

Dhirubhai ambani



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Dhirubhai Ambani. (1932-2002) About Dhirubhai Man who knew how to lead in this world by creating our own path towards success. Dhirubhai Ambani was well known for his achievements. His spirit and attitude towards the work made him an extra ordinary gentleman. He was born in the small village in state of Gujarat, India and was a son of a school teacher. Being in the inspirational background, he had learned how to live with hopes and transform them into reality. His confidence helped him accomplishing all his targets in life. Dhirubhai desired of getting well educated but it turned as a dream and regretted all through his life. Mousumi Kumar. (2012). He believed in following the right path and opportunities will come in the way. With this attitude he built Reliance Industries which was first private sector Company to enter fortunes global 500 companies. In 2002, Reliance Industry contributed 3% in India's GDP and 5% towards countries export. (The story of Dhirubhai Ambani, 2011.) His Vision Dhirubhai Ambani worked in Aden as a petrol pump attendant. He then decided rather than working for other company he would start one of his own. He returned to India and envisioned the future of India. " Pursue your goals even in the face of difficulties, and convert adversities into opportunities." Reliance Industries Limited (2005) He always took the step further into the business regardless of difficulties. ' No' is the word he never understood in his life. His admiration towards growth of India was the main objective of his life. Dhirubhai Ambani led himself to his vision by building the trust with the people all around India. He believed that Reliance industry was the peoples company not his. (The story of Dhirubhai Ambani, 2011.) The early vision of Dhirubhai was to find gas and oil in India which he accomplished within 25years of his life. He bought new technology from around the world and builds world class refinery in India and was

pioneer in providing the best infrastructure facilities to the people in and around him. He was fond of his own philosophies. He admired that the person needs no invitations to make profits but need to grab the opportunities at right time. Mousumi Kumar. (2012). When Dhirubhai entered the telecommunication industry; his vision was " Karlo Duniya Muthi Main", means keeping the world in your fist. This motto was not only for him or for his company but also for the customer of his company. (The story of Dhirubhai Ambani, 2011.) His Leadership in Organizational Effectiveness A leadership quality was a gift of god for him. He always thought positive towards any step he takes in life. His qualities have not only benefited himself but also to the shareholders of the company. He believed in joining hands with Indian citizens rather than leading alone. Dhirubhai saw the great potential in Indian market and found the capabilities of Indian people. In 1977 when Dhirubhai thought of expansion and opened his hands to Indian people and became the public's company. The small investors were not keen about the company's growth but had put their money on trust he built with the people. They trusted the inspirational qualities of Dhirubhai and the pace of growth with his positive attitude. Mousumi Kumar. (2012) His effectiveness and efficiency made the company proud after building the world class refinery in Jamnagar (Gujarat). In the period of 11 months he got the best technology, best infrastructure and best employees to the plant and made it running within a year. His inspiration has removed the word ' impossible' from the mind of the people. One of the famous philosophy or quote of Dhirubhai Ambani was " Growth has no limit at Reliance. I keep revising my vision. Only when you dream it you can do it". Reliance Industries Limited (2005) and Mousumi Kumar. (2012). He always trusted the

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future and found that there will be more growth in upcoming industrial era but what led him to heights was his ability to find a best opportunity for the country and for people. For him trust was greater than money. Today the Reliance Industry is well known for its trustworthiness towards the stakeholders and without this approach Reliance Industries wouldn't have reached such heights. His policy was once if the decisions are made and should be implemented as soon as possible without any delays or losing the opportunity. He was man of his words. His ability to see the future was far upward than any man in his times. For example- In 1966, Dhirubhai used a strategy of backward integration to build a textile empire without any second thought in his mind. He faced many problems while taking this decision but he always moved as he got the opportunities and started the new textile company called Vimal. When he achieved success with this strategic decision he found that he can do anything possible in this world with good support and bless of the people he trusted in. RIL (2005) Effectiveness towards his work was more important for him. Grabbing the opportunity isn't everything but implementing it effectively is more important and that is what he left behind after his death. His vision and mission were the challenge for himself and he loved playing with those challenges. He would always take challenges and barriers on him even on behalf of stakeholders. His philosophy was dream to the core and dreaming has no limits or barriers and doesn't cost a penny. His inspiration towards the employees of Reliance Industry was if you don't get the opportunity don't wait for but create one of your own. s

Famous Inspirational Quotes by Dhirubhai Ambani. " Think big, think fast, think ahead. Ideas are no one's monopoly". - Reliance Industries Limited (2005) This was his ultimate way of life towards business. He believed that if

we have idea than we must proceed to another level and this can be done by thinking fast and thinking ahead. This approach had made Dhirubhai to achieve various milestones in his life. He thought ahead and perceived the future of Reliance Industry. For example: When he desired to find the oil and gas in India. Thinking big at the global level, thinking fast to achieve the goal and thinking ahead of the future keeping the idea and vision in mind had helped him in building the world class refinery. It even met the international standards and

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----- " Meeting the deadlines is not good enough, beating the deadlines is my expectation." Reliance Industries Limited (2005) For Dhirubhai Ambani Meeting the deadline wasn't a challenge but beating those deadlines was the major expectation of his. He always made things sure that he beats the deadline. It was a unique achievement for himself and was proud of it. With

this attitude at work he also managed his standards in the market. He made sure that no one has the power to raise his or her finger on his company. He proved to the country and to the people about the work ethics of his company. He managed to get everything right at right time with the help and support of his employees and shareholders. Dhirubhai Ambani. (2002)

Managing risk in an organization. Dhirubhai Ambani had always taken the strategic decisions seriously. His ability to pursue future was an inspiration for his company. He never led his company down in any manner. He loved taking risk and believed in growth. The risk taking had become the part of his life and this attitude helped him overcoming all the challenges in life. In his view he created his own risk throughout his business life. His vision was never a joke for it. Being the man of his words he always fulfilled all his wishes. He created such an environment between his employees and taught them how to turn the risk into the opportunities. For example: In 1985 when Reliance Industry was charged for corruption and unethical way of business. He never backed down from this threat because he knew that he wasn't on the wrong track. He later proved to the world that he wasn't corrupting the economy but it was an approach towards better incentives to the people related to the company. He never lost hopes and told his employees that just grab another opportunity from this threat. He inspired his employees in a way by telling that it's the peoples view on the growth of Reliance Industry not the black money. He told all his stakeholders to be calm and don't be scared as it was their money and it's his responsibility to give the money back with interest. Reliance Industry was well known for the trust he based into the market in the mind of people of his country. He revolutionary spirit made him stable saying that if government makes us fall down today than

tomorrow is in our hands. We will reach the same heights with new hopes.

Conclusion For a man born in a country which was ruled by foreign power Dhirubhai Ambani broke out of the norm of being satisfied with what he had. He strove for change, in his own rights. Mahatma Gandhi thought differently and changed the political future of India while Dhirubhai Ambani's futuristic vision helped in the economic growth in India. I believe that Dhirubhai Ambani was way ahead of his time. Even though a controversial book was released with all his escapades it would seem to me that he did whatever a man striving to achieve success would do when the law is biased and oppressive. A great deal of negative things can be said about anyone who is out of the mold but only those who strive to achieve the vision and mission can overpower naysayers. A critical analysis of Dhirubhai Ambani in my eyes would result in very few negative attributes because I feel his actions are part of something greater than him, they were a part of an industrial growth in India. As a leader I believe Dhirubhai Ambani has left behind a lot for us to learn. He defines the old school entrepreneur who doesn't require a formal education to imbibe team work, motivation, ability to change, authority, vision and many other qualities that today's textbooks define as leadership qualities. I feel however that morals and ethics may occasionally have been compromised with success, setting a poor precedent for the next generation. There is a way and means to achieve success without moral dilemma. Despite the poor business reforms he made his growth at an unfathomable rate for his time. He made sure that while his economic conditions improved so did his believers' condition improved with him. He was the man of the masses and an efficient leader who established an empire which is highly effective when it comes to improving the Indian economy. His leadership was so powerful and so well

passed down that his next generation has learnt everything they could from him and much more that his untimely demise didn't affect the growth of the company. The leader and the pioneers of Reliance Industries is now dead but his legacy lives on and it's worth billions of dollars. In the end I believe that Dhirubhai Ambani was an efficient and effective leader who managed his risks and opportunities with a firm hand and a level head.

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