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प्रो० ए० के० चतुर्वेदी, निदेशक

Prof. A. K. Chaturvedi, Director

Foreword

In my teaching experience in the last twenty-five years at IIT Roorkee, IIT Kanpur and IIT BHU, I realised that in the world of tomorrow, our students' ability to make commercially viable innovations will be one of the keys to our success as a Nation. For this purpose we will have to increase our focus on the development of efficient and effective processes for achieving competitive deliverables. This requires specialised technical knowledge of material and machines, along with communications on the one hand, and expertise to manage and effectively transform the inputs into deliverables.

I am glad that Dr Ajit Singhvi, along with his associate, has realised the need to provide the relevant knowledge and expertise in a comprehensive compendium for easy reach by all those involved in managing an enterprise, at any level, today or tomorrow. The book also includes details of how the authors transformed enterprises in some countries using the knowledge in the book.

Dr Singhvi is an accomplished management thinker who has been associated with enterprises in many countries since 1964, in various roles including that of CEO. He is passionate about excellence in manufacturing. I have also known him as a philanthropist who has made endowments at IIT Roorkee and IIT Madras, among others.

Our future lies in the hands of students, and this work should enable them to fast track their journey to managerial CEO roles and establish a language of good management in an enterprise for professionals, at minimal cost and time. The presentation is simple and easy to comprehend. I have no doubt that it will receive an overwhelming readership across the engineering and management world.

Chaturvedi July 9, 2019

A.K. Chaturvedi