

PRESIDENT'S MESSAGE A WALK ON THE WILD SIDE



Holiday trends during Covid seem to indicate that families and solo travellers are flocking to India's jungles for a taste of the wildlife. At times, safaris in Kanha, Pench and Bandhavgarh remain sold out for months on end.

If standing in queue to spot the elusive tiger puts you off or you have already experienced these parks, then consider a short flight to Bhopal where the vast Satpura Natural Park, spread majestically over 528 sq. km., is home to a rich biodiversity of

flora, fauna and animals including the sloth bear, leopard, wild boar and tigers.

Days spent in the jungle with an experienced guide from the newly-opened Bori Safari Lodge and its affable owner, Aly Rashid, a trained naturalist and ornithologist, make the safari a treat. Aly's deep involvement with Satpura since his childhood has been a motivation to protect and conserve wildlife in this landscape.

Staying at Bori Lodge is an experience in itself...

Nestled at the periphery of the Bori Wildlife Sanctuary, surrounded by a 7.5-acre farmland estate, the lodge offers a sophisticated experience while keeping in mind the comfort of the

contemporary traveller. There are eight well-appointed ensuite rooms, beautiful dining spaces, a spa, a plunge pool and a library at the lodge.

After days spent on wildlife tours, 4x4 game drives, eco-tourism activities, retreat to the Bori Lodge and don't miss out on a delicious Mahua martini, made from the intoxicating flower endemic to the forest!

Bon voyage.

President Framroze Mehta

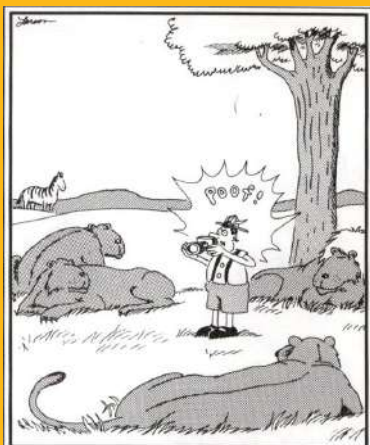
#tuesdaythoughts

"I have a hidden wild side, and the older I get the more it comes out." - Martie Maguire

#numbercrunching

₹ 1200 crore
The amount allotted by Government of India under Budget 2020-21 to develop tourist circuits for eight North-East states.

#caughtintheweb



While vacationing in Africa, Pinocchio has his longtime wish to be a real boy suddenly, and unexpectedly, granted.



SUPRIYA DRAVID IN CONVERSATION WITH DARSHAN MEHTA, PRESIDENT & CEO, RELIANCE BRANDS, ON THE NEW MEANING OF LUXURY

WHAT MEASURES DID YOU TAKE TO PIVOT LAST YEAR?

We pioneered a concept of creating the theatre of sales online. We created groups of interesting customers, to talk together, with our partner brands, head designers, people from the market and communications which was a big value add to customers who liked to engage closely with fashion. Imagine being able to talk to Burberry's head of design and understand what goes into it and talk about the product.

In that process, sales and deliveries started happening. This is one of many examples of

strategies that worked. As the year moved on, the customers rebounded quickly.

ONE YEAR ON, WHAT ARE THE CONSEQUENCES OF EVERYTHING YOU DID?

Surprisingly, it has been one of the best years. As a group, we have organised amazing fund-raisers at different levels. As an integral part of overall retail business, a large chunk of which I run, we have welcomed some impressive global investors in our kitty but from a customer point of view, also, it has been one of our finest years.

One of our key interests is called 'Like for Like Growth'. All over

the world, we want to know how our brand is doing. Europe is of course deeply negative, the US is about negative, China is about anywhere between 8-12% positive on a full year basis. All our luxury brands, and we have a portfolio of 22 brands in that segment, are double digit positive, so that is an incredible year.

Domestic travel has started, marriages are back albeit with fewer people invited. There is an over-index section that is happening in gifting because, obviously, less expense is happening on the other side of the expense related. So, distance selling is a new channel across



PP Nirav Shah



PP Rajnikanth Reshamwala



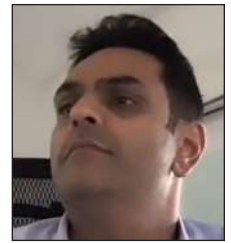
President Framroze Mehta



Rtn. Ashok Minawala



Rtn. Ateeq Agboatwala



Rtn. Dr. Akshay Batra

more than 250 cities and towns and we have discovered new cities and towns. We do about 5000 new distance sales, one out of two customers is a first-time buyer in our portfolio brands, and we control virtually 80% of the market. These are new entrants. Maybe they are shopping abroad and now they are buying here, or they are finding out that we are able to access Guwahati, Coimbatore or Vishakhapatnam which are rich markets through distance selling channels.

ANY NEW PATTERNS BETWEEN THE WAY MEN AND WOMEN SHOP?

'Athleisure' is a trend as people think more about wellness. People are getting into athleisure which is athletic as well as leisure, both well combined. A lot of comfort wear is happening. For instance, three years ago, I would not have thought that we could sell Cashmere track-suits to our Zegna customers. But we are doing so now. The difference is that instead of buying a Cashmere jacket, they are buying Cashmere track-suits.

In category after category, men are moving in a very big way to comfort wear. In Women's beauty, women have more time to spend on a beauty regime. All our high-end customers typically spend between 45-50 minutes per day on three-four different sessions from morning to night. They use more than 40 products, right from the kajal pencil, skin care, face, so beauty as a category is well.

There is another interesting trend; people are moving to true luxury. Luxury is timeless, and they are celebrating special moments and a lot of gifting is happening through true luxury or they moving toward value, which is either bargain or bottom of the pyramid. The middle

part of the pyramid is a bit serious and there is polarization to the very high-end or the very mass.

Decision-making is a big part of any form of luxury. It is the theatre that goes along when you go to measure your Armani suit, the whole drama, which is very enjoyable.

We classify our customers in 5-6 different buckets, and a new bucket has emerged, we call it a WhatsApp junkie. We started sending e-catalogues on WhatsApp and initially, people were unsure how they would buy through viewing catalogues on whatsapp. Six to eight months later, we see people whatsapping to ask when the new Tiffany's catalogue is coming, when is the new Armani's catalogue coming. So, every day, we are on WhatsApp. Newer ways of decision-making are shaping purchase behaviour.

SPEAKING OF TIFFANY, WE ARE USED TO LOCAL FAMILY JEWELLERS IN INDIA. YOU BROUGHT IN TIFFANY WITH RELIANCE BRANDS LAST YEAR AND NOW YOU ARE LAUNCHING AN INDIA-SPECIFIC E-COMMERCE SITE. HOW DO YOU NAVIGATE THIS MARKET WITH A GLOBAL HEAVY-WEIGHT LIKE TIFFANY, WHAT ARE ITS FAIR SHARE OF CHALLENGES IN MAKING IN-ROADS INTO AN INDIAN AUDIENCE WITH ITS OWN MIND-SET.

I must give Tanishq a lot of credit in this. In India, people tend break the bill up into materials: how much gold, what is the jewellery, how much diamond is in it and what is the component of labour. This is not how you buy jackets – no one asks what is the cost of the fabric or the buttons. But in India, people just don't like to pay for the design. Rich people, too, have a family jeweller who can easily copy a design, come

out with great craftsmanship and give you more gold for the money spent. In a big way, Tanishq has worked over the last few years, to people buying products without getting into the bill-up materials. Younger people in cities and towns are looking for instant gratification. They are not going to wait six weeks for the Babu to make it. Having said that, both Cartier and Bvlgari have had muted success. They came before us. In Tiffany, you have an absolutely amazing success. Possibly, what had added to what Tanishq has already done, is story telling – the famous Tiffany blue box, breakfast at the store... we have done half a dozen breakfasts at the store even in Covid times. We have had three people propose at the Tiffany store. Now we celebrate engagements and proposals at the store. The marketing aura around Tiffany has worked very well for us.

LET'S COMPARE MARKETS. HOW HAS INDIA FARED?

I think Europe is the worst-hit because of the second wave and multiple waves but, most importantly, the repatriation of the Chinese shopper who is back home. Europe has an aging population with largely tourism-dependent markets. Last year, we grew 28-30% but in Europe, the general belief is that 3 out of 4 companies will face closure in the fashion space. The US is a resilient market – at negative 12-15% – but it is hoped to recover in 2021.

The star, of course, is China, revenge-buying, 7-8% positive. China does not have any known second wave, Hong Kong had challenges even before the pandemic. But China is the lone star.

India would overall be a much smaller market, estimates of 5-7% negative, but we will also come

out faster. Then, finally, the rest of Asia, at around 10-12% negative. Singapore was a big market, but any tourist-dependent market has been hit in terms of shopping. I admire how Chinese companies have pivoted in selling luxury and high-end products to their own customers both digitally and non-digitally as well.

YOU STARTED RELIANCE BRANDS IN 2007 AND MADE US REALISE THE BURGEONING OPPORTUNITIES AND THE VERY IDEA OF THE BUSINESS OF LUXURY. PLEASE SHARE YOUR JOURNEY.

Most of this business was run either by owner entrepreneurs, mostly rich people, family money, bored housewives, bored someone... luxury sounds sexy and glamorous and the kind of talent that was in this business was accordingly limited with kind of ownership that was driving this business. I didn't grow up in a luxury background, so fresh eyes helped me. It was a business with few players and the rules had to be written from scratch. This was an opportunity. Reliance, a large energy or hydro-carbon company in 2007, Reliance Retail had just started. So for the first 12-18 months, getting into fashion- luxury was a write-off. I had to use my personal journey to say that we are taking a line of sight and building a strong foundation.

Luckily, I managed to attract high-quality talent because capital was not a constraint for us. I would like to thank my own board because they brought in a lot of patient capital because it is a long-term journey. We borrowed a lot from people then and we created our own talent board. We were lucky to strike some interesting partnerships early on, my Zegna partnerships, my research partnerships, Italian brands, I learned a lot from them.



Rtn. Ashok Chinai

Rtn. Dr. Aashish
Contractor

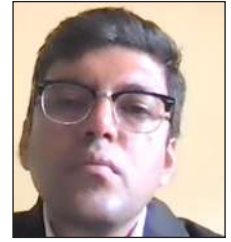
Rtn. Shivkumar Israni



Rtn. Shariq Contractor



Rtn. Vikram Daiya



Rtn. Satyan Israni

Emporio, the first luxury mall in India, opened in 2008. Till then the luxury was in five-star hotels, like left over space.

It moved from there to a more mainstream sensibility in terms of the customer. Palladium Mall happened a bit later. Ten years on, more than 50 beautiful partnerships, joint ventures, and a happy journey later, I still believe that we are at a very early stage of the consumerism cycle in India. The good thing about all the good things in life is that there is no reverse gear. Once you wear a better jacket, better shirt, fly first or business class, you are not going to go to the class behind. You may buy less of it but there is really no reverse gear in humans.

I am excited about the next 10 years because the digital channel is the answer to creating scale.

WHAT EXCITES YOU RIGHT NOW?

I see us at the cusp of creating scale because brick and mortar stores are relevant only to build the halo of the brand but you can reach the customer digitally and efficiently.

Secondly, like I call talent-nomadism, talent has always been in short supply, which means we have discovered a unique way of working. The availability to be able to work virtually and more effectively, I can acquire talent from different and far corners of the world. I am no longer restricted to Bombay, Delhi and Bangalore in terms of talent outreach.

Thirdly, I think in this global tsunami, India is going to emerge stronger. Brands which always had India at the back burner have started India-related conversations. The kind of frequency of conversation over the last two months, people I was chasing for some time are coming the other

way round. We are going to see a strong momentum building in India, people are discovering that this is a next big centre of gravity of consumption. So, these are the three things, scale, time of India and of course what I call is talent through digital nomadism.

WHAT DOES LUXURY MEAN TO YOU PERSONALLY?

Time is money. Generally, we are all drawn between the work space and personal space. The personal space is more often than not a family space and what suffers is the 'me' space. The luxury of creating time for myself and doing things that I like is to indulge in is true luxury.

ROTARIANS ASK

HOW DO YOU BRING THE SPIRITUAL ASPECT TO THE LUXURY MARKET?

Theatre and experience is a big part of what happens at the store. We book an appointment, someone explains to you the heritage, often you end up talking to head designers.... What we are doing is a clever integration of digital and physical stores. There are two huge centres in BKC in which a large scale of retail is coming up. We are building 40 new stores in Mumbai, 20 of them are opening in April. Conversation and retail therapy will never die out.

DO YOU SEE AN OPPORTUNITY FOR COOPERATIVE CONSUMPTION BETWEEN LUXURY RETAIL AND LUXURY SERVICES TYPICALLY HOSPITALITY AND TOURISM AND IF YES, WITH THE RATE THAT THIS DIGITAL RETAIL AND CONSUMPTION SECTOR IS MOVING, HOW CAN THIS SECTOR INCENTIVISE THE AILING HOSPITALITY INDUSTRY TODAY?

Currently, as we talk, I am in touch with Mr Bikram Oberoi to create a

unique social programme between not just my set of brands but my consumers and the Oberoi Group of Hotels. We are actually building unique staycations in unique hotels. So, there is a lot of scope of cooperation.

WHEN TATAS STARTED TANISHQ, THEY WERE VERY SURE OF WHAT THEY OFFERED, BUT RELIANCE DOES NOT SHARE THE SAME REPUTATION. PLEASE COMMENT.

Reliance being a corporate, we don't even have a separate website called Reliance Brands. Just yesterday, someone told me they went to Tumi at Palladium and found out, in conversation, that Tumi is also part of Reliance. That is the best compliment they can give me because they are going to Tumi to buy Tumi and not to buy a Tata or a Reliance. Our approach in this business is that whether you go to a Zegna, Brooks Brothers, Hugo Boss or a Giorgio, all come from the Reliance Brands table and none of them shouts, screams or even whispers Reliance Brands. They are required to recreate their own halo around what they do. We are more a consumer-facing brand in Jio.

IN TODAY'S ONLINE AGE, WHAT ARE THE CHALLENGES YOU FACE ON SUPER LUXURY PRODUCTS LIKE THE LADY'S BAGS WHICH COST RS 1.5 LAKH AND MORE SELLING ONLINE VIS A VIS THE ACTUAL ON SHOP TREATMENT GIVEN TO THEM?

It is more of an opportunity. From a marketing point of view, your opportunity for storytelling is much easier. The amount of research that people do helps a lot, it is a big part of the shopping. The ability to combine tech with human touch.

THE INDIAN CONSUMER TENDS TO BE A VERY VALUE FOR MONEY CONSUMER. IN TERMS OF LUXURY

PLANS, HOW DO YOU SEE THAT UPTAKE? DO PEOPLE WHO BELIEVE IN THIS ALSO SHIFT TO LUXURY BRANDS?

The fallacy lies exactly there because in our mind the words value for money are equated to cheap. So, for example, India became the top market for Rado watches when it was doing very poorly in other parts of the world. A big case study was done to show that 10 years back, the average Rado watch cost a lakh rupees. Research suggested it did well because that watch signified your entry to a certain club. One lakh is a small price to show that you have entered that club. So, value for money is not cheap, the value is not to understand time – it is a piece of jewellery. When a lady wears a diamond necklace, it is value for money because it shows that you are already part of a certain class. As a brand you should make sure you do not frequently discount. Never go ahead of the distribution curve. Our own belief is if you manage the brand and if you do the storytelling and heritage, artist's value, people value it.

HOW MUCH OF A CUSTOMIZATION DO INTERNATIONAL BRANDS DO AS PER THE INDIAN MARKET?

When it comes to fashion, clothing, you are actually buying a slice of a western world, when you are wearing a Ralph Lauren Polo, there are less than one per cent of people who buy Ralph Lauren. I haven't even seen a polo match but, in a sense, it makes you feel younger and part of the sporty club. So, you are buying a slice of a certain life. My first suggestion is never, ever, customise because you will bring down the aura of that brand. If you are clever, do certain portions of it. you have to be careful not to overdo it.

DIALYSIS CENTRE INAUGURATED

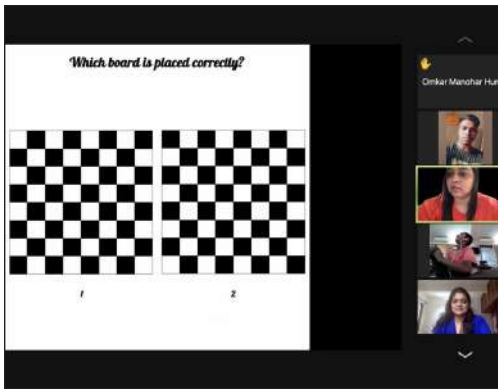
The Rotary Samarpan Dialysis Centre was inaugurated on March 15th, 2021, at Ghatkopar West.

Established by Samarpan Blood Center and Rotary Club of Bombay in

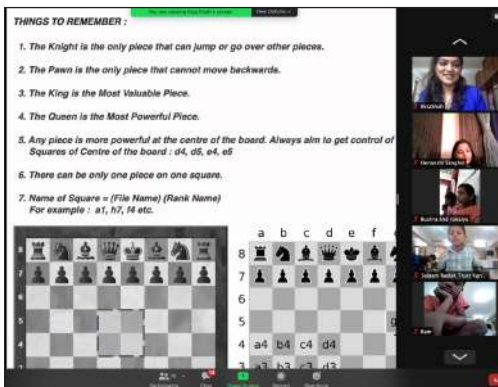
conjunction with Rotary Club of Mumbai Ghatkopar, the event was presided by Chief Guest Shri Ganeshan Sonaimuthu, COO of SBI Mutual Funds Management Pvt. Ltd. and guest attendees DGN Sandip Agarwalla and DG Sunnil Mehra.

Thanks to DGN Sandip Agarwalla, Rtn. Swati Jajodia, Rtn. Vineet Suchanti for their efforts. Our gratitude, also, to Rtn. Pradip Gupta for arranging donation from SBI MUTUAL FUND.





ZOOM CHESS FOR BY



THE ROTARACT CLUB OF K.C. COLLEGE, UNDER THE EVENT POSITION SWAP, ORGANISED A CHESS WORKSHOP FOR BHAVISHYA YAAN ON MARCH 6TH, 2021. AROUND 80 CHILDREN FROM ACROSS ALL BY CENTRES ATTENDED THE SESSION.

The guest speaker and trainer for the session was Ms. Riya Shah, a qualified and experienced chess player, who has won a lot of Inter- and Intra-School competitions, including the title of 'Winning Chess (female)' at Rotary Sports consecutively, from 2018-2010. She has students from all over the world.

A PPT was shared with the children via screen share on Zoom to make the learning fun, and the speaker explained them the basics of chess with demonstrations and communicated in simple English and Hindi.

She covered topics such as how to place the chess board, basics about the boards, files, ranks & diagonals, name of the square, basics about each pieces, and general rules about the game.

All the children's doubts were cleared by the end of session. It was an interactive session with kids enthusiastically engaging with the speaker in the chat box.

Bhavishya Yaan Committee thanks Rotaractors Henashi Sanghvi, Mahima Doshi and Hanshika Adyani for organising this session and giving our children an exposure to online chess.

Rotary
Club of Bombay



Celebrate
Holi

with a
Musical Evening of
Evergreen Hindi Songs
&
Holi Specials

7.00 pm

Thursday,
March 25, 2021

Zoom link will be sent
one day prior

Dress code : Colourful

A VISION FOR SENIOR CITIZENS

A FREE EYE TEST CAMP WAS ORGANISED FOR ANANDA YAAN BY ADITYA JYOT FOUNDATION.

The Rotary Club of Bombay thanks Rotary Club of Mumbai Sion PP Dr. Radhika Krishnan, CEO of 'Aditya Jyot Foundation for Twinkling Little Eyes' for her stellar work in serving society by facilitating free eye check-ups, advanced screenings and cataract surgeries.

Our thanks, also, to Dr. S. Natarajan of Aditya Jyot. 'Aditya Jyot Foundation for Twinkling Little Eyes' is a not-for-profit body with outreach programmes that redress the suffering of low-income groups and the marginalised



population living in rural and urban slums and tribal areas in our state. It does this through free eye camps and free eye treatment.

One such camp was conducted at our Ananda Yaan Byculla Centre on March 19th. Ananda Yaan is an activity centre for underserved senior citizens of RCB in association with Dignity

Foundation.

A team of eight professionals from Aditya Jyot set up their equipment and tested around 90 senior members. Seven members were found to be in need of a cataract operation.

After the eye screening, prescribed eye glasses were given to 56 people who needed and 40 patients were referred to the Aditya Jyot Eye Hospital for further treatment.

We thank Rtn. Anand Dalal for his Ananda Seva by paying for all the spectacles. Ananda Yaan members send blessings to Anand and his family for facilitating their improved vision.

AY'S BRUSH WITH COFFEE



A UNIQUE ART AND CRAFT SESSION THAT USED COFFEE WAS HELD FOR THE SENIOR CITIZENS OF DR. E MOSES CENTRE'S ANANDA YAAN IN ASSOCIATION WITH DIGNITY FOUNDATION ON MARCH 13TH, 2021. MS. RASHMITA GANTI EXPLAINED THE PROCEDURE FOR DRAWING AND PAINTING WITH COFFEE. NOT ONLY DID THE AROMA ELEVATE ALERTNESS AND ENERGY LEVELS BUT BOOSTED CREATIVITY TOO.

Members used their imagination to draw houses,

trees, animals, jewellery, and so on. Members were taught to blend coffee perfectly to achieve different shades. Happy with this new activity, members expressed surprise at this new medium and recalled their colourful childhood.

With easy instructions and simple techniques, everyone completed their painting and projected them with pride and happiness. They also shared that they would teach it to their grandchildren.



BAGGING A SAVE FOR THE ENVIRONMENT

SKETCHING THE VISION – A WEEKEND WORKSHOP WITH THE STREET CHILDREN OF SALAAM BAALAK SUPPORTED BY CHILD WELFARE COMMITTEE OF RCB WAS ORGANISED BY THE ROTARACT CLUB OF H.R. COLLEGE ON MARCH 11TH, 2021.

35 children were taught the benefits of using a cloth bag over plastic. The main aim of the project was to educate them about global warming and tell them about harmful nature of plastic bags. Each child was guided by one Rotaractor and they painted their own personalised canvas bag.

35 Rotaractors and 35 children ensured a weekend full of creative energy.

Prizes were given to the most creative children.

CWC thanks Ms. Purvi Todi and Mr. Jinay for organising this workshop and also Ms Vidya Kanade of Salaam Baalak for facilitating the workshop and keeping the children alert and disciplined.

Special thanks to Rtr. Purvi Todi's family for sending snacks for the children on occasion of Mahashivratri. They enjoyed the samosa, juice and banana.

ROTARY CLUB OF BOMBAY CHANGES LIVES

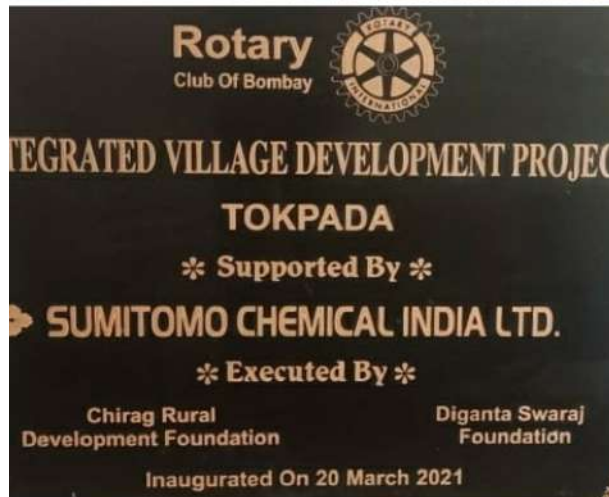
LAST WEEK, PRESIDENT FRAMROZE MEHTA WOULD HAVE INAUGURATED THE LIFE-TRANSFORMING RURAL INTEGRATED DEVELOPMENT PROJECTS AT JOGULWADI AND TOKPADA (MOKHADA DISTRICT).

Perhaps the extraordinary circumstances prevalent postponed our visit to the villages by a month but progress wasn't halted.

A large solar grid and a pump in the river pumped up water. Storage tanks have been built. Piping and other work was done by the villagers in the attitude of Shram Daan.

Safe drinking water is flowing through taps and into parched fields. Toilets have been constructed and homes and streets are lit with solar power. Schools are lit up as well.

Health, Sanitation, Education, Security, Livelihoods: these villagers will not migrate to



Bhiwandi to work as daily wagers. We're transforming the lives in Bharat, one village at a time.

Thanks, Fali Mehta and Preeti Mehta for the encouragement and support. Thanks, Chirag Foundation and Diganta

Swaraj for the impeccable implementation.

MILTON



Leakproof steel

for your little ones!



Hot & Cold



Stainless Steel



One-touch Lid

#GetYourMilton

Let your kid's hydration be fun and safe at the same time with Milton's vacuum insulated Jolly bottle. To #GetYourMilton visit the nearest store or order online from Amazon!



Pick-le the right jar!



With Treo Bruno Jar, you can now safely store freshly-made pickle in an airtight condition and let its spices settle in without a worry. Explore now at stores near you!

Mar 30th Club Meeting



Lt General Shokin Chauhan (Retd)

Former Director General, Assam Rifles & Chairman, Ceasefire Monitoring Group



Integrating India's North East

Venue : Online at zoom.us

Time : 12:00pm

ROTARIAN BIRTHDAYS



MARCH 25

Rtn. Dr. Rajeshwar Bali



MARCH 25

Rtn. Joseph Koshiy



MARCH 25

Rtn. Dr. Anand Somaya



MARCH 28

Rtn. Nikhil Bhatia



MARCH 28

Rtn. Shariq Contractor



MARCH 28

Rtn. Leela Deshpande

ROTARIAN PARTNER BIRTHDAYS

MARCH 24: Rtn. Ptn. Rashna Cooper

MARCH 24: Rtn. Ptn. Divyaa Kummar

MARCH 26: Rtn. Ptn. Berryl Hirani

MARCH 28: Hon. Rtn. Ptn. Swati Piramal

MARCH 28: Rtn. Ptn. Mina Somani

MARCH 29: Rtn. Ptn. Gauri Daiya

ROTARIAN ANNIVERSARIES

MARCH 25: Rtn. Ptn. Pinky & Rtn. Shreepal Dalal

MARCH 28: Rtn. Ptn. Radhika & Rtn. Dipan Mehta

MARCH 29: Rtn. Ptn. Vera & Rtn. Dara Mehta

Printed and Published by President Framroze Mehta for Rotary Club of Bombay, contact@rotaryclubofbombay.org; Editorial Content, Design & Layout by The Narrators, thewriteassociates@gmail.com; Printed at Indigo Press, indigopress@gmail.com
Regd No. MCS/091/2015-17; R.N.I NO. 14015/60. WP P License No. MR/TECH/WPP-89/South 2015

ROTARY CLUB OF BOMBAY 2020-2021

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PP Dr. Adi Dastur	PP Arun Sanghi

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Sergeant-At-Arms	Rtn. Hoshang Nazir

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RCB Medical Centre, Mumbai	Rtn. Manoj Patodia
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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
Bhavishya Yaan	Rtn. Manish Reshamwala

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Cotton Green Medical Centre	Rtn. Manoj Patodia
Cancer Aid	Rtn. Dr. Ian Pinto

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