

PRESIDENT'S MESSAGE



Dear Friends,

Very Warm Greetings!!!

It was a delight listening to Mr. Prasoon Joshi in conversation with Rtn. Farhat Jamal at last week's meeting. Mr. Joshi's emphasis on brands reflecting self-pride and his contribution to social causes are very impressive.

The nation last week, over four days – January 13th to 16th, welcomed not just the warmth of the 'Lohri' bonfire but also spread 'Makar Sankranti' cheer, celebrated 'Pongal' and versions of this festival in regions all over India.

Lohri marks the beginning of the end of winter, the coming of spring and the new year. The festival is traditionally associated with the harvest of the Rabi crops. Thus, Punjabi and Haryanvi farmers see the day after Lohri (Maghi) as the financial new year.

Makar Sankranti is celebrated in various parts of the Indian subcontinent to observe the day which marks the shift of the sun into ever-lengthening days (winter solstice) and is, predominantly a harvest festival.

It is the festival of 'til-gul' where sesame and jaggery laddoos or chikkis are distributed among all and is also synonymous to kite-flying in Gujarat as Uttarayan. Traditionally, it was believed that winter brought in a lot of germs and caused illness and flu. Thus, a huge number of people would turn up during Makar Sankranti and in the following months to bask in the early morning sun, hoping to get rid of bacteria and also fly kites in the process to make this act more exciting. So, our sages and forefathers put a lot of thought into creating these festivals.

Of course, the symbolism of kite-flying during Makar Sankranti and Uttarayan could be deeper. Many consider flying kites high up into the sky as a form of thanksgiving to the gods. The festival is one of bonding, where people are expected to forgive, forget and bury the hatchet with enemies and foes and live in peace. Makar Sankranti generally marks the beginning of the Kumbh Mela in Uttar Pradesh, which takes place every 12 years while, in south India, in Kerala, one of the most austere and difficult pilgrimages of Sabarimala ends on this auspicious day.

Pongal Thai - Thai is the first month of the Tamil Almanac, and Pongal is a sweet concoction of rice, moong dal, jaggery and milk.

The festival is a thanks-giving ceremony in which farmers celebrate the event to thank the spirits of nature spirit, the Sun and the farm animals for their assistance in providing a successful harvest.

While discussing the importance of festivals, I am reminded of Sadhguru, who said, "If you approach everything in a celebratory way, you learn to be non-serious about life, but absolutely involved." So enjoy life as you would a festival.



President Preeti Mehta



President Preeti Mehta with speaker Prasoon Joshi

POET EXTRAORDINAIRE

Prasoon Joshi shares his inspirations, his influences and his belief in people in an interview with Rtn. Farhat Jamal at last Tuesday's meeting

Your parents are trained classical vocalists; what influence did it have on your life as a creative person?

I lived in the mountains in Uttarakhand. Those were not the great days of television and I am thankful to that. I explored a lot of books and nature. And they always come to rescue me. People who are familiar with my poetry would have pointed out, for example, I use the word dhoop quite a lot: tu dhoop hai, Chamm se bikhar; dhoop ke makaan; umeedon wali dhoop. I never looked at it like that but there was a time when dhoop, hawa, nadi, jhoke have come aur unhone mujhe ungli pakadke raasta dikhaya hai. Jab ye metaphors ki talash karte hain aap, ki kis tarah se express karein, woh metaphors khud ba khud aajate hai. Those images are ingrained in you. The mountains are a game of

sun and shade. I remember how my grandmother's khatiya used to move with the dhoop, woh sarak jati thi. These are the things that you subliminally observed and they come and reflect your attitude towards your life.

Nature teaches you struggle but nature's struggle is honest struggle. If you see a river and try to cross it, it will not cheat you by suddenly becoming a mountain. It will remain a river from beginning to end. It does not cheat you by suddenly becoming a mountain. But if you are born in the cities, it teaches you a very different reality. My reality is that I am tough in a transparent way. Secondly, to have trust in people. I remember my childhood in my grandmother's house: she never locked her house. There was a trust in other human beings. What you see and absorb gets manifested in your life further on. I owe a lot to my childhood. With both my parents being classical musicians and vocalists, while people wake to the sound of an alarm clock, I would get up to the strains of

TODAY'S SPEAKER: TUSHAR GANDHI



President Preeti Mehta wishes Rtn. Arin Master for her birthday



President Preeti Mehta wishes Rtn. Baji Bilimoria for his birthday



President Preeti Mehta wishes Rtn. Farhat Jamal for his birthday



President Preeti Mehta wishes Rtn. Ratan Tankha for his birthday



Rtn. Prakriti Poddar

the tanpura. I instinctively started playing instruments which I never learnt formally. My father was obsessed that I should study science. So, although I was imbibing music, I was studying science too. I found Schrodinger's wave poetic, and Heisenberg's principle poetic and philosophical. That is why formative years are important and I am thankful for it.

But, having done an MSc in Physics and MBA and then getting into the corporate world, was it a choice or did it happen by default? Or, is it that your creative side pulled you towards advertising?

I think it is important to be confused. People hate that indecisive phase of their life but that is the phase which is the most fertile. This is the time you are meandering and weighing things out. This is a human tendency and it is a very uncomfortable state and everyone wants to move out of that state. I don't think I have mastered it; if you can master the art of comfort with discomfort – that is the most difficult thing to achieve. When I was confused, I found advertising where they were paying me to think of crazy ideas. I felt there was something for me here. I always treated advertising as a format through which I tell short stories. I stumbled upon it and I am thankful I did because it kept me and my pen alive.

Which are the ad campaigns that have been challenging or for which you feel proud today and which have a social connect?

If we see the current model of economy,

every piece of work has a social connect. I think you are advocating a product. We believe in creating a meaningful role in people's life. I fundamentally believe that people are good. So no one is doing anything to harm anyone. So I am greater friends with the owners of the companies than executives because I always feel people who envisage have a different level of commitment and I love that passion. Sometimes you meet people who have dreamt of the company and I want to understand the heart of that. I am not saying altruistic or idealistic. But there is something I feel, that every woman should have a right to live and this is why we work on sanitary.

I remember working with Johnson and Johnson, empowering women in those five days is important. That is something I would try to reflect so that is the reason I wrote: 'Ab waqt hai badalne ka'. We have a tricky job. It is a small line but it talks about change in women and change in the product. In Japan they call it haiku, we have that. Coca cola works Thanda matlab Coca Cola, bringing pride, being Indian. Indians are exceptional people and there is a sense of pride reflected in the ads. I am doing Dettol right now. Not only are we telling people to wash their hands but we are also changing the behaviour of people. We have joined it with Swachh Bharat. Corporate and government partnership can make it work because the brands are somewhat linked.

Somewhere, products empower people and that empowerment – if I tap into it – gives brands longevity rather than short term sales growth which, of course, is important. But great brands are those that resonate in the minds and hearts of people and become a part and parcel



President Preeti Mehta, Bhavishya Yaan Committee members Rtn Ptns Jaya Prasad, Aaan Vakharia and Beena Yargop with BY coordinators and students

of their lives. That is how I try to create advertising. Even humor, I have done a lot of work, for example, Happydent where you see the whole palace lit by teeth and bulbs.

One important campaign was needed for Afghanistan's Immunity Charm. In Afghanistan, kids wear a beads bracelet/ wristband as a part of religious discourse. You would find it in the poorest of areas. So we did this for health workers; the beads have colours and every bead tells you which vaccine you have been given. If a health worker wants to know the child's medical history, she just has to look at the bracelet. Marrying culture with existing practice and helping people do a significant thing. We are trying to work with many companies in India to take it to the grassroots here.

Another example is the 'Share My Dabba' system we created. Often, people who order dabbas end up eating out. At such times, that food goes waste. So we worked to create a 'Share My Dabba' sticker which the person would stick on their dabba. We work with the dabbawala union. So when the tiffins are collected back, the ones with the stickers are kept aside and distributed to NGOs. It does not cost anything and is a design idea which is redirecting food. Ideas like these make me proud of my profession.

How did you get into Bollywood?

I came to Bollywood to earn a living. Again, I stumbled upon it. I was working with some filmstars; my poetry was always there and I had a feeling that reading poetry was declining. Nobody seeks a poetry book out to read it. I

realised that people were consuming poetry but they wanted it as fresh air and water, they did not want to pay for it. They used it in SMSes and messages. In fact, I am such a great believer of poetry that I think they should use it in management institutes. Any good corporate leader always quote from poetry. Parliamentarians, when they don't have words, end up quoting poetry. The question is that if poetry is so important, then why are we not teaching it? Management institutes should teach poetry.

Bollywood provides a platform where people still consume poetry through the medium of songs and that is the reason I started writing songs. I met Rajkumar Santoshi – Amitabhji had told him about me. I had received a letter from Mr Bachchan praising my work. So I ended up writing my first song which was sung by Lata Mangeshkarji and composed by Ilaiyaraaja for a film called Lajja. People noticed my work, then came Hum Tum and Rang De Basanti and Taare Zameen Par.

Now you are the Chairman of CBFC, there has been a huge improvement in the processes, people are finding it far more pleasurable to work with you because you see reason, and you also see the other side and you look at it from the public's point of view, not just censor's.

Artists are not creating to hurt people; they are creating to express themselves. I never thought I would be sitting and judging someone's work. But it was a great learning for me. I accepted it. When you look at the river, if you ask someone who is in the river and trying to fight the waves of the river, river kya



Rotarians Anand Dalal, Sorab Javeri and PP Rajnikant Reshamwala



Rotarians Ashok Jatia, Anand Parikh, Dushyant Dave, PP Arvind Jolly, Pranay Vakil, PP (Dr.) Mukesh Batra and Rtn. Ptn. Rajul Parikh



Rotarians PP Zerxis Umrigar, Anil Goyel and Ashwin Ramesh



Rotarians Prakriti Poddar, President Preeti Mehta, Farhat Jamal and Manish Reshamwala with speaker Prasoon Joshi



Rtn. Ptn. Jaya Prasad, President Preeti Mehta, Rtn. Vineet Bhatnagar and Rtn. Meera Alreja



Rtn. Pranay Vakil with Rtn. Ptn. Rajul and Rtn. Anand Parikh

hai? He might tell you in an aggressive way. But someone standing on the banks of the river would say the river is calm; same river but two different perspectives. This happens to creative work also: the point of view matters. So I started seeing the point of view of other people and I tried to explain it.

Sometimes public interest groups approach CBFC and sometimes film makers. It is important to decode in the same way otherwise you have failed in your communication. All I'm trying to do is put reason there and see different points of view. It is important to see the holistic picture. You can't always make people happy but certain points have to be dealt. For example, if there is a police woman in the movie, but the camera is only interested in her anatomy, and all the time focusing upon it, caressing that, then the intent is the problem. I think film makers will have to change their attitude. Such changes are required and there should be a step closer from both sides. People have to learn to become less sensitive about other things and give more licence to one another and trust.



People who are creating it must also take cognizance of society; there are certain things that we want to eradicate, we will need to try to work in that direction. You can talk of any sensitive issue as far as your intent is positive.

You have been a poet of choice for the PM's new India. What is great is that you are not a fence-sitter, you are a person who is going to make a difference in your own field of influence. You inspire a lot of people.

I always try to see the positive side, there are people whose job is, in Hindi, we say nindak niyare rakhi. It is important to have critics but somebody's job is to be critical. And in my skill set, how I can contribute? My skill set is not to say what is wrong, it is to see that if there is something like Swachh Bharat, then how can I write an anthem for it, how can people become aware of it, align myself with positive change and contribution. I had written, in Satyameva Jayate:

Mujhe khud ko bhi hai tatolna

Kahin hai kami to hai bolna

Kahin daag hain toh chupaye kyon

Hum sach se nazrein hatayein kyon

I also wrote,

Desh se hai pyaar toh har pal ye kehna chahiye,

Main rahoon ya na rahoon Bharat yr rehna chahiye.

So I try to contribute: what is necessary – keep, what is not – throw it out.

KING AND QUEEN FOR SENIOR CITIZENS

One of the pet projects of Inner Wheel Club of Bombay is the annual crowning of the 'Queen and King' at the Old-age Home Parukh Dharamshalla.

The keys to a quality life after the age 60 are good health, plenty of money, and having a meaningful life. The residents of the Home are neither in stellar shape nor do they have lots of money in the bank. But still they lead a meaningful life in their golden years.

The event, which took place on January 6th, 2020, is much looked forward to by the residents. In a brightly-decorated hall with a Christmas tree, streamers, baubles, snowflakes, angel, pine-cones and psychedelic lights, the 'young at heart' came into their own while showcasing their dormant talents. Childhood and youth stories were narrated, jokes were related, a



self-composed song, garba songs and film songs were sung. The contest was judged by the members of the club. The enthusiasm and fervor shown by them were exemplary, qualities from which we all can learn a lesson.



MASINA UROLOGY DEPT. 2.0

THE UPGRADED UROLOGY DEPARTMENT AT MASINA HOSPITAL, MUMBAI WAS INAUGURATED ON JANUARY 15TH, 2020

In Rotary Year 2018-19, RCB undertook the setting up / upgradation of various departments of Masina Hospital in three phases under three respective Global Grants.

While Phases I & II were inaugurated in May 2019, Phase III was inaugurated on November 2nd, 2019. A total of seven departments (Casualty, Burns, NICU, Orthopedic OT, Plastic Surgery, Endoscopy and ENT) were thus set up / upgraded.

However, there was a substantial cost saving in



procuring the equipment, resulting in a surplus in each of the three Global Grants. It was thought best to apply this surplus for procuring even more equipment for Masina Hospital.

RCB applied for a scope change to the TRF and they approved the request promptly. Accordingly, the

collective surplus from three Global Grants (almost Rs 1 cr) was directed towards the upgrade of the Urology Department at Masina.

The upgraded Urology Department was finally inaugurated at Masina Hospital in a simple ceremony. Rotarians present were President Preeti Mehta,

IPP Vijay Jatia, PP Sandip Agarwalla, Rtn. (Dr.) Ashok Kripalani, Rtn. Homi Katgara, Rtn. Sureshbhai Kotak & Rtn. Gaurav Nevatia. They were joined by Masina Hospital CEO Dr. Vispi Jokhi and his enthusiastic team.

The new instruments were displayed and Masina's Urologist Dr. Mukund Andankar briefed all present on the enhanced scope of surgeries that could be performed as a result of the new equipment. RCB is thankful to all the Global Grant donors – Balkrishna Industries Ltd, Hindustan Composites Ltd and the Mahensaria family – without whose generosity the above would not have been possible.



A CHRISTMAS WISH

A Christmas Wish is a project organised by the Partners-In-Service team of the Rotaract Club of H.R. College where they celebrated Christmas in their own way with the mentally challenged of Om Creation Trust at Mahalaxmi on December 23rd, 2019.

The basic aim of this project was to give the members of the RCHR an opportunity to interact, bond and celebrate Christmas with the mentally challenged and experience the true essence of a Christmas, like never before.

The project started at 2 pm and went on till five in the evening, where the members had various ice-breaker activities with the mentally challenged and along with this they also had an art and craft workshop with them.



As the whole theme revolved around Christmas, they also had one of the members dressed up as Santa who danced and played with all the mentally challenged of the institute.

In the end, the Club also gave the institute a gift hamper consisting of various art related gifts like paint boxes, sketch pens and many more, as they had noticed that the mentally challenged were very keen at Art.

Christmas was chosen as the festival to celebrate as it is internationally recognised but not as popular in India. Through the project the members got to live a day in the life of the mentally challenged and make it a merry one!

NEXT WEEK'S SPEAKER

CAPT. AAROHI PANDIT

Hailing from a simple Maharastrian family, and brought up with progressive yet staunch family values by her travel agent father and ex professor mother, 23 year old Aarohi Pandit truly represents the young Indian woman of today – educated, adventurous, unafraid of the new, proud of the old.

She completed her B Sc in Aviation and earned her CPL wings at India's oldest and most respected flying school, the Bombay Flying Club. Selected by the Navy Blue Foundation, she eagerly signed up for their WE! Expedition record making all woman circumnavigation of the world in a light sport aircraft weighing less than a Bullet, call sign VT NBF aka Mahi. Her training for this arduous expedition, that would take her across latitudes ranging from tropic to artic, over mountains, icecaps, deserts, and oceans in three continents and 20 countries, included long stints at Serbia, Punjab, Iceland and Italy.



She embarked on the journey along with fellow BFC graduate, Keithair Misquitta on July 30, 2018, taking off from Patiala, India and flying to 27 stops at Pakistan, Iran, Turkey, Serbia, Slovenia, Germany, France, UK, and Iceland.

On September 6, 2018 she began the solo phase of the WE! Expedition, in which she set four world records. She became the first woman in the world to fly across the Atlantic Ocean from Scotland to Canada with stops at Hofn and Reykjavik in Iceland, and Kulusuk and Nuuk in Greenland, landing at Iqaluit, Canada on May 13, 2019. Along

the way, she also became the first woman in the world to fly over the treacherous Greenland icecap in a light sport aircraft, on May 4, 2019 in the most memorable and courageous flight of the expedition.

Thereafter her journey across Canada, all the way from Iqaluit in the North East to the South, and the West and North along the Rockies into Alaska, negotiating with strong winds and forest fires in 22 flights over 9 Canadian provinces, made for another world first. On August 21, 2019, she achieved a cherished dream for herself and all at the Foundation, when she flew the midget Mahi over the mighty Pacific Ocean nonstop from Nome, Alaska to Anadyr in Far East Russia, setting a world record unlikely to be bested for a long long time.

Up next is the last phase of the circumnavigation, within home continent Asia, and then a deep desire to fly in Antarctica!

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THIS NEW YEAR

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Forthcoming events

January 28: Aarohi Pandit will be honoured with Uma Jain Award for Young Woman Achiever. She will address the Club.

January 31: Get-together of senior members arranged by Young at Heart Committee at Willingdon Sports Club at 7.30 pm.

February 1: Fellowship.

February 2: Visit to Talwada.

February 3: Guest speaker Nasreen Munni Kabir.

February 8-9: DISCON 2020

February 11: Guest speaker Adm. Robin Dhowan India's Ex Chief of Naval Staff.

February 18: Guest speaker Amit Chandra, Bain Capital.

ROTARIAN BIRTHDAYS



JANUARY 21
RTN. MEERA
KUMAR



JANUARY 21
RTN. ASHOK
MINAWALA



JANUARY 23
RTN. SUBHASH
SAGAR



JANUARY 24
RTN. GAUTAM
TRIVEDI



JANUARY 25
RTN. (DR.)
AKSHAY BATRA



JANUARY 25
RTN. PRADEEP
CHINAI



JANUARY 25
RTN. VIVEK
HIMATSINGKA



JANUARY 26
RTN. SHERBANU
BALDIWALA

ROTARIAN PARTNER BIRTHDAYS

JANUARY 21

RTN. PTN. BENAIFER BILIMORIA

JANUARY 22

RTN. PTN. MADHAVI SANGHI

JANUARY 24

RTN. PTN. RANGITA BHATNAGAR

JANUARY 25

RTN. PTN. (DR.) ANAHITA PANDOLE

ANNIVERSARIES

JANUARY 21

RTN. PTN. GULREZ & RTN. ISHRAQ
CONTRACTOR

RTN. PTN. MEGHAL & RTN. JAYMIN
JHAVERI

RTN. PTN. SUNITA & PP RTN. PRADEEP
SAXENA

RTN. PTN. RESHMA & RTN. SOHEL
SHIKARI

RTN. PTN. SHAMA & RTN. DEVINDRA
NATH THUKRAL

JANUARY 22

RTN. PTN. MALINI & PP RTN. SANDIP
AGARWALLA

RTN. PTN. PURVI & RTN. ANAND SHAH

JANUARY 23

RTN. PTN. AMITA & RTN. RAVI SHETH

RTN. PTN. MINAL & RTN. MADHUP
VAGHANI

JANUARY 24

RTN. PTN. MANEK & RTN. CYRUS GUZDER

RTN. PTN. DAMINI & RTN. KIRIT KAMDAR

RTN. PTN. ANITA & PP RTN. NALIN
PARIKH

RTN. PTN. POONAM & RTN. AJIT SURANA

JANUARY 25

RTN. SEEMA & RTN. PTN. PRAKASH
MAKHIIJA

RTN. PTN. BHUMIKA & RTN. AJAY GARG

RTN. PTN. NANDINI & RTN. DR. RAJEEV
NARVEKAR

JANUARY 26

RTN. PTN. PRITI & RTN. PRADEEP GUPTA

RTN. MANJU & PP RTN. MAHENDRA
SANGHI

JANUARY 27

RTN. PTN. PADMA & RTN. DINESH KUMAR
LAL

RTN. PTN. SAMIRA & RTN. KASIMALI
MERCHANT

RTN. PTN. HEENA & RTN. KASTURBHAI
SHETH

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

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In-Camera	Rtn. Zinia Lawyer

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