

Profile



Name: Govind Dholakia

Position: Founder/chairman

Company Name: Shree Ramkrishna Export/
srkexport.com

Type of Business: Diamond manufacturing and processing and exporting.

Years in Business: I have over 40 years of attachment and experience in this industry.

Company Size: We started in 1964 with a few members. Today, our SRK family totals over 4,000 members.

Business Philosophy: "Sarvo Jana Sukhi naah Santu" (willingness to see each and everyone happy), which means building family-type relationships from the top to the bottom of the company.

What are the company's long-term goals? In the long run, the company would like to make its presence felt in every corner of the world with the help of the Internet. Our long-term goal is to make it a public limited company. Along with the cutting and polishing business, the company is aspiring to master the business of diamond jewelry manufacturing by reaching the end users with the help of a jewelry brand.

What are the greatest changes you have seen since you joined the industry? When I joined the industry in 1964, there were just 200 diamond craftsmen; by 1980 there were more than 200,000. In the 1990s, Russia was divided and the rough stock of diamonds, which had been stockpiled for years, entered the market, leading to tremendous change. The area where our factory was located in Surat came to be known as Russian Street.

From 2000 to 2005, Indian manufacturers started production of solitaires with the help of the best available technology, which helped the country to break the monopoly of Belgium and Israel as diamond cutting and polishing hubs.

What would improve your business in the future? Constantly upgrading the knowledge base of each employee by training and developing them using the latest technology available.

What is the most difficult business decision you have ever had to make? The toughest decision I made in my whole career was last year when the world was passing through the

toughest times ever. We took the decision to take care of our employees and infrastructure and helped them survive the global recession at a horrifying cost to our pockets.

How does the company give back to the community? I am only satisfied when my surrounding is like me, happy. So we have established numerous charitable trusts under our company to take care of several educational institutions and medical centers. We help many health and safety institutions and hospitals. We maintain gardens and we also arrange medical camps. I also run a relief center where I personally give advice, educational support, financial support and social support.

What is your greatest regret? I cannot think of any notable regrets in my life.

What is your greatest accomplishment? There is a long list. To name a few: unbelievable wealth and a family of more than 700 members. It is God's gift that my whole family is free from any kind of addiction. And, although I only studied to the 7th class, I am invited to address the audience full of MBA students and highly qualified people.

What word or phrase do you most overuse? "Be positive!" and, "I am nothing, but I can do anything."

Who do you most admire and why? My admiration is only for Mahatma Gandhi, the father of India and the true follower of the truth and non-violence. That is because almost 90 percent of my way of living matches with Gandhij's way of living.

What would you take with you to a desert island? Books, especially autobiographies of the great souls. I would definitely carry my favorite book, the holy book of Hindu, *Gitaji*.

What is the best piece of advice you have ever received?
Business Advice: Munnabhai of Arjav Diamonds advised me to diversify into making solitaire diamonds.

Personally, Indravadanbhai once encouraged me to take care of my family members and staff before everything else.

If you could do any job other than the one you do now, what would it be? I would be a human resources trainer.

What is your idea of perfect happiness? Acceptance! Acceptance of everything, it is the key to happiness.