



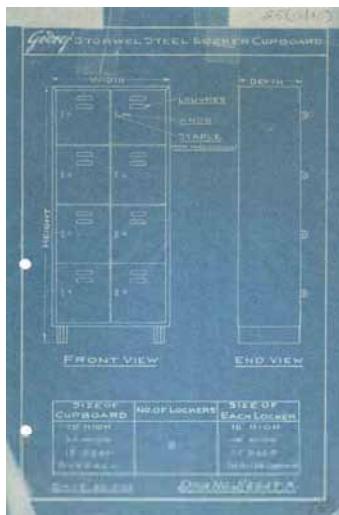
The Archives Times

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Railway Collection (1941-1962) Sales & Marketing Records catalogued

31 files on the supply of Godrej steel home & office furniture products to the different arms of the Indian Railways are now catalogued and ready for reference.



A blueprint of Steel Storewel Locker cupboards submitted to Western Railway, 1959

war work" to produce Detonator holders, Safety caps, Fuze shutters, Mine shrapnel etc. in the early 1940s. Documents in these files such as correspondence with Controller of Supplies, Critical examination Reports, and Weekly Production Reports give a clear picture of the entire production process from sourcing of raw material, design approvals to deliveries.

The files, part of the Lalbaug Collection (419 files) and recovered from Godrej & Boyce's defunct factory, are indicative, among other things, of the company's customer base for chairs, tables, racks and lockers in the decade leading to and immediately following independence. The adverse impact of changing socio-economic and political trends on business is another theme that emerges well through the collection. Although the files largely contain Sales & Marketing records, letters exchanged provide a glimpse into the fragile economic conditions wrought by the wave of steel shortage that crippled industry.

Additionally, the collection reflects the role played by Indian industry in war effort during the colonial regime. Two files reveal that Godrej die-casting and other machinery were "engaged on

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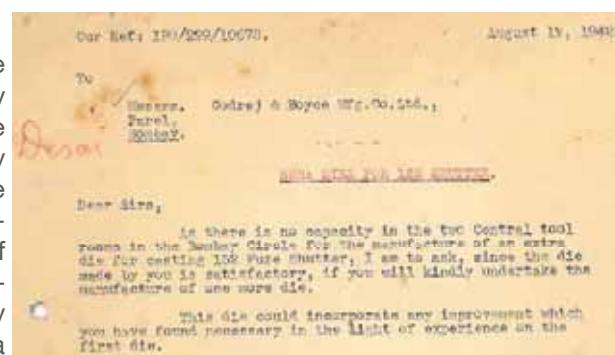
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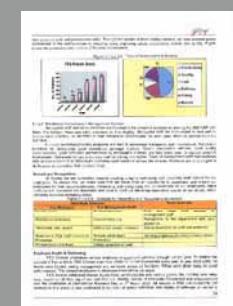
New in the Archive



Minutes of Meeting re. Requirement & Location of a new Electronic Weighbridge, 25.06.1990



Industrial Planning Officer (Munitions) requesting Godrej to undertake the manufacturing of dies for 152 shutters, 12.08.1952



Application Report for IMC Ramakrishna Bajaj National Quality Award 2009

New in the Archive



Naval Godrej with Godrej Hockey Team (1985-86)

Accession no: PH12-31-1-1

Mr. Prem Menezes (AGM- North, Interio) who used to play in the Right-back position transferred a photograph taken during a friendly practice match between Godrej Hockey Team and Vikhroli United. He identifies the players in the photograph as follows:

Sitting Below (L-R): Sunil Rane & Prem Menezes. Sitting Middle (L-R: Agnelo D'souza, R. D. Sawant, Lancy Fernandes & Jack Lewis

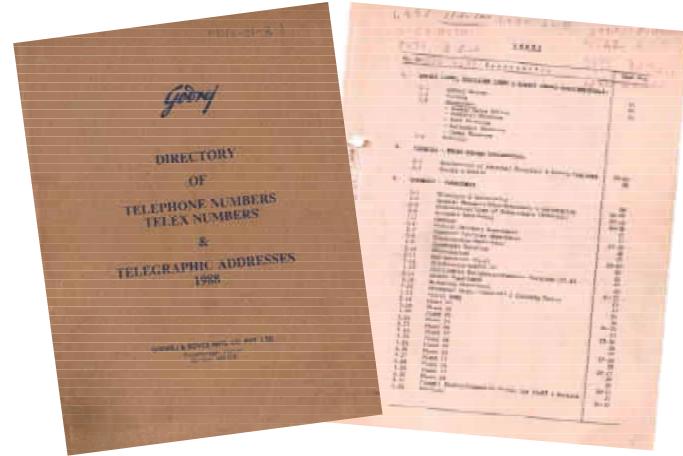
Standing (L-R): Venkatesh, Arthur Soans, Ramanan, Agnelo Sequeira, Seth Naval Godrej, Trevor Vaz, Ivan Figuerado, Obert Cutto & Dayanand Pawar

Directory of Telephone Numbers, Telex Numbers & Telegraphic Addresses, 1988

Accession No.: MS12-50-1-1

To declare the 38-page Telephone Directory printed in 1988 and transferred to Godrej Archives by Mr. M B Fatakia as mundane and historically insignificant, can be a huge folly, for the booklet is really a handy guide to the contemporary organisational structure of G&B.

Moreover, an appended circular from H N Daruwalla (GM, E&E Services), informs us that modes of communication underwent a significant change when an MTNL Electronic Exchange was installed for the first time within the company premises in March 1991.



Mr. B K Rajkumar greeting senior politician Mr. L K Advani (left) and Late Prime Minister Rajiv Gandhi at the Godrej stall during an exhibition held in Pragati Maidan, New Delhi, late 1980s. Mr. Rajkumar was Branch Manager, Delhi, at the time.

News from the Research Room

At Godrej Archives, we tackle a number of scholarly queries from historians and academicians to requests for photographs and other forms of imagery from media professionals and employees.

Among the noteworthy queries received last month was one from a young researcher for her M. Phil dissertation that seeks to disclose the world of the urban salaried women who stepped into the hitherto male dominated spaces of clerical jobs as typists, receptionists, telephone operators and sales assistants in late colonial India (1920s-60s).

Similarly, a Professor from New York University who is currently researching on the growth and development of the fast moving consumer goods markets in India, was interested in gathering historic material on the erstwhile Godrej Soaps Ltd. Largely focused on pre-independent India, the thesis attempts to reconstruct the prevailing distribution system at a time when the use of lorries was rare; the establishment of wholesaler and stockists' networks and consumption pattern of such goods.

Archival material that helped our guest researchers in their investigations were documents such as Market Survey reports, flowcharts and memos detailing organization structure through the years,

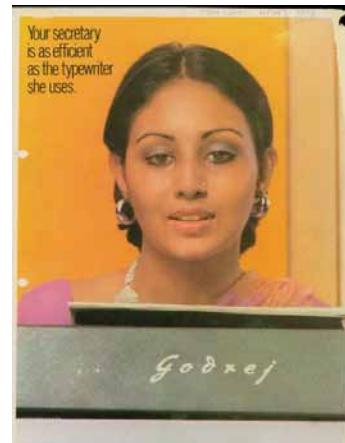
Preserving Memories

As part of the on-going Oral History Project, Godrej Archives has now started recording the memories and experiences of employees who have completed more than 30 years in the company. We believe that capturing life-stories of such employees, tracking their journey and the various responsibilities they've held in their long careers, enables the Archive to piece together the otherwise undocumented history of a company as large and diversified as Godrej.

Recently, we interviewed two such employees—Mr. Murzban B Fatakia and Mr. Cyrus Patwa, who joined the company as apprentices in the late 1970s. Mr. Fatakia's over two decade long association with the Weighbridge department, gave us the opportunity of documenting its growth from the days when weighbridges were manually operated to the present day 100 ton

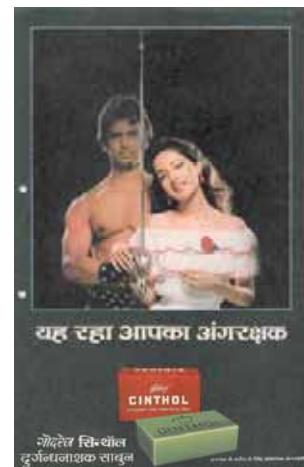


Mirrors installed around the 30-ton weighbridge to keep check on dishonest transporters



Godrej Prima Typewriter Catalogue, 1980s

Cinthol advertisement in Hindi, Undated



employee lists, product advertisements, as also advertisements featuring women. It not only gives us a sense of satisfaction but also reinforces our belief that for a better understanding of the country's business history, more private companies should make their historical material accessible to all.

The Godrej Archive collection is open to all bonafide students, teachers, educationists, journalists, film makers, writers and history buffs. Address your queries to archives@godrej.com.



The 100-ton weighbridge built on a stilt to protect load cells during monsoon

weighbridge running on American machines and capable of accommodating large trailers. The interview also touched upon numerous innovations that has helped the department overcome challenges such as vibrations due to railway movement, flooding and transporter's mal-practices that lead to faulty reading.

While Mr. Fatakia's interview traced the workings of a single unit, Mr. Cyrus Patwa spoke at length about changes—both in processes and work culture—observed by him during his life-long association with the company (Mr. Patwa's father, Jamshed, worked at the Refrigerator Plant for 34 years). His interview was peppered with reminiscences of Late Naval Godrej, Kersi Naoroji, the erstwhile Electronic Data Processing Department (EDP), introduction of Telephones and gradual decline of Visadex cards from everyday use.

Travel Maketh the Man



"I was a born traveler" recalls Sohrab Godrej in his memoirs *Abundant Living, Restless Striving*. Such was his fondness for travel, that it took him to over 160 countries, including the icy continent of Antarctica.

As was his wont, he took maximum advantage of his travels which "were study tours in the strictest sense of the word". His travels gave him the opportunity to have fascinating encounters with heads of state, top scientists, artists, musicians, industrialists and politicians. (Ref: Karanjia, B.K)

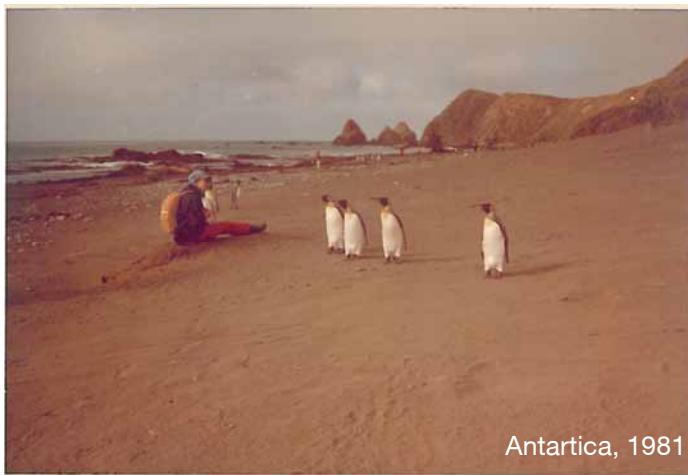
Berlin, 1936



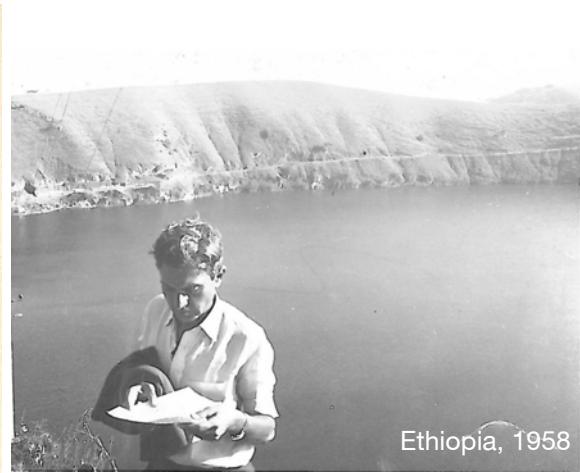
Kenya, Undated



Near Ithaca, Fall 1978



Antartica, 1981



Ethiopia, 1958

This photo essay was brought to you as part of the Sohrab Godrej (1912-2000) Birth Centenary Celebrations

We'd love to engage in a dialogue. Send us your feedback and comments to archives@godrej.com
Godrej Archives, Plant 19A, 6796-2014/ 4124