

Power and Emotion

The Economic Times Family Business Awards saw some of India's biggest business tycoons turn up for the occasion, in style

Alokesh.B@timesgroup.com

The Economic Times Family Business Awards, now in their second year, have established a benchmark in recognising outstanding performance and not just in terms of financial growth. They also reflect how well business families have managed themselves and their internal relationships, their companies, boards, CEOs and senior management.

Shekhar Bajaj, chairman and MD of Bajaj Electricals, said leadership holds the key.

"Very few (family business) groups continue after the third generation," he said. "Ours is the fourth generation that is continuing and that is owed to leadership. The most important thing that I feel is that a leader should lead by example and that's what has been one of the factors that has kept us together."

The Bajaj Group won the mega companies award.

After retiring from an active role, Marico chairman Harsh Mariwala said the board asked him to clearly define roles and split responsibilities between himself and the managing director.

"Now, 24x7 my mind is on (the business) but my hands are off," said the winner of the business governance award.

"I have periodic review meetings and identify a strategy for the short term of two-three years. Every two years we also do a study on the culture of the organisation and make sure the culture is maintained."

The lack of a governance structure and cohesion can spell doom, said Arun Bharat Ram, chairman of SRF, which won the large companies award.

"I had told them (his two sons) that they have to prove themselves capable of running the company or else, even if I retire, I will hire an MD," he said. "And the board played an active role in deci-



Winners and jury members at The Economic Times Family Business Awards in Mumbai on Wednesday

ding if they were ready. Both my sons are now running the company."

Vinati Saraf, MD and CEO of Vinati Organics, said the role of women needed to be recognised.

"It's actually high time that we in family businesses started realising that women can add equal value as male members do," said the winner of the outstanding woman ent-

legacy growing and I think if family businesses work, they are brilliant. My daughters also bring in a totally different perspective."

Metro Shoes won the emerging companies award.

HCL founder Shiv Nadar, who was declared philanthropist of the year, said it was his mother who inspired him.

"My mother said, 'Your planning is excellent but you should set aside something which is for others.' That is the first time I started looking at philanthropy," he said.

Cipla chairman Yusuf Hamied, who won the lifetime achievement award, also said that giving back to society was a key element.

"Success doesn't make a company, an individual or a family great. What matters is the social contribution."

Listed businesses need to keep in mind their responsibility to employees and shareholders, said SRF's Ram.

"For many listed family businesses, we have to be responsible to all shareholders as well as people working in the company," he said. "We have to be cognisant of the fact that we are 'trustees' of not just the family but all stakeholders."

Chairman and MD of Allcargo Logistics Shashi Kiran Shetty, who won global visionary award, has a clear principle that informs his decisions.

"I have always paid attention to good governance and to have checks and balances in the organisation and always had the foresight to think about having the right management and create shareholder value," he said.

NxtGen
Infinite Datacenter

Presents

THE ECONOMIC TIMES
**FAMILY
BUSINESS
— AWARDS —**

preneur award. "Women need to be confident of their abilities. They need to be proud of their strengths and men need to support that and I'm lucky I have had that support from my father and my husband and also I have never felt different because I'm a woman as the employees have never differentiated on that basis That has maybe helped."

Rafique Abdul Malik, chairman of Metro Shoes, echoed this point.

"I have had a great team of professionals that has assisted me but I'm so proud and happy that my daughters have joined the business and they bring in the same passion and fondness for the business that I have," he said. "It's so enlightening because you can see your