

B.M. BIRLA

A GREAT VISIONARY

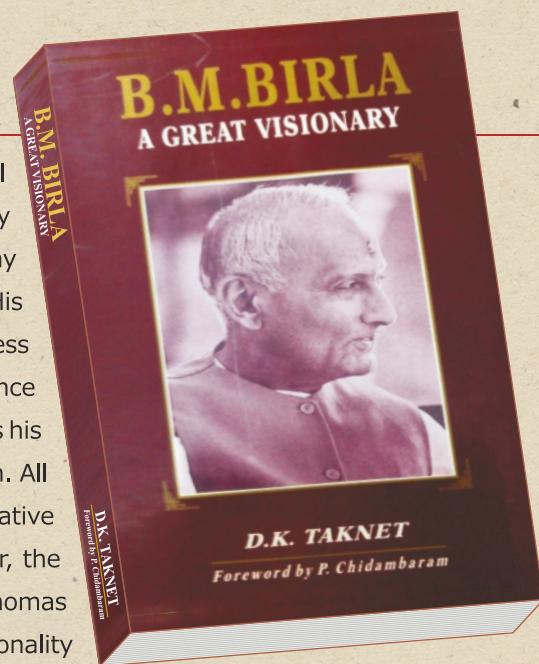
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The Birlas have become a legend in the modern industrial world. In their phenomenal rise, Braj Mohan Birla, (popularly known as BM) played a conspicuous role. There is hardly any sphere of national life in which he has not left a lasting impression. His deep interest in India's freedom, his concern for the overall happiness and prosperity of the entire nation and his lifelong stress on excellence made him known as a *Karmayogi*. Undertaking business activities was his inheritance and legacy but engaging in public service was his passion. All his actions bore the mark of his forward-looking progressive and creative mind. It is therefore not surprising that Professor A. William Fowler, the Nobel Laureate, compared BM with the third President of America, Thomas Jefferson. All these aspects of his multifaceted and dynamic personality have been vividly presented in the book.

BM firmly believed that the prosperity of business and industry is closely interlinked with the prosperity of the nation. His initiatives in promoting industrial development in the country made him a pioneer among businessmen. He was a staunch votary of capitalism which according to him, was beneficial not only to the business community but also to the common people and the nation. His economic-vision has now been fully realised with the adoption of a free economy by the government. The author has highlighted the many and varied contributions made by him to the economic and social prosperity of the country, convincingly proving that BM belongs to a select galaxy of great men of the twentieth century.



■ OPINIONS, VIEWS AND REVIEWS

Dr Taknet's is a reference work full of information about the industriousness and patriotism of the Birla family which is written in simple prose and is easy to read and understand. The present work, despite being a research study, is extremely interesting because of its style and is thus, a challenge to scholars in proving that authentic research works can also be an attractive and engaging read. The younger generation will definitely feel inspired by reading it and learning from it a lesson in dedication, industry, patriotism and true service of humanity.

P. Chidambaram, Minister of State for Commerce, Government of India

The book presents a graphic account of his life - an outcome of profound study and thinking. This research work will be of special help to scholars.

K. Karunakaran, Union Industry Minister, Government of India

A distinguishing characteristic of the book is that the author avoids exaggeration and the many interesting topics covered by the book makes it thoroughly readable.

Raja J. Chelliah, Chairman, National Institute of Public Finance Policy, New Delhi

Dipped into the book and found it most fascinating...He was truly a great man of this century.

Nani A. Palkhivala, Jurist, Mumbai

B.M. Birla was one of the few remarkable pioneers of Indian industry who conceived big ideas and pursued them to the stage of effective implementation...His son, GP furthered the tradition handed down by his father B.M. Birla.

Prof A.M. Khusro, Economist, New Delhi

Dr Taknet has done a commendable job in portraying the biography of Mr. Birla - the great son of India.

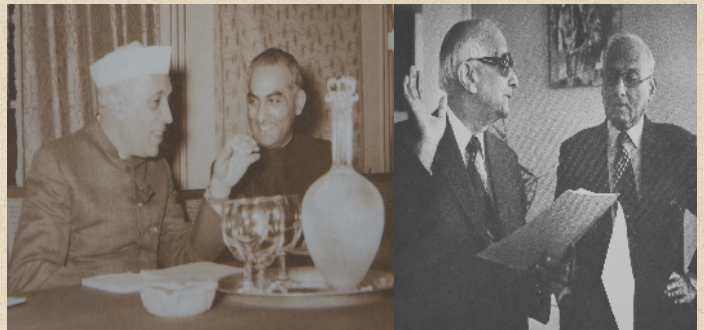
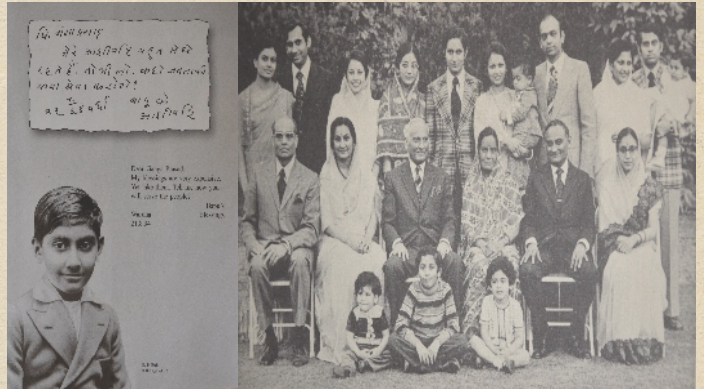
Deepak Banker, President FICCI, New Delhi

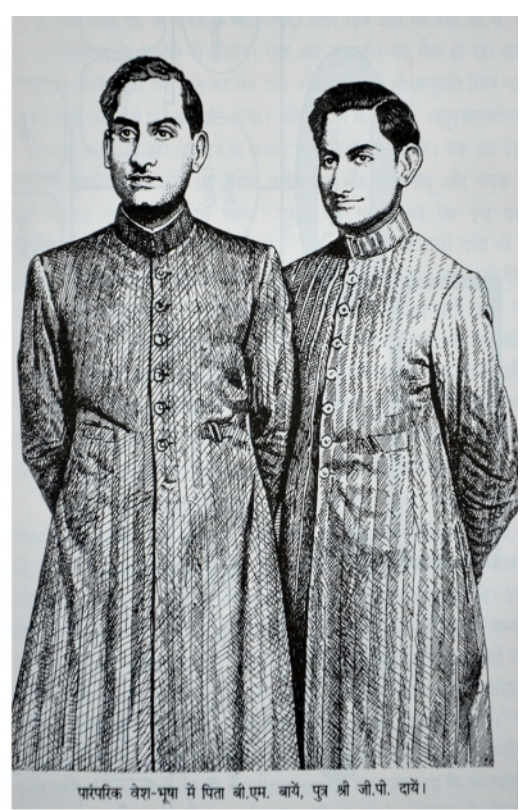
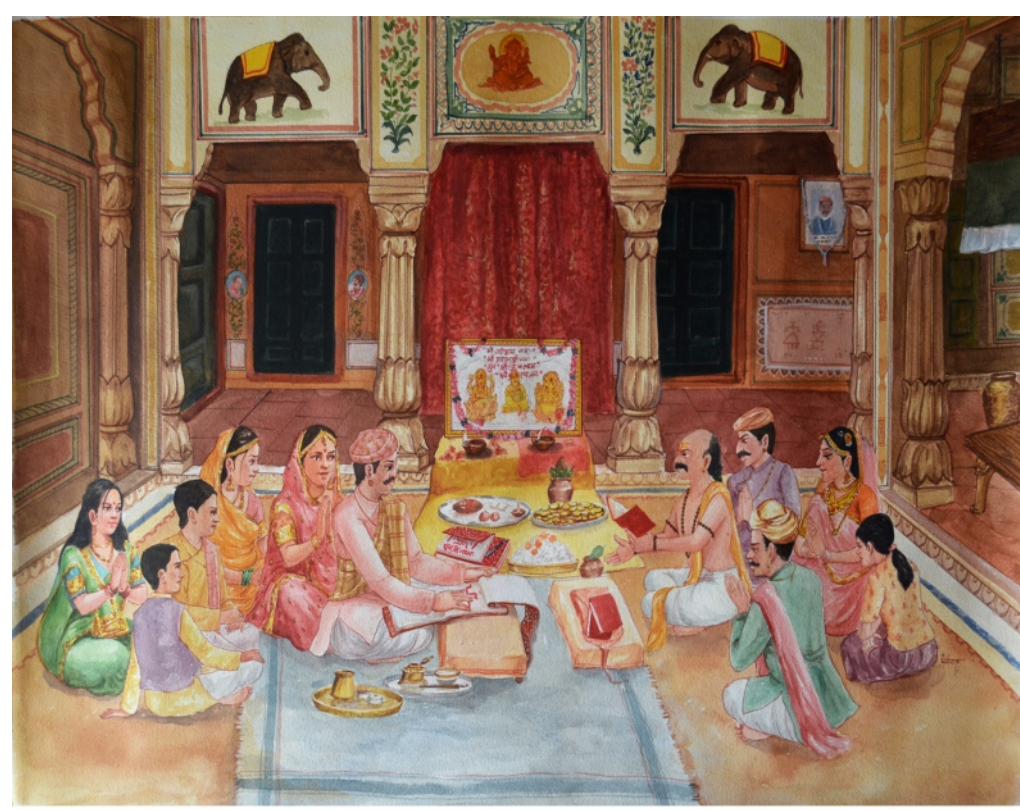
Dr Taknet has made his book readable through the qualities of substantial subject-matter, deep analysis of facts and extensive scholarship presented in a style at once authentic and simple, which holds the attention of readers from the beginning to end.

Khushwant Singh, Journalist, New Delhi

Dr Taknet's well researched study has special significance in this thrust area. The author has highlighted the socio-economic contribution of Birla in a fascinating way...which makes the publication unique in both the economic and literary worlds.

Prabhu Chawla, Editor-in-Chief & CEO, Financial Express





पारंपरिक वेश-भूषा में पिता बी.एम. बायें, पुत्र श्री जी.पी. दायें।



बी.एम. बिड़ला हार्ट रिसर्च सेंटर के ऑपरेशन कक्ष का दृश्य।



देश के प्रथम कार निर्माता बी.एम., अपनी पहली स्वनिर्मित बिड़ला मोटर-कार में, पौत्र चन्द्रकांत के साथ।

