



CFBP

COUNCIL FOR FAIR
BUSINESS PRACTICES
HAR GRAHAK KI AWAAZ



OCTOBER-NOVEMBER 2021

Our Mission

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



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Rajashree Birla
Philanthropist



Swapnil S. Kothari
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CFBP Consumer Film Festival 2021



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B.N. Srikrishna**



**Prof
Vishwanath Sabale**



**Dolly
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Fatema Agarkar



SWAPNIL S. KOTHARI
President

Heartfelt from The President

I sometimes attribute CFBP's reasonable success to luck but then I also remember the words of that great American President Thomas Jefferson,

*"I am a great believer in luck, and I find the harder I work,
the more I have of it."*

We at CFBP do work hard.

It is that time of the year when the rains have just ended and the winter steps in gradually cooling the atmosphere, albeit with some humidity. It is also when a calendar year draws to a close for the New Year to come out from the womb of time. New Resolutions have to be made - after an objective assessment of the resolutions achieved or neglected takes place in the dead of the night when we are about to sleep. CFBP never sleeps and continues to resolve! It would be sacrilegious for an organization of this stature to be complacent for there are many a citizen who are yet to awake to a promising dawn. Many dreams to be dreamt and that is only possible when one sleeps soundly and innumerable aspirations to be fulfilled!

We are glad to have one of our regular contributors, Mr. Jagdeep Kapoor enlighten us on the relevance of Shammi Kapoor songs in the world of advertisement – interesting to read! We are also happy to have an inspirational beautiful poem from one of our Advisory Board members, Mr. Sujay Thacker. CFBP co-hosted with PurushAayog (an organization founded by one of our Invitees BarkhaTrehan) the celebrations of "International Men's Day" on 19th November, 2021 honouring some of our most deserving Men who have set an example in fighting for their own rights and that of others. Barkha has done a marvelous job in ensuring that CFBP makes inroads into New Delhi thereby fanning the flames of CFBP's ambition to go pan-India. The programme was a blockbuster in terms of its participation, its content and its expansive media coverage.

Our Film Festival – now in its 4th year – gives us an opportunity to plan things on a big scale inviting many a talent from various strata of creativity, assemble an enviable jury, brainstorm with them and select the prize-winners, invite the well-positioned and well-achieved under one roof and celebrate its fruits in a grand way. We are scheduled to have that on December 2, 2021 at the Taj Lands' End, Bandra. Hopefully, it shall be showcased in all its grandeur.

As I begin my fourth year of my Presidency from October 2021, and look back at my past three years, I am not that satisfied with what I had set out to achieve for CFBP. My team has been more than supportive and generous in their praise but deep within myself there is a lurking feeling that still a lot more must be and can be achieved. An NGO with the kind of ancestral background that we have must be a beacon light eternally protecting the rights of the weak and coaxing the privileged to do their bit in the arena of Fair Business Practices. I can only try to work harder, which I will because it's fun.

I end with the ever-inspiring quote from that great American entrepreneur and the founder of Amazon,

"Work hard, have fun, make history."

Jeff Bezos

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We know you go all the way when it comes to protecting your family. And we do the same.

Godrej protekt's range of personal, home and kitchen products is here to keep you and your family protected always, effectively and delightfully.



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Personal Protection



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PURUSH AAYOG PROGRAMME

19TH NOVEMBER, 2021

BARKHA TREHAN

President, Purush Aayog

Gender Equality and gender justice is buzz word and Women folk enjoy plethora of attention during international women's day. What's unheard of is male role models getting recognised in the society . International Men's day a day meant to celebrate the positive contribution of Men and issues that get overlooked in era of gynocentricity. The day is apt to honor these positive role models to express gratitude and acknowledge there contributions for the common good of society.

Purush Aayog takes immense pleasure to organise IMD awards for honouring male role models like Major Gen Dhruv C Katoch (Defence), Ashok Srivastava (Senior Journalist), Piyush Mishra (Film and theatre actor) Vikas Singh (senior advocate Supreme Court), Dr. MC Sharma (former Director AIIMS), Chetan Sharma (educationist) for their positive contribution in society.

With growing influence of feminism, IMD awards helps in bridging gender war where male bashing is popularised for undue gains.

Men face various issues such as harassment by use of anti dowry laws, discrimination under divorce and child custody laws, domestic violence by female partners, false implication under sexual harassment

and rape laws, and male suicide. There are many organizations working for women's rights but the voice of a victimized man often goes unheard. The society was crying out for an NGO that takes up men's issues. To fill that gaping void, the NGO Purush Aayog was established. Purush Aayog is a civil society organization of concerned citizens that voices men's issues and fights for their legitimate rights. Purush Aayog is a social movement that demands justice and equality for all, irrespective of their gender identity.

The NGO has been brainstorming ways to spread more knowledge and awareness about men's issues across the society. Purush Aayog is a fresh voice that will spread its wings across the country to aid and support the men's rights. movement. In a democracy, initiatives like these take time to inspire people but, with constant concerted effort, the NGO shall make a huge difference by transforming our society for the better. Purush Aayog is the flag bearer of the cause and is leading the march to an inception that will bestow equal rights on all humans, regardless; of gender.



PURUSH AAYOG PROGRAMME

19TH NOVEMBER, 2021



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PURUSH AAYOG PROGRAMME

19TH NOVEMBER, 2021



PURUSH AAYOG PROGRAMME

19TH NOVEMBER, 2021



OUR NEW INVITEES



Barkha Trehan

Barkha - Equal Right Activist. Strong believer of gender neutral society. Discards gender specific Prejudice & stereotypes. Believes in equal justice to all genders in legal parlance. True faith in constitution of India which promises and will deliver rights to all gender without discrimination and strives for same.

Activist | Voice Of Men | President, Purush Aayog | Hindu Entrepreneur | Director and Producer of Documentary#TheCURSEOfManhood youtu.be/tOBrlL1VI6A Delhi, India

Dr. (Mrs.) Geeta Kubsad is a Professor of Law at S.V.K.M's Pravin Gandhi College of Law since 2007. Her masters and Ph.D is in Criminal Law. At present she teaches an array of law subjects - Criminal laws, Consumer laws, Law and Medicine, Family Laws and Law of Evidence.

Under her able guidance the Moot Court Society (MCS) was formed in the year 2007. Since, it's inception, she has been the Faculty-In-Charge of the MCS. In the year 2016, aligning with



Dr. (Mrs.) Geeta Kubsad

the vision of our Principal, Late Dr. L.R. Dwivedi, the Centre for Consumer Advocacy was established, with Dr. Kubsad being the Faculty Convenor.

Both these centers have flourished and achieved immense recognition in a short span by instilling the values of research and advocacy.

Kavita Agarwal is an Investment Banker by profession and a Women Entrepreneurship Coach by Passion.

Born and brought up in Kolkata, She is a qualified Chartered Accountant, Company Secretary, and Certified Treasury Manager with 2 decades of experience.

She walked on a journey less walked and created opportunities for hundreds of women by empowering them. Experiencing career breaks herself due to family commitments and health issues, she Founded Career After Family in June 2019 to support homemakers start their entrepreneurial journey and create their new identity.

At Café, as it is fondly called, started with a humble number of 15 members, they are currently 600+ members on this communi-



Kavita Agarwal

ty which thrives on the vision of growing together. They share skills and knowledge, provide leadership & networking opportunities and mentoring to women at no cost. In last 2 years they have helped about a hundred women set up and grow their business.

Kavita is also the President of West Bengal Homepreneurs Council of Women Indian Chamber of Commerce & Industries (WICCI).

Veteran of 3 educational start-ups including the current one born during the Covid19 incubation - ACE that combines sports and education, **Fatema** is an award winning educator who has donned many hats including defacto Principal, Trustee, Managing Director to name a few, is an avid blogger, recognised as parenting expert, shortly authoring books on educator resources & parenting. She is a consultant to many schools both national & international (set up close to 40 pan India), on the advisory board of several organisations, she's passionate about skilling teachers, designing content that is relevant for students and working with changing mindsets through parenting workshops, school improvement initiatives & student engagements. With close



Fatema Agarkar

to 2 decades of experience in education, Fatema is the recipient of several honours including the Indian Achiever's Award 2021. Started her career in the corporate world with Banking & Media before the shift to education after completing her Master's in Business Administration. Fatema volunteers her time to several non profit initiatives such as the Ray Foundation and was recently appointed as Advisor to WICCI's Eldercare initiative, enabling opportunities for senior citizens. As Vice President of Early Childhood Association (ECA), Fatema is also the Mumbai Territory Head for Association of Primary Education & Research (APER), forums that bring early childhood and primary educators together.

She's got a 15 year-old who she adores and a husband who's a celebrated cricketer who is her partner in crime in the new initiative with Sports. Recently, Fatema was also recognised as 'One of the Top 50 Indian Leaders Who Can Revive Education by the prestigious Education World in 2020. She's all about creating disruptions and futuristic ideas! Loves writing, sports, reading, travelling and street food!

HUMMY ADS, WITH SHAMMI SONGS



A GROWING TREND OF 'HUMMY' ADS USING 'HUMMABLE' SHAMMI KAPOOR SONGS HAVE BECOME A HIT

Jagdeep Kapoor

Chairman and Managing Director - Samsika Marketing Consultants

In my opinion, brands are built in the minds and hearts of consumers and ads which publicise these brands, also have to enter the minds and hearts of consumers. What better way to accomplish this, than to go through the hit songs of a legendary personality like Shammi Kapoor, who had already entered the minds and hearts of millions of Indians and consumers all over the world. It is interesting that his legend still continues, right from the time he was born in 1931.

I would like to confess that I am a huge fan of Shammi Kapoor, and his son, my friend Aditya Raj Kapoor knows that. The ads featuring, Shammi Kapoor songs, will not only bring out wonderful nostalgic memories, but also helps the brands to build their businesses in the minds and hearts of consumers. I am sure this trend and pattern, would go up from strength to strength and the ads and the songs would continue to remain popular, just like Shammi Kapoor. Just like the Shammi Kapoor and Mohammed Rafi Jodi, came up with wonderful songs, the Shammi Kapoor and the brands Jodi, would help Brands build their businesses in the minds and hearts of consumers.

Let us look at the Virat Kohli Blue Star air-conditioner ad. It begins with a number of lookalike Virat Kohli actors, requesting for the AC to bring them cooling, in a very slow and tiring manner, with the words "Aaja, Aaja, Mein Hoon Pyar Tera." Thereafter there is the entry of the real Virat Kohli, who with a snap of his fingers, through creative licence, changes the brand of the slow cooling AC and the real brand Blue Star appears. Suddenly the pace of the song changes to a speedy and fast rhythm, like the original song "Aaja, Aaja, Mein Hoon Pyar Tera." The brand starts performing and the claim of 'a fast cooling AC' is made. Interestingly, the dance steps become faster and Virat Kohli and his lookalikes, start moving and dancing, reminding us of the rhythmic Shammi Kapoor steps. The ad is well made and the celebrities, Virat Kohli visible and Shammi Kapoor invisible, carry the message home, effectively.

In another ad, Lux, the brand is shown as the reason for a glowing face, like the moon. Saif Ali Khan and Kareena Kapoor, the married couple, are shown having a candle light dinner. As Kareena Kapoor enters the room, everything lights up. Saif Ali Khan then, blows off the candle. Kareena Kapoor asks him why did he do that. He replies, when I have moonlight lighting up the room through your glowing

face, why do I need candle light. In the background, the Shammi Kapoor song, "Yeh Chand Sa Roshan Chehra" plays, bringing out the essence of the brand's benefits. Interestingly, in the original song Shammi Kapoor was with Sharmila Tagore, and here both Saif Ali Khan and Kareena Kapoor are related to the original actors. Here too, the Shammi Kapoor song, which people hum even today, is the backbone of the Lux ad.

In yet another ad, Shammi Kapoor's hummable song "Baar, Baar, Dekho, Hazaar Baar Dekho, Yeh Dekhne ki Cheez hai, Humara Dil Ruba Taali, Ho, Taali Ho" has been creatively and glamorously used with Deepika Padukone. The brand is Asian Paints Royal Glitz Ultrasheen. Deepika Padukone looks beautiful and assumes that she is the star, but the paint brand steals the spotlight. Deepika Padukone has emoted very well and the brand is the beneficiary. The entire ad is uplifted in its spirit, and beauty, through the hummable Shammi Kapoor song, bringing out the relevance, in a classy manner. The 'looks good' refers to both Deepika and the wall, wherein ultimately the brand steals the spotlight.

Even in ads, where there are no celebrities, a 'Hummy Shammi' song can uplift the brand. In the Amazon Alexa Smart home ad, 'Ae Haseena Zulfo wali, Jaane Jahaan' does wonders. A husband and wife at home are shown relaxing. The wife tries to tie up her hair, but the husband stops her. Then he tells Alexa to put on the AC. With his wife's hair flowing gracefully, now asks Alexa to play the song 'Ae Haseena Zulfo Wali,' bringing romance and the brand's utility, home, very gracefully.

Legendary actor Shammi Kapoor who has etched a place, in the hearts of many fans, had always managed to steal the limelight with his acting. Shammi Kapoor's dancing skills and stylish image gave him recognition and he gained so much popularity from it. In his journey in Bollywood, the actor appeared in a plethora of films, and filmed many iconic songs, that are remembered to date.

On his birth anniversary, this article is a tribute, that not only did he contribute to the film industry during his life, but continues to contribute to the advertising and marketing industry, helping build brands, bringing out the essence of Shammi Kapoor's immortality. Let us continue to enjoy "Hummy Shammi songs" and hum them forever.



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- 🏆 NABH Nursing Excellence Certificate Award 2015
- 🏆 Winner of Asia Pacific Quality Organization Global Performance Excellence Best in Class Award 2016
- 🏆 Council for Fair Business Practices (CFBP) - Jamnalal Bajaj Uchit Vyavahar Puraskar 2020 - 2021
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Sujay Jairaj Thacker

Trustee - Narsee Monjee Educational Trust's
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Guest Column - By Invitation

Is it the joy of climbing

Or the view at the peak?

I feel it's the journey of exploration...

The process of self-discovery.

The anxiousness at the start,

The fear of getting lost in an unknown territory,

The challenges and roadblocks while on the way.

The confidence that builds with each step...

A pause when you need to re-energise, re-orient...

The cool breeze which is tender yet harsh...

A glance back to the point where we started off -

But with our vision on the path ahead!

When we reach the peak, we relish the moment,

Discuss the journey with our partners...

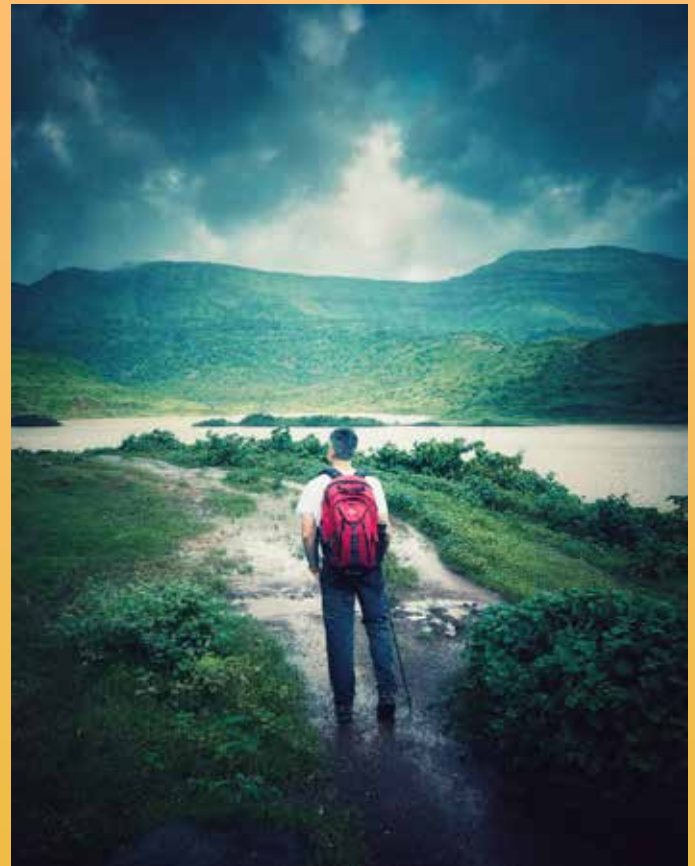
Finally to realise, we have to again move on!

The summit is what drives us...

Only to realise in the end...the summit is really just a state of mind.

Cherish the climb, enjoy the peak, plan for the future...

But live in the moment, and conquer the summit within.



CFBP
Consumer
Film Festival
2021

Awards Night!



**Hotel Taj Lands End,
Bandra West, Mumbai**



6:00^{pm} Onwards

**Thursday
2nd December 2021**

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