

BOMBAY ROTARY WEST CLUB



District 315

Rotary Service Centre,
Juhu Tara Road, Juhu
Bombay 54. Phone : 535678

THE FLYING CARPET

"A BETTER WORLD THROUGH ROTARY"

NEXT MEETING

Wednesday, 19th October 1966
Speaker :- Shri Naushir M. Pandole.
Subject :- 'United Nations and its
Role for Peace'
LADIES NIGHT
8 p. m. - Juhu

President
C. N. THACKER
Off. 572251 Res- 572713
Vice-President
G. R. S. RAO
Off. 572256 Res. 535973

Imm. Past President
M. I. PATEL
Off. 692326 Res. 572965
Hon. Secretary
A. K. BHIMANI
Off. 572438

Jt. Hon. Secretary
Dr. G. M. PANDYA
Off. 254652 Res. 534651
Hon. Treasurer
R. S. DALAL
Off. 692171 Res. 533146

Director
J. N. DARU
Off. 572065
Director
Dr. R. KRISHNASWAMY
Off. 531611

Director
V. G. JHAVERI
Off. 573328 Res. 363451
Director
Dr. S. M. SHAH
Off. 254259 Res. 533824

Director
M. C. MEHTA
Off. 324961 Res. 691719
Sergeant-at-Arms
Dr. G. M. PATEL
Off. 532936 Res. 532602

YOUR PRESIDENT SAID IT

VISION EXTENDED

There is something about Rotary, intangible though it may be, that magically extends the vision of individual member from the limitations of his surroundings and problems to the universal field of the endeavours.

There is something about Rotary that makes better men, is enchanting and that is why we have joined one another, in the spirit of imbibing friendship and fellowship not in the narrow margin, but the far extended one. It is not a luxury. It is a necessity and this necessity presents an opportunity for us all over and around.

Friendship and fellowship will not be knit unless our work and spirit produce the social order for people being made happy. Rotary gives this opportunity. It tells us that there are people in other parts of the country with like interests to ours. Rotary by itself cannot bring about any comity but it can help and be at least an example to others.

And this brings me to the spheres of our activities nearer home.

Although due to reasons beyond my control, I have not been able to attend our weekly meetings, nevertheless, subconsciously I feel to be with you, following the trend and supplementing it with information from our official publication-The Flying Carpet. We have had during the past three months a galaxy of well-known speakers. But in other spheres, we have not been able to make an appreciable headway. "Those who swim cross the river" is an adage of significance. We have not to overlook its importance in the context of our accepted vocation. Let us therefore be up and doing. The various committees should set about doing their bit for what they have voluntarily owned.

And finally, our attendance record does not seem to go up; instead the barometer shows the decline. The weekly meetings demand from all members less than 1% of the time in whole of the week. Is it a large draw?

Absence from attendance at the meetings, apart from slighting the members' undertaking in this connection, tantamounts to denial of cultivation of friendship, fellowship and intellectual drink so vital to enriching the purpose of Rotary to which we are all wedded and therefore cannot be measured in terms of words. I trust this question will be viewed from perspective angles and our attendance record improved to a comparative level.

ROTARY IN A CHANGING WORLD

Twenty years ago George Trevelyan, in his "Social History of England," wrote that man has changed more in the last hundred years than in the previous thousand. If he had lived to bring out a new edition of his book today he might well have said that we have changed more in the last twenty years than in the previous hundred.

Most of us are conscious that we are living, working and even thinking in a different way today from that of twenty years ago. To the older section of the population who find meaning in what is stable and familiar there are signs of resentment, but to youth, that welcomes change the turn of events appears natural and a sign of life.

It is my belief that we, as Rotarians, should examine closely this changing pattern, and make an assessment not only of the application of our Rotary ideals to the new situation, but even of the ideals themselves.

The first change that offers a challenge to Rotary is the developments of uniformity in our mode of living. Areas of population, whether they be centred in pre-existing community units or not, in any part of the world, have developed the same background of

existence, the same type of buildings, the same roads and highways, and the same forms of transport. The same technical methods are used in work; there is the same outlook and affinity in amusements, sport, and the arts, while education and scientific knowledge are developing on universal lines. In many respects cities in the world look very much alike. There is even a trend towards uniformity in political and religious thought. It is true that certain forces are at work to break this uniformity. Nationalism is to be found in countries that wish to preserve a distinctive way of life in custom or language, and the tourist trade offers medievalism and ancient monuments as the only novelty. Despite these influences the startling fact remains that we are seeing the emergence of the only common life the world has ever achieved, and we are bound to recognise it.

Fear has always been a factor in men's lives, but here we see another significant change. Even in the face of an alarming increase in world population, which threatens a world crisis in twenty years' time if the rate of increase is not drastically reduced, the modern fear is not so much one of hunger but consequent upon the realisation of man's power over his own destiny, of what he might do by mistake or intention. Men are no longer impressed by the horrors of hell. Such an attitude highlights our ignorance

of the true position of China which has now emerged as a world power with vast economic potential and a country that has learned from the West the importance of possessing the 'bomb'.

A third change in the modern world is the attitude of the so-called 'under-developed' countries to the Western powers. Whilst accepting financial and economic aid and seeking to learn from the West modern techniques and devices of which they were previously deprived, they now look upon the whites as equals and having reached a state of advantage seem prepared to annihilate their teachers and benefactors. A clash between whites and coloured races is a possibility that could well emerge.

Where does Rotary stand in the face of these dramatic changes in the world situation?

Let us take the new population distribution first. That unit of our Movements, the Rotary Club, has a geographical basis, its members being drawn from a cross section of industry and the professions in an identifiable community which up to the present had in most cases a readymade social identity. But what do we find happening today? Vast areas of housing development where the people do little more than sleep, most of them going outside these areas to

their places of work, where they find their social contacts and form clubs. Even the children, after they have passed through the stage of primary education, go out for continuing study and pleasure pursuits. So that, apart from a varying degree of neighbourliness, which is lessened rather than enhanced by multi-storey flat development, there are large urban sections of population who enjoy no social cohesion whatever.

Apart from seeking out the elderly and assisting in welfare schemes, our contact and influence with these people in their homes is negligible. It would seem to me that although Clubs can function effectively as units of fellowship, in order to make any real impact in the community and vocational sense there will have to be co-operation between numbers of Clubs covering larger areas and a wider representation from industry, even to shop floor level.

Turning to the changing world of today, Rotary is certainly faced with a situation which could hardly have been envisaged when the fourth part of our Object was formulated. It would seem that social interchange between 'Contact Clubs' by visits or letters, if confined to the Western World, is quite inadequate. We must go much further afield, and what is more, carry with us an altruistic

concept of service above self that must be sincere and free from patronage.

It will be far from easy but, in my view, unless the Rotary Movement can provide a free two-way avenue of understanding and mutual service completely divorced from racial prejudice and distinction of wealth and opportunity, and present our ethics in a new and convincing way as equals in the family of nations, we may as well acknowledge our inherent limitations and recognise that we are little more than an outworn product of Western philanthropy.

BERNARD HALFPEMAR

FOUR WAY TEST

The Four Way Test is symbolic of the real spirit of Diwali towards promoting service and goodwill towards men.

Of the things Rotarians think, say or do, they have to ascertain: is it the truth, is it fair to all concerned, will it build goodwill and better friendship and will it be beneficial to all concerned.

The Four Way Test is needed at the present time more than ever before, as we approach another Diwali. If these four pertinent questions can be made indelible in the hearts and minds of men of all creeds, it would truly be a joyous Diwali for everyone.

THE SEEMING TEST

"Service above Self" is contagious because it first injects one with gratitude. Who can ever forget man like Gandhiji for example? In him we found the measure of the stature of manhood. His greatness becomes most significant with the passing of time, for, we see exemplified in his life, those lasting qualities that elicit admiration and indebtedness. This seems to be the test that will bear out the evaluation of the centuries - a heart that spells compassion and gratitude, a mind with the readiness to be served and to serve. When service to mankind is of this quality then the Rotarians really know that "he profits most who serves best".

DISCOVER AND SERVE THE NEEDS OF YOUR COMMUNITY

Be concerned with youth; with employment and education; with health; with safety; with respect for law; with home and family solidarity.

Serve the needs of your own area.

Richard L. Evans
President of Rotary
International

For your requirements of Textile
Wet Processing Machinery

please contact :

**Calico Industrial
Engineers**

(Engineers of Merit)

20A, Chakala, Andheri Bombay-58.

Tel. No.
574381-82-83

Grams :
DYEPRINT

'nother
name
for
POWER

STANDARD BATTERIES

The Standard Batteries Ltd.

Vakola, Santa Cruz,

BOMBAY-55 Phone: 533231

Don't Hesitate!

Is your order too small? Not for Bharat! We take pride in treating even our small customers in a BIG way-the BHARAT way. Why not find out for yourself! Ready stock of Tiles and Marbles always available from:

**Bharat Tiles & Marbles
Private Limited**

32, APOLLO STREET, FORT
BOMBAY-1.

CLUB NEWS

The meeting for the day commenced with Rtn. Vice President G. R. S. Rao in the Chair. After he called it to order and the National Anthem record played, he requested Rtn. Hon. Secretary A. K. Bhimani to make his announcements.

The Hon. Secretary extended a hearty welcome to the new member Rtn. Dr. D. J. A. Rebello. He also welcomed Rtn. M. B. Desai who returned from abroad recently and who was attending the meeting after a long time.

Attendance: 32 members.

The following Rtns. celebrated their birthdays on the dates shown against them and they were felicitated:

Rtn. Dr. A. M. Shah - 7th October
Rtn. Dr. R. Krishnaswami
9th October
Rtn. S. R. Jalan - 12th October

Birthday contributions: Rs. 176/- (Rs. 90/-, Rs. 42/-, and Rs. 44/- from Rtns. Dr. A. M. Shah, Dr. R. Krishnaswami and Rtn. S. R. Jalan respectively.)

Sunshine Collection: Rs. 45/-

OUR AMBASSADORS

Kathmandu - Nepal 21-9-1966
Rtn. W. Koenig. Bombay 27-9-1966
Rtns. R. D. Sidhwa, J. C. Daruwala

& I. H. Shah. Faridabad 28-9-1966
Rtn. J. B. Jain. Hyderabad DN 28-9-1966
Rtn. H. N. Khira. Secunderabad 4-10-1966
Rtn. A. N. Khira. Bombay 4-10-1966
Rtns. N. R. Jain, R. D. Shroff & J. R. Pari. Bombay East 7-10-1966
Rtn. I. M. Pai. Dahanu 8-10-1966
Rtn. Dr. R. T. Vyas. Bombay 11-10-1966
Rtns. V. R. Shah & I. H. Shah.

Resuming the floor, Rtn. Vice President touched on the salient points affecting the Club. These included attendance record of members, better participation in the working of the Club, contribution of articles by the members for the Bulletin, introduction of new members, blood bank, District Conference at Bombay and sports at Cable Corporation.

He said that the Rtn. President C. N. Thacker, whom he saw this evening, was exercised by the declining attendance record of our Club. In July this year it was 70.18%, in August 66.28% and in September 53.78%. The attendance record surprisingly does not compare favourably with the Bombay Clubs. It has to be improved and this could be done if all members make up their minds in this direction. The Rtn. President has touched on this point under the column "President said it" in this week's Bulletin to which specific attention of the members is invited.

Referring to better participation by the members in the working of the Club, the Vice President said that this could be done in two ways; firstly by the members helping to arrange programmes and functions so as to make the meetings livelier and vibratory; secondly by contribution of articles to the Bulletin. The Chairmen of the various committees can help in the latter task by giving notes on the proceedings of their respective Committees. Our Bulletin - The Flying Carpet - is the forum for expression of views of Rotarian members and they can make it more informative by extending their helping hand. In this connection he referred to the appeal extended twice in the Bulletin for contributions and requested all members for their favourable response.

In regard to new members, the Vice President said that the limit of our Club extends from Bandra to Dahisar which has become extensively industrialised during the last decade and the process was a continuous one. This being the case it would be easy for the members to contact their industrialists / professional friends for joining the Club as members. In any case, the target for increasing the membership of the Club has been fixed at over 100 in one year and it has to be realised. He banked on each member to do his best to help attain this target.

In regard to the Blood Bank, it was emphasised on the members to make up for the quota of our Club before Diwali. Full details in this connection as also in connection with the District Conference to be held at Bombay and Sports at Cable Corporation will be announced shortly.

Rtn. PP L.D. Char, at this stage, with the permission of the Chair, referred to the hearing aides which District 315 was due to receive from the Rotary Club of West Seattle. Amidst cheers he announced that 100 hearing aides fitted with batteries were earmarked for allotment to our Club and the Community Service should therefore undertake survey of the areas for ensuring their equitable distribution.

Rotary Club of Bhiwandi.

The Club meetings of the Rotary Club of Bhiwandi are now held at the Social Club (Nitish Laharry Project) on Tuesdays at 8-30 p. m.

CORRECTION

An unfortunate mistake had crept in our last Bulletin. Rtn. D. M. Trivedi proposed a vote of thanks after Shri Ramkrishna Bajaj's speech and not Rtn. V. G. Jhaveri. The error is regretted.

With Best Compliments

from

NANAVATI PLASTICS CORPORATION

Hira Baug, Tejpal Road,
Vile Parle (East)
Bombay-57

BUSH Radios

Manufactured by:

MULCHANDANI
ELECTRICAL
&
RADIO
INDUSTRIES LTD.

Sukh Sagar, Sandhurst Bridge,
BOMBAY-7.

A Company in Association
with the Rank Organisation

Cable Corporation of India Ltd.

Registered Office: Laxmi Building,
Ballard Road, Bombay - 1 (BR)
Factory: Borivli (East), Bombay-66 (NB)
MANUFACTURERS
OF
TROPIDUR WIRES AND CABLES
AND
PAPER INSULATED CABLES

Distributors:

M/s. Siemens Eng. & Mfg. Co. of India Ltd.
Raj Mahal, Veer Nariman Road, BOMBAY 1 BR

M/s. Trinity Electric Syndicate,
154, Princess Street,
BOMBAY 2 BR

M/s. Easun Engineering Co. Ltd.
5-7, Second Line Beach,
MADRAS 1

KNOW YOUR FELLOW ROTARIAN



RUSTOM DHUNJISHAW
SIDHWA

Some are born great, some become great and on some greatness is thrust. Rustom Dhunjishaw Sidhwa belongs to the second strata. What is the source of his success? A man does not become great by attaining success in his business, for him to become great and to be called so he has also to imbibe greatness of mind. In this context, it would not be out of place to recall his own words here: "Moderation in life and hardwork keep men young and healthy. I believe in looking to the world with a philosophical mind and human treatment to all those who work under me. As true Rotarians, if we try to follow the four way tests in our daily life we will be convinced that we will reach the goal of Nirvana in this very world." Fine and laudable words indeed!

Sidhwa was born on 2nd June 1898 and had his early and college education in Bombay. At his age, wearing the weight of nearly seven decades and bearing responsibility for the management of three wellknown concerns, he is a wonderful, meteoric young man, beaming and gay, as if built on springs with a lively face and pleasant grin. He is tall with a conspicuous stoop, enriching manners, courtly in dealing and lively in talking.

Sidhwa's plunge in business is as romantic as his success in it. At an early age he was a pioneer in indigenous manufacture of tiles subsequently styled Bharat Tiles Factory - at the time when the country's products were anathema

to public, of no value to them, no demand whatsoever and to deal in native products in competition with imported ones of so called standard was a herculean job. The hardships which he must have undergone and suffered in pushing his ware and stabilising his Company in the face of powerful odds can therefore be better imagined than described.

With the success smiling on his first adventure, Sidhwa started a factory for Box making and Tin Printing - named Bharat Metal Printers, also the first of its kind in India, but as it demanded a huge outlay he had to sell it to Metal Box Company. Following this, he embarked on yet another ambitious project - Lightcrete Products P. Ltd - dealing in light building material. Contentment had been a second creed with Sidhwa and his enterprising spirit left him no peace of mind. The result was the founding of Grindwell Wheel Manufacturing factory, known as Grindwell Abrasives Ltd and soon on its heels, he also pioneered the Asbestos Products factory for manufacture of ropes, twines, asbestos cloth and grease grafite packing. He however disposed it off to the well known firm of Turner Newall & Co. of London, who are running the same in India under the name of Asbestos Products and Magnesia Friction Co. Ltd.

The last venture of this man of foresight is for manufacture of Phenol Formaldehyde Moulding Powder - known as bakelite moulding powder - popularly called TIPCO.

Sidhwa, by what he has attained in the span of his life, is a figure to be conjured with. He believes in the motto "you can't run business if you can't run with it," in getting at the bare bones of problems as clearly as one could and arrive at alternatives as sharply as possible and this accounts for his success in business life.

Sidhwa is human to the heart, stemming in the theory that a man must never forget that he is one of his clan. Possessing a blend of winning pragmatism and acerbic

appealing intellectuality, he is blended in deeds and words. The quality that would speak of him the best is that he is a team man, neither irritating and irritated nor liking stimulation of speculation about him.

Like his first name Rustom, he is courageous, bold, a man of vivid grace, bright spirit, kneading the air around him with freckled hands, arching his circumflex eyebrows and displaying a freshness in spirit. He is a crusador for good causes, a Rotarian who is a delight with club members, for, he wields besides him an aura of unflappable friendship signifying a crisp and buoyant style of behaviour.

Canopy has experienced that Sidhwa's relationship with everyone

IMPORTANT ANNOUNCEMENT

Inauguration of Rotary Medical Centre at Sahakar Bhuvan, Kurla Industrial Estate, Narayan Nagar, Agra Road, Ghatkopar, Bombay-77.

The Rotary Club of Bombay East have invited our members at the inauguration of their Rotary Medical centre at the above address at 5 p. m. on Sunday 23rd October 1966, at the hands of Hon. Rtn. Dr. P. V. Cherian, Governor of Maharashtra. Members should kindly make it convenient to grace the function by their attendance.

THINK IT OVER

It is the peculiar quality of a fool which perceives faults of others and to forget his own.

CICERO

he comes in contact with is distinctive, constructive, harmonious and creative. The essence of this man's greatness gushes from his nobility and purposefulness of thoughts - precisely in their combination of idealism and realism, in vision and attempt, yet disclaiming any claims to objectivity.

In his business career, Sidhwa has had been the Chairman of Association of Indian Industries, Marble and Tiles Merchants Association and a Member of Indian Merchant's Chamber, Bombay Chamber of Commerce, besides other trade associations. He has also extensively travelled in England and Europe. His domestic life is happy and he has three daughters highly educated and well settled in life.

Canopy wishes this grand old man of the Bombay West Rotary Club a fullsome span of life with galloping strides in his strident career.

GEMS FROM THE HORIZON

A disciplined conscience is a man's best friend.

One cannot make up anything by language what he cannot establish by proof or evidence.

Partiality is the chief cause of evil.

To know is nothing, to imagine is everything.

Unchaste imagination is as bad as unchaste action.

