


**BUSINESS
BOOM**
MONTHLY
Nehru Trophy Boat race
Supplement

An icon to the youth -

he proved that being one's own boss
is always better than being
an employee.

An icon to the corporate world -

he does not believe in business with-
out morality or politics without prin-
ciples.

Saudi based business giant,
Dr. B. Ravi Pillai is reportedly the
largest employer of Indians in
the Middle East.

'Manavaseva Madhava seva' -
serving the poor equals serving God -
is the life mission of this Diamond.

Ravi Pillai

A diamond forever ▶



Report- K.C. Jayachandran

In a world which is fast shedding its boundaries and borders, there are only few people, who do not aspire to be rich. 'Learn well, win the best job, live prosperously,' is the sacred mantra that the parents chant to their children. But none disagrees to the fact that being the boss of one's own business, is a better dream harvested, than being a mere employee. Here is where Dr.B. Ravi Pillai, owner of the multibillion dollar

Son of Balakrishna Pillai and Saradamma. Happily married to Geetha. Beloved father to Ganesh Ravi Pillai and Arathi Ravi Pillai. Dr. B. Ravi Pillai was awarded Padmasree by Government of India. In 2007, he was presented Pravasi Bharatiya Samman by the President of India, for his commendable services to Non-Resident Indians and exemplary track record in entrepreneurship.



DIAMONDS MEET: Dr. B. Ravi Pallai and Kerala Finance Minister Sri. K.M. Mani.



The Raviz Kadavu resort Kozhikkode

business conglomerate, RP Group, becomes an icon.

The Saudi-based RP Group has interests in construction, travel and tourism, healthcare, retail and education sectors. The most prominent of these is Nasser S Al Hajri Corporation, the construction services major. The company which credits three decades of experience in the Middle East, holds a magnificent workforce of over 60,000 experienced and highly skilled employees from all over the globe. Pillai is reportedly the largest employer of Indians in the Middle East.

‘Serving the poor equals serving God’

This is the motto of RP Foundation, the humanitarian initiative from Dr. Ravi Pillai. The foundation works towards the

betterment of the society by providing support to the underprivileged and needy.

The foundation contributes merit scholarships to students who are poor and unable to afford higher education. Following the Gujarat earthquake, Dr. Pillai offered generously to the Gujarat Earthquake Relief Fund. The foundation has constructed homes for more than 250 families globally. They provide shelter to orphans and take care of their educational needs. Another key area is the assistance given to expatriate Indian nationals by coordinating with the Embassy of India and other social and cultural organizations. The foundation assisted the Government of India and the local authorities to rehabilitate the affected victims of the 2004 Tsunami and the Chairman, Dr. Ravi Pillai was recognized by the President of India for his invaluable efforts and contribution.

RP Foundation is now gearing up for the second phase of the Mass Wedding Programme, ‘Samoocha Parinayam-2013’ to be conducted in September 25th 2013. Through this project, the Foundation is once again vowing to fulfill its mission of realizing the wedding dreams of brides hailing from poor family backgrounds. A similar event was conducted in 2010. Besides bearing all expenses related to the marriage, each couple is gifted a sum of Rs. 1.5 lakhs in cash. Unemployed grooms are provided jobs in the various companies of the RP Group in India and abroad based on their qualifications.

Making of the man

Pillai's family was predominantly into farming. Obviously, he as a child, experienced insufficiency of money at home. The decision to become an entrepreneur along with graduation, proved right when he opened a chit fund with a borrowed capital of 1 lakh rupees. The profit which ranged from 15 to 20k per month, was reinvested. Along with part time MBA classes, Pillai took up construction work in FACT, Hindustan Newsprint Factory etc with hired engineers and workers. The business was wound up later, due to a strike.

Destiny's call

Business is a big gamble and one needs to take risks which may either lead to a win or a loss. A firm believer in God, Pillai took the risks with an even mind and eventually came out successful.

“The strike was the turning point. I wound up all my business and decided to try my luck in the Gulf, in 1978. It was not a sudden decision,” recalls Pillai.

It was trading, especially with the US Navy, which paved the pathway to his business, in gulf. Goods were sold at a five fold margin to the US Navy. Through trading, Pillai made \$5-10 million in two years which he could use as capital for his construction company.

Pillai started his company, Nasser S. Al-Hajri Corporation (NSH), with a modest capital of Rs 10 lakh (Rs 1 million). The initial human resource was around 150 people, all of them recruited from Nagercoil in Tamil Nadu,

Growing by leaps and bounds

1983 was a milestone, when NSH got into specialized areas namely refinery and petroleum projects. Such tasks were usually undertaken by Korean companies. Pillai succeeded in winning the subcontracts by appointing a Korean negotiator.

“We were growing 100 per cent every year then. Within three years, that is, by the early 1980s, I had 4,000-5,000 employees working for me. Today I have over 60,000 employees, out of which 75 per cent are Indians. We also have people from the Philippines, Nepal, Japan, America, South Africa, etc. I employ more Indians because I am an Indian,” says Pillai

Quality of Indian labor

There was a time when an Indian viewed another Indian as lazy. ►



The Leela Hotel Kovalam



The Raviz Boutique Kollam

Contrary to the popular belief, Pillai narrates his first hand experience.

“Once, when we were to do a project for an Italian company, the company guy said, ‘I don’t think you Indians can do it. Please bring Filipinos.’ The work at the first gas liquefaction project required highly skilled fitters, riggers and welders. Taking it up as a challenge, we did the work solely with Indians. I must say they were mighty impressed. After that, many companies started asking for Indians alone.”

Being the change

A true professional that he is, Pillai superbly tapped and exposed the Indian human resources potential to the international market. But apart from being a businessman, Pillai displays a very humane mindset, unlike many others of his kind.

“What is important to me is the fact that because of me, so many people live well. For one Indian who works in



Mass wedding programme “Samootha Parinayam-2010”

the Gulf, at least 10 lives are dependent on him. Almost all my employees have been with me for the last 10-20 years. My original recruits from Nagercoil had not studied beyond the tenth standard, but their children are engineers and doctors today. I feel so happy that I could make a change in their lives. Because of me, in the Gulf alone, 75,000 people have food. I give free food three times a day to my employees,” notes Pillai.

Success secrets

There is no specific research into what makes a businessman a better success than another. But there definitely are certain criteria which benchmarks the best. Pillai had a very clear vision and was steadfast in achieving them. His logic was quite simple. He loved what he did. Every successful business person attaches a lot of importance to trust hard work and credibility.

“Because of the kind of work we were doing, companies from Canada, the United States and Saudi Arabia also started calling us. We did not need to go in search of work, it came in search of us. What you need is, trust from people. After that, you need hard work and then commitment. Once you commit a date for a project worth \$10-15 million, you have to abide by that fully. Not a day more,” he notes.

Honors and awards

Ravi Pillai, who is an MBA from Cochin University of Science and



Dr. B. Ravi Pillai receives Padmasree by the President of India in 2007

Technology, received an honorary doctorate from Excelsior State University in the United States. Pillai was awarded Padmasree by Government of India. In 2007, Dr Pillai was bestowed with the coveted Pravasi Bharatiya Samman by the President of India for his commendable services to Non-Resident Indians and exemplary track record in entrepreneurship.

Thoughts on future

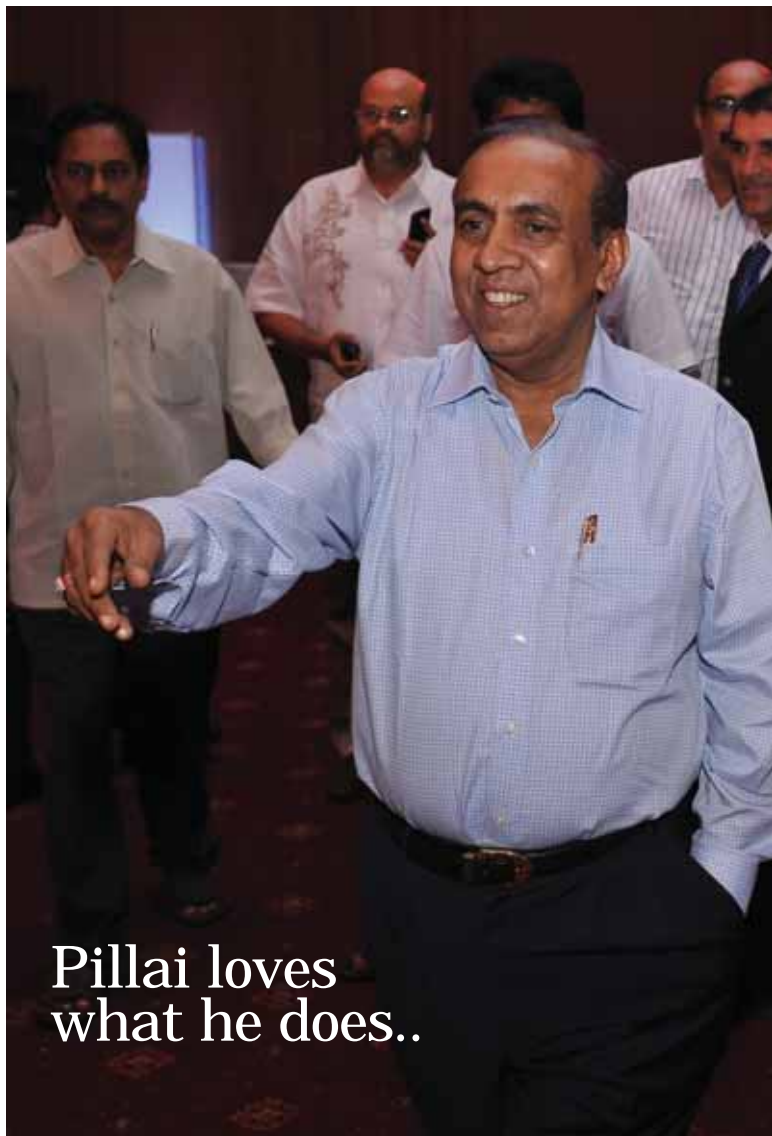
“Manpower is what will decide who the superpower is. That is why China and India hold the key hereafter. Almost 20-30 per cent of the population in Europe lives on pensions. Only 25-30 per cent people are working. The world is growing old and there is a shortage of manpower in the developed countries.”

“Only countries like China and India are young. So, these countries will grow the fastest and they will dominate the world order soon. I see China becoming the superpower very soon, overtaking America.”

Dr. B. Ravi Pillai is a heroic son of Kerala, pride of India, and a global business leader par excellence. His extraordinary capacity to conceive innovative ideas, inimitable drive to organize and implement projects coupled with hard work and commitment enabled him to acheive unbelievable strides in life. We wish him all success and congratulate him on his achievements.



GET TOGETHER: Nisha Jose K. Mani, Ravi Pillai's wife Geetha, daughter Dr. Arathi Ravi Pillai, Dr. B. Ravi Pillai, Kerala Finance Minister K.M. Mani, his grand son Kunju Mani, Kerala Development Media Director Nazir Salam in a Ifthar Treat at the Leela Hotel, Kovalam.



Pillai loves
what he does..

Investments homeland / foreign

Construction

- Nasser S. Al Hajri Corp. (NSH)
- Gulf Asia Contracting Co. L.L.C.
- Petrochem
- NASAH, Australia

Hospitality

- The Raviz Five Star Deluxe Resort, India
- The Raviz Center Point Hotel, Dubai
- The Raviz Boutique Hotel, India
- The Leela Kovalam, India
- The Raviz Kadavu Resort, India
- The Versailles Hotel, Dubai

Health Care & Wellness

- Upasana Hospital & Research Centre, India

Education

- OGM Technical Institute, Australia
- New Millennium School (DPS), Bahrain
- Upasana School & College of Nursing, India

Trading

- Arabian Choice General Trading CO. L.L.C
- Gulf Asia General Trading FZCO
- Dynamic Energy DMCC

Travel & Tourism

- Discovery Travel and Tourism L.L.C., U.A.E.
- Air Choice Travel, U.A.E.

AMRUTHAM BIO[®] ORGANIC
RESEARCH AND DEVELOPMENT CENTRE
 Palakkad, Kerala, India. Ph:04922-258444,254464,259564

مجموعات أمريثام
AMRUTHAM BIO[®]

INDIA - UAE - OMAN - UGANDA - SUDAN
SINGAPORE - MALAYSIA - AUSTRALIA - USA

E-mail : info@amruthambioindia.com
www.amruthambioindia.com

08-01-2012 കണ്ണൂരിൽ പെച്ച് നടന്ന പൊലീക് 2012 ൽ ഹൈ പ്രി അവാർഡ്
 ബഹു: കൃഷിവകുപ്പ്/ഒന്നി പ്രിക്.പി. ഓഫററിൽനിന്ന്
 പ്രിക്.പി. ഓഫററിൽനിന്ന്
 പാലക്കാട് ഹൈസ്കൂൾ ഡി.ജി. കൃഷി ഓഫീസ്
 ദുരന്തങ്ങൾ നിലവിലുണ്ട്.

ഭാരതത്തിലെ രണ്ടാം ഹരിതവിപ്ലവം വിഭവവികാസമായ ഹൈവ കൃഷിയിലൂടെ....

100% സമ്പാദ്യമായ ഹൈവ-ജീവാണ് വളപ്രയോഗത്തിലൂടെ കാർഷികരംഗത്തിന് പുതുജീവൻ.....
 ആനന്ദപൂർണ്ണമായ മനുഷ്യരാശിയുടെ നിലനിൽപ്പിലേക്കുള്ള സന്തോഷമായി അഭ്യുതം ബയോ.....

എല്ലാവിധ കൃഷികൾക്കും ഉപയോഗിക്കാവുന്ന ഉത്തമ ഹൈവ വളങ്ങളും, ജീവാണ് വളങ്ങളും,
 ഹൈവകൃഷിനാശിനികളും, ഉത്പാദിപ്പിച്ച് വിതരണവും കയറ്റുമതിയും നടത്തുന്ന പ്രമുഖസമാപനം

OUR UAE PROJECTS

- ✦ Amrutham Middle East Bio Organic Fertilizer Manufacturing LLC
- ✦ Amrutham Middle East Bio Technology LLC
- ✦ Amrutham Middle East Natural Drinking Water Factory LLC
- ✦ Amrutham Middle East General Trading LLC
- ✦ Amrutham Middle East Neem Cosmetics Factory LLC
- ✦ Amrutham Middle East International Agricultural University (World First Agriculture University)

ISO 14001

ISO 9001

JAS-ANZ

FM CHANNEL

NEWS

COLLEGE

Soil | Organic Farming | Characteristics & Necessity | Organic Manure | Bio Fertilizers | Sales Backup | Mode of payment | News & Views

STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS OF BUSINESS BOOM MONTHLY

(Form IV - See rule 8)

1	Title of the newspaper	: Malayalam Daily Diamond	7	Editor's Name	: Nazir Salam
2	Language	: English/Malayalam		Whether Citizen of India	: Yes
3	Place of Publication	: Alappuzha		Address	: Chennattu House, Alappuzha 688004
4	Periodicity of Publication	: Monthly	8	Name and Address of Individual who own the news paper	: Nazir Salam
5	Printer's Name	: Nazir Salam		Address	: Chennattu House, Alappuzha 688004
	Whether Citizen of India	: Yes			
	Address	: Chennattu House, Alappuzha 688004	9	Where printing is conducted	: SS Desigerers, DTP & Karthiayani Offset, Alappuzha
6	Publisher's Name	: Nazir Salam			
	Whether Citizen of India	: Yes			
	Address	: Chennattu House, Alappuzha 688004			

I, Nazir A. alias Nazir Salam, declare that the particulars given above are true to the best of my knowledge and belief.

Alappuzha
01.08.2013

Sd/-
Nazir Salam
Publisher



As Close to the Sea As you can Get !!

Facilities

- Sea Facing & Suite Rooms
- Premium Cottages & Huts
- Beach Shack Multicuisine Restaurant
- Roof Top Banquet Hall
- Ayurvedic Spa Packages
- Kerala Tour Packages & Houseboats




Palm Beach Resort

Palackal, Sea View Ward, Alleppey, Kerala, India

Reservations: +91-9946667128, +91-9562480947, +91- 477 2246050

www.alleppeypalmbeachresort.com, email: info@alleppeypalmbeachresort.com



PALM BEACH

