



COUNCIL FOR FAIR BUSINESS PRACTICES

Our Mission

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



# CFBP TIMES

MAY 2017



Mr. Sushil More, Mr. Niranjhan Jhunjhunwala, Mr. Amit Trivedi, President Ms. Kalpana Munshi, Ms. Tejal Gandhi, Ms. Shelly Gupta & Ms. Gool Ghadiali

CFBP had organized a seminar on "What your Wealth Manager will NOT tell you" and "Questions to ask your Investment Advisor". Ms. Tejal Gandhi and Mr. Amit Trivedi enlightened one and all on the interesting subject. Chief Guest: Mr. Madhukar Bhide, Former Rotary District Governor enriched with his concluding educational remarks on Consumer Awareness and importance of Vocational Service.



Mr. Niranjhan Jhunjhunwala, Mr. Amit Trivedi, President Ms. Kalpana Munshi, Mr. Madhukar Bhide, Ms. Tejal Gandhi & Ms. Shelly Gupta



President Ms. Kalpana Munshi, Mr. Madhukar Bhide & Ms. Tejal Gandhi

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Hon. Secretary

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## COUNCIL FOR FAIR BUSINESS PRACTICES CFBP CONSUMER FILM FESTIVAL



### Our Mission

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

### Participate in Six Competitions with Cash Prizes

#### Short Film Competition (180 Sec.)

1<sup>st</sup> Prize  
**₹51,000** + Trophy + Certificate of Appreciation

#### Short Story Writing (400 Words)

1<sup>st</sup> Prize  
**₹10,000** + Trophy + Certificate of Appreciation

#### Script Writing (Films/Street Play)

1<sup>st</sup> Prize  
**₹10,000** + Trophy + Certificate of Appreciation

#### Slogan Writing

1<sup>st</sup> Prize  
**₹5,000** + Trophy + Certificate of Appreciation

#### Street Play (5-7 Minutes)

1<sup>st</sup> Prize  
**₹10,000** + Trophy + Certificate of Appreciation\*

#### Poster Competition (Size 3x2 Ft.)

1<sup>st</sup> Prize  
**₹10,000** + Trophy + Certificate of Appreciation

\*Not more than 6 Actors, all actors shall be honored with a certificate of appreciation

### TOPICS

- Jago Grahak Jago
- Mera Haq My Right
- Right to Voice
- Right to Know
- Right to Act
- Fair Business Practices

Last date of submission: 31<sup>st</sup> August 2017 | Evaluation for Street plays: 23<sup>rd</sup> September 2017

### Award Function in the November 2017

All Awardees shall be honored at the hands of distinguished chief guest

- Best short film will be screened
- Best story and script will be enacted
- Best street play will be enacted
- Best poster will be displayed

The competition is open to all entrants nationally/internationally.

All schools, colleges, professionals, individuals, advertisement and media groups, and all in the film

fraternity are welcome to participate.

Express your activity skills, writing skills, painting skills and creative skills on Consumer Awareness and Fair Business topics and support the consumer movement.

For script writing, story writing and slogan writing send your entries on: [cfbpwritingskills@gmail.com](mailto:cfbpwritingskills@gmail.com)

For short films and streetplays send your entries on: [cfbpcreativeact@gmail.com](mailto:cfbpcreativeact@gmail.com)

For poster competition send your entries on: [cfbpartist@gmail.com](mailto:cfbpartist@gmail.com)

Kalpana Munshi (President)

Rajith Menon (Chairman)

For registration forms and any queries please contact CFBP Office

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website: [www.cfbp.org](http://www.cfbp.org) | [www.ccrp.in](http://www.ccrp.in)



## FROM THE DESK OF PRESIDENT



**Friends,**

"No one can serve two masters; for a slave will either hate the one and love the other, or be devoted to the one and despise the other. You cannot serve God and wealth," said Jesus. Today, majority of people, consciously or unconsciously, abandon God and serve wealth, so that wealth may serve them.

In the rat race for wealth, that too, instant wealth, people do not care for ecology; respect for human dignity is diminished; relationships are easily made and broken on the basis of profits and mutual monetary advantage; parents have little or no time for their children. And no wonder corruption, robbery and cheating have become common as the easiest ways of becoming wealthy is dissuading Fair Business Practices. Corruption in its subtle and varied forms is visible everywhere. The air we breathe is polluted. The water we drink is contaminated. The food we eat is adulterated. Originals are duplicated instantly; imitations are marketed in abundance as genuine products. Today, unless we bribe, we can't get documents signed; we cannot get admissions for job oriented courses; we can't dream of getting a handsome job. On the contrary, pay a handsome sum as a bribe, you get everything done.

Those who bribe will demand bribes in turn when they are in power. Thus corruption begets corruption. Those who fight against corruption are silenced with bribes or threat.

Unless we stand against corruption, we are on the side of the corrupt! Amidst complexities of issues and problems, we tend to say, "I am only an individual. What can I do?". Remember, those who have done something good, they too, were individuals!

Always remember, no one can predict to what heights you can soar. Even you will not know until you spread your wings. Let CFBP all over, spread their wings and be vigilant to stop corruption, spread Fair Business Practices and thus support the mission of CFBP.



**President Kalpana Munshi with Mr. Adi Godrej**



## **"WHAT YOUR WEALTH MANAGER WILL NOT TELL YOU?"**

### **DISTINGUISHED SPEAKER : MS. TEJAL GANDHI, CFO & FOUNDER, MONEY MATTERS INDIA**

Seminar was held on 27<sup>th</sup> April 2017

My role today is.....all of you are known to me so I am going to tell you in a different way what your wealth manager or fund manager..you know, does not say a lot of things while he is communicating to us. Rest assured, I think I have told everyone how it was once upon a time when we dealt with the bank. You know having started with the banking sector I can only say that...we always said that the bank is the safe place to keep your money, so that you can put your money peacefully and rest, but there were fewer options also. I think sometimes that was good, because today with more options coming in, it leads to more confusion or it leads to you

knowing a lots of things which are amply good. So options earlier were like bank savings, F.D.s and Recurring Deposits, but not any longer. So what are the options which are available today? So nowadays as the number of wealthy people are rising in India, you will find that there is whole breed of financial consultants who are now known by different names. They are either called Financial Advisors, Wealth Managers. They also called Private Bankers.

So you will find people from the banking industry saying 'I am a Private Wealth Manager. I am also a Personal Banker. So these are different names, I am a Certified Financial Planner, but lot of this things could mean the same thing. Again you have to see in terms of credentials, what is it that the person is certified with, it could be a new MBA who has just joined, who has done his CA or MBA in finance or somebody who's been a veteran for 20 year in the Industry. You cannot rate both of them at the same level.

So financial advice is something which is customized to each individual. I will give you an example. Mr. Rajesh. We have just changed the name, was sold...we have taken info from the media. We have changed the name obviously for obvious reasons, was sold the ULIP product. What is ULIP? ULIP is Unit Linked Insurance Plan, and is shown as a savings and as an Investment plan. So we are promised 15 to 20% returns in the current scenario, since from the time the purchase has been made, it is linked to the Stock Market. Because it is linked to the market, obviously there are going to be fluctuations. So today, we are at 30000 points index, and today, if we want to enter the market, obviously there will be a drop, and you are going to lose your capital. So, what happens is since the market value has dropped, but the Wealth Manager got a commission which was a hefty commission so on and average in a ULIP policy one gets between 8% to around 20%, normally that is the range in a ULIP. As a rule, SEBI has said nobody can assure returns, so if anybody is offering assured returns, guaranteed returns, that is wrong, because nobody can do that, it is illegal in the system. So again if they are saying we will definitely give you 15 to 20% returns, that is not definitely, what you get. That is, it may be possible but not necessarily what you will get. That's the difference between how they are portrayed in the system, specially when these persons sold an ULIP.

Then hidden charges, many hidden charges, come up once you opt for financial products, typically in credit card cases. When you opt for a credit card, you are told that it's a life time free card and lot of you have been offered at various stages. But next year when renewal comes, you are debited with Rs.2500/- or Rs.2000/- something. So what happened we have to be very clear in the beginning that what are the charges and Amit will cover up what are the questions you need to ask to your Advisor but definitely what are the hidden charges are important, because while we are under the banner of Council for Fair Business Practices, we ourselves have to make ourselves educated enough to ask these questions as well.

So there are things like what is the commission, are there transaction costs, how can anybody work free? Insurance is the main area where unfortunately most of the products are mis-sold. This normally happens because the person who is selling does not understand what you need. The need analysis is extremely important, so if he understands that what our requirement is...many times we talk to so many people, and we want the policy but we don't know how it works and they are expected to pay an insurance premium. You know you get into the premium. We have known people like around 59 or 60. When I deal with the companies you know, at the age of 59 and 60 they are going for in a plan. 59 and 60 is not a time for going for an Insurance Policy, because you are committed to pay a premium for five years or three years and then you are stuck. Because if you want to withdraw from that you are not be able to come out, you will not get anything back. If you are not paid for a minimum of 3 years at least or five years depending upon the policy. So Insurance Sector is where the malpractice is.

Mr. Mehta is a Retired Public Sector Employee, and this is a live case again. His Wealth Manager sold him an Insurance Policy. Last years this happened in Delhi, where one of the big Relationship Managers sold millions of policies, lots of policy to a person who didn't need it. So similarly a Retired Public Sector employee he doesn't need an Insurance Policy, so the beneficiaries were his two sons, the total premium payable on the policy per year was very high, and was not even feasible due to which his lifetime savings came down. These are the real cases in you can see happening day in and day out but still we get blinded.

So remember that, especially if you are looking for an insurance policy, there is nothing wrong. We have nothing against the sector but if you need insurance, you see what type of insurance it is, and in Endowment Plan or a ULIP because in this First Year' commission, specially in Endowment plan was as high as 30%, 30% to 35% and that is what you are not told. Fair enough, as nobody wants to disclose earning for anything, but at least you are aware that there is 30% -40% commission in an Endowment plan. In a ULIP which is a market linked plan, the commission could range from 3%, 15%, to 20% so it could be as high as that, so also what happens is, they may tell you stop this policy and start a new one.

They will come to you and say that 'stop this policy'. We are not looking at 'let's start a new policy', so from that same proceed they will start a new policy. So what happens is that three years have just been completed. We think that this is how it works, but it is not like that. Insurance is a long term commitment. Minimum is at least 10 years. You should not be rolling over your insurance policy from one term to another, which means the commission is being made by the person who is selling the policy.

There are people who indulge in malpractices, single premium policies, product differences, tampering corrections, free look period refund non-payment and complaints related to claim it only keeps on increasing, so please be careful as it's hard- earned money. Be sure in terms of what you are looking for and that it should match your requirements. That's very important

So that's the presentation. Thank you very much.



Ms. Shelly Gupta hands over mementos



Audience

*you are cordially invited for a seminar on*

**"ALTERNATE WATER RESOURCES"**

Distinguished Speaker : Mr. Ajay Popat

**"PURE & SAFE DRINKING WATER"**

Distinguished Speaker : Dr. Raman Venkatesh

**AN EDUCATIONAL PROGRAMME**

Day : Friday

Date : 23rd June 2017 | Time : 5:45 p.m. - Registration

Venue: Babubhai Chinai Hall, 2nd Flr., Opp. Churchgate station,  
Indian Merchants Chamber, Mumbai

Please do attend with your family and friends.

**COME ONE COME ALL**

Together with our collective vision & mission we shall follow the moral of four way test in the service of consumers

**Hosts: Roman Group & Rotary Clubs**



## CHIEF GUEST MR. MADHUKAR BHIDE, ROTARY PAST DISTRICT GOVERNOR

Seminar was held on 27<sup>th</sup> April 2017

Thank you Kalpanaji and other friends. You know I have been in the Rotary Club for a number of years, and I realize two facts about any speech in Rotary. Firstly it has to be short, meaning it should be like a mini skirt long enough to cover the essentials but short enough to keep up the interest, and secondly, at the end of the speech people did clap, but please let me tell you the most of the time, they clap because they have not liked the speech or because you have ended the speech. So, I remember these two things at any speech in Rotary.

Anyway pardon me Amit, as I am leaving little early. Of course it will be my loss. The only thing is that I was looking at the mission of this organization, CFBP. I mean similar to Rotary, you hold high ethical standards in business and profession. But I would like to go further in Rotary... firstly, it says business and profession will maintain high ethical standards but secondly, it also says that recognition of worthiness of all useful occupations is very important.

The word useful is important. You may be M.D., you may be the CEO of company, somebody can be a liftman or driver and all that, and all useful occupations are worthy. You must remember that and thirdly and most importantly that dignifies each Rotarians occupation as a opportunity to serve the society, you know, I firmly believe that the Rotary is never a charitable organization. It is a vocational organization and each one of you sitting here serves the Society by doing your best, our best in our vocation or profession.

I think there is a simple formula for the country that everyone does the vocation ie. his job or her job with integrity and to the best of his or her ability. I think our country will have a glorious future. It may be an ordinary clerk, or a driver, or a businessman or a professional or M.P. or MLA or a Minister. You do your job and that's it.

You know we always expect someone to do his/her job. You know the way we point fingers that you should do this, you should do this. Just remember when you point a finger that finger goes to in the front, but the three fingers go to yourself. So, everyone of us must be honest, and must have the integrity in business and profession, I think if we do that, our country will have a glorious future. Thank you very much, dear friends.



Mr. Amit Trivedi, President Ms. Kalpana Munshi & Mr. Madhukar Bhide



Mr. Shailesh Gupte presents Mr. Madhukar Bhide with a special souvenir



## **"QUESTIONS TO ASK YOUR INVESTMENT ADVISOR"**

### **DISTINGUISHED SPEAKER: MR. AMIT TRIVEDI, AUTHOR, SPEAKER, BLOGGER, TRAINER**

Good evening everybody and thank you very much for giving me this opportunity to come here and speak to all of you about the questions that you should ask your investment advisor. Before we start the presentation, I just want to clarify one thing and that is there is a particular profession called Investment Advisory and in the last two years-three years maybe this particular title can be used only by a certain gallery of people who are registered with the SEBI as 'Investment Advisors'. Anybody else using this is actually doing

something illegal. The law does not permit one to use these two words. However, in this presentation, I am using these two words conventionally. The way these terms are popularly used for almost everybody because people will come to you and present themselves as Investment Advisors. First of all, if anybody comes to you and says 'I am an Investment Advisor', your first question should be- Please show me SEBI Registration as Investment Advisor. If you are not registered, don't call yourself an Investment Advisor. And I am coming to that point in a while. But before we ask somebody that, I think the first question that you should consider is asking yourself why do we invest our money? Roughly two and half decades of experience in Indian Industry has told me only one thing- all of us invest money today for a certain expense to be incurred sometime in future.

Now whoever incurs that expense, whether it is me or my legal heirs, in the current terminology the way the financial intermediation business uses it, we called these expenses as financial goals. So whenever you hear 'financial goals', it is nothing but expenses you incur sometime in the future. Ask this question to yourself, be clear about this question so that the discussion you have with your Investment Advisor can be linked to this question. Whatever advice you get, whatever decision that we take eventually has to take care of this part because the answer to this question is in other words a decision of how do I want to live my life?

In the field of investment there are various risks associated and there are certain risks which are good risks, there are certain risks which are bad risks and there is no situation where you can avoid all the risks altogether. A question. Risk is all about making choices. Which risk do I want to take, or which risk do I not want to take? That's where understanding this question of risk is very important.

Somebody who is high on competence and high on character would be able to confidently answer this question. Somebody who is integrity-wise not so good who will be made out from the body language. The person will not be comfortable answering this question, and if you combine previous two points, you will come across three types of people- who are competent but bad with regard to integrity, people who are high in terms of integrity but not capable, and third category high on both. You will not come across people who are low on both which is the good news, but the most dangerous tribe consists of people who are highly competent but low on integrity and this trait is not necessarily intentional.

We very often talk about something of this nature. The said 'sales target'. If I am working in a bank as a Junior level person, a Relationship Manager, and every morning my Branch Manager keeps asking me how much is today's business?, I have to survive in this environment, If I don't generate business on a daily basis, I lose my job. It's not question of integrity, it is question of survival in their case.

In the context of returns what is higher? Very simply put, today the leading banks are offering 6% on five years deposits to Senior Citizens, taking out tax. If you are in 30% bracket the net of tax the safest product offers 4.2%. If somebody is offering more than that then there are risks involved. Five years back, probably that 4.2% was 8% or 7% but today because of interest rates going down that has changed. So this level of high return and low return is also a function of market. In today's context if somebody comes and says 6% risk free, I will simply close my cheque book, put it back into the bag.

One of the other important questions according to me is...this Tejal wonderfully Explained...now out of all the investments avenues, you will come across two broad categories. One is regulated category and other is unregulated category. So there are four financial market regulators- Reserve Bank of India, SEBI, Insurance Regulatory Development Authority of India, and Pension Fund Development Authority. Now these four regulators, they come under your means of finance. Their disclosure levels are reasonably good, I

am saying reasonably good because the best disclosure requirement is in the security market. The other three come no where close to them and to this extent it becomes our responsibility to ask them questions- please give me details of the costs. Now there are offer documents, there are brochures etc. where all these details are available but somebody is making money out of selling a product to us. Let the person work and show us the details and let's also understand if we believe only what is written and printed. Because there are many cases where somebody says something verbally and then there is nothing in writing.

So cost is one, number two is liquidity. Can I access my money whenever I want? Finally, as a regulatory requirement there is this disclosure as per SEBI Regulations, I am saying SEBI regulations because the other three regulatory bodies have not made it mandatory. SEBI has made it mandatory that whoever you are dealing with in security market, should disclose the earnings. The others don't have to by the law, but the biggest power is in your bank account, you know, you simply have to ask question, and tell the person if you don't answer, I am not going to sign the cheque. It's more powerful than any regulatory governance. But having said that let's talk about the earnings, and that's where the point I started with that the Investment Advisor, the registered Investment Advisor is not supposed to earn any commission income from sale of product. Tejal also mentioned about Insurance where she mentioned ULIP and Endowment. She highlighted examples of those two, she did not highlight the term 'Insurance Plan', because in the example was she was giving, it's very difficult to do in-Term Insurance Plans.

Why? Number one, the premium that you pay for the risk cover is very low in case of Term Insurance compared to an Endowment Plan or an ULIP plan, and all the commission which is paid is linked to the premium not the risk cover. So, if I buy the insurance of Rs.1 Crore, the Agent does not get commission linked to that 1 Crore. But for the 1 Crore, if I paid Rs.10000 as a premium which is a term plan, the Agent will get commission on Rs.10000/- . But if I pay a premium of Rs.100000/- which could be an Endowment Policy, this person will get commission of Rs.1,00,000/- . Because of these incentives, he sold me a product where compared to the risk cover, the premium is on the higher side, and that's exactly why she highlighted two products which are high premium products and she did not highlight Term Plan. So here is the point, the moment you get to ask the question, what is the alternative? And somebody says this versus this...now combine that with this question and the question of integrity will come out. In my sense it is very simple. It is better to be with the person who is less competent, but there is no compromise on integrity. So that's about it. Thank you.



Mr. Niranjan Jhunjhunwala, Mr. Sushil More, Mr. Amit Trivedi, President Ms. Kalpana Munshi



The Audience looks on



Mr. Vikesh Wallia with Dr. Anita Shantaram

## ETHICSINDIA – UNCONFERENCE 20TH APRIL BY DR. ANITA SHANTARAM ETHICS CHAIR FOR CFBP

The pleasures arising from thinking and learning will make us think and learn all the more. – Aristotle

In a country like India where Dharma and Karma are common topics discussed by our elders, We as children also grew up learning about morality and value education. It would only be fair to put as much of it into practice; without having to constantly hear the complaints of an unfair, unjust and corrupt world. As adults we teach our children to be fair and to do the right things, but are we really practicing what they preach? This is why we at Ethics Research and Consulting decided to bring together, learned individuals from industry as well as academia to explore the subject of Business Ethics. Is it a fair expectation to expect businesses to practise fairness ?

Dr. Anita Shantaram, Founder, Ethics Research and Consulting Pvt Ltd. and her team initiated this unique unconference' with an open mind and a basic agenda, to bring forth industry view points, and ideas from academicians that we hold about 'Ethics'. Each of the individuals present at the unconference held a deep belief on the subject of ethics as well as believed that ethics could be practised in doing business. As they have lived and learnt the ways of the world, worked hard for years on end and reached reputed positions in their respective fields, each of them expressed the value this term holds for them. The discussion brought about clarity on things like, is there a prescribed ethical path to follow? Do Ethics have to be passed down in a company in the top- down manner itself? Can organisations govern individual ethical principles of their employees and create an Ethical culture overall?

Topics that made each one ponder upon, 'Without virtue it is difficult to bear gracefully the honors of fortune.'

The focus of our conversation led to a few insights which may be useful for CFBP too; such as;

Creating Awareness for organisations towards the Need and Benefits of Ethics . A cost-benefit analysis in explaining to companies how it would help increase customer satisfaction, the sharing of returns with employees, making them feel like stakeholders of the company in turn deriving higher employee performance and dedication. Thus, advocating fairness and balance among all stakeholders needs.

An open door policy, wherein employees are free to put forth their thoughts and discuss matters pertaining to ethical decisions by promoting a type of leadership which is akin to trusteeship as mentioned by Mahatma Gandhi. Thus creating a fair climate within organisation cultures.

Bring out an individual's personal transformation stories, due to an ethical dilemma faced, or working in the ethics and compliance department, the kind of impact and experiences over the years .This can be used in education of ethics and fairness to employees and entrepreneurs. Developing content and activities for schools, pertaining to ethics and morals as they are the future of the country. Learning to face the real world, and be able to do it in the right and fair manner.

Ethics may not necessarily be a precautionary step, but instead so well embedded that an act from the very beginning to end is considered ethical. The means must justify the ends. In order to ensure this the focus should be on, Technology & Digitisation, Organizational Philosophy, Culture, Management Practices, and its Role Models.

An overall productive session of knowledge sharing, heated discussions, light humour and serious breakthroughs, to make a difference in the way corporates work in accordance with Ethics and fair business practices.

"A man without ethics is a wild beast loosed upon this world." – Albert Camus

The great minds that got together were;

Dr. Anita Shantaram, Mr. Pradeep Saxena, Mr. Manish Choksi, Mr. Saif Qureishi, Mr. Vinay Rajadhyaksha, Dr. Pramod Solanki, Mr. Sudhir Jadhav, Mr. Vikesh Wallia, Dr. Sharad Kumar, Prof. G. Ravindran, Mr. Tejash Shah, Mr. Vivek Patwardhan, Mr. Rahul Shantaram and Dr. Sunita Chugh.

## THE ACTIVITIES OF RAMKRISHNA BAJAJ-CFBP CONSUMER EDUCATION AND TESTING CENTRE JUHU, MUMBAI FOR THE MONTH OF MARCH, 2017.

Sr.No.	Customer	Product	Analysis
1.	Lady Food Entrepreneur	Pizza Paste	Microbiological analysis
2.	School	Drinking Water, Khichadi	Microbiological analysis
3.	Corporate house	Drinking Water	Microbiological analysis
4.	Lady Food Entrepreneur	Soya flour	Nutritional labeling
5.	Food Entrepreneur	Idli Dosa batter	Shelf life study
6.	M.Sc Thesis	Buck wheat supplement, Nutri bar, Benga gram supplement	Protein analysis
7.	University	Water	Microbiological analysis
8.	M.Sc Thesis	Kokam jam, Kokam bar	Polyphenols
9.	University Department	Nutri dense Mix	Shelf life study
10.	University Department	Bajra Khichadi, Jawar Upma	Shelf life study
11.	Kefir Manufacturing unit	Air Micro flora, Personnel and surfaces	Environmental study
12.	Lady Food Entrepreneur	Classic Pesto	Constancy
13.	Lady Food Entrepreneur	Schezwan chutney, Jain Pizza paste, Schezwan sauce, Jain sauce Schezwan	Nutritional labeling
14.	Lady Food	Entrepreneur Water	Microbiological analysis

### Other Activities:

- Dr. Renuka Gopalkrishna was the invited speaker on the occasion of International Women's Day to Lady Officials at Bureau of Indian Standards. She spoke on Nutrition and Health. Photos have been attached.
- On 3.3.2017, Fourteen Visitors came to lab who are FBO'S. They were taken on lab tour and information regarding analysis and certificate course conducted at lab was given.
- Scientist from BIS was arranged to speak at two departments at SNDT Women's University on the activities of BIS, Photos have been attached.



Dr. Renuka Gopalkrishnan



Celebrating Women's Day at Bureau of Indian Standards  
with chief guest MDr. Renuka Gopalkrishnan



*Godrej*  
**No.1**

**$\frac{3}{4}$**  sandal, turmeric & other ingredients that give your skin a natural glow.

*Godrej*  
**No.1**  
sandal turmeric natural oils

The advertisement features a woman with long, dark, wavy hair, smiling and looking over her shoulder. She is wearing a white sleeveless top. The background is a lush green field with tall grass and small purple flowers. In the foreground, there is a bar of orange soap with the 'No.1' logo, a box of Godrej No.1 soap, and some natural ingredients including cinnamon sticks, a piece of sandalwood, and turmeric roots.

# CREATING A FUTURE THAT GLOWS WITH PROMISE

Wankhede Stadium, Mumbai



Chhatrapati Shivaji  
Terminus, Mumbai



Bandra Worli Sea Link,  
Mumbai



Flag Mast, Raipur



Jawaharlal Nehru  
Stadium, Delhi



TLT - EHV (Transmission  
Line upto 765kV)



EHV Substation



Rural Electrification -  
Power Distribution



Power Station Lighting

Bajaj Electricals has executed several mammoth projects across the length and breadth of India. From elevated lighting that has brightened stadiums and outdoor spaces, to power transmission and other engineering projects; Bajaj Electricals Ltd. is forever committed to making a difference. Be it street lighting, rural electrification, infrastructure or utilities, Bajaj Electricals is paving the path for progress across every facet of life.



**Bajaj Electricals Ltd.**  
*Inspiring Trust*

EPC Segment BU, Rustomjee Aspiree,  
Bhanu Shankar Yagnik Marg, Off Eastern Express Highway,  
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