January - April 2014

MESSAGE FROM THE CHAIRMAN’S DESK

BEAUTY OF GOOD GOVERNANCE

Since quite some time, the word ‘GOVERNANCE’ has become a ‘key’ word. Everyone in various walks of life talk about “GOOD GOVERNANCE.” Governance in simple terms means nothing but “make those who are governed by us happy”. In fact, the basic purpose and essence of life is to make others happy. Spreading of happiness around us is what is taught by all our religions, philosophers, gurus, rishi-munees, etc. It is not a new concept which has surfaced now. Our ancestors taught us “BE GOOD; DO GOOD”.

What we see today is degradation of moral values, corrupt practices, unlimited greed due to gross absence of the noble virtue of “contentment” etc. We all seem to be “consumers” and not “contributors”. We want to bathe in “Glory” all the time whether we deserve such glorification or not. The words ‘I’ and ‘Me’ are pleasant to our ears. The words ‘You’ and ‘We’ seem to be taking a back seat.

Good Governance can never come through force. Good Governance cannot be expected through rules and regulations. Good Governance cannot be brought through legalities and mandatory compulsions. No amount of oral or written convincing can ever result in Good Governance. It has to come from within – spontaneously from a noble heart and a clean mind.

Our ancestors governed themselves and others exceptionally well. No one forced them to do good deeds which they did splendidly and which will never ever be repeated by the present generation. Their glorious acts are inimitable. The question is “now what”? and “what is the solution”?

There are only two possibilities. The first is to follow the ideals of our worthy ancestors and change ourselves – earlier the better. We promise ourselves that every step we take will result in some form of happiness around us and that we continue to seek the blessings of our ancestors which anyway they may be showering on us even now as they were indeed noble souls.

The only other alternative is nothing but inevitable; - a severe punishment from the ALMIGHTY. As we sow, so shall we reap.

This punishment to humanity in general seem to have already started and is evident in the form of natural calamities, disasters etc. which surround us today. If we are rational and wise, the choice is obvious “BE GOOD; DO GOOD”. This reminds me of an Italian proverb – “A happy heart is better than a full purse”.

WZCC GLOBAL AGM AND ENTERPRISE DUBAI / BUSINESS CONTEST

WZCC will be holding its Global AGM 2014 in Dubai on Thursday, 18 December 2014.

This will be followed by an exciting Event – “Enterprise Dubai” to be held in Dubai from Friday, 19 December 2014 to Sunday, 21 December 2014. This Event also includes a Business Contest which will honour the best and brightest Innovators and Entrepreneurs.

Besides the pamphlets published in this Newsletter, further details of these Events are available on the WZCC Website www.wzcc.net and also vide WZCC circular dated 30 April 2014.

We hope that all our Members will participate as concessional rate is being offered as a very special case.

An early response will be of mutual benefit.

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Xerxes Bodhanwala

From an early age, Xerxes was exposed to the joys of flavorful cooking and a wide variety of dishes in the Parsi Cuisine by his grandmother and mother. His decision, though, to make Culinary Arts his career, was made almost impulsively! But impulsive or not, he successfully graduated from the prestigious culinary school, Le Cordon Bleu, in Sydney, majoring in Culinary Arts Management. During his college years and on completing his training he went on to work in some of the finest cafes and restaurants in Sydney, Australia.

Family ties and the family business pulled him back home and at the young age of 23, he was keen to start his own niche Bistro & Cafe. Two years ago he christened his business “Red Fork”; “Red” being the colour of passion and also as in “red meats” which is his favourite ingredient to cook with and “Fork” to indicate the culinary angle to the business. Xerxes feels that Bangalore lacks restaurants serving “contemporary cuisine”. His aim is to give customers a meal they will never forget and keep them coming back for more.

Red Fork works on a blackboard menu that allows the chef to experiment and innovate with local and seasonal ingredients. The menu changes once every fortnight or so and has choices in vegetarian, meats, fish & poultry. The day begins early at Red Fork since the breakfast menu is very popular featuring unique items such as the “Breakfast Bruschetta” which is a take on Eggs Benedict, “Ricotta Hot Cakes” with Honey Butter, Chocolate Waffles with Yogurt ice cream and so on.

So if you truly want to “Eat Different.....Eat at Red Fork”

Mr Xerxes Bodhanwala can be contacted on - xerxes_b@hotmail.com

Jimmy Jehanbux Gandevia

Mr. Jimmy J. Gandevia is an individual Life Member of WZCC.

He started his own car rental company, Marathon Travels in 1995 which gives cars on hire.

He operates from South Mumbai. The company is known for its prompt and reliable service and has some customers since he has started.

He also is a jeweler who has studied diamonds and gemology. He runs a small business in the name of Marathon Jewellers. He also helps in his family Paint contracting and civil works business – Spectrum Décor – which was started in 1964.

Mr. Jimmy Gandevia can be contacted on – marathon.jimmy@gmail.com
World Zarathushti Chamber of Commerce (WZCC) - Mumbai Chapter, The Indus Entrepreneurs (TiE) Mumbai and Zoroastrian Youth for the Next Generation (ZYNG) came together for the first time ever to organize a Body Language Workshop and Networking Dinner. The Workshop was held at PRG Hall, Della Towers, Dadar on 1st March, 2014 and was very well attended by over 60 participants, majority of them being Zoroastrian youth.

By becoming a member of TiE, the world’s largest body to promote nurture and foster entrepreneurship, WZCC has now strengthened its position to provide the knowledge, networking opportunities and mentoring to enable Zoroastrian youth to succeed in their jobs or career and to create a platform that gives them necessary confidence to consider and select the better option of entrepreneurship. All benefits of TiE are now exclusively available to members of WZCC.

Mr. P. P. Kharas, Director on International Board-WZCC, shared his experience of being a successful entrepreneur and elucidated the basic principles of Management and importance of “Innovation” particularly with reference to the fast changing and most competitive present day environment.

The workshop was organized by TiE and conducted by Ms. Jenny Chettiar, a psychologist and Manager, Assessment and Training of Edusharp, which is a Skill assessment and development organization focused towards empowering the youth with skills required to be more employable. She imparted tips on how positive and negative body language makes an impact on your personality. The workshop provided basic knowledge about body language, and how important are the gestures and postures while going for an interview or conducting yourself in the professional world. Also present was Mr Bobby Singh Chandel, founder of Edusharp.

When asked Ms Jenny Chettiar about the importance of body language for entrepreneurs, she answered, “To succeed in business and entrepreneurship (or any endeavour for that matter) involving human interaction, you have to network. When you meet people and interact with them, you learn more about their goals and their knowledge about a specific domain. This is a great starting point for entrepreneurs to connect with like-minded people.”

One of the best ways, she continued, to stand out as a confident individual while networking is by using the correct mannerisms. When you follow the basic business etiquette tips, you feel more confident and appear comfortable. This way you signal others that you are on the same page. 93% of our communication is non-verbal, i.e. 55% through body language and 38% through para-language. But we rarely think about our body language when dealing with clients, investors or at networking. We think about what we are going to say, but we don’t consider how we say something. Research shows how we say something is even more important than what we say. Non-verbal communication is important while building rapport, successful selling, winning client relations, customer validation, effective networking, negotiations, recruitment and handling high pressure business situations.

Kayomarz Gazder, a young member of WZCC and a participant of this event says, “The workshop was interesting and the role plays done to exhibit and observe ourselves was helpful. This was a good conditioning of our minds and even though we think that we know all the etiquettes and mannerism while going for an interview but there were quite a few body languages which we do unintentionally and which leaves a wrong impact on the other person.”

Mr Adi Siganporia, Chairman, WZCC – Mumbai Chapter felicitated the speakers and specially thanked Mr Jimmy Mistry for providing the PRG Hall gratis for conducting this workshop. The evening concluded with the participants enjoying their dinner and networking.

WZCC and TiE look forward for a great participation for more Parsi youth in their coming programs.

The workshop on Body Language encompassed the following:

Activity based experiential learning, powerpoint presentation and visual aids to enhance learning covering the essential aspects of body language, viz. gestures, postures, eye contact, facial expressions, proxemics, paralanguage, and introspective exercises to sustain learning. This program was mainly conducted for the youngsters who are freshers and are going for interviews or have just stepped into entrepreneurship. WZCC along with TiE can mentor these youth and provide guidance in an effort to alter the course of your life and have a bright future.
RECENT EVENTS

BE THE CHANGE TO SEE THE CHANGE - 8 March 2014

WE conducts a Special Programme on International Women's Day

WE the Women Entrepreneurs’ Wing of WZCC conducted a very interesting and fun-filled workshop ‘Be the Change to See the Change’ on Saturday, March 8, 2014 as part of the International Women’s Day celebrations. It was attended by over 30 participants who had an interesting and fun-filled evening.

Villie Daruvala, Secretary, WE extended a warm welcome to all the participants. She announced that it was a double celebration as WE had completed two years since it was formally announced in March 2012. Villie outlined the various programs conducted by WE for women entrepreneurs and professionals which were always well attended and appreciated over the past two years. She urged the ladies to participate whole-heartedly in the sessions lined up for the evening.

Behroze Daruwala, Committee Member WE & Corporate Secretary, WZCC International Board, then introduced Fawza Marolia who conducted the first session of the evening an hour long Yoga session. Fawza, is an Interior Decorator by profession and has been practicing Yoga from the Iyengar School of Yoga since last 15 yrs. She presently teaches Yoga at their Gamdevi centre. Her entire family is likewise involved in the practice of Yoga. Fawza believes that the practice of Yoga is integral to our well-being.

All the ladies were very enthusiastic about the Yoga Session. Since many ladies were not sure of what to expect, Fawza started off with a few basic Asanas like Uttanasana, Athomuksasana and a few cycles of Surya Namaskar which is a salute to the sun. After this the ladies were made to lie down on their mats and breathe while observing their inhalation and exhalation. This itself relaxed everyone and there was a feeling of complete surrender. Yoga Asanas are not only performed for and by the body but also for the mind. Many of the participants felt invigorated and revitalised after the session and felt that the Shavasana and awareness of breath had a calming and soothing effect on them.

Dolly Dhamodiwalla, Chairperson WE, then introduced the next speaker Dr. Coomi Vevaina, Professor and Head of the Department of English, University of Mumbai who spoke on Transforming Your Mindset and Beliefs for Better Inter-personal and Intra-personal Relationships. Dr. Vevaina has two Ph.D. degrees to her credit – one in literature and the other in Education and is an internationally acclaimed Spiritual Educator and Peace Activist. She has conducted numerous Teacher-Training programmes in schools, colleges and universities in India and abroad and has won numerous awards for her teaching and research. She is also a creative writer of books for children.

Her session was designed with the intention of making the participants see the Need to ‘Be the Change to See the Change’. The introduction emphasized the fact that mindsets can be transformed only with self-awareness and highlighted the differences in Rational, Emotional and Spiritual Intelligence.

The group was then led to re-think the concept of Rational Intelligence and see it as hard-wired, serial thinking which creates geometrical-shaped neural pathways in the brain. In contrast, Emotional Intelligence (often referred to as interpersonal and intrapersonal intelligence) involves associative thinking and can be re-wired. Such thinking appears on brain scans as resembling the roots of a tree. Spiritual Intelligence which is thinking with 40 Hertz cycles in the brain, gives us our Spiritual Intelligence which is our ‘ultimate intelligence’. Neuroscientists have proved that, if carefully developed, Spiritual Intelligence serves to enhance Rational and Emotional intelligences.

The participants were presented with this challenging content in highly interactive and fun-filled ways aided by a PowerPoint presentation. Several of them continued their discussions with Coomi even during the break that followed and expressed their eagerness to know more about it.

There was a short break of half-an-hour during which tea and snacks were served to the participants. The break was also an opportunity for networking.

Kerafrid Damania was introduced to the participants by Veera Mundroina, Committee Member, WE. Kerafrid has been a theatre personality and has acted on stage in various productions in Mumbai. She has performed all over India in cities like Delhi, Calcutta, Pune, Bangalore and Goa. She has also acted in plays staged abroad in places like Dubai, Nairobi and London. She has successfully completed the Trinity College of London, Speech and Drama Exams upto grade six. She has directed shows for schools and colleges as well. She is currently conducting workshops on Drama Therapy which entail role-playing to actively gain perspective on real life roles and enhance inter-personal relationships.

Kerafrid conducted an enjoyable and inter-active session on “Enactment for Enhancement”, wherein all the attendees had to act out various real life situations, depicting how habitual reactions, which when changed into congenial ones, resulted in peaceful relationships and pleasant circumstances.

All the participants played different characters in the selected situations humorously and to the hilt. Amidst lots of fun and laughter, Kerafrid, successfully, managed to impart a very relevant message that “If you bring a change in yourself, your relationships and circumstances will change for the better too.”

The evening concluded with a Vote of Thanks by Veera Mundroina. WE is as always very grateful to Mr. Jimmy Mistry and the Parsi Resource Group who provided the venue for the programme free of cost.
PARSI SUCCESSION ACT 1865
28 March 2014

Recognising the need of our Parsi Zoroastrian Community’s clarity on the issues of Succession to Properties & Heirship, WZCC organised a workshop on “THE LAW RELATING TO SUCCESSION AS IT IS APPLICABLE TO PARSEES” on the 28th day of March 2014 at the Ripon Club where the upcoming Solicitor Mr. Manek J. Kalyaniwalla of M/s. Mulla & Mulla & Craige Blunt & Caroe, was entrusted the task of unraveling the intricacies of law to an eager audience. The club was almost filled to capacity with an eclectic mix of Parsees including those from U.S.A.

Mr. Kalyaniwalla started out by explaining as to who could be defined as a Parsee as the Law, as framed & existing, related only to Parsees. He took the audience through various expressions commonly used by lawyers and the public in relation to Succession. He also explained in detail the context of the various expressions and phraseology used.

Next, he traced the history of how the law relating to the Parsees, right from the year 1835 to the present day evolved, so that the audience could appreciate as to how, why and in what manner, the present day law came to be passed.

Thereafter, he explained the Scheme of The Indian Succession Act 1925. To simplify the law relating to intestacy, he gave various instances of a person dying leaving behind his widow, children and parents to show as to how in different situations the estate would devolve. The audience gasped in disbelief when their misconceptions were removed.

Thereafter, Mr. Kalyaniwalla explained the various types of Wills, an individual/s could make. He explained the basic requirements, form, character, language of a Will and the possible pitfalls when a Will is not made in consonance with the Act.

Mr. Kalyaniwalla emphasized the need of a Will to be made and the manner in which the same should be Probated. He also explained the legal ramifications of a recent Bombay High Court Judgement affecting various cases of movable assets, much to the bemusement of the audience.

Lastly, the Importance of a Family Tree was explained and the major role it played in enforcing rights over property. The audience robustly participated in the Question & Answer session all throughout. Due to paucity of time, a follow-up session was recommended. However, the exchange of ideas/views followed during dinner which ended up rather late.

WZCC JOIN HANDS WITH GOA CHAMBER OF COMMERCE AND INDUSTRY

In its unstoppable zeal and relentless pursuit of being in the service of our Community, World Zarathushti Chamber of Commerce (WZCC) recently joined hands with Goa Chamber of Commerce and Industry (GCCI) which was founded in the year 1908 having like-minded Vision and Mission. It is one of the oldest Chambers of Commerce in India. Mr. Minoo R. Shroff, Global President of WZCC and Mr. Narayan Bandekar, President of GCCI signed Memorandum of Understanding (MOU) in GOA to promote Trade, Business, Commerce, Industry, Entrepreneurship and Professionalism. Both the premier Institutes serve the business community and will be of use to its members to further enhance the overall economic wellbeing.

Mr. R. Kamat, Director-General of GCCI, extended a warm welcome to WZCC, which was represented by Mr Minoo R Shroff, Global President, Mr Adi B Siganporia, Chairman-Mumbai Chapter, Ms Behroze Daruwalla, Corporate Secretary – International Board and Mr Aspi Antia, Chief Administrative Officer.

Mr. Bandekar, President of GCCI in his speech appreciated the contribution of Parsi Community towards the Industrial Progress of our Country and warmly invited members of our Community to Goa for mutual economic benefits.

Mr. Minoo R. Shroff then delivered one of the most interesting talks on India’s Economy, its Past, Present and Future. With simple facts and figures he narrated India’s progress; together with live examples and exhilarating anecdotes based on his own life’s experiences.

He sounded optimistic and concluded that India has tremendous potential to grow and prosper in view of its large and young population, coupled with natural resources, its rich culture and its valuable and time-tested good old values of life. He appreciated India’s healthy savings rate, dynamism of our growth and vibrant democracy.

The 100 plus audience, which comprised of local businessmen, professionals, journalists and of course, also the Goa Parsi Community, enjoyed Mr. Shroff’s talk and interacted with him with a dose of extra enthusiasm in a Question / Answer session. Mr. Shroff answered every question promptly, honestly and with conviction – typically mixed with his subtle humour.

The Event turned out to be memorable, one coupled with success and a high degree of optimism and was covered extensively by the local press.

January - April 2014 Newsletter 05
**Special Offer**
(Up to 31st May, 2014)

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<tr>
<th>Adults</th>
<th>AED 775/- (US$ 215) (Two days)</th>
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<tr>
<td></td>
<td>AED 925/- (US$ 255) (Three days)</td>
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<tr>
<td>Children 4 - 12 Years</td>
<td>AED 475/- (US$ 130) (Two days)</td>
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<td>AED 650/- (US$ 180) (Three days)</td>
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(Includes free entry to all sessions, Breakfasts, Teas, Coffees, lunches, dinners, sightseeing and entertainment programs)

**New Rates effective 1st June, 2014**

<table>
<thead>
<tr>
<th>Adults</th>
<th>AED 815/- (US$ 225) (Two days)</th>
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<tr>
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<td>AED 970/- (US$ 270) (Three days)</td>
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<tr>
<td>Children 4 - 12 Years</td>
<td>AED 500/- (US$ 135) (Two days)</td>
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<tr>
<td></td>
<td>AED 680/- (US$ 190) (Three days)</td>
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For Hotel Booking Contact:
Crowne Plaza, Shaikh Zayed Road, Dubai
Hotel Front Desk Tel: +971-4-3311111
Aed.325/- (per day) - Single/Double occupancy (2 Adults+2 Kids)
Aed.780/- (per day) - One Bedroom Apt.
(3 Adults+2 Kids)
Aed.1400/- (per day) - Two Bedroom Apt.
(4 Adults+2 Kids)
(Registration mandatory before Hotel Booking)

Contact Details:
www.wzcongress.org/enterprisedubai/
Email: enterprisedubai2014@gmail.com
Tel: +971 50 4590258 | +971 50 5158659
+971 50 5505174
Event Organized by: WZCongress, Dubai

**EVENT HIGHLIGHTS**

- Majestic opening with Festival of Lights, Sound and Sand art
- Meet the Royalty and world renowned speakers and network with global diaspora
- Explore business opportunities that Dubai as World Expo city 2020 will offer
- Exchange ideas for setting up offices in Dubai/UAE and hold B2B Meetings
- Talk to Recruitment companies if you are looking out for a job in Dubai

**Participate in various Competitions and win Bumper Prizes:**

- Business Contest – Prize Money Rs. 7,00,000/-
- Masters of the Home Kitchen – Prize money Rs. 50,000/ & Consolation Prizes
- Who wants to be a Millionaire – All cash prizes
- Cricket Quiz hosted by renowned wicket keeper Farokh Engineer & mega gifts
- Delicious Food, Glittering Fashion Show, Comedy Play and much more...
- Gala Awards ceremony - Zoroastrian Ratna Awards & Legendary Service Awards
- Exhibition on trade and culture
- One full day Sightseeing (Burj Khalifa, Gold souk, Abra water taxi ride, Dubai Museum, Burj Al Arab, Atlantis, The Palm and Dhow Cruise)
- Desert Safari or visit the Global Village (at nominal cost)
Enterprise Dubai presents

BUSINESS CONTEST
IDEA, INNOVATE & IMPLEMENT

A business competition that honors the best and brightest innovators and entrepreneurs. So turn your ideas into business and participate now.

First Prize - Aed 30,000/- (US$ 8,000/- or Rs. 5,00,000/-)
Second Prize - Aed 12,000/- (US$ 3,000/- or Rs. 2,00,000/-)

Rules of the Contest:

- Competition open to individuals or teams not exceeding 3 persons with new ideas for starting a business.
- Competition is also open to existing company Owners/Partners with new ideas for starting a new product line or service.
- Minimum age of the applicant should be 18 years.
- The idea can be in any sector. No industry will be favored over any other. All businesses must be for profit.
- All applications must be the original work of those making the submission. The idea should be new/innovative.
- The application should be sent latest by 31st July 2014 to enterprisedubai2014@gmail.com
- Four finalists from a total of 30 applicants (first-come, first-served basis) will be selected to make a presentation in person at the event in Dubai.
- A panel of world renowned CEOs/Entrepreneurs/Financial Experts will judge the competition on 19th December 2014 at the Crowne Plaza Hotel, Dubai
- Two winners will be selected and prizes will be offered in cash to the first and second winner.

Enterprise Dubai is a mega event taking place at the Crowne Plaza Hotel, Sheikh Zayed Road, Dubai from 19th to 21st December, 2014

For more details visit: www.wzcongress.org/enterprisedubai/
For queries write to: enterprisedubai2014@gmail.com
Plastics is one of the fastest growing industries in India. The world production of plastics has reached about 200 million MT, with an average per capita consumption of around 30 kgs, whilst India’s per capita consumption is approximately 7 kgs, compared to that of China at 35 kgs and a high of 90 kgs in USA.

Plastics have been an inseparable part of our lives for several decades. And yet, there are so many myths about plastics, mostly, related to its impact on the environment.

This three part series of articles is about the positive role of plastics in “sustaining development”.

Plastics are wrongly blamed as a major cause of solid waste disposal problems. We need to understand first a few facts related to solid waste management:

(a) Several studies in Class I cities show that plastic waste in municipal solid waste is only around 5 to 7%. The majority is building debris and other solid waste.

(b) The Hon. Supreme Court of India had issued directives in March 1999 to Civic Authorities in Class I cities to implement a solid waste management process, based on the recommendations of the Asim Barman Committee, appointed by the Supreme Court. Barring exceptions, the civic authorities are not implementing this process and instead, many States (including NCR – Delhi) are taking the wrong and easy route of banning plastic bags for packaging. The matter is once again in the Supreme Court.

(c) Indians generally adopt the unsocial habit of littering on roads and open spaces instead of following a “two bin” culture for segregating “dry” and “wet” kitchen waste.

Let us now understand how we classify a product as “eco-friendly”. In general, all man-made products have an impact on the environment. Every process connected with a product right from the time that basic raw materials are extracted from the earth to the time a product is produced, transported, used and disposed, has some impact on the environment. A comparative study of products or applications based on measurements of energy-input and the pollution discharged to land, water and air at every stage is called a “Life Cycle Analysis” (L.C.A.) or more simply the “cradle to grave” approach.

It is important to recognize that plastics use less than 4% of the world’s hydrocarbon resources. Approximately, 90% is consumed for transportation, power generation and heating.

And LCA study of plastic carry bags and paper bags of comparable performance reveals that:

- Plastic carry bags consume 40% less energy during production and generate 80% less solid waste after use as compared to paper bags.
- Paper bags during production generate 70% more air pollutants and generate approximately 50 times more water pollutants than plastic bags.
- Plastics and paper can both be re-cycled, however, it takes 91% less energy to re-cycle a kilogram of plastic than a kilogram of paper. As a matter of information, paper as a packaging material is the fifth largest consumer of energy; one of the largest users of water; to produce 1 MT of paper (about 8000 copies of newspaper) requires about 10 trees to be felled; re-cycling of paper is energy intensive and requires chemicals for bleaching which results in water pollution. A stack of 2000 paper grocery bags will have a height of over 7 ft. while the same number of plastic grocery bags will be less than 8 inches high. Imagine what this means in terms of transportation and resulting exhaust emissions.

It would be relevant to summarize one of the several widely
accepted LCA study, sponsored by the Indian Centre for Plastics in the Environment (ICPE) and conducted by the Centre for Polymer Science and Engineering – Indian Institute of Technology, New Delhi, which is a study on plastic pouch vs glass bottle for milk packaging. The LCA study reveals significant benefits derived from plastic pouch packaging which is summarized as follows:

- The energy needed for production of glass bottles is 32 times more than that needed to produce plastic pouch (energy consumption is directly related to carbon dioxide emissions).
- Excess energy utilized in the packaging process in glass bottles is very significant (52 GJ for 1 lakh litres packed).
- Transportation of 1 lakh litres of milk in glass bottles requires 929 litres of additional fuel for transportation and generates 2317 kgs of excess emissions to air.
- The chemical and biological oxygen demand (COD and BOD) which is a measure of the level of water pollution is at least 15 to 20 times higher than glass bottles as compared to plastic pouch.
- Even with 95% re-use of glass bottles, the energy consumption is double than that consumed in making new plastic pouches.
- The water consumption in case of 95% re-use of glass bottles is 20 times that required for new plastic pouches.
- Energy recovery from incineration of used plastic pouches is 16 MJ per kg. as compared to glass where no energy can be recovered.

Such LCA studies between two different packaging materials or comparable packaging performance helps to determine which of the two materials are environmentally sustainable.

A study conducted by the “German Society” for research in the packaging market, shows that if plastics packaging were replaced with other materials, the weight and volume of disposables would increase by a factor of 4 and 2.5 respectively, along with twice the level of energy consumption and double the cost of packaging.

The ratio of product weight packed to the weight of the packaging material is the highest for plastics packaging, for example, 500 gms of coffee can be packed in a glass jar weighing 500 gms, or a tin plate container weighing 130 gms; or a plastic laminated pouch weighing only 12 gms. Still better, 1 kg of salt is packed in a pouch weighing 5 gms where the ratio of product weight to package weight is 200:1. These are some examples of getting “more from less” through plastics packaging.

This is a first of the series of three articles on the subject of “Plastics and the Environment”.

The following two parts will cover other notable applications of plastics and more important the waste management process, the recycling of plastics and the many valuable uses of re-cycled plastics. Readers are free to raise questions on the subject. There is a wealth of knowledge available with the Indian Centre for Plastics in the Environment. This Centre is funded by the Plastics Industry and is recognized by the Ministry of Environment and Forests, GOI; the website is – www.icpe.in

P. P. Kharas
Director, International Board, WZCC

P. P. Kharas was nominated as the first Chairman of Plastindia Foundation’s Enviroplast Committee in 1995. He is a Member of the Executive Committee of the Indian Centre for Plastics in environment. He was earlier President of the Organization of Plastics Processors of India. He was one of the promoter-Director of Ecoplast Ltd. He retired as MD and Chairman in 2007 and is currently the non-Executive Chairman of the Board – Ecoplast Ltd.
As you are aware, WZCC is a non-profit organization formed with the objective of re-kindling the spirit of entrepreneurship amongst Zoroastrians and also mentor and guide entrepreneurs in all aspects of Entrepreneurship.

Let us imagine that our Community’s younger generation – graduates, those in jobs and early-stage entrepreneurs have gathered in large numbers to hear a reputed speaker. This speaker starts by asking them - “I would like to know how many of you would want to succeed in your career, irrespective of whether you are in a job, a profession or in business; please raise your hands”. It is obvious that a large majority will promptly raise their hands; those exceptions who do not have the urge to make the mental and physical efforts to succeed, will also raise their hands, only to protect their reputation.

Success obviously does not come by doing routine clerical work year after year. Throughout your working life of forty years, you have to keep developing yourself by asking the following basic questions –

a) What are my strengths and weaknesses?
b) How can I keep improving my performance?
c) Is my contribution providing Value to the organization?
d) Where should I be so I can perform to my maximum potential?

The answers to these questions helps an individual to access his unique characteristics and to plan a successful career. Only when you operate from a combination of your strengths and self-knowledge, can you achieve true and lasting excellence.

When you start a career or business, your performance will be judged based on:

a) Your ability to manage tasks and deliver reliable results.
b) Your ability to acquire and apply new knowledge
c) The methods you follow to accomplish results
d) Your ability to develop relationships with people (who do not report to you), to get work done and achieve results.

The major transition in your career will be when you have several people reporting to you. That is when you will have to get results through and with people - the work of Management.

The work of Management is divided into four basic functions and related activities of each function. The four functions are:

1. **Planning**: The work a Manager performs to pre-determine a course of action.
2. **Organisation**: The work a Manager performs to arrange and relate the work to be done, so it can be performed most effectively by people.
3. **Leading**: The work a Manager performs to cause people to take effective action.
4. **Control**: The work a Manager performs to establish the criteria by which results will be measured and evaluated.

More information on the work of Management is provided in the following WZCC Newsletters; (Refer WZCC web-site www.wzcc.in)

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<tr>
<th>Year</th>
<th>Months</th>
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<td>2011</td>
<td>January / February / March / April / June / July / August / September / November.</td>
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What is it that WZCC can do to help members of the younger generation to succeed in their careers. The answer to that lies in the fact that as of 1st September 2013, WZCC is an Institutional Member of The Indus Entrepreneurs (TiE-Mumbai), one of the fastest growing entrepreneurial ecosystems in the Global TiE Network. WZCC has enrolled as an Institutional Member to provide significantly more value to members by offering:

i) a wealth of programs (about 75 in a year) designed for the various life-cycle stages of a career or entrepreneurship
ii) ample opportunities for networking
iii) mentoring opportunities for career success and business growth

Earlier I had mentioned that in order to keep developing yourself, one of the key questions was – “Is my contribution providing Value to the organization?” Let me elaborate on the term “Value”. Value can be derived only through Innovation and Entrepreneurial skills. The definition of “entrepreneur” has now changed. It is no longer a job title. It is now defined as:

“Entrepreneurship is a state of mind of a person who wants to alter the future”. The way to alter the future is through Innovation – doing something original, different and knew that will get a foothold in the market and benefit the customer or society.

This is best illustrated by the Vision Statement of Larsen & Toubro in its 2012-13 Annual Report:

“**L&T-ites will be an innovative, entrepreneurial and empowered team, constantly creating Value, and attaining Global benchmarks**”.

Therefore, to summarize, success and rewards in life will most often come in three stages:

- First, developing the ability to manage tasks, acquiring and applying knowledge along with the other criteria mentioned earlier
- Second, obtaining results through and with people – the work of Management
- Third, an Entrepreneurial outlook with Innovation, irrespective of whether you are in a job, a profession or running a business.
DID YOU KNOW?

INTERESTING FACTS ABOUT INDIA

- India never invaded any country in her last 1000 years of history.
- The name ‘India’ is derived from the River Indus, the valleys around which were the home of the early settlers. The Aryan worshippers referred to the river Indus as the Sindhu.
- The Persian invaders converted it into Hindu. The name ‘Hindustan’ combines Sindhu and Hindu and thus refers to the land of the Hindus.
- Chess was invented in India.
- India is the largest democracy in the world, the 7th largest Country in the world, and one of the most ancient civilizations.
- The four religions born in India - Hinduism, Buddhism, Jainism, and Sikhism, are followed by 25% of the world’s population.
- Jainism and Buddhism were founded in India in 600 B.C. and 500 B.C. respectively.
- Islam is India’s and the world’s second largest religion.
- There are 300,000 active mosques in India, more than in any other country, including the Muslim world.
- The largest religious building in the world is Angkor Wat, a Hindu Temple in Cambodia built at the end of the 11th century.
- The Vishnu Temple in the city of Tirupathi built in the 10th century, is the world’s largest religious pilgrimage destination. Larger than either Rome or Mecca, an average of 30,000 visitors donate $6 million (US) to the temple everyday.
- Sikhism originated in the Holy city of Amritsar in Punjab. Famous for housing the Golden Temple, the city was founded in 1577.
- Varanasi, also known as Benaras, was called “the Ancient City” when Lord Buddha visited it in 500 B.C., and is the oldest, continuously inhabited city in the world today.
- Martial Arts were first created in India, and later spread to Asia by Buddhist missionaries.
- Yoga has its origins in India and has existed for over 5,000 years.

Source: National Portal Content Management Team