

75 years of Bajaj Hindusthan  
WITH BLESSINGS FROM BAPU



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“Jamnalalji is the man of the people – a fisher of men who had the knack of gathering people around him and inspiring them with his idealism.”

*-Mahatma Gandhi*

Words of praise indeed, from the man who inspired a nation.

One of Gandhiji's most ardent disciples, Jamnalal Bajaj believed in simple living and high thinking. His work among Harijans and underprivileged sections of society exemplifies his lifelong commitment to Gandhian ideals.

Today, as we celebrate 75 years of Bajaj Hindusthan, we are proud to trace our roots to India's freedom struggle. Our first plant opened in the Terai region of Uttar Pradesh, with active support and encouragement from Gandhiji himself. To facilitate self-sufficiency in sugar production, Hindusthan Sugar Mills Ltd. was established in 1931.

Over the decades, the Company morphed into the present day Bajaj Hindusthan, a colossus that has emerged undisputed leader in the field of sugar production in India.

From our humble roots in the villages of UP, to a global presence in markets around the world, we have put India on the world map.

From gaon to global... Bapu would be proud.



Shri Kamalnayan Bajaj



Shri Jamnalal Bajaj

Shri Ramkrishna Bajaj



# Jamnalal Bajaj

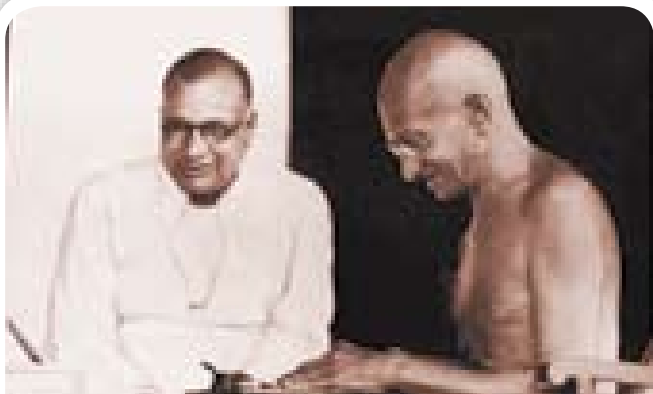
## The Gandhian Capitalist - 1889 – 1942

Jamnalal Bajaj was an extraordinary man living in extraordinary times.

From an early age, destiny carved out a unique role for young Jamnalal.

At the age of five, he was adopted by Shri Bachhraj Bajaj, a wealthy merchant in Wardha. Throughout his life, he was a staunch follower of Mahatma Gandhi. When he was just 18 years old, Jamnalal renounced his wealth to Bachhrajji and wrote a letter to this effect to the merchant.

But Jamnalal was also an astute businessman. He was the founding father of the present-day Bajaj Group of companies. However, his business interests were the means to a larger and holistic end. Very active during India's freedom struggle, Jamnalal was a philanthropist who delighted in donating most of his wealth for worthy causes.



*Shri Jamnalal Bajaj with Mahatma Gandhi at Bajajwadi, Wardha*

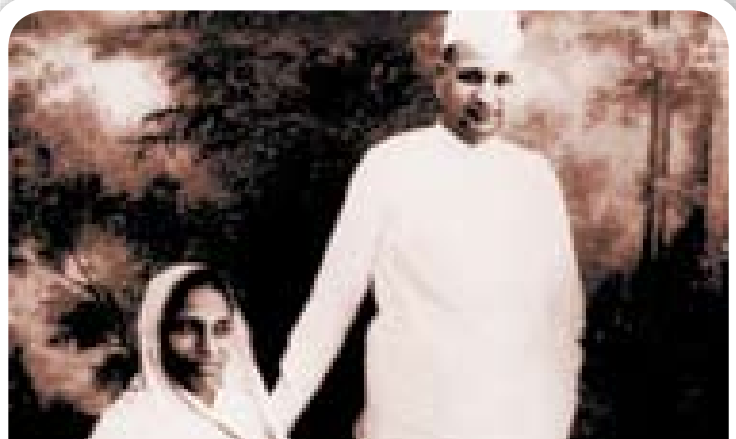
Jamnalal established Bachhraj Factories, Bachhraj & Company, Hindusthan Sugar Mills (now Bajaj Hindusthan Ltd), Hindusthan Housing and Mukand Iron & Steel. Today, each of these companies has grown into a mega-enterprise in its own right. It was Jamnalal's foresight in picking the right business at the right time that generated phenomenal growth.

From the beginning, Jamnalal was always more involved in social and philanthropic activities rather than business. He first met Mahatma Gandhi in 1915 after the latter's return from South Africa. Soon thereafter, Jamnalal began to assist in Gandhiji's activities. He became increasingly involved, and committed to, the Mahatma's programmes and India's freedom struggle.

Jamnalal was elected Treasurer of the Congress party in 1920. From the very beginning, Jamnalalji was in search of a spiritual mentor. He was delighted that, in Gandhi, he found precisely such a holistic and spiritual philosopher and a wise counsellor. In 1920, Jamnalal requested Gandhi to consider him as his own son. Gandhi found the request overwhelming and irresistible. He promptly agreed to his disciple's request.

Jamnalal had the rare distinction of being regarded by Gandhi as his own protege. This showed Gandhi's affection for the young Jamnalal. But more importantly, it also demonstrated the Mahatma's appreciation of the qualities that the young Jamnalal displayed in his personal, social and business life. When Gandhi said that "Wealthy men should become trustees of their wealth for the common good," he had Jamnalal mainly in mind.

In 1920, Jamnalal took part in the Swadeshi movement and in the movement for eradication of untouchability. In 1928, he opened the doors of his family temple, the Lakshmi Narayan Mandir at Wardha, to all, including Harijans. It was the very first temple in India to welcome Harijans. This temple will celebrate its centenary year in 2008. Jamnalal made Wardha the centre for Gandhi's economic and social development programmes. He established the Satyagraha Ashram



*Smt. Jankidevi Bajaj with Shri Jamnalal Bajaj*

in Wardha in 1921. He brought Vinoba Bhave to the Wardha Ashram to nurture it into a national institution.

Jamnalal similarly established the Gandhi Seva Sangh in 1924 to assist families of committed Gandhian workers who participated in the Satyagraha movement.

In 1936, Gandhi wanted to shift to a rural habitat. Jamnalal then offered a large piece of his land in Segaoon to house his Ashram. Gandhi changed the name of the village to Sevagram and lived there till 1945.

Bajajwadi in Wardha became a guest house and a favoured rendezvous of eminent national leaders visiting Wardha to meet Gandhi. The meetings of the Congress Working Committee were also frequently held there. The famous Quit India resolution was adopted by the Congress Working Committee at its meeting in Bajajwadi in July 1942.

Jamnalalji was thus the main pillar of strength to Gandhi. Gandhi himself admitted that “It was an easy thing for me to rely on Jamnalal to carry out my wishes. No one has identified himself so much with every one of my activities as he”. In fact, Jamnalal liberally assisted worthy causes as a matter of duty.

When Jamnalal expired in 1942, Gandhi wrote in the newspaper ‘Harijan’: “Whenever I wrote of wealthy men becoming the trustees of their wealth for the common good, I always had this merchant prince principally in mind”.

In sum, Jamnalal Bajaj was a ‘Seth’ and a ‘Sadhak’, a businessman and a spiritual leader at the same time. He was a man of the people. His head was sometimes in the clouds, but his feet were always on the ground.



*Shri Jamnalal Bajaj with Maulana Azad and Sardar Patel at Bajajwadi, Wardha*







# Kamalnayan Bajaj

The Consolidator - 1915 – 1972

Kamalnayan Bajaj, the eldest son of Jamnalal Bajaj, started shouldering family responsibilities from an early age. After completing his education in Cambridge University in England, Kamalnayan returned to India to assist his father Jamnalal, both in business and in social service.

During India's freedom struggle, Kamalnayan interestingly chose not to court arrest. His purpose was to keep himself free to help those actively engaged in the freedom movement. Keenly conscious of the legacy of his reputed family that he had to carry forward, Kamalnayan once wrote to his father, that "It is no joke to be the son of a big man."

Kamalnayan was a man of strict principles, which he never swerved from. He had earmarked a large portion of the income from his family business for public causes and social service programmes, the mantle of all of which he had inherited from his father. He always had a sense of a larger social mission, transcending the dictates of business and the bottom line.

An astute businessman, Kamalnayan envisaged immense potential in India for manufactured textiles. But he did not pursue the profit in that business because of the firm commitment of the Bajaj family to khadi, inspired by Mahatma Gandhi. Clearly expounding his philosophy and his perspective, Kamalnayan observed, “The various industries I am connected with should generate profit. But if any move on our part goes against national interests, I would condemn it and would not be party to it, even if it meant a loss in the bargain.”

Every new business venture that Kamalnayan got into, eloquently testified to his legendary business acumen. With tremendous foresight and a spirit of zestful enterprise, Kamalnayan acquired ailing industrial units and then miraculously turned them around. He went on to expand the business by branching into manufacture of scooter, three-wheeler, cement, alloy casting and electricals.

In 1954, Kamalnayan took over active management of the erstwhile Radio Lamps Works Ltd. (renamed as Bajaj Electricals Ltd. in 1960), which was mainly into the business of manufacturing lamps. By 1963, Bajaj Electricals had gone into the marketing of new products like domestic and



*Shri Kamalnayan & Shri Ramkrishna with Pandit Jawaharlal Nehru at Bajajwadi*