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THE FIRST STEP TOWARDS CREATING AN INDIA THAT IS A SYNONYM FOR QUALITY

It is an innocuous (some would term it foolhardy) exercise, but there is a small group of people who have gathered under the banner of the Quality Council of India and are attempting to infuse quality into all aspects of life in the country.

dals erupting all over the place, the general model of economic development being questioned, banks in Europe facing crises and India and the world confronting turbulent times.

The unassuming yet assertive Dr. Gyani, who delivered a sedate, well-

dian hotels becoming known the world over and competing with the best in Europe and the USA.

“My talk today will be on how to drive quality for the national well-being. We have (created) a few quality organisations – and the same principle can be applied to the nation, too. The Quality Council of India, which is a comparatively new body, is supposed to create frameworks for quality and then enable the suppliers of services and goods to inculcate (that) quality.

“We will need thousands of Quality Councils to make India a quality country, so our job is to network with organisations and to try and build synergy; I will give you one or two examples to show how this is being done.”

Dr. Gyani said that those who were acquainted with the ISO-9000 quality system would know that it required an organisation to define its systems. This entailed a description of “what you do, how you do it, on what basis you do it and by whom certain things are to be done”. This meant defining not only the procedure but also the outcome, as well as fixing responsibility: In other words, ending confusion, enabling clarity and helping build quality at the level of the system.

What about a country? In the case of a country, the Constitution could be called the system. Each country had its own defined Constitution. India’s Constitution was the most comprehensive in the world, with over 250 pages, a number of annexures, details, definitions and so on, all of these defining and balancing the responsibilities of the three pillars of the State, the legislature, the executive and the judiciary.

As against this, a country like the United Kingdom had no defined Constitution. And yet its democracy was effective because it respected, valued and functioned on certain established norms. But India, despite a comprehensive, written Constitution (or system), seemed to be mired in problems.

Dr. Gyani said his team had found in the course of a recent study that there were certain gaps in the Constitution which had been left behind in-

tionally in order to provide for some flexibility (a rigid system would have resulted in bureaucratic rule).

“But, and I say this in a somewhat lighter vein, we seem to have mastered how to work in those gaps! Wherever we have gaps or (scope for) flexibility, we try to pick only on that flexibility to see how it benefits us or a particular organisation.

“This is what is called discretion-based working. One system of working is that in which you surrender to the system and another is the one in which I say that I am the boss, I will define the system and, when required, I will use my own discretion. That is what we call using power. These two systems can also be defined in another way – in one, a person is above the system and in the other, the system is above the person.”

Yet another concept in management which seemed to be prevailing in India was the one in which one created chaos in order to become safe. This was a very old tactic in which the average manager believed that he was safe if the organisation was chaotic. He believed that if there was chaos in the organisation, then he could do just about anything he wanted and get away with it because nobody would notice it in the midst of the chaos.

Often, in small organisations, some employees consciously created chaos or started a fight between the top man and the number two. As these two kept fighting, the average employees were happy and enjoyed themselves.

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He dreams of an India that is a ‘quality nation’. Dr. Girdhar Gyani, Secretary-General of the Quality Council of India (QCI), speaks at the last meeting on ‘Driving quality for national well-being’

Their ultimate goal is to create a new India which would become a byword for quality in every facet of life, whether manufacturing, automobiles, IT, textiles, services, health care or education.

Of course, it can be dismissed as a utopian dream but, for those who came in late, not very long ago (1,000 to 5,000 years ago) India was in the forefront in this area and was a synonym for quality.

Dr. Girdhar Gyani, who shared his thoughts at the last meeting on “Driving quality for national well-being”, is the Secretary-General of the Quality Council of India (QCI), the apex quality body of the country which is responsible for establishing and operating a national accreditation structure and for promoting quality in all walks of life. It dreams of converting India into a “quality nation”.

Abhinav Aggarwal said while introducing him that quality encompassed much more than the usual management definition and had become extremely relevant, what with corruption scan-

structured talk, started by pointing out that though India was once in the forefront of quality, the current situation was bleak. And although it once encompassed all aspects of life, in contemporary times quality had come to be associated solely with the manufacturing sector. Even in this sector, it was only in the 1980s that quality was recognised as a means to becoming more competitive.

However, the real thrust came in 1991 when Dr. Manmohan Singh, who was then the Finance Minister (he has been Prime Minister since 2004), set off on the path of liberalisation. That gave a real push to quality which had never been linked to economics till then.

Today, things had changed radically and quality was continuously linked to economics. In sectors such as automobiles, communication, electrical and textiles, India had become the front-runner as far as quality was concerned. And then along came the service and the IT sectors which gave India a totally new global identity. The same happened with hospitality, with In-

Forthcoming meetings

October 18, 2011

The Ramakrishna Bajaj Award for Good Governance to be presented to Mr. J.J. Irani.

October 25, 2011

Dr. Alwyn Didar Singh, Secretary, Ministry of Overseas Indian Affairs, to speak on “NRI – Not Required Indians to Now Returning Indians”.

'India has several islands of excellence; if these are connected, we can create a quality nation'

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This was a very short-sighted way of looking at things. The persons concerned did not realise that if such chaotic organisations kept multiplying and went up to the national level, then they, as part of society, were also going to be affected. Yet, some people were tempted to work on this theory in the short-term. But it was not widely followed.

"However, subconsciously we do work on the chaos factor... And that is what is happening right now."

Dr. Gyani recalled that he recently had an interaction with students at the Gurgaon Management Development Institute. One of the questions asked was, "Everybody knows about what is to be done and what is the problem in the country; then why are we not able to do it?"

Before he could respond, another student stood up and said, "Out of ten persons, only four of us are capable of changing India, of changing the world. And of those four, two are comfortable with the present system. That's why we're not able to change or to tackle the problem".

Given this background, Dr. Gyani asked, what was the solution? The answer, he stated, lay in a citizen-centric government.

This was the situation at the national level. As far as the organisational level was concerned, there was nothing anybody could teach India. India was doing wonderfully well on that score, the hotels were functioning well, some of the hospitals were of world class, many corporate companies, in the manufacturing and service sectors, were also doing very well.

"It is these islands of excellence that have to be connected, so that we can create a quality nation."

Dr. Gyani pointed out that in 1991, the Planning Commission had done

substantial work on liberalisation and opened a lot of sectors to the private sector. Unfortunately, after that, hardly any service (particularly public service) had been opened to the private sector. One of the exceptions was health care. The government had consciously decided not to invest in the secondary and tertiary levels of health care.

The government had not – and would not – make a formal statement to the effect that it was not investing in health care. But the fact was that for the last 30 years it had not opened any new district hospital. The message was very clear – "let the private sector come in." It was as a result of this that the corporate private sector had entered the field and in a very professional manner.

A recent survey of the incidence of hospital-acquired infection showed that although this was a major problem and developing countries had a hospital-acquired infection rate of 15 to 40% (as per WHO norms), the study had thrown up a totally different picture.

The QCI had picked only six hospitals for this exercise and, to the utter surprise of the WHO team, the hospital-acquired infection rate was as low as 5 to 7%, at par with the occurrence in some of the best hospitals in the UK and the USA.

Quality was clearly the winner, thanks to the opening up of health care to the private sector. Of course, there was a long way to go because services were still to be offered to rural areas and small towns. But a beginning had been made.

Taking off from this experience, Dr. Gyani said, he had requested the government to open up even more public services to the private sector. And till the time that it did so, it could allow those services to be monitored.

Recently, the government of Madhya Pradesh had released a full-page advertisement about 52 civic services being opened up, time limits being set and citizens being told to lodge a complaint in case they did not receive certain services within the given time frame. A mechanism for redressal and action was also in place, including recovery from the salary of the employee concerned. This was only an announcement so far; its implementation remained to be seen.

But coming from a "Bimaru" State like Madhya Pradesh, this by itself was a very big initiative. A similar initiative had been taken in Bihar. And Delhi had also identified 32 services, put them on the website and publicised it in a big way.

These were some of the initiatives on which the Quality Council of India was working with the government in order to drive quality for national well-being.

At the Central level, a new department had been created under the Cabinet Secretary. Each department had been given objectives and targets and told to report the outcome every year. These initiatives were started about six months back; hence their impact would only be seen after some time.

Returning to the theme of creating quality, Dr. Gyani pointed out that quality had to be driven, it would not come of its own. And who would drive it? It would ideally be done by an empowered citizenry. But that could take many years. A second option was government driving quality. But people had limited hopes of such a thing happening.

Therefore, a new category had to be created, viz., regulation. If regulators were created all over the country, then instead of government directly driving quality, regulators would drive it. For example, the Telecommunication Regulatory Authority of India (TRAI) was the regulator for telecommunication and had made a reasonably good impact with its professionalism. Similarly, the insurance regulator, IRDA, had also been doing good work; as had the Food Safety Standard Authority of India which was created recently to drive food safety. Regulators had also been appointed in the areas of petroleum and gas.

The Quality Council of India was working with the government of India, asking it not to govern directly but to frame the laws and remain in the background, allowing regulators to come into the picture.

But, Dr. Gyani said, regulators were required only in those areas that affected the well-being of the citizens, for example, health care. Today, any

one could set up a pathological laboratory in a garage and nobody would ask a question. But was this the way to work? What about the quality assurance principle? It was based on the results of a pathological laboratory that a physician prescribed the treatment. This could lead to a dangerous situation; hence the need for regulation.

"Unfortunately, in our country, in some areas we are overregulated and in some areas we are very poorly regulated. Which brings me to the point about creating chaos for our selfish benefit and which is actually what some people have done. Hence the health care regulation. Industry is becoming mature and I think you will see quality health care being made available in future.

"Once you open up, competition comes in and professionalism automatically takes over; the market takes over and, in time to come, when society becomes empowered, that will be the time when India will become a quality nation."

Dr. Gyani said that as per World Bank indicators of transparency, India had a score this year of 3.3 out of 10. In 2008, India had scored 3.5, therefore, India had been going down. The best score was 9.9 for Denmark and 9.8 for Singapore.

"That's why I said that we have mastered the art of creating a discretion-based society."

The QCI was creating an accreditation mechanism for hospitals for the first time. Some hospitals in Bombay had already been accredited.

In this connection, he said it was a sad commentary on the state of affairs that most people never chose a hospital; instead they chose a doctor and then went to the hospital where he was available. The QCI would endeavour to see that the people had confidence in a hospital and chose to go there and be treated by one of the doctors serving there.

Accreditation was being done by the National Accreditation Board for Hospitals and Health Care Providers (NABH) and so far it had accredited 110 hospitals all over the country. This was a small number, but a beginning had been made.

As consumers started driving it, a day would come when people would go to a hospital and first check whether it had accreditation. If not, they would go elsewhere.

"This is the model that we are trying to create in the country, how citizens should drive quality by demanding quality. You don't demand quality only when you are in power... this is the model that we are creating."

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Although it's not going to admit to it officially, government has stopped investing in secondary health care, leaving the space for the private sector, says Dr. Girdhar Gyani

Now, a CD with the Club Roster

As members are aware, the Club's New Roster has just been published and circulated, thanks to the herculean efforts put in by President-Nominee Nirav Shah.

Now, Nirav and his team have gone ahead and released the entire Roster in an easily accessible CD format.

Copies of this CD were distributed to members present at the last meeting, along with the information that it contained a number of portable data (or pdf) files offering information under various heads.

Anonymous donation of Rs. 1 lakh for 'Bhavishya-Yaan'

The Club's prestigious project, *Bhavishya-Yaan*, has attracted donations from two sources.

While Ramesh Mehta has made a contribution of Rs. 10,001, another donation, this one of Rs. 1 lakh, has also been received for the same purpose.

President Paul George announced at the last meeting that the amount of Rs. 1 lakh had been received from an anonymous donor. This was another link in what he called a wonderful trend of anonymous donations.

Birthday donations

President Paul George announced at the last meeting that birthday donations had been received from a number of members in the week gone by.

While Vijay Jatia had given Rs. 5,100, a cheque for Rs. 5,000 had been received from an anonymous source.

Further, Cavas Majai had given Rs. 3,001, Ritu Desai Rs. 3,000 and Shantikumar Dalal Rs. 2,500.

Paul thanked all the members for their generous contributions.

At the last meeting

(Held on October 11, 2011)

PRESIDENT Paul George called the meeting to order and welcomed the guest speaker, the Visiting Rotarians, Rotaryans, guests and others.

BIRTHDAYS

Members and spouses celebrating their birthday during the week were felicitated.

ATTENDANCE

Members	109
Visiting Rotarians	1
Rotaryans	3
Total	113
Svc. box collection	Rs. 4,965

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Hon. Secretary Jagdish Malkani, who informed members about the new CD, appealed to them to use the data only for personal and Rotary-related activities and to guard against misuse of the same.

Members applauded Nirav's initiative, drive and hard work in regard to both the Roster as well as the CD.

Arin Master's new office

The new Club Roster has just come out and the first request for an alteration has already been received.

Arin Master informs that she has moved her office to a new location and requests members to make a note of the change in their respective copies of the Roster.

Her new office address is as follows:

Arin Master, Master Group, C-901 Marathon Innova, Opp. Peninsula Corporate Park, Lower Parel (West), Mumbai 400013. Telephone: 022-61983838.

Kalyan Banerjee declares

President-Nominee

R.I. President Kalyan Banerjee of officially declared Ron D. Burton the Rotary International President-Nominee for 2013-14 on October 1. There were no challenging candidates.

The Nominating Committee for President of Rotary International in 2013-14 selected had Don, a member of the Rotary Club of Norman, Oklahoma, USA, in August.

Don Burton will be formally elected at the 2012 R.I. Convention in Bangkok, Thailand, from May 6 to 9, 2012.



The Rotary Diwali Night is on Saturday, the 5th of November, 2011 at Madhuli Gardens, Shivsagar Estate, Dr. A.B. Road, Worli, Mumbai 400 018 from 7.30 pm onwards.

Let's take a trip down memory lane thru the 60s, 70s and 80s... and celebrate the Festival of Lights, retro-style, with an exciting evening of drinks, dance, dinner, and more... Your confirmation will be appreciated.

Arvind & Rachna Agarwal
Madhusudan & Vandana Daga
Nandan & Shreelekha Damani
Jalaj and Vita Dani
Mudit & Malti Jain
Seema & Prakash Makhija
Manoj & Nandita Patodia
Manish & Rakhee Reshamwala
Alok and Niti Saxena
Alok & Mayuri Sekhsaria
Nirav & Devina Shah
Pranay & Sweta Vakil
Priyasri Patodia

RSVP: Sandhya 022-23078302
evolve.rotary@gmail.com



Wishing you many happy returns. President Paul George greets one of his predecessors, PP Dr. Rumi Jehangir, at the last meeting. In the picture at right, the smiling quartet consists of (from left) Munna Aziz, Mudit Jain, Jairaj Purandare and Harkin Chatlani

Inauguration of 12th water project

The Inner Wheel Club of Bombay has been attempting to help improve and upgrade the standard of living in rural areas.

In pursuit of this goal, the Club has, over the years, taken up several "water projects" in order to facilitate the availability of drinking water in the villages.

So far, eleven such projects have been completed in the tribal and semi-tribal villages of Panvel district by drilling bore wells and installing lift pumps.

Now comes the news of the completion of the 12th project in this series.

This project has been completed at Ambe village which has a population of 290. The women of this little hamlet had to travel a distance of about two km. in order to get water.

A bore well has now been commissioned and water is available inside the village through a pipeline. It is a great boon to the villagers, especially the women, who earlier wasted four to five hours daily fetching water.

Inner Wheel District Chairperson Shubha Chhapwale and Inner Wheel Club of Bombay President Susmita Mitra inaugurated the latest water project on October 8.

Several members of the Club and some representatives of the District were also present on the occasion.



With the smiling belles of village Ambe in Panvel, Inner Wheel Club of Bombay President Susmita Mitra after the inauguration of the Club's 12th water project



Here's hoping that the flow of water from the bore well never stops. Inner Wheel President Susmita Mitra breaks a coconut to launch the water project on October 8

Time to register for the R.I. Convention in Bangkok in 2012

Hon. Secretary Jagdish Malkani informed members at the last meeting that Fellowship Chairperson Shernaz Vakil had worked out two interesting packages for members in association with a reputed travel agent to help them attend the next Rotary International Convention to be held in Bangkok, Thailand, from May 2 to 9, 2012.

Members would recall that when R.I. President Kalyan Banerjee addressed the Club at its first meeting in the current Rotary year, he had exhorted them to attend the Convention in large numbers. Now, it was time to firm up plans for attending the Convention.

Members have been requested to get in touch with Shernaz Vakil for group bookings, hotel accommodation, Convention registration and other formalities.

President Paul George has expressed the hope that a large number of Club members would attend the R.I. Convention to be held in Bangkok.

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District Conference in February, 2012

The early bird gets the worm. With registrations for the next District Conference, styled DISCON 2012, already open, it's time to benefit from some of the discounts being offered by the Host Club, viz., the Rotary Club of Bombay North.

In a special note to the Rotary Club of Bombay, Host Club President Ajeet Arenja has requested members to register their names as early as possible, preferably before the end of October, to receive a substantial discount for a two-night stay at Hotel Renaissance, Powai, where the Conference will be held. The Conference will be conducted over two days, on Saturday and Sunday, February 11 and 12, 2012.

The Conference Chairman is the impeccable PP Vijay Lazarus who is known for his excellent arrangements and for providing lavish spreads to his guests.

A two-night stay at the Renaissance would cost a mere Rs. 6,500 per

couple per night (over and above the Conference fees) and provide exceptional value for money. The package would include world-class entertainment, meals, bar facilities and seven-star amenities, thus providing a delightful family vacation-cum-Rotary experience to all participants.

Ajeet Arenja, who is the spouse of Nitika and the father of Anuj, informs that since only a limited number of rooms were available, it would be in members' interest to confirm their registrations as early as possible.

Interestingly, the Host Club has uplinked a preview of DISCON 2012 on YouTube. Members can view it by visiting the following site: <http://www.youtube.com/user/rajendraunnikrishnan>.

While Ajeet can be contacted on 9820054447, Club Secretary Asim Nagree would be available on 9833982511 and Conference Secretary Gautam Gandhi on 9819584060.

Six Interact Clubs take part in Symposium

The members of six Interact Clubs, those from Fort Convent, J.J. Boys, J.J. Girls, Anjuman-e-Islam, St. Anne's and Scholar High School, took active part in the day-long Interact Symposium organised for them by the Rotaract Club of H.R. College.

An introductory programme for school students, this annual Symposium is designed in such a manner that it provides basic information about the Rotary, Interact and Rotaract movements to the participants, gives them tips about how to organise themselves and also teaches them the importance of team work.

This year's event was held at H.R. College on September 18 and started with an ice-breaking session; this was followed by presentations on Rotary and the other movements. There was an impromptu question-answer session after this, which helped clarify the doubts in the minds of the young Interactors.

The next activity was more focused. It involved dividing the children into four random groups and each being assigned one of the four avenues, Club Service, Community Service, International Service and Professional Development.

Directors of the Rotaract Club of H.R. College assisted the children as they prepared their presentations. The judge for the event was Mrs. Cymbeline Pereira, the Interact Coordinator of the Rotary Club of Bombay.

By the time it ended, the Interactors said, they had gained a lot of knowledge and knew far more about Rotary, Rotaract and Interact than they had known at the beginning.

Activities at the Ambedkar School Interact Club

Dinkar Jaiswar, a student of the IXth standard, is the President of the Interact Club of the Dr. Babasaheb Ambedkar Municipal School at Worli this year. And Pooja Pandey, also of the IXth standard, is the Secretary.

The Club has already taken up and completed several interesting projects. Among these are drawing and painting classes; a computer training programme; spoken English; a cleanliness campaign; a summer camp; and tuition classes for underprivileged students.

Members will recall that the Rotary Club of Bombay's first *Bhavishya-Yaan* project was launched at this very school three years ago and that school had been "adopted" by the Club about a decade ago.

The Moderators, Mr. Ajit Waghmare and Mr. Ashok Mule, have been guiding the students as they take active part in various Interact activities.

Eleventh edition of H.R. Rotaractors' programme for youth, 'We Are The World', is also a runaway success

It's just one world, but there are 190 countries, hundreds of states and countless cities. There are 6.6 billion people, thousands of ethnic groups, 6,912 spoken languages and 22 major celebrated festivals.

But there is none like this one – “We Are The World”, which is the annual inter-school international cultural extravaganza organised by the Rotaract Club of H.R. College for and on behalf of all the schools in Bombay.

These are the glowing words with which the office-bearers of the Club described their unique programme, now in the eleventh year of its existence, held from 8 am to 7 pm on over two full days, September 24 and 25, at St. Stanislaus School, Bandra.

Working to their interesting motto for the year, “Dawn of a New Era”, the H.R. Rotaractors appeared to be on the way to completing their usual 500 projects in the course of the year – a year with 366 days.

The Rotaractors worked in association with Vardhaman Fantasy and involved 21 of the top schools of the city, handling no fewer than 1,800 participants, 600 non-participants, 300 guests, 140 Club members, a number of celebrities and consuls-general in what had become one of the most awaited youth events of the year, viz., “We Are The World”.

As the name suggests, the programme was all about human civilisation and how different cultures blended in individual human beings.

The participating schools chose one country and then went all out to represent that country through a series of presentations over the two days. As a result, there were dances, fashion shows, mascots, PowerPoint presentations, recitals of the chosen country's national anthem, music and so on.

Of course, this was no easy task and it made the students explore different avenues, leafing through various reference books, trawling the internet and so on, in order to come up with authentic information for presentation in a simple, colourful manner.

Other features of the “We Are The World” programme were debates, treasure hunts and a quiz contest based on current international affairs. There were also a number of management and strategy games, snippets from the performing arts, the fine arts, literary works and other crossover events.

For the first time, there was a new event called “Olympic Bidding” on the lines of the actual bidding conducted by the International Olympic Committee to choose host countries. Eight October 18 to October 24, 2011



A whacky game, not a tacky one. Two scenes from the programme, 'We Are The World', organised by the Rotaract Club of H.R. College for the members of Interact Clubs. At right is a picture of the fashion show



Sharang Dhaimade and Yashashree Vaidya, the event coordinators, are International Service Directors of the Rotaract Club of H.R. College this year. In the picture at right is one of the celebrity judges, actor Imran Khan (centre)



And here are the winners. The 'Best School' trophy goes to Christ Church School which represented Brazil at the event. At right, Dhirubhai Ambani International School receives the second prize and the award for best 'Upcoming School'

schools picked up a city from their respective countries and presented plans to host the 2020 Olympic Games in that city.

As the events unfolded one after another on the two days, the atmosphere in the auditorium was electrifying. The students sat on the edges of their seats, shouting their school's name. The loudest among them were those from Queen Mary's with a contingent of over 150, Dhirubhai Ambani International School, Christ Church School and Champion High School.

There were well-known names among the judges for different events. One of them was Imran Khan, the current heartthrob of Hindi cinema, and another was Sachin Dev, the owner of Only Talent Dance Institute.

In yet another departure this year, the H.R. Rotaractors took up a social

cause, “Granthalaya”, wherein they requested schools to donate books which would be used to establish a library that would be open to all students. The response to this was extremely encouraging.

The top spot was occupied by first-time winners Christ Church School which had chosen to represent Brazil. The school walked away with the “Best School” trophy.

At second place was the dark horse, Dhirubhai Ambani International School, which also bagged the “Upcoming School” award.

And at third place was Champion High School, which represented South Africa and was sad to see its crown being snatched away (it had won last year's event).

One of the most quotable quotes was delivered by an enthusiastic girl

of Queen Mary's High School: “We toiled hard for two months, put our heart and soul into it, to win the trophy, but... We did enjoy ourselves and we thank the H.R. Rotaractors. But next year we will come back with a bang after practicing night and day.” That's the spirit.

As for the Rotaractors, Sharang Dhaimade and Yashashree Vaidya, who were the event coordinators, are International Service Directors of the Rotaract Club of H.R. College. And this is how they described the event:

“It took a billion years to create the world, but it takes RCHR just two days to showcase it. Every visitor at ‘We Are The World’ gets a tour of the entire world at one place. We have, in the true sense, brought the world closer.”

Yes, H.R. Keep up the good work.

Government must only make laws and leave the rest to regulators, suggests Dr. Girdhar Gyani of the Quality Council of India

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Apart from health care, said Dr. Gyani, another sector that had been identified was infrastructure and its impact on the environment. Each infrastructure project needed an Environment Impact Assessment (EIA) clearance for which a consultant had to be hired. His report was then presented to the Ministry of Environment.

Working with the then Minister, Mr. Jairam Ramesh, three years ago, the QCI had impressed on him that the reports reaching his Ministry lacked objectivity; they were totally subjective and there were a lot of loopholes in them. The Minister then took a bold decision and announced that unless an EIA consultant had been approved by the Quality Council of India, his Ministry would not look at its report.

This had had a huge impact. At one stroke, 300 of the 400 consulting organisations in the field were eliminated. Only 100 now remained in the fray and their reports carried weight. What about the remaining 300? They would either have to modify their way of working and rise up to the required quality level, or simply go away.

Even in the area of food safety, attempts were being made to drive quality through regulation.

Good Hygienic Practices (GHP) and Good Manufacturing Practices (GMP) were being promoted with restaurants and with the food processing industry. It was likely that after a year, many restaurants would offer "Tasty food, Safe food – Based on GHP and GMP certification".

Dr. Gyani asserted that these services would not be operated through government but through third parties. There would be a third-party inspection body, or a third-party certification body, on which the Quality Council of India would keep a check; and on the QCI a check would be kept by the higher regulator.

"The regulator himself will not do anything. This kind of body has already come into being for city gas connections, wherein installation, safety and other aspects are seen by agencies accredited by the QCI.

"We have identified a large number of such sectors. Initially, our concept is to drive quality through regulation and, in time to come, keep on educating the citizens; last year, we created QCI chapters in all the major cities which will take over the onus of the quality processes.

"There will be some people from education, some from health care, some from manufacturing, services, the social sector and so on; they will meet
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regularly, the way that Rotarians meet, and they will help each other and one best practice will be transferred to other sectors in time to come."

Dr. Gyani revealed that last year the QCI had produced a report based on secondary data collected from 29 States. It showed, for example, where Haryana stood in terms of primary education, primary health care, environmental pollution and so on. The report had raised a hue and cry, with many States objecting and stating that they were being shown in a poor light.

But it was a happy augury that the political leadership had started realising that if such data was placed before the public, then the public would question them.

"Our aim is that this should become an election issue. These are not election issues at present. Do people vote or ask for votes because they did good service in primary education or primary health, or on environment? These issues must become election issues.

"And for that we must work on secondary data, not primary, pointing out where is Haryana in relation to Gujarat and so on, showing how things are different. This is what the Quality Council of India is doing. I would be happy if we can come to the Rotary Clubs, the most respectable and credible of organisations, and if these themes can be talked about from time to time. Some of our experts and colleagues can also come to this or other forums," Dr. Gyani concluded.

When the floor was thrown open for questions, PP Arvind Jolly said it was good to know that the State was privatising services. But the common man was suffering because of the five-star rates charged by private hospitals. How could the State abdicate its role in health care and education?

Dr. Gyani clarified that as far as health care was concerned, the government continued to play the most

important role because the private sector was not venturing into rural areas. The NRHM (National Rural Health Mission) had invited the private sector but it was simply not interested.

Therefore, the NRHM was being strengthened with government funding. Patients from rural areas were being referred to the nearby district hospitals. And district hospitals were being improved with NABH standards. A total of 103 out of 650 hospitals were now working on the accreditation standards. These were government hospitals.

As for high rates, there was no reason to be unduly worried about the private sector. After some time, as technology improved and more players entered the scene, costs would go down. Another factor would be better insurance cover. At present, only 10% of the population was insured. As this number went up, things would improve. However, the QCI was keen that the government did not withdraw from health care and education.

Mudit Jain asked why was there a differentiation between health care quality in the private sector and in the public sector. The public sector was as good as the private sector all over the world; it was only in India that there was a huge gap. Therefore, the government of a "Bimaru" State could open up certain services to the private sector and then just monitor what was going on.

Secondly, he asked, was there an accreditation standard for political parties and others things?

Dr. Gyani claimed that when the study on health care was launched in 2006, the government had told the QCI to have different standards for its district hospitals. But the request was turned down and the authorities told that patient safety could not be different in government and private hospitals. Of the 110 hospitals that had been

accredited, seven were government hospitals and followed the same strict standards.

However, it was a fact that a lot of resources were needed for health care and that the public sector had been neglected over the years. If the government had failed and if the private sector was coming in, it was better to encourage it, ensuring, at the same time, that it was at least partly regulated. If a competitive model was created, the costs would not shoot through the roof.

Shyamnias Somani pointed out that operation theatres and ICUs in hospitals and mobile phones were the most likely to spread infections. What were his views on these?

Dr. Gyani pointed out that a few days earlier the Sir Gangaram Hospital in Delhi had published a report about the presence of the superbug NDM-1 in some of the samples it had collected from its own premises. Such transparency was laudable and had led to a debate.

As far as operation theatres were concerned, they required positive pressure which would drive the infection out of the theatres. They also required air-conditioning and laminar air-flow. Most district hospitals did not have air-conditioning. QCI had suggested that rather than central air-conditioning, it was better to go for air-conditioning of operation theatres at a cost of Rs. 7 lakh which would also cover laminar air-flow and positive pressure for continuous monitoring of infection.

Turning to mobile phones, Dr. Gyani said this was going to become a major problem in course of time because most sets or instruments were not certified for radiation. This area needed to be accorded high priority.

When Sameer Tapia asked ever so innocently whether, in this season of scams, there had been any scam in the field of quality control, Dr. Gyani almost brought the house down by wondering whether the question was about quality control for scams!

As the laughter died down, he recalled what he had said at the beginning of his talk, that it was necessary to create proper systems and to maintain these over the years, despite the departure of an incumbent and the arrival of a new one.

"Our system should be so strong that even if somebody wants to break it, he should not be able to do it. That's how systems should be designed. And for that you need people of eminence to create the systems. Unfortunately, as I said, for our selfish gains we try to break into the systems and then all these problems occur.



QCI chapters in the major cities will take over the onus of quality processes, says Dr. Girdhar Gyani while answering questions at the last meeting

THE PUBLIC IS AWARE OF ROTARY, BUT UNSURE ABOUT WHAT WE DO

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your Club's good works in the community or internationally?

Do you know that talking about your involvement in Rotary can significantly enhance the organisation's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and what it does.

According to a public image survey commissioned by Rotary International in 2010, people were much more likely to know about Rotary and to perceive it positively as a charitable organisation if they personally knew a Rotarian.

The finding was just one of many that could shape how Clubs and Districts promoted Rotary in their communities in future.

Working towards a quality nation

(Continued from Page 6)

"Whenever something happens, the government says we are taking corrective action. Actually, they only make corrections, they fix up the problem at that point of time, but it happens again. Therefore, we have to take action that would prevent such things from happening in future.

"That's why I keep saying that good systems have to be built; Rotary is an institution that everyone respects because you have maintained the sanctity of the norms that you follow. But this kind of thing must happen in all our major institutes... It will take time, but I can say that a beginning has been made, the awakening has come; if some of us become more proactive, then things will improve," Dr. Gyani added.

The vote of thanks was proposed by Sameer Tapia.

R.I. commissioned the survey of 1,000 individuals in six countries – Argentina, Australia, Germany, Japan, South Africa and the United States – to gauge the general public's awareness and perception of the organisation.

The results were consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it did.

Building familiarity was not easy, said Pauline Leung, Rotary public image general coordinator. "Sometimes, Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values and our areas of focus."

High awareness, low familiarity

The survey showed that awareness of Rotary varied from country to country and from culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said that they were aware of Rotary (95%), while Germany had the lowest (34%).

But awareness of Rotary did not necessarily translate into familiarity with what it did. While almost everyone in Australia indicated an awareness of Rotary, only 35% of respondents said they had some familiarity with the organisation.

In South Africa, where 80% of respondents indicated that they were aware of Rotary, only 23% said they had some familiarity with what it did.

The survey report concluded that public image efforts would need to be tailored to each country. It also noted that boosting awareness alone would not be enough to get the public to

readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics played a significant role in whether people had heard of Rotary. The survey included a cross-section of each country's population by age, gender and income and education levels.

In Japan, 67% of respondents aged 40 or older said they had heard of Rotary, compared to only 38% of those younger than 40. In Argentina, 63% of the highest income bracket had heard of Rotary, while only 20% percent of the lowest income bracket had done so. The report concluded that Clubs would need to gain a better understanding of what would increase interest among younger professionals.

Public perception and giving

The public's view of Rotarians differed somewhat from how Rotarians saw themselves. More than 65% of respondents viewed Rotarians as charitable, respected and caring. But only 26% selected the attribute women to describe Rotary, while more than 50% associated the organisation with men.

In other questions, more respondents said they associated Club membership with men than with women. The survey concluded that Rotary was still being seen as a male-dominated organisation. More work needed to be directed towards communicating opportunities for women to join.

Interest in contributing time or money to a Rotary Club also varied from nation to nation. Interest was highest in South Africa at 49% and lowest in Japan at 10%. The survey report concluded that because interest in contributing money varied by

nation, Rotarians had to tailor marketing efforts to reflect local Club initiatives.

The public's interest in joining a Rotary Club was low. Among the countries surveyed, an average of only 16% of respondents said they would be likely to join a local Rotary Club. More than 59% said they would be unlikely to join. In the United States, women were half as likely as men to report interest in joining.

Similar findings

Similar findings came from focus groups that R.I. conducted between 2008 and 2010. The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines.

"Since each Rotary Club is independent in deciding what services it wants to be involved in, this can cause mixed impressions in the communities on what we do," added Pauline Leung. "These surveys underscore the importance of having a consistent message."

It went without saying that the 1.2 million Rotary Club members worldwide were the organisation's greatest strength.



October 18 to October 24, 2011

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ROTARY CLUB OF BOMBAY

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A gold medallist in geology, he rose to become the MD of Tata steel

The legendary Dr. J.J. Irani, who will be conferred the Rotary Club of Bombay Ramakrishna Bajaj Award for Good Governance at the meeting of October 18, is a Director on several Tata companies and one of the most highly educated – and decorated – Directors to sit on the board of Indian corporations.

Aged a sprightly 75, Dr. Irani obtained a B.Sc. degree from the Nagpur Science College in 1956, winning a gold medal in geology. Two years later, he earned his M.Sc. in the same subject from Nagpur University, passing out once again in the first class.

He went on to obtain M.Met. and Ph.D. degrees from the University of Sheffield, UK, in 1960 and 1963, respectively, winning a gold medal for his Ph.D. thesis.

Dr. Irani began his career in 1963 as a Senior Scientific Officer with the British Iron and Steel Research Association, Sheffield. On returning to India in 1968, he joined Tata Steel as Assistant to the Director (R&D). In 1979, he was appointed General Manager and in 1985, President. He became the Managing Director in 1992, a position that he held till July, 2001.

Here is a list of some of the awards and recognitions that have come his

way: “Metallurgist of the Year” in 1974 from the Ministry of Steel and Mines; “Platinum Medal” in 1988 from the Indian Institute of Metals; “Twelfth Willy Korf Steel Vision Award” from World Steel Dynamics and American Metal Market.

Dr. Irani has also been awarded the Qimpro Platinum Standard in November, 2000, and has received the Indian Merchants Chamber’s Juran Quality Medal for the year 2001 for his role as “A Statesman for Quality”.

In October, 1997, an honorary knighthood (KBE) was conferred on him by Queen Elizabeth II.

Apart from the above, Dr. Irani has served various organisations in many capacities. He was associated with the Confederation of Indian Industry from 1992 to 1993; the All India Management Association (1988-89); and the Asian Association of Management Organisations (2004-2007).

He was Chairman of the Board of Governors of the Xavier Labour Relations Institute, Jamshedpur (1993-2003); a member of the Scientific Advisory Committee to the Cabinet, Government of India, and the Central Advisory Board on Education. He was also the Chairman of the expert committee set up to draft a new Companies Act.

Happy Birthday



Pankaj Baliga
October 18



Homji Colah
October 18



Hon. Rtn.
Deepak Parekh
October 18



Kirit Kamdar
October 19



Jalaj Dani
October 20



Jimmy
Pochkhanawalla
October 20



Dipan Mehta
October 21



(Dr.) Saryu Doshi
October 22



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October 23

Spouses/Rotaryanns

Deenaz Irani
October 24

Service Above Self

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