

## DOCUMENT OF THE MONTH

In a newly independent India, several industries shared the national vision of economic self-reliance with the State. One example of such a shared vision is the well-known Bombay Plan of 1944, which was signed by eight leading industrialists including JRD Tata, PurshotamdasThakurdas and Ghanshyam Das Birla. It proposed economic state intervention in India in order to let fledgling indigenous industries grow.

The other example is our Document of the Month for July. This circular, signed by Mr. ND Sahukar, talks about the Swadeshi League. Formed in 1952 or 1953, this was an industrial community formed with the aim of promoting “the cult of Swadeshi”. The circular urges its recipients to take membership in the League headed by “gentlemen of honour, prestige... great business acumen”. Among the illustrious names listed, we find that of Sohrab Godrej (Treasurer). The document is a reflection of the Swadeshi sentiments prevalent in Godrej right from its inception in 1897.

GODREJ & BOYCE MFG. CO. LTD.,  
Lalbaug, Parel, Bombay 12.

Ref.No.NDS/Cir/25417

1st July, 1954.

ALL BRANCHES, STOCKISTS, DEALERS AND SHOWROOMS.

Dear Sirs,

"Swadeshi League"

You may not be aware that it is more than a year since an institution called the "Swadeshi League" with its headquarters in Bombay has come into being, the primary aim of which is to propagate the cult of "Swadeshi" amongst our people and make them "Swadeshi-minded" in order to expand indigenous industry, commerce and services. Our own concern being 100% "Swadeshi", it is incumbent upon all of us to promote the interests of "Swadeshi", and, to do that, you cannot do better than join the "Swadeshi League". You will undoubtedly appreciate the fact that by identifying yourself with the cause of "Swadeshi", you will materially benefit - since the larger sale of "Swadeshi" products would mean greater income to all concerned with the production and distribution of "Swadeshi" goods. The annual subscription for ordinary members is only Rs.5/-, and by becoming ordinary members of the "Swadeshi League", you will not only identify yourselves with the laudable aims and objects of the "Swadeshi League" but will also receive free a very informative journal which the League publishes every month. You could also, if you so wish, help appreciably by becoming Patron Member (Rs.1,000/-), Donor Member (Rs.500/-) or Life Member (Rs.100/-).

The status of the League could be gauged from the names of the office-bearers which are given below. It will be noticed that they are all well known gentlemen of honour, reputation, prestige, great business acumen and captains of industry and commerce.

President:  
Shri Pranlal Devkaran Nanjee  
Vice-Presidents:  
Shri S. K. Patil  
Shri Vankunth L. Mehta  
Shri Dharamsey M. Khatau  
Shri Navel H. Tata  
Shri Ratilal M. Gandhi  
Shri R. C. Saraiya  
Shri Ambalal Kilachand  
Shri M. A. Master

Hon. Treasurers:  
Shri Madanmohan R. Ruidia  
Shri Chimanlal B. Parikh  
Shri Pravinchandre V. Gandhi  
Hon. Secretaries:  
Shri P. M. Chinai  
Dr. S. G. Panandikar  
Shri S. P. Godrej  
Shri A. C. Ramalingam  
Asst. Secretary:  
Shri K. U. Barodia

It would be also pertinent to observe here that the Swadeshi League has received blessings from, amongst others, the President of India, the Prime Minister, the Ministers of Industry and Commerce, etc., all of whom have unhesitatingly associated themselves with the aims and objects of the League with the hope that it will carry its message of "Swadeshi" far and wide.

On hearing from you we shall be glad to send to you the proposal form for membership or any other information that you may require.

Yours faithfully,  
For GODREJ & Boyce Mfg. Co., Ltd.,

ts  
stl:No.187.  
1-7-'54.

*R. D. Sahukar*  
Manager  
(R. D. Sahukar)

Acknowledgment - "Swadeshi League"

Receipt is hereby acknowledged of your cir.No.NDS/Cir/25417 dt.1-7-1954.

Date .....

Signature & address .....