Twitter Thread by governorswaraj



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1857 - There was chaos and bloodshed all around. Britishers were not safe in Delhi. Yamuna used to be massive because there were no dams and canals. /1

There is a British couple running for life. A Lalaji offered to help. He said, 'I have a plan that can save your life. You cross Yamuna and reach Rampur or a safe heaven.' But how does one cross Yamuna ? The city is up in arms. People will kill us./3

Lala ji said 'See I am a very good swimmer. You piggback me and I will swim you across Yamuna.' It is a dark night Lalaji takes the couple to the bank of Yamuna. One by one, they piggyride Lalaji and cross Yamuna. Lalaji ensures that safe passage./4

Unfortunately, the British win the war. The British resorted to massacre to massacre in Delhi. A few days later the British couple returns to Delhi. The couple summons Lala ji. They asked Lala ji 'What can we do for you ?" Lalaji said, 'kuchh nahin Sab.'/5

Next day Lalaji is summoned again. The British officials are also present. The man says, "Lalaji, this is a token amount of 50,000/-rupees in cash. In addition, you are appointed the Kotwal of Ferozepur." Lalaji is very happy and goes to Ferozepur./6

Lalaji was a very wise man. He saved all his money and purchased property in Delhi. He came back to Delhi four years later. He was the richest man in town. Then came the Companies Act. The British helped Lalaji set up a company, probably the first in India. /7

The name of the company was Delhi Cloth and General Mills Limited, also called the DCM. The family was well connected. They set up SrI Ram College of Commerce, Lady Sri Ram College also known as LSR. One group was led by Dr.Bharat Ram, The other by Charat Ram./8

DCM enjoyed great reputation. Dr.Bharat Ram was one of the most respectable men in the town. The company had a 'management trainee scheme.' It was like the IAS. Once you join this, there was no looking back./9

Despite professional management, brand value of DCM towels, great reputation of Dr.Bharat Ram, Dr.Dharam Vira on the Board, the company went down. For years nobody heard of the family. /10

In 1994, Supreme Court wanted that industries be shifted from Delhi. As a matter of compensation, DCM was allowed to use one third of its land for development. This was a huge relief to all./11

Some years back one of the scions wrote an autobiography. He wrote in his autobiography that he has farmland in Rajokri and he will build a house there. Prsently, he lives in a rented house in Vasant Vihar. /12

Post Script : The name of Lalaji was Badri Das. He was 60 years old when he swam across Yamuna with English couple on his back. Vinay Bharat Ram has written a book ‘From the Bank of Bankruptcy‘ Vinay attended St Stephens College,Michigan Ann Arbor and Harvard universities./13