



PRESIDENT PREETI SIGNS OFF!

The Rotary Club of Bombay added one more first, among its many firsts this year, with a virtual Shukriya Night to congratulate Smart Year President Preeti Mehta for an amazing, heart-touching and successful Rotary year.

Our own Rotarians, Tara Deshpande and Aditya Somani, were the charming hosts for the Shukriya Night and entertained and regaled the guests with their banter and jokes. It was no less than an award show, thus, with all the props and mimics and so much fun.

Preeti said: "The Rotary

year 2019-2020 has come to an end and before I hand over the mantle to PE Rtn. Framroze Mehta, I would like to recall the events gone by and thank each one of you who have contributed to the success of this year. Today, as I demit office as President of a wonderfully amazing and iconic club at the end of a satisfying year, I feel deeply humbled. I must admit that initially I was somewhat skeptical about certain aspects mainly fundraising. I soon learnt that my worries were unfounded."

Preeti took the opportunity

to thank her 'Think Tank' consisting of PP Rtn. Ramesh Narayan, Rtn. Pradip Chinai, Rtn. Ashok Jatia and Rtn. Ptn. Gautam, and also several other members from time to time, for help with planning, their guidance and assistance.

She said: "I have had a demanding, challenging, but a very memorable year with moments I will always cherish. I consider myself blessed and I am indebted to the Almighty and this year too was no exception."

"There were instances and situations that I shared with some of you, when I simply

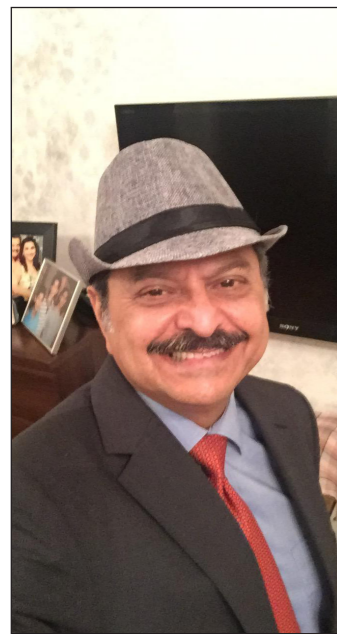
left everything to the Almighty to make things happen."

Preeti gave credit to the blessings and guidance of her elders, especially her mother with whom she used to share her Club activities. And, despite being confined to the bed for years, her mother gave her valuable inputs and always supported Preeti. "I am thankful to my family and friends for the continuous encouragement and support."

"Forgive me if I sound like it's Oscars or IIFA, but I would like to take this one last opportunity as the President to express my gratitude to



ROTARIANS & GUESTS ATTEND SHUKRIYA NIGHT



each one of you. PP Rtn. Ajay Kanoria, thanks to you that I became a member of this esteemed Club or, rather, "The Institution". I would also like to thank all the Past Presidents who had the confidence to give me this once-in-a-lifetime chance to serve as the President of RCB. I shall be proud to join this esteemed circle of my peers from the stroke of midnight."

Preeti expressed a special gratitude to PE Framroze, "I especially thank PE Rtn. Framroze Mehta who was always there to help out with every situation. He even took it upon himself to religiously help me on our office steps, when I was recovering from the fracture which I suffered



before the Pre-PETS training at Mahabaleshwar. I wish him all the very best for the coming year, I am sure he will take RCB to greater heights."

Preeti thanked and acknowledged all the teams, Trustees, Past Presidents, Directors, members, as well as, all the office staff for making the year successful, lovely and colourful even in these Covid times. Preeti expressed special gratitude to Bimal Mehta who so willingly and graciously made available the hosting rights and access to his zoom account for the weekly meetings. "He literally provided a roof over our head for our meetings," said Preeti.

The virtual celebration was



graced by the presence of DG Harjit Singh Talwar, who has always managed to make his way to everyone's hearts with his words and shayaris. DG Harjit acknowledged the contributions to TRF with the special mention of PP Rtn. Nirav Shah. He quoted statistics of the projects done during the year and, applauded the work of RCB.

"I would also like to congratulate District Governor Nominee Designate Sandeep Agarwalla and Rtn. Ptn. Malini. It has taken 43 years to have a governor from Rotary Club of Bombay and I, personally, and the district, of course, are looking forward to 2023, which will be one of the brightest years for Rotary District 3141." The DG praised the fundraiser 'Chhoti si Asha' on 28th June, and the PR that was managed so well.

Praising Preeti, the DG said, "You have led from the front!"



You have given exemplary leadership to the Club, led with distinction, charisma and thought!"

He used his shayari to pay these compliments:

Din beet jaaenge suhani yaad bann kar,

Baatein reh jaaengi kahani bann kar.

Magar dost hamesha rehegne dil ke kareeb,

Kabhi hothon ki muskaan, kabhi aankhon ki nami bann kar.

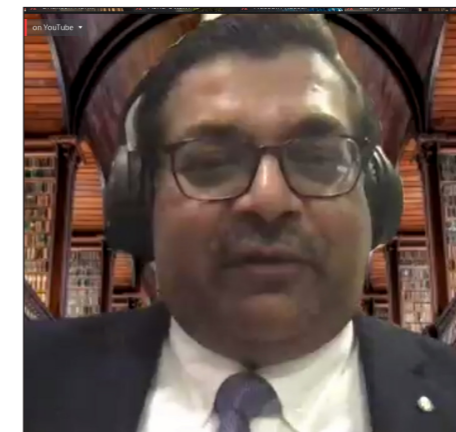
DG Harjit then surprised every one by inviting the person who had stood by Preeti like a pillar, her partner Gautam, to share a few thoughts. He said, "At the beginning of the year, just before Preeti took office as President, a lot of people asked me, 'are you ready?' I said to myself, 'ready for what? My wife is becoming the President of the Rotary Club



ROTARIANS & GUESTS ATTEND SHUKRIYA NIGHT

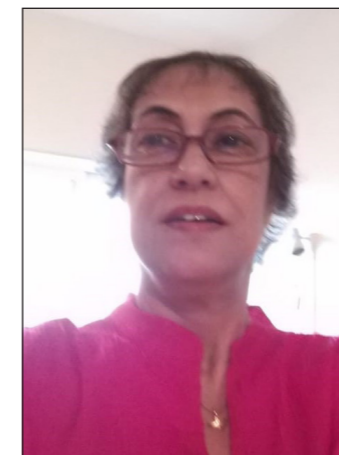


of Bombay.' Then, I started to wonder what was I supposed to do as the husband of the President of the Rotary Club of Bombay. Along came Bomi Framroze (husband of PP Sonya Mehta), the first 'Don' of our Rotary Club of Bombay with this piece of advice: 'Take care of the house'. Then I thought let me find out for myself. I struck upon a novel idea, as I remembered Queen Elizabeth of England and Prince Phillip. I watched a lot of video clips, and I got my answer .. "four steps behind ... not one step in front ... not by the side, AND NEVER argue with the President ... remember the mantra of "Yes, Your Majesty!". The greatest joy for Gautam in this past one amazing year was to meet so many wonderful people. While ending his brief talk, Gautam said "Rotary Club of Bombay ... you are amazing. No other Club can match you, both in terms of fellowship, as



well as, the way you manage service – so professionally, so conscientiously, with such passion and commitment ... it's clock-work, it's unique".

PP Ramesh Narayan shared a rather different perspective of the year and Preeti's contributions. "We are so obsessed with the big things that we overlook the small things. The RCB, in honour of the day that you are born, gives a square meal to a poor child for a month. This is the true meaning of 'Happy' Birthday and all of the members were honoured through the year on account of this idea, by President Preeti. This is the hallmark of a leader who leads with heart." PP Rtn. Ramesh Narayan remembered how Preeti celebrated her 60th birthday with the Lighthouse kids in the slums instead of hosting any party or get together for family and friends. He



continued to recall and said "From the squalid streets and slums of Mumbai, let's move to the heartland of Bharat where Preeti was inaugurating a very meaningful Integrated Rural Development Project at Gumbadpada, giving livelihood, solar power, water for irrigation, safe drinking water. She was mobbed by the women of the neighbouring village of Warghadpada, who pleaded for the same scheme to be implemented for them. Preeti responded firmly 'We will do it' and she went all out to raise money for it and the Project is almost completed even during the lock-down." Past President Ramesh went on to say that "This year has been unique in a sense. Everyone asked us to look inwards and see the wonderful



work our own RCB has been doing for 40-50 years and even more than that. Preeti has actually walked the talk and shown us how to do it, like the wonderful fund-raiser, for the improvement of our own ADMC."

"I am also happy to report that this year the main line media, newspapers, radio, etc went out to amplify our efforts in a rather large way. But Preeti never once told me to amplify anything in the media. Lastly, behind every great gal there is a great guy – Gautam you are superb, you have been so so supportive. So, stay blessed Preeti and I thank you for the great year" PP Ramesh finished.

President Preeti announced the Club Awards recognising



ROTARIANS & GUESTS ATTEND SHUKRIYA NIGHT

04 THE BULLETIN OF THE ROTARY CLUB OF BOMBAY

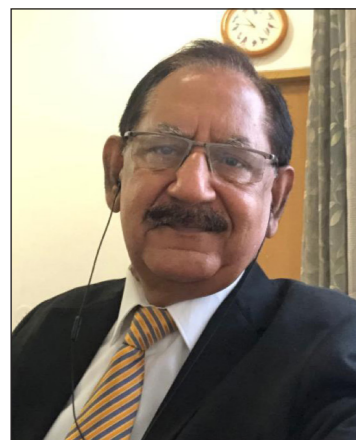


Committees and individual Rotarians for their exemplary work.

Coming to the successful fund-raiser Chhoti Si Asha, PP Rtn. Sandip Agarwalla said, "The Clubs around India who were involved with 'Chhoti Si Asha' together with our Club raised approximately Rs. 15 crores for the various causes we had espoused. The show was an unprecedented success not only in terms of fundraising but more importantly, I would like to believe, that this is probably the largest audience Rotary has witnessed anywhere in the world to see a show which was all about Rotary. Both our Club's as well as the works done by Rotary India were shown with voice-overs given by prominent stars and artists and these are ours to use, even in future." The viewership figure for this show, on June 28th, was almost between 5-6 million viewers. It had

been viewed internationally. "Chhoti Si Asha is here to stay and we will continue to gather funds and publicity both to increase membership and increase attention to Rotary as being the most preferred CSR partners for projects and also for various fundraising aspects," PP Sandip said.

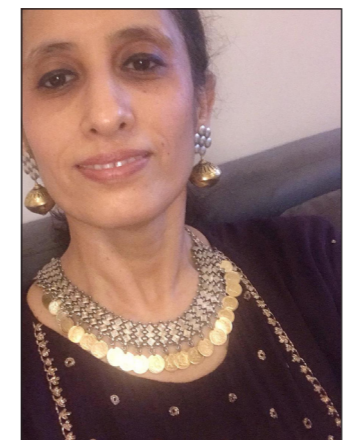
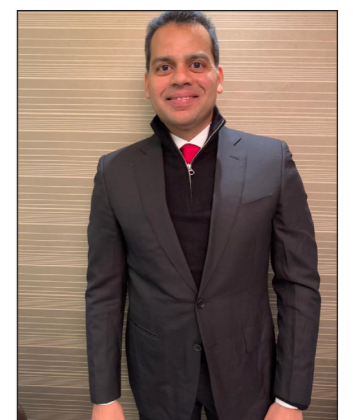
With the first pioneering virtual Shukriya night, the Rotarians found a way to meet and connect together. PN Rtn. Shernaz Vakil gave the vote of thanks for this year acknowledging everyone, as Preeti's year drew to a close. "Preeti, in your measured and patient way, you have met every challenge this year has thrown up with a clear vision of the way forward. Your ability to delegate and still stay in charge is commendable. In your quiet and determined way, you achieved the service needs our Club is known for and empowered the team to do their best."



A BIG ROUND OF APPLAUSE FOR EVERYONE WHO SHOWED TRUE ROTARY SPIRIT BY DRESSING UP FOR THE MEETING

JULY 02, 2020

THE BULLETIN OF THE ROTARY CLUB OF BOMBAY 05



'REDESIGN YOUR BUSINESS MODEL'

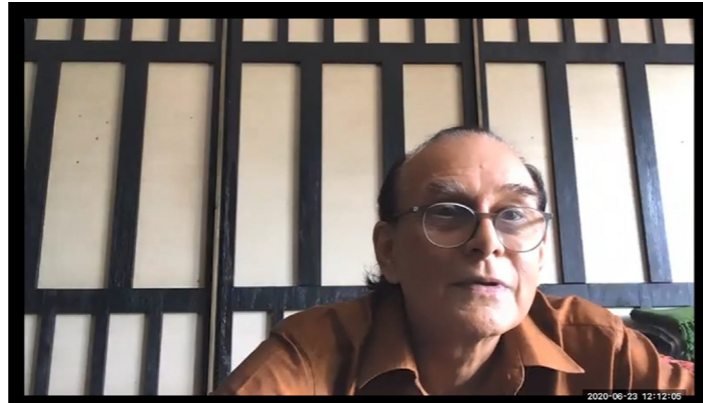
Entrepreneur Harsh Mariwala talks survival techniques for businesses

Many a times, we have good employees working closely with us who perform exceedingly well but as the business becomes complex, things become bigger, they start becoming less and less relevant. Feeling guilty, we think we should be loyal to them. But, especially at the middle and senior level, some people can actually affect the morale of the organisation and performance as well. It is better that in the interest of the organisation to ask the person to move out. You may do it in a manner where you can give the person some time and do it in the right way because that is in the interest of the organisation. I am not a very strong advocate of loyalty especially at the senior levels because it can have a negative impact on performance if the person is not living up to today's challenges.

Governance is relevant to all stakeholders; it has its own benefits in terms of capital market, attracting good talent, good associates and finally good customers. The culture of an organisation plays a very important role in driving governance. Culture, which is very open, very transparent, where people are free to talk to each other and there is authenticity in terms of whatever is there in the organisation, and the board also plays an important role in ensuring that the governance is kept at highest standards in terms of sharing with the external world, with the capital

markets. It is very important to have that image which is trusting, authentic and transparent to all stakeholders. If you can achieve that it will benefit all the stakeholders as well as the organisation.

Having said that, in Covid times, the role of leadership is tough, lots of anxiety and stress in the system. It cuts across all the people who are connected to you if you are running a business, whether it is your own shareholders, or promoter, or employees, or key associates or the society. Every promoter has to look at all the stakeholder and not just themselves in terms of how do I mitigate and how do I meet this challenge, anxiety and stress. So, what can one do when the future is uncertain and unpredictable? Ultimately everyone is in the same storm but in different boats. In my personal example, I run Marico which is in fast-growing consumer goods and many of them are essential category. The business is doing exceedingly well, there is more demand, that business is actually doing almost as per our normal sales and profits so we are very lucky that we are in the right category of business. But at the same time we have a chain of Kaya Skin clinics which were shut for the last three months and we are just starting to open up in Bangalore and in parts where we were allowed to open. But completely different impact on us so the key is to determine what and how you will fight



this storm.

In terms of meeting expectations of all stakeholders, I think it is important to make your employees aware of what your organisation is going through. In the case of Marico, we are doing well, no need to worry but in case of Kaya Clinic, we are saying we are facing trouble times and we would have to renegotiate rents... Depending on the kind of business one will have to be true and fair to employees in terms of what is happening and one will have to update them because the environment is changing and all of a sudden things have opened up now.

How will the organisation meet this challenge? Within an organisation undergoing some serious cash flow challenges should ask employees what they would do about these issues if they were the promoters and make them visualise the options. If you do that and if there is a hard decision to be taken, and if it is coming from employees themselves they will be able to understand that, it will be easier for the management

to convince them that this is something which is inevitable for the organisation to continue over a period of time.

I strongly believe that you should not just stop at the employees but also look at their families and how you keep them occupied because everybody is stuck at home. So in Marico we have done a lot of webinars for employees as well as their families such as cooking webinars, yoga classes, general knowledge contests, overall immunity building, and that has helped us connect with our employees. We go a little overboard in terms of safety and so, towards that, we have taken insurance for our members, we have online doctors. So, if you are going overboard in terms of safety and sanitation you are sending a strong message to the members that the organisation cares for you. And this is not just available for employees but for family members.

During tough times, people rise to the occasion. When we had to open our factories it acted as a huge motivator to many of our members, no matter which department they were working in. We

have seen members stretching themselves to an extent unseen in the past. We have to reward them, we have to recognise them. Everyday, I see two-three emails that specify which department or team has done stellar work... To date, we have more than a hundred mails reinforcing these extraordinary actions which show a lot of collaboration initiative and boundarylessness.

We also used this closure to meet certain organisational challenges. We threw a challenge supported by a big reward that if you came up with specific ideas of cost reduction or innovation which would help the organisation do something differently in the future or for the work from home teams. We got some 200 entries, some teams, some individuals, and they would get a reward between 20,000 to a lakh rupees. I used this time to ignite people's imagination, passion and to get specific suggestions which are relevant for the organisation. In terms of customers, we had to walk an extra mile and we saw that when we had shutdown our Kaya Skin clinic, we did not have any business so we started offering free e-consultations to all our clients and I think that did well.

Recently, I established a new business of Aqua Therapy, so we have Aqua Therapy centres where we offer treatments for physical ailments through water and a swimming pool which, again, is shut. There we gave a lot of suggestions free of cost to our members and that has created a huge goodwill and strong word-of-mouth. We had webinars

talking about the need to lose weight on Aqua Therapy. So, a lot of work has happened. In terms of safety also we have done that.

We need to look at trends thrown up due to Covid. This pandemic is speeding up trends that were already on the way. The shift to digital and the fact that we are all on Zoom, children are e-learning, we have got so much used to this e-route that it means that we will be open to doing this far more in the future.

Housewives are buying much more on ecommerce, doctors are doing e-consultations, e-prescriptions, and virtual meetings so that is a big shift to the e-market. Three months ago, if someone had asked me whether I would do a meeting on Zoom, I would have said no but in the future I am clear that I will feel guilty asking someone to travel from an outstation destination just for a one-hour interview. I would prefer doing it on Zoom. It will need lesser effort and better time use even in cities like Bombay. So, e-meetings take root and there will be opportunities in e-consultation, e-commerce and so on. There are good opportunities to hire talent because talents have become abundant. People are using this time to hire certain talents which are available in the market to improve overall competence.

In terms of consumer habits, there is a shift towards health. Whether it is physical, mental or spiritual health, individuals in the future are going to be far more conscious about it. A lot of this is being done today through the e-route, online yoga classes are happening.

So, there are opportunities to leverage this fitness and wellness through the e-route. In foods, people are shifting to healthy food and immunity builders like Chyavanprash, Vitamins, other Indian remedies which will improve your immunity.

We recently launched Veggie Clean, a solution to clean fruits and vegetables, and found that we could not cope with the demand because people suddenly realised that they could wash vegetables and fruits with Veggie Clean. It not only sanitizes the vegetable but also cleans wax and other dirt. I wanted to launch the same concept 10 years back and it was a complete disaster because people were not willing to use something like that. A sense of hygiene has emerged and will continue. Finally, people are going to be more conscious about pollution and products that cause pollution.

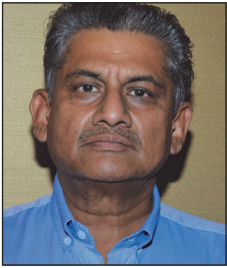
Technology is going to play a very important role so you will have to use technology to enable your product or services.

I am confident that this crisis will throw out new entrepreneurs who are willing to experiment. Your will have to look to see what is relevant in your existing business, you will have to look at what you want to drop, what will you emphasize upon. We changed our product strategy towards hygiene, we are going to launch a range of healthy products. Each one

of us will have to look to see what will be relevant for their current business and redesign accordingly. In the case of Kaya, after giving free consultations, we realised that there was a demand for e-consultation. So, we tied up with e-consultation organisations like Practo and Infine to offer services and we saw a good response. One has to leverage digital trends.

Similarly, one of my friends has an art gallery in Bombay and he said that he had to pay huge rent and asked me what he should do. I told him that he needed to re-evaluate whether he needed a gallery or if he could show a virtual tour of the paintings he had on a digital front. Then, if someone wanted to see it physically, he could send it by van and avoid paying Rs 8-10 lakh rent for the gallery. You need re-evaluate how you will mould your business depending on what you have. It's the same thing with car showrooms. So, redesign the business model.

The role of top management in monitoring is very important. You can have an advisory board, you will have to think of many options and have to prototype some of them as all of them will not work. If you have some outsiders who can help you think through. Prototype, experiment will help you get opportunities and avenues for the future. So when the tough get going, they say never waste a crisis. This too will end, it's a matter of time. Different businesses have been hit differently but I always look at how fortunate we are than many others who are suffering much more. It will be a different world so be ready to succeed in that world.



Service Award For Any Avenue Of Service (Donated By Late PP Taru Lalvani)
Environment Committee
Rtn. Madhusudan Daga



Service Award For The Best Committee Under Club Service (Donated By PP Merwanji P Patel)
Social Media, Website & Bulletin Committee
Rtn. Rhea Bhungara



Outstanding Performance By A Rotarian Under Club Service (Donated By Rtn. Hans Khimji And Deepak Kapadia in Memory of Late PDG Naval Ardeshir)
Programme Committee
Rtn. Farhat Jamal



Late PP Dr. P. M. Sangani Memorial Trophy For The Best Committee under Community Service -Health (Donated by Mrs. Prabhavati Sangani)
ADMC Committee
Rtn. Tara Deshpande



Best Committee Under Community Service - Education (Donated by Govind Advani)
Bhavishya Yaan Committee
Rtn. Jamshed Vakharia



Best Committee Under Community Service - Community Upliftment (Donated By PP Ajay Kanoria)
Ananda Yaan Committee
Rtn. Alok Sekhsaria



Best Committee Under Community Service -Urban Development (Donated by Board of Directors of Rotary Club of Bombay 2004-05)
Masina Hospital Upliftment Committee
Rtn. Gaurav Nevatia



Best Committee Under Community Service -Rural Development (Donated by Board of Directors of Rotary Club of Bombay 2004-05)
Water Committee
Rtn. Abhinav Aggarwal



Service Award Silver Plate for the Best Committee under Vocational Service (Donated by PDG Late Naval J. Ardeshir)
Vocational Training Committee
Rtn. Varsha Daiya



Late N.J. Vazifdar Memorial Trophy For The Best Committee Under Youth Service (Donated by Late PP (Dr.) Jamshed N. Vazifdar)
Child Welfare Committee
Rtn. Rajesh Shah



Hans Khimji Trophy For Best Active New Member of the Club (Donated By Rtn. Hans B. Khimji)
Rtn. Yogesh Mahansaria



Award For Outstanding Service By A Rotary Anne (Donated By PP Vikram Kamdar In Memory Of His Father, Late Bhagwandas Kamdar)
Rtn. Ptn. Ekta Shah



Late Dawood Khan S. Tyebjee Trophy for the Best Senior Citizen of the Rotary Club Of Bombay (Donated by Rtn. Taher Tyebjee)
Rtn. Suresh Kotak



Late PDG Santosh Agarwalla Trophy For Best Lady Member Of The Club (Instituted By PP Sandip Agarwalla)
Rtn. Swati Jajodia



Award for Highest Contribution Towards Rotary Foundation (Donated By IPP Gul Kripalani In Memory Of Late Vasantrao Deshmukh)
PP Rtn. Nirav Shah



Award for Rotarian Of The Year (Donated By Rtn. Zinia Lawyer In Memory Of Her Mother Mehroo Irani)
DGND Rtn. Sandip Agarwalla



Award for Corporate Social Responsibility (Donated By Rtn. Harry Singh Arora In Memory Of His Mother Smt. Rajkarni Arora)
Rtn. Rajas Doshi



One Time Presidential Award For Exemplary Work In Public Image
PP Rtn. Ramesh Narayan



One Time Presidential Award For Outstanding Work In Club Service
Rtn. Ashok Jatia



One Time Presidential Award For Excellent Contribution To Club Service
Rtn. Jamshyd Vazifdar



One Time Presidential Award For Excellent Work In Community Service
Rtn. Jaymin Jhaveri