



NAVALMAL FIRODIA CENTENARY

One Luminous Life, Three Lifetimes Of Achievement.

Young Freedom Fighter

Imprisoned at the age of 21 for active participation in Mahatma Gandhi's **non co-operation movement** in 1932, he endured brutal hardship with courage and dignity. Yet again, he suffered incarceration for a leading role in the **'Quit India' movement** of 1942.

Pioneering Industrialist

Navalmal Firodia gave us two of India's most iconic vehicle concepts – for passenger and goods transportation.

The **'Auto-rickshaw'**—a name he coined himself—has endured for half a century. Followed

by the **'Tempo'**, a term now generic to any kind of small goods vehicle in every town in India.

Passionate Philanthropist

Contributing generously of his time and wealth, he helped establish and strengthen several institutions working for the poor and destitute, for leprosy patients, for the sick and elderly, for rural education, for encouraging women's empowerment and the spiritual upliftment of society.

- Our grateful tribute

