

MAN WITH THE MIDAS TOUCH

DHIRUBHAI AMBANI
(1932-2002)

The founder and former chairman of India's largest private sector company, Reliance Industries, is credited with creating a vibrant stock market culture among the Indian middle class

BY TARUN DAS

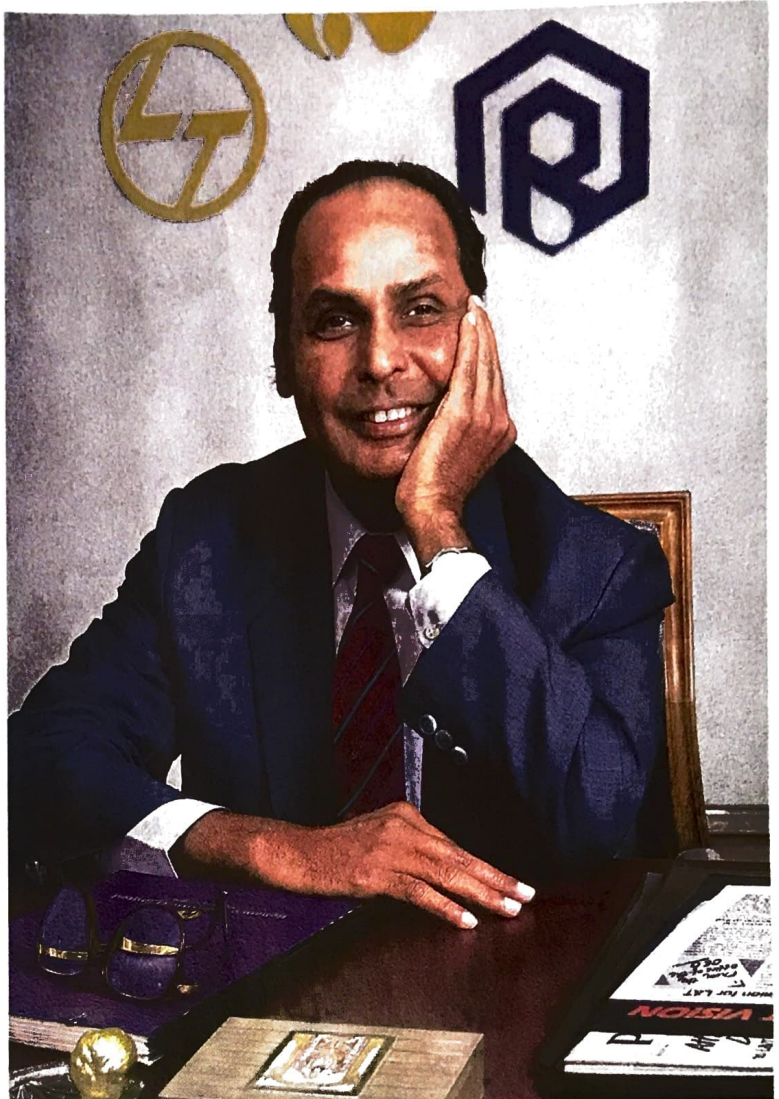
When the history of independent India is written, one person—Dhirubhaiji—will figure prominently. In this, seven characteristics are striking. First, he operated his businesses at a time when the economy was being micromanaged by the government. But this environment did not hold him back—he was a pioneer, a first-generation entrepreneur. Second, he was, in true entrepreneurial spirit, ready to take risks, setting an example for others. Third, he did not allow hurdles to stop him from building an industrial empire. His strategic approach was to find solutions—he was in the solutions business. Fourth, he was a problem-solver with enormous energy and drive. He built an outstanding team of professionals to implement his dream. Success followed. Fifth, he had other essential

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qualities—courage and perseverance. He was running a marathon with great determination. Sixth, he had very high aspirations as he built his empire from scratch. And this, in an environment of multiple regulations and controls. Seventh, he believed in India's future. He was building a New India. This faith and confidence was an integral part of Dhirubhaiji's makeup. Leadership was in his

blood. He personified the concept of 'BILL'—'Build Institution, Leave Legacy'. Dhirubhai Ambani built Reliance into an institution and left a legacy which today is going from strength to strength in multiple sectors and technologies. ■

Tarun Das is chairman, Institute of Economic Growth and a former chief mentor and DG of the Confederation of Indian Industry



RAGHU RAI