



Prabhakar, Nalin Parikh head list of generous donors

President Pradeep Saxena announced the receipt of generous donations from several members at the last meeting and thanked them for their munificence.

First of all, he said, Prabhakar Deshpande had made a donation of Rs. 5 lakhs for the Ajit Deshpande Medical Centre which is being run at Talwada.

Second, a donation of Rs. 2.51 lakhs was received from PP Nalin Parikh for the various projects being implemented by the Club.

Third, Ashok Advani, who celebrated his birthday recently, had made a donation of Rs. 1 lakh.

Fourth, an anonymous donation of Rs. 1.50 lakhs had been received for the Hasanali Tobaccowala Eye Centre at Talwada.

The same anonymous donor had also given Rs. 50,000 for the Ajit Deshpande Medical Centre.

Finally, Rotaryann Khorshed Mobedji had made a birthday donation of Rs. 1,500.

Pradeep said he was touched by the benevolence displayed by the donors and once again thanked them for the same.

Forthcoming meetings

November 30, 2010

Mr. Atul Kasbekar to speak on "Models as Canon fodder."

December 7, 2010

To be announced.

Britannia's MD and CEO says her life's journey began in 1983 when she received a Rotary Scholarship

Unassuming yet hugely successful. That's how Meera Alreja introduced the guest speaker at the last meeting, Ms Vinita Bali, who is the MD and CEO of Britannia Industries.

"I'm sure all of us have heard of her – we can't help it if we read the newspapers! In a short span of just five years she has steered Britannia on a 'health and nutrition' course and delivered its highest-ever growth rate."

For her part, Ms Bali, who started her career with Cadbury's in India and went on to work with Cadbury's UK, Nigeria and South Africa at first and then with Coca-Cola as its worldwide Marketing Director in Atlanta, was lavish in her praise for The Rotary Foundation of Rotary International that had given her a Scholarship for post-graduate studies in business and economics at Michigan State University.

Meera revealed that she and Ms Bali did their MBA at the same institute and went on to add that the pe-



The one thing that stood out for me as I traversed the globe and saw 40 to 45 countries quite intimately was that each of those countries had a very strong 'Rotary culture'. Ms Vinita Bali, MD and CEO of Britannia Industries, speaks at the last meeting

tite guest speaker epitomised the company's new strategy, "Eat Healthy, Think Better", which she had helped develop.

Ms Vinita Bali started her talk by stating that her life's journey had started in 1983 when she bagged a

Rotary Scholarship to study abroad. She recalled being received with great warmth and affection by Professor Robert Newt and his wife in East Lansing when she went to study at Michigan State University.

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Visiting the spot where miracles are an everyday affair: Several members of the Rotary Club of Bombay visited the Hasanali Tobaccowala Eye Centre at Talwada on November 21 in order to see at first hand the excellent work being done there. The HTEC has been in operation for over 32 years and has ensured, among other things, that there is no blindness due to cataracts within a radius of over 100 km. from Talwada. President Pradeep Saxena led the team which included PDG Manibhai Doshi and was received by PP Dr. Rahim Muljiani, the pioneer of all Rotary activities at Talwada. (Report and more pictures next week)

Vinita Bali says that if properly fortified, even the humble biscuit can improve the nutritional status of women and children

(Continued from Page 1)

“So my relationship with Rotary goes back a long time and I have very close and fond memories of what Rotary has done. I will share with you my journey which began with Rotary and which took me to places far and wide. I had the opportunity of living and working in six different countries on five different continents with companies like Cadbury’s and Coca-Cola and got back to India five years ago.

“But in each of those experiences the one thing that stood out for me even as I traversed the globe (at Coca-Cola I travelled 150 to 180 days a year) and saw 40 to 45 countries quite intimately, was that each of those countries had a very strong Rotary culture.

“I have had the opportunity of being part of Rotary gatherings in Atlanta when I worked with Coca-Cola, as well as in a place like Chile (where I actually had the audacity to have my speech written in Spanish and simply read it out – and they all thought that I was fluent in Spanish!) It has been quite a journey...”

Turning to what it meant to be a responsible corporate citizen, Ms Bali said that when she came across the expression Corporate Social Responsibility or CSR, she felt a bit uncomfortable with the word “Social”. So she decided to drop it and to focus only on Corporate Responsibility.

Once it was decided to adopt this approach, things became quite clear and it was agreed that Corporate Responsibility meant doing what the company did – but doing it better than anyone else. In other words, identifying the company’s core competency and extending and expanding it rather than trying to do something different.

As far as Britannia was concerned, CSR wouldn’t be philanthropic or al-

truistic but would become a part of its business because that would make it “Sustainable” (thus giving the ‘S’ of CSR a new meaning).

“So this is about Corporate Responsibility which is Sustainable. What do I mean by that? We said that at Britannia our core competency is not to run hospitals or schools, but to make good food and to make food taste really good. I’m going to narrate this as a story, because it actually emerged as a story from my point of view.”

Ms Bali said that soon after she joined Britannia, while walking through one of the factories she saw a huge carton of biscuits with “World Food Programme: United Nations” printed on it. She learnt that for several years the company had been making high-calorie, high-nutrition biscuits as part of the World Food Programme of the United Nations. These biscuits were specially formulated with UN recipes and were high in calories and highly nutrition-intensive.

In fact, these biscuits were the first food packets that were air-dropped in areas that suffered floods, civil unrest or other forms of disaster, or whenever food failed to reach the people.

That set her thinking – there were so many people in India who never got the right kind of nutrition. If biscuits could be used as a carrier of nutrition for the rest of the world, why couldn’t the company think of biscuits as a carrier of nutrition in India? This question was posed to the R&D department which started working on the idea, and working very fast indeed.

Britannia also partnered with a large Geneva-based NGO called GAIN (Global Alliance for Approved Nutrition). This partnership was quite encouraging and made her and others travel to areas that they would otherwise not have visited.

Once biscuits came to be seen as a carrier of nutrition, especially of micro-nutrients, the next step was to work on iron-fortified biscuits for school children to add to their mid-day meals. For this the partnership between GAIN and Britannia was expanded to include the Nandi Foundation.

Ms Bali said that while working with WFP and GAIN, it was noted that about 60% of school-going children in India were anaemic; that 47% of children under the age of five were malnourished; and that 40% of the world’s malnourished children lived in India.

Since micro-nutrient fortification was a proven methodology, it was decided to add iron-fortified biscuits to the mid-day meals of school children.

Earlier, when working for Coca-Cola in Santiago, Chile, she had learned that while that country did not have the problem of iron deficiency in its children, the neighbouring Argentina faced a huge problem on that front.

What was the reason for this? In Chile, the then ruler, Gen. Pinochet, had decided many years earlier to fortify all flour sold in the country with micro-nutrients, especially iron. Over an extended period of time, that had led to the creation of a nation of children who were not iron-deficient. Neighbouring Argentina had not followed the example.

“That example of Latin America convinced me that this is an area we can get into and make a significant difference. It’s a little bit like the decision in India to iodise salt. Before that we used to hear about children with goitre and so on, but iodine in salt took care of quite a lot of that problem. I was convinced about this idea and that it would work.”

Further, it was observed that in India the mid-day meal that children received in schools was often the only meal that they ate in 24 hours – but the calorie content of that meal was less than 600 (most people needed at least 1,500 calories a day) and it had no micro-nutrients.

Therefore, it was decided to use specially-formulated biscuits that were high in iron (micro-nutrients) to supplement the mid-day meals of school children. The experiment was quite successful and the results were measured in a scientific manner.

When Bill Gates wrote an article that was published in *Time* magazine (in August, 2008), he spoke of examples of creative capitalism and listed eight examples. The Britannia-Nandi-GAIN partnership was listed as one of the eight examples of public-private partnership.

Another experiment, said Ms Bali, was the one launched with the Navjyoti Foundation of New Delhi which was started by (Dr.) Kiran Bedi with the prize money she had received along with the Magsaysay Award. The foundation taught children whose parents were convicts and in prison for drug-peddling. The children came from very poor backgrounds.

On conducting a simple test it was found that the haemoglobin level of the children was very low (between 7 and 8). The children were de-wormed with the help of paediatricians and health workers and then given the specially formulated iron-fortified biscuits (which met 70% of their daily requirement of iron).

After 90 days, their haemoglobin levels rose to between 11 and 12.

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About 60% of school-going children in India are anaemic; 47% of children under the age of five are malnourished; and 40% of the world’s malnourished children live in India. These statistics came as a surprise to Ms Vinita Bali, too. From left to right are her brother Rajeshwar Bali who proposed the vote of thanks, Ms Vinita and her college friend, Meera Alreja, who introduced her



Powerful personalities. From left to right in the first photograph are Manju Sanghi, Ms Vinita Bali, (Dr.) Indu Shahani and Meera Alreja. The second picture is for the family album. Ms Vinita's brother Rajeshwar and his spouse Mehroo are flanking her, while Naresh Kumar Jain looks on at right

A POWERFUL PUNCH AGAINST POLIO

The bivalent oral polio vaccine (bOPV) is proving to be a potent weapon in the global battle to eradicate the disease.

Developed to stop transmission of the type 1 and type 3 wild polioviruses simultaneously, bOPV was introduced in all four polio-endemic countries – Afghanistan, India, Nigeria, and Pakistan – in late 2009 and early 2010.

And it has helped reduce the incidence of polio in India to 39 cases as of October 26, 2010, compared to 498 for the same period in 2009. The number of cases in Nigeria has fallen to 8 from 382 during the period.

“There has been the largest ever year-to-year drop in polio cases fol-

lowing the use of bOPV,” says Dr. Bruce Aylward, Director of the Global Polio Eradication Initiative (GPEI) at the World Health Organisation.

The results of a field trial published in the British medical journal the *Lancet* in October underscore the effectiveness of the new vaccine. The randomised, double-blind, controlled trial, conducted by WHO between August and December 2008, involved 830 newborns in India who received bOPV or another polio vaccine.

“In this study we showed that the bivalent (vaccine) is much better than the trivalent,” says Dr. Roland Sutter, coordinator of the GPEI’s research and product development team. “We get about 30 to 40% more immunity (from) the bivalent compared to the trivalent for types 1 and 3.”

The study also showed that bOPV is just about as good as the monovalent vaccines, which protect against only one strain of polio.

“The big story is not the study itself but the impact that the vaccine has already had on the transmission (of the wild poliovirus) in India and Nigeria,” Dr. Roland says. “In both countries, other factors such as improved programme performance also played a critical role.”

Rotary International has been a major player in bringing about that achievement, Dr. Bruce Aylward said at the meeting of the International PolioPlus Committee in October.

The PolioPlus grants awarded by The Rotary Foundation “have been strategically linked closely to all of the major gains that we’ve seen over the last 12 months”, he noted.

“The most striking impact is what your funds have achieved in Nigeria. Over \$23 million has

gone into operational costs. That 98% drop in cases could not have been achieved without that money to get the vaccine to the kids.”

Health officials see an expanded role for bOPV in the vaccine arsenal. On October 26, 2010, a total of 15 African countries launched a synchronised mass immunisation campaign, the third on the continent in 2010. About 290,000 vaccinators went from door to door to immunise 72 million children – and 55.7 million of them received bOPV.

By simplifying the logistics of immunising children against polio, bOPV has become the centre piece of the global strategy to end the disease.

“This vaccine could get us over the top and to the finish line for eradication,” Dr. Roland adds.

Service Above Self



You look calm despite the all-round turbulence. Manoj Israni compliments Ms Vinita Bali, the speaker at the last meeting

District Conference in January, 2011

The District Conference for the Rotary year 2010-2011 is scheduled to be held at Hotel Renaissance, Powai, on January 29 and 30, 2011. The Host Club, the Rotary Club of Mulund, is accepting registrations for the Conference.

All Office-Bearers, Directors and Chairpersons of the Rotary Club of Bombay have been requested to make it a point to attend the District Conference.

Among other things, it will give them firsthand information about the projects being implemented by the other Clubs in District 3140.

Second, they will have the opportunity to hear an array of eminent speakers who have confirmed their participation in the Conference.

Third, the Club has to cast its votes (through the assigned representatives) to elect the District Governor-Nominee for the Rotary year 2013-2014 and for the Nominating Committee for District Governor Nominee for 2014-2015.

Further, attending the District Conference will entitle members to attendance credit for two days.

At the last meeting

(Held on November 23, 2010)

PRESIDENT Pradeep Saxena 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.

WELCOME BACK

C.K. Srinivasan, from a recent visit abroad.

BANNER RECEIVED

From the Rotary Club of San Ramon, USA, through C.K. Srinivasan.

ATTENDANCE

Members	127
Visiting Rotarians	2
Spouses/Rotaryans	4
Guests	1
Total	134
Svc. box collection	Rs. 3,100

Pick up your copies of the Yoga Directory

Joint Hon. Secretary Sitaram Shah has reminded members to pick their copies of the "Directory of Yoga Organisations of Mumbai and Greater Mumbai" by making a token donation of Rs. 150 per copy (or Rs. 500 for five copies).

He has pointed out that the material for the directory had been assembled after a year-long effort by a team led by him in his capacity as District 3140 Project Coordinator for Yoga and Health during the last Rotary year. The Rotary Club of Bombay was a key sponsor.

This was the first such compilation of its kind for the city – and it would probably be the last because it was unlikely to be replicated or updated, he said.

He urged members to use the directory as a handy reference book and to distribute it among family, friends, colleagues, clients and associates.

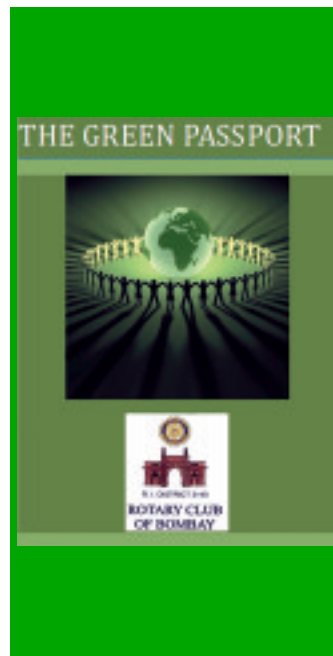
Copies of the sleek, slim book are available at the weekly Rotary meetings.

'Green Passport' initiative can become a global Rotary campaign

The Global Warming and Green Vision Committee, Chaired by Jagdish Malkani under the guidance of Director, Community Service (Non-Medical), Suresh Goklaney, has called upon Rotarians to help make the "Green Passport" the next thrust area of Rotary International.

As already reported, the Rotary Club of Bombay will unveil the "Green Passport" movement on November 30 as part of the Environment Day observance. Every member of the Club will be given a "Green Passport" to monitor and track his/her monthly "Carbon Footprint" in a quantifiable, verifiable and measurable manner.

Those with a "low" footprint would be able to neutralise their environment impact with slight lifestyle changes. Those with "medium" to "high" footprints would be able to offset their emission factor by a combination of lifestyle changes and "pledges".



The cover page of the 'Green Passport' to be launched at the meeting of November 30

The pledges can be made to such ongoing Rotary Club of Bombay projects as the "Kitchen Gardens" and the "Solar Lantern" initiatives of the Rural Development Committee.

At the weekly meeting of November 30, a series of stalls will be set up and manned by Rotaractors from H.R. College and Jai Hind College. They will offer guidance on understanding "Carbon Footprints" and the options available to reduce or offset the same.

The stalls will be set up by 12 noon at the regular venue, the Taj Mahal Hotel, so that members can spend time to understand the programme.

Members are requested to carry the following with them: (a) a recent electricity bill; (b) a vehicle logbook or one month's petrol bills; and (c) a list of air travels undertaken during the last one year.

The "Green Passport" programme is being undertaken in association with the Eureka Forbes Institute of Environment.

Miraculous escape for Jenny Barlow, who promoted hyperthermia at the Club

Members will recall that Ms Jenny Barlow, the intrepid Australian who lost her husband to multiple myeloma some years ago and who is now a self-proclaimed crusader, had addressed the Club on November 2 in her campaign to promote hyperthermia as a line of treatment for cancer. Soon after that, she was on her way back to Sydney where she was to meet the Australian Health Minister.

Ms Barlow was a passenger on board the ill-fated Qantas A380 plane that suffered an engine explosion during the flight. The plane was able to return and to land safely in Singapore, much to the relief of thousands of friends and relatives of the 433 passengers and 26 crew members who were on board.

Here is a report from the website of an Australian newspaper in which Ms Jenny Barlow is cited for maintaining her composure during those perilous hours and for promising to continue her crusade – and to meet her country's Health Minister at the appointed time.

Plane scare no obstacle to campaign

By Alysia Ferguson

WHEN an engine exploded on the Qantas A380 Jenny Barlow was a passenger on Thursday of last week, her first thoughts were for her two adult children. But they quickly turned to a meeting with federal Health Minister Nicola Roxon on November 23 that even an ill-fated plane trip would not stop her from reaching.

The Boggabri farmer and advocate for hyperthermia cancer treatment was 10 minutes into the final leg home to Sydney after another whirlwind research trip overseas when the A380's number-two engine exploded.

Seated in a middle seat in economy on the lower level of the two-storey aircraft, Jenny said she could vividly recall the two consecutive bangs that heralded something was amiss. She immediately knew something had broken off but did not witness the flash other passengers reported seeing.

Craning her neck, she could just peer out the windows and directly onto the affected wing, and saw two fractures where the engine had gone. It was about three minutes later that the pilot addressed the passengers and told them something had indeed gone wrong but

the plane's systems were handling it well.

The slowest part, Jenny said, was waiting for the pilots to turn the plane around to return to Singapore after they announced they would not be going to Sydney.

"It was about half an hour before we turned around, because they had to dump the fuel," she said. "It was a great relief to me when we finally swung back to Singapore."

Jenny said she quietly asked an attendant if the plane could land at smaller airports if it wasn't able to make it back and was assured that it could.

"The crew was very reassuring," she said. "There were a lot of older male stewards, which you don't often see. There was no panic."

The plane made an emergency landing at Singapore's Changi Airport without any injuries to its 433 passengers and 26 crew.

Safely on the ground, Jenny first called her children and then New England MP Tony Windsor to reassure him she would still be at the meeting with Ms Roxon. It has taken three years of campaigning to bring hyperthermia cancer treatment to Australia for Jenny to se-

cure the meeting with the minister. She will present a business plan for a three-year pilot study of the treatment at Prince of Wales Hospital.

Her recent trip was yet another overseas research mission, accompanied by Prince of Wales Professor Michael Jackson, who will conduct the pilot study.

"I couldn't believe that half the team for making this happen was on that plane and I just thought how unfair would that be (if they missed the meeting)," she said. "As soon as I was in the terminal, I rang Tony to tell him we would be at that meeting no matter what."

Qantas put all the passengers up in hotels in the city for the night before flying back to Sydney last Friday.

"I was a little apprehensive getting back up in the air, and that's to be expected, but I was fine after awhile," she said. "It was a wonderful feeling to see the flying kangaroo land safely in Sydney."

Despite what happened, Jenny said she would continue to fly with Qantas.

(Courtesy: <http://www.northerndailyleader.com.au> – Friday, November 12, 2010)

1,500 attend festival of lights at RCC Andheri

More than 1,500 women from various Self-Help Groups promoted by the RCCs affiliated to the Rotary Club of Bombay converged on the Kokan Nagar Garden at Jogeshwari (East) on November 6 to celebrate Diwali, the "Festival of Lights".

The event was organised by the RCC Committee which has Shyamniwas Somani as Chairman, under the guidance of Director, Community Service (Non-Medical), Suresh Goklaney. Both Suresh and Shyamniwas were present on the occasion (as was Rotaryann Mina Somani) and both of them gave motivational speeches to the huge gathering.

Interestingly, the attendees at the programme included not only the women members of the various Self-Help Groups but also their family members, thus proving that the idea of SHGs promoted by the RCCs had gained a lot of popularity over the last few years.

The programme for the evening (it was held from 6 to 9 pm) consisted of lighting a traditional lamp; cultural programmes by several talented women; short speeches by SHG women describing their experiences over the last few years; prize distribution for the Rangoli and dance competitions; bursting of fire crackers; and the lighting of hundreds of candles.

Among those present on the occasion were the redoubtable Mr. G.R. Khairnar, a former Deputy Municipal Commissioner; Mr. Ravindra Waikar, an MLA; Mr. Manohar Bidaye, the Chairman of Zicom Electronic Security; Mrs. Surve of Union Bank of India; Mr. Vidhyadhar Rane, the President of RCC Sewree; and members of women's Self-Help Groups attached to the RCCs at Andheri, Wadala, Fisherman's Wharf, Trombay, Bandra and Worli.

The programme was coordinated by the social worker, Mr. Narayan Sawant.

Making your house eco-friendly is easy

Contributed by the Green Vision Committee

Chairman: Jagdish Malkani

Co-Chair: Kiran Nanda

The concept of "green" homes appeals to all. But how does one go about it? The careful addition of some basic elements and the use of certain materials can insulate an existing house from heat and pollution and thus make it eco-friendly.

Reduce the need for artificial lights. Your house should get sufficient natural light during daytime. Windows covered with double-glazed glasses with air insulation prevents heat from coming in and allows natural light inside the room;

Use compact fluorescent lamps (CFLs). Although costly when compared to incandescent lights, they work out cheaper in the long run because they save energy. CFLs also last longer than ordinary bulbs;

Know your lamp. A CFL uses only one-fifth the electricity that an incandescent lamp does – and provides the same level of illumination. A 60-watt incandescent bulb burning for four hours a day will consume 87.6 kWh (kilowatt hour) in a year, whereas a 15-watt CFL in burning for a similar period will use only 21.9 kWh, thus saving the consumer Rs. 296;

Reach for the stars. The Bureau of Energy Efficiency (BEE) has made it mandatory for manufacturers of consumer durables to produce energy-compliant products. They have adopted a star system to indicate en-

ergy efficiency. While buying a new air conditioner, a refrigerator or a television set, check the star labelling. More the number of stars, the more the saving on power – as much as 20 to 50% in some cases. This can translate into significant cost savings as well;

Try low-budget options. Go for paints that are readily available in the market and that deflect sunlight. Building materials such as white sandstone and white terrazzo have good reflective properties. Using broken ceramic pieces on the walls will reduce heat, apart from imparting an ethnic look. Sunshades can also be used on windows;

Go for thick walls. Thick walls keep out the heat. During the day a thick wall will also get heated, but only partially; by the time the heat reaches the inner side of the wall, the day is over. And then the outer wall starts cooling down;

Switch to the earth tunnel system. Under this system, there are tunnels from vents on the rooftop to underground tunnels that allow air passage. The air in these tunnels is cooled naturally because of the ground temperature and balances the room temperature. This works in all weathers;

Share the costs. The concept of rainwater harvesting and its storage is well known, but putting it in place could be expensive. In an apartment complex, the cost can be shared. Rain water being a pure form of water, can be safely used for watering plants and washing common areas.



Lighting the traditional lamp. Director Suresh Goklaney and RCC Chairman Shyamniwas Somani (fourth and fifth from left) at the Diwali celebration for women members of RCC Self-Help Groups



Stage shows, including song and dance numbers, were presented on the occasion by the SHG women. The event was organised by the RCC Committee in association with the various RCCs sponsored by the Club



Showing both the light and the way. One of the highlights of the evening, arranged at the Kokan Nagar Garden at Jogeshwari (East), was the lighting of candles in order to dispel the darkness of ignorance



At a given signal, the over 1,500 people (mainly SHG women and their family members) held up their candles and brightened the night sky. It was a sight to behold and the best way to mark the 'Festival of Lights'

THE PER CAPITA CONSUMPTION OF BISCUITS IN INDIA IS JUST 1 KG. PER PERSON PER YEAR

(Continued from Page 2)

Ms Bali pointed out that since India lacked a standard for micro-nutrient fortification, she had to go by WHO standards; and now, 50% of everything that Britannia sold (by volume) was fortified, whether bread (which in Delhi was consumed with *daals* and vegetables), biscuits or anything else.

Further, Britannia had decided to remove all trans-fats from its biscuit recipes. None of its biscuits had any trans-fats. Besides, it no longer limited the micro-nutrient fortification only to the “at-risk” populations and was making it more widely available.

“The reason I am sharing this with you is because Rotary does a lot of work in areas where you make a significant and proud difference in the lives of people... Last year, we created a Britannia Nutrition Foundation which will be a catalyst for not just thoughts but also action in the area of nutritional deficiency among children.

“We talk about India having an immense ‘human capital’ (of a young population) and that the ‘dividend’ from this will benefit us and manifest itself in many different ways. But I want to tell you that if 47% of our children are going to be malnourished, there is no hope of ever getting the benefit of the human capital dividend that we take for granted.

“These are not children who come only from poor backgrounds. We are talking about 60% of India’s population; so it could include people we know (and it certainly does). We did a study in our Bangalore office and found that the number of anaemic people is quite high,” Ms Bali added.

When it was time for questions, Dr. Percy Chibber said that in a poor coun-

try like India he would be happy to see a movement away from processed foods and towards natural foods.

“Do you think it is part of your CSR not to oversell processed food in a country that does not actually need it? We can see consumerism all around, Kellogg’s, cornflakes... But the Indian ‘daliya’ is good enough,” he said.

Agreeing with him, Ms Bali said it was true that fruits were healthier than biscuits but biscuits were better than *samosas*. There were several types of foods to choose from and it was the people who were responsible for what they preferred in terms of their lifestyles. Therefore, it wasn’t easy to keep aside all processed foods.

But there was more to it than that. When those who were better off faced a deficiency of micro-nutrients, they just popped a multi-vitamin pill. But everybody could not do the same. And it was here that specially fortified biscuits with micro-nutrients could play an important part.

While working on micro-nutrients, said Ms Bali, she learnt that the government had a national programme on which it spent about Rs. 20,000 crores to give expectant women an iron pill as a supplement. But the compliance rate was an abysmal 8% because the pill had a terrible taste and the women felt nauseous after taking it.

If biscuits were used as a carrier of nutrition, these would be made available in packets and there would be better compliance. There would be no need to mix them in water and they could be consumed anywhere and at any time. In fact, after many years of study and experiments, the United Nations had also decided to utilise biscuits as the carrier of nutrition.

“We do understand and reflect on our responsibility; we want to

do what we do with a sense of responsibility and accountability. But I wouldn’t stand here and say that we should stop eating processed foods and only eat fresh fruits and vegetables. We all have a need of indulgence, we all have a need for ‘food from the Taj at Rotary meetings’, so why not a few biscuits?” asked Ms Bali.

Dr. Ashish Contractor said that while doing research on childhood obesity in cities he had come across a paradox; on the one hand were the children of those who could afford food and were overweight; on the other hand, 40 to 50% of Indian children were malnourished. And it was known that biscuits were very high in calories. How would she handle this paradox?

Ms Bali said she was glad he had asked a question that was often thrown at her when she was working with Coca-Cola.

“Coke is actually worse than biscuits. But I don’t think it’s a question of biscuits or Coke but of lifestyle. If children are allowed to sit in front of TVs and play with X-Box; if they are not being sent out to play; and if that is leading to obesity, then I don’t think we should blame food. I accept that in the food pyramid there are a number of things that we consume... that biscuits have fat, but biscuits have less fat than the fried snacks that we have in India all the time.

“In our country the per capita consumption of these things is very low. The per capita consumption of biscuits is less than one kg. per person per year. We have to step back and think about lifestyles and the things that our children, teenagers and adults are doing and not just take up one category and attack it because it’s easy to attack. I think all of us have to be re-

sponsible for our well-being and that of our children.”

Shailesh Haribhakti asked about the experience when Britannia sent plane-loads of biscuits to Pakistan as a flood-relief measure.

Ms Bali said it was “hugely positive” but recalled that Britannia and the World Food Programme were ready with the biscuits when they faced many diplomatic hurdles (“to put it politely”) in just sending them across. Finally, a Pakistan International Airline plane came to take the biscuits because nobody could agree on how the biscuits would be transported to Pakistan.

Besides, it was not just biscuits. Even the Taj Mahal Hotel had sent many things.

“Some pharmaceutical companies sent medicines and injections and others sent blankets and so on. It became more of a private initiative and we made sure that all those things actually reached Pakistan. I don’t think flood and disaster distinguishes between people and countries, nor do we or the WFP; wherever there is a problem, whether in Mexico, Chile, Pakistan, Afghanistan or Myanmar, these products are sent.”

PPArun Sanghi wondered whether Britannia would partner the Club with its fortified biscuits for the children at municipal schools in the city.

Ms Bali said Britannia was already working with the Rotary Club of Chennai and providing biscuits to government schools in Chennai and Pondicherry. As part of its “Sustainable” CSR, it was selling the biscuits at cost and making no profit on them. It was prepared to replicate this model in other places.

The vote of thanks was proposed by (Dr.) Rajeshwar Bali.



We all have a need of indulgence, we all have a need for ‘food from the Taj at Rotary meetings’, so why not a few biscuits?” asked Ms Bali when queried about the benefits of processed foods vis-a-vis fresh fruits and vegetables. At right is a section of the gathering that heard the speaker in pin-drop silence. Incidentally, the Club’s meeting was held in the Ballroom of the Taj Mahal Hotel after a gap of exactly two years – two years after the events of November 26, 2008

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ROTARY CLUB OF BOMBAY

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 Charter No. 3128, Dated 08 May, 1929
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Chess is added to the calendar of sporting events

Hon. Secretary Bipin Kapadia requested members at the last meeting to register as soon as possible for the various sporting events being arranged by the Sports Committee, which has Moy Biswas as Chairman.

Early registration would enable the Committee to make adequate arrangements for all the participants. Interestingly, he pointed out that most of the events being planned were open not only to Club members but also to their spouses and families.



'Asla navra, nako ga bai!' A young student of the 'Bhavishya-Yaan' programme at the Dr. Ambedkar Municipal School, Worli, performs a traditional Maharashtrian dance at the Diwali celebrations arranged recently under the guidance of Sandeep and Soma Dasgupta



The following is a brief list of the events planned:

Sunday, December 12, 2010: Tennis and Badminton Fellowships at the Willingdon Sports Club;

Sunday, January 8, 2011: The fourth annual **Rotary Club of Bombay Golf Trophy** Instituted by the Biswas Family at the Willingdon Sports Club;

Saturday, January 22, 2011: A special cricket match between Rotarians and the underprivileged children of the *Bhavishya-Yaan* programme at Hindu Gymkhana;

Saturday, February 5, 2011: The annual cricket tournament to be held at Bombay Gymkhana;

March, 2011: Bridge and Chess Fellowships for members and their families (the exact date and the venue to be notified).

As already reported, Sports Chairman Moy is being assisted by Co-Chair Anand Dalal and Committee members Jaidev Merchant, Homi Katgara and Ashwin Didwania.

While the **Tennis and Badminton Fellowships** are being organised by the trio of Anand, Homi and Ashwin, the bridge and chess tournaments are being arranged by PP Arun Sanghi and Pradeep Chinai. Jaidev and Alok Sekhsaria are putting the cricket matches together; and Moy is being helped by Pradeep in organising the annual golf tournament.

Members are requested to contact Moy or Anand to register their names for those sporting events that arouse their interest. Moy can be contacted on 9820051887 (email: moybiswas@gmail.com) and Anand on 9820125087 (email: anand_dalal@hotmail.com).

Happy Birthday



Sudha Motwane
November 30



IPP Nandan Damani
December 1



Dr. Sharukh Golwala
December 2



Ashok Dalal
December 3



Ashokkumar
December 4



Rajeshwar Bajaj
December 4



Trilochan Sahney
December 4



Sunil Taneja
December 4



Dr. Anandkumar
Chitre
December 6

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