



# CFBP

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*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, 2020

## 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.

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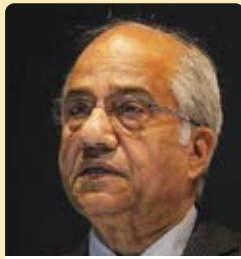
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Swarn Kohli



Suresh G Bharwani



Jayesh Choksi



Rajesh Shah



Anshu Gupta



Ravi Subramanian



Suresh Chokhani



Nayantara Jain



Sam Balsara



**SWAPNIL S. KOTHARI**  
President

The year 2019-2020 comes to a close at the end of September. The pandemic forced us to have virtual meetings and it was but a task to keep the flag of CFBP fly high. We did it. The last two months had some good events.

On September 4, 2020, we hosted a National Kavi Darbar with notable Hindi poets, and Mr. Rakesh Bedi, the famous actor, as our Chief Guest. It was well-attended and made us laugh besides cogitate over some of the issues that plague the modern Consumer. On September 9, 2020, we had our 11th meeting for the year 2019-2020 taking the mandate of CFBP forward. We decided to host our Annual General Meeting on 30th September, 2020, and brainstormed on what we hope to do in the near future.

We are happy to bring to you how the reopening of brand stores fuels growth in these tough times by one of our regular contributors who is also our Executive Member. Also, we are proud to publish an article on the importance of NGOs by one of our most esteemed Advisory Board members. It was important to address the trust deficit that the corporates could face in the post-Covid world, and we had one of our capable invitees address us on the same on September 26, 2020. We introduce a Celebrity Column from this issue where we have *Sonakshi Sinha* address us on the alarming proportions that Cyber Crime has reached today.

I have to comment on the drug menace that plagues this vibrant city and our great country. The so-called icons idolised by our youth are falling like ninepins. This is a pernicious problem eating away at the very vitals of our future and presents the youth to be a morbid picture of a disembodied gargoyle. We certainly do not want our children to turn into a soulless unthinking automaton subject to the dictates of an illusory euphoria. Let us pledge to fight this tooth and nail.

My two years as the President come to an end this September, and my team has reposed faith in me to continue for another two years until September 2022. I hope to live up to the expectations of one and all. I have great ambitions for CFBP and hope to see it much more accomplished at the end of my tenure.

I end with a quote from one of the greatest former US Presidents,

*"Great thoughts speak only to the thoughtful mind,  
but great actions speak to all mankind."*

- Theodore Roosevelt

# Invitees 2018-2020



Kavita Sanghvi



Yukti Mehendiratta



Geeta Ibrahim



Renuka Gopalkrishna



Deepak Jain



Tahera Mandviwala



**Rajiv Podar**  
Managing Director, Podar Enterprise and  
President, IMC Chamber of Commerce and Industry

## Introduction

It is said that service to humanity is service to God. This profound wisdom has been transmitted and practiced for generations. Today, we see a brilliant manifestation of service in the rise of NGO's that continue to touch every sphere of society. It is estimated that India has 31 Lakh registered NGO's, which means one NGO for 400 people. During the pandemic, we could see and appreciate the remarkable efforts of the social sector from reaching out, distributing food and providing temporary shelter to migrant workers on their way back to villages to providing care to the animals, delivering essential services to the poor and downtrodden, to creating brilliant online campaigns to promote and contribute towards the greater good.

The lofty missions and the grassroots impact of the NGOs in India is a testimony to a large-scale impact, one community at a time. I firmly believe that the social sector has tremendous potential and a big role to play in India's growth story and here are three ways, how NGO's will lead us towards collective and sustainable growth in the post- COVID world.

### 1. Paving a way for rapid innovation at scale

Learning is all about life-long participation and creation and not consumption. The most powerful learning experiences emerge when we create something out of our curiosity, understanding, knowledge and experience of the world. NGOs are the quintessential playground for us to create, test, iterate and shape our ideas into something substantial or impactful. Today, as we move towards a culture of lifelong learning, we cannot ignore the importance of experimentation, which is a cornerstone for innovation. An emerging economy like India with too many institutional voids and agility of the social sector can truly open an array of opportunities in not only uplifting the downtrodden and the vulnerable section of the society but also by finding ways to innovate, in terms of using technology to democratize quality education, solutions to accessible and affordable healthcare and improved safely managed sanitation paving a way for bold innovations at scale. Also, it is an opportune time for youth and citizens from all spheres to embrace, volunteer and contribute to causes beyond themselves with their expertise and creative problem-solving to address some of the most pressing problems of our times.

### 2. Equal Partner for greater good

It is said that we are liberated by abundance but not fulfilled by it. We are drowning in abundance of information, with excessive content online and overload of information. Today, many young people have a big appetite for purpose, they want to work hard with a belief that they are creating an impact. A purpose-driven workforce is a wealth for India and now it is up to us as leaders how do we tap into their intrinsic motivation and create agile systems that will enable this young India to create a meaningful and lasting impact. This calls for partnerships and collaborations with NGOs which will enable us to not only sensitize our young people but also help us to promote local initiative, social values and civic goals, which will empower people to actively participate in building the progressive and self-reliant India of our dreams.

### 3. Leading sustainable development

The impact of COVID is a wake-up call that we cannot take our natural resources for granted, and it is believed that the next crisis is the climate emergency. And NGOs are the significant actors working tirelessly to promote a sustainable planet. It is time that the non-profits lead sustainable development and we follow the best practices so that we satisfy our needs but not at the stake of harming our environment and exploiting our natural resources. My hope for the NGOs in the post-COVID world is that through their advocacy, best practices and their innovative ideas they must actively collaborate with businesses and governments to drive growth in an orderly transition to a low-carbon, sustainable economy for all.

## Conclusion

Gandhiji once said that when the cause is right, means will come. NGOs are the prime example of how purity and clarity of purpose when shared can inspire and lead to a high-level impact. It is time for all of us to learn that a compelling shared vision aligned with a strong sense of purpose and the desire of giving back to society can scale a monumental impact. My heartfelt thanks to our NGOs that inspire, galvanize and empower people with a spirit of unity to forge lasting impact and fuel a bright and sustainable future for all.



# CFBP National Kavi Darbar 2020

Friday, September 04, 2020



## National Kavi Darbar 2020

Swapnil Kothari, President, CFBP

Is delighted to invite you for online National Kavi Darbar. Join us at FB using link given below.



Vivek Ranjan Shrivastava  
Sr. Poet-Writer



Suresh Mishra  
Sr. Poet



Rakesh Bedi  
Sr. Actor



Prakash Pralay  
Sr. Poet



Swapnil Kothari  
President, CFBP



Alka Agrawal Sigtia  
Convener



Vivek Agrawal  
Project Host

### Distinguished Poets & Actors on virtual stage

Prakash Pralay, Senior Poet | Suresh Mishra, Senior Poet, | Vivek Ranjan Shrivastava, Senior Poet-Writer, | Rakesh Bedi, Famous Actor

Date: September 04, 2020, Friday | Time: 5 PM Sharp

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M. D. SHROFF



*A. H. Tobaccowala*

A. H. TOBACOWALA

## CODE OF CONDUCT

### TO

- Maintain the highest ethical standards in business and professions.
- Ensure maximum transparency to the satisfaction of consumers and other stakeholders
- Consider objectively the viewpoint of the consumers
- Satisfy the consumer with prompt, efficient and friendly service at a reasonable price.

### NOT TO

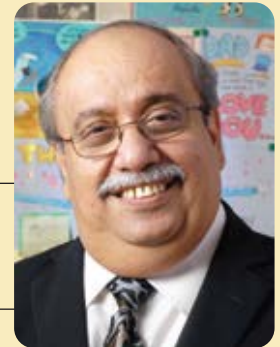
- Use media to mislead consumers
- Knowingly support activities which are against the laws of the land
- Misuse an advantageous market position to the detriment of consumers



# BRAND STORES, BRAND STORIES

Open store, grow more!

**Jagdeep Kapoor**  
Chairman and Managing Director  
Samsika Marketing Consultants Pvt. Ltd.



In India, brand stores drive growth and there are many successful brand stories related to this growth.

As stores are opening up, and reopening, more growth is visible.

Lenskart closed the financial year ending March 2020, with total sales doubling to over R1,000 crore, taking a major lead in market share, and growing from previous year's sale of R485 crore.

With increase in sales, Lenskart plans to invest \$50 million (R380 crore) in setting up a big additional manufacturing plant.

Lenskart, currently has 600 stores, out of which it has already opened 550, by taking precautions like booking stores appointment online to avoid crowding and sanitising frames after every trial with UV light ovens.

Lenskart plans to open 200 to 300 more stores this financial year, despite the pandemic.

Lenskart, with its growth in stores is a great brand story with a R1,000 crore turnover, and \$1 billion valuation, and would in the next couple of years touch 1,000 stores.

Lenskart is a great example of 'brand stores and brand stories'.

Another great example is Reliance Retail, which has acquired Future Retail for R24,713 crore. This gives Reliance Retail, a huge boost in brand stores and makes it an even stronger brand story.

By acquiring Future Retail, it will be adding 1,500 stores, in over 400 cities and towns, across the country.

Reliance Retail, which has a store count of 11,806 outlets across 7,000 towns in the country, is using store expansion as a thrust for business growth.

Reliance Retail will be the largest in the retail business. By opening every new store, it will grow more.

Reliance Retail is another excellent example of 'brand stores and brand stories'.

Let us take the example of Croma stores. Launched in 2006, Croma of Tata Group, was the first one of its kind, large format specialist retail store, that catered to multibrand digital gadgets, and home electronic needs.

With almost 143 Croma stores, in 30 cities in India, Croma is a favourite amongst consumers, for their digital and consumer electronic needs.

With this intention, Croma has opened new stores, whether in malls, or standalone stores, on the high street. Croma has been able to cater to the growth of the needs of the Indian consumer.

With the opening and reopening of every store, Croma has been able to grow more.

A recent addition of Croma is a standalone store at Kurla, a Mumbai suburb. Croma's aggression in wanting to create an unparalleled brand story, spells success.

Despite having malls on either side, at Kurla Market City, and r-City mall at Ghatkopar, the initiative of opening another standalone store at Kurla, reflects the deep desire for growth.

Croma is another example of 'brand stores and brand stories'.

Another great brand story, through the growth of brand stores is of Bata Footwear and Accessories. Bata is the world's leading shoemaker by volume and has a retail presence of over 5,300 stores in more than 70 countries. In India itself, it has about 1,400 stores, out of which, 1,200 have reopened since the pandemic. There has been a growth of the brand through a growth of stores. In fact, with its plans to open even more stores, this is an excellent example of growing more, through every new store.

Bata India, was incorporated in 1931, and has become the largest retailer of footwear.

The hunger to grow more from every new store reinforces the strategy of 'brand stores and successful brand stories'.

India is a growing country. Indian consumers have become world class consumers. They like to stop and shop at stores in the vicinity.



Hence, a good successful brand story in India, in the retail segment, can be scripted through the growth of the chain of stores.

The quality of the product or service, the ambience and the range of the stores and the branding, and the customer service, are able to woo the customer to come and visit and revisit, making every branded store add to a successful brand story.

My recommendation is 'Open and reopen each store, to grow more.'

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# MISSION JOSH



**Sonakshi Sinha**

The internet or social media to be specific was meant to bring people closer. However, owing to cyber-bullying, the same space has turned toxic. Be it an ordinary person or a celebrity, the cyberbullies and trolls leave no one. And thus, in order to put a full stop to such practices and people who hide behind the screen and indulge in such acts, I teamed up with Mansi & Vinav, Founders of Mission Josh.

As the internet becomes an increasingly important part of human existence and a critical space for marginalised populations to make their voices heard, a woman's inability to feel safe online hampers her freedom and basic human rights. Also, online it only magnifies. The fact is online harassment is not just restricted to a certain gender or age group. Children, Men, Teenagers (both Boys and Girls) fall victim to online harassment.

With the advent of social media, there has been an explosion of personal opinions on public forums. While the idea was a democratic one, where the platform provided was intended to ignite healthy communication and be social while being present virtually, the modern history of social networks isn't one of triumph. People say horrible things to each other, and the anonymity of forums and encouragement from similar minds have made it a common occurrence. People are mercilessly criticised for their views and often the critiques are personal - religion, race, class, gender, profession, and even looks are all picked on.

Love yourself, be comfortable in your own skin, be kind to each other, beauty lies in the eyes of the beholder, all these phrases seem so profound and inspiring. Today, when most of our contact with the world is virtual, even self-esteem is quantified by likes, shares, comments, followers. What people think of us, do they approve of our appearance, opinions, choices are not a matter of a private conversation, but it is out there for the world to see. Few seconds: is all it takes type ugly, fat, thin, dumb, talentless, useless, and all sorts of nasty things. Those few seconds can leave someone scarred for life. Cyberbullying takes many forms - sending, posting, or sharing insensitive and malicious content about someone privately or in public groups, sending threats, leaking identifying

information, or sharing embarrassing content, it all keeps happening around us and makes a severe impact of mental health.

Cyber Crime has been constantly showing up with rapid increase around us, has become evidently common, as the digital sphere has expanded and technology has advanced. Ab Bas will continue to highlight some important aspects of cybercrime.

Only 37% of online harassment cases are reported in India, most of the victims do not even report these issues to teachers, guardians or social media companies. We can imagine the quantum as currently, India ranks first in the total number of cases. Cyber bullying and harassment can make devastating mental impacts on victims so the message to people is to think twice before you type.





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# LEADING WITH TRUST

By Yukti Kapoor Mehendiratta

On 26th Sept'20 at 5PM





Brand Guru **Jagdeep Kapoor**,  
Chairman & Managing Director  
Samsika Marketing Consultants

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