

BULLETIN OF THE ROTARY CLUB OF BOMBAY



President's Message



On-going projects.

Dear friends,

Our Club has some distinguished on-going projects and I will first name Phiroze R Vakil Eye Centre (PRVEC) and the Ajit Deshpande Medical Centre (ADMC) because they have truly stood the test of time.

Based out in rural Talwada, these centres are a "must-see" for any Rotarian or

anyone who is interested in the social space.

Whatever I could say about Dr. Rahim Muljani, Dr. Rumi Jehangir, Dr. Soli Jhaveri, Dr. Rohini Chougule, Dr. Mehernosh Dotiwalla and all those who go there month after back-breaking month and provide superlative care to the poor Adivasis, will be inadequate. Honestly, I am in awe of their commitment. Add the fact that all medical services at these two centres (eye, dental, chest, pediatric, pathology) are given free of charge to these underprivileged people and you have two real winners as far as projects go.

Bhavishya Yaan is now over eight years old. It is widely acclaimed. Awarded by Rotary International and the District. Lauded by the media. Its students have been setting new benchmarks every year. They are now studying and training to be Chartered Accountants, Engineers and professionals in the hospitality sector. And some of them have set up professional businesses. They are our pride and joy.

Then you have the Water Resources projects, the Women Empowerment project the Urban Heritage project, the Cotton Green Medical Centre and Ananda Yaan the elder day care project. Some of these have exceeded expectations and some are facing challenges.

But there is one common factor that runs through all the more successful on-going projects. And that is personal commitment.

I am convinced that in the social space, successful projects are driven by people who not just ideate but also roll up their sleeves and get their hands dirty. People who are passionate about making a difference. People who realize there is a place for "cheque-book charity" but that will never take the place of good ideas, good intentions and good, old-fashioned hard work.

And this is what binds people together, inspires media attention and motivates donors in the long run.

I am proud that our Club has people of substance who are able to make and keep projects successful over the long haul.



Warm regards
Ramesh Narayan

Investing in Knowing Investments



Last Tuesday afternoon, Rotarians were privileged to witness a panel discussion between legendary stock market expert Bharat Shah and accomplished macro trends expert Manish Chokhani about the current state of the stock market and the prospect of investing in a seemingly mature bull market. Moderated by Rtn. Dipan Mehta, the discussion was an informative dialogue for the layman and a great conversation for stock market enthusiasts.

Mehta initiated the discussion by acknowledging the hesitation of some investors with regard to an oversaturated market, questioning whether

Today's Speaker **Amit Chandra**



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Happy Birthday Rtn. Varsha Daiya

added that the only time to be cautious is when investing in companies that are not well researched or understood.

Continuing the discussion with a question, Mehta inquired about the major risks that may not be quite visible in India's current bull market. Revisiting the last three decades of the country's market, Chokhani pointed out the ongoing problem of oil, inflation, fiscal deficit, and political issues. However, there have been no macro issues in this bull market, and companies have only compounded, creating enormous wealth creation opportunities for the country. The larger worry, he points out, is global. There may be something worrisome considering the imbalance in the GDP and the debt of other countries, and "if something pricks the bubble globally, we suffer from that." But in isolation, the country does not have many

this worry was justified. Shah promptly denied the validity of their worries, stating the distinction between threats and concerns. The stock market isn't a place of a calm, serene existence - there are constant challenges; the threats need to be fleshed out and the challenges need to be dealt with. Alerting investors, Shah said, "Getting consumed by worries is inexcusable because every day brings new concerns and problems." Chokhani



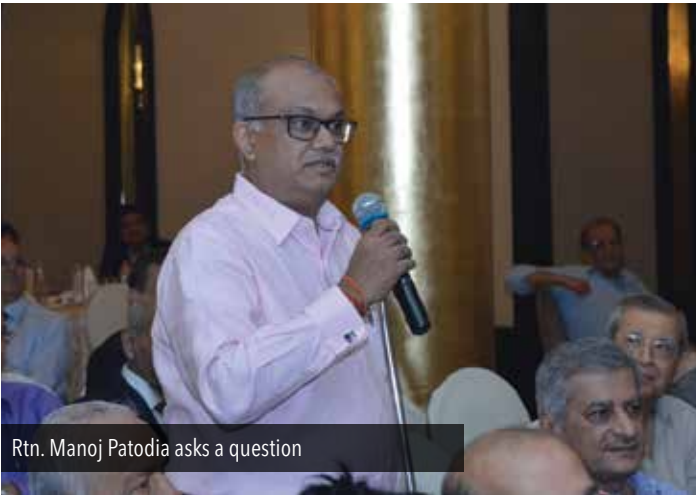
Happy Birthday Rtn. Vikash Mittersain

concerns regarding its high savings rate, valuations, growing GDP, and the rich government, owing to its ability to privatise.

Concluding this question, Mehta discussed his belief: the bull market is quite safe currently, in comparison to past bull markets that were marked with scams and scandals, and this has increased investor confidence. Does this mean that the stock market has made progress and is safe and honest now?



President Ramesh Narayan gifts a token of thanks to Rtn. Dipan Mehta, Bharat Shah & Manish Chokhani



With an enthusiastic 'yes,' Shah appreciated investors' long-term business acumen in contrast to investors of yesteryear, who lacked predictability about the economy. "Riding a rising boat because a tide is rising is a fundamentally flawed approach to participating in investing," he stated. Instead, Shah proposed a four-step solution:

1. Identify good businesses
2. Identify good people to run the businesses
3. Ensure that the business is atop a large size opportunity
4. Purchase quality franchises at a sensible price

According to the stock market expert, any market is theoretically safe if a capable analyst follows the above while investing.

The panelists were then asked to comment on the assumption that Indian markets are overpriced, due to listed companies presently having high P/E valuations relative to other emerging markets. Rejecting the statement that

the valuations are overpriced, the panelists justified them, as Indian companies have a higher potential for growth than their foreign counterparts like Japan.

To conclude the discussion, Mehta questioned the classification of large cap and mid cap investments and the justification of their usage. Shah challenged the notion of categorisation itself, urging investors to focus on the attributes that create value in the business, stating that it is "not only an intellectually bad

idea, but also a misleading one," much like the notion of not judging the book by its cover. It is, after all, the growth that matters.

Winding up with a refreshing round of rapid-fire, Mehta asked the guests of honour if they thought positively or negatively about businesses in various sectors, as well as future scenarios such the result of the 2019 elections and investing in Tata Steel - but that is classified for the attendees.



BRAND AND BRANDING

23 MAY 2018



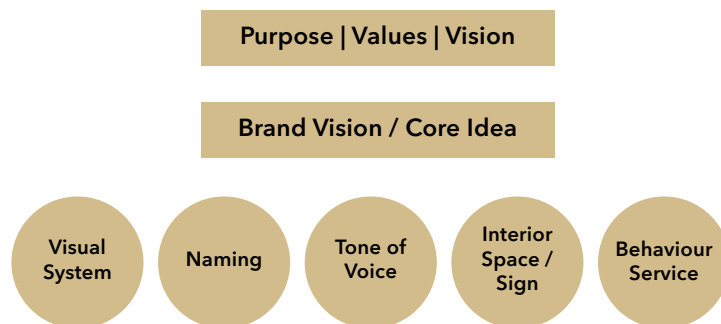
Brand is NOT a product, package, offer or service, NOT a name, logo, package design, ad campaign or slogan. Brand is the sum of all associations, characterizations or perceptions in someone else's head regarding a specific offer (product, service, organization, etc.)

Brand is the promise and delivering the promise is branding
Simply put it - brand = identity & reputation
identity is (what you say - name, logo, marketing, advertising) and
reputation is (what you do - customer service, employee behaviour, product service performance)

Brand provides value to a business, better business performance, better revenue which builds brand value and equity for the organization.

When undertaking a branding program, it is important to understand the scope of what constitutes a brand and to determine what elements must be developed, optimized and implemented. Simply stated, a brand is the promise an organization makes to the stakeholders in its endeavors, while branding is aligning all the related stakeholder interactions

with the promise. This is contrary to the common understanding of a brand being focused on an organization's visual system (graphics, colors, type, photography etc.) only. The following schematic depicts each of the primary elements that may be included in a branding initiative.



The first step is to ensure that the purpose (mission), values and vision of success are clearly defined and / or relevant. For XYZ, the purpose is how they deliver value to its customers - in other words, what does XYZ do. The values are a set of beliefs that form the foundation of the organization. The vision is what the organization sets out to achieve over some period of time (typically a period of ten to twenty years). A robust vision is forward looking and most often includes three goals that bring clarity to the mission. Most importantly, the mission is the motivator for people to get involved in the effort.

Once purpose, values and vision (including goals) are clearly set forth the next step is to develop the brand vision / core idea. The brand vision becomes the foundation upon which all other elements of the brand are defined and designed including the visual system, naming, tone of voice, environment and service behavior.

Prior to launching a branding initiative for XYZ, it is critical that the scope of the initiative be defined and a robust process be used for implementation.



So whose year is it??!!

When a question such as this is put to you, your mind races into flashback. So many new things RCB has done this year, it is difficult to put it all down.

Some quick ones that come to mind are providing old people valuable two to three hours of pure, unadulterated joy every day at Anand Yaan to opening a Child Care Center at the Sewri Cotton Green, Water Purifier cum Coolers at many places, Solar Project etc.

And many other new and existing projects.

But when I deliberated about all these important initiatives, I felt that this year has been a great year for Bhavishya Yaan (BY). You may feel it is a biased answer considering my association with BY for over six plus years (and still counting!). Not just because of this, but also as countless initiatives that were carried out across all five schools and at each individual school.

Would our children have ever imagined that they would get an opportunity to not just share the stage with a celebrity such as Shankar Mahadevan but also sing along with him on a stage such as NCPA where world renowned artistes have performed. Wow! Many of us have never had this privilege.

This year each of our computer rooms at all five schools have been equipped with new computers, updated software, new furniture and in some cases with complete refurbishment of the computer room. Thanks to our generous Rotarians and donors, it is indeed enjoyable to watch the excitement and happiness on the faces of the BY students.

In the hot and sultry and frightfully humid weather of Mumbai, providing clean, cold water to the students brought satisfaction to them as well as the BMC teachers. So much so that they do not stop thanking me every time they see me.

Oh, pardon me. This is not a running list of things that have been done this year as the space & words may run short to write all. I am therefore restricting to share some unique experiences.

- An 8 weeks STEM program for 6th, 7th & 8th standard students where the children were introduced to the "STEM" concept at such an early age and encouraged to think out of the box.
- The joy on the faces of children & their parents on getting merit scholarships to facilitate their further studies.
- For them, entering and partaking lunch at the iconic Hotel Taj where at best they could hitherto take a selfie outside, was a once in a life time experience. And I felt so touched to witness their

"I broke away from tradition, used bags to cover my banana crop, and enjoyed extra profits!"

- Chetuni Venkateswara Rao, East Godavari, Andhra Pradesh



Venkateswara's family had always used dried banana leaves to cover bunches of fruit to protect them from pests and heat. Following Reliance Foundation's advice, he used unwoven transparent bags to cover the fruit, and earned Rs 10,000 more than usual!

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.

happiness in going & eating there, which for them would have so far felt impossible even in their wildest dreams.

This list can go on and on.

I wish to conclude with sharing my humbling experience about the following parents and children:

- A determined mother selling vegetables by the roadside ensuring that her daughter Jenai becomes a CA (who helps her mother in selling vegetables during her free time),
- A Security Guard working hard to get his son Vaibhav become an electronics & telecommunication engineer.

Thank you, President Ramesh, and everyone at RCB. 2017-18 has indeed been a "year for me as well".

Major Green Initiative by Environment Committee



The Environment Committee Of RCB Chaired by Rajesh Shah and guided by Director Madhusudhan Daga is on a roll.

This time around they have signed an MOU for a major initiative at the Museum.

Of the Rs. 50 lac sanctioned for this unique project Rs. 30 lac has been raised by a generous donation from Rtn. Manoj Israni.

A Memorandum of Understanding was executed by Rotary Club of Bombay, Rotary Club Bombay, Charities Trust No 3 and The Chhatrapati Shivaji Maharaj Vastu Sangrahalaya-CSMVS (formerly known as The Prince Of Wales Museum) in May 2018. The main objective of the MOU is to qualify for Platinum Certification which is the highest level of certification under Environment Management endorsed and awarded by the Indian Green Building Council (IGBC). Ecofirst Services Limited (A Tata Group Enterprise) are the consultants for the project and will advise and help in executing the following at the CSMVS Museum Complex at Fort, M G Road Mumbai 400001 to achieve the desired certification.

1. Installation of Solar PV System. The additional capacity being added is around 35 KW.
2. Upgrading the Scroll Chiller System.
3. Augment current Rain Water Harvesting System.
4. To make provision for Sewage Treatment plant and Metering, etc,

RCB has agreed to support this project financially to the extent of Rs 50 lakhs. Launching, Branding and Publication rights for the project are accorded to Rotary Club of Bombay under the MOU. The full project implementation will take about 12 to 18 months. Upon receipt of Platinum Certification it will make CSMVS the first Museum in India to have been so acknowledged.

BY Update - Rotary Scholar makes us proud

When the world around Siddhi has nothing in common to her dreams that are bigger than her surroundings. When her father who is a WATCHMAN says "It is ok to stop," Siddhi Sawant says, "GO! All the way to the top!"



A rotary scholar, Bhavishya Yaan G K marg Alumni, Siddhi is fulfilling her dreams to learn programming with C, programming with python, linux, calculus and much more by graduating in computer science. She had topped not only the G K Marg BMC school but topped all 5 Bhavishya Yaan schools in her tenth. From last 3 years, Rotary club of Bombay, Scholarship Committee is supporting her in her college. She is doing her sincere efforts year after year. She has got A + in both semesters in computer science in first year senior college. She had topped in SSC with 91.8% And in her 12th had secured 87.84%.

Her family is grateful to RCB for understanding their daughter's needs and potentials.

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*Please join us with your partner for the last meeting of
the Rotary year 2017-18.*

*And for cocktails and dinner thereafter
Guest Charges Rs.4000/- per head*

Venue:

Presidential Ballroom, Hotel Taj Vivanta (President)
Cuffe Parade, Mumbai 400005.

Date: 25th June 2018 • Time: 7pm. • Dress: Formal.

Devi and Ramesh Narayan
(President Rotary Club of Bombay)

RSVP Eruch Irani:- rotaryclubbombay1@gmail.com

Forthcoming Events

- **12th June 2018**
Ms. Vandana Shiva will fly into Mumbai specially to address our Club.
- **19th June 2018**
Guest Speaker: Shri Subodh Tiwari
- **25th June 2018**
7pm Last Meeting of Rotary Year 2017-2018 followed by drinks & dinner at the Presidential Ballroom, Taj
- **26th June 2018**
No Meeting
- **27th June 2018**
In Camera Musical Extravaganza hosted by Sweta & Pranay Vakil

ROTARY CLUB OFFICERS

TRUSTEES 2017-18

Rtn. Dr. Rahim Muljiani
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 Muljiani
ADMC	Dr. Mehernosh 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 - VANDANA SHIVA

Vandana Shiva is an Indian scholar, environmental activist, food sovereignty advocate, and alter-globalization author. Shiva, currently based in Delhi, has authored more than twenty books. She is one of the leaders and board members of the International Forum on Globalization (along with Jerry Mander, Edward Goldsmith, Ralph Nader, Jeremy Rifkin, et al.), and a figure of the global solidarity movement known as the alter-globalization movement. She has argued for the wisdom of many traditional practices, as is evident from her interview in the book Vedic Ecology (by Ranchor Prime) that draws upon India's Vedic heritage. She is a member of the scientific committee of the Fundacion IDEAS, Spain's Socialist Party's think tank. She is also a member of the International Organization for a Participatory Society. [6] She received the Right Livelihood Award in 1993, an honor known as an "Alternative Nobel Prize".



Birthdays & Anniversary Greetings



Rtn. Murad Currawalla
5th June



Rtn. Prem Nath
6th June



Rtn. Anuj Arenja
8th June



Rtn. Shekhar Bajaj
8th June



Hon. Rtn. Rahul Bajaj
10th June

Partners

10th June - Ptn. Sandhya Mittersain
11th June - Ptn. Gulrez Contractor

Anniversaries

5th June - PP Rtn. Vithal & Ptn. Lata Palekar
6th June - Rtn. Chiranjilal & Ptn. Sushila Joshi
8th June - Rtn. Meera & Mr. Sushil Kumar
9th June - Rtn. Rohit & Ptn. Vaidehi Dhoot

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Statistics for last week's meeting

Rotary Club Bombay Members	139
Partners	03
Visiting Rotarians	03
Guests	08
Rotractors	02
Total attendance	155
Community Service Box Collection	₹ 1,900/-