

BULLETIN OF THE ROTARY CLUB OF BOMBAY



President's Pick

Dear friends,

Every organization has its high profile and high decibel members. Performers who are seen and heard and rightfully recognised for what they bring to the table. But then sometimes we forget to specially acknowledge a significant group who soldier on, not caring for the spotlight, happy to do what they feel is right.

And so today I am bowing low to salute the women in our Club. Not because they are an ignored lot, but because I feel there is a need to specially point out to them and acknowledge their contribution.



The picture we have here is of Dr. Ashwini Bhusara. Not many of us would recognize her. But ever since she took over the running of the Ajit Deshpande Medical Centre at Talwada, the number of patients has jumped to dizzy heights. Today we have an average of 2000 patients visiting the ADMC and that gives us great satisfaction.

I am not for a moment ignoring the efforts of others like Dr. Deshpande & Priyanka Doctor at Talwada. And Ashwini is just an example. But today is my personal tribute to the women. To people like Dr. Rohini Chougule who has silently worked at Talwada for all these years, and the pillars of Bhavishya Yaan beginning with Rashna Cooper and now Awaan, Jaya, Ekta, Rashmi and Beena. I really do not know if everyone appreciates the amount of work these lovely ladies have put in for us. And how can we forget the ever-smiling Billimoria Roda, or Meher Poonawalla and Tanya Sood and Anita Patel who make the Women's Empowerment and Urban Heritage Committees tick. And Freyaz Shroff and her dedication to students. Or for that matter Poornima Advani who heads the Programs Committee that brings you great speakers week after week, or Natasha Treasurywala and Zinia Lawyer of the Legal Aid and Scholarships Committee or even the ever-helpful Shernaz Vakil who not just heads Public Awards but is always there to generously support a good cause. And the large-hearted Vrinda Rajgarhia and Arin Master.

But this is not just a roll call of women. nor does it purport to be a complete list of the women who make a difference.

These only symbolize the exceptional individuals who go beyond the call of duty and step up to take on responsibilities that could be rather daunting. These are the shining examples of people who put service before self, and I name them as an example of the many other Rotarians from Sabira (the first lady to be a Rotarian at RCB) and Dolly to Ashrafi, Zenia and Rhea (the recent additions), and the many Rotaryannes who add such great value to our Club.

Continued on page 2

To Create and Keep a Customer



Ambi Parameswaran has spent over thirty years in advertising, a fact confirmed by his enlightening account of the industry in a short thirty minutes. A career spanning so many years has obviously given him a chance to reminisce, and us the pleasure of understanding his perspective on the changing trends. A lot of

Today's Speaker Pooja Dhingra & Zoru Bathena

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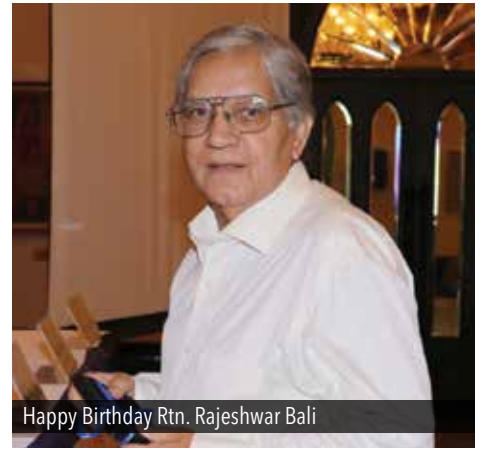
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As we enter our 90th year I am pleased that we can look back on women leaders like Kalpana Munshi and Sonya Mehta who steered the fortunes of this Club as Presidents, and and Tara Deshpande who helps lead it now and to the future where the Club will be headed by people like our very likeable Preeti Mehta. I would have loved to name every single Rotarian and Rotaryanne who has contributed, but they will know that they are all being saluted today.

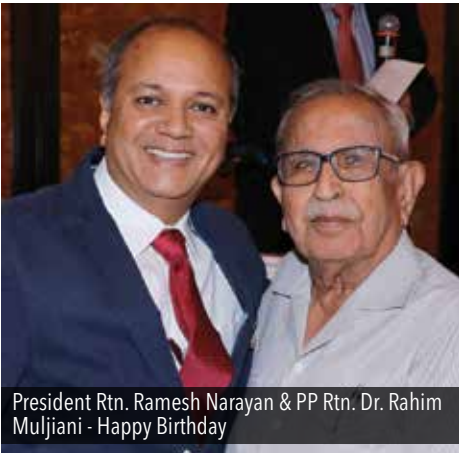
So why didn't I write this on Women's International Day a few weeks ago? Because I genuinely feel that knowing you all is an on-going celebration.

Let's cheer to that.

Ramesh Narayan
President



Happy Birthday Rtn. Rajeshwar Bali



President Rtn. Ramesh Narayan & PP Rtn. Dr. Rahim Muljiani - Happy Birthday

what he shared can be found in greater detail in his latest book, "Nawabs, Nudes and Noodles."

Mr. Parameswaran has indulged in this exercise of looking back in many a forum, but he might have been glad to know that this audience of Rotarians was capable of looking even further back than him, even as far back as India pre-Independence, considering that PP Rtn. Dr. Rahim Muljiani celebrated his 90th birthday with the Rotarians on Tuesday.

Nevertheless, at that age, few are averse to gentle reminders. And our speaker did a stellar job of reminding us of our past belief systems by showing us advertisements from the 80s and 90s. Going through the clips of all those old advertisements validated Marshall McLuhan's, a Canadian professor whose work is a cornerstone in the study of media theory, wellknown assertion: "Historians and archaeologists will one day discover that the ads of our time are the richest and most faithful reflections that any society ever made of its entire range of activities."

In 1984, Prahlad Kakkar, now leading Indian ad film director, had shot an advertisement for Prestige pressure cookers. The film shows a couple interacting with a salesman, who is very direct in telling the husband that he must opt for a Prestige pressure cooker only if he loves his wife dearly: "Jo biwi se karte hain pyaar, who prestige ko kaise kare inkaar?" While the advertisement had a successful run in the 80s, one can only imagine what would happen to the brand if it dared to "gender stereotype" in this day and age. No wonder the most recent Prestige commercial shows Abhishek Bachchan preparing a meal for his wife Aishwarya Rai Bachchan.

Additionally, the changing way in which we consider life after retirement has aptly been reflected in our adverts too. "Once upon a time old age was all about popping pills and going on pilgrimages," but now it's about purchasing a diamond ring for the old lady or attending an "acquaintance's niece's daughter's wedding." Another welcome change on prime time television is the concept of the "modern mom,"



Trustee Arun Sanghi announces the 90 scholarships



Rtn. Mohit Jain introduces the new members



President Ramesh Narayan inducts new member Rtn. Sunita Mandelia



President Ramesh Narayan inducts new member Rtn. Sanjay Agarwal



President Ramesh Narayan inducts new member Rtn. Vikash Mittersain

if you recall the promotional for Bournvita where a mother is happy to lose a relay race to her son because it suggests her victory as a mother.

While critics welcome the changing manners in which brands deal with gender inequalities, Mr. Parameswaran finds it unfortunate that “we

were a country with macho men, but now they are all gone.” The macho men have been replaced by metrosexual men, “those who moisturise and read a lot of fashion magazines.”

However, he is confident that if brands continue to understand societies well, we will be regaled with creative

forms of advertising that are “customer-focused.” Although there are still some brands that miss the point, they’ve got to start realising that “customers are changing rapidly.” Those who do flounder should refer back to the basic philosophy of marketing: “To create and keep a customer.”



PP Nowroze Vazifdar inducts new members



Rtn. S V Prasad introduces the guest speaker

Agreement signed for Child welfare Clinic at Cotton Green with Bharat Serums.

RCB and Bharat Serums and Vaccines Limited have reached an agreement to run a Women and Child welfare medical clinic at the RCB Cotton Green Medical Centre.

Announcing this new development Manoj Patodia Chairman RCB Cotton Green Medical Centre said this would make the centre complete.

"We have Dr. Batra's Homeopathic Clinic, a dental facility, an optometrist, a pathology collection centre of N.M.Medical and now we will have this clinic in two rooms. the footfalls are increasing so we have decided to keep the Centre open for a whole day instead of half day as was the case so far."

President Ramesh Narayan said "As we enter our 90th. year, I am very happy with this development. The increasing demand for these services shows the impact we are having on the underprivileged people in the area. Bharat Serums and Vaccines has been a great partner to have. They are funding the operations of Bhavishya Yaan at Colaba and now they have come forward with this support. I greatly appreciate the forward-thinking attitude of Ms. Bhavna Daftary and the CSR team."

Bhavishya Yaan - GK Marg

"How Beautiful a day can be, when kindness touches it"

- George Elliston

This is exactly how our Bhavishya yaan children felt when they went to Phoenix Mills mall at Lower Parel. They walked to the mall as learning, practical session on topic mapping that they were doing.

Four students from Argentina who happened to be in the mall requested to have their photo taken with BY students. After the photo session, in a random act of kindness, they treated all 37 students with softy ice cream.

From GK Marg, 37 students explored directions from school to Phoenix Mills Mall. Students from 5th grade to 8th grade were divided into groups and walked to the mall to learn the directions. They kept in mind at what distance they are taking turns to complete the activity after they get back to school.

- Grade 5th & 6th arranged the sequence of directions.
- Grade 7th drew the map.
- Grade 8th wrote a few essays on the same.



The students used Google Maps to get walking directions from their school to the mall. By understanding how to use Google Maps and practically doing the same, was a fun filled activity of learning.

Food & Nutrition workshop Report by SIF

Growing children require good nutrition to build healthy bodies and fight diseases. Attitudes towards food are shaped during early school years, forming the basis for future eating habits.

In order to inculcate healthy eating habits in children, Sanskar India Foundation (SIF) conducted workshops on Food & Nutrition in various schools across Mumbai. The workshops were conducted in an interactive and fun-filled manner.

Through various kinds of visual aids, children were educated on the importance of correct nutrition required for healthy growth. They were made aware of main nutrients in food, their importance for the body & for prevention

of malnutrition & disease. Further they were also made to understand the nutrient value of each kind of food so they could include all these to have a balanced diet & healthy body.

The concept of Junk food and Fast food was discussed. They were made to understand why junk food is unhealthy and that Fast food need not be Junk food. It can be very nutritious and tasty. Quick recipes for various healthy fast food snacks like Black chana chaat, Dry Bhel, Green Salad, Fruit salad were discussed and demonstrated.

The importance of exercise for good health was also emphasized

Through focused lectures and audio visual media the children



were informed about the dangers of junk food and packaged fast foods. The idea of consuming tasty, wholesome, easy to prepare, inexpensive foods was ingrained by actual cooking demonstrations

A quiz & word-search strengthened the concepts and made learning interesting. Children enjoyed the sessions.

This useful news was sent to us by RCB Trustee Arun Sanghi

Every week, an expert selected by ET answers queries from our readers on income tax

I own two residential apartments - one in Mumbai where I stay and the other in Delhi, which has been rented out. I plan to sell the Delhi flat and buy two residential units for my two sons in Agra and Noida. Will I have to pay tax on the sale?

I assume you have been holding the Delhi residential unit as an owner for a period of more than two years and have disclosed rental income in your tax returns. The long-term capital gains on the sale of the apartment will be chargeable to tax. However, you can claim de-duction under Section 54 of the IT Act on the cost of acquiring one new residential unit. The new residential unit for which you wish to claim deduction has to be purchased within a period of two years or constructed within a period of three years from the date of the transfer of your Delhi unit. You can opt for any one new residential unit whose cost of acquisition is higher.

We run a small private limited company. We filed our return of income for AY 2015-16 on July 1, 2016. We paid full tax as per return of income along with interest. Our assessment is over and no major addition has been made. However, we have received notice from the tax department stating why prosecution should not be launched for late filing of the return. Is this notice valid? What should we do?

Under Section 276CC of IT Act, the commissioner has the power to issue notice initiating prosecution proceedings for late filing of return of income. The notice can be issued even if full tax with interest is paid. You will have to prove that the default was not wilful and you had a plausible reason for not filing the return

“My community helped me to complete a computer course. I now have a secure job with good salary.”

- Sukhdev, Rudraprayag, Uttarakhand



The Village Association of Ijra, formed with Reliance Foundation support, bore the major cost for Sukhdev’s computer course from its Village Development Fund, created through contributions of members. Today, he is happily employed.

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.

in time. This provision has been in the I-T Act since 1975. The present government has activated this provision and notices are being issued. You can opt for compounding the offence by filing the application before CIT and avoid going to jail. The rigorous imprisonment can be for a minimum period of three months and extend up to two years or seven years depending upon the tax involved in the default. With the government turning active, every person liable to file return of income must be prompt and pay the taxes on time.

Personal Passion by Prakriti Poddar

My passion has always been at the forefront of everything I do. From the work I do for dislodging the stigma around mental health through the Poddar Foundation's flagship program 'Silence तोड़ो' and the Wellness Consulting Company (Mind Over Image Consulting) we run for corporate wellness, educational wellness and personal wellness, within which we have a thriving center for wellness and healing. All of it revolves around the same narrative of creating spaces for conversation and uplifting the morale emotionally, mentally and physically to advancing people towards their excellence.

I've been lucky enough to find partners who feel the same passion and have something that I can strategically lead. Whether that be the university Peace Program at MIT, or setting up of a wellness company (Round Glass) or leading the strategy of the National Women's Parliament.

Currently the National Women's Parliament is my top most priority and the intention is to prepare it to grow organically and to find its own wings through the mechanics of like-minded partners. Through my personal practice and through the continuous depiction of women in media it perturbs me to see educated women in fear of democratic thought. Whether it is overt or covert there is an endemic disparity between the genders.

In spite of the women in our country being educated, in spite of being given opportunities, chances and tools, there is little empowerment. There are others who haven't had that and are unaware of their personal and political freedom. Some do not even have autonomy over their bodies, their thoughts or themselves.

At the 2017 National Women's Parliament while all the dignitaries talked about the reservations and policies I understood that no amount of policy change can impact one unless the men and women were open to making the change in their own personal day to day interactions. I was asked to be a speaker for at this massive platform in Amravati, Andhra Pradesh, which witnessed countless prominent women leaders speak to an audience of more than 18,000 women, giving them the chance to raise their voice.

While I was on that dais I could see in the eyes of these young leaders hope and desire to make a change. They just needed the road upon which to embark. The Founder hearing my speech realized my passion and asked me to move the NWP beyond a yearly gathering.

Now as the Chief Strategy Officer for this apolitical platform focused on steering participatory democracy I will move the platform towards unifying the voices of women in policy making. The agenda is to empower women

through interaction with real influencers, through engagement with policy makers, to collaborate with skill development and coaching partners, to ensure understanding of the laws and the implications on them, to develop connectivity between women and the NGO's that are working towards attending grievances.

The Mumbai chapter launch of the National Women's Parliament is on the 29th of March, from 10 am onwards at the ISDI Parsons School of design, One Indiabulls centre, Lower Parel 400013. Prominent women leaders Amruta Fadnavis, Pankaja Munde, Minister for Women and Child Development, Vijaya Rahatkar, National President of the BJP Mahila Morcha, Charulata Ravi Kumar, Advisor and Entrepreneur, Vinita Vaid Singhgal, Secretary, Woman and Child Development are just few of the women who are slated to lead this platform and panel discussions.

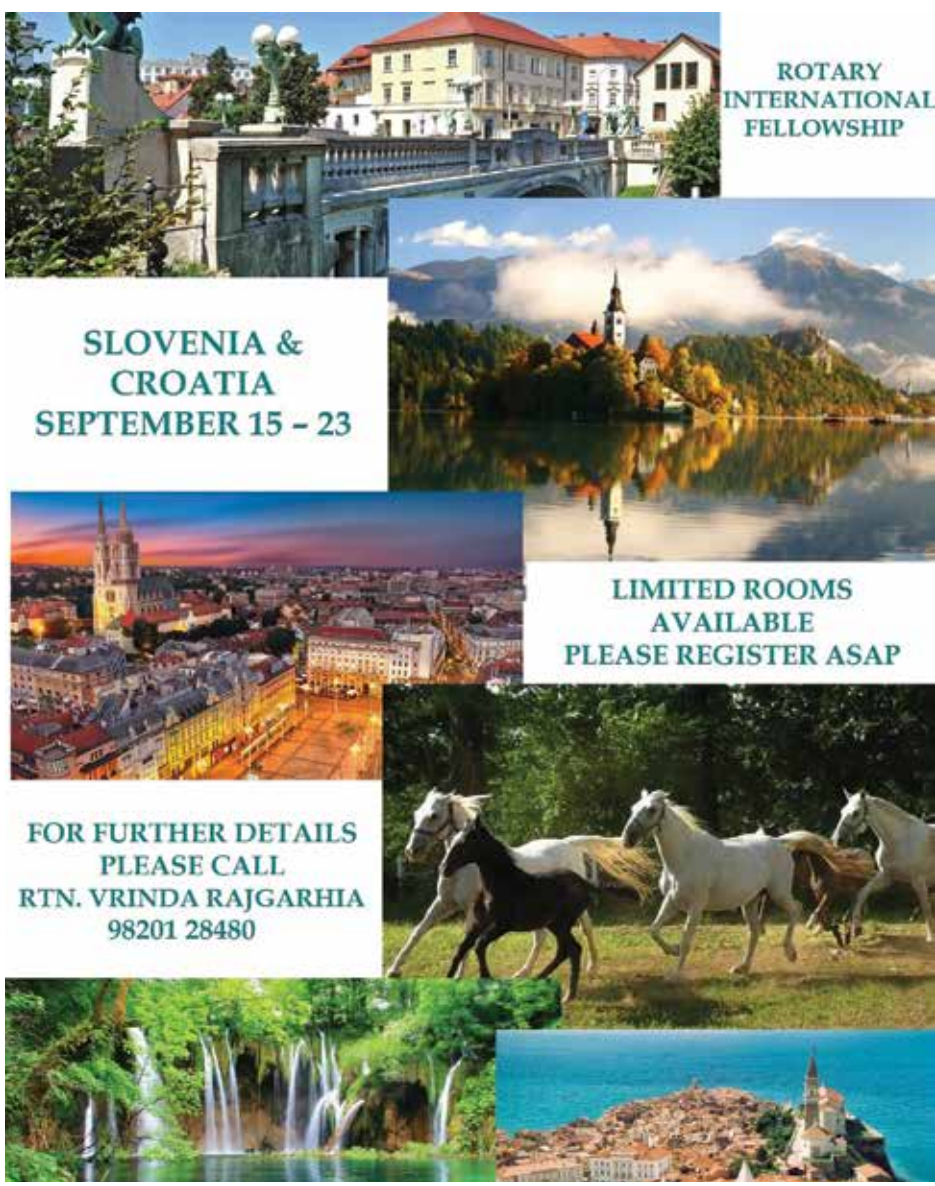
I would be honoured if the we could share the invite to all the Rotarians so that the ladies could attend and the men could share this invite for attendance of the parliament with the Rotaryans, their women colleagues as well as with the innerwheel and Rotaract Clubs as we would love to mobilize this movement towards gender become a part of this historic event.

I believe that together we can bring about real change.

Forthcoming Events

- **3rd April, 2018**
Guest Speaker - Kabir Bedi
- **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 Niranjan Hiranandani.

Slovenia Trip



**ROTARY
INTERNATIONAL
FELLOWSHIP**

**SLOVENIA &
CROATIA
SEPTEMBER 15 - 23**

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BY alumni explore different exposures

Our Bhavishya yaan alumni, Shadab attended

Far eastern paper pottery workshop at the CSMVs museum on 17 march with Samir Bharadwaj. Samir is a paper artist with 20 years of experience. His creations are out of stray pieces of paper.

He found the idea of making paper craft very engaging and made them see far eastern intricate art through paper quilling.



In the News

Rotary Club of Bombay to turn 90 on March 19

EXPRESS NEWS SERVICE
MUMBAI, MARCH 15

THE ROTARY Club of Bombay (RCB) will complete 90 years of service on March 19 this year. As it celebrates its anniversary, the RCB aims to work in areas like child welfare and mental illness this year.

"As we enter our 90th year, we are looking back with satisfaction and looking ahead with confidence. We believe that celebration ought to be in the form of good community projects launched and run to support the poorest of the poor. This year, we aim to consolidate all our ongoing programmes and open up in some new areas. Among them will be the field of child welfare and mental illness. We will continue to focus on our core strengths," said **Ramesh Narayan, president, RCB.**

Founded on March 19, 1929, it has met every Tuesday at the Taj Mahal Hotel since then. A

315-member club oov, eminent personalities are invited to speak every week. "Over the years, we have worked in different areas, from rural and urban medical aid to cancer care and social welfare," Narayan added.

Among the education programmes is the Bhavishya Yaan, a student enrichment program that is currently run in five municipal schools and impacts at least 1,200 students every year. In its eighth year now, apart from providing nourishment and English skills, computer skills and life skills, children also get to participate in off-site visits that take them to places like film studios.

RCB members have played an active role in helping restore books at the Asiatic Library. It continues to fund the actual restoration of books and maps. The RCB also conducts programmes in the field of rural and urban health care, elder daycare, safe drinking water, animal welfare, environment and cancer aid.



ROTARIANS MAKING WAVES



ROTARY CLUB OFFICERS

TRUSTEES 2017-18

Rtn. Dr. Rahim Muljani
Rtn. Arvind Jolly
Rtn. Arun Sanghi
Rtn. Dr. Adi Dastur

OFFICE-BEARERS 2017-18

President	Ramesh Narayan
Immediate Past President	Dr. Mukesh Batra
President-Elect	Vijay Kumar Jatia
President Nominee	Preeti Mehta
Honorary Secretary	Manish Reshamwala
Joint Hon. Secretary	Bimal Mehta
Hon. Treasurer	Shiv Kumar Israni

DIRECTOR: VIJAY KUMAR JATIA

Classifications, Membership & Information (CMI)	PP Nowroze Vazifdar
Corporate Social Responsibility (CSR)	Ishraq Contractor
Global Grant Committee	Vineet Suchanti

DIRECTOR: MUDIT JAIN

Fellowship	PP Sandip Agarwalla
Outstation Fellowship	Anar Shah
Assimilation	Jamshed Vakharia
Sergeant-at-arms	Roda Billimoria
In-camera	Rekha Tanna

DIRECTOR: PRADEEP CHINAI

Fund raising	Vineet Bhatnagar
Programs	Poornima Advani
Social Media & Website	Mehul Sampat
Sports	Jamshyd Vazifdar

DIRECTOR: ASHOK JATIA

Bhavishya Yaan	Satyan Israni
Legal Aid	Natasha Treasurywala
Skill Development	Pradeep Gupta
Scholarships	Zinia Lawyer
Rotary Public Awards	Shernaz Vakil

DIRECTOR: TARA DESHPANDE

Chairman Emeritus Talwada	PP Dr. Rahim Muljani
ADMC	Dr. Mehmnoosh Dotivala
PRVEC	PP Dr. Rumi Jehangir
Yoga	Sitaram Shah
Cancer Aid	Farokh Balsara
RCB Clinic - Cotton Green	Manoj Patodia

DIRECTOR: MADHUSUDAN DAGA

Animal Welfare	Bipin Vazirani
Environment	Rajesh Shah
Urban Conservation	Rohan Dalal
Nutrition	PP Dr. Zerxis Umrigar

DIRECTOR: RAVINDRA FOTEDAR

Water Resources	Vineet Suchanti
Elder Care Committee	PP Ashish Vaid
Women's Empowerment	Framroze Mehta

DIRECTOR: HOMI KATGARA

The Rotary Foundation	PDG Gulam Vahanvaty
Youth Exchange Programs	Peter Born
Ananda Yaan Committee	Chairperson Alok Sekhsaria Co-Chair Christopher Bluemel

DIRECTOR : ANUJ ARENJA

Interact	Prakriti Poddar
Rotaract	Murad Currawala
Young-at-Heart	PP Rajnikant Reshamwala

DIRECTOR : PREETI MEHTA

District Thrust Area	Deepak Kapadia
District Coordinator	PP Pradeep Saxena

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NEXT WEEK'S SPEAKER - KABIR BEDI

Kabir Bedi is an Indian television and film actor. His career has spanned three continents including India, the United States and especially Italy and many other European countries in three media: film, television and theatre. He is noted for his role as Emperor Shah Jahan in Taj Mahal: An Eternal Love Story. He is best known in Italy and Europe for playing the pirate Sandokan in the popular Italian TV mini series and for his role as the villainous Gobinda in the 1983 James Bond film Octopussy. Kabir Bedi is well-known in Italy and is fluent in Italian. He is based in India and lives in Mumbai.



Since 1982 Kabir has been a voting member of the Academy of Motion Picture Arts and Sciences (who are responsible for presenting the Oscar awards) and he is a voting member of the Screen Actors Guild.

He has won numerous film, advertising and popularity awards across Europe and India. By decree of the President of the Italian Republic of 2 June 2010, Kabir Bedi was officially knighted. He received the highest ranking civilian honour of the Italian Republic and was bestowed the title of "Cavaliere" (Knight) of the Order of Merit of the Italian Republic.

Birthdays & Anniversary Greetings



Rtn. Shariq Contractor
28th March



Rtn. Leela Deshpande
28th March



Rtn. Devendra Kothari
30th March



Rtn. Nandan Maluste
30th March



Rtn. Subash Gogia
31st March



Rtn. Ravi Sheth
2nd April

Partners

28th March - Ptn. Swati Piramal
Ptn. Mina Somani
29th March - Ptn. Gauri Daiya
30th March - Ptn. Sudha Gokal
31st March - Ptn. Radhika Kaji
2nd April - Ptn. Amita Malkani

Anniversaries

28th March - Rtn. Dipan & Ptn. Radhika Mehta
29th March - Rtn. Dara & Ptn. Vera Mehta
30th March - Rtn. Ashok & Ptn. Anita Advani

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Statistics for last week's meeting

Rotary Club Bombay Members	127
Partners	04
Visiting Rotarians	04
Guests	02
Rotractors	05
Total attendance	142
Community Service Box Collection	₹ 3,720/-