

**THIS TUESDAY,****28 JULY, 2026**

Dr. Vishaka Shivdasani
in a Fireside chat with
Rtn. Anushka Jagtiani
on Longevity and
Disease Reveal.

Upcoming events**Thursday, 30 July:**

Curatorial Walkthrough
at CSMVS.

Tuesday, 4 August:

Comde (Dr) Srikant B.
Kesnur will address the
Club on The Strategic
Significance of Nicobar
Port Project.

Friday, 7 August: 7 pm

Parsi Nite @ Allbless
Baug, Charni Road.

Tuesday, 11 August:

Falguni Nayar will
address the Club.

Saturday, 15 August:

Independence Day at
Lighthouse, Cuffe Parade.

Tuesday, 18 August:

Panel discussion on
Poverty and Rural
Upliftment.

Empathy. *Drives.* Creativity.

*Josy Paul, CCO of BBDO India
addressed the Club on Meaningful
communications that work.*

- Content is king, but context is King Kong.
- The most powerful ideas begin with empathy, not advertising.
- Real human confessions uncover the truths that move people.
- Creativity is the return gift of empathy and sensitivity in a world where no one is listening.
- The future belongs to the "affection economy", where authentic stories earn people's time and trust.



I'm not an expert. I'm a lover. The thing about being an expert is that an expert has a shelf life, the world moves so fast and change happens so quickly that the expert is not able to keep pace. But the lover will always be in love. When you're in love, change does not matter. You receive it and you embrace it.

I've been in this business for a while, and I'm grateful to be in this business. I thank all of you for having me here. I want to start by saying that when we talk about meaningful communication that works, the first piece of work I saw when I was in college, which made me fall in love, was a print advertisement. It was not an Indian advertisement, but that didn't matter because it connected with

me. I'm sure it would connect with everyone.

It was simply a picture of a man running in the distance on a beautiful morning at dawn. You could barely see him because he was running so far away. It was a powerful, beautiful image. But there were some words on the side that caught my eye, and even today I can still remember them. They said: "They don't let you into their schools. They don't let you into their compounds. They don't let you into their clubs. They don't let you into their neighbourhoods. But the road... the road is wide open. Just do it."

You realise they were talking to the African American community. For me, that was hair-raising. It told me that

communication has power, that it can do meaningful things, and that it can speak to people in a way that truly connects. That's when I realised that content is king, but context is King Kong. If you can sense the context, then you can truly move people.

I'm going to start by sharing a piece of my work, and then we'll talk about it.

When I wrote the line, "Is laundry only a mother's job or a woman's job?", it didn't sound like a very creative line. It didn't sound like something written by a clever copywriter. But deep in my heart, I knew that this question was going to provoke people. This question was going to change something.



Not everybody got it, but I'm grateful that our clients did. The people at Procter & Gamble embraced this thought. Then I asked, what if we could break patriarchy? I love my dad. He's an amazing man. But I've never heard him say sorry. I thought, what if he did? Oh my God, the world could change.

So we wrote a script around that and asked that question. The reaction from people around the world was extraordinary. I got calls and letters from people like Melinda Gates, Prime Ministers, and I thought, "Oh my God, I just made another advertisement. What happened here?"

If you go to the YouTube page, you'll see at least 10,000 comments. People aren't commenting about the advertisement. They're commenting about their own lives. They want to share. It's almost like therapy. That's when I realised there's something incredibly powerful about what we do in this industry.

When I say content is king, but context is King Kong, I mean that if you can sense the context, if you can understand what people are feeling, what the nation is going through, what the mood of the world is, and then bring that into your work, you can create meaningful work. Your work is not really about being creative. It's about understanding how human beings feel. You're simply trying to connect.

I put up a poster in my office after there was a big merger that said, "I report to humanity." I don't report to my holding company. I report to humanity. My holding company is humanity.

This is also why I started the agency with the philosophy, "Create Acts, Not Ads." I felt that young people were telling us something important. Albert mentioned that I spent nine months starting the agency from the back seat of my car. That's because I spent those nine months sitting in coffee shops, listening to young people in 2008.

Everywhere I went, people were saying, "We don't believe in advertising. We don't believe in what people are telling us. There are too many promises, and promises get broken." It's very easy to say, "I love you,"

but people wanted proof. They wanted action.

That's when we came up with the thought, "Create Acts, Not Ads." Young people were saying, "Don't tell me. Involve me. I want to be engaged." Social media had just begun, and people wanted participation rather than persuasion.

I want to show you where this idea went. It's been ten years. Year after year, we've stayed committed to this thought of Share the Load. Every year we discover something new. Every year we uncover a hidden truth, something that no one is saying but everyone is feeling. When you finally say it, people thank you for saying it.

I just want to share a two-minute case film that tells you the journey of this campaign that we have been very fortunate and blessed to be a part of.

The long-term impact of the Share the Load movement has been seen both on the brand and on society. When we began in 2015, 79 per cent of men believed that laundry was a woman's job. Today, that number has come down to 25 per cent.

Sometimes, when you think about context, you're fortunate to find a platform that can last this long. So how did we arrive at it? We have a room called the White Room, and I'll tell you a little about it. It's a room where people make confessions.

In 2015, we found that women spent five hours a day doing household chores, while men spent just 19 minutes. We felt that this was deeply unfair and wondered whether we could do something about it. So, when Ariel came to us, we thought it was the right time. As I said, content is king, but the context was important. Everybody was talking about inequality outside the home, but inside the home no one was talking about it. No government, no celebrity, nobody.

So we rewrote the expectations. The original brief from the client was: "Ariel washes away the toughest stain in just one wash." That's what they told us. We changed it to: "Ariel washes away the toughest stain in

just one wash, and anyone can do it." Those five words changed everything.

From there, we connected with retailers and introduced an additional instruction on wash care labels that read, "Can be washed by both men and women." This was launched at a major PR event by Masaba Gupta, and many retailers and brands adopted it in their own wash care labels. As you saw in the film, we also replaced the names on Ariel packs with the names of men. These were all ways of growing the conversation.

I believe brands should be part of the conversation. But to be part of the conversation, you need to have a sense of the world. You have to feel what's happening in the room. It's that intuitive vibe you receive that helps you.

Conversation creates sentiment, and sentiment creates desirability. The thinking is that if I can provoke the world to talk about my brand, it creates sentiment, and that sentiment creates desirability, which ultimately helps the product sell.

I want to show you the secret behind our work. It's called the White Room. Everything in the room is white because we feel it's a place where you can surrender, talk and share. It's a listening room. When people come together there, beautiful things happen.

I call it soul-storming, not brainstorming. People talk a lot about brainstorming, but I find that in brainstorming everyone is trying to be clever and show off. In soul-storming, the soul cannot be clever.

I'll give you an example. We were asked by eBay, the e-commerce giant, to help define its purpose. I thought, "What a joke. eBay needs a purpose? Why would they come to an agency like us?"

[CLICK HERE](#)
[FOR FULL TRANSCRIPT](#)

**Because Context
is King Kong**

Strengthening Bonds Through a Flag Exchange

Rtn. Suresh Agarwala, PP Manoj Patodia and Mr. Ruchir Singhania with PP Deepok Kumar Baral, Co-ordinator, RIPSA Finance Committee, District 64, Bangladesh, during a Rotary flag exchange celebrating international fellowship and goodwill.



CLUB MEMBERS IN ACTION

PP Dr. Mukesh Batra and Rajiv Bajaj Discuss Workplace Well-being

- **Past President Dr. Mukesh Batra launched Toxic in Pune**
- **Rajiv Bajaj joined him for a conversation on workplace well-being**
- **More than 150 guests attended the event**
- **Hosted by four Rotary clubs in Pune**

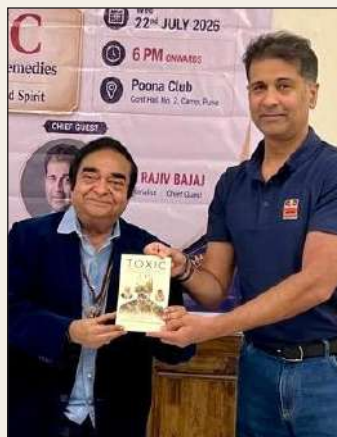
More than 150 business leaders, entrepreneurs, healthcare professionals, Rotary members and readers gathered at the Poona Club, Pune, on 22nd July, 2026 for the launch of Toxic: Stories, Science, and Remedies for a Cleaner Mind, Body and Spirit by Past President Padma Shri Dr. Mukesh Batra and Swami Shailendra Saraswati. The event featured a conversation between PP Dr. Batra and

Rajiv Bajaj, Managing Director of Bajaj Auto, on workplace toxicity, conscious leadership and organisational well-being.

Hosted by the Rotary Club of Pune Riverside in association with the Rotary Club of Pune Downtown, Rotary Club of Pune Far East and the Rotary Club of Poona, the discussion explored the growing impact of stress and burnout, the importance of trust and psychological safety in the

workplace, and the role of leaders in creating healthier organisational cultures.

Published by Bloomsbury India, Toxic examines the hidden influences affecting modern life, from environmental and lifestyle factors to emotional stress and workplace culture, while offering practical strategies for healthier living. The event concluded with a book signing and networking session.



A Few of Our Favourite Moments



PP Dr. Rumi Jehangir, PP Framroze Mehta,
Rtn. Ptn. Pervin Jehangir, Rtn. Dr. Dinesh Daftary
and Rtn. Pranay Vakil



Rtn. Ptn. Avdhesh Mandeila, Rtn. Anushka Reshamwala, Rtn. Sunita Mandelia,
Rtn. Poonam Lalvani, Rtn. Khurshed Poonawla, First Lady Rakhee Reshamwala,
Hon. Secretary Farhat Jamal, Rtn. Rina Deora, Rtn. Albert Ameida,
Rtn. Ptn. Malti Jain, Guest Speaker Josy Paul, PP Ramesh Narayan,
President Manish Reshamwala and PDG Sandip Agarwalla



Rtn. Renu Basu, PP Framroze Mehta, President Manish
Reshamwala, Rtn. Rina Deora, Rtn. Rajyalakshmi Rao
Meka and Rtn. Mudit Jain



Rtn. Anuj Poddar, Guest Speaker Josy
Paul, President Manish Reshamwala
and PP Ramesh Narayan



Rtn. Dr. Rajiv Agarwal,
PDG Sandip Agarwalla and
PP Framroze Mehta



Rtn. Poonam Lalvani, Rtn. Ptn. Malti Jain,
Guest Speaker Josy Paul, Rtn. Ptn. Gauri Daiya and
Rtn. Vikram Daiya



First Lady Rakhee Reshamwala,
Rtn. Anushka Reshamwala
and Rtn. Pranay Vakil



PP Nirav Shah, Rtn. Abhishek Saraf
and Guest



Rtn. Khurshed Poonawala, Hon. Secy. Farhat Jamal,
First Lady Rakhee Reshamwala, Rtn. Rina Deora,
Rtn. Albert Almeida and Rtn. Ptn. Malti Jain



PN Akhil Sanghi, Rtn. Naresh Pachisia
and Rtn. Sharad Lohia



Rtn. Renu Basu, IPP Bimal Mehta,
PDG Sandip Agarwalla and
Hon. Secy. Farhat Jamal

One Page Isn't Enough!

[CLICK HERE](#)

FOR MORE PICTURES

Learning Conservation with Mr. Dharmesh Barai

- Bhavishya Yaan's inspiring interaction with environmental champion Dharmesh Barai was featured in *The Free Press Journal*.
- Through the 'Angels of Mumbai' initiative, students explored the importance of mangrove conservation, sustainable living and community action.
- They were inspired to make a positive impact on the environment.

FREE PRESS JOURNAL

HOME MUMBAI NEWS FPJ SHORTS ENTERTAINMENT BUSINESS GAMES FEATURES INDIA

Bhavishya Yaan Students Discover Mumbai's Real-Life Heroes Through Angels of Mumbai

An interactive storytelling session featuring *The Free Press Journal's* Angels of Mumbai children's books encouraged students to embrace compassion, sustainability and community service

Pooja Patel | Updated: Thursday, July 23, 2026, 08:06 PM IST



Forty students from the Rotary Club of Bombay's Bhavishya Yaan participated in the interactive storytelling session |

Stories have the power to shape young minds, especially when they are rooted in the lives of ordinary people creating extraordinary change. Continuing its mission of introducing children to real-life heroes, through *The Free Press Journal's* Angels of Mumbai initiative, an engaging storytelling and interactive session was recently held at Ganpatrao Kadam Marg BMC School in Lower Parel.

The audience comprised 40 enthusiastic students from Bhavishya Yaan, a 17-year-old student enrichment programme run by the Rotary Club of Bombay. The programme, which operates across six municipal schools, has nurtured more than 5,000 alumni, empowering students to build better lives with dignity and confidence.



[CLICK HERE](#)

To read the full article

An Educational Visit to CSMIA

- 23 Lighthouse children explored CSMIA
- Hands-on learning about airport operations
- Mumbai Metro journey promoted sustainable travel awareness
- Visit inspired curiosity about careers in aviation



On 19th July, 2026, 23 Lighthouse children and four educators visited Chhatrapati Shivaji Maharaj International Airport (CSMIA), Mumbai, for an enriching educational experience.

The children gained first-hand insight into airport operations, including passenger processing, security, baggage handling, boarding procedures, air traffic management and the teamwork required to keep one of India's busiest airports running efficiently.

Their journey on the Mumbai Metro further enhanced the experience, introducing them to sustainable public

transport while reinforcing the importance of discipline and responsible civic behaviour.

The visit concluded with homemade refreshments, cherished memories and a deeper appreciation of the world beyond the classroom, inspiring curiosity about careers in aviation, infrastructure and related fields.

The Rotary Club of Bombay extends its heartfelt gratitude to Rtn. Ajay Kakkar for making this memorable learning experience possible through his generous support and thoughtful arrangements.

VAPI & VALSAD ARE FACING A DISASTER

Homes Lost. Lives Disrupted. **Hope Needed.**



**YOUR CONTRIBUTION OF RS. 1750 CAN SUPPLY STAPLE
FOOD AND ESSENTIALS FOR ONE HOUSEHOLD FOR 2 WEEKS**



RELIEF KIT
WORTH
₹1750

EACH KIT INCLUDES ESSENTIAL ITEMS:



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& PULSES



COOKING
OIL



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PACKETS



HYGIENE
ITEMS



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ESSENTIALS



YOUR CONTRIBUTION OF

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CAN BRING RELIEF,
RESTORE DIGNITY,
AND REBUILD LIVES.

**DONATE GENEROUSLY.
CHANGE LIVES.**

BE THE REASON SOMEONE
FINDS HOPE AGAIN.



**WE ARE SENDING A RELIEF KIT ON BEHALF OF
ROTARY CLUB OF BOMBAY**

DONATE NOW. BE THE REASON SOMEONE SURVIVES TODAY.



HOMES
SUBMERGED



FAMILIES
DISPLACED



BASIC NEEDS
OUT OF REACH

**TOGETHER,
WE CAN BRING
HOPE AND HEALING.**

The **Rotary Club of Bombay**
is on the ground, working with
local teams to provide immediate
relief and support to
affected families.



**Ways to
Donate**

Cheque favouring: "Rotary Club Bombay Charities Trust No.3"
OR
NEFT Bank Transfer to:
Name of Account: Rotary Club Bombay Charities Trust No.3
Savings Account No: 0011000043340
Name of Bank: HDFC Bank, Nariman Point Branch
IFSC Code: HDFC0000001

Rotary
Club of Bombay
Celebrating 98 Years of Service



Connect:
Ms. Tanvi Golatkar 9775572002
97-6, Mittal Towers, B' Wing, 9th Floor, Free Press
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Every act of kindness counts. Every rupee brings relief. Every moment to act is now.

THANK YOU FOR STANDING WITH VAPI & VALSAD.



TOGETHER, WE CAN BRING **HOPE TO DAHANU**

**DAHANU HAS FLOODS.
THE SITUATION IS VERY BAD.**



**MORE THAN
3000+
FAMILIES
AFFECTED**



**LEFT WITH
NO FOOD,
NO MEDICINES**



**HOUSES
SUBMERGED
IN WATER**



**URGENT HELP
IS NEEDED
NOW!**



**RELIEF KIT
WORTH
₹800**

EACH RELIEF KIT INCLUDES:



MEDICAL KIT
Essential medicines
and first aid items



DRY SNACK
Ready-to-eat
snacks



TARPAULIN
For temporary
shelter & protection



GROCERY KIT
Staples for
family needs



**YOUR CONTRIBUTION OF
₹800
CAN BRING RELIEF,
RESTORE DIGNITY,
AND REBUILD LIVES.**

**DONATE GENEROUSLY.
CHANGE LIVES.
BE THE REASON SOMEONE
FINDS HOPE AGAIN.**



**WE ARE SENDING A RELIEF KIT ON BEHALF OF
ROTARY CLUB OF BOMBAY**

Ways to Donate

Cheque favouring : "Rotary Club Bombay Charities Trust No.5"
OR
NEFT Bank Transfer to:
Name of Account: Rotary Club Bombay Charities Trust No.5
Savings Account No: 0011000043540
Name of Bank: HDFC Bank, Nariman Point Branch
IFSC Code: HDFC0000001

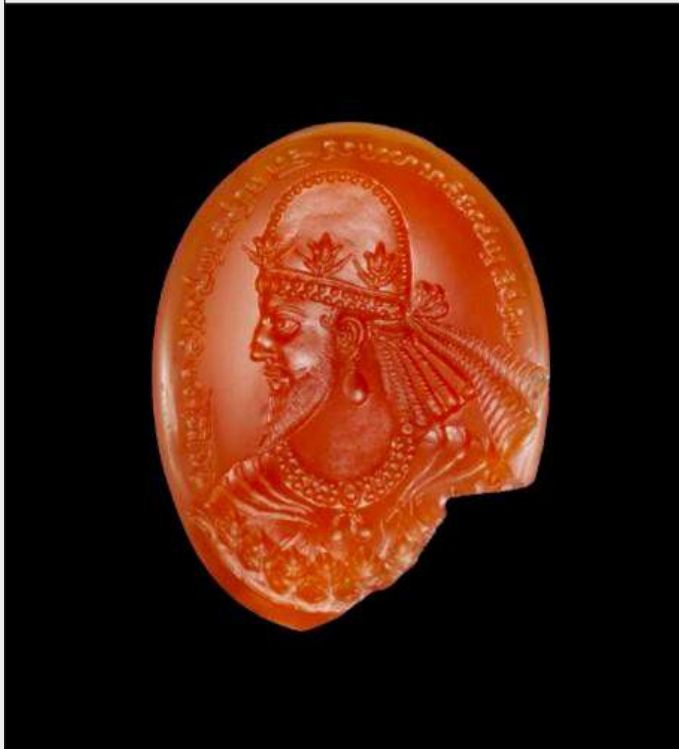
Rotary
Club of Bombay
Celebrating 98 Years of Service



For any other details:
Ms. Sami Golekar 9773572002
97-B, Mittal Towers, 'B' Wing, 9th Floor, Free Press Journal Road, Nariman
Point, Mumbai - 400021.

THE ROTARY HERITAGE, ART AND CULTURE COMMITTEE INVITES YOU TO A

Curatorial Walkthrough*



Networks of the Past: A Study Gallery of India

30TH JULY

and the Ancient World

CSMVS

TIME: 5.00 PM

VENUE: CHHATRAPATI

SHIVAJI MAHARAJ VASTU

SANGRAHALAYA

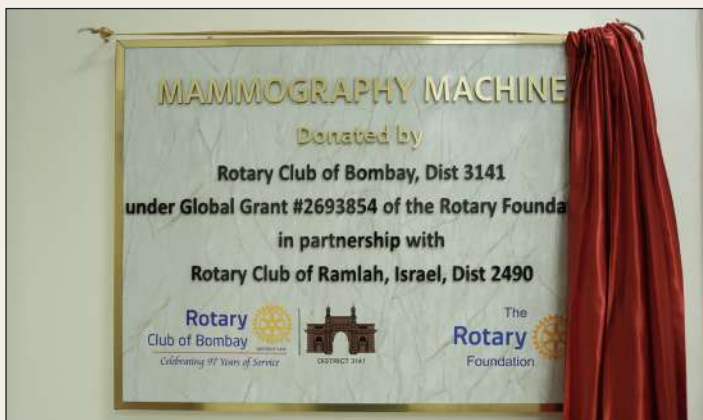
LIMITED SPOTS!

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RS.1000 PER PERSON

Advanced Diagnostic Imaging at Bhatia Hospital



The Rotary Club of Bombay inaugurated a Digital Mammography Machine and two Digital Sonography Machines at Bhatia Hospital on 18th July, 2026 under Global Grant #2693854 of The Rotary Foundation, in partnership with the Rotary Club of Ramla, Israel, District 2490.

- *Global Grant #2693854 inaugurated at Bhatia Hospital*
- *First-ever Mammography Department established at the hospital*
- *Rs. 2.25 crore project enhances breast cancer screening and diagnostic imaging*
- *Partnership with The Rotary Foundation and Rotary Club of Ramla, Israel*

Established in 1932, Bhatia Hospital is one of South Mumbai's oldest charitable multi-speciality hospitals, serving lower and middle-income communities through affordable and ethical healthcare. The new equipment significantly enhances the hospital's diagnostic capabilities, enabling high-quality breast imaging, lung ultrasound, musculoskeletal and nerve examinations, vascular assessments using advanced Colour Doppler technology, and, for the first time, a dedicated mammography department.

With a total project outlay of approximately Rs. 2.25 crore, the initiative was supported by contributions from Rotary Club of Bombay members and The Rotary Foundation. The Rotary Club of Ramla, Israel, District 2490 partnered in the Global Grant on a non-financial basis.

The inauguration ceremony was attended by Ms. Devaunshi Mehta, Chairperson of Bhatia General Hospital Trust; Dr. Janhavi Shah, Medical Director of Bhatia Hospital; and members of the hospital team. Representing the Rotary Club of Bombay were President Manish Reshamwala, IPP Bimal Mehta, PDG Sandip Agarwalla, PP Vineet Bhatnagar, and Project Co-ordinator Rtn. Gaurav Nevatia.



SU KAROCH? JAMUA CHALO JI!
FORGET CALORIES. COUNT MEMORIES.
WE'LL HANDLE THE LAGAN-NU-BHONU.
PARSI NITE



FRIDAY 7TH AUGUST - 7PM ONWARDS
ALLBLESS BAUG, CHARNI ROAD

R.S.V.P - RASHMI (9769140141)
MEMBER/SPOUSE: INR 2000/- PER HEAD



You Are Cordially Invited to the

Independence Day Celebration at LIGHTHOUSE

Let us come together to celebrate the spirit
of freedom and pay tribute to the heroes who
brought us independence



Thursday, 13th August 2026
5 pm

Opposite Bayroute, Gate No 3, Ground Floor,
Bhai Bhandarkar, Machimar Nagar,
Captain Parkash Pethe Marg,
Badhwar Park,
Cuffe Parade,
Mumbai - 400005

Best Wishes to all

May your next chapter be filled with growth,
success, and meaningful experiences.

ROTARIAN BIRTHDAYS



ROTARIAN PARTNER BIRTHDAYS

28 July

Rtn. Ptn. Beena Yargop

2 August

Rtn. Ptn. Avaan Vakharia

ANNIVERSARIES

31 July

Rtn. Ptn. Shalina & Rtn. Jai Advani

3 August

Rtn. Ptn. Radhika & Rtn. Ghanshyam Sheth

NEXT TUESDAY:

August 4th, 2026: Cmde (Dr) Srikant B. Kesnur will address the Club on The Strategic Significance of Nicobar Port Project.



Cmde (Dr) Srikant B. Kesnur, VSM (Retd.) is a distinguished Indian Navy veteran with over 36 years of service in maritime operations, leadership, defence diplomacy and professional military education. A National Defence Academy alumnus, he commanded the frontline warships INS Vindhyagiri and INS Jalashwa, and served as Defence Adviser at the High Commission of India in Nairobi, overseeing defence cooperation across East Africa. He has held faculty positions at the National Defence Academy, Defence Services Staff College and Naval War College. Holding a PhD from the University of Mumbai and five postgraduate degrees, he has authored and edited numerous publications on maritime affairs. Before retiring in 2022, he served as Director of the Maritime Warfare Centre and Officer in Charge of the Naval History Project. Awarded the Vishisht Seva Medal in 2021, he now promotes maritime awareness through teaching, writing, public speaking and his venture, Meluha Maritime, earning recognition as a passionate "Maritime Evangelist".



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Director Rhea Bhumgara

Bulletin	Rtn. Mudit Jatia
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Overseas Scholarships	Rtn. Niloufer Lam
International Programmes	Rtn. Christopher Bluemel
Attendance	Rtn. Mahesh Khubchandani
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Sergeant At Arms	Rtn. Khurshed Poonawala

Director Mihir Mody

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Director Pranay Vakil

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Animal Welfare	Rtn. Tara Deshpande
Paediatric Heart Surgeries	Rtn. Rajesh Shah
Night Study Centre	Rtn. Varsha Daiya