

As we celebrate India's 74th Independence Day, we'd like to tell you a story about Ardeshir Godrej. Before he started the Godrej enterprise, Ardeshir, while working with a chemist, developed a few surgical instruments and wanted to sell them through the chemist's channel. However, the chemist flatly refused claiming no one will buy something that was marked as 'Made in India'. Hearing this response, Ardeshir refused to work with him. It was this pride and appreciation for the motherland that inspired Ardeshir to come up with superior quality products at reasonable rates that served the interests of his country.

The same values and feelings were imbibed by the subsequent leaders at Godrej who chalked out goals contributing to a self-sufficient India.

In this Document of the Month, we share with you a splendid #advertisement from The Statesman, published on 15th August 1947, wherein we proudly declared having been in 'National Service' for half a century since the establishment of the Godrej Group in 1897.

Godrej has always engaged in indigenous manufacturing and product development, worked for the holistic progress of society, company and employees and has always put people and planet before profits. In our 74th Independence year, let's pledge to continue treading on the path of 'Making India Self-Reliant'!

# Half a century of National Service



**N**O land has been more generously endowed by Nature with the potentials for prosperity than ours—and yet no country is more poverty-stricken! Fifty years ago an idealistic pioneer, stirred by this challenging paradox, founded an enterprise which flourishes on the principles of national SELF-SUFFICIENCY which he laid down. To say the least, his contribution has been substantial: for many years imports of metal security products and soaps have been negligible.

**NATIONAL PLANNING** demands Security and Efficiency Equipment—scientifically designed, built to last, and moderately priced to suit a budget that has hardly anything to spare for luxuries; national planning demands national hygiene through countrywide use of pure, vegetable-oil Soaps at low prices. Godrej manufacture to National Specifications, because Godrej is a National Institution. Godrej are by far the largest manufacturers in their lines of metal products in the East, and their soaps have made "Godrej" a household word all over the country.

METAL PRODUCTS

*Godrej*



SOAPS, SHAVING SORE  
GLYCERINE

GODREJ & BOYCE MFG. CO., LTD.

GODREJ SOAPS LTD.