

## GOLDEN VOICES



RP Goenka lends a helping hand to Jit Paul. —Subhajit Pal

# Success has no criteria, feel tycoons

Our Bureau  
KOLKATA

IT WAS a walk down memory lane with three stalwarts of the Bengal industry. On Friday, the city witnessed business leaders like Rama Prasad Goenka, SK Roy and Jit Paul reminiscing about their early days and the lessons learnt while in business.

All three took a packed audience down the path of experience. And the audience lapped it all up. They assembled in large numbers at the Indian Chamber of Commerce premises and heard with rapt attention what the experts had to say about themselves. Success has no criteria or benchmark; be committed to the cause; respect elders and their experience — these are tips which the new generation business entrepreneurs should religiously follow to become successful businessmen.



Peerless MD SK Roy

RPG Enterprises chairman Rama Prasad Goenka said: "Looking back, I feel I could have done better in my life than what I have done. While the takeover of Cochin Refinery, Ceat Tyres and CESC, the latter at the instance of my son Sanjiv, were successful moves, my agreement with Neville Wadia to acquire Bombay Dye-

ing, which finally fell through, was a master key to a failure story."

It is obvious that the memories of Bombay Dyeing agreement still rankles Mr Goenka and he termed it as his life's regret. "That agreement is still in the safe custody of solicitors Mulla & Mulla. I did not destroy the agreement but also did not go ahead with it. Now, I am a retired person. I am happy with myself and give the same happiness to all with whom I come in contact with," he added.

Peerless General Finance & Investment Co (PGFI) MD SK Roy, who joined business in 1968 after completing graduation, said his company pioneered the concept of dual marketing — buy one, get one free. The company, one of India's largest registered residuary non-banking companies (RNBC), is now a household name.

"To steer the business successfully through the various cycles of economy, one needs to have grassroots knowledge. We can hire experts from various fields at handsome pay packets, but it becomes difficult to run the business unless you have the basic knowledge yourself. When my son decided to join business, I sent him to villages for nine months with a mandate," Mr Roy said.

The PGFI supremo felt GeNext should respect elders and take their advise to expand business and sustain it. They might think that knowledge is king, but experience too is important, Mr Roy was quick to point out.

Apeejay Surrendra Group's self-appointed advisor Jit Paul viewed that commitment to cause and reliability are the two most important factors in life. Besides, one should surrender lower values for better values to move ahead in life. One realised, walking out of the gathering, experience was probably made of gold.