

# The legend dhirubhai ambani essay sample



**ASSIGN  
BUSTER**

Few men in history have made as dramatic a contribution to their country's economic fortunes as did the founder of Reliance, Sh. Dhirubhai H Ambani. Fewer still have left behind a legacy that is more enduring and timeless.

As with all great pioneers, there is more than one unique way of describing the true genius of Dhirubhai: The corporate visionary, the unmatched strategist, the proud patriot, the leader of men, the architect of India's capital markets and the champion of shareholder interest. But the role Dhirubhai cherished most was perhaps that of India's greatest wealth creator. In one lifetime, he built, starting from the proverbial scratch, India's largest private sector enterprise.

When Dhirubhai embarked on his first business venture, he had a seed capital of barely US\$ 300 (around Rs 14, 000). Over the next three and a half decades, he converted this fledgling enterprise into a Rs 60, 000 corer colossus—an achievement which earned Reliance a place on the global Fortune 500 list, the first ever Indian private company to do so.

Dhirubhai is widely regarded as the father of India's capital markets. In 1977, when Reliance Textile Industries Limited first went public, the Indian stock market was a place patronized by a small club of elite investors which dabbled in a handful of stocks.

Undaunted, Dhirubhai managed to convince a large number of first-time retail investors to participate in the unfolding Reliance story and put their hard-earned money in the Reliance Textile IPO, promising them, in exchange for their trust, substantial return on their investments. It was to be the start

of one of great stories of mutual respect and reciprocal gain in the Indian markets.

Under Dhirubhai's extraordinary vision and leadership, Reliance scripted one of the greatest growth stories in corporate history anywhere in the world, and went on to become India's largest private sector enterprise.

Throughout this amazing journey, Dhirubhai always kept the interests of the ordinary shareholder uppermost in mind, in the process making millionaires out of many of the initial investors in the Reliance stock, and creating one of the world's largest shareholder families.

#### CHAIRMAN'S PROFILE

Regarded as one of the foremost corporate leaders of contemporary India, Sh Anil Dhirubhai Ambani is the Chairman of all listed Group companies, namely: Reliance Communications, Reliance Capital, Reliance Energy and Reliance Natural Resources Limited.

Till recently, he also held the post of Vice Chairman and Managing Director in Reliance Industries Limited (RIL), India's largest private sector enterprise.

Anil D Ambani joined Reliance in 1983 as Co-Chief Executive Officer, and was centrally involved in every aspect of the company's management over the next 22 years.

He is credited with having pioneered a number of path-breaking financial innovations in the Indian capital markets. He spearheaded the country's first forays into the overseas capital markets with international public offerings of

global depository receipts, convertibles and bonds. Starting in 1991, he directed Reliance Industries in its efforts to raise over US\$ 2 billion. He also steered the 100-year Yankee bond issue for the company in January 1997.

He is a member of:

- a) Wharton Board of Overseers, The Wharton School, USA
- b) Central Advisory Committee, Central Electricity Regulatory Commission
- c) Board of Governors, Indian Institute of Management, Ahmadabad
- d) Board of Governors Indian Institute of Technology, Kanpur
- e) In June 2004, he was elected for a six-year term as an independent member of the Rajya Sabha, Upper House of India's Parliament a position he chose to resign voluntarily on March 25, 2006.

Awards and Achievements:

1. Conferred the ' CEO of the Year 2004' in the Platts Global Energy Awards
2. Rated as one of ' India's Most Admired CEOs' for the sixth consecutive year in the Business Barons – TNS Mode opinion poll, 2004
3. Conferred ' The Entrepreneur of the Decade Award' by the Bombay Management Association, October 2002
4. Awarded the First Wharton Indian Alumni Award by the Wharton India Economic Forum (WIEF) in recognition of his contribution to the

establishment of Reliance as a global leader in many of its business areas,  
December 2001

5. Selected by Asia week magazine for its list of ‘ Leaders of the Millennium in Business and Finance’ and was introduced as the only ‘ new hero’ in Business and Finance from India, June 1999.

## Reliance Group

Reliance – Anil Dhirubhai Ambani Group, an offshoot of the Reliance Group founded by Shri Dhirubhai H Ambani (1932-2002), ranks among India’s top three private sector business houses in terms of net worth. The group has business interests that range from telecommunications (Reliance Communications Limited) to financial services (Reliance Capital Ltd) and the generation and distribution of power (Reliance Infrastructure Limited).

Reliance – ADA Group’s flagship company, Reliance Communications, is India’s largest private sector information and Communications Company, with over 85 million subscribers. It has established a pan-India, high-capacity, integrated (wireless and wire line), convergent (voice, data and video) digital network, to offer services spanning the entire infocomm value chain.

Other major group companies — Reliance Capital and Reliance Infrastructure — are widely acknowledged as the market leaders in their respective areas of operation.

1. Reliance Energy

2. Reliance Mutual Fund

3. Reliance Life Insurance
4. Reliance General Insurance
5. Reliance Big Entertainment
6. Reliance Portfolio Management

#### About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 64, 000 crore (US\$ 13. 6 billion), cash flows of Rs. 13, 000 crore (US\$ 2. 8 billion) and net profit of Rs. 8, 400 crore (US\$ 1. 8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of over 85 million including over 2. 2 million individual overseas retail customers, ranks among the Top 5 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2, 100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wire line), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 20, 000 towns and 500, 000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising

over 175, 000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

The Structure and Methodology used in Reliance Communications

The 4 different businesses have different Human Resources (HR) departments. All the decisions are taken care by respective HR department and all sent for the approval from Corporate HR. The corporate HR team sits in CHQ building : Corporate Head Quarters.

There are 4 sections from where the recruitment takes place in Reliance Communications.

- \* Database

- \* Internal Recruitment

- \* External Recruitment

- \* E Recruitment

### 1. Database

In Reliance Communications, the Database is one of the sources for recruitment. The database consists of data / information of those candidates who has been earlier applied for the job in the RCom and didn't get job at that particular time. Whenever there is any vacancy HR – Recruitment & Selection executive goes through this database and calls the person and takes the telephonic screening of the candidate. All the resumes submitted by employees would be maintained in the employee referral data bank.

## 2. Internal Recruitment

This process is called as “ Internal Job Posting” (IJP). The existing employees can go through the official website of Reliance Communications (www.relianceada.com) where they will find all the job opportunities in RCom (all India). The interested candidate can apply for the job after informing his / her immediate reportee and HOD.

\* Candidates will be considered in accordance with their Potential, Competency, Performance and Aspirations.

\* Interested candidates will apply online on the basis of eligibility criterion mentioned in the IJP. Their application will be routed to their HOD & HR for approval i. e. to check on the following parameters :

## 3. External Recruitment

In Reliance Communications, the external recruitment also takes place. The HR – Recruitment executive, go through the different types job portals / websites. Also, some of the candidates apply for the job from Competitors (Vodafone, Airtel, Tata Telecommunications, Idea cellular, BSNL, Virgin mobile). Some of the candidates apply for from partners / vendors of Rcom. Many of the times the recruitment takes place through existing employees referrals. Application called as Refer-A-Friend.

1. Employee may refer candidates for any of the following:

\* Against a position given on Internal Job Posting (IJP)



\* Post the resume on HR portal without any vacancy (Refer-A-Friend)

2. The reference shall be made online through the portal of Refer – A -Friend.

3. On posting the details the employee would receive a unique system generated reference number through email. The status of the referred resume can be tracked on basis of the reference number.

4. The role of employee is limited to the extent on giving a referral only. He shall not be involved in the process of short listing / interviewing / salary fixation etc.

#### 4. E Recruitment

In Reliance Communications, the candidates apply for the job through net after seeing the vacancy in RCom. HR – Executive, recruitment go through the candidates resume, online recruitment facilitates just-in-time hiring. The candidates who wish to join RCOM and find suitable vacancies on RCOM's official website apply on line for the same. The HR – Executive, recruitment goes through the resumes and through emailing does the screening of his / her experience, job profiles etc.,

#### Process of Recruitment in Reliance Communications

In Reliance Communications, the recruitment takes place by Internal Recruitment, External Recruitment, E-Recruitment & from Database. All the recruitments are centralized. The campus recruitments also take place in Reliance Communications. The selected candidates are called as “ Management Trainees” (MT). They will have to complete 6 months probation

periods & 6 months training. After the successfully completion of One year the employees will get Confirmation letter from respective HR departments.