

Evaluating Strategic Intent of Praj Industries

What started off as an entrepreneurial venture three decades ago, is today India's most successful company in the field of bio-based technologies and engineering with presence all over the world. The zeal of working toward making the world a better place has stayed with us till today and will continue to do so.

With a humble beginning as a supplier of ethanol plants, today Praj is a globally leading company with a bouquet of sustainable solutions for bioenergy, high purity water, critical process equipment, breweries and industrial wastewater treatment.

Headquartered in Pune, India, Praj has spread its presence across the globe with more than 750 references in more than 75 countries.

Praj's business portfolio includes –

- Bioenergy - High Purity Systems - Critical Process Equipment and Systems - Brewery Plants - Wastewater Treatment Systems

The backbone of Praj's technology development is Praj Matrix, the Innovation Centre. In addition to supporting to existing businesses, Praj Matrix is engaged in development of a range of renewable fuels and chemicals. The 2nd generation ethanol technology is developed in-house at Praj Matrix.

Praj's solutions are ably supported by world-class manufacturing facilities located in India - in Pune, Kandla (Gujarat) and Wada, near Mumbai. All the facilities are accredited with ASME U and H stamps and ISO 9001-2008 certification. Equipment engineering and fabrication is in accordance with international standards and codes. Praj employs around 1200 professionals in India and overseas from various engineering and other disciplines.

With a slew of new initiatives, Praj aspires to be a major player in the environment, energy and agri processing led applications providing innovative, integrated solutions including plant, equipment and products that will enhance the quality of life.

Vision Statement: We aspire to be the most preferred organization for all stakeholders through environment friendly and sustainable solutions that can make the world a better place.

Source: <https://praj.net/>

Questions:

Q1. Assess the Vision Statement of Praj Industries and defend the same.

Q2. Assess the Vision Statement of Praj Industries and Recommend appropriate changes.

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