



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

OCTOBER-NOVEMBER, 2020



ADMINISTRATIVE COMMITTEE 2020-2022



SWAPNIL KOTHARI
PRESIDENT



SHEKHAR BAJAJ
Founder Member



VINEET BHATNAGAR
Vice President and Chairperson
Awards Committee



NIRANJANA JHUNJHUNWALA
Hon. Secretary and Chairperson
Membership Committee



ANAND PATWARDHAN
Hon. Treasurer and Chairperson
Mediation Cell

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.ccr.in

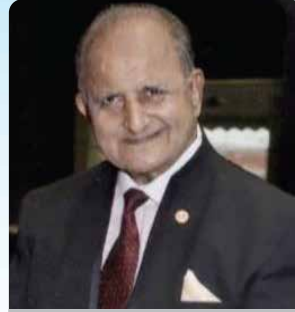
EXECUTIVE COMMITTEE 2020-2022



Bhalchandra Barve



Jagdeep Kapoor



Pramod Shah



Alka Agrawal



Niki Hingad



Vikesh Wallia



Ritesh Bhatia



Kiren Shrivastav



Asha Idnani



Sandeep Shah



Ashok Bhansali



Nirali Bhatia








Beat the cold water jitters with Bajaj Water Heaters.



The claim of India's No. 1 Electric Water Heater Brand is based on an independent market research conducted by a 3rd party for the Financial Year 2019 – 2020. T&C apply. Please visit: www.bajajelectricals.com/terms-and-conditions/2020

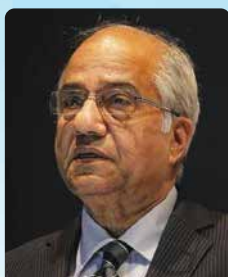


Free Home Service#: 022 4128 0000 | consumercare@bajajelectricals.com | shop.bajajelectricals.com    
 +91 70399 20000 | #T&C apply. Please visit: www.bajajelectricals.com/terms-and-conditions

ADVISORY BOARD MEMBERS 2020-2022



Shekhar Bajaj



B. N. Srikrishna



Rajiv K Podar



Amla Ruia



Shaina N. C.



Rajyalakshmi Rao



Dolly Thakore



Ajai Kumar



Vishwanath Sabale



Swarn Kohli



Nayantara Jain



Arvind Savant

INVITEES 2020-2022



Kavita Sanghvi



Yukti Mehendiratta



Tahera Mandviwala



Renuka Gopalkrishna



Sandip Kedia



Payal Kothari



SWAPNIL S. KOTHARI
President

Heartfelt from The President

I am privileged to be a part of an organisation founded by visionaries. *Privileges* come very rarely even to the privileged. It is very important to be able to spot them and then, of course, without further ado, grab them! One of the notable ones for me was to lead this prestigious organisation in 2018 for two years and now being re-elected for one more term of two years to 2022, a rare honour to share with very few past Presidents.

I recall the day when I attended the first meeting of CFBP in 2014 and looking gladly through the photographs and names of the Founders and was much pleased to meet few of them in person every after 50 years of founding CFBP. It was nothing short of exhilarating. That night I was thinking as to what must have brought these great visionaries to start a movement in the direction of the still nascent *Consumer* in 1966. Did they *really* see this far? Did they *honestly know* that it will be a cut-throat world where world-class companies could still indulge in some sort of cheating and would have to be reined in not only by the Courts but by a handful of dedicated industrialists and professionals and persuaded to follow *Fair Business Practices*? Did they *sincerely believe* that they had that convincing power to *straighten* a few manufacturers gone awry? I guess they did *see, know* and *believe!* To institutionalise ideals and to idealise institutions was their only motto!

Today, CFBP in its 55th year is blazing new trails and reaching farther milestones. It has successfully completed its thirty-one chapters of Jamnalal Bajaj Awards with the 32nd to be held soon. In those chapters, it has seen as Chief Guests the likes of Former President of India Late Hon. Dr. Abdul Kalam, Former Prime Minister of India – Dr. Manmohan Singh, Former Finance Minister - Mr. P. Chidambaram, Late Mr. J.R.D. Tata, Mr. N.R. Narayan Murthy, Former Governor of Maharashtra – Dr. P.C. Alexander, Mr. Adi Godrej, Mr. Deepak Parekh, Mr. Uday Kotak, Mr. Ajay Piramal, Mr. Piyush Goyal - Railways Minister to name a few.

The last two months saw us talking about the much needed and recently amended Consumer Protection Act organised by EBS India Inc. My colleague and Treasurer Anand Patwardhan expounded upon the finer details of the amended legislation with me throwing in a bit here and there on the topic. We have been feverishly working on the Coffee Table Book – Titans of CFBP – hopefully, it shall be launched very soon. We have started our work on the Film Festival 2020-21 edition. We are also proud to have a wonderful article on “Doing What We Love” from one of the more established persons in her walk of life. It is well-written and will open up new vistas of thought.

I cannot help but comment on the attempted strangulation of the free media. A slugfest between the State and the Media was always expected to a certain extent by the founding fathers of our Constitution and they provided for it amply so. But when it appears to get considerably out of hand that we citizens have to take it seriously and agitate against it in our own ways – silence is hard to maintain when democracy becomes difficult to sustain. Mr. Arnab Goswami’s arrest was always

questionable due to both – its timing and manner! His unlawful custody, the denial of his bail by the Bombay High Court and his frantic pleas to the Supreme Court from the police van about his life being in danger whilst being shifted to Taloja jail shook many an oak tree! It reminded me of tears in the then CJI T. S. Thakur's eyes when complaining to the Government about the then plight of the Judiciary – those *tears* and these *pleas* do not bode well for the future of our democracy. It is not an issue of a single journalist but that of the entire parliamentary system being jeopardised by that ossified thinking coming from a ghettoised mindset!! Republic, by its definition, means the absence of monarchy and presence of the Rule of Law. Rule of Law ensures that the citizens can exercise their inalienable rights of movement, speech and vocation. *Quo Vadis* India was the question that perturbed the Apex Court, which then, as expected, came to the protection of the *incarcerated free speech* in the form of release of Mr. Arnab Goswami. A grateful bow to the Supreme Court from me as the officer of the Court to allow the iconoclasts to breathe freely. It would be jejune to think that a bold thought or a revolutionising idea could be muzzled – some feathers are too bright to be caged!!

It is learnt that Mr. Harish Salve did not charge a single rupee for arguing Mr. Arnab Goswami's case. A gesture seldom truly moves or impresses me. We, Senior Lawyers, charge even to breathe whilst discussing or arguing a client's case, and more so, when a client is a behemoth and can really afford astronomical fees. And there is a rare departure (to do a *pro bono*) by us much less a Giant from that – perhaps it is only fitting when it is done for another Giant. I am still debating whose stature is bigger – Mr. Harish Salve or Mr. Arnab Goswami!

Gerontocracy of the police manuals is now ensuring that it is time to pave way for the revamped one. Jail manuals need to be cleaned because the dust of time has obfuscated freedom and bedimmed the vision of many would-be activists. The noxious voodoo spell of any tyranny never ever lasted for a long time because time and again were the true vigilantes born who exorcised the ghouls from the dungeons of oppression.

Pusillanimity was neither the companion of our Founders nor that of our Presidents. For an organisation to run effectively, certain tough decisions have to be taken and I will be taking them in my next two years to see this institution soar within a few years to come. Mellifluous do sound the soft waves of a babbling brook but a sonorous rumbling of a tsunami is equally important for an upheaval!

I end with a quote from that great American President,

Nothing in this world can take place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan Press On! has solved and always will the problems of the human race.

- Calvin Coolidge

Monika Pandey

Vice President and Strategic Planning Director, Wunderman Thompson

'I would only buy products from a company with whose ethics I agree', it was interesting to see a 10% jump (all in a year) in agreeability to statements on ethical consumption by millennial women (25-34 years old). The objective of my research was to understand their behavioral and attitudinal changes through a triangulated study for 'The consumer shift book.'

What he wants

Accelerated modifications in consumer attitude, behavior, lifestyle, and changes in brand preferences are profoundly influenced by factors like soaring globalization, diffusion of technology, and infinite access to information.

This is fashioning a new animal-the new-age consumer (Millennials and subsequent generation Z) who is sharply departed from his predecessors. Empowered with knowledge and pragmatism, he seeks values like transparency, authenticity, and ethics in a brand when making shopping decisions; as he knows his choice will influence the future of the planet. His curious nature has bred a fresh battleground for the businesses- he questions your brand's existence and asks what difference your offerings will make in his life and to the society.

And if brands want to conquer this new-competitive battleground for his single-minded patronage, then they must answer these questions. They must act responsibly; they must stand for something bigger than what they sell- a higher-order payoff, a.k.a. Brand purpose. When done right it creates engaged superfans, brand affinity, and a resounding bond with its customers, who in turn make sure that their beloved brand plays along and long.

Why are you here?

Such mindful brands have discovered their '*Ikigai*' - the compelling North Star. Just like the Okinawans in Japan, who have a strong sense of purpose and meaning in life that underpins their happiness and longevity. '*Ikigai*', which means "a reason for being", is a wonderful Japanese concept that serves as a perfect hypothesis for brands to discover a renewed sense of purpose and to create a wider social impact by infusing brand purpose at the core of their brand strategy. They do so by living that purpose from top to bottom of their value chain.

Consider the fascinating case of Kenco - a British coffee brand. Historically business ethics has

been in Brand's DNA steering everything from its sourcing to production process and packaging design to communication - it has been serving as a strong category differentiator for Kenco. The brand is known for its impactful campaigns on sustainability like the Eco-refill launch (using 97% less packaging) and the Rainforest Alliance campaign (sourcing coffee beans from rainforest alliance certified farms).

However, its revolutionary campaign 'Coffee vs Gangs' is one of the best classic cases of how a strong brand purpose transformed the lives of people and altered fortunes for Kenco. Honduras - a prolific coffee producing country was plagued by gang violence and drug-related crimes owing to extreme poverty & very little

education. It had the highest murder rate in the world and the young generation there had little choice but to join violent gangs which ended up in their fatal deaths or life imprisonment. Kenco's purposeful focus was to address the sustainable development challenge and prioritize human issues, and it did so by empowering the young generation with the skills and training in coffee agronomy and entrepreneurship. It provided loans to these young people to fund their coffee-related businesses. This led to phenomenal results - an impressive ROMI, strong brand equity scores, and market-leading levels of engagement. Consumers loved it because they saw a direct link between their product purchase and the future of the farming community.

Kenco's brand purpose of 'improving the world through coffee' lies at the intersection of four distinct parts of *Ikigai* philosophy; that which you love (passion), that which you are good at (vocation); that which the world needs (mission); that which can be paid for (profession). The brand does what it loves and what the world needs and everything else followed.

Pitfalls are likely to happen when brands make the mistake of tangibilizing purpose via corporate social responsibility programs, or one-off marketing campaigns, or even worse, when brands indulge in some tone-deaf activism or woke-washing intended to create a momentary movement to boost sales. They miss striking at the core of *Ikigai*; they fail to be transparent; they look inauthentic and profiteering to the wise new-age consumers who refuse to fall for any disingenuous attempt to pull at heartstrings.

Transparency and authenticity help brands express their shared values and purpose, failing which no amount of marketing will gravitate the consumers to the brand. For instance, Kenco's values-driven focus on sustainability is to engage ethically minded consumers. Dove's single-minded focus on celebrating uniqueness and raising self-esteem, is for real women. The Body Shop, a natural cosmetics brand that thrives on the motto of 'Enrich Not Exploit', is for eco-conscious ethical consumers. Brands like these believe in owning and solving a bigger problem with consumers, this is a committed relationship, and committed consumers don't believe in putting a price on value-rich offerings.

Take your brand to the next level

In this year's BrandZ™ India 2020 rankings, the 15 most purposeful brands rose 11 percent in value relative to their last year's performance-while the 15 least purposeful brands fell in value by 15 percent. There is a clear indication that purposeful brands make the competition irrelevant by outshining via distinctiveness; making themselves easily identifiable in a sea of brands.

Brands that base their foundation on the principles of *Ikigai* are the enlightened ones; they align their 'business good' with 'social good' to serve humanity & the planet. They find a deeper meaning in everything they do and undeniably succeed in acquiring roaring success and raving fans.



FOUNDER MEMBERS



J.R.D. Tata

J. R. D. TATA



Ramkrishna Bajar

RAMKRISHNA BAJAJ



Arvind M. Mafatlal

ARVIND MAFATLAL



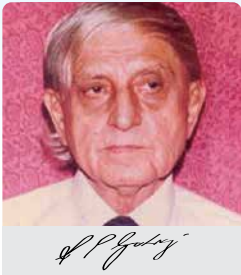
F. T. Khorakiwala

F. T. KHORAKIWALA



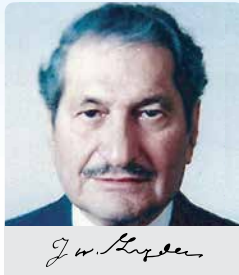
Naval Tata

NAVAL TATA



S. P. Godrej

S. P. GODREJ



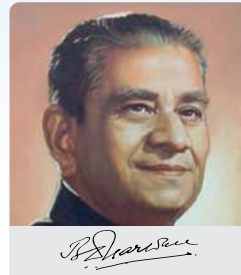
J. N. Gujdar

J. N. GUJDAR



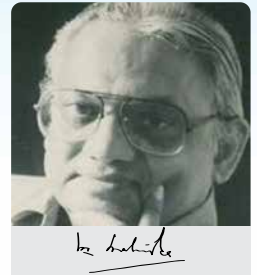
Ashok Birla

ASHOK BIRLA



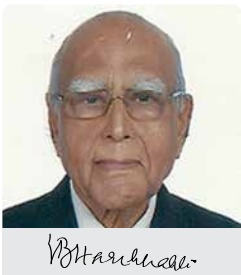
B. D. Garware

B. D. GARWARE



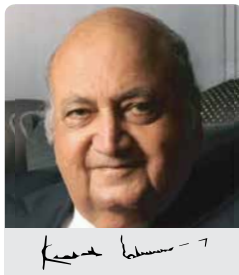
Harish Mahindra

HARISH MAHINDRA



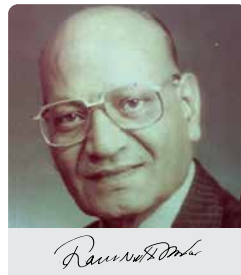
Vishnubhai Haribhakti

VISHNUBHAI HARIBHAKTI



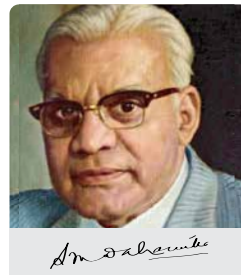
Keshub Mahindra

KESHUB MAHINDRA



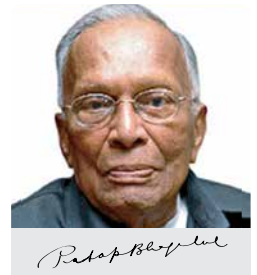
Ramnath Podar

RAMNATH PODAR



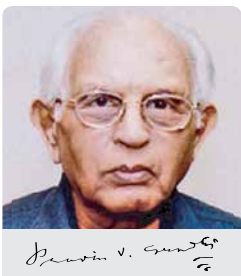
S. M. Dahanukar

S. M. DAHANUKAR



Pratap Bhogilal

PRATAP BHOGILAL



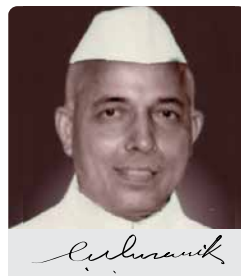
Pravinchandra Gandhi

PRAVINCHANDRA GANDHI



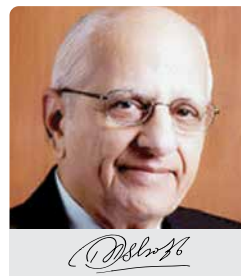
Swarn Kohli

SWARN KOHLI



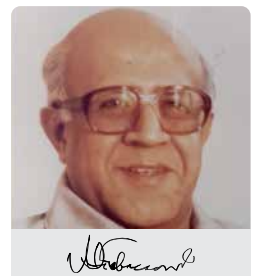
G. V. Puranik

G. V. PURANIK



M. D. Shroff

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

32nd CFBP JAMNALAL BAJAJ AWARDS FUNCTION 2019-20

CFBP

COUNCIL FOR FAIR
BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ

Council For Fair Business Practices

You are cordially invited to the
32nd CFBP Jamnalal Bajaj Awards Function
For Fair Business Practices



Chief Guest

Mr. Rajnish Kumar

Former Chairman, State Bank of India

On

Tuesday, 1st December, 2020 at 5.30 p.m.

Venue: Walchand Hirachand Hall,
Indian Merchants' Chamber, Churchgate, Mumbai - 400 020.

Mr. Swapnil Kothari
President

Mr. Vineet Bhatnagar
Chairman, Awards Committee



(Platinum Sponsor)



Godrej Consumer Products Ltd.

Gold Sponsors


SAMSIKA[®]
marketing
consultants pvt. ltd.
Estd. 1995


Godrej & Boyce Mfg. Co. Ltd.

Silver Sponsor


BAJAJ
Bajaj Electricals Ltd.
Inspiring Trust

Bronze Sponsor


TATA
Salt
DESH KI SEHAT
DESH KA NAMAK

32nd CFBP JAMNALAL BAJAJ AWARD WINNERS 2019-20



MANUFACTURING ENTERPRISES - LARGE Trophy

GlaxoSmithKline Pharmaceuticals Ltd., Mumbai
VIP Industries Ltd., Mumbai

Certificate of Merit

Sakthi Masala Pvt. Ltd., Erode
Century Enka Ltd., Pune

MANUFACTURING ENTERPRISES - SME Certificate of Merit

Shriram Rayons, Kota

SERVICE ENTERPRISES - LARGE Trophy

Kotak Mahindra Bank Ltd., Mumbai
CRISIL Ltd., Mumbai

Certificate of Merit

KEC International Ltd., Mumbai

SERVICE ENTERPRISES - SME Trophy

QualityKiosk Technologies Pvt. Ltd., Navi Mumbai

CHARITABLE ASSOCIATION Trophy

Friends of Tribals Society, Mumbai
Dr. Dathu Rao Memorial Charitable Trust, Chennai

THE CONSUMER PROTECTION ACT, 2019



TOPIC

THE CONSUMER PROTECTION ACT 2019



GUEST



Anand Patwardhan
Advocate

GUEST



Swapnil Kothari
Managing Partner
S.Kothari & Co. (Advocates
& Solicitors)

HOST



Chavi Hemanth
Founder-EBS India Inc
Former General Secretary IDSA
Former FMCG & Retail
Head-FICCI

28th October 2020 | Wednesday

7PM Onwards

For further details write to us at c.hemanth@chavi Hemanth.com



The Right Trading Junction



Extensive Research

Evaluating markets to determine the suitable strategy



Portfolio Allocation

Discretionary services for those who wish to discover the optimum financial potential in markets, with the engagement of an expert



Systematic Investment

A simple equity plan for those who want to embrace the power of compounding by staying invested and helping money surge over the years

PhillipCapital is one of the prominent leader in the broking services industry, provides distinct and sustainable services to customers.

Delivering Value, Nurturing Trust

Come by our Investment Corner - 1800 221 331

PHILLIPCAPITAL (INDIA) PVT. LTD.

BSE - Capital Market - INB011466530 - Clearing No. - 416 | BSE - Derivatives - INF011466530 - Clearing No. TM: 416; CM: 416 BSE- Currency Derivatives | NSE - Capital Market - INB231466534 - Clearing No. - 14665 | NSE - Derivatives - INF231466534 - Clearing No. TM: 14665; CM: M5110 NSE - Currency Derivatives - INE231466534 - Clearing No. TM: 14665; CM: M51102SEBI PMS REG. NO. - INP000004433 | Depository Participant: NSDL - CDSL | SEBI Investment Adviser - INA000004518SEBI Research Analyst - INH000001345

Registered Office:

PHILLIPCAPITAL (INDIA) PVT. LTD.

Address: No.1, 18th Floor, Urmi Estate, 95 Ganpatrao Kadam Marg, Lower Parel (W), Mumbai - 400013; Ph: 022 - 24831919; Toll free no - 1800221331; Email ID - contact@phillipcapiatal.in

EQUITIES | CURRENCY DERIVATIVES | INTEREST RATE FUTURES | CORPORATE BONDS | PMS* | SLB | INVESTMENT ADVISORY

*Offered through PhillipCapital (India) Pvt. Ltd.

Investment in securities market are subject to market risks, read all the related documents carefully before investing.

Equity SIP is not the product of exchange, any dispute related to it would not be dealt at exchange platform.

Disclaimer - Risk of loss in trading/investment can be substantial and even more than the amount / margin given by you. Investment in securities market are subject to market risks, you are requested to read all the related documents carefully before investing. You should carefully consider whether trading/investment is appropriate for you in light of your experience, objectives, financial resources and other relevant circumstances. PhillipCapital and any of its employees, directors, associates, group entities, or affiliates shall not be liable for losses, if any, incurred by you. You are further cautioned that trading/investments in financial markets are subject to market risks and are advised to seeking dependent third party trading/investment advice outside PhillipCapital / group / associates / affiliates / directors / employees before and during your trading/investment. There is no guarantee/assurance as to returns or profits or capital protection or appreciation. PhillipCapital and any of its employees, directors, associates, and/or employees, directors, associates of PhillipCapital's group entities or affiliates is not inducing you for trading/investing in the financial market(s). Trading/Investment decision is your sole responsibility. You must also read the Risk Disclosure Document and Do's and Don'ts before investing. Kindly note that past performance is not necessarily a guide to future performance.

For detailed Disclaimer, please visit our website www.phillipcapiatal.in