

# *Ravi Shankar Rai:* *Building Enterprises that Build India*

In an era where business success is often measured only by scale and speed, Ravi Shankar Rai, Chairman, CEO & Managing Director of Savitri Telecom Services, stands out as a leader who believes that true enterprise must serve a higher purpose. For him, industry is not merely about profit; it is about dignity, opportunity, and social transformation.

Founded in 1999, Savitri Telecom Services began with a clear and courageous vision: to generate stable, sustainable, and respectable employment for the unemployed and socially and economically underprivileged. Over the past two decades, this vision has shaped every policy and decision of the Group. Today, Savitri directly employs more than 1,600 people and has impacted close to 6,000 livelihoods across its ecosystem, making employment generation its

most defining achievement.

One of the Group's most distinctive initiatives is its Employment Policy, established from day one. Nearly 95% of roles are reserved for individuals with limited access to opportunity, including those pushed into negative activities such as crime or extremism due to economic distress. By offering structured work, skill development, and dignity, the Savitri Group has helped many individuals reintegrate into society, demonstrating that inclusive hiring can be both humane and sustainable.

Ravi Shankar Rai's leadership philosophy goes beyond employment numbers. He strongly advocates social equality and job respect, challenging long-standing hierarchies in Indian workplaces. When similar work performed in offices, homes,

or public spaces receives equal respect, real transformation occurs. At Savitri, people across all levels—from top management to frontline staff—share the same spaces, reinforcing the belief that respect is not tied to designation, but to contribution.

From a business standpoint, the Savitri Group, having six companies under its umbrella, has evolved into a diversified, technology-driven organization operating across seven verticals in the telecom and infrastructure ecosystem. These include manufacturing; T&M and technology solutions; EPC projects; operations and maintenance; infrastructure; repair and calibration services; and equipment leasing. The Group serves sectors such as telecom, power, railways, defence, oil & gas, IT, enterprise, education, retail, and security.

Ravi Shankar Rai's commitment to nation-building is also reflected in initiatives such as the Savitri Aatmanirbhar Bharat Abhiyan (SABA), aimed at guiding aspiring entrepreneurs toward self-reliance. Complementary programs like the Hardworker Empowerment initiative and employment schemes for dependents of COVID-19 victims underline the Savitri Group's belief that businesses must step forward during times of national crisis.

As India moves toward its next phase of economic growth, Ravi Shankar Rai exemplifies a leadership model where business growth and social responsibility move in parallel. His journey with the Savitri Group proves that enterprises can scale while remaining deeply rooted in empathy, inclusion, and national service.

In forging a New India, leaders like Ravi Shankar Rai remind us that the strongest businesses are those that grow by empowering people—and that lasting success is built on transformed lives, not just balance sheets.

