THE GATEWAY Rotary Club of Bombay







VOLUME NO. 62 ISSUE NO. 4 JULY 28, 2020

PRESIDENT'S MESSAGE

MISSING THE CLUB CULTURE



"Stay home, stay safe" may be the new mantra of the day but to tell you the truth I am missing my home... Not the one I share with my wife and kids but my 'sanctum sanctorum' - the place I

head to after office most evenings for a cup of coffee, a Kejriwal and then some bhel puri.

In an urban octopus like Mumbai, where one is sucked into a fast paced, stressful life, we are in dire need for a place to 'hang out' as the kids say and forget about the 'annoyances of daily life', meet friends, play a sport or simply relax. The Club Culture is a part of our ethos and most of us feel incomplete having had to stay

away from these hallowed institutions for a few

The senior citizens who meet for bridge daily are lost without their routine and I'm told they are learning to play bridge online with each other; but it's not the same. You cannot meet the 'samples' you see at a club anywhere else. The perennial bachelor who lives at the club from morning to evening or the dowager ladies who still call the waiter's "Boy" and hand out a rupee coin as a tip with a flourish!

The *kanjoos* millionaire member who orders soup at teatime because it comes with a complimentary slice of buttered toast, instead of a pot of tea!

Aah! I can go on! In fact, all of us, including

myself, have some idiosyncrasy or the other that is probably the criteria for being a club member.

Groucho Marx once said, "Any club that will have me is not worth becoming a member of." Am not sure whether to agree or disagree with him on this one!

So until I can drive through the majestic treelined boulevard, I shall bide my time reminiscing and cherishing the happy memories so many of us are privileged to have had as members of these prestigious clubs.

President Framroze Mehta

#tuesdaythoughts

"I have a mind to join a club and beat you over the head with it."

- Groucho Marx

#numbercrunching **5.5 lakh**

The number of times Indians ordered biryani during the lockdown, according to a report by an online food delivery system. This was followed by butter naan and masala dosa at second and third position.

#caughtintheweb





ABOUT THREE YEARS AGO, I WROTE A BOOK CALLED THE CURIOUS MARKETER, **AND THESE ARE ALL STORIES OF CURIOSITIES** THAT I AM GOING TO NARRATE.

What does curiosity mean? Is curiosity an eagerness to learn? Is curiosity an urge to explore something that you do not know? I read a good definition: 'curiosity is about exploring what you do not

"Curiosity is about exploring what you do not know."

Marketer Harish Bhat shares stories of curiosity that moved him

know.' And the difference between what you think you know, and the universe of knowledge, is what determines your curiosity. Sometimes you think you know it all, then you are not curious. But if you think that there is much more to be learnt about the world that we live in then you become innately curious.

Why should a marketer be curious?

It provides new ideas for the launch of new products and new brands.

It keeps your mind stimulated and creates more clarity about areas you want to work on.

It helps constantly improve your life. You become curious, you learn new things and you learn to do things better.

Finally, curiosity is about

TODAY: APARNA POPAT, ADILLE SUMARIWALLA & ANJU BOBBY GEORGE ON THE RECIPÉ FOR AN OLYMPIC MEDAL

THE WEEKLY MEET THE WEEKLY MEET July 28, 2020



President Framroze Mehta



PE Shernaz Vakil





Rtn. Hormazdivaar Vakil





Rtn. Petern Born



engagement. Our mind does not get bored if we are curious because we are constantly

for us in life as a whole. If

Isaac Newton had not been

curious enough to wonder

why the apple fell on the

ground, it would have not

let him to understand the

laws of gravity. Steve Jobs, the founder of Apple, once delivered a commencement lecture at Stanford University which ended with some very famous words 'Live Hungry, Live foolish'. You have to be hungry throughout life. Steve Jobs narrates an example of his own curiosity in that speech. He says he was a college drop-out. However, he came across a notice for calligraphy classes on campus. He immediately became curious because he had no clue what calligraphy was. He went for seven or eight classes and learned about fonts: Arial, Times New Roman or Gothic. They taught him that lettering could be beautiful and how calligraphy brought writing alive. Steve Jobs says, "At that point I had no clue how this is going to benefit my life but I was curious to know more. So, I filed it in my mind." Fifteen years later, he says, when he was working out the interface of Apple's Mac, those lessons came to mind and he asked himself why a computer could not demonstrate calligraphy that was as beautiful as the

calligraphy he had learned.



IPP Preeti Mehta

That is how the idea of the famous graphic interface of Apple was born, whether on the iPhone or iPad or MacBook. It's not the calligraphy that is important, it is what Steve Jobs says is important. He says, "Be curious. Don't worry that the curiosity that you have should be of immediate use to you. The dots will connect in your life as long as you are curious, as long as you learn new stuff that you are interested in, the dots will connect in your life sooner or later." And that is the beautiful story that inspired me to write this book.

You can be curious about many things: the places you visit, the food you eat, the people you meet, reading new books and watching new movies. Here are a few stories from my life: (A picture of banana chips on the screen) My wife and I visited Kerala, on the beautiful backwaters of Alleppey. We were about to take a boat from the booked jetty and travel towards Kottiyam. Beautiful backwaters, wonderful swaying coconut palms and the beautiful food that Kerala serves in the banana leaf. But, as we moved towards the jetty, we found a guy frying fresh banana chips so we bought a couple of them and we kept a bunch all along. They were delicious – a hint of sweetness but not that sweet, very crisp but not really oily, very different from the potato chips that were normally



Rtn. Satyan Israni

eaten. When I got back from my trip, I got a little curious about banana chips. One of the things I realised was that if you looked at chips across the country, you would find nachos, potato chips, Pringles, etc on the shelves. But we never find a national brand of banana chips anywhere despite banana chips being native to our country, to Kerala. I became more curious about why banana chips are so delicious.

I found that they can meet

many unmet needs. They are a good alternative to potato chips, they are healthier as they absorb less oil than potato chips. They are more durable, they don't break, they are a great accompaniment because they also have that sweetness with them and, of course, they come from an exotic origin. What is more exotic than the backwaters of Kerala and the green scenery around them and the romance of the backwaters and the coconut palms? There are so many unmet customer needs that banana chips deliver and yet no marketer thought of introducing a national brand of banana chips.

There are a handful of local brands, that's all. I wrote about this and Paper Boat wrote back to me in about six months saying that they had launched a national brand of banana chips. The point is that I could have eaten those banana chips and forgotten





PP Mukesh Batra





Rtn. Rekha Tanna

Jaguar and you see how well



Rtn. Hiren Kara

You can be curious about

about them. But my curiosity revealed a market opportunity for marketers.

The next is a story from my interaction with Xerxis Desai who founded Titan. I worked in Titan for many years. One thing I found out about Xerxis is that he was a very curious person himself. When India was full of mechanical watches, he decided to launch Quartz because he was curious to see what they could do. He found out that Quartz could be used to make very slim watches which would be designed much better and he launched Titan with a glorious collection.

Titan continues to dominate the watch market with a variety of watches. Not only did he launch Quartz watches but he also had brilliant designs. He transformed watches from time-keeping devices to fashion accessories because he was curious about what they could do on one's wrist. He did not launch it with Bollywood music or Hindi songs because he thought they should highlight elegance. Therefore, he launched them with Mozart's 25th Symphony which is today famous across the country. That was based on his understanding and curiosity of Western music and how it serves to elevate you. He did the same with the jewellery brand, Tanishq. He went into depth of traditional Indian jewellery and found out how

to contemporize it.

I also had an opportunity to interact with Howard Schultz, chairman of Starbucks because Tata group has a joint venture with Starbucks in India. I thought he was equally curious about coffee as a whole. Restlessness is the heart of curiosity which I found in all these people. So, we should be curious and learn from people.

My next story comes from Ranthambore, Rajasthan. When we came back, I got curious about the wildlife I had seen there and I tried to find out if there were any brands based on wildlife. I found RedBull, Puma, Dove, these brands have used that particular animal and their characteristic: bull for energy, puma for speed with your shoe, dove for gentleness upon your skin, jaguar for the speed of the car. I asked myself is there more scope to this? We have a tea brand called Gemini which has been selling in Telangana for last 20-30 years. People who are not literate call it the two elephants. Gemini is a sign of the zodiac and therefore the reference to twin elephants. It's beautiful. The brand has 70 per cent of the market share in the districts of Telangana because the people associate with the elephants.

history as well. This curiosity got into me when I looked at the bike Bajaj V, V for victory. It was unveiled in an auto expo in 2016. What is unique about this bike is that every single edition of it has a little bit of metal taken from the aircraft carrier INS Vikrant. When INS Vikrant was turned into scrap, Bajaj bought the scrap and inserted a little bit of metal into the fuel tank of the bike. So now, when the person rides the bike, he feels he is riding a piece of Indian history. It has many emotive pieces of history. It went on to become Bajaj's bestseller. When I thought about this history, I researched a little more to find watches that used actual dust of the moon

HOW DO YOU BECOME CURIOUS? WHAT LEADS YOU TO BECOME CURIOUS?

Be aware that you do not know it all.

Ask questions. As children we were never hesitant to ask questions. As we grew older, we started wondering about whether we were going to look stupid if we asked this question?

To be curious, your listen to talk ratio should be 10:1. Listen 10 times more than you talk when you talk you are not adding more value to yourself when you are listening you add value to yourself.

Observe customers with

a thin eye. How often do vou take time to observe? Sit and observe and ask vourself.

Seek new experiences. We eventually end up meeting the same 40-50 people in life. Who are the new people you will meet? Meet new people, do something you have never done before.

Embrace the unexpected. In this lockdown, learn something new and use it for filling your curiosity.

Read read read. It is the best window to the world at large.

and moondust brought back by Apollo. There are watches that are made by the metal of Titanic. There are so many strong emotive links of history, heritage. There are some Tata brands that have used it. The Taj group has been the most inspiring in the way they have taken the history of palaces in Rajasthan and other parts of the country and created beautiful palace destinations like in Udaipur and others. That is a beautiful way of romanticizing history but there are many more ways of doing it if you want to own your business and it can be

only your curiosity that can

do it.

BHAVISHYA YAAN INTERNATIONAL SERVICE July 28, 2020

BY ALUMNI TRAINS KIDS ON ZOOM

BY ALUMNI POOJA

PRESENTATION TO

GIVE BACK

KAMBLE MADE THIS

INSPIRE OTHERS AND

Content

- Self motivation
- **♦**Confident
- ❖Self Esteem
- ❖ Difficulty while communicating



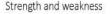
IN THESE TIMES WHEN EVERYONE IS REINVENTING THEMSELVES BY **WORKING FROM HOME, SO ARE OUR BHAVISHYA YAAN STUDENTS AND ALUMNI.**

Our students have started their classes online and BY alumni are extending themselves by contributing to lesser privileged members of society.

Our alumni Pooja Kamble gave back by conducting a training for the Ashramkanyas of Shraddhanand Mahilashram (orphans) on selfmotivation.

She took this session on Zoom. She added in a presentation that she had made herself. She added flavour to her





. Strength :- the quality of being physically strong and ability to do something



· Weakness :- weak point, lack of strength



Self Motivation

- 1.Know yourself 2.Keep Learning new things
- 3. See the Good in Bad 4.Stop Thinking negative 5. Track Your Progress
- 6 Keep Good company 7.Help Others.
- · Life style











Sleep at least 8 hours.

thoughts by sharing personal experiences from her hotel management training at Tata Institute of Social Science.

By sharing her personal thoughts and the various difficulties that she had faced in communicating, being confident, having self-esteem, she could connect to the aspiring girls of the orphanage. They could see how Pooja broke through her limitations to reach where she did, just a few years ago.

These are the kinds of interventions and exposures our Bhavishya Yaan alumni need, to enhance their confidence.

We are thankful to Ms Pratibha Pai and Ms Geeta Dhote for giving her this opportunity.

Confidence

- · Clear your thoughts
- · Do Participate in many competitions
- · Talk with your friends and
- · Give importance to your self



Self Esteem

- It is defined as a how much appreciate and like your self.
- . How to improve self esteem :
- 1. Don't compare yourself with other
- Be positive
- 3. Know your strength and weakness
- 4. Observe your progress
- 5. Self Respect
- 6. Surround yourself with supportive people



Solutions

- Reading with understanding
- Grammar
- · Listening to others · Start practicing

Greetings from Canada

PRESIDENTIAL BIRTHDAY GREETINGS FROM CANADA AND ANOTHER JWD-CONNECTION

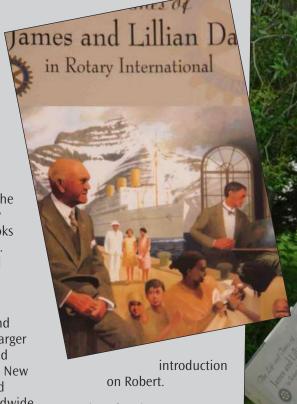
Rtn. Dr. Robert Lampard is the author of two books on James Wheeler Davidson. On the occasion of President Framroze Mehta's birthday on July 18th, he wished him personally and shipped three books - all personally signed. Below are his personal note and wishes:

IWD is, of course, the founder of our Club and 27 other Clubs in the larger region, 35 Clubs around the globe, largely Asia, New Zealand / Australia and Canada. Robert is worldwide probably the single biggest authority on IWD. The international committee is in regular touch with him to drive forward our project to establish a platform of Clubs founded by IWD. Here is a guick

July 17, 2020 Dear Chris Rotary International, which I and add excerpts from and add excerpts from my files on the chartering Bombay Rotary club in 1929. would be particularly pleased

I would be particularly please if you would give a personal copy to your President "Fali" white as a birthday present, to acknowledge his auspicious day tomorrow, July 18 the tomorrow congratulations and extend my congratulations extend to him at your next best wishes to him at your next.

Regards in Rotary Robert Lampard



A native of Red Deer, Dr. Lampard's always had an interest in Alberta's history. He became member of the Historical Society of Alberta in 1968. In 1981 he approached the Alberta Medical Association seeking a framework to fund the documentation of Alberta's medical history. The end result was the creation of the Alberta Medical Foundation in 1987. He served as President of the Foundation from 1995 to 2006.

> Dr. Lampard's determined quest to uncover jewels in history is not limited to Canada and medicine, but also extends to Rotary's

early days. He has authored two books on James Wheeler Davidson and is working on the third one.

Robert is an active member of the Rotary Club of Red Deer (approx. 100 miles north of Calgary). An interesting piece of trivia is this: JWD did not found the Rotary Club Red Deer, but he was the chief

guest of honour at the charter night and gave the charter speech.

Residing in Red Deer, Dr. Lampard is married to Sharon and has three children. His sons Bruce and Geoffrey are Emergency physicians, and Allison graduated in Modern Languages from St. Francis Xavier in Nova Scotia.



GENDER EQUALITY COVID RELIEF July 28, 2020

THE NOTICE BOARD

ATTENDANCE COMMITTEE

Dear Fellow Rotarians,

Our President Fali Mehta and his team have done an excellent job in continuing the Rotary meetings and Rtn. Farhat Jamal, Chairman of the Programme Committee, has organised outstanding speakers. Amazing virtual fellowships have also been organised by the Fellowship Committee headed by Rtn. Ritu Prakash Desai.

Please continue the Rotary spirit by attending these meeting from the comfort of your home on ZOOM, for which attendance credit will be given. Even excused Rotarians will find it very convenient to hear the speakers and participate in the fellowships.

If any of you require help in attending the meetings by installing the ZOOM app, please contact the Attendance Committee members of Rtns. Mudit Jain, Mahesh Khubchandani. Hiren Kara. Charu Agarwal and Riddhi Javeri.

Looking forward to seeing you all in these most unusual of times and continuing the Rotary tradition of fellowship and service. Keep safe and well.

MEMBERSHIP COMMITTEE

Fellow Rotarians,

Please make a note that whilst suggesting to a candidate to become a member of our club, one of the requirements is that the candidate has to attend two meetings on Zoom, the details of which should be mentioned in the application. The Membership Committee looks forward to your proposals for new candidates.

RCB DONATES 160 TABLETS

World Youth Skills Day 2020 was celebrated on July 15, and, like every year, the Rotary Club of Bombay in partnership with Salaam Bombay Foundation took the opportunity to continue our commitment towards ensuring access to skill training to the underprivileged youth. RCB donated 160 tablets to Salaam Bombay Foundation (SBF) for educating those who do not have access to

smartphones.

The lockdown has affected Rotary (underprivileged adolescents and their families to a great extent and has called for considerable physical, emotional and mental agility. For many of these children, this is compounded by the sheer A CHILD IN SCHOOL HAS A FUTURE lack of physical space in their homes, minimal light and ventilation and the scarcity of any kind of social interaction. Additionally, job losses faced by the adults in the household have put families under financial pressure, leading to the children dropping out from school and seeking odd jobs to meet financial requirements.

During different phases of the lockdown, SBF adapted its school-based model to an '@ Home' skills training model. Through this model, the young students connect to a domain expert instructor over live web-based training sessions. The training deployed includes skill programmes such as Beauty & Wellness, Bakery & Confectionery, Home Appliance Repair and Jewellery Design. Additionally, students receive a 12-hour training in Financial Literacy through the Dhangyan App (Tata Capital). Through this programme, students have to learn key financial concepts like 'Budgeting', 'Savings' and 'Banking' among others.

This year. RCB donated 160 tablets to Salaam Bombay. This will further bridge the digital divide and enable seamless access to those students who are unable to access online sessions



due to the unavailability of smartphones at their homes. The goal is to also extend the training to other family members that might benefit from learning a new skill in these difficult times and further engage into meaningful income generation activities within their own vicinity. Acquiring basic financial skills, especially at a time when the family is reeling under financial pressure, will enable

students to make responsible money management decisions.

President Framroze Mehta said, "It is more important than ever now, to continue skill training for youth whose futures depend on it. While there are challenges, there are also myriad opportunities. Rotary Club of Bombay got on onboard this project because we believe that it is our collective responsibility to support such an excellent initiative. It would be good if other organisations too supported such initiatives."

Gaurav from Salaam Bombay said: "We are sincerely grateful to you, Mr. Mehta and other members of the Gender Equality Committee, for always believing in SBF and supporting us with interesting and different ideas. Whether it is about taking skills like Robotics to less privileged students or taking forward the online skilling model in these testing times, Rotary Club has always taken a leap in supporting our ideas. This support of yours will in particular help those who don't have access to smartphones."

BEING A CATALYST FOR CHANGE

RTN. MANISH KEIRIWAL'S **SON ARYAMAN RAISED A TOTAL OF RS 8.46 LAKH** FOR RCB'S COVID FUND-**RAISER.** The total amount raised by Aryaman's school, The Cathedral & John Connon School in Mumbai, was Rs 32.26 lakh of which Aryaman raised more than 25 per cent and also the single highest individual amount raised for the campaign.

When the pandemic first hit, Arvaman, who is in the 12th standard and am doing the International Baccalaureate Diploma Program, felt there was no way for him to contribute. It was a teacher from his school who brought the students' attention to RCB's fundraising effort to mitigate the effects of the pandemic. Aryaman says, "I heard about Sandeep (Agarwalla) uncle's initiative from my father. I thought it would be the perfect opportunity to help out the less fortunate and those in need. I felt it was my duty to try and make a change for the better, especially since I had the opportunity to do so."

Aryaman began his efforts by appealing to family and friends. This involved briefing them about the challenges being faced by the needy. He says, "I shared how the money would be used and how important this campaign was to help improve the lives of migrant workers in Mumbai. I put up links to my campaign on social media platforms."

Belonging to a privileged background made him see the starkness difference in the reality of others and be a catalyst for change. He adds,



"These times have been so difficult for so many people, while I have had the fortune of living pretty comfortably. I had initially felt there was nothing meaningful I could do. However, the Rotary Club gave me the opportunity to be a catalyst for change. I think most people my age are incredibly motivated to act as agents of change. Helping society in any way they can is a priority that most people take seriously. Doing meaningful work to help the less fortunate is something that brings people a lot of fulfilment."

Aryaman and some of his classmates have been volunteering at Akanksha for almost a year, aiding teachers in subjects like math and science through engaging math games and fun science experiments. Aryaman says, "The materials for these were sourced from our school lab. I am also creating a website for the Bajaj Science Centre in Wardha and have conducted a couple of online workshops for their students."

These are right up Aryaman's alley as his my main academic interests include Computer Science, Math, Physics,



has been Spanish, which

he begun learning last year

and finds himself enjoying

"languages guy". He matches

despite not really being a

Like his contemporaries, Aryaman enjoys video games. "They give me the space to explore the more creative

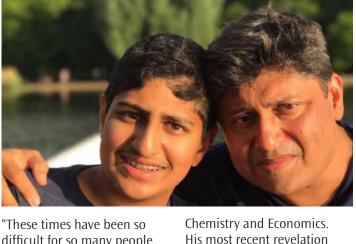
the guitar."

side of myself. This actually complements my interest in computers, because I am working with a couple of friends to create our own video game! I also really enjoy photography and you can check out some of my stuff on my Instagram page! Shameless Instagram plug, I know," he finishes, laughing.

his academic pursuit with an

active commitment to music.

and have just started playing





Aug 4th Club Meeting







Shobha De, Renowned Author & Columnist



In conversation with Rtn.Manjeet Kripalani

Venue: Online at zoom.us (members only)

Time: 12:00pm

ROTARIAN BIRTHDAYS



JULY 29 Rtn. Poornima Advani



JULY 31 Rtn. Arif Lokhandwalla



Rtn. Abhishek Sharman



JULY 29 Rtn. Devendra Bharma



AUGUST 3 Hon. Rtn. Ajay Piramal

Rotary Club of Bornbay SAVE THE DATE

ROTARIAN PARTNER BIRTHDAYS

JULY 31: Rtn. Ptn. Sunaina Kejriwal AUGUST 2: Rtn. Ptn. Avaan Vakharia ANNIVERSARIES

JULY 31: Rtn. Ptn. Shalina and Rtn. Jai Advani AUGUST 3: Rtn. Ptn. Radhika and Rtn. Ghanshyam Sheth

PARSI NITE "VARIETY PROGRAMME"

7.00pm Tuesday, August 18, 2020

DETAILED INVITE TO FOLLOW

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Environment	Rtn. Priyasri Patodia
Sports	Rtn. Hiranmay Biswas
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Interact	Rtn. Gautam Doshi
Vocational Training & Night Study Centre	Rtn. Mehul Sampat