

BULLETIN OF THE ROTARY CLUB OF BOMBAY



From the President's Desk



**Looking back with satisfaction.
Looking ahead with confidence.**

On the 19th of March 1929, the Rotary Club of Bombay was founded. That means we are entering our ninetieth year. And unlike in a game of cricket, this will not be the nervous nineties for us.

This is a time to look back, reflect on the last eighty nine years, think of those Past Presidents and members who have contributed to making this Association an Institution.

A time to introspect on the legacy that we have inherited.

A time to dwell on the achievements of almost nine decades.

But time and tide waits for no man. So let's not get mired in the past. This is also a time to look ahead and decide what are priorities are. A time to set demanding goals and make ambitious plans to achieve them. A time to re-dedicate ourselves to the principles of community service. A time to look within and see if we are passing the Four Way test in everyday life.

We must realize that in just ten years we will be in our centenary year. And ten years is a blink of an eye in the life of an institution.

And we must also keep in mind that the raison d'être or the reason for our existence is not to promote ourselves or to cling to projects we have incubated. Neither is it to think in narrow terms about what we should be doing.

We owe a debt of gratitude to those who have built up this institution and a real debt to the less fortunate among us in society.

Let us ensure that posterity judges us with awe and respect as the women and men who stood on a solid foundation and took a leap of faith, and soared to great heights.

Happy Birthday Rotary Club of Bombay!

I am privileged to serve you.



Ramesh Narayan
President

All for Bread and Butter



"Forgive, O Lord, my little jokes on Thee, and I'll forgive Thy great big joke on me," was a line lent to us by the great American poet, Robert Frost. However, in the context of Bharat Dabholkar's experiences in advertising, this quote makes for the perfect adman's prayer. Not just because it is

Today's Speaker **Ambi M.G. Parameswaran**



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Rtn. Aliakbar Merchant introduces the Guest Speaker



Happy Birthday Swati Mayekar



Happy Birthday Satyan Israni

short, concise, and has the word "forgive" in it, but on listening to one of Bharat Dabholkar's anecdotes it seems as if the lines were written by Frost keeping our Tuesday speaker in mind.

Bharat Dabholkar has been hailed as one of the first creative geniuses to bring Hinglish into ad copies. An idea that his boss Sylvester DaCunha patronised, when, as an employee, the speaker suggested the use of this new language in the Amul billboards. As you know, the outcome was a success. And as success was never known to any man not willing to struggle, so was the case with the "funny adman."

One of the Amul billboards, if memory serves right, depicted Lord Ganesha holding a slice of bread and being offered butter by the Amul girl. While no one had an issue with the creative liberty taken by Bharat Dabholkar, there was (of course) one lawyer who took offence. A day after the billboard was unveiled, the speaker received a twenty-eight page letter from the irked citizen. It read, as summarised by the speaker, "You cannot show a Hindu God holding bread in his hand, because in the olden days christian missionaries would throw pieces of bread in wells, and non-Christians who drank the water got converted to Christianity."

An apology was enough to steer the lawyer away from the offensive, but another incident forced this Tuesday speaker to give up "taking chances."

The next year, on the day of Ganesh Chaturthi, another hoarding of Ganesha without bread was unveiled. This time the advertising agency did not receive a legal notice, but someone working for Amul was contacted by Shiv Sainiks, who threatened to burn down the hoarding if it weren't brought down in forty-eight hours.

Here it is important to know that the late Dr. Verghese Kurien, founder of Amul, trusted his advertising agency blindly. In the words of Bharat Dabholkar, "The credit for what Amul was, is not because of the creative people who wrote those one liners, but because of a client like Dr. Kurien." The latter was known to give the advertising agency complete creative freedom. Nonetheless, the political threat did call for a meeting with the ad agency.

It was Bharat Dabholkar's decision to overlook the threat since he was confident that if the Shiv Sainiks were to burn the hoarding, the media would turn the event in favour of the brand. However, he did meet up with Balasaheb Thackeray, the leader of the Shiv Sainiks. Amusingly, the Sainik leader was unaware of such a threat, but promised to send a few of his men to protect the hoarding after realising that the man behind the Amul ads was a Maharashtrian. Now friends, if that isn't the great big joke that Frost refers to, what is?

And as history will note, for the fifteen days that it was displayed, the hoarding stayed safe and sound.

Rishikesh Fellowship Coverage by Anar Shah

OUR VISIT TO DEV BHOOMI - LAND OF THE GODS!

The Out-station fellowship committee organized a trip to Rishikesh from 1st to 4th March.

26 Rotarians & their spouses were part of the "Rishikesh Trippers" included Anar Shah - Co-Chairperson - Out-station fellowships, who had co-ordinated the trip, PP Ashish Vaid, Mudit & Malti Jain. Jimmy & Nawaz Pochkhanawala, Devoo & Indu Kothari, Ramesh Mehta & Anila Mehta, Nandan & Mridula Maluste, S V & Jaya Prasad, Anil & Neelam Goyel, Farouk & Soonuu Balsara, Swati & Sandesh Mayekar, Vijay, Dilnavaz & Hursh Meghani, Zinia Laywer, Ritu Desai & Shernaz Vakil.

From the moment we landed at Dehradun airport, we felt we were in "Dev Bhoomi" - Land of the Gods! We experienced the unique opportunity of staying on the banks of the

holy Ganga and the foothills of the Himalayas at the "The Glasshouse of the Ganges" with a fabulous location - 25 km above Rishikesh. The hotel was the former hunting lodge of the Maharaja of Tehri Garhwal, beautifully maintained by Neemrana Hotels, and had such a serene and spiritual atmosphere, that the group did not want to leave to go anywhere else!

The first evening had us enjoying a beautiful Ganga arti at the banks of the Ganges which our hotel organized especially for us. This was followed by a barbeque nite with a bonfire at a picturesque location overlooking the river. The group enjoyed a superb range of grills followed by



Rtn. Anar shah, Rtn. Farokh Balsara, Rtn. Shernaz vakil, R/aane. Dr. Sonu Balsara, R/Ane Jaya Prasad, R/aane. Malti Jain, Rtn. Hursh Meghani, Rtn. S V Prasad, Rtn. Ritu Prakash Desai, PP Rtn. Ashish Vaid

delicious local Garhwali dishes under a full moon.

The next day saw a part of the group go for white water rafting which was an exhilarating experience! Some of the others visited the famous Neelkanth temple. The afternoon saw us driving via some stunning landscapes to Dev Prayag which is the confluence of Alaknanda & Bhagirathi rivers from where it becomes the holy river Ganga. The highlight of the day was the fabulous flower Holi in the river to celebrate Holi! All of us thought it was one of the most memorable Holi celebrations ever.

On Day 3, we had a full day trip to the holy cities of Haridwar & Rishikesh which are some of the holiest places for Hindus. We floated flower boats and candles at the sacred Har Ki Pauri and prayed for the entire RCB family at Haridwar. We then proceeded to Rishikesh, which is considered the "yoga capital of the world." It is dotted with



Rtn. Mudit Jain, R/anne. Malti Jain, Rtn. Ritu Prakash Desai, PP Rtn. Ashish Vaid, Rtn. Jimmy Pochkhanwala, Rtn. S V Prasad, R/anne. Jaya Prasad, Rtn. Swati Mayekar and Dr.Sandesh Mayekar.



Rtn. Swati Mayekar, Rtn. Anar shah, Rtn. Ritu Prakash Desai, Rtn. Shernaz vakil, Rtn. Zinia Lawyer and R/aane. Malti Jain



Rtn. Swati Mayekar, Rtn. Ritu Prakash Desai, Rtn. Shernaz Vakil, Rtn. Zinia Lawyer, Dr. Sandesh Mayekar, R/anne. Malti Jain and Rtn. Mudit Jain.

ashrams where sages as well as people from across the world come for meditation and yoga. We visited the most famous ashram in Rishikesh, Parmath Niketan, which was the venue of the on-going International Yoga festival, with delegates from over 90 countries. We were privileged to be present at the famous evening Ganga arti at the ashram held in the august presence of Swami Chidanand Saraswatiji, the head of Parmath Niketan. We were fortunate to be part of this sublime experience in this spiritual haven on the holy banks of the Ganga with none other than the renowned Sivamani playing the drums and leading the chanting.

The trip had everything - a range of physical activities including yoga, trekking, rafting and lots of walking; mouth watering meals, wonderful happy hours (thanks to Mudit & Malti for being excellent hosts for the evening drinks) and above all being in the lap of the Himalayas on the holy banks of Ma Ganga where we were spiritually awakened!



Rtn. Vijay Meghani, Rtn. Hursh Meghani, R/anne. Dilnavaz Meghani, R/anne. Navaz Pochkhanawala, Rtn. Jimmy Pochkhanwala, Rtn. Zinia Lawyer, Rtn. Shernaz Vakil, Rtn. Ritu Prakash Desai, R/anne. Indu Kothari, Ms. Anila Mehta, Rtn. Anar Shah, PP Rtn. Ashish Vaid and Rtn. Mudit Jain.



PP Rtn. Ashish Vaid, Rtn. Farokh Balsara, Dr. Sandesh Mayekar, Rtn. Anar shah, R/anne. Malti Jain, Rtn. Mudit Jain, Rtn. Swati Mayekar



ROTARIANS MAKING WAVES



Rotarians at the IAA Olive Crown Awards.



“I have even set up an orchard with 250 orange plants – I couldn’t have dreamed of it before the dam!”

- Gopal Chandra Gujrati, Jhalara, Madhya Pradesh



Villagers in Jhalara could never cultivate their lands in the Rabi season because of the paucity of water – till the Village Association, supported by Reliance Foundation, constructed the Jhalara dam.

These stories testify to Reliance Foundation’s undying zeal to create equal opportunities for growth and prosperity in India.



Touching over 12 million lives with support for Rural Transformation, Health, Education, Sports for Development, Livelihoods, Disaster Response, Arts & Culture, and Urban Renewal.

1. (L to R) M.K Anand CEO Times Now Group, President Elect Vijay Jatia, Srinivasan Swamy Chairman R K Swamy BBDO
2. (L to R) Anand Sankeshwar VRL, Megha Tata COO BTVI, Rtn. Pradeep Chinai
3. (L to R) Ramkumar of Dinamalar, Pradeep Guha CEO 9X Media, Rtn. Vandan Shah

Cancer Aid Committee Report

A Cancer Screening Camp held at Kalina - Santacruz on 24th February, 2018 - Sponsored by Rotary Club of Bombay

The slums for this camp were identified by Nargis Dutt foundation and Priya Dutt personally visited the camp. She was happy to see the arrangements done by our club and sent a note to thank our cancer aid committee for the same. Rotary Anne Ekta Shah saw the arrangements from the committee with efficient team of doctors from our partners CPAA which is a registered, charitable organization working towards Total Management of Cancer Patients-Awareness to Rehabilitation, since the last 48 years.



TOTAL NO. OF PEOPLE : 203

All ladies were taught self breast examination by our gynaecologist and were given pamphlets of the same to practice once in the month regularly.

Tobacco habituates were counselled and given tips to quit tobacco.

- TOTAL NO. OF FEMALE SCREENED FOR CANCER : 106
- TOTAL NO. OF MALE SCREENED FOR CANCER : 97
- ANAEMIA [LOW HAEMOGLOBIN] : 28
- TOBACCO HABIT : 20
- SONOMAMMOGRAPHY OF BREAST : 15
- USG PELVIS : 13
- USG ABDOMEN : 2
- USG NECK : 4
- USG ABDOMEN & PELVIS : 3
- USG & PSA FOR PROSTATE : 4
- USG SCROTUM : 1
- REFERRED TO TATA MEMORIAL HOSPITAL : 2

Council For Fair Business Practices visits BY

Mr. Niranjn Jhunjunwala and Mrs Madhuri Sawant from Council for Fair Business Practices (CFBP) visited the NM Joshi Municipal School to interact with the Bhavishya Yaan students on 13th March, 2018.

Bhavishya Yaan students had prepared a small program for them with a welcome speech, skit and street play etc. on Consumer rights and forums.

Mr. Niranjn Jhunjunwala and Madhuri appreciated the students efforts. Mr. Jhunjunwala took a few minutes to interact with the students and advised them to insist on taking bills from the shopkeeper for their purchase as a proof.

At the end of the program they distributed sanitary napkins and blankets to each and every girl and a blanket each to every boy. Juice and light refreshment was also provided.

This was initiated by our very own Rotarian Kalpana Munshi who is also the present President of CFBP. Thank you very much for this initiative.



Forthcoming Events

- **27th March, 2018**
Presentation of the **Taru Lalvani Award** for Environmental Protection to **Mr. Zoru Bhatena** and the **Uma Jain Award** for Young Women Achievers to **Ms. Pooja Dhingra**.
- **3rd April, 2018**
Kabir Bedi theatre and film personality will address the Club.
- **10th April, 2018**
Dia Mirza Actor, Environmentalist, Social Service Activist will address the Club
- **17th April, 2018**
Come, listen to Amin Sayani, "the Voice".
- **24th April, 2018**
Real Estate wizard Niranjn Hiranandani.

Bhavishya Yaan Traffic Management

The 5th /6th/7th/8th stds of Ambedkar school went for a workshop on road safety to Mahindra towers on 10th March, 2018. The workshop was conducted by CMCA along with the Mahindra group. A wonderful morning was spent at the Mahindra's! A traffic Constable Mr. Vinod Vichare kept the audience in splits of laughter by mimicking people on the road and telling the children in an amusing way what was right and what was wrong. A movie followed

by a presentation on road safety was shown. The children then acted out a few skits on road safety. Mahindra's handed out prizes to all the children as well as the teachers. A quiz followed and more prizes were handed out. The traffic cop was the hero of the morning and soon became the children's friend and role model. A thoroughly enjoyable and informative and interactive session in which the children participated with enthusiasm!



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Email : rotaryclubbombay1@gmail.com

NEXT WEEK'S SPEAKERS & AWARDEES: POOJA DHINGRA & ZORU BATHENA



POOJA DHINGRA

Founder of Le 15 Patisserie and Studio Fifteen Culinary Centre in Mumbai, Pooja opened her first café in Colaba in 2016 called Le 15 Café. Armed with a degree in hospitality from Cesar Ritz Colleges, Switzerland and a Patisserie Diploma from Le Cordon Bleu, Pooja returned home with the single goal of creating Parisian styled culinary experiences in India. She has been featured in national dailies and is a regular in fashion and lifestyle glossies not just for her abilities in the kitchen, but also as a dynamic businesswoman and inspiration to women - she was selected by Forbes India for their '30 Under 30' achievers list for 2014 and the Forbes 30 under 30 Asia list.



ZORU BATHENA

Zoru Bathena lives at Khar W & runs his own medical equipment manufacturing business at Kandivali W. In 2015, on his drive to work, he noticed that all the rain trees enroute were rapidly dying. Khar roads, in particular, were well covered with lush green tree cover and he was deeply saddened to see these trees turn gravestone white. He googled the issue and learnt that a mealybug epidemic was affecting the trees and, though BMC was aware of the problem, they were doing nothing to save the trees. So he decided to file a PIL to help save these trees. Once BMC had to answer the Bombay High Court, they started working and today, you rarely see a rain-tree dying from mealybug.

Since then, he has observed that the tree cover throughout Mumbai was rapidly depleting and that the BMC, who is supposed to look after the tree cover, were least bothered. He fought BMC to save 34 trees from being hacked for road-widening at Khar, and, after finding over 150 trees hacked for 'beautification' on the Western Express Highway (WEH), managed to obtain a stay order against any further tree cutting on the WEH.

Zoru has also been actively involved in fighting against the needless destruction of over 5,000 trees for the Metro3 project in Mumbai.



Birthdays & Anniversary Greetings



PP Rtn. Dr. Rahim Muljani
21st March



Rtn. Dr. Rajeshwar Bali
25th March



Rtn. Joseph Koshy
25th March



Rtn. Ashrafi Matcheswala
25th March



Rtn. Dr. Anand Somaya
25th March

Partners

24th March - Ptn. Rashna Cooper
Ptn. Divyaa Kummur
26th March - Ptn. Berryil Hirani

Anniversaries

21st March - Rtn. Darabshaw & Ptn. Zarine Davar
25th March - Rtn. Shreepal & Ptn. Pinky Dalal

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Statistics for last week's meeting

| | |
|----------------------------------|-----------|
| Rotary Club Bombay Members | 137 |
| Partners | 04 |
| Visiting Rotarians | 03 |
| Guests | 03 |
| Rotractors | 05 |
| Total attendance | 152 |
| Community Service Box Collection | ₹ 2,270/- |