

PRESIDENT'S MESSAGE LET ME EXPLAIN THE RAINBOW!



We have all been hearing words and terms like pronoun, non-binary, pansexual, The rainbow, the spectrum or my favorite The LGBTQIA+ community. And we all millennial and post generations are thoroughly confused.

So let me complicate

matters a little a more and tell you that the acronym has had a few additions the last time we checked. It's The LGBTQCAPNGDFNBA+ Community and its only going to keep growing. Confused.... Don't worry, I got you.

The Rainbow explanation for us OLDIES:

L- Lesbian is a woman who is only attracted to women.

G- Gay is a man who is only attracted to men.

B- Bisexual is a person who is attracted to all genders. I

think we were upto speed till here.

T- Transgender is a person who's a different gender than they were assigned at birth.

I- Intersex is a person who was born with both male and female genitalia.

Q- Queer is an umbrella term for the spectrum.

C- Cupiosexual is someone who doesn't experience attraction, but likes sex.

A- Asexual is someone who doesn't experience sexual attraction at all.

P- Pansexual is someone who is attracted to people regardless of gender.

G- Graysexual is someone who experiences little attraction to others.

N- Nonbinary is someone who isn't male or female.

G- Grayromantic is someone who experiences limited romantic attraction to others.

F- Fraysexual is someone whose attraction fades after time.

N- Neutrois is someone who falls in the nonbinary spectrum,

and expresses androgynously.

B- Bigender is someone who is both male and female, either simultaneously or fluidly.

A- Abrosexual is someone who's sexuality changes.

Feeling left out for not having something to identify with. Never fear when I am here. There is another gender which falls outside the community which is

C for Cisgender which means that you identify with the gender you were born with and are attracted to other cisgender people of the opposite sex a.k.a. Normal in our words.

I think I have thoroughly confused most of you. Hence, my work here is done. Have a fabulous week ahead Rotarians. Until next week be merry and gay.... (pun intended)


President Ramroze Mehta

#tuesdaythoughts

"If I wait for someone else to validate my existence, it will mean that I'm shortchanging myself." - Zanele Muholi

#numbercrunching

40%

Gay sex is still illegal in nearly 40% of countries in the United Nations, according to statistics released last year by the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA).

#caughtintheweb



LULU RAGHAVAN, MANAGING DIRECTOR, LANDOR & FITCH, ON EXTRAORDINARY BRAND TRANSFORMATION (AN INSIDE OUT JOURNEY)

BRANDS AND DESIGN HAVE AN INCREDIBLE VALUE IF THEY ARE UTILISED WELL IN AN ORGANISATION. THE PROBLEM IS THAT A LOT OF US THINK OF A BRAND AS A LOGO AND SO THE IMPACT OF BRAND IS LIMITED. TODAY I AM GOING TO TALK ABOUT THE POWER OF BRAND TO TRANSFORM AN ORGANISATION AND INDIVIDUALS.

Brand transformation in an inside-out journey. I will start with my own journey and then we will talk about the 5 lessons that one can learn from brands that have transformed themselves and then I have 10 top start-ups for building their own personal brands.

I was born in Madurai in a pretty conservative Tamilian Brahmin family and then I got the nickname Lulu, my mother actually names me Sulakshana, my father hated the name and named me Lulu. I share this you because it is a bit of an existential crisis, I worked abroad

for many years and there was never a problem with the name Lulu but when I came back to India and introduced myself as Lulu Raghavan I met with many strange eyes. So, it has been really interesting over the years to navigate that conversation.

My early years were spent in Bangalore in 2 schools, Baldwin Girls' School and Valley School. From Valley School, I learnt that education never stops, Jiddu Krishnamurti who started the school was a huge believer in the power of education and that one constantly learns and my life-long love for learning was seeded in Valley School.

Then I moved to Mumbai, to Queen Mary school and then to Cathedral in the 11th and 12th. After that I got a scholarship to go to a school called Davidson, one of the top Liberal Arts colleges in the US where I spent 4 years studying Economics and Math. I actually spent a semester in Tours, France so, I am fluent in French and later on

TODAY: PRACHI SHEVGAONKAR, FOUNDER OF COOL THE GLOBE APP, RECIPIENT OF THE TARU LALVANI AWARD FOR ENVIRONMENT PROTECTION, SPEAKS ON 'WHAT CAN I DO ABOUT CLIMATE CHANGE' ON ZOOM AT 1 PM



PE Shernaz Vakil



President Framroze Mehta



PP Dr. Mukesh Batra



PP Dr. Rumi Jehangir



PP Hareesh Jagtiani



PP Vijay Jatia

learnt Spanish. These qualities I am sharing with you because they shaped my experiences and the skill set I have today.

After Davidson I came back to India and my mum introduced me to a gentleman called Shmit Roy who was at Lintas those days and he asked me, 'Lulu do you want to be a small fish in a big pond? Or a big fish in a small pond?' I was chasing dreams of being an investment banker, management consultant and he felt that those were rat races and not for me. So, he introduced me to Ogilvy, he introduced me to R Shridhar, and I fell in love with brands and Ogilvy brand consulting which was my first job.

Shridhar then gave me a second piece of transformative advice. He was a huge fan of David Ogilvy, he believed that one can be successful in the agency business but if I was interested in brand consulting, I needed to get an MBA. So, I got my MBA from SP Jain Institute and Management and Research. Coming out of SP Jain, 21 years ago, I started my job. I am still at my first job or 2nd job rather. I went to San Francisco and started Landor Brand consultancy. Spent four years there, my husband was working for dotcom, it crashed, he went to business school and then we went to New York. I was able to move Landor to New York where I spent a year and then moved on to London.

I was lucky in London because that is where Mr Naresh Goyal hired Landor to rebrand Jet Airways. It was my first big Indian client programme, and I learnt a lot from seeing how entrepreneurs thought about the business and how they value brands. A year later my husband and I had the opportunity to come back to Mumbai and I was given charge to set up operations for Landor here. So, that was Landor Mumbai in 2007.

Initially we were five girls, we did a lot of work for the Taj group, Hindustan Construction Company... Mr RK Krishnakumar at the Taj used to call us the Ladies of Landor. We were famous, he actually asked me if I hired only women on the team. I grew the Landor team to 25 people and then last year we had an integration with Fitch. Some of you may be familiar with the retail-design company Fitch.

I am lucky to be in a company with two iconic founders, Walter Landor who famously invented branding said that 'Products are manufactured in the factory, but brands are created in the mind.' And Rodney Fitch who was a great pioneer of retail design felt that design is a differentiator and he wanted to create extraordinary designs for the masses.

Our core is Brand Transformation. In the last 21 years of my career, everything that I have

done is about brand transformation and for us that involves aligning the brand strategy with a business strategy, thinking about how the brand comes to life in all the elements – how it thinks, looks, feels. The experience of the brand, how it can be used to transform your culture and engage your employees, how rigorously you manage your brand and how you keep an eye on brand performance to impact the business.

Today we have a team of over 100 and all of us dedicated to brand transformation.

When I look back to last 21 years, I am proud to have evangelized brands. I did a show with Bloomberg UTV on how brands are beyond logo and the show was actually called Beyond logo. I was at the Cannes Lion, but when I came back, I really used all my learning to help the team understand what world-class designing and branding are about. The work that we did for the Taj is actually a Harvard Business school case study, and there are several case studies on the work that we have done. One of the complaints we have heard from the IIMs and other business schools is that there aren't enough brand case studies. So, my team has contributed to that as well. And, like I pointed out earlier, the women I am super proud about, if all of these folks who have gone to heading agencies, to be CMOs, on the client side, all of whom I have spent a lot of time mentoring. I am also giving back by writing a news-letter every Sunday on personal growth and development, it is called Ideas To Play With and you can see it on my website. That is my background!

We strongly believe that brands matter more than ever; if you look at the stock market and how companies are valued, more than 30% of the enterprise value is represented by brands. Michael Eisner was one of the first CEOs who recognised the power of brands. He said, "The Disney brand is our most valuable asset. It is the sum total of our 75 years in business, of our reputation, of everything that we stand for."

BrandZ is a database that tracks the index of strong brands vs the S&P index and the MSCI World index. You can see how investing in brands delivers superior shareholder return. What is interesting is what happens to brands in the downturn, like during the Lehman crisis in 2008, or at the start of the Covid crisis. You see how the market as well as index of strong brands have dipped but when things start to come back, the strong brand's portfolio has fallen less but also recovered much faster. So, brand is really reputation you can count on.

When we say brand, it is an intersection of strategy, experience design and culture. A lot of people then say that okay what does brand mean if it is not a logo? You might have heard

Jeff Bezos who said, 'Your brand is what people say when you are not in the room.' So, after this session what you say about this session or me really defines brand Landor and Fitch or brand Lulu in your mind.

I also wanted to have a parallel track to personal branding because this of huge interest to a lot of folks. When I talk about corporate brands and building corporate brands many folks ask me how does this apply to personal brands? Think about personal brand as how you would like to be remembered as an individual. What is the legacy that you would like to leave behind? What is the ideal way of thinking about personal branding?

Use brands to transform your culture first – Mahindra is a great example. The business has made great strides, but the brand was actually perceived fuddy-duddy, and this stained on Mahindra. He had bought SsangYong, invested in Reva the electric car, won Satyam. The company was making great strides, but the brand was seen as quite agricultural, as not very progressive, or dynamic. So, they defined the purpose of organisation as Rise.

Mahindra being an organisation that empowers all stakeholders to get ahead, they defined Rise as their reason to be, their philosophy and course of action, they have been able to stretch their arms to perfection. They said Rise is who we are and together rise is what we do. This is not just a poster that is put up in the cafeteria or offices of the Mahindra group, they are super committed to the pillars of Rise – accepting no limits, alternative thinking and driving positive change.

All of these changes are driven into the way the business heads think of the business and even how employees are actually evaluating. During the Covid times this purpose of the organisation was so firmly embedded, that employees rose to the occasion; you might have read about how the factories in Nashik they repurposed it to make a low-cost ventilator.

Internally, they have Rise awards that rewards employees who exhibit on brand behaviours. So, brand transformation starts with finding a powerful purpose that motivates the organisation and employees.

As it relates to personal branding, I love to say that we have to go in before we go out. A lot of people tend to think of personal branding as social media and shouting out from the roof top, but it is about figuring your special gift, your true talent that you can pour into your work and share with the world.

Reimagine your entire brand experience – think



Rtn. Bimal Mehta



Rtn. Peter Born



Rtn. Ravi Fotedar

Rtn. Mudit Jain with
Rtn. Ptn. Malti Jain

Rtn. Renu Basu

Rtn. SV Prasad with
Rtn. Ptn. Jaya Prasad

about the stages of the journey, the touch points, you have so many ways in which an organisation can build its brand other than advertising. Yes, it is communication, but it is also the call centre, the retail showroom, the social media, it is the way your employees interact with the customers, all the touch points create an impression of what the brand stands for. We have a tool called the Experience map that helps you think through how the brand will be expressed in all of the touch points. How it looks, how it feels, how it talks, how it is done and how to dream.

For example, Etihad, the national carrier of Abu Dhabi looked so dowdy. Abu Dhabi meanwhile had taken on this reputation of becoming a modern city, they had invested in visionary architectures, a city of unprecedented luxury, Etihad was supposed to be an ambassador in the air, and it did not embody Etihad at all. When we worked with Etihad it was to link Etihad with the stature and perception that Abu Dhabi had gained globally. So, the whole idea was to make this airline remarkable. The purpose was to transform what each of us believe travel could be.

From a personal branding perspective, a lot of people say how can I express myself through different touch points? Think of brand and branding as story and signals. If you go in to find your story, where will you go out? Jot down all the business touch points, think about your business card, your website, your LinkedIn profile, published articles. Even if you don't do any of those elements, how you appear, speak, handwriting, body language, photographs, how you shake your hand, word of mouth, all of these signals back to your story. So, if you want to intentionally build your personal brand, you need to align your story with the signals that you are sharing with the world.

Communicate your extraordinariness – some folks just sit in the corner and hope the world will discover them, but they are not going to. You have to communicate, of course in advertising and marketing we say communicate, communicate, communicate and I think in the last few years all organisations have found their voice. We need to do it internally first, externally, and then continuously repeat. For example, Wipro started identifying its core purpose which was the idea of amplifying client's business success through the power of connected insights. The story that Wipro wanted to communicate or stand for was then manifested in the visual identity of the brand, the connected dots, to serve the clients better. And they launched the brand internally to make sure that all the employees understand the spirit of Wipro and the promise of connected

insights before they actually took it out in the market. And then they had a special launch to their top 300 special customers in the US where they introduced the why before the brand. A lot of times companies undergo brand transformation, and nothing changes except the logo and customers don't understand the why. Wipro actually did a 2-day seminar, talked to the customers to take them through the why of change and how else their organisation was changing and how they were committed to the path ahead.

When it comes to personal branding, you too need to have a powerful itch. Can you condense everything that is great about your skills, credibility, the values that you stand for? So, when we talk about interviews, the interviewer asks, 'Tell me about yourself'. Are you going to tell the history, or you have a powerful 10-word pitch? Super committed to create commercial impact, etc. this is something you can work upon and then those of you who wish to manifest that, you can think of different channels, your own website, Instagram, LinkedIn, Twitter, how do you really make sure that you appear and come to life in a way that is consistent to your elevator pitch. The search bar in Google is equally important as well because when someone types in, what is it that they actually get? That gives them an impression who you are, today people will google search you even before meeting you.

When you do all of this, your transform brand will grow.

So, if I were to summarise the key success factors of extraordinary brand transformation,

- there will be a lot of stakeholders, you have to make an inclusive but ultimately one person has to make the call. This is really important otherwise you can go around in circles.
- Respect tradition, emotion and experience but make a powerful case for change based on logic and magic.
- Create brand guidelines that inspire not create fear psychosis. It is about customer experience more than anything else.
- Launch the brand internally before you do externally because your people are your most powerful brand ambassadors.
- Ensure a brand change goes much deeper than a logo change.
- Use the brand as a flag bearer of your business transformation.
- Ensure the brand promise can be delivered

at every touch point.

- Execution and persistence are necessary after a strategy has been decided.

Remember, building a brand is like raising a child. You are viewing it as long-term perspective; you don't know how it is going to turn out, but you have to give it a go. You have to enjoy the journey; it is the journey that matters not the destination.

I strongly believe that you cannot have a personal brand if you don't take care of sleeping better, eating better, moving better and thinking better. A fantastic book by Greg Well called Ripple Effect talks about the foundational elements of success and this is certainly one of them.

Personal branding also talks about how inspired you are about the world; it is about garbage in and garbage out. You never know which dots are going to connect to get the breakthrough idea that your business needs.

A lot of time we focus on your minds, but we forget our soul and spirit and to build a holistic personal brand it is important to feel both your soul and spirit. It could be culture, religion, or meditation, don't neglect your soul and spirit in pursuit of excellence.

We have the elevator pitch, one of the exercises you can do before the elevator pitch is to write a visionary of yourself, it is a nice way to think about your legacy that you want to leave behind, it will help you define, intent a vision and dream for yourself at work.

A lot of times we think that we have to follow somebody else's footsteps, but it is really important to develop and nurture your own persona. We also forget that we have a voice. We do have one and it is important to use it. If you are invisible, nobody is going to know to exist.

Growth also comes out from stepping out of your comfort zone. When it comes to leadership, don't pander to a stereotype of a boss or a manager, it is important to lead with a natural style. And, at the end of the day, if you don't promote yourself, nobody else will and if you dream big and you want those opportunities out there in the world, you have to promote yourself in a way to adding values to others not in a way to just about calling attention to yourself.

At some stage when you have established yourself, it is not about yourself anymore, it is about shining the light on others and promoting, and mentoring others and that is one of the best ways to build your own personal brand. And it is super important to be yourself because everybody else is already taken.

Meher Marfatia – Invisible Mumbai, Hidden Gem

Meher Marfatia began covering Bombay in the 90s. She was a young mother and was looking for things to do in and around the city. She often heard others say there was not enough for people to do in Bombay. In fact, she thought it was elitist. Her response was to make a list for herself and friends – of things to do in Bombay with her kids.

Meher says, “The list became descriptive and turned into a book because Tariq Ansari (Proprietor of the newspaper Mid-Day) was encouraging.”

The book was called Little Mumbai and included everything one could do with kids all over Bombay. That grew into a second book for children, the Mumbai Timeout for Kids based on the London Timeout for Kids because the mother organisation wanted a Bombay edition.

“After that, I had so much material, I began sharing it in columns with readers at large. I used facts that were there for everyone to access but the thought of speaking to people excited me, speaking to people I didn’t know, who had so much history and sense of pride about the city and where the forefathers came from and how they came to the city. That is how the column was born and I got letters with lots of new nuggets of information. So, the book Hidden Gems contains expanded essays of the column.”

“Hidden gems are equally people, other than buildings and places. Like, I went to a junction called Charnal in Dongri, where there were these water carriers called the bhishtis. There are few water-carrier families left, who go from home to home, shop to shop with a goat skin bag called a mashaakh. They are focused around Paidhuni, Dongri and Bhindi Bazaar. They walk with the goat-skin bag and tend to have a loping gait with one shoulder up. They have a lot of back and posture problems because they have to angle themselves in a way so that the

water doesn’t spill.”

“There were two brothers, they came up to me and almost immediately, they said in hindi: ‘Saal 1819 mein mere baap dada Haryana se yaha pohonche. Pucho kyun?’ I was thrilled to have this opening of history. So, I asked why? He said because that was the time when stone buildings were being built in Bombay and they needed water. Many years later, kaccha roads were being tarred and they needed water. So, he said, my father and grand-father did rather well. In fact, their grand-father had served the Raja of Bikaner’s army to give his soldiers water. I was absolutely thrilled.”

“Dongri also has had a surma shop since 1930 with quite a name: Dada Nanji Kamarsi Surmawala. We lost Md Ahnis, and now the brother runs the shop. Their father set the shop in 1930, he was a poet, came to Bombay and decided that he wanted to sell the highest quality surma. The shop is diagonally opposite Charnal. The surprise was that the shop had a small room with art history books. He has a brother who is a scientist in England, a daughter who teaches special kids but he decided that he has to stay back to look after his father’s shop.”

Which areas of Bombay to you love?

South Bombay is brimming with beautiful structures and stories, but it is the colonial part of the city. I feel the more real part of the city is the one built by the mill workers, dock hands, film studies – Mazgaon, Parel, Byculla, Mahim, Dadar, Shivaji Park – I love these areas, their stories waiting to be mined. Right from the 1896 plague to Partition to textile strikes to communal politics of '90s... there are stories of courage.

We are all in our own way, story tellers and we can add to the overall value to the city history if we also collect stories from our families, neighbours.

To what extent you see the future of the surmawala, the bhishtis? And these beautiful heritage

THE CITY O

Meher Marfatia, writer-publisher of the book 'Once Upon A City' shares stories from an invisible city



Country's first all-women symphony orchestra in 1800s



Surma waala



Cross for family member lost in plague at Bandra



Jhaveri Bros & Co.



Writer Meher Marfatia



Ghanteshwar Temple, Khar



Charitable dispensary 1893

F HIDDEN GEMS



at Khetwadi



Bishthi water carriers at Charnal Junction



In the frame - BV Talim, with grandson and great grandson



Sheth Hirachand Gumanji Jain Boarding School

structures that we have, to what extent the heritage committee actually focusing that there are no major alterations to the sculptures? Is there any government support for it?

It is inevitable that certain trades will not be handed down, it is also a matter of pride. At the same time, it doesn't stop us from being interested in these occupations.

Instead of all of us grumbling about how the things are poorly maintained, please know there is a lot of great work happening in the city but it is lost in the whole re-development and government red tape, there are amazing conservation architects who are doing amazing things. There are so many people doing so much work, it is to be treasured.

All these small lanes at the Crawford Market, Bhendi Bazaar and all the homes are going to be taken away and there is going to be a multi-storey building, did you ever interview anybody and if you met anyone, how do they feel about it?

It bothered me a lot. I profiled Bhendi Bazaar two years ago and went from house to house with a school friend. Most of them welcomed it. They said it is romantic to talk about old facades but try living in them, where you have a loo at the end of a corridor, there are so many families, we are going to be happy. We are going to be getting bathrooms in our home. So, we look at the aesthetics but not the living conditions unless you are there. I visited those who are put in transit camps, they were also happy, they said as long as it takes to develop the original area, we will stay here. On the whole, it is not as we read. It was like unlearning, surprising.

IN PICTURES:

The Bahu Mansion at Kemps corner opposite Shalimar Hotel – the crown on the top of rounded column. The reason behind it, it was a building that started construction in 1909 and very soon along in 1911 came King George V and Queen Mary so, they sailed in the city and it was a kind of acknowledgment to the royal couple coming towards the completion of the building.

Country's first all-women symphony orchestra in 1800s staged for performance for Lord Willingdon, the Viceroy of India at the Young Lady's School and the Head Mistress Soonabai Desai is one of the base violinists here. So, all the ladies in their silk gara sarees and the only gentleman is the pianist.

Sheth Hirachand Gumanji Jain Boarding School is a little oasis in the heart of the city, at the Lamington Road. It is a hostel that accommodates out of town chartered accountants upto three years while they complete their articleship in the city and very lovely. It is renovated yet again, it is built in Indian embellishments with the Neo-lithic style

Jhaveri Bros & Co were the first in India to import Mont Blanc in India and what you can still see is, the handles of the doors are shaped like a fountain pen with their nibs pointing north, they look like pair of Mont Blanc Fountain pens. That is quite quaint and impressive. Shyamdas Jhaveri came as a runaway from Bhavnagar, orphaned at 5 and came to the city with Rs 2, worked with someone, got a little money, invested in a small store which then eventually grew Jhaveri Brothers.

Ghanteshwar temple, in Khar, there is not an inch of a wall on the Ghanteshwar temple without bells. It hugs one corner of Madhu Park and each bell is tied in acknowledgment of a favour received. The devotees come here and tie a bell for whatever wish that is fulfilled. Very beautiful and unusual, I actually saw two people stringing a new bell.

AY RECYCLES

Acknowledging the fact that creativity is as necessary for the health of the body as yoga, Zumba, physiotherapy and mental health, Ananda Yaan held a creative session for its members on May 20th, 2021. Ms Sudha Barshikar taught our senior citizens how to make bags with old t-shirts and old dupattas. The method was simple and without stitching or using costly materials.

All they needed was an old t-shirt and an old dupatta, and scissors. These bags are great options to replace plastic bags which are harmful to the environment. Members made beautiful bags and were overjoyed to explore their creativity.

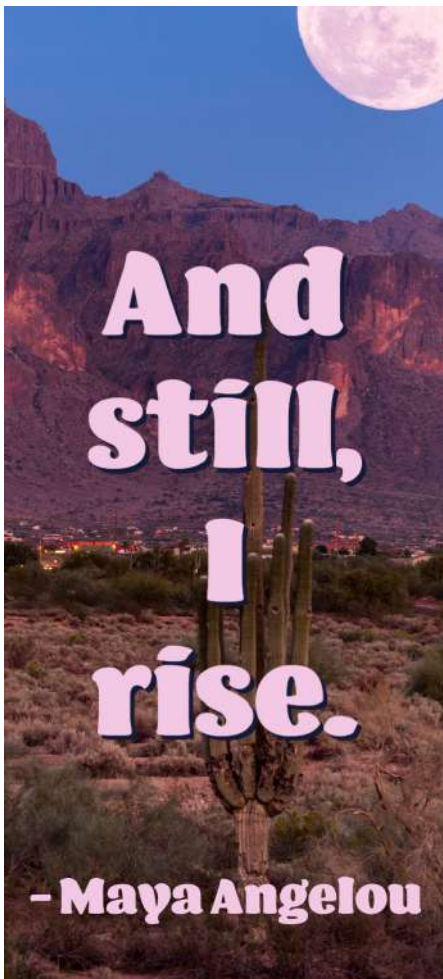


SAVE
THE
DATE
FINAL MEETING
OF
PRESIDENT
FRAMROZE MEHTA

TUESDAY, JUNE 22ND, 2021
7.00 PM

DETAILED INVITE
TO FOLLOW





Jun 8th Club Meeting

Rotary
Club of Bombay



Aditya Ghosh

Former President - IndiGo
Board Member Oyo Rooms & Fabindia



A Fireside Chat - Reimagining the Airline Industry post Covid

Venue : Online at zoom.us

Time : 1:00pm

ROTARIAN BIRTHDAYS



JUNE 1
Trustee Rtn. Gulam
Vahanvaty



JUNE 5
Rtn. Murad Currawalla



JUNE 6
Rtn. Prem Nath



JUNE 7
Rtn. Sidhant Jatia

ROTARIAN PARTNER BIRTHDAYS

JUNE 1: Rtn. Ptn. Nandini Kamdar
JUNE 2: Rtn. Ptn. Devina Shah
JUNE 4: Rtn. Ptn. Hasmina Khan
JUNE 5: Rtn. Ptn. Sahil Javeri
JUNE 6: Rtn. Ptn. Erika Born
JUNE 7: Rtn. Ptn. Anuradha Mahindra

ROTARIAN ANNIVERSARIES

JUNE 1: Rtn. Ptn. Nirmala & Rtn. Jamshed Banaji
JUNE 1: Rtn. Ptn. Dr. Bomi Framroze & PP Dr. Sonya Mehta
JUNE 2: Rtn. Ptn. Niti & Rtn. Dr. Sanjay Desai
JUNE 5: Rtn. Ptn. Lata & PP Vithal Palekar

May your choices reflect your
hopes, not your fears.
– Nelson Mandela

ROTARY CLUB OF BOMBAY 2020-2021	
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PP Dr. Adi Dastur	PP Arun Sanghi
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Young At Heart	PP Rajnikant Reshamwala
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RCB Medical Centre, Mumbai	Rtn. Manoj Patodia
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DIRECTOR-IN-CHARGE RTN. AJIT LALVANI	
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
Bhavishya Yaan	Rtn. Manish Reshamwala
DIRECTOR-IN-CHARGE RTN. DR. ROHINI CHOWGULE	
RCB Medical Centre, Talwada (PRVEC & ADMC)	PP Dr. Rahim Muljiani, Rtn. Homi Katgara
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 Currawalla
Interact	Rtn. Gautam Doshi
Vocational Training & Night Study Centre	Rtn. Mehul Sampat