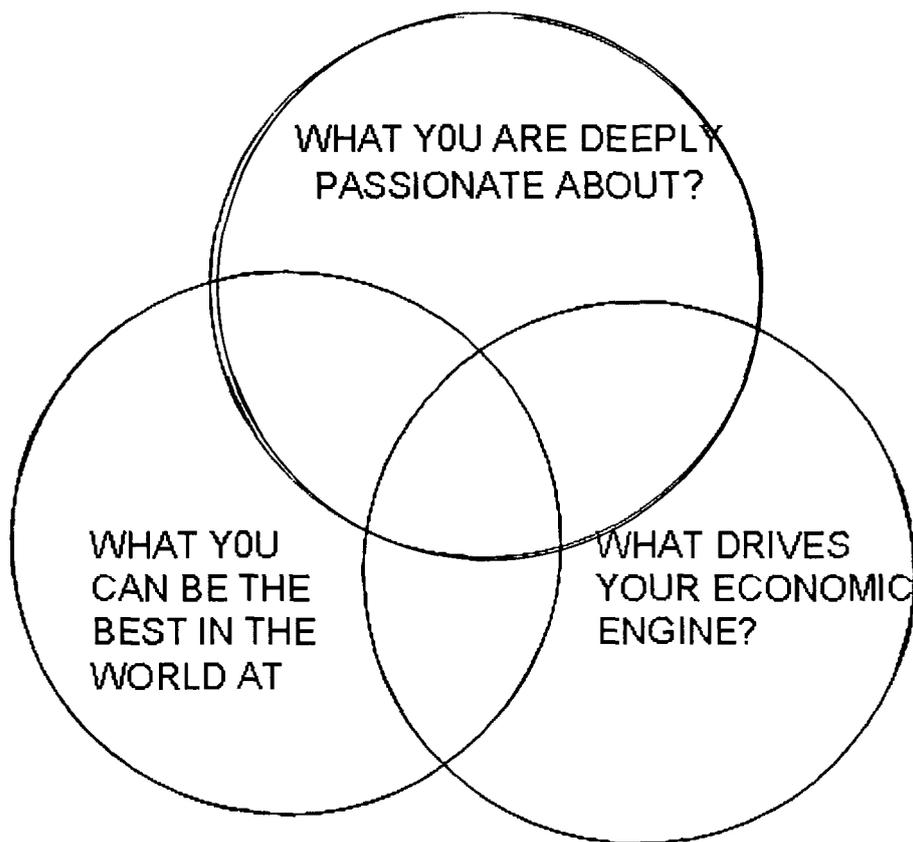


CHAPTER : XIII

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

What makes a Spinal Cord Injury Rehabilitation Centre World Class? For this we need to understand what makes organizations world class and great?

The Good – To – Great Companies and the “Best in the World at” Circle of
The Hedgehog Concept:



Jim Collins in his book “Good to Great”; Harper Business; 2001; states: A hedgehog concept is not a goal to be the best, a strategy to be the best, an intention to be the best, a plan to be the best. It is an understanding of what we can be the best at.

To go from good to great requires transcending the curse of competence. It requires the discipline to say, “Just because we are good at it – just because we are making money and generating growth – doesn’t necessarily mean we can become the best at it.” The

good – to – great companies understood that doing what we are good at will only make us feel good; focusing solely on what we can potentially do better than any other organization is the only path to greatness.

The good – to – great companies did not say, “Okay, folks, let’s get passionate about what we do.” Sensibly, they went the other way entirely: **We should only do those things that we can get passionate about.** Kimberly – Clark executives made the shift to paper – based consumer products in large part because they could get more passionate about them. A company whether new or otherwise has to be passionate about the need for setting up of Spinal Cord Injury rehabilitation centre in Mumbai and understand the intricacies both at the physical as well as the psychological level to offer world class services. The market needs a world class institution with the basic understanding of the life of a spinal cord injured and to transform it in such a manner that their abilities are brought to the fore. The personal touch, empathy and understanding would be the tripod on which the infrastructural edifice would be set up.

India’s biggest asset and opportunity to attain the status of an economic superpower by 2020 lies in its rich pool of talented and educated manpower. Our people are our biggest strength, all people irrespective of caste, creed, colour or abilities. Our constitution too emphasis equal opportunities for all. These 3 lac people with spinal cord injury constitute a latent potential which when tapped can become a valuable resource to the economy and society.

When India is looked upon by the world as a booming market for luxury goods, pet foods and retail malls – should we not first take care of the health needs of its own people? When one Stephen Hawking with a debilitating Amyotrophic Laterla Sclerosis (a disease of nervous system in which a person gradually loses control of muscles, and thus the ability to speak) was able to come up with the path breaking “Theory of Black Holes” due to the facilities provided by his country United States of America; would

not a similar brilliant mind work out some excellent solutions to the myriad business, social or economic issues here in India?

This can happen only if the people with spinal cord injury are able to rise above the daily struggle of living and with a single minded focus concentrate on his / her domain of expertise. Human life is too precious to be allowed to wither and wane after a devastating event like spinal cord injury. Designing a world class rehabilitation program suited to Indian conditions at physical, psychological, vocational, social and recreational level will harness the energies of the person and channelise it for the upliftment of the nation and its very many problems.

It has been traced that generally institutions are set up due to experiences faced by an individual or group. Indian Spinal Injuries Centre in New Delhi by Major HPS Ahluwalia. CMC Vellore by Dr. Mary Varghese. Both had spinal cord injury caused due to an accident. This being the trend another highly motivated and sensitive person with spinal cord injury like this research scholar could be instrumental in setting up a world class rehabilitation centre in Mumbai. There are well meaning companies who can take up this project as a business model as well as serve the needs of the spinal cord injured population. It is more than evident that there is a potential and need for a Spinal Cord Injury Rehabilitation centre in Mumbai based on the analysis of the study. It is recommended that a diversified well – managed group of companies take up this project and set up such a centre in the immediate future. The returns would be more than just monetary.

In other words, this study reinforces the quote.

***“All adversities, be they big or small,
are but opportunities to learn and grow.”***