



Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

CFBP TIMES

AUGUST - SEPTEMBER 2024

CAFÉ PEHCHAAN 4.0 1st August, 2024



HOLISTIC HEALTH SUMMIT 2.0

10th August, 2024



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2022-2024



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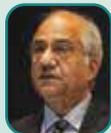


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BUILT TO SHINE

**80 YEARS
OF CRAFTING
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**MOTION SENSOR LIGHTS
INVERTER LIGHTS
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(YOUTH CHAPTER,
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**JHARNA VIJAY
JAGTIANI**
(CHENNAI)



Heartfelt from The President

SWAPNIL S. KOTHARI

The months of August and September have been eventful in the sense that we had two Blockbuster programmes being CAFÉ PEHCHAAN 4.0 held on 1st August at ITC Royal Bengal, Kolkata. Two educative talks – one with Pooja Bedi (on self-belief) and the other with Aarti Gupta (on self-financing) followed by a Fashion Show promoting local designers had the huge audience enthralled. Some photos adorn the pages for all of you to enjoy.

The Holistic Summit 2.0 had 10-15 women under the leadership of both Dr. Mickey Mehta (Advisory Board Member and Chairman, Wellness Committee) and Leena Gupta (Executive Committee Member) had set up Panels and secured diverse Stalls for the mega-Event. Also, this coincided with the 44th Career Anniversary of Dr. Mickey Mehta. Many luminaries such as Luke Coutinho, Ma Hansaji, Hrishikesh Kannan, Kumar Bagrodia, Vivek Singh, Swami Nityanand Charan Das and Khurshed Batliwala participated whole-heartedly. Prior to these Panels, we felicitated Padma Bhushan Dr. Ashwin Mehta and then we had a Panel Discussion with him and leading Actress and cancer-survivor Manisha Koirala. Then, we had another informative Panel discussion with Padma Shri Dr. Batra and Dr. Hemant Thacker. We concluded the Event with a Fireside Chat with leading Fitness Expert Yasmin Karachiwala where both Mickey and I had different questions for her, which she answered with her usual aplomb. The many photos show the grandeur of this Event in terms of its reach and impact. The Society Magazine was our digital Partner.

Our Executive Committee Member Nikitsha Chopra (Vice-President India Operations – Financial Times, London) is busy curating our upcoming Leadership Conference 1.0 revolving around the Theme, “Leadership Then Leadership Now” on 21st October. I am certain that she will do a marvelous job!

This time, we have our regular contributor Advisory Board Member and Chair, Marketing Committee Mr. Jagdeep Kapoor enlighten us on the importance of sustaining the “health of a Brand” and how to go about it. Justice B N Srikrishna and I have jointly penned our views on the horror of Kolkata Rape, which we hope the reader will find insightful.

As President, I complete my consecutive third term and with the blessings of my elders and belief of my peers, I commence my fourth term from October. It has been a pleasure and privilege to serve this very reputed organization with an illustrious legacy. I work hard and with the support of my capable Team, leading from the front is in itself a benediction and keeps my spirit warm. I end with a quote from that great American Industrialist and Business Magnate,

Chop your own wood and it will warm you twice.

Henry Ford

PATRON MEMBERS

All our esteemed readers including all other non-Patron Members are encouraged to call us and let us know if they are interested in becoming Patron Members and it's resultant benefits besides the fact that this List shall be published in every Newsletter (which comes out every two months and goes to about 1000 readers).

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& Mahindra Limited

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Nutritionist, Chef and
Sustainable
Fashion Designer

Mr. Vijay. K. Chauhan
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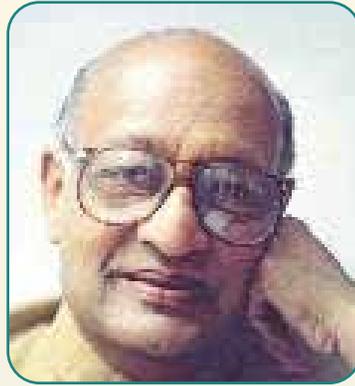
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Managing Director
Krishna Developers Pvt. Ltd

Mr. Vineet Bhatnagar
Managing Director
PhillipCapital (India)
Pvt. Ltd.

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Ramkrishna Bajaj



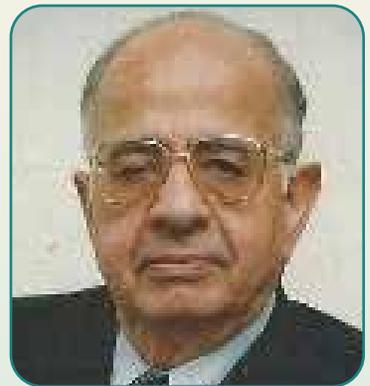
S. P. Godrej



F. T. Khorakiwala



Naval Tata



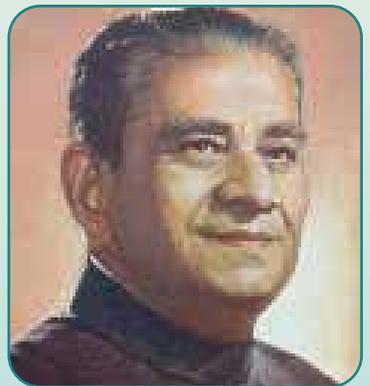
Arvind Mafatlal



J. N. Guzder



Ashok Birla



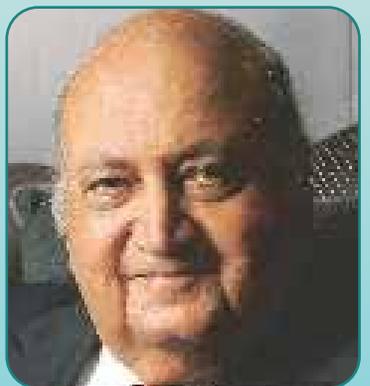
B. D. Garware



Harish Mahindra



Vishnubhai Haribhakti



Keshub Mahindra

PAST PRESIDENTS



Arvind Mafatlal | 1966-69



Naval Tata | 1969-71



Ramkrishna Bajaj | 1971-72



S.P. Godrej | 1972-74



P.A. Narelwala | 1974-75



Y.A. Fazalbhoy | 1975-77



Harish Mahindra | 1977-83



F. T. Khorakiwala | 1983-87



J. N. Guzder | 1987-90



Nalin K. Vissanji | 1990-92



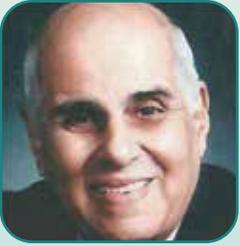
A. H. Tobaccowala | 1992-96



Shekhar Bajaj | 1996-98



A. S. Kasliwal | 1998-2000



K. N. Suntook | 2000-02



V. S. Palekar | 2002-04



V. B. Haribhakti | 2004-06



Dinesh Parekh | 2006-08



Ramesh K. Dhir | 2008-10



Suresh Goklaney | 2010-12



Hoshang Billimoria | 2012-14



Shyamniwas Somani | 2014-16



Shekhar Bajaj | 2016



Kalpana Munshi | 2016-18



Swapnil Kothari | 2018-26

CAFÉ PEHCHAAN 4.0

1st August, 2024



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1st August, 2024



CAFÉ PEHCHAAN 4.0

1st August, 2024



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ONE CRIME, SUFFICIENT LAWS BUT JUSTICE AT CROSSROADS

Guest Column By Invitation

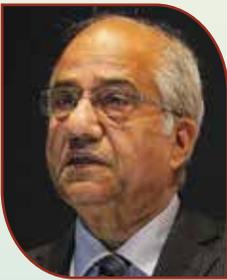
Laws too gentle are seldom obeyed; too severe, seldom executed –

Benjamin Franklin

The recent Kolkata-rape is a stark reminder of how true this saying by that great Founding Father of the United States (and a drafter of its Declaration of Independence) holds good even today. The key question is here whether we have a law that is gentle or whether it is too harsh that it is non-implementable. We believe the latter. We will attempt to tell you why because the rap from the Supreme Court is not unfounded. The very fact that it

laws and the new ones came into effect promising safety of women and children. What we need is an administration with spine to ensure that all the accused are nabbed, remanded to judicial or police custody, interrogated, evidence gathered and safely secured and not tampered with and the case be put on a fast-track. Even assuming that it gets an expeditious trial, one is looking at a minimum of seven – eight years before all the tiers of the labyrinthine Court system are exhausted culminating into a just result. If the result is death penalty, it then gives rise to a Mercy Petition before the President where one hopes that it does not languish before the curtain is dropped on the sordid saga.

Non-implementation We will not delve much into legalese except to say that every single step right from the time that a crime has been committed until the trial begins and even the procedure for the evidence to be led has been elaborately spelt out in the three old laws, and also, the new statutes. And the Courts have been tough enough to fill in the sometimes obvious but more interpretational gaps to ensure that not only the criminals are brought to justice, but also, the sentences operate as a deterrent. One of our friends – a non-lawyer – asked the other day that if this is the case then why is still there no fear of the law and crimes are getting more gruesome by the day. He further said with gnashed teeth that castration (chemical or otherwise) is absolutely imperative. To his first query, we raised the same point – implementation! The wrath of the State High Court or the Supreme Court comes much later when the Administration has had its way (or perhaps *sway*) and has failed miserably. Plebeian puissant is what we have seen in Kolkata, and across the country, resulting in mass awareness brooking some necessary measures at least on the safety front. Are the police free to nab the culprits and assuming that they are, do they get paid enough to ensure that the trial gets to its logical conclusion – it all boils down to the integrity of the Investigating Officer. A polygraph test of the



B. N. SRIKRISHNA



SWAPNIL KOTHARI
PRESIDENT

B. N. Srikrishna is a former Judge, Supreme Court of India and Advisory Board Member, Council For Fair Business Practices and Swapnil Kothari is a Senior Lawyer and President, Council For Fair Business Practices

had to take a *suo motu* cognizance proves that the Kolkata Law and Order machinery is in complete disarray.

Administrative Failure Political interference at the highest levels, a somnolent police force turning a *shut* eye to a dastardly rampage of the hospital, the cosmetic *transfer* of the Principal, the delayed registration of the FIR (how bizarre or *perhaps not so*), the purported polygraph test of some key people – are all automatic legal steps but what about the identity and the number of accused people. And what about the fakery of the letter to the PM from the Chief Minister asking for a more stringent law – how jejune! July 1 saw a complete overhaul of the criminal

accused Sanjay Roy who has seemingly admitted to the heinous crime will face a ferocious cross-examination as he appears to have vacillating statements. More importantly, is he the only perpetrator when there is overwhelming evidence to suggest that he could not have been alone given the mutilated state of the body. Why is there only one CCTV footage to show that he was seen entering the premises – what about other footages or have they been blacked out! To the second question about a befitting punishment like castration, I answered that, despite being suggested by a Madras High Court Bench (speaking through J. Kirubakaran in 2015) that it would lead to magical results in relation to child rape, it would be in the realm of constitutional flagrancy in the sense that it would arguably violate Article 21. Two wrongs can seldom make a right! A rape *is* gruesome even if there is penetration against the will or consent of the woman in question. Mere changing the law is no answer. What is required is a change in the mindset at all levels – of men in society, and of those entrusted with implementing the law. It does not have to be barbaric like the Kolkata case to invite the punishment of castration. What is needed is honest implementation of the extant laws timeously and impartially.

Criminal Law Amendments The criminal law amendment in 2013 included acid attacks, voyeurism and sexual harassment in the then Indian Penal Code, whereas the criminal law amendment in 2018 extended the minimum punishment for rape from seven to ten years and for twenty years extendable up to life imprisonment or death for rape and gangrape below the age of 12 years. It is very clear that the July 1 overhaul of the criminal laws hasn't had a deterrent effect. This Retributive Theory of Criminal Justice does have its place besides a Reformatory Theory (which the Human Rights Activists spew out galore). We believe that a Preventive Theory needs to gain momentum where besides isolated or lonely spots being well-lit or street marshals being present in trouble-prone areas, the sensitization of the police is a key component.

Global Reports In India, the National Crime Records

Bureau reported that in 2022 over 4,00,000 cases of crimes against women were registered showing a 4% increase from the past year. World statistics say that in countries (including the US) with information on rape, less than 40% seek help and less than 10% seek police assistance. Acquittal ensues. The US has a fairly brisk Court System in terms of disposal but is no better than India because only 9% face trial from which only 3% go to jail with the remaining 97% free out there to commit another offence. This smacks of nothing but law enforcement apathy where even in the most advanced countries women fight shy to come forward.

International Law International Law broadly has Convention On the Elimination of All Forms of Discrimination Against Women (CEDAW), which was adopted by the UN General Assembly in 1979 popularly known as an International Bill of Women Rights. India signed it in 1980 and ratified it in 1993 and successive governments have endeavoured to push forth Women Empowerment but more needs to be done. The Convention on the Prevention and Punishment of the Crime of Genocide (Genocide Convention) adopted in 1948 was a notable response to the atrocities of World War II. Any practicing international lawyer will tell you that genocide has come to include rapes within its fold – it is *jus cogens* – a peremptory norm that trumps other norms.

To conclude, it is all very jingoistic to suggest imposition of President's Rule in West Bengal but that won't help. The problem does not lie only at the top of the ladder but in the inhuman administration devoid of any sensitivity that is so very much required in cases of this nature. A chequered path to justice with all the ignominies littered along the path is what the victim's family is facing. Until the administration does get sensitised, what is required is a Court-monitored investigation right up to the stage of judgement (conviction and sentencing) so that Justice does not remain a cloistered virtue for the privileged or a teasing illusion for the common man. The more it becomes inaccessible, the less stable our democracy becomes; respect for the Rule of Law is not only for the *unhungry stomach* and an *untortured soul*.

HOLISTIC HEALTH SUMMIT 2.0

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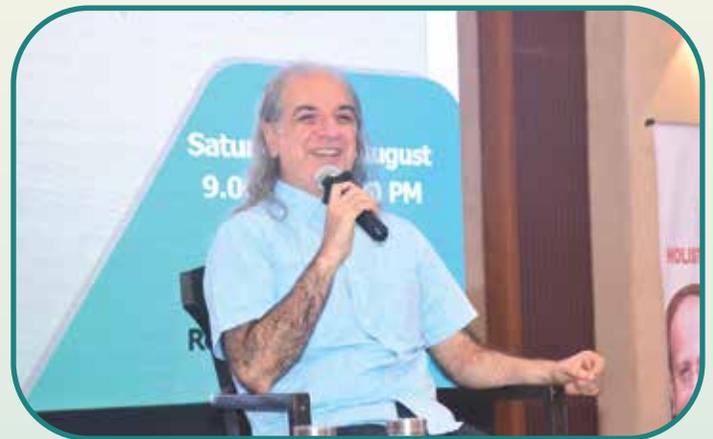
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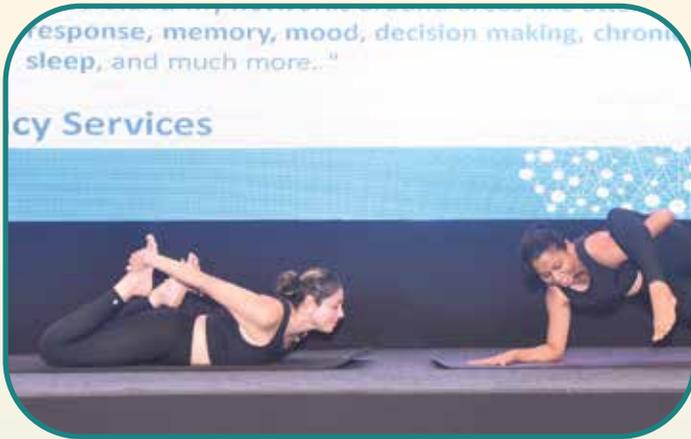
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57TH ANNUAL GENERAL MEETING

26th September, 2024 at Dilip Piramal Conference Room of CFBP



Brand health and wellness

A brand has to be treated like a human body and its personality should be kept healthy

After attending a curated seminar on health and wellness by Council for Fair Business Practices (CFBP) recently, I am inspired to pen down a few words about brand health and wellness. The CFBP summit, which was curated by Micky Mehta, under the leadership of Swapnil Kothari, president, CFBP, dealt with various facets about health and wellness. The illustrious panel, consisting of some of the best names, offered enlightenment to the audience.

Mukesh Batra, Manisha Koirala (the movie celebrity) and Micky Mehta himself, along with many other eminent panellists, participated in the discussions. And Shekhar Bajaj was the guiding force. The talks revolved around the fact that, just like a person's physical and mental health, a brand's health is important too, to ensure top line and bottom-line growth.

The inspiration from the seminar also served to make the approach more holistic than piecemeal. It stressed that brand health is important to be able to, first of all, serve consumers and then look at the benefits to the community, to the channel and, then, to the company itself.

Just like an annual health check-up is needed for a person, a brand too needs a regular health check-up on various parameters, so that it remains healthy and serves its varied audiences the way it is supposed to. The brand health check-up would bring out the strong and weak indicators within the brand. Just as you examine various parts of the body – whether it be bones or eyes or heart – across various measures, a brand too needs to be checked up across various elements, so that it remains healthy and performs well both financially, as well as from the consumer satisfaction level.

Brand awareness

To begin with, you need to check the brand's awareness of health. Do people know about your brand? Are they aware that you exist, for what purpose you exist and what benefits you could provide, irrespective of whether you are a product brand or a service brand. If the awareness levels are low, then they need to be measured and actions need to be taken to improve the awareness health of the brand.

Many companies have good products and services. But they remain unknown. Hence, they do not get the benefit of good health for the brand. From being 'unknown, you need to be known, you need to be recognised and your benefits and core values need to be recalled.'

In Hindi, this could be described as, '*anjan to*



JAGDEEP KAPOOR

juan pehchaan, and then gyan.' This is what would help increase brand awareness health.

Brand trials

The next level of health which needs to be checked is the brand trials' health. Even though consumers know about your brand, have they tried it? The brand could be a product or a service. If it is a product like, say, a biscuit or a soap, have the relevant audiences tried it, or is it that they are aware of it, but have not been motivated to try?

If it is a service brand, like an airline or a bank or a hotel, have they tried your brand? Have they tried your restaurant? Have they flown your airline? Have they stayed at your hotel? If not, then this trial parameter of health of the brand is weak and you need to be able to correct the situation.

Whether you need to use the technique of sampling, or tactics related to trials through trial rooms, or techniques related to trying out a service – all these would help generate trials, because without that, it would be difficult for consumers to judge whether they should actually be able to indulge in the consumption of the brand or not.

Brand repeats

The next health indicator for your brand would be brand repeats' health. While you may have tried the brand, it is not necessary that you would repeat it, repurchase it and use it again and again. It is not necessary that you would recommend the brand to your friends and family. If you like the brand, be it a product or a service, you may want to reuse it and re-purchase it and also say a good word about it to your family and friends. But suppose you have not liked it or it does not serve the purpose for which you bought the brand, then you may be spreading negative and bad impression, which may stop other people from trying it and, thereby, bring down the reputation of the brand.

Brand repeats' health is important, because if you have not taken care of the ingredients in the brand and if the brand does not perform well, there will not be repeat of your brand and the brand repeat health score will be low. This needs to be corrected at the 'product ingredient's quality' level itself. Only then would people repeat your brand and the brand repeats health score, would go up.

Please note, it is not enough to only look at the product quality of a brand, but one should also be looking at the service quality of the brand. In product brands, a large proportion of the stress would be the product and its ingredients and only a small

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Mukesh Batra, Manisha Koirala and Micky Mehta along with many other eminent panellists at the Council for Fair Business Practices seminar

proportion would be for services. In a service brand, a large proportion would be for service quality and a small proportion would be for the product and its ingredients. It is important to balance both product and service since both product quality and service quality are important.

Brand revenue

The next brand health indicator is related to revenue and sales. Are the sales and revenue of your brand going up? Are they consistently going up? Is the rate of growth healthy? Or is it that, after the initial burst, the sales have started coming down, or the rate of growth has slowed down? All these brand health sales indicators are important to be checked for the brand revenue health of your brand. The topline growth of any brand is a good indicator about the health of the brand.

Brand market share

In the journey of brand health check-up, the next thing to be investigated is the brand market share's health. In this highly competitive world, is the market share of your brand going up, when compared to other brands? Or, is it stagnant or declining? Are you losing market share? These are all important indicators to be observed to know the health of your brand.

Many airlines in the world do not do well. In terms of top line and bottom line, IndiGo has consistently spread its wings, increased market share and has been consistently growing against competition. Despite new entrants as well as old ones, IndiGo has kept a strong grip on its market share health and has been in fact consistently growing in a robust manner, dominating the skies. With over 60 per cent market share, IndiGo has turned out to be a healthy brand – both in terms of top line and bottom line

– and this market share health also reflects in the health of share market.

Brand profit

Finally, a brand's profit health needs to be measured regularly so that its profitability goes up and it enjoys a surplus and uses those funds to satisfy customers better, improve innovation, expand and also reward the shareholders. Profitability health of the brand is as important or, in some cases, even more important than other parameters of brand health.

Just like a person's physical and mental health, a brand's health is important too, to ensure top line and bottom-line growth

Brand profit's health is an important parameter to be checked up on a regular basis. Just like the top line is important, so is the bottom line. Measures need to be taken about pricing strategy or cost-cutting measures – all increasing the price realisation per unit – or handling the margin structures for the channel or other parameters to enhance and boost profitability, regular brand profit, health check-up is a must. It should not happen that while you have runaway growth on the top line, the bottom line suffers and ultimately the company and, of course, its brands, fold up. Brand profit's health is an important measure to check up about the longevity and life and death of a brand.

Brand health and wellness is an important aspect of brand building. And, a holistic approach in this regard is essential. Three cheers to Brand Health!!!

FROM THE GOLDEN ARCHIVES

BUSINESS COMMUNITY AND RISING PRICES

By Ramkrishna Bajaj

Inflation is certainly the most important issue facing the government, the consumer as well as the business community today.

The growing discontent among the people and the deepening crisis can largely be attributed to the price spiral which no one can seem to be able to bring under control.

The prevailing drought conditions have given an added impetus to the price rise which is now posing a menacing challenge to economic and political stability.

In such an atmosphere, it is difficult to resist the temptation of inventing scapegoats for affixing the blame.

Even in normal times, the business community has always been a convenient whipping boy for politicians steeped in verbal radicalism and the tendency to make the business community the target of uninformed or biased criticism is likely to be strengthened under the stress of these developments.

The present situation, therefore, is likely to prove a testing period for the business community in every conceivable respect.

Though the business community is not responsible for the present crisis, it certainly owes it to the people to do everything it can to mitigate the hardships and ensure that the prevailing scarcity conditions are not exploited for selfish ends by an scrupulous elements within its fold.

Self-Regulation

In the coming months, the temptation to take selfish advantage of the prevailing scarcity will undoubtedly be great; but greater still will be the opportunity to earn the lasting trust and confidence of the people by observing self-regulation in the larger social interest. If manufacturers and traders can rise to the occasion and by the conduct, demonstrate that social conscience, it will have a great impact on the public mind.

Here, in regard to the distribution of manufactured goods, the responsibility for ensuring their equitable distribution should rest mainly with the manufacturers.

It is the duty of manufacturers to regulate the distribution channels effectively so that their products reach the ultimate consumer without hindrance and at fair and reasonable prices.

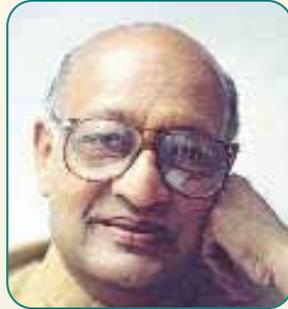
However, the effective regulation of distribution channels is not possible unless there is full understanding and co-operation between manufacturers and traders.

Fair margin

The traders, on their part must resist the temptation of creating or exploiting the scarcity conditions for pushing up the prices and should charge only a fair margin of profit, as their service charges, on the prices of the commodities, especially daily necessities sold by them.

Manufacturers can help hold the prices in check by reducing costs of production and/or by increasing production.

However, in order to make this system really effective, what is imperative is to expand the production of consumer goods so that distribution channels could function smoothly.



Ramkrishna Bajaj

Short-term measure

As a short-term measure for holding the prices, the public distribution system also needs to be strengthened.

It is, therefore, necessary to seek co-operation of manufacturers, wholesalers and retailers to establish an effective public distribution system throughout the country as far as possible.

The Maharashtra government has taken a right decision to accept the retail shops of members of the Fair Trade Practices Association as well as those of wholesalers and retailers approved by the Committee set up by the Maharashtra Chamber of Commerce as its distribution agents in Bombay city along with the fair price shops already appointed by it.

More and more traders should come forward to participate in this scheme and make it a success by working within the guidelines laid down.

Fair price shops

This system of fair price shops could similarly be extended to cover at least all the major cities and towns to begin with and essential goods could be distributed through this network at fair prices fixed.

In order to see that this system works efficiently, joint vigilance committees consisting of representative of the Government and trade and industry organisations concerned should be set up to resolve the difficulties or problems that may crop up and investigate the complaints that may be received.

It would however, be helpful to associate consumer organisations or social workers actively with the working of these committees at every level.

In spite of these efforts, because of the general rise in costs, prevailing scarcity and the inflationary pressures, the prices of consumer goods are likely to rise further.

In order to ensure supplies of at least minimum quantities of some of the essential goods, like vanaspati edible oils etc., it should be considered if, like sugar, certain minimum quantities of these items could be made available at comparatively low prices through the public distribution system while allowing the sale of additional supplies outside this system at free market prices.

This would ensure the supply of certain specified minimum quantities to the poorer sections at low prices while, at the same time allow the manufacturers to secure reasonable returns through open market operations.

Source - CFBP Times Newsletter
The FTPA Bulletin - Vol.5
November - December 1972





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