



Our Mission

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

APRIL - MAY 2024

CFBP TIMES

WOMEN'S CAREER EXPO @ KOLKATA

Tuesday, 30th April 2024





WOMEN'S CAREER EXPO
HEALTH & WELLNESS EDITION

TUESDAY
APRIL 30 | 1 PM
ICCR

In Association with:
Premier Jewels

HealthCare Partner:
Medica Oncology

Powered by:
HDFC ERGO

विश्वमित्र

- START UP ZONE, IDEA SHARING
- CAREER COURSES & CLARITY
- ALTERNATIVE THERAPIES
- EXPERT CONSULTATION
- HANDMADE PRODUCTS
- PANEL & WORKSHOP
- HEALING ZONE

NO REGISTRATIONS!!

ELDA HEALTH, FOOD 'N' WELLNESS, CFBP, Balaji Ads, WICCI, RASSO 3A, ORGANIC, Balaji Ads, WICCI, RASSO 3A, ORGANIC, Balaji Ads, WICCI, RASSO 3A, ORGANIC

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2022-2024



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PRESIDENT



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HON. SECRETARY AND CHAIRMAN,
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VINEET BHATNAGAR
VICE PRESIDENT AND CHAIRMAN,
AWARDS COMMITTEE



ASHOK BHANSALI
HON. TREASURER

FORMER ADVISORY BOARD MEMBER & EMERITUS

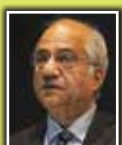


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(CHAIRMAN, FINANCE COMMISSION AND
PROFESSOR, COLUMBIA UNIVERSITY, NEW YORK)

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(SURAT)



DILIP PIRAMAL



SHALINI PIRAMAL



PADMA SHRI DR. MUKESH BATRA
(JOINT CHAIRPERSON,
MEDICAL COMMITTEE)



DR. ALI IRANI
(JOINT CHAIRPERSON,
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DR. HEMANT P. THACKER



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KEKI M. MISTRY



ABHEEK BARUA



MANISHA GIROTRA



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(PRINCETON UNIVERSITY,
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(GEORGETOWN UNIVERSITY,
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COMMITTEE)



MICKEY MEHTA
(CHAIRMAN, WELLNESS
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ROGER C B PEREIRA
(CHAIRMAN, MEDIATION CELL)



ANAND PATWARDHAN
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RAHUL CHAWLA



VIKESH WALLIA



RAJALAKSHMI RAO



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VISHWANATH SABALE



AJAI KUMAR



PIRUZ KHAMBATTA
(AHMEDABAD)



SURESH PANSARI



BAJAJ
BUILT FOR LIFE

**BAJAJ IRONS
BUILT TO GLIDE
THROUGH
TOUGH CREASES**

**2
YEAR** **PRODUCT
REPLACEMENT
WARRANTY**



BAJAJ
DuraGlide™
SOLEPLATE

Double Layered
NON-STICK COATED
German Technology



🌐 shop.bajajelectricals.com | 📞 +91 70399 20000 | [f](https://www.facebook.com/bajaj) [x](https://www.x.com/bajaj) [ig](https://www.instagram.com/bajaj) [yt](https://www.youtube.com/bajaj) | consumercare@bajajelectricals.com

T&C apply. *Applicable at point of purchase (Retailer) and is not applicable for home service. Warranty will be against manufacturing defects and will cover only domestic usage of products.

For more details, please visit: www.bajajelectricals.com/terms-and-conditions/2023



Scan to know more

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2022-2024



ASHA IDNANI

CHAIRPERSON, CONSUMER
GRIEVANCES REDRESSAL COMMITTEE



**BHALCHANDRA
BARVE**



PRAMOD SHAH



NIKI HINGAD



**BHUPENDRA
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CHAIRPERSON,
CFBP CREATIVE ARTS FESTIVAL



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PAYAL KOTHARI



KAVITA AGARWAL

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RICHA SHAH

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**MEGHANA
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LEENA GUPTA



**SONAL
CHORARIA**
(KOLKATA)



**DR. VASAVI
ACHARJYA**
(GUWAHATI)

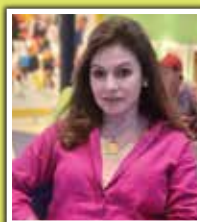


MENAKA DEORAH

SOCIAL INFLUENCERS



MANASA VARANASI
(FEMINA MISS INDIA 2020)



**DR. ZAREEN
DELAWAR HUSSAIN**
BANGLADESH



ARADHANA NAYAR
(FREELANCE ANCHOR AND
EX-FEMINA MISS INDIA FINALIST)



APARAJITA JHA
(EX-GLADRAGS
MRS. INDIA FINALIST)



SRAVANYA PITTIE
(INTERIOR DESIGNER
AND LUXURY TABLEWARE)

INVITEES - 2022-2024



NIKITSHA CHOPRA



**NEHA
RANGLANI**



TANVI SHAH



SHIPRA DAWAR
(NEW DELHI)



PRACCHI MEHTA



**DR. SAMEERA
DESAI GUPTA**



**DR.
YATRI THACKER**



**DR. GEETA SAJID
FAZALBHOY**



**DR. BINDU
STHALEKAR**



**DR. KARISHMA
KIRTI**



ANURADHA KAPOOR
(KOLKATA)



**DR. PRIYANKA
BAJORIA GUPTA**



**RUCHITA MEHTA
CHHEDA**



SNEHA AGARWAL
(AHMEDABAD)



**SHIVALI
PARKASH**



PRAGYA GOSWAMI
(YALE UNIVERSITY,
CONNECTICUT AND KOLKATA)



RUPALI SETH



YOGITA PASRICHA



KIRAN KHANNA



RUBY MUSTAN



JALPA MERCHANT



AARATI SAVUR



SOHINI ROHRA



**POOJA
RAISURANA**



SHALINI IYENGAR
(YALE UNIVERSITY,
CONNECTICUT AND KOLKATA)



PRIYANKA SETHY
(HARVARD UNIVERSITY,
MASSACHUSETTS)



**DEVIKA BHARTIA
BAJAJ** (NAGPUR)



SHIVANI RANA



RADHIKA DALMIA
(KOLKATA)



MONAZ RANINA



TANYA MALIK
(NEW DELHI)



RAGINI GOYAL
(SILIGURI)



KUNHI SAIKIA
(YOUTH CHAPTER,
GUWAHATI AND NORTH-EAST)



VIVAAN HINGAD
(STUDENTS CHAPTER)



Heartfelt from The President

SWAPNIL S. KOTHARI

The months of April – May were primarily reflective in the sense that some benchmarks were set for the new Financial Year. More on that as we go along.

Café Expo 2.0 took place in Kolkata organised by our West Bengal Chapter –Head and Executive Committee Member, CFBP Kavita Agarwal with the same fanfare as its first edition. Comprehensive in its sweep, it catered to women of all ages beset with their ambitions, challenges, travails and above all, the steady flame of desire to achieve their goals. Also, we got another New Delhi-based Invitee Member Tanya Malik, who had moderated a Session there. A few pages are devoted to it for the reader to get a glimpse. Also, our Invitee Member Ragini Goyal had organised Seenager 2024 in Siliguri, which showcased women achievers over 45. Some photos of the same are there for you to enjoy.

We have some fantastic articles – one by our regular contributor and Advisory Board Member Mr. Jagdeep Kapoor, who enlightens us on how *staying the course ensures success for brands*. Our Invitee Jalpa Merchant warns us on the pitfalls of procrastination. Our Patron Member Som Sengupta embellishes our Guest Column with modern solutions that maintain assets and conserve energy.

It was heart-warming to see my Article on the Edit Page of the Economic Times dealing with the protection of the medical fraternity. Iconic as the Edit Page is in terms of its content and presentation, the plaudits I received were worth the effort! Dainik Vishwamitra, a Kolkata-based Hindi daily took my interview where I spoke about the spreading of the message of Fair Practices. Also, I had my Podcast with the Zurich-based Manisha Dadlani about the organisation, its achievements so far and its future goals. One can google the same to view it on YouTube, Spotify and Instagram and Apple.com.

We have many more interesting programmes coming up both in Mumbai and in Kolkata and it is indeed satisfying to see an insatiable appetite on part of my team members to curate programmes and achieve milestones. Café Pehchaan 4.0 takes place on 1st August at ITC, Sonar Bangla and Holistic Summit 2.0 takes place on 10th August at Taj Lands' End, Mumbai.

I have always been optimistic about my goals for CFBP and ensure that my Team stays positive and confident. I end with a quote from that great American Author and Disability Rights Advocate,

“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”

Helen Keller

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 Group) Mahindra
& Mahindra Limited

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Group Chairman
Larsen & Toubro Limited

Mr. A. Balasubramanian
Managing Director &
Chief Executive Officer
Birla Sun Life Asset
Mgmt. Co. Ltd.

Mr. Ashok Bhansali
Blue Diamond Exporters

Mr. Anil Valbh
Entrepreneur and
Businessman
Florida, United States

Mr. Amit Y. Modak
Director-CEO,
P. N GADGIL & SONS LTD

Mr. B. Ramesh Babu
Managing Director and
Chief Executive Officer
Karur Vysya Bank Limited

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Chairman
Roman Group

Mr. Bhupinder Khara
Sr. VP
JSW Steel Coated
Products Ltd.

Mr. Dilip G. Piramal
Chairman
VIP Industries Ltd.

Mr. Dinesh Kumar Khara
Chairman
State Bank of India

Mr. Girish Wagh
Executive Director
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Trustee
Seth Navinchandra Mafatlal
Foundation Trust

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Chairman
Samsika Marketing
Consultants

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Managing Director
Godrej & Boyce Mfg. Co. Ltd.

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& Managing Director
Tata Consultancy Services

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Executive Director and
Chief Financial Officer
Tata Steel Limited

Mr. Kundan Singh
Deputy Director -
Marketing & Operations,
Lilavati Hospital
and Research Centre

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Vice Chairman &
Managing Director
Blue Cross Laboratories
Pvt. Ltd.

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Managing Director
Forbes & Company Limited

Mr. Mukesh Ambani
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Managing Director
Reliance Industries Limited

Mr. M. Senthilnathan
Chairman &
Managing Director
ECGC Ltd.

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Maeka Water, Auroville

Mr. Mayank Agarwal
Incredible Industries
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Chairman
Bajaj Auto Limited

Mr. Natarajan Chandrasekaran
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Tata Sons Limited

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Godrej Consumer
Products Ltd.

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Purshottamdas
Fatehchand Charity Trust

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Managing Director
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Mr. Niraj Bajaj
Chairman &
Managing Director
Mukand Limited

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Director
Bankers Cardiology
Pvt. Ltd.

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Founder - Chairman
White Oak Capital Group

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Managing Director & Co-Head
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& Head of Global Credit
Trading, Deutsche Bank

Mr. Rajan Kilachand
CEO
Dodsai Pvt. Ltd

Mr. Raju Barwale
Managing Director
Mahyco Seeds Limited

Mr. Rajesh Kumar Jhunjunwala

Mr. Rajesh Nuwal
Director
India Nivesh Capitals Ltd.

Mr. Rajiv Podar
Managing Director
Nawal Finance Private
Limited

Mr. R. Mukundan
Managing Director & CEO
Tata Chemicals Limited

Mr. Shashikumar Sreedharan
Managing Director
Microsoft Corporation (I)
Pvt. Ltd .

Mr. Sanjay Dangi
Director
Authum Investment &
Infrastructure Limited

Mr. Siddharth Raisurana
Fynehand Group
LLP

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Managing Director
Bajaj Electricals Limited

Mr. Sanjiv Mehta
Chairman &
Managing Director
Hindustan Unilever Limited

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Dynamic Conglomerate
Pvt. Ltd.

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Tata Capital Financial
Services Limited

Mr. Salil Parekh
Chief Executive Officer
and Managing Director
Infosys Technologies Limited

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Mumbai

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Pvt. Ltd.

Mr. Sharad Upasani
Chairman
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IWill & ePsyClinic

Mr. Som Sengupta
Director
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and Services (India) LLP

Mr. Samir Agarwal
Director
Indcap Advisors Pvt. Ltd.

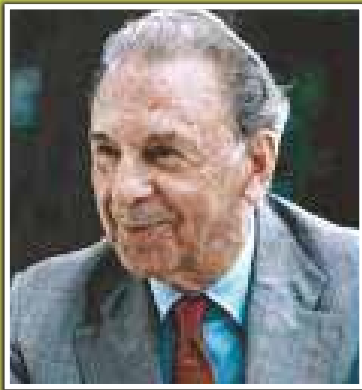
Ms. Tanvi Shah
Nutritionist, Chef and
Sustainable
Fashion Designer

Mr. Vijay. K. Chauhan
Chairman &
Managing Director
Parle Products Pvt. Ltd.

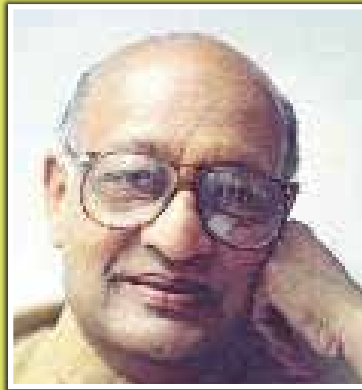
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Managing Director
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Mr. Vineet Bhatnagar
Managing Director
PhillipCapital (India)
Pvt. Ltd.

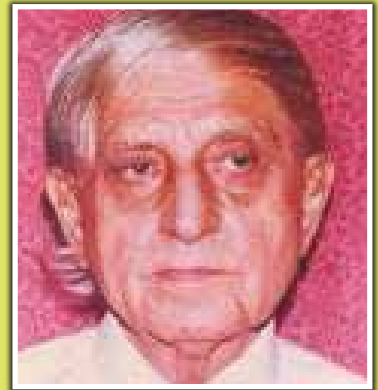
MAIN FOUNDERS



J. R. D. Tata



Ramkrishna Bajaj



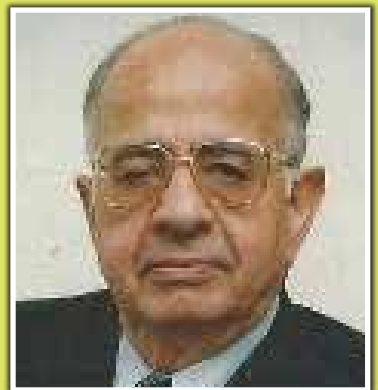
S. P. Godrej



F. T. Khorakiwala



Naval Tata



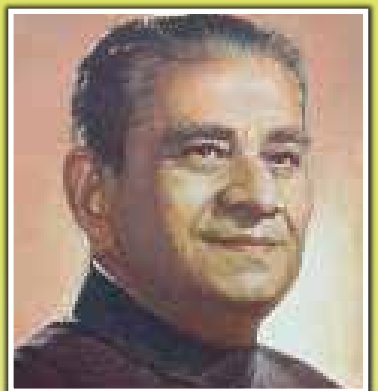
Arvind Mafatlal



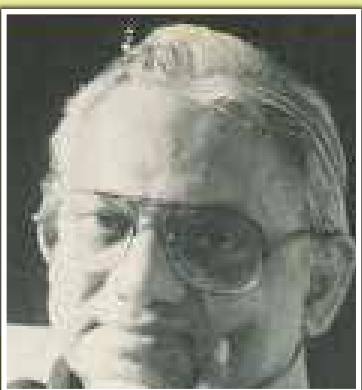
J. N. Guzder



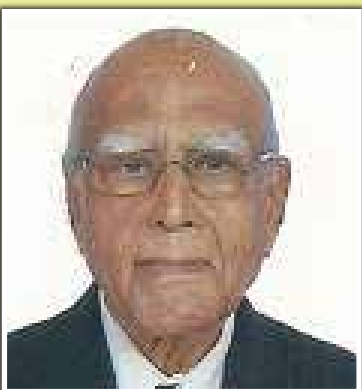
Ashok Birla



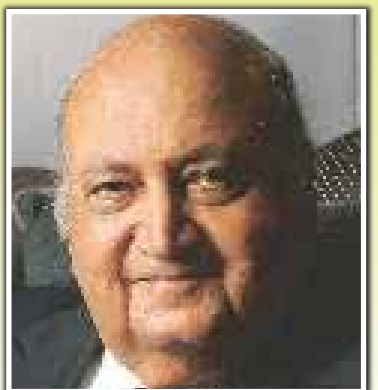
B. D. Garware



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. Fazalbhoj | 1975-77



Harish Mahindra | 1977-83



F. T. Khorakiwala | 1983-87



J. N. Guzder | 1987-90



Nalin K. Vissanji | 1990-92



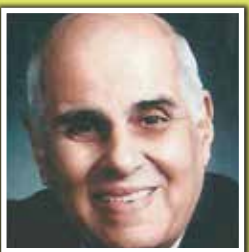
A. H. Tobaccowala | 1992-96



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



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 - Jamnalal Bajaj Awards For Fair Business Practices



The Awards are conferred every year on business and associations, which display an outstanding commitment to Fair Business Practices. It comprises the prestigious CFBP Trophy and a laudatory Citation. The Awards are open to all Public/Private Sector, Co-operative Ventures, Service Industries, Partnership and Proprietary business, Federations/ Chambers of Commerce, Trade Association and Charitable organizations from all over India.

The Council for Fair Business Practices (CFBP) is a unique, self regulatory body of business and industry dedicated to upholding the voluntary Code of Fair Business Practices. Formed in 1966, CFBP

instituted these Awards in 1988 in memory of the Shri Jamnalal Bajaj to honour those who adhere to Fair Business Practices in the interest of the consumer and the community at large.

Calling for Award Nomination for 2024-2025

The Awards recognize excellence in the following categories:

• Manufacturing Enterprises Services • Trade And Distribution Sector • Charitable Association

Applications are invited from -

(a) Large Enterprises (turnover above Rs. 1,000 crores) and (b) SMEs (turnover between Rs. 50 and 1,000 crores)

Last Date : 30th October, 2024

For Details Contact:

Council For Fair Business Practices (CFBP)

Great Western Building, 130/132, Shahid Bhagat Singh Road, Opp. Lion Gate,
Next to Cama Hall, Mumbai 400 023.

Phone: 2288 5249, 2284 2590 Fax: 2284 4783

E-mail: cfbpoffice@gmail.com Website: www.cfbp.org/www.ccrc.in

AT DR. BATRA'S BOOK LAUNCH

It is always heartening to know that CFBP is starting to get more well-known in the diverse swish circuit - bodes well for the Holistic Summit 2.0 at Dr. Batra's Book Launch at the Taj Palace (which had a select audience of around 150).



1st May, 2024

CONSUMERS BENEFIT FROM COMPETITION IN TRADE

अधिकारों के प्रति सजग हुए हैं उपभोक्ता

कोलकाता, 30 अप्रैल (निप्र)। उद्योग-व्यापार का क्षेत्र हो या फिर उपभोक्ता समुदाय, सभी अपने अधिकारों के प्रति सजग हुए हैं। व्यापार करने के तौर-तरीके में पारदर्शिता आई है, साफ-सुथरे ढंग से व्यापार होने लगा है। यह भी कहा जा सकता है कि नैतिकता जो पूरी तरह से लुप्त-सी हो गई थी, फिर से लौटने लगी है। यह एक निश्चित रूप से काफी अच्छा संकेत है। एक ओर जहां उपभोक्ता अब जैसे-तैसे कोई चीज खरीद लेगा, स्वीकार कर लेगा, चुप बैठा रहेगा, ऐसा नहीं रह गया है। उपभोक्ता को अपने अधिकार अच्छी तरह से मालूम हो गए हैं और अपने अधिकारों के लिए लड़ रहा है। अपना हक हासिल कर रहा है। दूसरी तरफ तरह-तरह के उत्पादों के निर्माता और व्यापारी भी एक बात अच्छी

दैनिक विश्वमित्र साक्षात्कार

तरह से समझ गए हैं कि बदले हुए परिदृश्य में, डिजिटल युग में अगर हमें अपने ब्रांड की वैल्यू बरकरार रखनी है, बाजार में पकड़ मजबूत करनी है और उपभोक्ताओं के बीच अपने उत्पादों की लोकप्रियता कायम रखनी है तो सही चीज देनी होगी, उचित व्यवहार करना होगा और समय से अच्छी सर्विस देनी होगी। यह कथन है काउंसिल फॉर फेयर बिजनेस प्रैक्टिसेज (सीएफबीपी) के अध्यक्ष श्री स्वप्निल एस कोठारी का, जो 'दैनिक विश्वमित्र' के साथ एक खास बातचीत में उद्योग-व्यापार क्षेत्र में नैतिकता विषय पर बातचीत कर रहे थे।

श्री कोठारी कहते हैं कि लोगों के पास आज बहुत सारे विकल्प हो गए हैं। डिजिटलाइजेशन होने की वजह से बहुत सारी चीजें आसान हो गई हैं। बहुत सारी जानकारी आसानी से हासिल हो रही है। एक और खास बात है कि व्यापार में कम्पटीशन काफी बढ़ गया है। कम्पटीशन बढ़ने से उपभोक्ताओं के सामने बहुत सारे विकल्प उपलब्ध हो गए हैं। यह बहुत अच्छा बदलाव है। इससे उपभोक्ताओं की कई तरह की परेशानियां और कठिनाइयां कम हुई हैं। उपभोक्ता खुश नजर आ रहा है। दूसरी तरफ उद्योग-धंधों से जुड़े लोग भी सही रास्ते पर चलने की पुरजोर कोशिश कर रहे हैं। कई औद्योगिक घराने हैं, जो सही तरीके से पैसा कमाने की नियत रख रहे हैं। यह अच्छी बात है। इसलिए भी अच्छी बात है, क्योंकि इन औद्योगिक घरानों की अगली पीढ़ी भी इसी रास्ते पर आगे बढ़कर अपने व्यवसाय का विस्तार करने की कोशिश करेगी। श्री कोठारी कहते हैं कि सिर्फ उद्योग-धंधों में ही नहीं, बल्कि समाज के हर क्षेत्र में नैतिकता का महत्व बढ़ रहा है। एक-दूसरे को देखकर लोग अपने आपको बदलने की चेष्टा कर रहे हैं। डॉक्टर, वकील, टीचर, इंजीनियर यहां तक कि पंडित भी अब यह सोचने पर मजबूर हो रहे हैं कि कहीं न कहीं अपने क्लायंट के साथ न्याय तो



SWAPNIL S KOTHARI



The CFBP worked tirelessly, to address the issues of consumers across the country. It conducted educational workshops and seminars for industry workers, consumer education workshops for people to be more aware of their rights, established a consumer education course for school and college students, addressed consumer complaints, and invested in a cutting edge research and product testing lab.

करना ही है। उत्पादों में मिलावट करने वालों का दृष्टिकोण भी बदल रहा है।

उल्लेखनीय है कि 60 के दशक के मध्य में, भारतीय उद्योग के कुछ महान नेताओं ने एक साथ आने का फैसला किया, ताकि पहली बार एक ऐसा क्रांतिकारी मंच बनाया जा सके, जो उपभोक्ता को अपने अधिकारों और हितों की रक्षा करने की शक्ति दे

सके। इस तरह 2 अक्टूबर, 1966 को निष्पक्ष व्यवसाय व्यवहार परिषद (काउंसिल फॉर फेयर बिजनेस प्रैक्टिसेज) का जन्म हुआ। पहले जीवन आज की तुलना में बहुत अलग था। भारत स्वतंत्रता के बाद अपनी किशोरावस्था में था और अभी भी एक बड़ी आबादी की जरूरतों को पूरा करने के लिए संघर्ष कर रहा था। आम आदमी के पास टेलीविजन या कार नहीं थी। समाचार पत्र और रेडियो जनसंचार के प्राथमिक साधन थे। उन दिनों व्यापार भी बहुत अलग तरीके से संचालित होता था। चुनने के लिए कम उत्पाद और सेवाएँ थीं। उपभोक्ताओं के पास कोई ऐसा स्थान नहीं था जहाँ वे किसी उत्पाद या ब्रांड के साथ कोई समस्या होने पर जा सकें। मांग आपूर्ति से इतनी अधिक थी कि लंबे समय तक शक्ति निर्माताओं के पास ही रही। परिषद का हिस्सा बनना कोई छोटा काम नहीं था। सीएफबीपी के सभी सदस्यों को अपने उपभोक्ताओं को पूर्ण संतुष्टि प्रदान करने के लिए नैतिक व्यावसायिक प्रथाओं के उच्चतम मानकों का पालन करने की शपथ लेनी थी। इसका मतलब था उपभोक्ताओं की शिकायतों के निवारण के लिए सभी तरह की नई प्रणालियाँ लागू करना, उत्पादों को बेहतर बनाने के लिए उनके सुझावों पर विचार करना और यह सुनिश्चित करने के लिए उपाय करना कि उपभोक्ताओं को वह उच्च गुणवत्ता वाले उत्पाद और सेवाएँ मिलें जिनका वादा किया गया था। पिछले कई वर्षों में, सीएफबीपी ने देश भर में उपभोक्ताओं की समस्याओं को हल करने के लिए अथक प्रयास किया है। इसने उद्योग जगत के श्रमिकों के लिए शैक्षिक कार्यशालाएँ और सेमिनार आयोजित किए, लोगों को उनके अधिकारों के बारे में अधिक जागरूक बनाने के लिए उपभोक्ता शिक्षा कार्यशालाएँ आयोजित कीं, स्कूल और कॉलेज के छात्रों के लिए उपभोक्ता शिक्षा पाठ्यक्रम की स्थापना की, उपभोक्ता शिकायतों का समाधान किया और अत्याधुनिक शोध और उत्पाद परीक्षण प्रयोगशाला में निवेश किया। इसने सभी बड़ी कंपनियों में उपभोक्ता मामलों की इकाइयों की आवश्यकता की भी जोरदार बकालत की। वैश्वीकरण और डिजिटल युग की शुरुआत के साथ, परिदृश्य नाटकीय रूप से बदल गया। उन्नत संचार और परिवहन प्रणालियों की बदौलत भौगोलिक सीमाएँ धुंधली हो गईं और लोगों के लिए काफी चीजें आसान हो गई हैं। उपभोक्ता अचानक जागरूक हुए हैं और विकल्पों के लिए लाजवाब हो गए। उनके पास उत्पादों, सेवाओं और अपनी पसंद की चीजों पर सबसे अच्छे सौदे कहाँ से पाएँ, इस बारे में सभी तरह की जानकारी उपलब्ध है। इंटरनेट के दुनिया के हर कोने में फैलने और हर सेलफोन स्क्रीन पर उपलब्ध होने के साथ, उपभोक्ताओं को अचानक पता चला कि उनके पास उन ब्रांडों के बारे में अपनी निराशा व्यक्त करने के लिए कई तरीके हैं जिनसे वे नाखुश थे।

WOMEN'S CAREER EXPO @ KOLKATA

Tuesday, 30th April 2024



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AT SHAINA NC'S HOUSE

Meeting with Hon'ble Union Minister Hardeep Singh Puri

Union Minister for Urban Development and Petroleum and Natural Gas Mr. Hardeep Singh Puri is an extremely erudite man with facts and figures on his fingertips. To be invited both as a Professional Lawyer and CFBP President at our very own Shaina NC's house (who hosted him and other dignitaries), it was a pleasure chatting with the Hon'ble Minister, to see Advisory Board Member Rajyalakshmi Rao and our Patron Member Invitee Tanvi Shah and other significant people. A good opportunity to spread the message of CFBP, about which, I must add, most knew about its stature and activities.



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How Safe are Doctors, Patients?



Swapnil Kothari

A few months ago, Indian Medical Association (IMA) praised Gol for bringing about criminal reforms that absolved the medical fraternity from being liable under Section 304(a) of IPC, now Section 26 of Bharatiya Nyaya Sanhita (death by a rash or negligent act). As per the amendment, 'If such an act is done by a registered medical practitioner while performing a medical procedure, he shall be punished with imprisonment of either description for a term which may extend to two years, and shall also be liable to a fine.'

Essentially, there can be a debate on whether a registered medical practitioner had *mens rea* — intention or knowledge of wrongdoing — to cause harm. In its 2005 'Jacob Mathew vs State of Punjab' judgment, the Supreme Court had to balance the need to protect doctors from frivolous criminal prosecutions and the need for accountability in cases

of genuine medical negligence. The court laid down guidelines to differentiate between genuine errors and acts of negligence.

Indian Medical Council Act 1956 regulates the conduct of doctors by setting ethical standards a medical professional has to follow. Under the Act, Medical Council of India (MCI) has been constituted along with state medical councils through which the Act is enforced.

Apart from the criminal legislation, aggrieved parties also have access to the consumer forum. Consumer Protection Act 2019 empowers the victim to file a complaint for 'deficiency of services', simply because the doctor renders 'medical services' to the patient. Wrong diagnosis, over-medication, under-medication and deliberate surgeries not required, all fall under this category, or attract criminal liability if it falls under gross negligence or breach of duty of care resulting in harm.

But, recently, while holding that lawyers don't fall within the ambit of the Act as they do not render 'services' as defined, the Supreme Court also observed that similar professions, especially doctors, should also be exempted from the Act's provisions. An example of breach of 'duty of care' is the 1968



For everyone's protection

'Dr Laxman Balkrishna Joshi v. Dr Trimbak Bapu Godbole' case, where a patient who suffered from a fractured femur underwent surgery. The accused doctor, while encasing the leg in plaster, used manual traction with excessive force (usually conducted under general anaesthesia). The patient suffered shock causing his death. The apex court ordered the doctor to pay damages to the patient's parents.

This case illustrates that 'expert evidence' is of probative value in medical negligence cases. Medical practice, especially surgery, is a specialised skill, and unless you put the 'expert' in a witness box — basically in the same shoe as that of the accused — a fair decision won't come about.

Where does India stand in comparison to medical negligence in developed countries? According to one

study, negligence leads to more than 251,000 deaths annually in the US. Around 85,000 lawsuits are filed on an average every year, and the payout is roughly \$679,000.

Britain sees around 237 mn cases every year. Over a thousand of them lead to death. Administrative negligence tops the list at 54%, followed by wrong prescription at 21%, and defective dispensation at 16%. National Health Service statistics show medical negligence increasing at an alarming rate. Australia is another country where diagnostic errors reach about 140,000 every year. Of that, 21,000 cases are serious, causing 2,000-4,000 fatalities.

Doctors need to be protected from bogus lawsuits. At the same time, they need to face the law should they be negligent. India has an adequate set of laws to tackle such negligence. The real issue is when and where to pin that liability.

It becomes imperative to ensure that medical service personnel are free, like any other professionals, to render the best services they can, as healthcare is a broad umbrella that includes medical insurance, basic medication and ambulance services.

The writer is president, Council for Fair Business Practices

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REVOLUTIONIZING INDUSTRIAL ASSET MAINTENANCE & ENERGY CONSERVATION WITH MODERN SOLUTIONS

Guest Column By Invitation

The paints and coatings industry in India is growing rapidly and undergoing several changes driven by technological evolutions and changing market dynamics. For instance, there is a growing usage of epoxy and PU-based paints due to their effectiveness in preventing surface corrosion and easier manageability. Similarly, the task of work execution at height, including painting, is evolving significantly with safer methods like rope access replacing traditional techniques. As the industry continues to evolve, there are also many challenges such as price fluctuations of raw materials, safety and quality assurance considerations, technical knowledge of professionals, and timely project delivery. Addressing these challenges expertly is Specialty Products and Services (SPS), a leading name in the industrial painting and work-at-height maintenance industry. Following a multidimensional approach focused on ensuring punctual project completion, comprehensive quality inspections, robust technical consulting, and leveraging the ingenious high-speed industrial rope access method, the company assures utmost client satisfaction.

Tech-First Solutions

Identifying as a technology-first company, SPS utilizes advanced access technologies which set it apart in the highly competitive painting and coatings industry. Leveraging technologies like IRATA rope access technology and custom-engineered motorized suspended platforms, the company is creating opportunities for safe and efficient work at heights and restricted spaces. These methods also allow swift completion of projects in addition to allowing multiple people and payloads to reach heights quickly, safely, and efficiently.



SOM SENGUPTA
Director - New Business
& Innovation
Specialty Products And Services

“Our solutions and services primarily work at height and difficult-to-access areas and include industrial painting, civil and structural inspection, repair, maintenance and cleaning, and waste energy conservation solutions. Our unique access technologies, in-house R&D edge, and an end-to-end basket of high-quality industrial maintenance services set us apart. These have helped us grow exponentially and acquire a premium customer base in a short period of time, in a crowded market filled by generic service providers who tend to compete primarily on price”, shares Som Sengupta, Director of New Business and Innovation.

Committed to innovating unique solutions, the firm also utilizes drones and industrial asset crawling rovers for condition monitoring and inspections including visual inspections, ultrasonic pulse velocity tests, and other non-destructive tests. These proprietary drones function exceptionally well among ferromagnetic interferences and industrial hazards thanks to their rugged built and unique fail-safe features. The drones also feature HD video, high-resolution imaging, and infrared thermography capabilities to conduct visual inspections of tough-to-reach places to assess condition and corrosion as well as perform ultrasonic thickness measurement of shell thickness.

The company is also responsible for having developed India's first and only drone capable of executing ultrasonic testing readings at heights up to 100m and surface temperatures up to 200 degrees C. SPS has achieved another significant feat by being the first company to develop a robotic magnetic crawler that facilitates external ultrasonic circumferential thickness measurements of industrial pipes and tanks with pipe flange crossing capability.

“SPS has achieved remarkable technological advancements in the field of Drones and UAVs, enabling swift and adaptable positioning at any altitude and location. These vehicles offer the advantage of maneuvering within confined spaces, eliminating the necessity for direct human intervention and mitigating associated risks. With an in-house R&D team, SPS prioritizes developing advanced solutions to enhance the speed, efficiency, and safety of asset inspections for clients”,



further shares Som Sengupta.

However, the commitment to advancement is not restricted to techniques alone. The firm also focuses on materials, using graphene-based paint which is a nanotechnological additive known for enhanced surface protection. These selections are also guided by sustainable practices, ensuring that the firm follows standard procedures designed to reduce wastage and improve efficiency, uses paints and coating produced in line with MSDS requirements, and implements appropriate measures to minimize health risks, and contamination risks.

Specialized Services & Solutions

SPS's comprehensive range of services encompasses specialized solutions including dry ice cleaning services that are customized for effective contaminant elimination from a diverse array of high-value industrial assets, waste heat recovery designing and implementation solutions that facilitate primary fuel savings and CO2 emissions reductions, and inspection services via varied access options to allow preventive maintenance. Ensuring superior outcomes, each of these services is meticulously designed and delivered by SPS for an enhanced customer experience.

In the dry ice cleaning services, for instance, SPS leverages solid carbon dioxide, which acts as a kinetic media, providing a non-toxic and non-flammable cleaning experience. This cost-effective manner also stands out for its capacity to not generate secondary waste, while expertly ridding surfaces of high-value assets like turbines, heat exchangers, motors, engine blocks, and more, of the toughest contaminants.

Within the realm of its waste heat recovery solutions, SPS collaborates with its German partner to offer path-breaking thermal energy storage (TES) solutions that enable capturing and storing high-grade heat derived from industrial processes. The waste heat is repurposed to offer a climate-neutral energy source that offers diverse applications.

"At SPS, we utilize high thermal capacity materials to engineer modular and scalable Green Energy solu-

tions for long life, sustainable, and economical energy storage. These solutions are modular and scalable with storage capacities from 4 MWh and above, provide extremely high energy density of 1.2 MWh/m³, are sustainable, utilizing up to 85 percent recycled materials, and achieve amortization in less than 2-3 years", further adds Som.

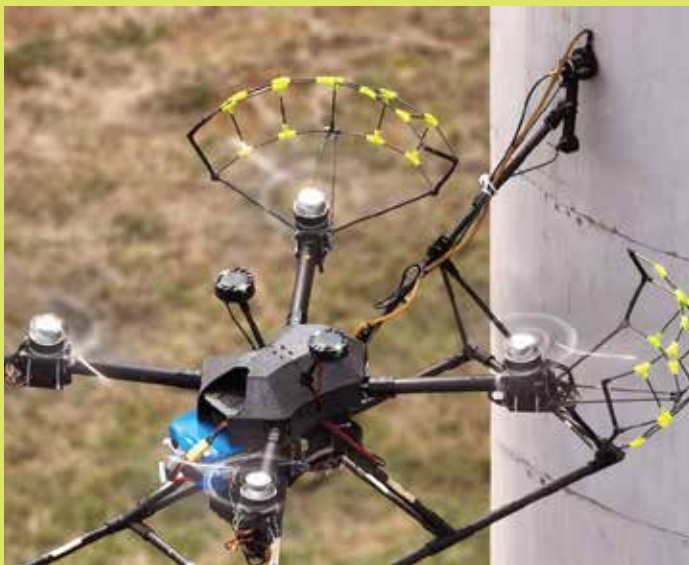
SPS's repair and maintenance services using rope access methodology are another specialized area of work with the workforce seamlessly executing repair works and refurbishment projects at any height across a range of civil and structural maintenance jobs including shut-down-based assignments.

Skilled at efficiently executing these projects, the firm prides itself in using creative methods that help minimize downtime, saving considerable operational costs for clients.

Future Roadmap

Since its inception only seven years ago, SPS has grown exponentially presenting a revenue growth at CAGR 185 percent and its paint application vertical alone contributed 40 percent to it. The company, positioned as the largest industrial rope access company in India, has grown to over 1600 employees in this duration and executed over 3 million person-hours of work at height. With a pan India presence and a diverse client base spread across booming sectors including steel, petrochemicals, oil and gas, fertilizers, power, and cement, to name a few, the company has established itself as a dynamic industry player.

As SPS designs the path for its future endeavors, its focus remains on achieving a high growth rate. The company is on target to almost double its revenue in the current financial year and aims to keep growing at a similar rate over the coming years. To realize these goals, the company will continue to leverage its in-house R&D and tech-powered innovation capabilities. Moreover, the company aims to further expand its geographical footprint and capitalize on its other service verticals to increase its market share. Guided by a well-rounded vision for its future and an inclination to foster innovation, the firm is poised to achieve tremendous growth in the years to come.



...

THE POWER AND PROWESS OF EFFECTIVE COMMUNICATION

MUCH ADO ABOUT NOTHING..... COMMUNICATE ETHICALLY, DO NOT PROCRASTINATE



Jalpa Merchant

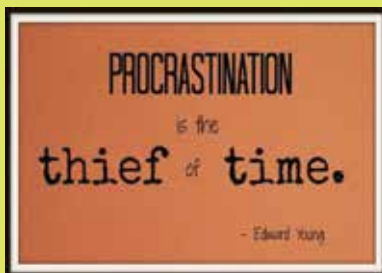
"The further a society drifts from truth, the more it will hate those who speak it"

-George Orwell

What Is Procrastination ?

Procrastination is when you put things off for a later time. There are different forms of procrastination such as :

- Ignoring the task, hoping it will go away/disappear.
- Underestimating how long it will take.
- Overestimating your abilities and resources.
- Telling yourself that poor performance is okay.
- Doing something else that is not very important.
- Believing that repeated "minor" delays are no big deal.
- Constantly talking about a hard job rather than attempting it.
- Putting all your effort only on one part of the task.
- Becoming paralyzed when having to make choices.



We Are All Guilty !

We can all be guilty of procrastination and can think of countless times when we have procrastinated. This habit has an adverse effect on our overall happiness and sense of self-worth. It is easy to put off dreaded activities for an instant short-term relief. But the problem with this kind of short-term thinking is that you will be faced with yet another heavier task with stringent deadlines, creating stress and perhaps resulting in hurried completion of a task that may not showcase your best ability.



Procrastination Cycle

Procrastination can lead to failing or falling short in

optimum performance of tasks, panic and anxiety and development of a cycle that continues in other aspects of life.



Now Is The Time To Stop

If you are procrastinating, putting things off for the next day, then now is the time to stop, otherwise you could find yourself in a whole mess of trouble.



Let us look at 10 steps you need to take to overcome procrastination.

Step 1 : Recognize you have a problem

You must first become aware that you have a problem. Recognize and know that you are procrastinating when....



- you fill your "to do" list with unimportant tasks.
- you decide to do something else that you consider "fun" instead of working on the task. (for example-browsing on social media).
- you keep putting off important tasks for the next day.
- you easily say "yes" to anything that takes you away from work.

Step 2 : Figure out why you are procrastinating

Ask yourself why are you procrastinating

- is it because the task is boring and unpleasant?
- is it because its too difficult?
- is it because you are disorganized?
- is it because you are overwhelmed by the task?
- is it because you are a perfectionist?
- is it because you don't know which task to do first?



Once you discover what your reasons are, then you develop an action plan.

Step 3 : Get Organized

- make a "to do" list on what needs to be done and when it needs. set time for the unexpected.
- prioritize the list on what needs to be done first.
- set reasonable goals and deadlines for each goal.



Step 4 : Identify Your Frog

- there is an old saying..."if the first thing you do when you wake up each morning is eat a live frog, nothing worse can happen for the rest of the day!"
- your frog should be the most difficult task on your "to do" list -the one that you are likely to procrastinate.



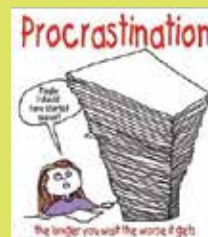
Step 5 : Break Into Smaller Parts

- if a task seems too overwhelming, break it into smaller parts - like minutes, hours or days.
- when you start completing these small parts, you will feel a sense of achievement.



Step 6 : Eliminate Distractions

- you may be putting things off because you are so easily distracted by your cell phone or social media.
- stay focussed, get rid of distractions.



Step 7 : Do Not Expect Perfection

- perfectionism is one of the biggest reasons for procrastination.
- do not wait for a perfect time and don't prolong tackling tasks.
- it is better to try than do nothing at all.



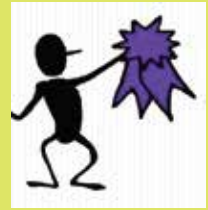
Step 8 : Get A Support Team

- ask your parents and friends to check on you or even to remind you of your priorities and deadlines.
- tell them to encourage and hold you accountable for your goals.



Step 9 : Get Started

- get a grip and start doing tasks.
- take action!
- give yourself 15 minutes once you start your task, to get engaged in that work and once you have succeeded in getting engaged, you will not stop doing that work.

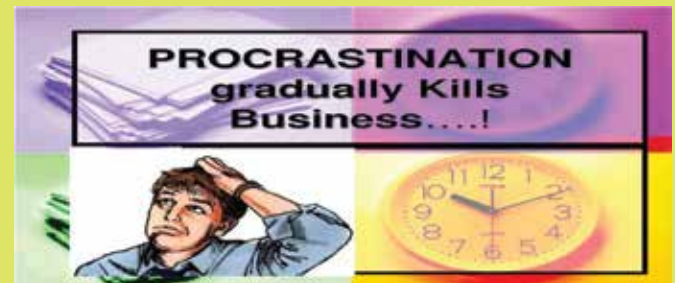


Step 10 : Reward Yourself

- after reaching mini goals or deadlines, reward yourself with a break - like a movie or some kind of treat.
- these little incentives will give you more energy to keep on going.

Procrastination And Business Ethics

When we procrastinate, we tend to do a rushed job, make errors and deliver poor quality work, resulting in missed deadlines and many times lost business opportunities. This can cost a heavy amount to the company and in a way, procrastination is not conducive to fair business ethical practices and corporate goals.



Procrastination results in delay in completing tasks, eventually resulting in dissatisfied customers. There is also a negative impact on teamwork because our personal delays can slow down the entire chain of achievements of our team members, leading to bottlenecks in the workflow, frustration, resentment and anxiety.

When employees procrastinate, they create a corporate culture of delay and apathy which is contagious and definitely against growth. It can lead to decreased employee motivation and toxic work environment, thereby affecting ethical business practices.

Signing off...

Procrastination is opportunity's natural assassin.

'Stay', do not 'stray'!

In brand marketing, staying the course is the best option for success

As we move into the new financial year of 2024-25, the growth of economy in India is robust and strong, in almost all categories of products and services. In this market environment, there is a war going on, where many battles are fought to catch the consumers' eye for brand awareness. Fights are on for sales growth and market share too.

In this high growth and fierce confrontationist atmosphere, it is important to follow the strategy that I recommend: Stay; do not stray.

My father always taught me to stay the course and not deviate from the path chosen because, in the long run, that is what would lead to effectiveness and also success. Obviously, much thought goes into choosing the right path, hence his advice: do not to 'stray' from it.

What does 'stay the course' mean? It is a phrase used in the context of a war, meaning: 'pursue a goal, regardless of obstacles or criticism'. It means that, after a lot of thought and discussion, once a strategy is decided, it makes sense to follow that strategy through and through, irrespective of hindrances and ridicules one may face while implementing it.

A thousand opinions may come along the way, another thousand doubts may be raised about the path and the strategy you have chosen, but you need to have faith in your own judgement and you need to 'stay' the course and not 'stray', going with other peoples' suggestions and advice to change course or deviate from the chosen strategy.

In brand marketing, there are many choices or paths that could be chosen to achieve your objectives. Once you have thought through, discussed and decided on the relevant strategy and the path, it makes sense to 'stay' the course, and not 'stray' from it, if you truly want effectiveness and success to come your way.

This obviously requires a lot of self-confidence that you have chosen the right strategy and path; it requires a lot of patience for the results to come in; it requires single-minded focus to go your way and not deviate. It also requires a certain amount of internal strength to be able to face ridicule and criticism from so many Doubting Thomases!

In the case of positioning strategy, once a soap chooses the path of using beauty as its main platform, it continues to do so with great success over decades. On the other hand, if another soap chooses hygiene as the value proposition, over the years, it continues on the same path, and gains tremendous success over decades. In both these cases, generation after generation get attracted to the relevant brand, based on the relevant need and the relevant positioning



JAGDEEP KAPOOR

strategy they have chosen. Both the brands achieve sales in thousands of crores of rupees, because they stayed the course and did not stray.

Many other things can come along but the basic strategy has been in place across decades, reinforcing the recommendation 'stay; do not stray'.

In the case of pricing strategy, if a brand of luxury bag has chosen an ultra-premium pricing strategy and is able to meet its customers only by appointment, bringing out its exclusivity and luxurious image, it has stayed the course, instead of straying away from it, though low-priced brands have made their way into the bag category.

This has made the brand iconic and also aspirational; a brand that is looked up to by its owners and one which makes a status statement about the person who carries it in society. If you have chosen an ultra-premium prestige route, stay with it; do not stray away towards the mid- or mass-market.

Another example is in the case of distribution strategy. In a huge country like India, where there are over 8,000 towns and 680,000 villages, where the population is the largest in the world, you need to be available. If your brand has, over the years, adopted off-line distribution, whether in general trade or modern trade, you cannot junk it and stay away from it suddenly, to go for an 'online only' distribution model. That would be straying from your path.

By all means supplement your main distribution strategy and off-line distribution model with online presence, but throwing out the off-line distribution strategy altogether, would be a disaster and could actually make you stray from your original strategy, rather than stay with it.

There are umpteen cases of new age companies, which decided to go only online in terms of distribution, but had to rethink and have presence in off-line distribution too, because the nature of the Indian market demands it. Of course, online can supplement it and, over the next few decades also grow, but it does not mean that your original strength of off-line distribution should be strayed away from.

In fact, you should stay with it, enhance it, modernise it and allow the consumer to have the touch and feel like he or she actually used to. So, while you are moving ahead successfully, there should be one primary strategy of distribution with some secondary and tertiary supplemental strategies.

There are many instances where, out of pressure or temptation, people stray away from their main course. It is not sensible.

Therefore, my recommendation is, stay, do not stray!

*The author is CMD,
Samsika Marketing
Consultants. He can be
reached at
jk@iamsika.com*



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