

## **December 2012**

This month we bring to you a letter by Sohrab Godrej that laid the foundation of Godrej Archives. While planning for the Godrej Centenary Year celebrations in 1997, Sohrab envisioned the creation of Godrej Archives for preserving the corporate heritage of Godrej Group. He didn't want to tuck away this treasure of information behind strong doors but open the vast resource for research and reference. In his letter dated 19<sup>th</sup> December 1995 to the Centenary Committee, he spelt out the objectives for the archives and thus started the journey of Godrej Archives.

19th December, 1995

*Copy*  
to all Centenary Committee & Steering Committee members.  
To all divisional heads & seniors of Baysa & Sanyas.

### THE GODREJ ARCHIVE

As you may be aware, Godrej are preparing to celebrate their centenary very early in 1997. An important item in the programme being drawn up by the Centenary Celebrations Committee is the building of the Godrej Archive. I write this to request your effective, well-thought-out co-operation.

The objectives for which this Archive is being set up are to provide a heritage centre that offers invaluable archival material for reference and research, to help understand the Company's ethos, growth, and appreciate the quality of the men who shaped these, to trace the Company's values and commitments from the founder's vision to the present-day technological advances, and, in short, to better understand the Company's activities.

At a basic level, the Godrej Archive will present a chronological display of the Godrej enterprises. There will be photo montages to illustrate the social objectives and commitments of Godrej, the commendable efforts made by the Company in providing housing for workers and benefits in advance of legislation. It will also cover broader efforts in areas of community and social welfare, including education, rural development and family initiatives.

There will be vibrant visuals explaining the process of manufacture of various Godrej products, particularly those that lend themselves to dramatic visual presentation, as, for example, the construction of security vault doors.

The main display material will comprise letters, books, maps, charts, graphs, advertisements, photos of historical importance... To give you one or two examples of photos of



GODREJ BHAVAN, 4A HOME STREET, BOMBAY-400 001.

archival value--the postcard written in Gujarati by Mahatma Gandhi, complimenting Godrej Soaps and, much later, India's first Prime Minister Pandit Jawaharlal Nehru typing on the Godrej All-Indian Typewriter at the Avadi Congress in Madras. Other examples that come readily to mind are the advertisement for our security equipment showing a Rajput warrior with the caption: "Guardian of the Nation's Wealth", the series of advertisements on Cinthol soaps when Godrej acquired the exclusive rights of Hexachlorophene in India, and our earlier advertisements covering the metal products and soap companies with the slogan: "Godrej For SAFE and CLEAN Service".

I realise that this is going to call for an intense searching of minds on the part of all of us. You can actively help by tracing any letter, advertisement or any event of historical importance that you may recall in the history of the growth of your particular department. A sub-committee comprising K.R. Hathi, Amit Choudhary (CEO, Godrej Properties) and S.V. Subramanian has been appointed for this purpose who will be approaching you. B.K. Karanjia will co-ordinate the entire effort.

We have necessarily to work within a tight time-frame. We should be in possession of all material of all concerned departments by the end of March at the latest. After this is done, the items will be shortlisted and those selected will have to go through the necessary processing for effective display.

This is work of the utmost importance for Godrej. I have no doubt that in its execution we shall have your total co-operation.

S.P. GODREJ

bkk/ra