made on 10th May, 1973 to Shri J. N. Marshall, Professor Emeritus and long time librarian of the Bombay University.

The awards are not however confined to headline humanity. For instance, how many have heard of the Chinchlekar's of Malawald College (recipients of the third Excellence Award?) In fact, whether a person is 'well-known' does not figure in our decision to invite one to consider accepting this award. Nor does his area of activity figure. Any human area is as good as another. Whether the area is a chosen one or a chance one does not matter.

The awards are not confined to this country either. Mr. John R. Heron—the recipient of the Sixth Excellence Award—is the

Editor of the Monthly Letter of the Royal Bank of Canada. Excellence is universal and the excellence movement is international.

Late 1974, a suggestion was mooted that we should take these Excellence Award functions outside Bombay and more so when the Awardees are outside Bombay. The first such function was held in Poona to honour Shri Kelkar of Raja Kelkar Museum fame. This idea we found to be a good one because many of the admirers felt that this function is held on their behalf too.

For the benefit of those who are not able to attend the function, the citation and the acceptance speech as well as the speech of the dignitary who presides over the function and gives away the award we produce in the columns of EXCELLENCE.

The Centre welcomes suggestion names for such awards. The Centre also welcomes donations to make such awards possible. The Centre is sustained by the donations of those who wish to actively support the excellence movement, and the voluntary efforts of a handful of individuals.

Text of Citation of the Excellence Award Presented to Mr. Melville de Mellow

For over quarter of a century your name has been associated with All-India Radio and, in recent years, with Delhi Television. Your serious commitment to these two institutions and to the media they represent is widely known and respected in India and abroad. Your listeners and viewers have come to expect from you a high standard of thought and presentation. They are aware of your patient work behind concern and communication.

Entertaining and instructive programmes on radio and television, however successful in themselves, do not necessarily make a lasting impression. Your influence can be traced beyond the technical qualities and the intellectual content of your programmes to your personality and character. It is your maturity, humane and integrated values which affect the minds of your audience. Appealing to the common experience in India, you also look beyond it to the wider, changing world which is its unavoidable context. Rooted in the Indian environment, and involved in its problems, you have cultivated an international point of view. Nothing in your ideas has the least taint of the sectarian, the provincial or the narrowly nationalistic.

For you, love of country is the beginning and not the end of wisdom in dealing with the country's social and cultural issues. This makes you critical and constructive in the best sense. Your aim is to improve matters, and not merely to provide an academic analysis. It is noteworthy how consistently your questioning leads to practical conclusions, which demand a change in our attitudes, a challenge to accepted ideas and institutions. In addition, you have shown a willingness to expand your range of interests, to explore contemporary Indian life in all its multiplicity. This has contributed to the development of a new conscience in India, a new sense of responsibility, and a new will to solve problems, in all of which lies our true hope for the future.

In honouring you today, we are paying our tribute to a vision of excellence which clearly inspires you in your work. It is that vision our countrymen need, as much as they need the more tangible goods of life. You have demonstrated that it requires a sustained and meticulous attention to detail as much as to the larger view of things and ideas. Not only in your words but in your tone of voice, your manner, your style of debate, you convey a sense of purpose and direction which illuminate the subject. You have shown great courage of conviction in the presence of authority and power. You have shown gentleness and sympathy and compassion in the presence of suffering. For every occasion, you have evolved the appropriate and creative approach, so that no programme by you follows a set mechanical pattern. This is a sign of the liveliness of your sensibility.

On behalf of the Indian Centre for Encouraging Excellence, and on behalf of all those who have benefited by your services to radio and television, I wish you many more years of fruitful mass communication.

Please accept this Award for Excellence as token of our respect, admiration and affection.

Revered Vice-President, distinguished members of the Indian Centre for Encouraging Excellence and distinguished guests.

Though one of the basic attributes of a successful commentator is supposed to be the attribute of "unbounded cheek" that is, the ability to speak extempore under the gaze of thousands of pairs of eyes, I must confess that on occasions like this, I am usually tongue-tied. This happens when the heart is too full of gratitude. But it would be ungracious of me if I did not preface my brief "Speech of Acceptance", with a few words of gratitude to all of you and so thank you for coming here and making this one of the most memorable and heart-warming experiences of my life.

On an occasion like this I am required to say a few words about my profession and perhaps, a more difficult task—something about my personal philosophy.

Any art, is an enduring and continuingly communicating record, of man's emotional response to his existence. The province of a broadcaster—is to both reflect the bafflement of mankind, and to also show that order and beauty exist. The true broadcaster, oscillates between the beauty he cannot do without, and the community, from which he cannot tear himself away. He must project existence as it is. In my career

I have endeavoured to do this. But to achieve this, every true broadcaster must give most of his time and often all of his energy. The great painters of the past, laboured for months, even years, to perfect a single picture. Great poets, laboured and slaved for days and weeks to get a few lines that satisfied them. The craftsman is proud of his tools. The surgeon does not operate with a rusty razor blade. The sportsman fusses long and happily over the choice of gun, rod or racket. The broadcaster, however, harassed as he is, with the quick pace of modern life, is deprived of the luxury of taking his time. He works under pressure to impossible deadlines. The challenge is, therefore, greater and though the success of having delivered the goods effectively on schedule, is both exhilarating and stimulating, the broadcaster has little time to savour his success, because before him, already, looms the next deadline.

Some of the other attributes of a broadcaster are fluency, confidence and sincerity. Fluency and confidence need no specific elaboration on my part. "Sincerity", is a quality however which to my mind, is possibly the greatest single factor, in the making of a successful broadcaster and the microphone is ruthless in its ability to

Speech of Acceptance

by

*Mr. Melville
de Mellow*

detect insincerity. For sincerity here, means that the broadcaster believes in what he is projecting. And his listeners must be convinced of his honesty. It is this challenge of "credibility", that either makes or breaks a broadcaster. The desire to be believed is strong in all of us. How we give vent to this desire in word and sound and music, is the cornerstone of the art of broadcasting and the art of communication. Sometimes this can be a painful and long process, for in broadcasting, you usually get out of it, what you are prepared to put into it, and this is where most of our budding broadcasters today, usually fall by the wayside. They look for quick results—resort to flashy gimmicks. They do not mirror the inwardness of the subject. They do not realise that, the river is within us, and the sea is all about us. The oasis of sanity and harmony, of duty—belief and persuasion and understanding, belong to the river within us, and must come from within us, if the sea about us is to know and understand, believe and accept. So a successful broadcaster must not only understand what he is projecting, but believe it to be the truth. He must know therefore where truth ends, and propaganda begins. Just as there is a precious crust that separates civilisation

from barbarism. Somebody once said that sincerity in one's work is like "falling in love". You have to bring to your work the same wide-eyed wonder, dedication, devotion and a bit of idolatry—if you wish to be effective. I may not yet be competent to go along with that statement completely, but I can say with no shadow of doubt at all, that once you fall in love with broadcasting; it is an exciting, stimulating and unforgettable courtship.

Probably, the greatest dividend that I have been able to earn from broadcasting has been a deep understanding of people. All this began early in my career, with a "Request Programme", during the Second World War. These request letters revealed to me the problems, the trials and the sufferings of my fellowmen. In them I was able to see before my very eyes the tribulation of those stricken with cancer, the joys and the exuberance of those beginning a married life—the tragedy of broken homes—the doubts and anxieties of old age—the bloom of youth and the courage and raw guts of the brave youngmen who were laying down their lives on various battle-fronts and who were to be deprived of a normal life-span. Many of these letters were of wondrous beauty, watered by tears

and coaxed and caressed by the smiles of yesterday and the hopes of tomorrow—a tomorrow, which, for some, never dawned. For some, the tone and tint of life had vanished and the shadows were lengthening. For others—a brave new world was in the making. It was this programme early in my career; that gave me a profound and deep understanding of the "power of the microphone"—to influence people, and to draw from them their most private feelings, as also my own deep sense of responsibility when using the microphone, which is, a "persistent power", capable of opening up the mind rousing the apathetic and inspiring the multitude. This was put much better by the famous American poetess, Emily Dickinson, when she said—

"A word is dead when it is said—some say;
I say, it just begins to live, that day!"

Or Byron who said—

"For words are things,
and a small drop of ink
falling like dew upon a
thought

Produces that which
makes thousands—

Perhaps millions, think".

Or Robert Southey, who put it this way—

"It is with words as with
sun-beams—

The more they are condensed,
the deeper they burn".

I have tried, during my career in Radio and TV, to understand, and project the spirit of these basic principles I have just enunciated. For me, it has been 35 years of stimulation, excitement, sometimes deep grief—but I have always been buttressed, by what is today known as job-satisfaction which stems from a growing rapport with my listening and viewing public. Without this affection from the listeners of India, I would be a failure. Every true artist has a duty to his fellowmen and a broadcaster is no exception. When I was young, I was told that I should pray as if it all depended on God, but work, as if it all depended on ME. But if I have any slogan to offer those that care to follow in my foot-steps, I

think, it would be this—

“Remember, only DEAD fish, flow with the stream”.

And this I think is the nub of my personal philosophy. If you have a talent, exploit it to its fullest. Of course it is always much together swimming upstream, against the current, but it is that extra effort that puts you in front of the field and gives you the continuous satisfaction, necessary for keeping your interest alive. If this sounds like my epitaph, it is not meant to be. With the help of my listeners and viewers, who have, over the years, admired my work and sustained me, I shall continue to swim upstream, spawning programmes that I hope, honestly depict life

as it is. Holding a mirror before my countrymen. That is the dream I had 35 years ago, and that is the dream I shall continue to pursue. Once again, may I thank you all, for having done me an honour, by coming here this evening. Your presence here, has made it a memorable and touching experience for me.

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/-)

Continued from pag. 4

This is a brief description of the practice and philosophy of Dnyana Prabodhinee. It is not more than 13 years old but it appears that these ideas are gaining ground and success. In an era, when real selfless work, specially by highly intellectual people, is at a discount DP has been successful in winning the hearts of at least 20 young men and 8 young ladies between the ages 19 to 27, to these ideals. We hope that the institution at Poona, in course of time, will certainly give to the

country at least 200 very intelligent and capable young men as well as women who have this devotion in their hearts.

Dnyana Prabodhinee is to be a movement. It is not to be confined to Poona and Maharashtra. Even at Poona the institution will admit students from all over India and realise in at least a small measure the dream of Swami Vivekanand, Swami Dayanand, Rabindranath Tagore, Gandhiji and Jawaharlalji. In course of time, it is hoped

that in every State there will be one such institution, each of which plans and succeeds in giving to the nation at least 200 young men and women devoted to the cause of changing India for the better.

My thanks once again to Prof Atthreya, Shri Karani, His Excellency, the Vice President, and to you, my friends for affording me this opportunity of presenting the ideas of Dnyana Prabodhinee, and for giving us such an encouragement.

After giving away the Awards, Shri Jatti said:

I thank the Indian Centre for Encouraging Excellence for inviting me to participate in this evening's proceedings. To be dedicated to the discovery of excellence in all fields, to accord due recognition and honour to it is a worthy mission which can do much to encourage and promote excellence. I believe also that the most significant and inspiring part of this function is the opportunity the recipients have of declaring their credo in life which has helped them to achieve excellence in their fields. I congratulate the sponsors of this Centre on the good work they have been doing in this direction since 1968.

Dr. Pendse has won a well-merited honour. His work for talented children has vital significance as the nation's future will in due course pass on to their hands. In a sense, therefore Dr. Pendse by his endeavours is giving purpose and direction to emerging India. Likewise Shri De Mellow has, by his impressive broadcasts established the importance of clear observation and vivid verbal description as means of effective mass communication. This kind of public service has great significance in the context of the present day. His super-

lative excellence as a broadcaster have made Shri De Mellow's a household name in our country. It would be redundant for me to say anything more about the recipients of the awards this evening. They have been introduced formally eloquent citations read about their activities and accomplishments. I will therefore, content myself with congratulating them on their achievement of excellence in their respective fields.

You have rightly defined "Excellence as surpassing merit in anything, not necessarily superlative, but by all tokens good in an unusual degree. The student, the teacher, the artist and the craftsman may attain excellence through high and uncompromising standards, and dedicated endeavour. The aspirant after excellence has to be wholly committed to his ideal. Indeed this has been a feature of our national attitude from time immemorial—an attitude that has generated the highest degree of excellence in varied areas of national life. I may cite a few examples. Mahavira, Buddha, Shankara and Basava sought and achieved excellence in transcendental fields and in the field of human conduct. Kalidasa breathed literary excellence. Our ancient temple

*Speech by the
Vice-President
Shri B. D. Jatti*

sculptors created immortal edifices which stand to this day as mute testimony to their artistic excellence. I will not multiply instances but will only reiterate the fact that the aspiration for and achievement of excellence have long marked the true Indian way of life. I am sure the endeavours of this Centre will serve to stimulate and reactivate this spirit which lies dormant among our millions.

Our country is rich in human resources and has an unlimited potential for excellence. The majority of them who are poor and illi-

terate and belong to underprivileged sections of society have to struggle to come to the surface and be noticed. If recognition of excellence is going to be limited to the surface and periphery of society then vast millions with traditional skills and excellence are fated to go unnoticed. They have little opportunity to attract attention. It seems to me to be important therefore, in the name of fairness, that we should endeavour to discover the hidden merit and excellence in the underprivileged sections of our people. Until this is done, and real

equality of opportunities is established, it will not serve any purpose to say, as some do, that after we achieve freedom "we have let loose mediocrity in almost all walks of life in the disguise of democracy". I hope this Centre which should be concerned not only with honouring excellence but also with generating excellence, will give thought to this aspect of the matter.

Once again I thank the Indian Centre for Encouraging Excellence for this fine opportunity, and wish its laudable endeavours all success.

About the recipients

DR. V. V. PENDSE

Born 17 August 1916. B.Sc. (S. P. College, Poona 1939) B.T. (Tilak College, 1954) M.Ed. (Tilak College, 1955) Ph.D. (University of Poona, 1961) Lecturer in Psychology, Poona University (1961-68). Founded Dnyana Prabodhinee (1962). Started Shivaganga River Valley Development Programme (1966); Mechanical Division (1968); Dnyana Prabodhinee Prashala (1969); Capacitor Factory (1970). Study tour to U.K. & Europe (1972). Started Mechanical Timer Division (1974); S. K. Patil Institute of Electronics. (1975); Higher Secondary School for gifted girls (1975) 'Sanskrit Sanskriti Sanshodhika' (1975).

Address : Director, Dnyana Prabodhinee, 510 New Sadashiv Peth, Poona-30.



MR. MELVILLE DE MELLOW

Chief Producer, Features (English), Directorate, AIR, since 63; born April 28, 1913 at Jodhpur (Rajasthan); son of Arthur and Maud; married, Coralie Emma. Post-graduate diploma Indian Military Academy, Dehra Dun; 2nd Lieut, Royal Warwickshire Regiment 36 Lieut, 5/2 Punjab Regiment, 37-39 New Announcer, AIR Awarded Commonwealth Trust scholarship for specialization course with BBC, 48. Czechoslovak Peace Prize for radio documentary writing, 60, Padma Shri, 63 Italia Prize, 64; covered three Olympics for AIR, Wembley, 48, Rome, 60, Tokyo, 64; holds world record for longest non-stop running commentary (7½ hours) during Mahatma Gandhi's cremation.

Office Address : Directorate-General, AIR, Broadcasting House, Room No. 70, New Delhi.

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.

EXCEL INDUSTRIES LTD. (PUBLIC RELATIONS DEPT.)
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