

PRESS RELEASE

New Delhi, 23.03.2008

Ratan Tata, Sreedharan join hands to start movement to restore national values

Concerned over the country's deteriorating value system that has contributed to social evils such as corruption, eminent persons including Tata Group Chairman Ratan Tata and Delhi Metro Managing Director E Sreedharan have initiated a 'National Value Inculcation Movement' which will seek to restore social and cultural values that are rapidly getting eroded.

Besides Tata and Sreedharan, other prominent persons associated with the movement include former Chief Justice of India M N Venkatachaliah, former Central Vigilance Commissioner N Vittal and senior member of the Hero Group Sunil Kant Munjal.

The movement assumes importance as inspite of India's economic progress, it remains one of the most corrupt countries in the world, ranked 72nd amongst 91 nations, which has happened due to the breakdown of the age-old cultural values only to be replaced by an epidemic of ambition.

At a meeting held today to decide on the modalities of the movement, Sreedharan attributed the success of the Delhi Metro project to the organizational values such as punctuality, integrity and professional competence instilled in its employees. "These values have a message for the nation as a whole and many organizations are studying DMRC's performance to determine how these values can be replicated by them," he added.

Spiritual leader Swami Bhoomananda Tirthaji, who gave the initial idea for the cause, said "our aim is to focus the attention of national leaders in administration, Parliament, judiciary, education, industry and allied sectors. We have to persuade the leaders in various branches of national life, and through them the people, to rediscover and re-associate with the nation's time-tested values."