



**THE INDIAN CENTRE FOR  
ENCOURAGING EXCELLENCE**

Sahakar Bhavan, Agra Road, Bombay 77

There is a saying :  
"Don't complain about the darkness;  
light a candle."

If it is true that there is much that is substandard  
in our country today,  
it is equally true  
that there is Excellence also.

Let us perceive and praise  
such Excellence wherever it is found.

When we notice and talk about it,  
we are not alone;  
others see the point in it too,  
and in the process demand the best  
of themselves and of others.

The very nature of Excellence is such that those  
who pursue it  
consider it worth their while to do so.

Excellence is not to please others;  
it is to please ourselves.  
Excellence may not give an economic return ;  
it does give a psychological return.

"It is a funny thing about life.  
If you refuse to accept anything except the best,  
you very often get it". (Somerset Maugham.)

What is the way to Excellence?  
This question is best answered by oneself.

Why then a Centre

It is to provide a rallying point,  
a summons to scale the higher reaches of  
sensitivity.

"Higher still and higher",  
as the Poet said;

or "Mahato Maheeyan",  
in the words of the Upanishad.

The pursuit of Excellence is a journey  
and not a destination.

As a first step, it only calls for  
a little awareness and a little effort—  
awareness of the need for Excellence,  
and effort to move in that direction.

This Centre plans to take up, as a first step,  
the following activities:

...a weekly coffee session addressed by eminent  
men on aspects of Excellence;

...holiday camps for young people to enable them  
to explore the approaches to Excellence;

...essay and speech competitions for young people  
on aspects of Excellence;

...occasional publications.

The Indian Centre for Encouraging Excellence is a not-for-profit organisation devoted to educational and cultural pursuits in the cause of Excellence.

There is no formal membership of the Centre.

Those interested in the cause are invited to participate in the activities of the Centre and support its projects.

We would like to keep you posted.  
Would you please complete the enclosed card and mail it to us?

We shall be glad to mail this brochure to your friends, at home or abroad, if you would only give us an indication and the address.

COURT CHAMBERS, BY STAGE, SEL,  
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