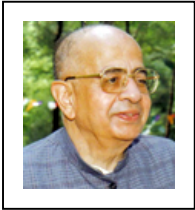


MR. ARVIND N. MAFATLAL, CHAIRMAN, BAIF



Mr. Arvind N. Mafatlal, born on October 27, 1923, was educated at St. Xavier's High School and Sydenham College, Mumbai. He joined the family business at the age of 21. After the death of his father in 1955, he took up the mantle of Gagalbhai Mafatlal and Co. He has been serving the industry in various capacities, particularly as the Chairman of the Arvind Mafatlal Group of Industries.

As a leading industrialist, he has held various important positions viz. Director, Reserve Bank of India & Industrial Development Bank of India, Trustee of Bombay Port Trust, Chairman of the Executive Council of National Chemical Laboratory, Pune, President of Fair Trade Practices Association, Employer's Delegate to the 43rd Session of International Labour Conference, Geneva, Member of the Governing Body of CSIR, Member of the Advisory Committee of IIT, Powai, Member of Board of Governors, IIM Ahmedabad, Member of Agricultural Credit Board of Reserve Bank of India and Chairman of Shri Bhagubhai Mafatlal Polytechnic and College of Engineering.

He was a recipient of Durga Prasad Khaitan Memorial Gold Medal (1966), Business Leadership Award of Madras Management Association (1971), Indian Merchants' Chamber Award (1975), Sir Jehangir Ghandy Gold Medal for Industrial Peace of Xavier Labour Relations Institute, Jamshedpur (1978), Honour of Maharashtra Economic Development Council (1985), Lions' Humanitarian Award by the International Association of Lions Clubs (US) for sight-related activities (1993), and Rotary Club of Bombay's Citizen of Bombay Award for the year 1995.

He has been a strong supporter of BAIF since its inception. On August 25, 1974 he was formally invited to be a Trustee of BAIF and was thereafter nominated as Chairman, BAIF in 1977.

In 1972, it was the unique leadership of Arvindbhai and Late Dr. Manibhai Desai which took upon the herculean task of handling the serious drought throughout Maharashtra through the production of nutritious *Sukhadi* (cream of wheat mixed with jaggery and oil) on a massive scale for distributing to children and adults throughout the state and as a food supplement. They set up kitchens in various regions and supplied hygienic and nutritious *Sukhadi* for several months. In 1974, during the severe famine which struck Gujarat, a similar exercise was repeated but with innovative development interventions of introducing a new system of crop production using plastic film mulch technology, introduction of breeding services in cattle camps and conversion of neglected mangrove foliage into nutritious cattle feed, under the Employment Guarantee scheme. Arvindbhai not only brought in resources but also demonstrated rich management expertise for managing rural development professionally.

As the initial Cattle Development Programme sponsored by the Sugar Cooperatives was successful, Manibhai proposed to establish many centres to cover at least a lakh of cows while Arvindbhai insisted on increasing the target by 10 times. Many State Governments who had never heard of BAIF, created separate Development Corporations under the Chairmanship of Arvindbhai and invited BAIF to launch the programme.

Arvindbhai helped BAIF to establish a unique Animal Health laboratory for production of a wide range of vaccines and biologicals and to expand the cattle development programme. The BAIF Laboratory stood the test by competing with other national and international multinationals and succeeded in providing superior quality vaccines and in bringing down the price to 30%.

He has defined Quality of Life as a composite of four A's namely *Anna* (livelihood), *Akshar* (literacy), *Arogya* (health) and *Aacharan* (strong moral character). His vision and support has helped BAIF to serve more than 2.5 million rural poor families spread over 45,000 villages in 12 states. He is also the Chairman and Managing Trustee of Sadguru Seva Sangh Trust which is providing humanitarian services by undertaking relief and rehabilitation of families affected by natural calamities, health care and massive programmes of eye operations, which have restored the vision of half a million rural poor for several years. He is also serving as the Chairman of the Nature Cure Ashram at Urulikanchan.