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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

JUNE - JULY 2023

KOLKATA CHAPTER



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2022-2024



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2022-2024



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LEENA GUPTA

INVITEES 2022-2024



MENAKA DEORAH



NIKITSHA CHOPRA



DR.
YATRI THACKER



NEHA RANGLANI



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(KOLKATA)



ANURADHA KAPOOR
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SWAPNIL S. KOTHARI

Heartfelt from The President

The months of June – July proudly belong to our Kolkata Chapter. Three events took place showcasing the reach of CFBP in Kolkata thanks to our members there who through their own individual organisations -WICCI, CAFÉ and FICCI FLO curated meaningful programmes drawing in a diverse and suitable audience.

On the World Social Media Day (i.e. 30th June), our Invitee Anuradha Kapoor curated an Event in association with WICCI (Women's Indian Chamber of Commerce And Industry) in Kolkata of which she is the President on the *Unethical Practices on Social Media – Frauds and Harassment* with notable Panelists with she as the Moderator. This was a well-attended Event and provided insight and knowledge to the audience. Some photos of the same are worth a remembrance. Also, our flagship Event Café Pehchaan in collaboration with CAFÉ (Career After Family Enterprise) founded by Kavita Agarwal, also our Executive Committee Member and Kolkata Chapter-head, made waves on 22nd July, 2023 at the Hyatt Regency, Kolkata. Our Advisory Member and celebrated Filmmaker and Actress Nandita Das was one of our Jury Members for the same, and our another Advisory Board Member Dr. Mickey Mehta regaled the audience with his pep-talk on good health. Also, the same became all the more joyous a journey because our Executive Committee Member Leena Gupta, Invitees Neha Ranglani, Nikitsha Chopra, Pooja Raisurana, Menaka Deorah, Pracchi Mehta and Devika Bajaj accompanied me to add cheer to the Event. The same day, our Invitee Radhika Dalmia organized an Event on Age Reversal where Dr. Mickey Mehta once again enlightened the audience on overall Wellness. Well-attended in a jam-packed room at the ITC Royal Bengal, the Event was an interactive one. Photos of both Events can be enjoyed. Also, we had a Webinar that was insightful on Indian Business Consultancy Competition and was organized by our youngest Invitee Vivaan Hingad where most of our members gave inspirational talks to the very young school audience including myself.

This time an interesting read is an Article where it is important for the Brands to maintain the trust of their customers - by our Advisory Board Member and regular contributor Mr. Jagdeep Kapoor. Also, worthy of musing over is an Article on avoiding diseases penned by our Advisory Board Member Dr. Mickey Mehta. Further, a beautiful poem written by our Invitee Member Anuradha Kapoor is worth ruminating over.

We now look forward to the Holistic Summit 1.0 scheduled to take place at Taj Lands End on 6th August, 2023 where once again, our Advisory Board Member Dr. Mickey Mehta has taken the lead in conceptualizing it and our capable Executive Committee Member Leena Gupta has spared no effort in coordinating the same. It promises to be a Blockbuster with some august presence and a first in the history of CFBP in the area of Wellness touching its many facets.

I have always believed that a *Vision* does not fructify unless persevered for and gradually choosing the path of ascending the tough ladder to creating a brand-name and then tougher at maintaining one.

I end with a quote from that great American politician, historian and author,

Perseverance is the hard work you do after you get tired of doing the hard work you already did!

Newt Gingrich

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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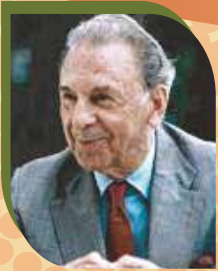
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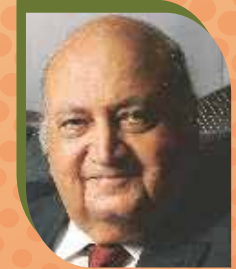
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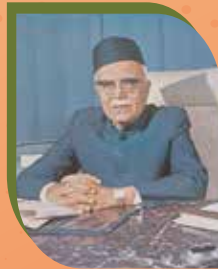
Swarn Kohli



A. H. Tobaccowala



G. V. Puranik



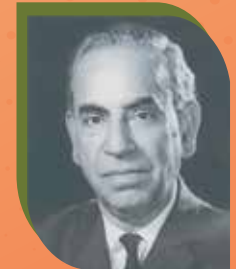
K. M. D. Thakersey



Murarji Vaidya



N. M. Wagle



Prakash Tandon



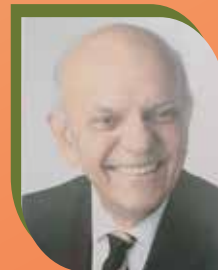
Pratapsingh Mathuradas



Tanubhai D. Desai



Y. A. Fazalbhoy



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C. L. Gheewala



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K. S. Basu



G. L. Mehta



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Pranlal Patel



P. A. Narielwala

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



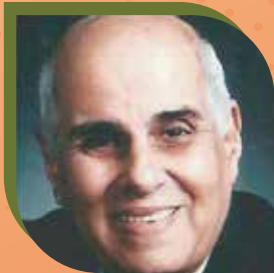
A. H. Tobaccowala | 1992-96



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 | 2018-24

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5:00 PM - 6:00 PM

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More information :

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IBCC SEMINAR



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CAREER AFTER FAMILY PRESENTS

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- Awarded the Pioneer of Health & Wellness by the Minister of External Affairs at Switzerland.
- Fit India Champion
- Author | TEDx Speaker
- Guest speaker at Harvard, IIM, IIT

Dr. Mickey Mehta
Global Leading Holistic Health Guru

SATURDAY, JULY 22 | 10:30 AM-5:00 PM | HYATT REGENCY

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERT GUESTS

Leena Gupta
Transformational Life Coach | Happiness and Wellness Expert
TEDx Speaker | Founder & CEO of Leena Gupta Inc.
EC Member CFBP | Domain Expert at Lore



You can talk to me about:

- Work Life Harmony
- Confidence Building
- Self Love
- Handling Change

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERTS

Pooja Raisurana
Luxury Lifestyle Designer



Talk to her about:

- Designing
- Textiles
- Branding

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JULY 22, 2022 | HYATT REGENCY KOLKATA

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERTS

Menaka Deorah
International spiritual miller of Sri Aurobindo Ashram Pondicherry



Talk to her about:

- Parenting & Education
- Health through conscious Water - Maeka Auroville
- Inner leadership programs
- Spiritual Stage Production

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MEET A GALAXY OF EXPERTS

Nikitsha Chopra
VP, India - Financial Times



Talk to her about:

- Building a career in media
- Balancing work and family
- \$2B sales as a profession

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERT GUESTS

Prachi P. Mehta
Astro-Numerologist | Tarot Reader



You can talk to me about:

- Tarot Cards
- Numerology sessions
- Frug Shikhi & Vedic Science
- Reiki Healing

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERTS

Neha Ranglani
Integrative Health Coach



Talk to her about:

- Reversing Health Problems
- PCOS, Thyroid, Weight
- Skin & Hair Issues

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SATURDAY, JULY 22 | HYATT

MEET A GALAXY OF EXPERTS

Devika Bajaj
Founder & CEO, Divik Meriga



Talk to her about:

- Miracles of Moringa
- Marketing Skills
- Agri based Products

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WORLD SOCIAL MEDIA DAY

June 30, 2023



CELEBRATING WORLD SOCIAL MEDIA DAY



SEMINAR ON:

- Unethical Practices on Social Media - Frauds and Harassment

Designed by: GraphicsQueen - 98748 91891



CHIEF GUEST

Soma Das Mitra, IPS

Deputy Inspector General
of police CID, WB

FRIDAY, JUNE 30, 2023

4:00 pm - 6:30 pm

The Conclave

President:
Anuradha Kapoor

Vice President:
Shalini Agarwal

PANELISTS



**Prof Manoshi
RoyChowdhury**

Co-Chairperson
Techno India Group



Vayjayanti Pugalia

President, Life Skills
Council WICCI



Reetwika Banerjee

Cyber Security
Specialist



Luna Chatterjee

Social Media
Influencer

DESIGN PARTNER:



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GIFTING PARTNERS:



WORLD SOCIAL MEDIA DAY

June 30, 2023



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NEW INVITEE MEMBERS



SUNAINA REKHI

Sunaina Rekhi is a passionate and dedicated Fit at 40 Mom who has made a significant impact in the field of wellness. With her extensive experience as an international Yoga Teacher, Motivational Speaker, and Lifestyle Influencer, Sunaina has touched the lives of many individuals seeking mental and physical well-being.

Sunaina's unwavering dedication to women's empowerment has earned her the prestigious Influential Women's Award. With humility, she continues to nurture holistic well-being and empower women, embodying true inspiration.

A dynamic and compassionate motivational speaker, psychotherapist, and counselor, she specializes in positive aging, single parenting, and feel good therapy. She delivers inspiring talks and practical strategies, empowering individuals to live their best lives. With a focus on personal growth and resilience, she guides audiences through life's transitions, instilling hope and fostering emotional well-being.

One of Sunaina's outstanding accomplishments is her representation of India for Yoga at The United Nations Headquarters in New York, becoming the first Indian woman to do so. This achievement showcases her global perspective and commitment to promoting the practice of yoga worldwide. Her genuine approach and relatability have earned her a loyal following of over 250,000 individuals on social media.

A significant milestone in her journey was the distinguished opportunity to instruct yoga at esteemed events, including the illustrious yoga day celebrations, where she had the privilege of sharing the stage with Sri Venkaiah Naidu, the former Vice President of India. Sunaina's expertise in face yoga and lifestyle tips led to a notable collaboration with Clinique, a leading skin and makeup brand, where she educated women about the importance of self care and embracing the importance of look good, feel good!

Not only has Sunaina influenced individuals through her online presence, but she has also made a significant impact on top lifestyle brands and corporates such as Google, Apple, and Vodafone, encouraging them to prioritize wellness and live their best lives, even in demanding environments. With specialized training in using yoga as a tool for healing, Sunaina creates a safe space for clients to grow and heal. She specializes in Yoga On The Go and motivates individuals through any situation.

Beyond her accomplishments in the wellness industry, Sunaina has expanded her horizons by creating her own Airbnb accommodations, called SunainaStays, in Mumbai and Goa. These experiential staycations provide tranquility and harmony, aligning with Sunaina's mission to promote mental well-being. Her expertise through her own yoga shows on popular OTT platforms like Hotstar and Tata Sky, allowing people worldwide to practice and benefit from her teachings. She has also won The Iconic Health and Wellness Award and has been on the Cover of TheCoveted Women's Fitness Magazine.



PRIYANKA SETHY

Priyanka Sethy is a PhD Student (Department of Government and Political Science) at Harvard University. Her research interests are in race and ethnic politics, immigration, and diaspora communities. She is also affiliated with the Center for American Politics. Priyanka is the recipient of the Harvard Presidential Scholar Award, the Harvard Amartya Sen Fellowship for Students from India, and the Harvard Douglas Dillon Fellowship Fund.

Prior to starting her PhD, she took a Master of Public Administration (with a concentration on Economic and Political Development; Data Analytics / Quantitative Analysis) from Columbia University and a Bachelor's in Political Science from the University of Chicago. Her Field / Educational travel includes Tunisia, Uzbekistan and Kyrgyzstan. Her professional research experience includes working for the Council on Foreign Relations and the Saltzman

Center for War and Peace Studies. She is passionate about creating impact in the public sector and has worked with various US state governments and public health entities as a consultant at McKinsey & Company. She has also consulted for the Government of Delhi and the Government of Tunisia on outcome budget reporting and employment policy respectively. She grew up in Dehra Dun, India, and in her free time, she makes art, and constructs crosswords.



SOHINI ROHRA

Sohini Rohra is a counselling psychologist by profession and the reigning Mrs. India Earth 2023. She comes from a multi-cultural family and believes that assimilation is one of the best ingredients for a successful profession.

Having struggled through a severe stammer as a child and grown up with a mentally and physically disabled uncle, her core values lie in empathy, inclusivity and love. She believes that life is a wonderful amalgam of the rational, the spiritual and the emotional. She is grateful for the unwavering spiritual support that comes to her from her spiritual master Gurudev Sri Sri Ravi Shankar.

NEW ADVISORY BOARD MEMBERS



PROF. SHARMISTHA SIKDAR

Sharmistha SIKDAR is a Professor of Marketing Research and Analytics for Data Driven Growth at the Amos Tuck School of Business, Dartmouth University. A passionate believer in Ethics (especially in Marketing), Sharmistha's research interests lie in

the development and application of statistical models and machine learning tools to examine empirical problems in marketing. Some of the applications of her research methods include predicting customers' multichannel engagement and purchase behavior, and competitive price dynamics on e-commerce platforms. She has a PhD in Marketing from Cornell University. Truly being a royal Bengali, she has a Master's degree in Quantitative Economics from Indian Statistical Institute, Kolkata and a Bachelor's degree in Economics with honors from Calcutta University. Prior to joining academia, Sharmistha spent over eight years in the analytics/data science industry specializing in banking and customer analytics. She has worked for the analytics centers for companies such as General Electric, Citibank, and Infosys Ltd. She is also a co-inventor of a patented customer analytics solution for enterprises.



PROF. TANUSHREE GOYAL

Tanushree Goyal is an Assistant Professor of Politics and International Affairs at Princeton University. Her research interests lie at the intersection of comparative politics, gender and politics, and the political economy of development in the Global South. Prior to joining Princeton, she was a post-doctoral scholar at the Harvard Academy for International and Area Studies, Harvard University. She continues to be affiliated as a non-resident visiting fellow with the Center for the Advanced Study of India, UPenn. She has a DPhil in Political Science, Nuffield College, University of Oxford, a Research Master's in Social Sciences (cum laude) from the University of Amsterdam and a Master's in Arts (with distinction) from Tata Institute of Social Sciences with a B.Tech from IIIT in Computer Science and Engineering (cum laude).

A passionate believer in Ethics (especially in the field of International Affairs), Tanushree has lectured across many nations and participated in various conferences. She believes that unless Ethics are engendered in several rungs of the political ladder, the world shall continue to face strife. Her website is <https://www.tanushreegoyal.com/>.

IGNORANCE = DISEASES ILLUMINATION = EASE

Guest Column - By Invitation

Ease comes from knowing, understanding, expanded awareness.

Dis-eases and ailments are born in ignorance, when the awareness is constricted, restricted and very low.

That is when we behave by default, without conscious understanding of life.

There is no inner guidance, there is no inner navigation.

We can't be intuitive in ignorance.

From eating to our behavior, to our anger, to our ego, to our jealousy, pride, lust, envy, gluttony,



MICKEY MEHTA
CHAIRMAN, WELLNESS COMMITTEE

avarice, sloth, all comes out of ignorance.

Life of illumination gives birth to absolute bliss, absolute ease.

Life of ignorance makes you make mistakes.

Mistakes can be corrected but some mistakes could be irreversible.

However, human consciousness can create a path of repair, restore and rejuvenation.

Human consciousness can reach celebration.

Life of ease is a life of complete peace, harmony, wholeness.

Life of light is a life of healing, harmony, health.

And life of darkness, ignorance is otherwise.

How can life get mickeyimized?

Get illuminizd, get Mickeyimized.

MORNING FRESHNESS



In the early morning, when sunbeams gleam,
And nature awakes from night's dream,
Soft chirping birds fill the air with glee,

Their melodies, a symphony set free.
Amidst still waters, tranquil and clear,
I find a moment to draw near,
Reflecting on the days gone by,
And pondering what dreams may fly.

The freshness of the morning dew,
Touches my soul, a feeling so true,
With hope and promise in the air,
I plan my day with heartfelt care.

Yesterday's lessons, a gentle guide,
To navigate where shadows hide,
And in the light of dawn's embrace,
I find my path with steady pace.

So as the birds take to the skies,
I spread my wings, to reach the highs,
With gratitude for nature's grace,
I step ahead, in life's embrace.

The morning's freshness, a gentle kiss,
Ignites my spirit with pure bliss,
In stillness and in chirping heard,
I find myself, within the words.

- Anuradha Kapoor

Trust is a must

What sustains a brand is one's faith in it. And that belief can work wonders

When you buy from an unorganised market or buy unbranded goods, an element of doubt about the quality, the authenticity and the genuineness about the product or service that you have bought creeps into your mind. However, when you go for branded goods or branded services, an element of certainty assures the mind, because the brand name and the company's name inspires confidence, which leads to accountability and responsibility and thus brings about an element of trust.

During the last 10 years, India has witnessed a large shift away from unorganised and unbranded goods and services to branded and organised goods and services. Because the Indian consumer has now become aware and alert and is looking for trust and hopes to find it in the branded offerings.

Whether it be normal household food items or groceries or a consumer durable or an FMCG brand or service (say, hotels, hospitals, airlines, branded stores that sell electronics or jewellery, *et al*) one of the major reasons that consumers get attracted to buy from them is that they are branded and, hence, trustworthy.

This means that consumers have immense faith in branded products and services and they repose their trust in those branded products and services to a great extent. This also means that the responsibility and accountability of the brand owner/manufacturer/ service provider goes up substantially, because consumers buy branded products and services from their companies, hoping that they can trust them in terms of quantity, quality and the promises that have been made. This means that companies which are putting their brands out in the marketplace for customers who are consuming those brands with full faith, need to make sure that the product/ service offered has *brand trust*, which is a *must*.

Just as in a normal life, where a friend, a relative or a colleague who breaks someone's trust is considered untrustworthy and will not be dealt with in the future, an understanding takes place between the consumers and a brand, which should sustain for ever. That is why we say, another word for brand is trust, which is a *must*.

There are umpteen instances wherein brands have been respected, trusted, appreciated and been loyal to over decades and hundreds of years, because they did not break the consumer's trust and hence generations over generations over generations kept buying and consuming that brand, because they all trusted that the brand and knew



JAGDEEP KAPOOR

that it will not let them down. And the companies made sure that the consumers were given what was promised to them.

These are pure true trusted brands.

On the other hand, brands which break consumers trust, do not last long. Consumers are able to make out and slowly move away from those brands. Further, the consumers use a strong weapon, that every consumer has, which is 'word of mouth'.

If it is a trusted brand which has not let them down, they will spread a good word. But, if there is a loss of trust, then they will spread a bad word, which will spoil the image and the credibility of the 'till then' trustworthy brand, bringing down the number of consumers of it and thereby bringing down its sales. It may even make it shut shop.

Therefore, it is important that brand trust, which is a *must*, should be built sincerely and in

Consumers do not like brands which mislead them or over promise. Consumers are simple people. They do not want to be taken for a ride, because they will then start distrusting that particular brand offering


a dedicated true manner. You need to define the expectations of the consumers in terms of what is being promised to them. That means expectations must be set. Then you need to deliver on those promises. That means expectations must be met. When that happens, you become a trustworthy brand and consumers respect you and become loyal to you across generations.

Consumers do not like brands which mislead them or over promise. Consumers are simple people. They do not want to be taken for a ride, because they will then start distrusting that particular brand offering. Hence it is critical and almost mandatory for any brand to make sure that it does everything possible to ensure that *brand trust is a must*.

The author is CEO, Samsika Marketing Consultants. He can be reached at jks@samsika.com

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