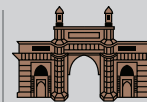


THE GATEWAY

Rotary Club
of Bombay



BULLETIN OF THE ROTARY CLUB OF BOMBAY | FOR PRIVATE CIRCULATION ONLY | WWW.ROTARYCLUBOFBOMBAY.ORG
VOLUME NO. 62 ISSUE NO. 18 NOVEMBER 03, 2020

PRESIDENT'S MESSAGE

WINE AND DINE



The goal of food and wine pairing is to combine two elements that bring out the best in each other and create a harmonious whole. Good balance between the two components is essential; think of it as a conversation where neither person dominates.

Or you could say a perfect pairing is one that may be described as

one where neither the sensory experience of the food and wine combination is usually greater than either of them had individually.

How do we pair food and wine? There are a number of factors to consider when methodically putting together a match. The most important being the 5 tastes and how the components in each will affect the other.

Follow this cardinal rule when entertaining and you can never go wrong:

The 5 major "tastes" are sweet, sour, bitter, salty and umami. Only sweetness/lack of sweetness and acidity are present in wines, whereas all five can be found in food. Whenever different combinations come into contact with one-another, the result can be pleasing or disappointing.

By considering the elements of wine and food, these can be aligned in a way that will have a positive outcome. This is the base consideration of food and wine pairing, but many additional elements must be considered. Weight and Intensity both need to be matched like-for-like; lighter bodied foods with lighter bodied wines, and more intense foods with more intensely flavoured wines.

Another main concern is texture, which in food is more of a neutral element; however in wine, texture is mainly found in the form of tannin in red wines. Tannin can react negatively to a number of factors, but can also be quelled by combining tannins with other elements that will help to minimize their impact. In general, a safe rule of thumb is to opt for red wines that have lower levels of tannin which makes them less reactive to other elements and minimizing the possibility of ending up with an

unappealing match.

Lastly, there are particular aromas and flavours to consider. Major flavour families can be found in both food and wine, some common ones being "fruity", "vegetal", "savoury", "spicy" and "earthy". With aromas and flavours, the like-for-like approach tends to work fairly well.

Even with all of these considerations in mind, a match that may look perfect on paper may still leave something to be desired in reality. In order to get a fairly accurate match, it is necessary to try the particular wine and food together at least once to get a sense of the match. Sometimes these pairings can be tweaked by adjusting the food recipe; otherwise it's a matter of trial and error and sampling other candidates for the wine.

There's nothing more satisfying than marrying a superb wine with your food.

President Framroze Mehta

#tuesdaythoughts

"Accept what life offers you and try to drink from every cup. All wines should be tasted; some should only be sipped, but with others, drink the whole bottle." — Paulo Coelho

#numbercrunching

\$434.6 Billion
Estimates for the global wine market by 2027

#caughtintheweb



SMITA JATIA, MANAGING DIRECTOR, **HARDCASTLE RESTAURANTS** (MCDONALD'S INDIA – WEST & SOUTH) REDEFINES JUNK FOOD, IN CONVERSATION WITH RTN. FARHAT JAMAL

THE DEFINITION OF JUNK FOOD IS RELATIVE. UNFORTUNATELY, IN OUR COUNTRY, BURGERS AND PIZZAS ARE THE FIRST PICTURES THAT COME TO US WHEN ONE TALKS OF JUNK FOOD. HOWEVER, IT IS NOT ABOUT WHAT YOU EAT; IT'S HOW MUCH OF WHAT YOU EAT. A LOT OF INDIAN FOOD CAN ALSO BE NAMED UNDER THE JUNK FOOD LABEL BECAUSE IT IS HIGH IN FAT, SATURATED SUGAR. THUS, IT IS ALL ABOUT FOOD QUALITY, HYGIENE AND WHAT GOES INTO THE FOOD.

Over the years, we have been receptive of how the Indian consumer is. When we started the brand, we researched with housewives and, for them, the

burger was a balanced and nutritious meal; why? Because children ate wheat which is carbo-hydrates, it had vegetables and it was given to them in a clean and hygienic way. At that time, very clearly, mothers were okay with it – not for everyday but for a treat or occasionally. Moving forward, today, millennials are very conscious of what they eat and what they do. However, they are also indulgent at the same time. It is not that they are eating only healthy. If I had to put in perspective, everywhere in Asia and globally, people eat out 25-30 times of the 90 meals in a month. In India it is 12-15 times, so, it is very nascent in India. When they go out, they

want to indulge, they don't just want healthy food.

Having said that, we have reduced about 40 per cent oil from all our mayonnaises and sauces, we have reduced 20 per cent of salt in our burgers which reduces calories by 11 per cent. We introduced the whole wheat bun. So, the customer has a choice, they can eat normal bun or a whole wheat bun. We have an egg burger which is a complete steamed burger, we have grilled and fried options. Moreover, even in our desserts, our soft serves have only 90 calories.

It is all about educating people, making them understand. In

TODAY: DR MUFFAZAL LAKDAWALA, FOUNDER, DIGESTIVE HEALTH INSTITUTE, AT 7 PM



PP Vijay Jatia



President Framroze Mehta



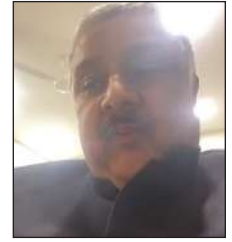
Rotaractor Vinnie Srivastava



Rtn. Ajit Lavani



Rtn. Ashok Jatia



Rtn. Homazdiyaar Vakil

fact, we have even gone to the extent that our aloo tikki burger has been certified by the nutrition institute as a balanced meal. Which means that if you eat that burger, you get your percentage of proteins, carbohydrates and fats in that one meal.

We work to educate customers. I don't think of it as junk food, however, as customer awareness increases, globally, they have salads and grills, so all of these are being added to the portfolio of our products and it gives confidence to the customers to come in: one, because of its nutritious content secondly, because of its sourcing.

We have one of the most sustainable sourcing of products right from the farm to the fork. In fact, just to give you snippets, before McDonald's, there was no iceberg lettuce. We helped the farming of the iceberg lettuce, we actually helped the farmers get us the potato quality we needed for our french fries and, by doing this, the farmers have benefitted by getting higher yield per hectare and better-quality crop.

I feel it is a misnomer and a label which junk food or QSRs or fast-food restaurants have but at the end of it there is a balance of what you eat, how much you eat and what you do. There is always a balance in life and that is where at least my head is and what I do. I am sure everybody is going to ask do I eat McDonald's? I would say, yes, we do eat McDonald's and all my family members who are here on this call will also say that I am a fitness freak. So, yes, I also exercise it out.

Please share two-three of your biggest learnings.

We are entering our 25th year in India and I am honoured to lead

such a big brand in India. I learn every single day but, to share a couple of them, the first one would be that success doesn't come to meet you in your comfort zone.

I was leading a comfortable life with my family, my children and I don't think I would be where I am on this incredible journey if I had not come out of my comfort zone. Coming out of your comfort zone is vital to success. Second, if you want to run a sustainable business, you have to create advantages because they are transient, meaning, what is an advantage today may not be so tomorrow because your competitor would have copied it and therefore you have to keep reinventing as a brand. For that, agility and adaptability are important that every brand in four-five years metamorphoses into a great legacy in which you can get your next five years.

McDonald's has been there for more than 50 years but every four to five years it has been able to pivot and move to the next orbit to be able to connect with consumers. So, consumers of yesterday are not the consumers of today. Today's millennials and digital natives – even I struggle to understand what they need and what they consume but you have to be in learning and agile and adaptive to be able to create something which is sustainable in the long run and thirdly, at least in order to gain control, you have to relinquish control. Meaning, for me the true manifestation of power is to actually be able to distribute it, delegate it and hold people accountable because then everybody is a part and a stake holder in what you are trying to do.

My leadership style is participative and I believe in delegating and being

able to hold people accountable and I think that is one of the reasons I have been able to juggle many roles. Obviously, as a leader, you have to lead from the front but it is not necessarily as a leader that you have to be everywhere.

I cannot be prouder of my team today who are actually on the field in this crisis making the difficult calls because I have empowered them to do so, and at the same time where I have to make strategic calls, I am doing so even sitting in London. Nobody could have believed that we would be working from home in the last six months. So, whether I am working from home in Mumbai or London, I think the critical thing is your team.

You can only make a great team when you are able to give the control and you are able to make them accountable so, for me, that has been my biggest learning right from being a marketing manager to the Managing Director and it has always been something that I kept in my head, which I learnt very early in the game from one of the McDonald's people that if you want to grow, you have to make yourself redundant and every time I got into a position, my only one goal was to make myself redundant in that position by which I was able to take more and more responsibilities. So, these are some of my learnings.

So, you have built a successful business over 25 years, 300+ restaurants, 10k odd people, 1000 crore plus turnover. How do you keep the fire burning? I mean what next, Smिता?

That is a loaded question. I often wake up in the morning and I think what next? The score is multiplying. Like I said I am fortunate to be leading a network for 320 stores

now, we are selling 140 burgers per minute, we sell about 15,000 coffees a day and we are the second-largest chain to sell coffees after CCD. We sell more coffees than anybody in India and we grow about 28,000 tonnes of potatoes. So, things are multiplying.

I am blessed with a leadership team who is doing this and I often wonder what is the purpose of my brand in India because I feel only brands which have purpose can create a legacy. Once a brand comes to a certain scale and has the ability to do so, it has to give back to the community, if a brand doesn't give back to the community, it can be a successful business but it cannot be a legacy. I think that is my focus, moving forward. I have been fortunate to lead, McDonald's is the pioneer of the western fast-food category. We were the first.

Eating out is a big category, it is about 100 billion but western fast food is only 1 per cent and we were the ones who actually started the category. As I mentioned, there was no iceberg lettuce before us and we actually helped cultivate iceberg lettuce.

Secondly, before retail and McDonald's, a 12th standard pass would normally become domestic staff or a peon. After McDonald's and a lot of peers started, a 12th standard pass can gain employment and, while they are studying, work. We have numerous cases where people have joined at 12th std, have become senior people in our organisation as well as been able to complete their education.

And, we give life skills, so people have joined us as their first jobs, there are stories across the world where you want the pocket money, you join McDonald's and after that



Rtn. Sanjiv Saran Mehra



Rtn. Sherebanu Baldiwala



Rtn. Ptn. Vatsala Jatia



Rtn. Zulfiquar Memon



Rtn. Bimal Mehta



PE Shernaz Vakil

they have become very successful people like just again, on a lighter note, Smriti Irani had actually worked at McDonald's.

So, I feel proud to say that we give employment and growth. Every year we take 2000-3000 people in our fold and finally it is about what else you can do for the community. We have house charities where we have started family rooms for children who are terminally ill and who don't have places to stay and these rooms I would like to extend to homes and I am sure some of you who have travelled abroad know about these homes where people have found shelters. So, this is what always keeps me awake at night and I always think of how to make this brand a legacy in India at least.

Every international brand has high standards and can be stifling on innovation because you are limited to certain of things that you do. So, does Smita throw the rule book out occasionally and run Smita's way?

People who know me know that I am stickler for rules. In fact, when my children were small, I was called Hitler. Apparently by a lot of people, so, I am a stickler of rules but I also think what McDonald's does beautifully is that it gives freedom within the framework and this framework is very well defined but as well as very loose framework and that is the reason why McDonald's has survived in 120 countries. In fact, we are the only country which has a 50 per cent vegetarian, apart from the Aloo Tikki burger which we started exporting. Most of our products are innovated in India and we have to obviously understand what they want from a nuance point of view. So, we aren't allowed for instance to sell idli dosas, or vada-paav or samosa. No body is going to come to McDonald's and eat a

samosa. At the end of it, you have to know the essence of the brand and the essence of the brand that we are a burger leader and what we had to innovate is that to give the unique form of a burger but give it that Indian taste and that is where we have been successful.

The brand is what is lending me the fire power to get what we need in India to be able to attract the consumers, to be able to understand what they need and that is the strength. So, why would I go against that. Yes, but the most important thing is the business goal. It is about aligning with the business goal and once the franchise is aligning with the business goals, they pretty much leave us alone, because they have trust on who we are and what we do. So, the same principles of respect, trust, that goes a long way in making a brand successful.

A friend of mine said that this is not junk food, it is safe food because it has been cooked at a specific temperature and the quality control in sourcing the foods, what do you think? And secondly, with the success of beyond meat do you think McDonald's would become a plant-based burger company only in these 2 years?

On the first one, it is exactly what you said, we are safe. Clean food. If actually you come to our restaurants, we give restaurant tours, we are the only brand who takes our customer behind the scenes and you can actually see what is being made. We are 100% veg and non veg segregated. So, even the true vegetarians don't hesitate in coming and eating there and everything is governed by SOPs, so, in any of the outlets the French fries are cooked at a particular temperature, for a particular number of minutes. So, we are safe, hygienic and quality food.

On beyond meat, it is doing very well globally because 80-90% of people are non-vegetarians and they are the ones who want to convert to vegetarianism. They want that bite and they want that texture and that is where they get the beyond meat plant-based burgers. In India 50% of our customers are pure vegetarians and in fact most of them even don't like mock meat because they don't like the chewiness. And the other 50% I don't think at this point India is ready for plant-based burgers. First it will start with a fad and there will be a niche customer base and that is something which we don't go after because our business goes with the masses. Unless we have a critical mass of selling certain products, we actually take it outside our menu. Every year we delete and add something because our success is all about limited menu. So, the day when beyond meat burgers are wanted by customers, it has to be a mass need.

Going forward, what are the challenges you foresee from overseas and local brands and do you think that the market is large enough for everybody? Secondly to what extent did you modify products according to the Indian taste and pricing?

So, the eating out category is 100 billion and the fast-food category is only 1 %, so, for us it is only a room to grow. It is a growing category and to me it is here to grow. The challenges we are facing today is because of covid otherwise we were growing to about 15-20%. So, there is no question that it is a saturated category and any point of players makes it better because there is consolidation and players are also weaned out. Post Covid, which we are going to face is that the customer again wants crust and assurance and we are leader of that

so, there is no question that we will be the pioneers to lead this and a lot of consolidation is going to happen. Roadside vendors and the Indian fast-food players are going to find it difficult to survive at this situation. Secondly the minute there was McDonald's and our peers, we already saw deliveries growing and our challenge we made it into a convenience occasion. We made the take-aways more accessible. We always had drive-through. Then, this is a point where the brands can create a new vertical. So, we have converted all our restaurants into virtual drive-through, there is an on-the-go option. So, while the pandemic fear psychosis is there, convenience is going to go to a different orbit and that is what the brand is built of. From food taste, yes, there is a taste that is adapted to the Indian pallet, we are very proud of the burgers because we are the leaders and that is where we mind the taste.

You will see that there is a flavouring which is tuned to the Indian pallet and about price, we had a campaign "aaj ke zamane mein baap ke zamane ka daam" McDonald's in the beginning was a niche brand. After a few restaurants which were going very well, people were intimidated to come to McDonald's because they thought it will be expensive because we were a clean façade so, the masses thought that we will be expensive. That is when the campaign came to be and that is what created the trial of the masses and for there on there was no turning back. Price in India plays a very important role. As compared to the rest of the countries in Asia, we are the lowest price because the Big Mac Index which is an economic parameter is actually 60% of the US gain. But it is about purchasing power parity.

REDUCE, REUSE, RECYCLE !



COLOURFUL TUSKERS, RAVANA PUPPETS AND ECO-FRIENDLY DANDIYAS, THESE WERE THE HIGHLIGHTS OF THE NAVRATRI-DUSSEHRA CELEBRATIONS AT LIGHTHOUSE.

The theme for this celebration was Reduce, Reuse, Recycle in keeping with the current pandemic situation and the need to conserve resources. The week began with the



tiny tots of K.G. creating their own dandiya sticks by rolling old newspapers. These were then painted and jazzed up with ribbons and metallic lace. The elementary students of classes 1 and 2 designed cute Ravana puppets using paper and bamboo while classes 3 to 5 created attractive elephant wall hangings using discarded cardboard



cartons and silver foil.

The animals were painted to resemble the beasts that parade the streets of Mysuru during the annual Dussehra procession. The aim of this whole celebration was to show children how even discarded materials can be used innovatively to create beautiful art and crafts.



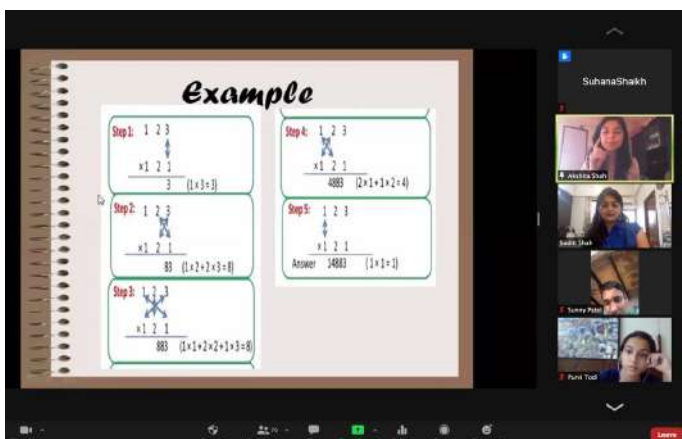
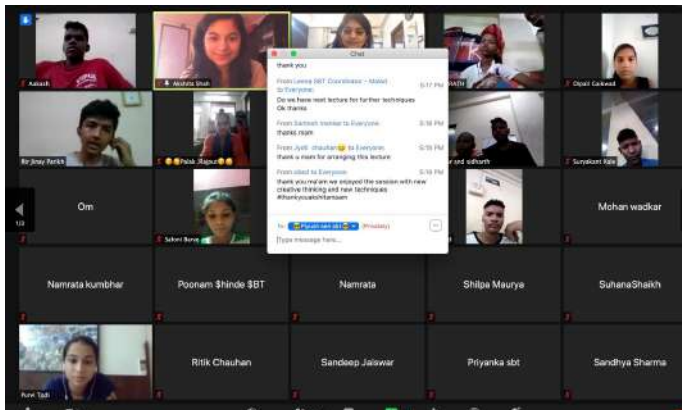
ONLINE MATHS MAGIC FOR BY !

THE ROTARACT CLUB OF H.R COLLEGE ORGANISED A MAGIC MATHS SESSION FOR THE KIDS OF BHAVISHYA YAAN ON OCTOBER 29TH, 2020.

Magic Maths can liven up any math class and create a sense of wonder and curiosity about the subject. Not only that, Magic Maths creates a new context for algebraic reasoning as students go beyond "What's the answer?" to explore "What's the trick?"

Our speaker Ms. Akshita Shah who has represented India in Maths and Memory World Cup and has won several trophies and medals helped these kids learn new maths tricks which not only interested the participants but surprised them too as they learnt multiplication

in a much easier, faster and a fun way. The session saw a participation of 75 students which included grade 9 and 10 students from Bhavishya Yaan and street children from Salaam Baalak Trust supported by Child Welfare Committee of Rotary Club Of Bombay, all of whom expressed their desire for more of such fun filled Magic Maths sessions in the future.



INNER WHEEL CHECKS IN WITH S.H.E.D.



SHED CEO Mr Tawde with President Swati at the distribution of rations and medicines at Kalina Centre



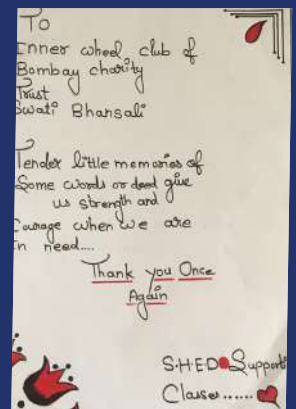
Distribution kits ready to be handed over to Dharavi slum dwellers, with SHED staff



President Swati with staff of SHED and recipients of ration and medicines from Kalina slums



SHED Centre at Kalina, founded by Begum B Latif



Handmade card presented to IWC of Bombay in appreciation

COVID-19 ANANDA SEVA !

In the present pandemic times, the elderly are at a much higher medical risk which is likely to aggravate with the onset of winters with the chances of them catching a common cold and flu going up too.

Many doctors have recommended

regular steam inhalation for protecting one's self from the virus and staying healthy. Keeping this in mind an anonymous donor has distributed steam machines for all our Ananda Yaan elders. We hope and pray that they continue to keep well and stay healthy through this pandemic.





SAVE THE DATE

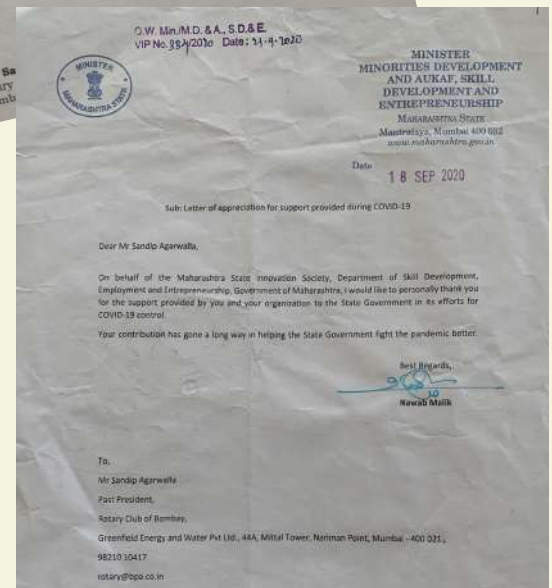
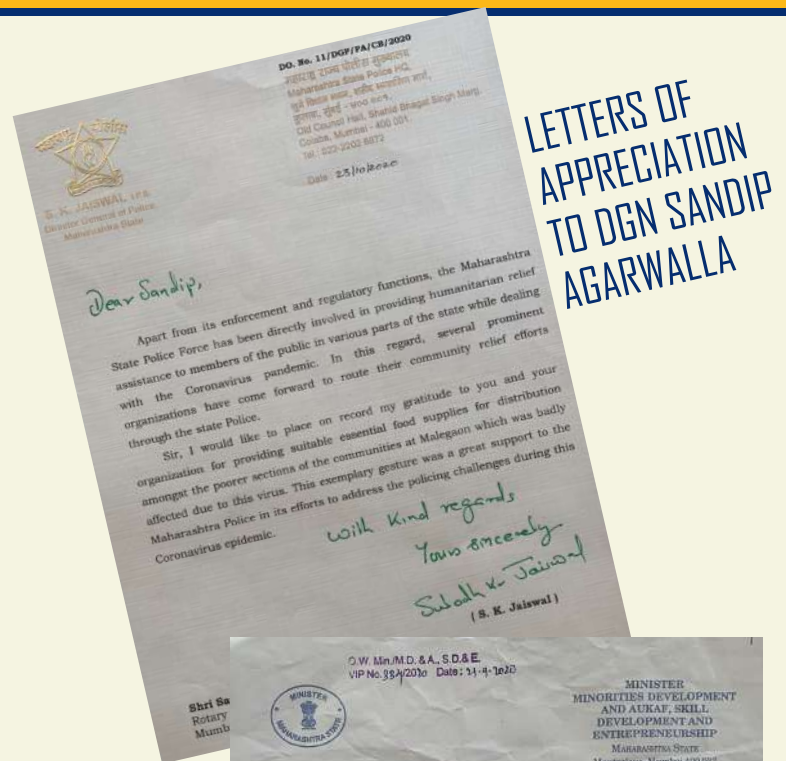
दीवाली रात

a mesmerizing evening
with magic and laughter

WEDNESDAY, NOVEMBER 11, 2020

6.30PM ONWARDS
ON ZOOM

DETAILED INVITE TO FOLLOW



Nov 17th Club Meeting



Mr. R. S. Sodhi
Managing Director, Amul India



Ramkrishna Bajaj Award for Good Governance

Venue : Online at zoom.us (members only)

Time : 12:00pm

ROTARIAN BIRTHDAYS



NOVEMBER 3
Rtn. Jehangir Katgara



NOVEMBER 3
Rtn. Madhup Vaghani



NOVEMBER 4
Rtn. Nanu Daruvala



NOVEMBER 4
Rtn. Aditya Somani



NOVEMBER 5
Rtn. Pravin Bhansali



NOVEMBER 5
PP Dr. Sonya Mehta



NOVEMBER 7
Rtn. Kastur Sheth



NOVEMBER 8
Rtn. Shreepal Dalal



NOVEMBER 8
Rtn. Manish Kejriwal



NOVEMBER 9
Rtn. Jagdish Vora

ROTARIAN PARTNER BIRTHDAYS

NOVEMBER 2
Rtn. Ptn. Frederque Didwania
NOVEMBER 3
Rtn. Ptn. Neelima Patkar
NOVEMBER 4
Rtn. Ptn. Sarmistha Bansali
NOVEMBER 4
Rtn. Ptn. Vandana Daga

NOVEMBER 7
Rtn. Ptn. Nayna Chinai
NOVEMBER 8
Rtn. Ptn. Swapan Bharmar
NOVEMBER 8
Rtn. Ptn. Sam Variava
NOVEMBER 9
Rtn. Ptn. Sudha Javeri

ROTARIAN ANNIVERSARIES

NOVEMBER 3
Rtn. Ptn. Rangita & PN Vineet Bhatnagar
NOVEMBER 4
Rtn. Ptn. Vera & Rtn. Dr. Zerxis Umrigar

NOVEMBER 5
Rtn. Ptn. Neelima & Rtn. Pankaj Baliga
NOVEMBER 7
Rtn. Ptn. Kamal & Rtn. Dinshaw Pandole

ROTARY CLUB OF BOMBAY 2020-2021

TRUSTEES 2020-2021

PP Dr. Rahim Muljani	PP Arvind Jolly
PP Dr. Adi Dastur	PP Arun Sanghi

OFFICE BEARERS 2020-2021

President	Rtn. Framroze Mehta
Immediate Past President	Rtn. Preeti Mehta
President-Elect	Rtn. Shernaz Vakil
President-Nominee	Rtn. Vineet Bhatnagar
Hon. Secretary	Rtn. Satyan Israni
Hon. Jt. Secretary	Rtn. Natasha Treasurywala
Hon. Treasurer	Rtn. Kirit Kamdar

SPECIAL DIRECTOR PP ASHISH VAID

DIRECTOR-IN-CHARGE PE SHERNAZ VAKIL

Classification, Membership & Information	PP Nandan Damani
Fellowship, Assimilation & In-Camera	Rtn. Ritu Prakash Desai
Sergeant-At-Arms	Rtn. Hoshang Nazir

DIRECTOR-IN-CHARGE RTN. MEERA ALREJA

Skill Development	Rtn. S V Prasad
Gender Equality	Rtn. Varsha Daiya
Child Welfare	Rtn. Rajesh Shah
The Rotary Foundation & Global Grants	PP Vijaykumar Jatia

DIRECTOR-IN-CHARGE RTN. RAM GANDHI

Programme	Rtn. Farhat Jamal
Public Awards	Rtn. Swati Mayekar
Young At Heart	PP Rajnikant Reshamwala
Rotary Vision Panchatattva	Rtn. Poonam Lalvani

DIRECTOR-IN-CHARGE RTN. PETER BORN

Attendance	Rtn. Mudit Jain
RCB Medical Centre, Mumbai	Rtn. Manoj Patodia
International Service	Rtn. Christopher Bluemel

DIRECTOR-IN-CHARGE RTN. AJIT LALWANI

Ananda Yaan	Rtn. Madhusudan Daga
Scholarships	Rtn. Zinia Lawyer
Fund-Raising	Rtn. Pradeep Chinai

DIRECTOR-IN-CHARGE RTN. PRATAP PADODE

Bulletin, Social Media & Website	Rtn. Rhea Bhungara
Water Resources	Rtn. Abhishek Saraf
Bhavisya Yaan	Rtn. Manish Reshamwala

DIRECTOR-IN-CHARGE RTN. DR. ROHINI CHOWGULE

RCB Medical Centre, Talwada (PRVEC & ADMC)	PP Dr. Rahim Muljani, Rtn. Homi Katgara
Cotton Green Medical Centre	Rtn. Manoj Patodia
Cancer Aid	Rtn. Dr. Ian Pinto

DIRECTOR-IN-CHARGE RTN. JAMSHED BANAJI

Urban Heritage	Rtn. Samir Chinai
Animal Welfare	Rtn. Hiren Kara
Environment	Rtn. Priyasri Patodia
Sports	Rtn. Hiranmay Biswas

DIRECTOR-IN-CHARGE RTN. BIPIN VAZIRANI

Rotaract	Rtn. Murad Currawala
Interact	Rtn. Gautam Doshi
Vocational Training & Night Study Centre	Rtn. Mehul Sampat