

SK Behera

Vice Chairman & Managing Director,
RSB Group



and put my whole and sole, grow steady and endure in each of my initiatives," he adds.

So what has been the biggest challenge in his professional journey and how did he deal with it? "Looking back, our earlier years were most challenging when we took hits after hits and many of our friends closed their shops for good; that's where I and my older brother, R K Behera, stood steadfast, learned to stride in depressed scenarios, used our every acumen with patience. I remember in late 1970s I used to pedal in my bicycle around Jamshedpur to do everything which will keep us afloat," he recalls with humility and pride.

Of course, when he looks back today, he feels delighted that their (his brother's and his) efforts and ethical business while keeping quality as their top agenda (RSB is a world-renowned Deming Award Company for Business Excellence) has made the Group today a leading engineering institution. The Group has 13 manufacturing plants spread over seven locations in India; namely Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA), Silao (Mexi-

The RSB Group is helmed by two illustrious and brilliant entrepreneurial leaders and S K Behera is the younger of the two. Inspired by "Excellence", SKB – as he is popularly known – strives for excellence in every moment of his life, at place of work, with his customers, vendors, his RSBians and commitment to society in action with silent deeds. "Excellence is the beginning and end in my every endeavour," he says.

SKB does not believe in 'aiming'. "What I do is 'hit the bull's eye' straight, clear and concentrated. Life has two rules: (1) Never quit. (2) If difficulties surmount, I refer to Rule No.1," he says matter-of-factly.

Importantly, SKB believes in running the day and not the other way around. "I know there is no royal road to anything and the one that moves fast withers rapidly whereas I believe in taking one at a time with dedication

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co) and partnered venture in Brazil.

While the last one year wasn't really great for RSB, SKB is confident about the coming times. With the thrust on Made in India and 'Make in India' promoted by our Honourable Prime Minister, we are confident of a better time ahead," he says. Last year RSB had a turnover of around Rs1046 crore and this year it is expected to clock around Rs1262 crore. SKB is targeting to cross Rs2750 crore by 2020. "After prolonged slump, there have been signs of recovery albeit not in line with expectations. But more than the numbers, SK Behera wants RSB to be amongst the most admired organisations with a significant global presence".

RSB has recently signed an MoU with the Andhra Pradesh Government for setting up its

state-of-art plant at Sri City for manufacturing latest generation of propeller shafts. "For these propeller shafts, we have an on-going collaboration with world-renowned Egan Klein GriebH, Germany and Jidoka Buhin Kogyo Co. Ltd. (JBK), Japan. This plant will cater to Isuzu Motors and other global OEMs - Ashok Leyland, Daimler, etc in south besides catering to other clients pan India and overseas," he shares.

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SKB's mantra for taking Indian auto components sector to the next level is quite simple. "Leverage the excellence that we have built up to challenge global norms in quality, cost, service and effectiveness. This is a simple mantra. No business is small or gigantic, or good or average. It's the approach you bring to your business process," he states.