

# Setting Standards

**Lakshmi Ramakrishna** catches up with **P Seshadri**, Founder and Managing Director, ODC Standards Certifications (India) Pvt. Ltd., on what certification is and how it helps

**E**xperience is a learning curve and a stepping stone to success if taken in the right spirit, believes production and industrial engineering graduate P Seshadri, founder and managing director of ODC Standards Certification (India) Pvt. Ltd. With a decade experience in Nippon Denro Ispat Limited as technical training officer and deputy manager (Personnel, Administration & HRD), he wanted to become an entrepreneur after quitting his job in 2000. "The idea of training personnel and advising on ISO standards to various companies gave birth to Organisation Development Consultants in 2000," says Seshadri.

Hailing from Nagpur, Seshadri made Hyderabad his home after N Chandrababu Naidu opened the doors for development and US President Bill Clinton made a halt here. "I quit my job in the Rs 740 crore company Nippon Ispat after I saw recession coming and as an HR guy was asked to downsize workforce," says Seshadri. Today, he is proud of his decision as his organisation ODC has established itself as the leading consultants and trainers by serving more than 1500 clients in the state.

The organisation had a makeover in 2011 to become a private limited company and is now known as ODC Standards Certification (India) Pvt. Ltd. Explaining on what ODC does, the managing director says, "We stuck to ODC logo as O stands for Organise,

D for Develop, C for Conform and the organisation helps them to sustain. Moreover, we stuck with ODC for the recall value. However, we provide management consulting and training services, which include awareness training on 'sustainability reporting', its implementation, conducting 'sustainability audit', and consultancy on triple bottom line performance indicators among many other things."

How does the certification help? "The certification lends them credibility. Many organisations have been adhering to better office management principles, but the certification means adhering to world standards and more people will utilise their services," says Seshadri. He further says, "ODC gives certification in eight sectors, namely ISO 9001 - Quality, ISO 14001 - Environment, OHSAS 18001 - Occupational Health & Safety, ISO 22000 - Food Safety, ISO 27001 - Information Security, ISO 50001 - Energy, ISO 17025 - Testing & Calibration Labs and ISO 15189 - Medical Labs. Among them ISO Quality is very popular, but food safety and information security were started in 2005 and energy in 2011." He clarifies that certification is an annual process and we also regularly train and update the personnel of our customers. "After we check and certify the organisation,

the reports are sent to Accreditation Commission for Conformity Assessment Bodies (ACCAB). Basically, we are certified licensers," he says.

Apart from being a certified lead auditor, Seshadri has 15 other certified auditors and 20 back-end staff, which is managed by his better half Sunita. "My wife supported me in my entrepreneurship and she is my strategic advisor. There was a time when

## Sample Certificate



in a month, I stayed the first and third week in Bangalore, second week in Hyderabad and the last week at Vijayawada and Guntur. I was partly working for a software company in Bangalore and shoring my business also. Most of my clients are from Vijayawada and Guntur. Today, my annual gross turnover is Rs 76 lakhs," says Seshadri.

Major organisations like ICICI Knowledge Park, L&T Infocity Ltd., GMR Hyderabad International Airport Limited, GVK Biosciences Pvt. Ltd., Pulla Reddy Educational Institutions, are his clients. With the goal of becoming No. 1 certified auditor in India, Seshadri plans to open 63 branches on a revenue sharing business model. "The next three years, I want to concentrate in the state to shore up my business," says Seshadri.

Giving a break-up of his daily work routine, the MD says that his day begins at 4.30 am, when he charts his day's activities. "From 8.30 am - 12.30 pm, I meet my staff, where it is training and skilling them. From 2.30 pm - 6.30 pm, it is networking and meeting clients. During my travel time, I log on to social networking sites and keep in touch with the rest of the world," says the founder of ODC.

Commenting on Hyderabad Directors and CEO's Forum (HDCF), Seshadri says, "I feel I am the owner of the forum. The organisation has helped me in networking. One day, I received a call from founder president Venkat Reddy whether I could make a breakthrough in JNTU Entrepreneur Development Cell. I was glad HDCF involved me. Presently, I am a regular at HDCF and was instrumental in improving their newsletter, organising monthly meetings of CEOs since September last year."

Seshadri says, "My business sutra runs on five things - HEALTH. H for Happiness, E - Excellence, A - Achievement, L - Learning, T - Trust, H - Honesty."

**ODC Standards Certifications  
(India) Pvt Ltd.**

3rd Floor, NSL Icon,  
Above Reliance Digital Showroom  
Road No 12, Banjara Hills  
Contact: [info@odccert.org](mailto:info@odccert.org)

P Seshadri

