

THE GATEWAY

Rotary
Club of Bombay



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PRESIDENT'S MESSAGE



Dear Friends,
Very warm greetings.
Tuesday, August 13th, 2019, will always stay deeply etched in my memory. A symbolic gesture of tying **rakhi** to our young friends from our 'Salaam Balak' facility was an experience to remind us that we have to look after our more needy brethren in the true spirit of "*Vasudaiv Kutumbakam*".

Also, what a delight it was to meet and listen to young **Anant Goenka** on "Where the Rubber Hits the Road"! A humble and unassuming person at the helm of a large corporate, his insights into the key aspects of CEAT's workings and its business turnaround were enlightening, inspiring and had the audience spell-bound. Under his leadership, CEAT bagged the prestigious Deming Prize for business transformation. It was also a pleasure to meet Anant's wonderful mother Mrs. Mala Goenka and his gentlemanly grandfather Mr. Ratan Sanghi. An afternoon well spent.

And we had the fortune of one more speaker in Shishir Joshi, the Founder and CEO of **Project Mumbai**, an award-winning, not for profit public trust and a model for public-private-people participation. A TEDx Speaker, Shishir believes in social transformation through initiatives of scale. We as a Club and our District 3141 are proud to partner with Shishir and Project Mumbai who have initiated Shambhar Takke Shaaii, a project to increase voter registration.

As you all are aware, incessant heavy rains have caused havoc and calamity in districts of Kolhapur, Sangli and Satara with grave damage to life and property, leaving lakhs of people homeless and stranded. As usual, our District 3141 is extending its support to the affected people. Though we have received an **appeal** from DG Harjit Singh Talwar for a minimum contribution of Rs. 1000 per Rotarian, which has been forwarded to all, I am sure we, at RCB, can do much better. I would urge each one of you to donate generously to the District Welfare Fund under "Humanity Calling". Our brothers and sisters need our helping hand.

A polite reminder once again for our **fund-raiser** show 'Sonu Nigam – Live in Concert' on Tuesday, August 27th, 2019: please do extend your support to the team and looking forward to seeing you all at the show.

President Preeti Mehta



REINVENTING THE WHEEL

Anant Goenka, MD of CEAT Tyres, talked about retooling the company to make it a profitable, future-proof organisation

LAST Tuesday, the Rotary Club of Bombay welcomed Anant Goenka, MD of CEAT Tyres, to talk on "When rubber hits the road."

Established in 1958, CEAT is one of India's leading tyre manufacturers today with a strong presence in global markets. CEAT produces over 15 million tyres a year, offering the widest range to all segments. It manufactures world-class radials for: heavy-duty trucks and buses, light commercial vehicles, earth-movers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

Prior to CEAT, Anant (son of RPG Group Chairman Harsh Goenka) was with KEC International, where he led functions such as supply chain, manufacturing, planning and quality. Anant has also worked in Hindustan Unilever Limited, Accenture and Morgan Stanley. He was also the Chairman of



Automotive Tyre Manufacturers' Association (ATMA) in the year 2013.

However, Anant's journey at CEAT was no cake walk. When Anant joined, the company was rather in urgent need of repair. Employee-management relations were at an all-time low and plants were old and unreliable. Worker distrust was evident to the management. Financial growth was poor with volatile profits and high debt to equity ratio. With a number of companies already in competition,

AUTHOR ASHWIN SANGHI AND PP (DR.) MUKESH BATRA WILL TALK ON THEIR BOOK - 13 WAYS TO BLOODY GOOD HEALTH, MODERATED BY RTN. TARA DESHPANDE



PP Rtn. Ramesh Narayan, Rtn. Ptn. Meghal Jhaveri and Rtn. Akhil Sanghi



Shishir Joshi (CEO & Founder, Project Mumbai), President Preeti, Rtn. Ashok Jatia, Rtn. Pradeep Gupta and PP Rtn. Ramesh Narayan



Rtn. Bipin Kapadia and Rtn. Pradeep Gupta



The Youth Brigade – Rtns. Gautam Doshi, Abhishek Saraf and Mohit Jain



PP and Trustee Rtn. Arun Sanghi, Mrs. Mala Goenka, Mr Ratan Sanghi and Rtn. Ptn. Malti Jain



Speaker Anant Goenka (centre) poses with the Rotarians (L to R) – Nanik Rupani, Mudit Jain, PP and Trustee Rtn. Arun Sanghi, President Preeti Mehta, Mrs. Mala Goenka, Mr. Ratan Sanghi, Rtn. Naresh Jain, Rtn. Farhat Jamal, Rtn. Ptn. Malti Jain and Rtn. Dushyant Dave

CEAT was struggling. Anant says that there was no singular strategy either. At this time, his boss said three things that influenced him for the better.

- Everything is common sense, but common sense is not common.
- Keep things simple.
- Doing the right thing is more important than doing things right.

Adhering to these three golden rules, Anant set himself on the road to achieve a goal of having a thousand crore turnover. He set a long-term vision and made a focused strategy. They targeted two wheelers. Anant was well aware that tyres are not something that interested the buyer as much as, say, electronic gadgets, fashion, etc. Tyres could be easily ignored and would be the last thing one would 'shop' for. However, while onto the strategy focussing on two wheelers, what the team found is that the customer looks for grip: the grip of holding on to the road.

"The streets are filled with idiots" is one of CEAT's campaigns to promote safety. CEAT also focuses on better sales channel distribution and has now entered into strategic OEMs (Original Equipment Manufacturer) with Honda, Suzuki, Yamaha, Bajaj and Hero.

In order to overcome the challenges of frequent work stoppages, high level of Muri (a key Japanese concept in the Toyota Production System (TPS) as one of the three types of waste (*muda, mura, muri*), accidents and absenteeism, poor infrastructure, low worker involvement and lack of trust, Anant kicked off initiatives for Muri reduction and elimination of unsafe condition programme, improving basic infrastructure of the plant and proactive collection of employee trouble. These initiatives helped the management gain substantial trust among the workers. No returns, in terms of higher

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THE BULLETIN OF THE ROTARY CLUB OF BOMBAY **03**



Rotaractors inspired by the achievements of Speaker Anant Goenka (centre)



The speaker is presented with a token of appreciation by President Preeti Mehta



A child from Salaam Balak ties a rakhi to guest speaker Anant Goenka



Rtn. Anand Dalal gives a vote of thanks



President Preeti Mehta ties a rakhi to a child from Salaam Balak

productivity, were expected from the workers, mentions Anant.

While the Muri reduction was in place, workers were given the autonomy to work from home and take sabbaticals. There were flexible work timings and a five-day work week was instituted for manufacturing. QBM (Quality Based Management) is followed at CEAT as a way of management for the entire

organisation. It consists of philosophy, systems, tools and techniques from Total Quality Management (TQM) and Total Productive Maintenance (TPM) for capability building. Overall effects were seen in the quality, delivery, safety and morale of the company. There was a 97 per cent reduction in product claims, 87 per cent reduction in plant breakdown hours, 97 per cent reduction in accidents

and 40 per cent increase in employees' improvement activities involvement. There has also been a marked improvement in the motorcycle market share. Thus, CEAT rose to become one of the fastest growing companies. It was ranked No. 1 in J.D. Power Survey (2017) in passenger car segment in all parameters - Appearance; Durability; Ride; Traction Handling. With the

purpose of 'Making Mobility Safer And Smarter Every Day' CEAT became the first tyre company outside Japan to win the Deming Prize. With new technology, Muri reduction and new plants, the company has now also started to provide employment for women and is aiming to have 50 per cent women in its workforce in the future. This is a notable change given the history of CEAT.

SHAMBHAR TAKKE SHAAII - MISSION 2022

The Rotary Club of Bombay and District 3141 are supporting Shambhar Takke Shaii - Mission 2022 to facilitate the registration of citizens who are either not registered as voters or whose voter registrations have not been transferred to Mumbai or Maharashtra.

A unique initiative of Project Mumbai, a Not for Profit Public Trust, *Shambhar Takke Shaii* means 100 per cent ink in Marathi. This campaign will run across three years, that is till 2022.

Project Mumbai aims to convert unregistered citizens, primarily across

corporates and young college entrants, into registered voters. Registration desks in corporate offices and over a hundred colleges will guide the un-registered to go online and register themselves.

The outreach will also guide them on documents required or route them to the NSVP website of the CEC. This initiative has the



support of the State Election Commission (SEC). Mumbai University, supported by the NSS wing, has provided students who will man the registration desks.

RCB invited Shishir Joshi, CEO and Founder, Project Mumbai, to talk about this initiative. Shishir urged Rotarians and corporate leaders to spread the word through social media posters specially designed for the campaigns. He also requested industry heads to help set up registration desks which would facilitate their employees, vendors and family members to step out and get registered.

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CLEAN, DRINKING WATER FOR MORE

THE project of installing six Aqua Guard units at the SPCA was completed by the **Water Resources Committee** on July 29th, 2019.

SPCA was one of Rotary Club of Bombay's target projects which required water purifiers to supply clean drinking water for animals, hospital staff and visitors.



SENIORS READY TO LISTEN TO SONU NIGAM

Rtn. Vikram Daiya availed of Ananda Yaan's Anand Seva in the most unique way. While he will enjoy Sonu Nigam's show with his family and friends, he also is bringing along 10 senior citizens of Ananda Yaan. He and Gauri have bought 10 additional tickets for members of Ananda Yaan who are regular and have above 95 per cent attendance at the Dr E. Moses Road Centre. Members are excited to



attend this fund-raiser at the NCPA and enjoy the songs with the new

friendships they have created at Ananda Yaan. We thank Rtn. Ptn. Gauri Daiya

and Rtn. Vikram Daiya for such a generous treat.

LIGHTHOUSE KIDS LEARN TAEKWONDO FROM A NATIONAL CHAMPION!

SUJIT Singh, a 5th Dan Black Belt, holds weekly training sessions for our **Lighthouse** students in taekwondo, a Korean martial art form. Singh, who hails from a low-income family, began learning taekwondo at the age of 11. A black belt was conferred upon him by the Taekwondo Federation of India in 1997 and he was declared a National Referee and Instructor.

Two years later, in 1999, he established Sujit's Taekwondo Academy with the aim of imparting training in taekwondo to children and adults. He has



received many prestigious awards, the most recent being a nomination for National Sports Award of

India. Lighthouse students are fortunate to receive training from a dedicated coach like him. This is his

way of giving back to society as he, too, grew up fighting against the odds.

On August 12th, Rotary Club of Bombay, its partners and the children of Lighthouse, along with the fishermen community, came together to clean a beach in Cuffe Parade.

The **Child Welfare Committee** organised this for the second year in a row to get the beach ready for Nariyal Poornima. This day is auspicious for the fishermen community as they start fishing again after the long monsoon break. About 250 fishermen, along with children from their community, joined hands with Rotary volunteers clean the beach with great enthusiasm. Music, tea and biscuits were organised by the RCB. The children who helped in cleaning were given a pen from RCB as a token of appreciation for their efforts.

PP Rtn. Ramesh Narayan spent the afternoon cleaning the beach and is now taking it to another level by involving the head of an

OFF THE CUFFE



NGO, Dr. A.L Sharada and her group to help the fishermen community take ownership of its environment and keep it clean in a sustained way.

We laud the efforts of the community head Moreswar Patil for mobilising this initiative. A special thanks to the BMC for sending garbage trucks and cranes to take out the garbage collected.

We are grateful to Rtn. Akhil Sanghi for connecting us with Uttara Bhavyesh Shah, President of the Rotaract Club of Bombay, and her team and also to Bhavishya Yaan alumni for their help.

Chairman Rtn. Rajesh Shah, PP Rtn. Ramesh Narayan, Rtn. Vandan Shah, Rtn. Sunita Mandelia, Rtn. Ptn. Meghal Jhaveri, Rtn. Ptn. Ekta Shah, Rotary children Anvita Sekhsaria and Suditi Shah had a great afternoon cleaning the beach and were heartened to see the final results.



We are active on social media with over 6,500 followers. Find us on facebook, twitter and instagram with the handle @rcb1929. Find us on linkedin and youtube with the handle rotary club of bombay. Please follow us and like/share the posts.

06 THE BULLETIN OF THE ROTARY CLUB OF BOMBAY

MEMBERS of the Rotaract Club of ISME took a little trip around the city to understand the effectiveness of Government and understand the problems of the police force at a personal level. The initiative sought to create a sense of responsibility in the minds of young leaders who can make a change.

Friendship Day is celebrated around the globe on the first Sunday of August (August 4th, 2019). Two individuals who wanted to do something different went out on a rainy day to have tea and snacks with the police for two reasons: First, we wanted to thank them for their duty and second, heavy rains did not allow the officers on night shift to get a break. We wanted to acknowledge their hard work.

We arranged for tea, biscuits, *poha* and *thepla* which they each relished. We tied a friendship band on each wrist and wished them. We started from Churchgate at 6:30 am, targeting to complete south Mumbai by lunch time. The first police station visited was continuing their duty after a night shift as the rains made it impossible for the others to get there. The time we took breakfast was perfect as they were tired and needed a boost to continue duty.

We got into a discussion over breakfast about their lifestyle and duties as police officers. The common answer was that they had joined police force as they had no option. This made us question them about their sense of duty, which is for the public and not only their family. The answer was their motive changed after years of working, to help the

CHAI WITH KHAKHI



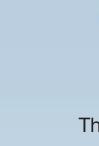
public and live for their city. They shared some of the problems they faced regularly like irregular working hours, no holiday given at the time needed, no personal space and no time for family.

API Jitendra Kumar suffered from an injury when he was on duty on October 27th, 2018. He was given no medical benefits from the government and had to pay the entire amount of Rs 40,000 from his salary. The government assured a reimbursement of the amount paid in the hospital for recovery. The government is yet to compensate him for an expense he incurred while on duty.

We kept this in mind and continued our journey, accompanied by the heavy downpour. We stopped near every traffic police on the streets, each van we passed and every police station that came our way. Unplanned journeys lead to beautiful destinations. We had planned to cover only south Mumbai but our zeal got us till Goregaon.


Each police station greeted us with warmth and affection. They clicked pictures and shared it everywhere to spread the work we were doing. They were delighted with the initiative as they believe the public had no respect for them.


Our biggest learning was patience and love for the work you do. We continued our journey till 10 pm, having just one regret, which was our inability to go up till Borivali. We would want to continue this on a regular basis to enhance our learning.



Rotary

Club of Bombay





DISTRICT 3141

JALNA TRIP

28-29 August, 2019

The inauguration of 3 villages in Jalna with the

Jal Jeevan Safe Drinking Water

facilities has been fixed for 29th August. Please join us to experience this very worthy project first hand. Stay overnight in Jalna hotel. We will travel by taxi from Aurangabad to Jalna (app 1 hour) and return next day. Everyone to bear own expenses. Kindly confirm if you wish to join.

Flight details :


Mumbai - Aurangabad

28 Aug Air India AI 442 dep 1525 hrs


Aurangabad - Mumbai

29 Aug Air India AI 441 dep 2020 hrs

All those interested may contact Rashmi Kotian at the Rotary Office +91 9769140141



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NEW INITIATIVE

There is no better deed than to feed a hungry person, especially a child. So to mark the event of each member's birthday the club will feed a child in your name.

If you wish to feed more children or for a longer duration, then the charges for feeding a child nutritious food is Rs. 500 per month per child.

Members (and/or their friends and relatives) wishing to continue beyond their birthday month can donate in multiples of Rs. 500 specifying the term or the number of children to the Rotary office.

The cheques would be required in the name of "ROTARY CLUB BOMBAY CHARITIES TRUST NO. 3"

ROTARIAN BIRTHDAYS



AUGUST 20
RTN. PRADEEP
GUJARATHI



AUGUST 20
RTN. RAJNIKANT
RESHAMWALA



AUGUST 23
RTN. SANJAY
AGARWAL



AUGUST 23
RTN. DUSHYANT
DAVE



AUGUST 24
RTN. MANOJ
ISRANI



AUGUST 24
NARINDER
NAYAR

ROTARIAN PARTNER BIRTHDAYS

AUGUST 20
RTN. PTN. RUBY PATCH
RTN. PTN. NAVAZ POCHKHANAWALLA

AUGUST 21
RTN. PTN. IRMA CHINAI
RTN. PTN. SAMIRA MERCHANT

AUGUST 22
RTN. PTN. MANJU SINHA

AUGUST 26
RTN. PTN. DINA GOLWALLA

Forthcoming events

AUGUST 27: Sonu Nigam
Fund-raiser

AUGUST 28-29: Rotary Club
of Bombay heads to
Jalna to inaugurate Jal
Jeevan Safe Drinking Water
in 3 villages. All interested
in joining contact Rashmi
Kotian on 9769140141.

AUGUST 29: In-camera event: Talk
by Hormazd Sorabjee on
Iran By Road. Hosted by
Rtn. Arin & Zeenia Master
at Sterling Tower,
Gamdevi, at 7 pm.

SEPTEMBER 3: Dr. Ashok Kriplani
Growing War, Deteriorating
Patient-Doctor Relationship

SEPTEMBER 10: Cyrus Guzder
& Rahul Kadri: Discussion
on Development vs
Environment, A Fine
Balancing Act, Mumbai's
Coastal Road and more.

SEPTEMBER 17: Madhav Nalapat on
Geo Politics and US, China
and India Power Shifts.

SEPTEMBER 24: Zulfikar Memon
on the Evolution of White
Collar Crime and the Legal
Practice

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ROTARY CLUB OF BOMBAY 2019-2020

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PP Rtn. (Dr.) Adi Dastur	PP Rtn. Arun Sanghi

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