ESSENCE OF SOCIAL SERVICE

The following words uttered by Nobel Laureate Kofi Annan and former Secretary General of United Nations, just two years ago are ringing in my ears:

“One in eight people, globally do not get enough to eat. In Asia alone, 1.7 billion people lack access to sanitation and 680 million live without electricity. The richest 85 people in the world own as much wealth as the poorest 3.5 million.”

These words can make one shiver. These words are disturbing and gives us a severe jolt. Can we, therefore, relax and enjoy our lives without any concern whatsoever for our fellow human beings who are languishing in the darker side of life?

Social Service is nothing short of service to humanity. It is giving help to someone in one form or the other. Wiping off the tears from the eyes of fellow human beings is Social Service. Giving our heart out and reducing someone’s burden of grief is Social Service. It is only one way traffic of giving, giving and giving. The question of taking anything in return does not even arise. There are no selfish motives in giving. Expectations of receiving accolades does not register in the minds of true givers. They believe in giving and then they forget about it.

Giving is not an obligation. It is to be treated as a pleasure. One feels eternal pleasure when one converts a “cry” to a “smile”. This sight of conversion is invaluable.

Jesus has already warned us: “Watch Out! Be on your guard against all kinds of greed; a man’s life does not consist in the abundance of his possessions. Do not store up for yourselves treasures on earth, where moth and rust destroy and where thieves break in and steal. You cannot serve both God and money.”

The essence of social service involves passion. It has to come from within. One cannot use force to give. We often say that our left hand doesn’t even know what good deeds are done by our right hand. The act of giving and getting the publicity do not gel. There are innumerable doers of noble deeds who prefer to remain behind the scene. They prefer to remain out of the limelight but they strongly prefer to give light to many others; for they love them. How pertinent are the words of Mother Teresa when she said “It is not how much we give but how much love we put into giving.”

When service involves ulterior motives it is no service. When one has something up the sleeve and expects something in return, it is trade. There is no trading in service. The pleasure of giving without expectations in return is divine. It is the real essence of social service.

Arrogance and Social Service can never match. Humility is the driving force of Social Service. Bow down and the world will bow to us. Show respect to others and others will show respect to you. The writings of Sri Sri Paramhansa Yogananda make an interesting reading. He goes on to say “Humility comes from realizing that God is the doer, not you. When you see that, how can you be proud of any accomplishments? Think constantly that whatever work you are performing is being done by the Lord through you”.

Let me end with a typical thought and go ahead and perform our noble duty.

“There is no idea so uplifting as the idea of the service of Humanity” - Woodrow Wilson
Ms. Zarine Kharas, an Individual Annual Member of WZCC, Bangalore, started her corporate career with Citibank and then went on to join GE. After 14 years in the corporate world, she decided to call it quits.

She formed a partnership with a friend, to start a Business Centre which was the need of the hour, since in those days not many had access to computers. The Centre flourished but soon the customers, who spent long days at the business centre, started asking for tea and coffee and something to munch, so a little cafe started to emerge to cater to the needs of these customers. Later, neighbours and friends started asking for the same sandwiches and submarine rolls and business began to take on a different shape. The cafe grew in size, the business centre closed down and now Parsi food began to appear on the menu, albeit in a very small way.

Initially Zarine and her partner were wary of how the Bangalorean would respond to a relatively unknown cuisine but they were pleasantly surprised to see the long line of customers waiting patiently at the gate for a seat in the tiny 12 seater restaurants that was christened, Daddy's Deli. There was now no looking back. Daddy's Deli grew in size and customer satisfaction.

Today the restaurant is named Red Fork, with a tag line that reads “a Daddy's Deli idea”. Zarine’s son, Xerxes, (also a Life Member with WZCC) is a Le Cordon Bleu Chef, trained and experienced in Sydney, Australia. On his return home, he started a menu serving Contemporary Food, later Daddy's Deli and Red Fork were merged. The menu is listed on blackboards and is a mix of both Parsi and Contemporary cuisine. Their day begins with Breakfast at 9 am which is served all the way till 3 pm; the main meals start at 12 noon, going on all through the day till close at 11 pm.

Red Fork is now a family run business, with Xerxes running kitchen operations and Zarine and Sneha, her daughter-in-law, running the front of house, along with their respective teams. They have a great fan following and believe that in order to succeed and keep abreast or rather, ahead, of the competition, they need to be different and outstanding whether it be in the quality of their ingredients, the presentation of their dishes, the flavours incorporated, or their high levels of service. Consistency in their product and levels of service is probably one of the main reasons that customers return to the restaurant time and time again through the years.

So folks when you visit Bangalore do visit Red Fork.

Zarine can be contacted on email ID zarine.kharas@gmail.com
World Zarathushti Chamber of Commerce marches on with vigour and moves ahead with substance and fun. It was a “Talk and a Show” – an interesting match.

If one really wanted to witness the delivery of good speeches mixed with discipline and humour along with a generous spread of anecdotes, then ONE should have attended an excellent Event arranged by WZCC on Saturday, 9th January at West End Hotel, Mumbai. The Senior brass of the Indian Army, although retired, gave a scintillating presentation which was appreciated by all those who were present.

Maj. Gen. Soli Pavri (Retd.) introduced Brig. Behram Panthaki (Retd.) in a most emphatic and respectful manner most beffiting to a Senior Army Official who was earlier ADC to Field Marshal Sam Manekshaw. This introductory speech was followed by Brig. Behram Panthaki’s presentation in a most exemplary manner.

Brig. Panthaki elucidated the basic principles of Army discipline and how its leader Field Marshal Manekshaw inculcated this discipline amongst rank and file of the entire armed forces.

He illustrated the art of Leadership through innumerable anecdotes and showed how discipline can be enforced through a good mixture of humour and humanism.

Brig. Behram Panthaki’s gracious wife, Zenobia, also narrated variety of instances she herself experienced and how she enjoyed her association with the Field Marshal’s family and the Armed Forces.

After the brilliant talks, the audience witnessed the most mind-boggling show presented by the well-known “Illusionist” and “Mentalist” Mr. Mhelly Bhumgara. One after the other, he came out with startling illusions and completely overwhelmed the audience. He did something which seemed impossible. His presentation was awe-inspiring and seemed impossible. It left the audience dumb-found.

Mr. Minoo Shroff, Immediate Past Global President, then presented the mementos to Brig. Panthaki, his wife Zenobia and Mr. Mhelly Bhumgara.

After this extremely enjoyable and inspiring show, the participants had a gala time and dispersed after a sumptuous dinner.
World Zarathushti Chamber of Commerce (WZCC) has been respecting and honouring Parsi Retired Senior Level Distinguished Defense Personnel through various events. Earlier Maj. Gen. Soli Pavri shared his experiences and then Commodore Aspi Marker presented an interesting talk on how naval forces conduct their operations, and then Brig. Behram Panthaki regaled the audience with interesting anecdotes on Field Marshal Sam Manekshaw.

In continuation of this process, on 30th and 31st of January, 2016, members of WZCC along with guests witnessed an interesting event at a sprawling complex of Leslie Sawhney Training Centre at Deolali. The group first visited Gargoti Museum in Nashik which has most fabulous collection of natural minerals. Each piece was a marvel by itself. Gargoti Museum located 32 kms from Nashik on Nashik-Shirdi highway is a small bustling town Sinnar, renowned for the award winning mineral museum called Gargoti Museum. It is one of the best museums in the world with large collection of zeolites which are micro porous crystalline solids with well defined rich structures similar to that of diamonds or other precious stones. ‘Pride of India’, ‘Sarswati Puraskar’, ‘Sinnar Gaurav’ are some among the awards that have been given to appreciate this mesmerizing museum founded by Mr. Krishna Chandra Pandey, an ex-merchant navy officer.

Gargoti Museum is the only museum in India that displays the mineral treasures of the earth like rocks, minerals and crystals varying in nature, shape, color and application. The exhibits in the museum include specimen of diamonds, cut stones, light green cubical apophyllite, crystals of yellow calcite, blue-green aquamarine, cavansite and rare foreign minerals.

Day One ended with a networking dinner at the Centre.

Next day Maj. Gen. Cyrus Pithawalla (Retd.) presented an interesting and insightful talk on “Transformation from Indiscipline to Discipline” and shared his thrilling experiences of the battle-field. Maj. Gen. Pithawalla is the only recipient of “Ashok Chakra” who rose to the rank of Major General. Major General Pithawalla emphasized the importance of character of the Leader and then mentioned that a good Leader has to have a good amalgam of courage, conviction, compassion, commitment, discipline and integrity.

While elaborating his talk to specific facets, he stated that indiscipline will get infused into any organization if the staff member loses pride in himself or in the organization where he works. The morale of the organization will get a beating if the organization does not function as an extended family. According to him, the road to discipline is tough and lengthy but the road towards indiscipline is easy and very short. A team with moral courage will never ever be an indisciplined team. It is good to select a “topper” but it is extremely important to select a person who believes in the working of a Team. To a good Leader, interest of the organization comes first, welfare of the subordinate comes second and the Leader’s own comfort comes last.

He cited various interesting incidents on the battle field, which kept the participants spellbound. He also narrated one incident where he faced a volley of bullets zooming past him and he took shelter behind a thin pillar. It was only by the Grace of God that he miraculously escaped.

Brig. N. L. Srivastava, Director - Leslie Sawhney Training Centre gave a brief history of the Centre and also stressed on the importance of humility.

The Event ended with an interesting question-answer session.
The World Zarathushti Chamber of Commerce (WZCC) arranged a Seminar on “Financial Wellbeing” on Saturday, 27 February 2016 at Muncherji Joshi Hall, Dadar Parsi Colony for its members and guests who are interested in a scientific way to invest their hard earned money through salary or through business. This Seminar was conducted by Mr. Maher Dhamodiwala who is a Certified Financial Planner and the Founder-Proprietor of Financial Artists – a Personal Financial planning firm. He is a regular writer in Jam E Jamshed on financial matters.

This program was sponsored by Bombay Stock Exchange and Kotak Mutual Fund. It is a joint initiative of Professional Financial Advisors, Financial Services Industry and Financial Planners Network of India. It was further supported by National Institute of Securities Markets, Outlook Money (India’s No.1 Finance Magazine) and Investors Awareness / Protection Funds.

Mr. Dhamodiwala appraised the audience on achieving financial wellbeing and guided them to get started with the basic task to manage their personal finances and to achieve fulfillment of one’s financial goals towards long term wealth creation.

He explained to the audience the importance of investing in “Equity” either directly or through Mutual Funds. He quoted - “Equity” as an asset class is a powerful tool to make you prosper and achieve your Goals but the factors responsible for not letting one make money in Equity is the wrong set of emotions governing us at the wrong time i.e. (when the markets are down). Emotions like Guilt, Fear, Greed, Excitement, Bondage etc makes the investment process complex and scary.

If your investment produces Excitement, thrill & euphoria then that’s entertainment and not serious long term wealth building. We need to respect the power of compounding and in order to compound your money one needs patience, discipline and delayed gratification.

Ideally one must stick to asset allocation as per one’s own risk taking capacity and rebalance the portfolio when the markets are cheap in valuation.

Lastly everybody should run a systematic investment plan and earmark it towards their life goals like Navjote, kid’s education, marriage & retirement.

Based on the encouraging response from this well attended session, WZCC plans to hold similar Events at other venues for the benefit of our Community.
RECENT EVENTS –
ACCELERATE YOUR BUSINESS AND PROFESSIONAL PROFICIENCY WITH INNOVATIVE STRATEGIES

A WORKSHOP FOR WOMEN TO CELEBRATE INTERNATIONAL WOMEN’S DAY ORGANIZED BY WE – WOMEN ENTREPRENEURS’ WING OF WZCC

This year’s International Women’s Day celebrations took off at Bharucha Baug, Andheri on Saturday, March 5, 2016. Thirty ladies of various ages, professionals and entrepreneurs gathered to spend an eventful day together for a training programme titled ‘Accelerate Your Business and Professional Proficiency with Innovative Marketing and Financing Strategies’, organised by WE – Women Entrepreneurs’ Wing of WZCC.

Ms Homai Mehta, Chairperson WE, started off on a peppy note by giving a thumbs-up to participants for being there on time! She quoted the McKinsey Report saying that if the gender gap in the workforce was bridged, at full potential, then India’s GDP would increase by 60% by 2025. She added that the Women Entrepreneurs’ Wing of WZCC is working towards this end and urged the ladies to step it up for gender equality. Homai went on to welcome Mr. Adi B. Siganporia, Chairman, WZCC and Mr. Aspi Antia, CEO WZCC.

Adi Siganporia extended a warm welcome to all. He added, “WZCC has completed 15 years. The idea was initiated by a Zarathusti in the US with the aim to have a fruitful connect between Zarathustis in India and abroad. WZCC has Chapters all over the world and you can contact anyone on how to grow your business. The WE Wing in India has been doing a splendid job!” He added that as an entrepreneur, the sky is the limit and there are plenty of opportunities.

He went on to inform the participants that WZCC also arranges a global meet to ensure that members from all over the world come together. Three prestigious awards are given to outstanding entrepreneurs and professionals.

This was followed by the participants introducing themselves to the group. It was an interesting mix of ladies from diverse backgrounds and fields - from education, cleaning and housekeeping to manufacturing equipments for the differently-abled.

Homai introduced the first speaker, Mr Mehrab Irani, General Manager (Investments), Tata Investment Corporation Ltd. Mr. Irani is a Corporate Speaker and Author of two best-selling books on Finance. He has over 15 years’ experience in the field of Finance and Investment.

Mr. Irani gave an interesting talk on Financial Slavery to Financial Freedom, interspersed with quotes and gems of wisdom. He stated that we tend to opt for safe, secure lives and in the bargain give up our dreams. People spend their time earning money to impress people who don’t matter. He emphasised that instead of ‘You Working for Money’ you should have ‘Money Working for You’. His slides emphasised the following commandments:

- Learn before you earn;
- Protect before it’s taken away;
- budget before you spend, save before you invest;
- create cash flows as you invest;
- leverage before it grows, insure before you risk and live before you die.

The lunch break was a time set aside for networking. The ladies got a chance to get to know the others better and exchange business cards for keeping in touch. The delicious biryani was ordered from an aspiring woman entrepreneur from Bharucha Baug.

WE thank Ahura Bakery for providing snack boxes for the tea-break free of cost. A big thank you also goes out to Mr. Bahadur Avari and Mr. Shroff of Bharucha Baug for helping with all the arrangements in the hall where the programme was held.

The Afternoon speaker, Mr. Vispy Doctor, Founder and Managing Director, Ormax Consultants, was introduced by Dolly Dhamodiwalla, Committee Member and Past Chairperson, WE. Mr. Doctor has experience of over 40 years in the field of Marketing and Advertising and his company is one of the most respected Consumer Knowledge Companies in India.

Mr. Vispy Doctor took the participants on a thrilling journey through the mind of the entrepreneur touching on the Acid Tests, to determine if one had the mind-set of an entrepreneur: Risk, Failure, Attitude, Doing your Homework, Planning, Rewards, Brand and Positioning. Mr. Doctor kept everyone alert and wide awake, considering it was a post-lunch session! The session ended with a Question and Answer round with participants interacting with Mr. Doctor on various aspects that were covered in his discussion.
One day program on ‘Managing Change’ was organized by WZCC at Godrej One, Mumbai in association with Mustardseed Training & Assessment Systems. The program was conducted by Mustardseed, a leading Training & Development firm founded by Anil and Deepa Thomas. Twenty three participants mainly Corporate Leaders, Business Owners and Professionals attended the program.

Anil Thomas is the founder of Mustard Seed Training & Assessment Systems. He is a Facilitator, Business Strategy Coach and a Successful Entrepreneur. He is the creator of Mastermind Learning System for Entrepreneurs and Professionals. Anil is a Certified Professional Behaviour Analyst from TTI USA and a Founder Partner of the John Maxwell Team. He is invited to speak at several prestigious Business Forums like CII, UNIDO, AIPMA, IIF and the like.

The program helped participants to understand why change is not easy; and why careers and businesses plateau. Through an experiential exercise, the participants experienced the feelings and emotions associated with rapid change. The program also provided a five step framework to not just survive but thrive in a fast changing business environment. There was a self-awareness tool that exposed the participants to their blind spots and the Facilitator lead a debriefing session on constructive steps to tap into their unknown potential. The program also emphasized on the 3 box framework for innovation to successfully adapt to change and be future ready.

He explained further that there are 4 types of momentum which governs profession or business. There are Momentum Makers who are smart guys who create momentum from nothing. They give results and are in the process of finding the next level. There are Momentum Takers who implement the ongoing momentum and keep it moving. However, there are Momentum Breakers who are negative people and for them theory and practice are two different aspects. They are the ones who create doubt. They get some sadistic pleasure in breaking the ongoing cycle which generates momentum. Lastly, he mentioned that there are Momentum Fakers who are the ones who talk and behave like Momentum Makers without having any intentions of completing the task. They talk more and do less. In this case, the end results are NIL.

He also emphasized the importance of the role of a Mentor and the principles of humility. He mentioned that in one’s life, one has to be humble enough to accept guidance and advice from their colleagues and also from their seniors. He mentioned that when one goes to a temple, he takes ‘prasad’ from the priest with open hands and in the process he gives respect to the priest and bows to him. Same way in business or profession it is extremely important to accept and implement the advice of our seniors.

The participants found the program very engaging and relevant. As stated in their feedback forms, this program stimulated their thought process to take their careers and business to the next level, as they face the future not with apprehension and fear but as an exciting challenge.

This remarkable program was sponsored by M/s. Forbes Marshall Pvt. Ltd., Godrej Industries Ltd., Dia-I-chi Karkaria Ltd., Ecoplast Ltd. and Shapoorji Pallonji & Co. Pvt. Ltd.

Initially Mr. P.P. Kharas, Director of the International Board of WZCC introduced the speaker and gave a gist of activities conducted by WZCC. As concluding remarks, Mr. A.B. Siganporia, Corporate Secretary of the International Board proposed a hearty vote of thanks and expressed WZCC’s gratitude to the House of Godrej and all the Sponsors for their kind gestures.
They say, “Where there’s a will there are relatives!” But, how do you know that the relatives you want to leave your life’s hard earned wealth get what is bequeathed to them especially, when one is living in a foreign land that is governed by Shariah law? To discuss this matter and the new initiative offered by the Dubai Government to expatriates, for registering their wills at DIFC, a session on WILLS and PROBATE was arranged. It took place at the Park Regis Hotel which had an eager turnout of audience from our community.

There was an impressive line-up of speakers that included - Advocate Bindu Suresh Chettur of Mohammed Salman Advocates; Advocate Mohammed Salman of Mohammed Salman Advocates; Advocate Kamakshi Mehlwal, Supreme Court of India, Dr. Sean Hird, Solicitor and Director, DIFC - Wills and Probate Registry and Mr. Ahmed Kamali, DIFC-Manager Government and International Relations.

The evening began with the WZCCME members networking with each other over a cup of tea/coffee and tasty cookies. Cyrus Debara, WZCCME - Youth Director, announced the commencement of the program, followed by Porus Guzder WZCCME - President, introducing the event and emphasizing its importance.

Cyrus Debara introduced the panel of speakers. Advocate Bindu Chettur was the first speaker. In her opening address she highlighted the difference between the two options that are available to expatriates for registering their wills in Dubai. The first being through Dubai Courts governed by the Shariah law and the second being through the DIFC - Wills and Probate Registry based on common law jurisdiction. Her presentation was informative. She started off by explaining the most common legal terminologies used in preparing a will so that she could have an easy connect with the audience. She then spoke on her seminal work at the Indian Worker’s Resource Center resulting in landmark judgments. She cited decisive judgements and articles in the civil transaction code of the UAE that allow expatriates to do the probate of wills invoking their personal laws based on their domicile.

An important point she mentioned was, the inclusion of the clause in the will which should clearly state, that the will is subject to “non-application of Shariah law” so that when probate is done by non-Muslims, that person is exempt from the application of Shariah law prevailing in Dubai and the probate is granted as per the laws of land pertaining to the expatriate. She further added, that the will must be prepared in English with Arabic legal translation. The document should bear a legal translation stamp and sealed by the Legal Translator. Thereafter it should be notarized by a Notary in Dubai and subsequently attested by the Indian Consulate. With the help of precedents of Dubai Courts she explained how Dubai courts have respected application of law of origin of the testator.

The second speaker, Dr. Sean Hird, Solicitor and Director of DIFC - Wills and Probate Registry (WPR), commenced his speech by describing the structure of DIFC, a Government of Dubai initiative launched on 4th May, 2015, that allows foreign wills to operate as part of the Dubai legal system and explained how the Registry provides a wills registration and probate service to non-Muslims based on international best practices and principles of leading common law jurisdictions including the UK, Canada, Australia, Malaysia and Singapore.
He further added, the wills generally offer the expatriates the freedom to dispose of their assets and manage their on-going business. It’s a fast and efficient service; enforceable and cost effective; the first to be introduced in the MENA region.

He then explained the key features of wills governing the Shariah Law and DIFC and offered the pros and cons of both the options. According to Sharia Law he said, the distribution of wealth takes place as per the prescribed formula when a wife/husband passes away; there is difficulty in interim management period; there is a long wait period if the matter goes into appeal; accounts are frozen, etc. Whereas, the process at DIFC is easy and straightforward. The will must be in English language; guardianship provisions are available and he shared some facts and figures on the legal costs involved in respect of both the options at the time of doing a probate.

The third speaker Kamakshi Mehlwal, reinforced the process for Indian wills as presented by Advocate Chettur. According to her it was better to have two separate wills – one covering assets in India and the other in Dubai.

The session was a great success and generated a lot of interest with the question-answer session lasting for over an hour. Questions ranged from demarcating assets in Dubai and India separately, registering assets offshore; situations where the witnesses may be deceased and much more...

Summing up, Advocate Mohammed Salman touched upon a pertinent aspect of non-validity of wills that are not registered and well executed and the need for side agreements for businessmen to protect their interest. He suggested that this aspect should be discussed by each businessmen with a lawyer on a case to case basis.

The engaging educative session ended with Mrs. Meher Bhesania WZCC ME Founding Director, delivering the vote of thanks and felicitating the panelist with bouquet of flowers along with Porus Guzder. The evening ended with networking over refreshments. Here’s wishing WZCCME many more successful events in the future!
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MANAGING GROWTH

Every business needs to manage growth. And to do so it needs a growth strategy.

A marginal institution always goes down disproportionately, more whenever the economy goes down, and it comes up disproportionately less, whenever the economy goes up. With every turn of the business cycle it becomes weaker. Once a business has become marginal, it is exceedingly difficult to reverse this downward drift, in fact, it is almost impossible.

A business needs to distinguish between the wrong kind of growth and the right kind of growth, between muscle, fat and cancer. The rules are simple: Any growth which, within a short period of time results in an over-all increase in the total productivities of the enterprise’s resources is healthy growth. It should be fed and supported. But growth that results only in volumes and does not, within a short period of time, produce higher overall productivities, is fat. A certain amount of fat may be needed; but few businesses suffer from too little fat. Any increase in volume that does not lead to higher overall productivity, except in the shortest of start-up periods, is degenerative if not pre-cancerous. It should be eliminated by radical surgery - fast.

MANAGING INNOVATION AND CHANGE

Knowledge is becoming performance, and this means rapid change. But this does not alter the fact that Technology is changing rapidly and that Innovation, both technological and social, is speeding up and likely to change the structure of economy and society.

We must therefore learn how to make the existing companies, capable of innovation. We need a strategy that will enable existing businesses first to identify the opportunities for innovation and then to give an effective leadership in such innovation.

But strengths are always specific, always unique. One gets paid only for strengths; one does not get paid for weaknesses. The question, therefore, is first: What are our specific strengths? And then: Are they the right strengths? Are they the strengths that fit the opportunities of tomorrow, or are they the strengths that fitted those of yesterday?

Every “right” product sooner or later becomes the “wrong” product. Every product sooner or later becomes a “commodity”. Every product ages and eventually becomes obsolete. No product can expect to be the right product for more than 30-40 years. One of the critical strategy decisions is therefore when to diversify and how. A determination to diversify too early, when a single product or product line is still the right product could jeopardize one’s survival.

Compiled by Mr. Phili Kharas, Director-International Board

BUSINESS STRATEGIES FOR TOMORROW

Strategy aims to exploit the new and different opportunities for tomorrow. Any institution needs to think strategically what its business is doing and what it should be doing. Every institution needs to think through what its strengths are. Are they the right strength for its specific business? Are they adequate? Are they deployed where they will produce results?

What specifically is the market for this particular business both at the present time and in the years immediately ahead.

Any business needs to know its strengths and to base its strategy on them. What do we do well? What are the areas in which we perform? Most businesses believe it possible to be a “leader” in every area.
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• Whiskey is low-carb and fat-free. One shot has zero fat and .04 carbs.

• The word whiskey means “water of life.” Whiskey comes from the Gaelic word “Uisge Beatha,” which means “water of life.” That phonetically became “usky,” and eventually was pronounced as “whiskey.”

• In frontier country, whiskey was as valuable as gold.

• In 18th century Pennsylvania, the favored currency was whiskey — which was used for cooking, medicine, and drinking, among other things. That whiskey loyalty would eventually lead to the 1794 Whiskey Rebellion, where farmers fought against the taxes that threatened their liquor livelihood.

• Whiskey can help prevent cancer.

• In 2005, Dr. Jim Swan, speaking at the EuroMedLab Conference in Glasgow, said, “Research has shown that there are even greater health benefits to people who drink single-malt whiskies. Why? Single-malt whiskies have more ellagic acid than red wine.” That ellagic acid, also found in most fruits, is an antioxidant that may absorb rogue cancer cells in the body. More research needs to be made to make this conclusive.

• Drinking whiskey can lower your risk of having a stroke. To be clear, drinking large amounts of alcohol is related to a higher incidence of stroke. However, if you can master the art of moderate consumption — meaning one drink a day — that may provide protection against an ischemic stroke. In fact, having one drink per day is better than no drinks per day when it comes to protecting against ischemic stroke.

• It also may reduce your risk of developing heart disease. A 1998 study found that a big shot of whiskey can help protect against heart disease, and boost the body’s defenses against disease by raising the body’s level of antioxidants.

• Drinking one to six glasses of whiskey a week can lower an adult’s risk of dementia. A 2003 case study with the Beth Israel Deaconess Medical Center found that the odds of incident dementia were lower among those adults who consumed moderate alcohol, rather than none at all!

Winston Churchill drank whiskey and water for breakfast...and led a nation through World War II.

• Oh, and did I mention that Mark Twain was a big fan? “Too much of anything is bad But too much Good Whiskey is barely Enough” - Mark Twain

• A closed bottle of whiskey will be good for 100 years. And after you open a bottle of whiskey, a half-full bottle will remain good for five years.

• Drinking whiskey is the American thing to do; Tennessee and Kentucky are two of the world’s primary whiskey-distilling regions.

Bourbons like Maker’s Mark and Wild Turkey are made in Kentucky, while Tennessee is home to Jack Daniel’s.

• There are over 5,000 types of single-malt whiskey. Whiskey might be the smartest investment you’ll ever make. Probably.

Unlike wine, whose taste deteriorates in the bottle, the fact that whiskey lasts almost forever means its value can appreciate in a big way. So, instead of that 401k plan, just buy a couple of rare bottles and watch their value soar!

George Washington, the father of America, also founded one of the country’s largest whiskey distilleries...

So whiskey-drinking is basically in the Constitution. After his term as the first president of the United States ended in 1797, Washington’s Scottish farm manager encouraged him to build a whiskey distillery. It was the largest of its kind in America, producing 11,000 gallons of whiskey in 1799.

• Whiskey was originally crafted only by monks, making it a holy spirit. That practice changed in 1541, when King Henry VIII dissolved all of their liquor-ridden monasteries.

• Cold is no match for whiskey; even below-freezing temperatures won't freeze it. Nothing proved that more than when a crate of 100-year-old whiskey was unearthed in Antarctica. And even though it suffered through the -30°C Celsius temperatures, the bottles and liquor were all in great condition.

• Whiskey is measured in “fingers” — your body is the only pouring tool you need! To measure out whiskey, all you have to do is hold your finger horizontally against the glass and pour out a finger’s width or two, if you’re feeling frisky.

• But let’s be honest: The very best reason to drink whiskey is because it’s delicious.
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