



## WOICE-OF-GSB

THE QUARTERLY NEWSLETTER OF G.S.B. SABHA, MUMBAI

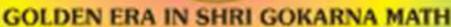
October - December 2006

Volume 3, Linux 2

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#### A Message from Managing Committee

To Our Dear Member friends:



G.S.B.Sabha, Mumbai, has several schemes providing relief to our brethren in the not so fortunate sections of our society. We are pleased to inform members that this year, all educational assistance benefits under our Vidyanidhi scheme to approx. 250 students has been transferred electronically by NEFT. Medical aid and quarterly assistance under our Destitute Senior Citizen Welfare Fund is also being disbursed in a similar manner. Not only does this reduce the duration of time, it also saves one trip of the beneficiary to Sabha office to collect the cheque. All the application forms under our various charitable schemes have been made available on our web-site, www.gsbsabhamumbai.org. These steps have been taken by us towards our objective to improve on the delivery of our social welfare benefits.

We also extend a regular allowance to needy senior citizens under our "Destitute Senior Citizens Welfare Fund". Presently, beneficiaries are disbursed 1500/- every quarter under this Fund. Whereas the intention is to support the seniors to live a life of dignity, the word "Destitute" in the name is seen as uncomplimentary. We invite suggestions from our members about what could be an appropriate name for this scheme, considering the objective that it is supposed to meet.

Sabha is now on acebook. Do visit our Facebook page, www.facebook.com/gsbsabha.org. We will be regularly posting details about our activities on Facebook.

Riding the digital revolution is the theme of one of the two interesting workshops organized as part of the "Shakti" programme being held by Sabha's Mahila Shakha on 11th December, 2016. Mahila Shakha is celebrating its Diamond Jubilee Year and this workshop is part of the celebrations.

Details are announced in this newsletter. A grand programme is planned in February, 2017, of which details will be announced in next issue of VoG.

We do look forward to your feedback and suggestions for your very own newsletter, Voice of GSB.

Thank you. Happy Reading !!!!!!

Managing Committee of G.S.B. Sabha

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#### G.S.B. SABHA, MUMBAI CELEBRATES ITS 82" FOUNDATION DAY

The 82<sup>nd</sup> Foundation Day of G.S.B. Sabha, Mumbai, was celebrated on Saturday, 20<sup>th</sup> August, 2016, at G.S.B. Seva Mandal's Shree Guru Ganesh Prasad, Sion. Smt. Renoo & Prof. Sarvottam Rege, M.Com., F.C.M.A.(India), C.M.A (U.S.A and a faculty member with M.L.Dahanukar College were the Chief Guests. The programme began with the traditional lighting of the lamp by the Chief Guests.

In the felicitations which followed, a record number of 100

students from our community who had excelled in academic studies from S.S.C. onwards were awarded silver medals and certificates, sponsored by Smt. Jayashree Ramesh Shenoy. Cash prizes from various endowments received for this purpose were also awarded.

The V. R. Shenoy Memorial

Vidyanidhi Merit Award, sponsored by Shri B. T. Mallya, was awarded to the toppers from Class I to IX from the beneficiaries of the Vidyanidhi Fund.

The Promising Talent Award, sponsored by Shri B. T. Mallya, was awarded to the kids based on their drawing and articles contributions to Voice of GSB, the quarterly newsletter of the Sabha.

In his speech, Chief Guest advised the students to never let the student in them die. He also advised the professional merit students to explore the option of taking up courses with

foreign institutions/universities which would broaden the sphere of their knowledge.

This was followed by an interactive session on "Effective Communication" which was conducted by Shri Sunil Ullal,

Corporate Soft Skills Trainer, which was very much appreciated by the audience.

Refreshments were sponsored by Nagesh Rama Nayak's 'Café Mysore'. Sabha remains grateful to G.S.B. Seva Mandal for providing us the venue.



Managing Committee members helped in co-ordinating programme arrangements.

#### A REPORT ON BHAKTI NATYA TARANG PROGRAMME ORGANIZED BY G.S.B.SABHA, MUMBAI

By Ravi Gadiyar

Hindu Shastra says "Music is a divine gift that can touch and elevate the soul to higher dimensions." One of the all time greats Hindustani classical singer, Ustad Mallikarjun Mansur, in his autobiography, "Rasa Yatra", mentioned: "It is easy to win over audience with gimmicks, but the ultimate responsibility of an artist is to enhance and upgrade the comprehension, receptivity, and taste of listeners"...which was visualized in the gracious air-conditioned auditorium in Dadar, at the IES B N Vaidya Sabhagraha on 16th July 2016 at the event "Bhakti Natya Taranga", a Sangam of Abhang and Natya Sangeet, organized by G.S.B. Sabha, Mumbai. The event was organized in the holy month of Shravan closer to the auspicious days of Ashad Ekadashi on 15th July and Guru Purnima on 19th July.

It was the first time in the history of our Sabha that such a Musical event was held for music lovers of all age groups and which was complimentary to members of the Sabha. The concept of this event was to ensure that the budding artists got a place in the "green baize blaize" and it was done with perfection. Few Gold Coins namely Vinayak Prabhu, Pooja Gaitonde, Rutuja Lad, Shanteri Kamath (Singers), Manoj Acharya (Tabla), Raghavendra Mallya (Pakhavaj), Ravindra Shenoy (Side Rhythms) presented their skills and were vouched for their brilliance. Bharat Ratna Pt Bhimsen Joshi always said that "gaanya barobar, peti aasli tar te duudhat sakhar" but here it was "Kesar" who was none other than Sudhir Nayak III the Pride of India and GSB Community a very high profile artist in Indian Music Industry, but always grounded. His butter fingers rolled to every bhajan sung by all the above artists and took the honors as a stage coordinator for this event. Smt. Sadhana Kamat anchored the event.

The programme started at 15.40 hrs with all artists singing together in tune with "Namacha Gajar", Rutuja Lad with 
"Abir Gulal" gave a soothing reminder that YES, I am Dr Ashwini Bhide's student. Shanteri Kamath who came all 
the way from Teerthalli, D.K., sang with perfection and Pooja Gaitonde who is currently under the tutelage of Utd 
Munnwar Masoom Sayeed Khan for Sufi music showed her immense talent. The presentation of Vinayak 
Prabhu's bhajans marked by a systematic development of raga structure, expressive singing and powerful taans 
reminded one of Bhimsenji's classics.

In a brief formal program, all artists were felicitated. Sabha President, Shri Uday Malya, laid out the vision of G.S.B. Sabha as "ONE GSB" wherein all GSB organizations will work in synergy to enhance Community well being. He also expressed his gratitude to Sudhir Nayak, who was the driving force behind the program.

Post formal program saw the arrival of the young energetic 84 years old Legend named Ramdas Kamat who is an institution by himself even today. He sang the 1950s and 60s classics, in a resounding voice which belied his age. The in-between chirpy chats on how the Natya Sangeet was composed with Pt Jitendra Abhisheki ,had great round of applause.

Abrochure giving details of Sabha activities was distributed on this occasion.



The Sabha is grateful to the program sponsors: SMS Financial Services, NKGSB Co-op Bank, Redi Port and Saraswat Co-op Bank; co-sponsors: Indian Education Society, Bank of Baroda, Bhandarkar Publications, Helping Hand Foundation, Earth Crop Bio Fertilizers Pvt Ltd, Organica Biotech Pvt Ltd, Hanuman Café, Offshore Marinetech Pvt Ltd, Prabhu Envirotec, Corporation Bank, Gokul Ice Creams, Deltek Equipments, National Hindu Hotel, Roopa Prabhu of Lakme Beauty Salon, Steel Plant Specialities; and donors: Uday Malya, Rajan Bhat, Dr. R.N.Kini, Bina Shenoy, Arun Prabhu, Dinesh Bhandarkar, Laxmikant Prabhu, Ramanand Prabhu, Prakash Hegde, Raghuram Kamath, Pandurang Nayak, Mohandas Pai, Shreedhar Prabhu, Durga Shenoy, Tanushree Shenoy and Deepak Shenoy.

## JAI SHREE SHANTADURGA

Shree Shantadurga Shankhawaleshwari Sansthan, Gothan, Veling, Phonda, Goa



।। सर्व मंगलमांगल्ये शिवे सर्वार्थसाधिके शरण्ये त्र्यम्बके गौरि नारायणि नमोऽस्तुते।।

Starting from October 2016...



## GSB MITRA

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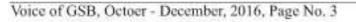
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#### Report on G.S.B. Sabhas's Mahila Shakha Programmes held in the recent past

#### BHAJANSEVA

Our Bhajan group performed Bhajan seva on 15th July on the occasion of Ashadi Ekadashi at Sri Ram Mandir Wadala Math; on 9th and 11th August at Walkeshwar Kashi Math on the occasion of Saptha Bhajan and on 14th September at Sri Ram Mandir, Wadala on the occasion of Ganeshotsav.

#### SHRAVAN HALDI KUMKUM & DURGA NAMASKAR POOJA

Mahila Shakha began its celebration of Diamond Jubilee year (2016-2017), with Durga Namaskar Pooja and Shravan Haldikumkum which was held on Friday, 5th August, 2016, at Dwarkanath Bhavan Hall, Sri Ram Mandir, Wadala, Haldi kumkum was sponsored by Smt. Namratha Kamath, Despite heavy rainfall, 150 ladies participated and 45 kumkum archanas were offered. The pooja was conducted by Smt. Gautami Acharya and Shri Govind Acharya under guidance of Trivikram Acharya of Kurla. Bhajan Seva was offered by ladies from Sabha's Bhajan Class. Ladies were happy to offer 108 Durga Namaskar, a very rare and auspicious offering to the Goddess. The program ended with Haldi kumkum and snacks.



Goddess Durga



Pooja being perfored by Smt. Gautami and Shri Govind Acharya under guidance of Trivikram Acharya



Bhajans by Mahila Shakha Bhajan Class



KumKum Archana





Offering 108 Pradakshina to the Goddess Praying for welfare and prosperity for Sabha

#### BHAJAN COMPETITION

Bhajan Competition was held on Sunday, 18th September, 2016, at Sabha's office. About 35 members were present. Shri Shantaram Pai and Smt. Shushma Iyer were the judges. There were about 20 participants divided in three

Kum. Shobita Shenoy, Kum. Smriti Nayak, and Kum. Tanvi Shenoy bagged 1", 2" and 3" prizes in first group i.e. below 12 years. In the age group 12 - 50 years, Mukund Pai, Kum. Charitha Mallya and Smt. Laxmi Shenoy won 1", 2" and 3" prizes respectively. In the last group i.e. above 50 yrs Mrs Sheela Nayak bagged the 1" prize, Smt Tara Pai won 2nd prize, and there was a tie between Smt Jaya Kamath and Smt. Kasturi Kini for the 3nd prize. A special prize, sponsored by Smt. Laxmi Nayak, was given in appreciation to Kum. Keerti Kamath of the 2nd group. Both the Judges too, rendered beautiful bhajans.

The programme ended with delicious refreshments, sponsored by Smt. Shanteri Nayak.



1st Prize winner in Junior group



MS President felicitating one of the judges Shri Shantaram Pai



MS President felicitating one of the judges Smt. Shushma Iyer



One for the Photo-all the winners and the judges



Special prize by Smt Laxmi Nayak to Kum. Keerti Kamath

#### MUKHYA PRANA PRATISTHA AT VRINDAVAN OF H. H. SHRIMAD SUDHINDRA THIRTHA SWAMIJI

#### ARRIVAL OF HANUMAN RATHA AT KREEDA MANDIR ON 23rd OCTOBER, 2016

As all of us are aware our beloved Dharma Guru, H.H. SHRIMAD SUDHINDRA THIRTHA SWAMIJI, attained Mukti on 16.01.2016 at Sri Vyas Ashram Haridwar. As per the directions of H.H.SHRIMAD SAMYAMINDRA THIRTHA SWAMIJI, Mathadipati of Shree Kashi Mutt Samsthan, Vrindavana Pratishta of H.H. Shrimad Sudhindra Thirtha Swamiji and Prathama Punyathithi Aaradhana of will be observed at Haridwar from 30° December, 2016 to 6° January, 2017.



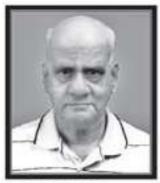
Sri Hanuman Ratha, carrying the idol of Lord Hanuman, to be installed at the Holy Vrindavan, has started from Kochi and going through various places of G.S.B. Temples and Institutions will be reaching G.S.B. Sabha, Mumbai, at the Kreeda Mandir grounds, in the evening on Sunday, 23<sup>rd</sup> October, 2016 at about 5 p.m. Samaj Bandhavas are requested to assemble at Kreeda Mandir by 4.30 p.m. to welcome the arrival of the Hanuman-Ratha. The Hanuman-Ratha will be received with all honours given to Guru of Shree Samsthan as per customs, usage and traditions.

Shri Manjeshwar Kamath, Koteshwara, states "After the soul leaves Swamijis body, it enters into Mukhyaprana and Mukhyaprana is in the form of Hanumanta. And since Hanumanta is chiranjeevi, our Swamiji leaves in this world in form of Hanumanta. Therefore the Hanumanta Vigraha is mounted on Swamijis samadhi. The Vigraha carries in his one hand the Sanjivani Parvata and other hand Mace which indicates that he who prays at Swamijis samadhi will be given abhaya by the mace and good health and longevity by the Sanjivani. Also the Hanumanta Vigraha Ratha started its journey from South and heading towards North signifying the Rama's coming back to Ayodhya alongwith Hanumanta after defeating evil Ravana. And also our Swamiji always loved our people therefore the Ratha is passing through all the Cities and Villages where our community people are based."

All Samaj Bhandavas are requested to assemble in large numbers to welcome the Hanuman-Ratha.

Mumbai 5<sup>th</sup> October, 2016 The Managing & Mahila Shakha Committee of G.S.B.Sabha, Mumbai

#### V. R. SHENOY MEMORIAL INTER G.S.B. CRICKET TOURNAMENT



Shri V. R. Shenov

The Sports club of G.S.B. Sabha, Mumbai, is pleased to announce its 7" edition of "V. R. Shenoy Memorial Inter G.S.B. Cricket Tournament". The tournament will be held on Sunday, 25" December, 2016, G.S.B. Sabha Sports Club Grounds, Entrance next to SNDT's Women College, R.A.Kidwai Road, King's Circle, Mumbai - 400 019.

The Sabha conducts this annual tournament in memory of its ex-Vice President, Shri V. R. Shenoy, who had served in the Managing Committee of the Sabha, in several capacities, from the 90's till his demise in 2010.

It is a matter of pride that the Sabha is being financially supported for this tournament by Shri Sunil R. Shenoy, s/o Late Shri V. R. Shenoy and Sabha is grateful to Smt. Sadhana & Shri Sunil Shenoy for the same.

G.S.B. Organizations are requested to send the confirmation of their participation by sending an e-mail to gsbsabha@gmail.com or contacting the Sabha President, Shri Uday

V. Malya (9820698756) or Sports Convenor, Shri Bharat Kini (93222 51244). The cricket team has to be nominated by a GSB organization. Participation fees ₹500/- per team.

Inauguration will be at 9.00 a.m. The prize distribution function will be held in the evening.

Mumbai

30.09.2016.

Shri Bharat Kini 93222 51244 Sports Convenor

G.S.B. Sabha, Mumbai ADHYATMIK PROGRAMME IN ENGLISH ON SUNDAY, 27" NOVEMBER, 2016

Founder Sponsor of this Programme Smt. Sanjivi Bhat, Ex-President of the Sabha

The programme has been co-sponsored by Generous well-wishers of the Sabha

#### This year the programme is also supported by the following Sevadars:

Smt. Ranjana & Shri Raghuveer Prabhu

Smt. Rupa & Shri K. R. Bhakta

Smt. Sudha G. Pai

Smt. Suman & Shri S. D. Shenoy

Smt. Vijaya & Shri Venkatesh Srinivas Bhat, Wadala

Smt. Geeta & Shri Dinesh Bhandarkar

Smt. Veena & Shri Moodbidri Narayan Prabhu

G.S.B.Sabha, Mumbai, is pleased to announce details of its Annual Adhyakmik Programme. The program will be held on Sunday, 27th November, 2016 at the I.M. Pai Hall of its Sujir Gopal Nayak Memorial Kreeda Mandir, Entrance next to SNDT Women's College, R. A. Kidwai Road, King's Circle, Mumbai – 400019. Br. Yukt Chaitanya, Acharya, Chinmaya Mission, Mahim-Matunga-Wadala-Sion, will speak on Karma Yoga.

The programme schedule is as under:

5.30 to 6.00 p.m.

Bhajans

6.00 p.m. onwards

- a. Welcome
  - b. Introduction of Speaker

Jt. Programme Convenors

- c. Pravachan by Swamiji on Karma Yoga
- d. Question & Answer Session
- e. Prasad Vittarana

Please come with your family and friends to experience the beneficial BLISS of this programme. There is no prior registration. All are cordially invited.

Mumbai 11.10.2016 Uday V. Malya President Shri Damodar Mallya

Shri Raghuram Kamath

98206 98756

98205 06190

93223 33393

You too can help the Sabha by becoming a Sevadar for this programme

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#### G.S.B. Sabha's Mahila Shakha

#### **Future Programmes**

Date	Programme	Time	Venue
TUESDAY 4/10/2016	Navratri Haldi Kumkum Sponsored by Smt. Suman Kini Bhajan by Kum. Brahami Shenoy	4:00 PM	I. M. Pai Hall, Kreeda Mandir
SATURDAY 22/10/2016	66th get-together of eligible Boys & Girls with their parents Sponsored by Smt Kalyani and Shri Jeetendra Shenoy Release of Master List of eligible boys for marriage		I. M. Pai Hall, Kreeda Mandir
THURSDAY 10/11/2016	Annual Get-together 4:00 PM I. M. Pai Hall, Sponsored by Smt. Kripa Kamath in memory Kreeda Mandir of her Late Mother, Smt. Vatsala Shenoy, past President of Mahila Shakha. Cookery Competition Cash Prizes sponsored by Smt. Bina Shenoy in memory of her Late Mother, Smt. Kishori T. Prabhu Any type of savoury with main ingredient as BESAN (Chana peeth) Entry should reach hall by 3.45 PM  A talk by Priya Nayak Gole. (M.A.SLP, Mumbai) Pediatric Speech Language Pathologist "Know your child" An awarness talk on Childhood developments & disord		Kreeda Mandir ory ologist
SUNDAY 11/12/2016	SHAKTI - A Program of Two Workshops See Details in circular printed separately	3.30 PM	I. M. Pai Hall, Kreeda Mandir
MONDAY 16/1/2017	Sankranti Haldi Kum Kum Sponsored by Smt. Sharada Manoranjan F Elocution competition Time: 5 minutes Topic "Significance of rituals in modern ti		I. M. Pai Hall, Kreeda Mandir

All are invited for the programmes.

Bhajan and Bhagvad Gita Chanting classes are held at the Sabha office. Please contact Sabha office for details.

Marriage Information meetings are held at Sabha's office on 2nd and 4th Saturday of every month between 4:00 pm and 6:00 p.m.

Mahila Shakha gives marriage assistance to the needy. We need your assistance to help them better

Donations are gratefully accepted

Smt Durga C. Shenoy

President

Tel: 2789 9113

Smt.Bina Shenoy & Smt. Amita Kini

Jt. Hon Secretaries

Tel: 98205 07690 Tel: 98700 62476

### G.S.B.SABHA'S MAHILA SHAKHA PRESENTS "SHAKTI - TWO INTERESTING WORKSHOPS FOR WOMEN"

G.S.B. Sabha believes that women are the embodiment of Goddess Durga, Lakshmi and Saraswati and are as empowered as men. They are highly educated, talented and competent and have all the capabilities to stand shoulder to shoulder with their male counterparts. During a study conducted, it was established that women are better at multitasking then men. The women were found to be calmer, better organized and planned more carefully than the men.

However, women may lack in the opportunities available to them to explore new technologies and to enhance their skill sets. They may not manage their money matters as they have been conditioned to believe that their primary role is to maintain a good home and to raise children whereas finances are managed by their father or husband.

In order to enable women to enhance their potential and become more self-reliant, G.S.B. Sabha's Mahila Shakha presents "SHAKTI", a programme of two interesting workshops.

Day, Date and Time : Sunday, 11" December, 2016, from 3.30 p.m. to 6.30 p.m.

Registration from 3 to 3.30 p.m.

Venue : I.M. Pai Hall of Kreeda Mandir

#### DETAILS OF WORKSHOPS:

#### "RIDE THE DIGITAL REVOLUTION" WORKSHOP: 3.30 to 5 p.m.

We are now in the midst of a technology revolution. Smart phones are now taking over every aspect of our life. Mobile internet applications, which were a comfort earlier, are now becoming a necessity, which is proved when we answer the question - Can we live without Whatsapp?

So are you prepared to ride the Digital Revolution? It is predicted that India will soon become a cash-less economy and cash is going to be replaced not as much by debit/credit cards but by mobile wallets like Paytm etc. E-commerce is slowly replacing traditional retail and it is now passé to buy from Amazon, Flipkart etc. We even book cabs on the mobile now and recognize the advantages in doing so. On-line payments are being preferred. Conversations are happening over the Internet using the software application Skype, frequently also viewing by webcam.

Are you comfortable doing all this? If no, would you like to get familiar? There is no age to learn something new, and no harm to say I don't know this, but I want to learn. G.S.B. Sabha's Mahila Shakha presents this workshop to help you become more tech-savvy.

Come and get your knowledge enhanced, you are just a step away from changing your life !!!!!!

#### II. "UNDERSTANDING MONEY MATTERS" WORKSHOP: 5 to 6.30 p.m.

It was found that two thirds of women growing up said, money matters were never discussed with them. More women are graduating than men, and yet women lack the confidence when it comes to investments. Even with education they do not trust their ability in money matters.

G.S.B.Sabha presents an opportunity to take (money) matters in your hands, by presenting the "UNDERSTANDING MONEY MATTERS" workshop. This workshop will cover different types of avenues available to you for investing your savings, various types of insurance, basics of mutual funds, planning for short term and long term financial goals – from saving for a wedding to preparing for retirement.

We will have eminent faculty conducting these workshops. Do come and take the benefit. Registration will be from 3 to 3.30 p.m. Program will be followed by light refreshments.

Mumbai Smt. Durga C. Shenoy

06.10.2016 President

Tel.: 2789 9113 Tel.: 98205 07690 98700 62476

Smt. Bina Shenov & Smt. Amita Kini

Jt. Hon. Secretaries

#### Konkani Sammelan 2016





Over two years of preparation by the very small Konkani community of Atlanta culminated in the grand quadrennial event "Konkani Sammelan 2016" held at Georgia International Convention Center (GICC) from July 1 to 3, 2016.

This event was attended by over 1400 attendees from US, Canada, Norway, Republic of Korea, Switzerland & UAE. 65 family names were represented led by Kamaths, Shenoys, Pais, Nayaks, & Prabhus.

Guests had started arriving right from June 29th. Convenient locations of hotels close to the Atlanta airport and GICC made it easy for them to walk to the venue or take a shuttle. 900 hotel rooms were reserved for the guests and made available at a concessional rate. A medical symposium (CME) was organized for medical professionals on the morning of July 1st and Sightseeing tours of Atlanta were organized on July 4th for guests.

GICC was well decorated in beautiful colors to welcome guests. There were vendor stalls selling artistic handicrafts & other wares. Three stages (interesting named: Song, Toi & Saaru) were erected for performers to showcase their talent.

Konkani Sammelan 2016 began on Friday, July 1 with Shankhnaad by Dr.Narasinha Kamath & Deep Prajwalan by five senior couples. Before the start of programs, one minute silence was observed in memory of all departed souls. National anthems of US, Canada & India began the show. The highlight of Friday evening was the Konkani "Yakshagana" that was staged in the US for the first time by Ajeeth Prabhu & Prathima Nayak.



After a sumptuous Amchigele breakfast on Saturday and a short speech by Raj Kini, President of Konkani Sammelan 2016, Konkani Association of Georgia (KAOG), the host committee staged a spectacular opening ceremony tracing the journey of Konkanis. This performance consisted of dances, skits, slideshows & mimes strung together with Sanjay Rao's commentary. Radhika & Sanjay Rao together with performers from Atlanta received high praise for their fantastic performance that held audience enthralled for 90 minutes. During the day, there were dances, dramas, game shows, lectures & seminars presented by performers across

US & Canada. Specially for kids, there was a day camp on both days organized by Hindu Swayamsevak Sangh (HSS) where kids had a great time in creative activities such as craft, drawing & outdoor games. Keynote speeches by Anand Kini, CFO, NBC Universal & Sachi Shenoy, Partner, Upaya Ventures were heard in rapt attention by the audience. Children's film in Konkani "Aa Vai Jaa Saa" by Vastu Ramesh Kamath was premiered and well received by kids and adults alike. Prime time show on Saturday evening was a Magic show by invited artist from India, Om Ganesh Kamath, followed by a colorful dance-drama "Shubhamangalantu Gondholu" presented by performers from New Jersey, New York & Pennsylvania ably produced & directed by Sucheta & Abhijit Trasi. The climax of the Saturday program was a melodious vocal recital by Balachandra Prabhu accompanied by renowned tabla player Pt.Omkar Gulvady, and on Harmonium by Suresh Benegal. The audience loved this program and kept asking for more. Sunday featured another keynote address by M V Kini of M V Kini and Co law firm in Mumbai, followed by humorous skits presented by Konkanis across US, skillful dances by amchigele dancers and stand up comedy shows. Konkanis were recognized during the Awards Ceremony. Sunday evening began with a musical program presented by kids across US leading to the closing ceremony. Banquet dinner was served. After the dinner, guests & hosts danced away till the wee hours of Monday morning to the musical beats of Desi Rhythms, a local Atlanta band.

Aside from a plethora of entertainment programs, amchis, we know, appreciate being fed well! Annapoorneshwari



Food Committee and the Chef Satish Marathe Rao who brought his sous chefs all the way from Houston prepared a menu that was so extraordinary that by the end of Sunday, guests were wondering if there was any Konkani item that was not served. The Amchi dishes served included dali toi, batatya song, tendle bibya upkari, chana ghashi, goli baje, Ubbati and Patoli.

All in all, it was a memorable two-and-a-half days of camaraderie, community and celebration, at the end of which guests were longing for the next Sammelan!



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#### NEWS AND INFORMATION



Managing Committee members of Sabha, with family, received the blessings of Lord Ganesha at the Ganeshotsav's organized by G.S.B. Seva Mandal and Wadala GSB Sarvajanik Ganeshotsav Samiti.



Shri K.M.Kamath, a staunch supporter of Sabha, inaugurating the Federation of All India Caterers Association Exhibition and Convention at Bombay Exhibition Centre, Goregaon, on 27th August, 2016.



- 1) 'A box without Hinges, key, or lid, yet golden treasure inside is hid'
- It is an animal, It is has four paws, It is orange and black, It has stripes, It lives in the jungle.
- 3) What king can you make if you take the head of a LAMB, the middle of a PIG, the hind of a BUFFALO, the tail of a DRAGON.
- 4) I am long when I am young, I am short when I am old, when there is no light people think I am gold.
- 5) It has got a car, but no wheels, It has got a pet, But no fleas.

WITH BEST COMPLIMENTS FROM : Mrs. Lalita Pundalik Pai

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#### HIDDEN GEMS OF EUROPE-CROATIA & SLOVENIA

By Smt. Nirmala Kamath, Kochi



Sheer excitement gripped me as we embarked on a dream vacation to an offbeat destination-Croatia & Slovenia. But, my self-created myth of these being off beat destinations was pleasantly broken by the sight of hordes of tourists of every nationality thronging these places. Only Indians, conspicuous by their absence, brought in the realization, that we have yet to familiarize ourselves with these places. How I wish these spots catch up fast with our fellow tourists!!



Croatia & Slovenia, called the hidden gems of Europe, were the first republics to declare independence from Yugoslavia on June 25th 1991. Masterpieces of natural beauty, these twin sisters as I prefer to call them, never fail to enchant the tourist even for a moment. These corners of the earth God created definitely at leisure & blessed them with the very best of his creations....hills, mountains, valleys & forcests.

gorges.....meadows, woods & forests.... brooks, streams, rivulets, rivers ,waterfalls & cascades. The most memorable visual treat of the azure blue & emerald green lakes that

nature has laid out can be experienced at the Plitvice Lakes National Park in Croatia. Within the boundaries of this heavily forested National Park, 16 crystalline lakes, renowned for their distinctive colours, tumble into each other via a series of waterfalls & cascades. Croatia's luck continues with God's boundless generosity in the form of a stunning coastline along the Adriatic Sea dotted with 1185 islands, big & small.



The drive throughout was a never ending panorama of bountiful nature in all its pristine, serene, virgin & luxuriant glory. Picture postcard vistas of Swiss like landscapes unfolding one after another are just beyond words. The small villages & towns along the coast with their uniformed red tiled roofs against the shimmering blue of the Adriatic are a sight to behold.

The woods & meadows of the countryside sprinkled with alpine chalets & homes, neatly laid out towns & quaint farming villages with traditional wooden houses are still etched deep in my memory. Castles peeping & jutting out from hilltops & forests, black church spires dominating the centre of every village & town lend that mystic touch.





Ancient historical fortresses & towns jostle with modern, glitzy urban cities. As modern & progressive as any western nation, these countries teem with marinas & pleasure yachts, traditional as well as sophisticated eateries catering the best of international cuisine, upscale hotels in heritage style, tree lined avenues on the waterfronts offering discerning shopping & eating opportunities & seats to relax & watch the world go by, clean sand & pebble beaches & countless parks, fountains & gardens in the

centre of the towns as well as suburbs. Adventure sports are very popular due to the natural

opportunities which are to be found in plenty. I was also highly impressed with their modern network of well maintained highways, excellent roads even in way out villages & their exemplary traffic discipline akin to their western counterparts. But, they lack an efficient railway system.

Delightful open markets at every town & city square spoil you with their unlimited choice of local produce like honey, jams, preserves, sausages & fruits such as peaches, plums, nectarines, cherries, strawberries, raspberries, cranberries, blueberries, apples etc. By way of shopping, both Croatia & Slovenia have little to offer, except for some touristy souvenirs, expensive lace, truffles & their local produce of fruit based brandies & liqueurs. Croatia is cheaper than Slovenia by 10-15%.

Their par excellence tourist infrastructure & tourist friendliness is seeing them emerge fast out of the Iron Curtain as a hot tourist & adventure tourism destination. Above all, these countries are as safe as safe they can be, though tourists are warned about stray pick-pocketing cases.

I had foolishly harboured a preconceived notion of these countries bearing the scars of the ravages of ethnic strife, political turmoil, poverty, underdevelopment & isolation behind the Iron Curtain. But, what I pleasantly saw & experienced in these lovely places, brusquely set aside these notions & tempt me to take on the role as their goodwill ambassador.





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#### NEW PERSPECTIVES IN MUSIC MAKING: IN CONVERSATION WITH ANUJA KAMAT.

A face which is becoming increasingly popular on social media through her YouTube channels, for her charismatic way of demystifying art forms like Indian art music, proving that it is not the prerogative of connoisseurs or a certain class, but bringing it out to the mass, acquainting them and teaching them to appreciate and refine their tastes in music, through her cheerful presence and her highly expressive communicating skills... that is Anuja Kamat, an extremely talented singer from our community and a passionate student of music and arts. Kala Coast, an institution working towards the upliftment of the society using music and arts as an effective tool, organized an interactive session by Anuja Kamat on 19<sup>th</sup> August, titled 'Dimensions of Indian Music', at Whispering Palms, Lokhandwala Township, Kandivali East. Following are the excerpts from her interview thereafter.



#### Q. How did you step into the world of music?

A. My journey in the world of music started when I was eight years old. I was initiated into music by my Guru Uttara Kelkar, getting lessons in Sugam Sangeet.

#### Q. Was your talent recognized at an early age?

A. As a school student, I participated in several prestigious music competitions and won many of them. I was also a participant in the Zee Marathi Sa Re Ga Ma Pa Lil' champs, 2008.

#### Q. How did you balance your academic career?

A. I was pursuing my academics parallel to studying music. I secured a double-graduation with distinction in both (B.A. Economics from St. Xavier's College and B. Mus. in Hindustani Shastriya Sangeet from the University of Mumbai) in the year 2014. I further completed my Masters in Music from the university, securing grade 'A' in 2016.

#### Q. What about your familial upbringing?

A. Both my parents, being listeners and lovers of music, encouraged my sister and me to pursue music. My elder sister, an oral surgeon now, was my inspiration to get into music. She being both a singer and a keyboard player, guides me and acts as a critic.

#### Q. Do you perform regularly?

A. Yes, quite often. I also have recorded my private albums.

## Q. You are rocking with your YouTube channel 'Appreciate Indian Music with Anuja Kamat', getting viral on Whatsaap and social media gaining popularity throughout the world. It is also being acknowledged by music connoisseurs and proving beneficial to students of music. What motivated you to initiate this?

A. It all started when I was pursuing a diploma course in Hindustani music from the University of Mumbai. I realized that not much information is provided about Indian music through audio visual media which would really appeal to the audience and kindle the inquisitiveness of students. After completing my graduation, I decided that I wanted to take up the initiative of not just demystifying Indian classical music but about spreading awareness about Indian music in general. This prompted me to start my video channel on YouTube, which is one of the most easily accessible and acceptable media today.

#### Q. Did you face a lot of challenges?

A. Yes, it was a one man's army- right from concept formation, to shooting, editing, animation, narration. Everything here is handled by me. The project works without funding. Nevertheless, I am glad that the videos are being viewed not just in India but also in many other parts of the world with my channel having about 4 lakh viewers. In fact, I felt humbled when I realized that my videos were shown as a part of academic syllabus in one of the universities in Bangladesh.

#### Q. I am really impressed by the presentations on your YouTube channel. I also like the graphics that you have used.

A. Thanks. I have also been interested in graphic designing and writing and have tried to combine these skills with music for the promotion of fine arts.

#### Q. What do you wish to pursue in life?

A. Since I always had an inherent penchant for music and arts, I wish to pursue and do my best in the field. Apart from excelling in the field of music performance I also hope to innovate in the field of music education.

#### Q. Thanks Anuja for your time and wish you great success in your forthcoming life.

A. Thank you so much Sir! May I get the blessings of all the readers and music lovers to continue with my musical journey. Peace be with you and everybody!

Interviewer: Sudhir Nayak (Harmonium player and composer; Director-Kala Coast)

#### **GSB TALENTS TO WATCH**

Concept & Compilation by Laxmikant Prabhu

#### Prabhu Prakash

Prabhu Prakash a young unassuming lad in his mid-twenties hails from a small village called Niddodi near Manglore. He is the youngest Son of Late Janardhan G Prabhu & Radhika J Prabhu.

After his 12° from Alvas college, Moodhidri, he joined BCA course in the same college. Due to the

After his 12<sup>th</sup> from Alvas college, Moodbidri, he joined BCA course in the same college. Due to the untimely death of his father he had to discontinue his studies in the second year and relocate to Mumbai.

His passion for Music and Photography made him quit his job of 3 years as the Import / Export Documentation Head of a private firm.

His journey into the world of music started under the able guidance of Harmonium maestro, Sudhir

Nayak . He started attending music concerts with Sudhirji where he would take photos from basic

digital camera. It was the guru who identified his skills in photography and suggested to take it as a profession. His brother and mother supported his decision & gifted a DSLR.

Prakash started taking photographs of Musical Concerts which was well appreciated by musicians of repute. As assignments kept following him he gradually migrated to covering other topics like food, fashion, streets, weddings etc.

Later his skills and techniques in his Weddings / Pre Wedding & Street Photography made him popular in the Social Networking sites like Facebook & Instagram, where he has more than 18,000 followers. His photographs found coverage in many newspapers, the recent one being in the popular daily DNA. He has successfully participated in many photography competitions conducted at the national level, pan India. The latest feather in his cap is Tata Tea's Kanan Devan Photo Escapade 2016. He was one of the Top 10 winners and also won the Title of Grand Winner Amongst Top 10. Prakash informs with a gleam in his eyes "My winning photograph will be replacing the Tata Tea's Kanan Devan Tea packet's cover photo", a proud moment for his fellow community members.

He also started doing cinematography & his first project was on GSB Seva Mandal Ganpati & second one is "Amgelo Devu" which went viral with 27,000 viewers watching it.

Prakash's photographs have been regularly featured on many of the websites. 18 photographs are selected and featured in Canon USA's BringIt Website, 3 Photographs of the great Hindustani music exponent Shubha Mudgal has been Featured on BBC website. He has been featured on ScoopWhoop website as India's Top 10 photographers in Instagram.

He also pursues his hobbies of Singing, Trekking, Playing Flute & Harmonium.

Prakash is a GSB to watch, we wish him all success in his professional career,

Prakash Prabhu

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#### News from other GSB Organisations

#### GSBS Medical Trust Conducts Healthy Baby Contest - 2016

GSBS Medical Trust organized its annual Healthy Baby Contest, during Sarvajanik Ganeshotsav celebrations at Wadala. The program was sponsored by Indoco Remedies.



Dr.Suhas Prabhu, the Chairperson of the GSBS Medical Trust, welcomed the gathering and briefly explained the facilities available at the GSBS Clinic, Health Rakshak and the new dream project of

the GSBS Medical Trust in Mahim in association with the J.N.Wadia Charitable dispensary.

Dr. Pradeep Acharya explained in detail all facilities available at the GSBS Medical Trust's all centres.

Chief guest Dr. Kumud P. Mehta, a 'Mother and Child' expert, explained the need for good care at the formative years of a child, to make the baby healthier. At the end Dr. Mehta gave away the prizes for the winners. 1" age group between 0 to1 - Baby Girisha Prasanna Pai won the 1" prize

2nd age group between 1 to 3 -Master Vihaan Ravi Rao won the 1"prize

It was a delightful program for all.

Dr. Pranjal Kale, Dr. Suhas Prabhu, Dr. K. C. Patra, Dr Mukund Shirolkar and Dr. Avinash Desai were the judges for the contest.



Dr. Poornima Prabhu, Dr.S.R.Prabhu, Dr.Vasanth Shenoy, Dr.Vivek Pai. Dr.Pradeep Acharya were examining the children and gave their advice to the parents.

Smt.Gita R.Pai conducted the proceedings of the program and proposed a vote of thanks for Indoco remedies for sponsoring this program for the past many years. Thanked the Wadala Mutt volunteers and GSB Sabha's Mahila Shakha volunteers.

#### A Brief Report of the Inauguration of the Mahim Centre of GSBS Medical Trust



It is a great day in the history of GSBS Medical Trust to have been invited by J.N. Wadia Charitable dispensary to run it as a full-fledged Medical Centre in Mahim

This auspicious inauguration of the Centre took place this day on 28th of August 2016, with a brief formal ceremony of ribbon cutting by Mrs. Meera Acharya, wife of Founder Trustee, late Dr.B.M.Acharya, of GSBS Medical Trust

Dr, Pravin Acharya, the Chairman of the Managing committee of J.N. Wadia Charitable dispensary, welcomed the guests and spoke on the making of J.N. Wadia Charitable dispensary in Association with GSBS Medical

Trust.

Dr.Suhas Prabhu, the President of GSBS

Medical Trust, spoke on making the Dream come true by accepting the challenge of the new joint venture.

Trustee-Secretary of GSBS Medical Trust, Mrs.Gita R.Pai, Trust proposed a vote of thanks. Special thanks were given to Smt. & Sri Jagannath Prabhu for Donating the Dental Chair in the memory of his late father Dr.V.R.Prabhu who was the founder Trustee of GSBS Medical Trust, and Sri Ganesh Shanbhag for donating all computers for the Centre.



### MEMORANDUM OF UNDERSTANDING BETWEEN GSB SARVAJANIK GANESHOTSAVA SAMITI AND GSBS MEDICAL TRUST

A Memorandum of Understanding (MOU) has been entered into between G.S.B. Sarvajanik Ganeshotsava Samiti and G.S.B.S. Medical Trust on 25° May, 2016. As per this MOU, the Samiti has donated one Phillips Ultrasound (2D Echo Cardiography) Machine to the Trust to be used for poor and needy patients and to be installed at their "Shrimad Vidhyadiraj Teerth Sripad Vader Swamiji, Mathadipati Shree Samsthan Gokarn Partagali Jeevotam Math – 2D Echo Cardiology Centre" located at the Trust's Health Rakshak Centre at Dadar (E). As a reciprocal measure, the Samiti will be given the privilege of referring patients at any of the three Centres run by the Trust, who will be getting a special discount of 25 % of the applicable rate on all the tests performed in-house, subject to certain terms as mentioned in the MOU.

#### GOLDEN ERA IN SHRI GOKARNA MATH

By K.G.Mallya

Gowda Saraswat Brahmins (GSBs) are fortunate in having amidst us Shrimat Vidyadhiraj Thirth Swamiji of Shri Gokarna Math. Shri Swamiji observed this year's Chaturmas (from 24th July, to 16th Sept 2016) in the Mangalore Branch of Shri Math in Car Street, This happened to be His 50th Chaturmas, aptly named as Golden Chaturmas. This gave us a golden opportunity to meet, converse and seek guidance



from a great saint, seer and sage of our times, who not only is keeping alive our ancient traditions but also giving a new direction as required by the modern times changing rapidly. Shri Swamiji now at 72, was given Deeksha on 27th Feb 1967 by the illustrious Guru Shrimat Dwarakanath Tirth Swamiji in Shri Rama Mandir, Wadala Mumbai. His Holiness became Mathadhipati on 5th April, 1973 as Guru Swamiji attained 'Mukti' and during the period of 6 years Guru Swamiji had trained Shishya Swamiji in all respects.

The Head Quarters of the Math is in Partagal Goa, connected by Konkan Railways and the station is Cancona. The Math was founded in the year 1475 A.D and the First Guru was Shrimat Narayan Tirth. Shri Vidyadhiraj Tirth (we have addressed Shri Swamiji in this brief write up) is the 23<sup>rd</sup> Swamiji in the pontifical lineage of Yatis and the Math follows the Madhwa Philosophy of Jagat Guru Shriman Madhwaacharya having the seat in Udupi. This Math has two presiding deities, Shri Ramadev and Shri Veeravithal worshipped three times a day. According to history, the Math was established in Varanasi on the Banks of the River Ganga.

#### Honour by Manipal University

In a rare gesture of good-will, respect and esteem, Manipal University (headed by the Chancellor Dr. Ramdas Pai) organised on 20th May, 2013 a grand and glittering programme in the Main Auditorium of the University attended by all the chief Executives and officers, teaching staff and others (including the Late Shri M.V.Kamath renowned journalist). Shri Swamiji, in his benedictory blessings, among other things declared that when the calling came from Guru he was a student of Bhandarkar's College,

Kundapur (of Academy of General Education, Manipal headed by Dr. T. Madhava Pai, founder of Manipal) and thus Shri Swamiji was

an old student of Manipal. As a student, Shri Swamiji remembered, that Dr.Madhava Pai was a great organiser and Shri Swamiji, (before taking to 'sanyas') was one of the five volunteers selected by Dr Madhava Pai himself to serve during Shri Rama Nama Japa Yajna in Kasargod Temple way back in the year 1961 with 52 crores of written Shri Ramanaama and that service must have inspired him to move closer to Lord Rama!....



#### One Hundred Crores Salutations to Lord Shri Rama

According to a mythological account, in the Mount Kailas in the abode of Lord Shiva, Mother Goddess Parvati once asked, "Lord of Lords, please tell me what is the greatest mantra in this universe that is easy to chant and is beneficial if one chants with all his heart and mind?" Lord Shiva at once said, "It is none other than 'Rama!' This mantra is regarded as "Taraka Mantra" and there is no parallel to it!"...

"Rama" is the smallest mantra amongst all mantras. But it is greatest, well known as the "taraka". It can be chanted by all irrespective of age, caste and community. It does not need initiation to chant nor time and place and it is omnipotent with ability of fulfilling desires.

After the success of two Shri Rama Japa Yajnas: 1) In 1997 in Wadala, Mumbai and 2) In Partagali, Goa at the Headquaraters, Shri Swamiji announced the third Japa Yajna spread over for 10 days fom 28th Nov., 2008 to 7th Dec., 2008 under the name Vishwa Shanti Mahajaaga and this was dedicated with 100 crores written japas. This was held at Harigram, Panvel.

The sole objective of this Japa Yajna was to pray to Lord Rama for peace, prosperity and welfare of mankind. The response from the devotees and followers was beyond expectation as not only the books containing written mantras came in thousands from all the corners of the country but also people arrived at the venue in throngs, despite the fact that during the formal programme Mumbai was in the grip of gloom on account of attack by the terrorists. To lend the global look, on the concluding day there was a sahasra kumbhabhisheka to Lord Rama and Lord Vithal in the new Mandir at Shanti Kunj and water was drawn not only from the sacred rivers and lakes of India but also from all the oceans, seas and prominent rivers from different continents and this was rare, unique and unheard of. One could see waters of the River Amazon, the Mississipi, the Nile, the Congo, the Volga etc. and they were in transparent bottles with a label of the source, pasted on each one of them. and this sacred collection of 'tirthas' was on display till the last day of 'abhishekam!'

#### Chaturmas in Pandharpur

On entering the 60<sup>th</sup> year, Shri Swamiji observed Chaturmas in Pandharpur, also known as Shri Bhoo Vaikunta, from 6<sup>th</sup> July, 2004 to 28<sup>th</sup> Sept., 2004. The grand finale to the entire programme was on Wednesday, the 29<sup>th</sup> Sept., 2004, when devotees and followers from all over the country participated. The Math created a history in organising a glorious procession in the pilgrimage centre starting from Shri Vithal Rukmini Mandir, the focal point of the town.

After the darshan of the Lord by Shri Swamiji, with hundreds participating, the procession started at 4.30 p.m. and passed through the main thoroughfares with Shri Swamiji majestically seated on a colourfully decorated elephant.

#### A great Tapaswin

The Late Sant Bhadragiri Achyutdas, in the Souvenir of Vishwa Saraswat Sammelan, 1999, was full of appreciation for Shri Swamiji. Among other things he had stated "Shri Swamiji is a great Tapaswin who had 'undertaken the 'kalpavas' in the Triveni Sangam Prayag, Chaturmas in Badarikashram (the work place of Shri Vedavyasa) and climbing the inaccessible and steep heights of the Himalyas by foot on pilgrimage, paid a visit to the holy 'saligram' kshetra' Damodar Kund, considered to be the most sacred by all Vaishanas, which in the normal course is not at all undertaken by any one!"

With all the firsts to his credit, the saint-pontiff Shrimat Vidyadhiraja Tirth is very simple and accessible to all. We pray to Lord Rama and Lord Vithal to bestow health and longevity on Shri Swamiji to carry out many more religious and spiritual activities for the welfare of all.

Announcement of Winners of 5 Questions asked in previous issue, July to September 2016

The following are the correct answers to the 5 questions which were asked in the July to September 2016 issue of VoG

Q1) Which year is being celebrated as the Diamond Jubilee Year by G.S.B. Sabha's Mahila Shakha?

Ans: 2016-2017

Q2) On which date is G.S.B. Sabha celebrating its 82nd Foundation Day?

Ans: 20th August, 2016

Q3) On which days will G.S.B. Sabha's Mahila Shakha conduct its Matrimonial Information Service from August, 2016?

Ans: 2nd and 4th Saturday

Q4) Who has been nominated as G.S.B. Sabha's Trustee to the G.S.B.S. Medical Trust in the Special General Body Meeting held on 24th April, 2016?

Ans: Shri N. N. Pal

Q5) Where is the 104th branch of NKGSB Co-operative bank located?

Ans: Nahur

#### The first 5 all correct answers were received from

1. Deepa Shanbhag 2. Arpana Baliga 3. Geeta Bhandarkar 4. Nirmala Pai

Mahesh Prabhu

#### All correct answers were also received from

1. Kavita Bhandarkar 2. Datta Prabhu 3. Niranjan Bhat 4. Madan Shanbhag

For 5 questions contest of this issue, please turn to page 29

#### PHANCHADIKA WITH SHRI GANESH SHANBHAG, MANAGING DIRECTOR OF FORECAST ADVERTISING, BY AMIT SHANBAUG

Coming from a middle class family background, Shri Ganesh Shanbhag (GS), decided to explore the business worldat an age of 19 while still pursuing his studies. After completing studies, he set up his own advertising agency-Forecast Advertising, in a small chawl at Worli. Today 30 years after its inception, the agency, due to Shanbhag's hard work and dedication, has become one of Mumbai's leading advertising agencies with a staff of around 60 people. He spoke to our Managing Committee member, Amit Shanbaug (AS), about his journey as an entrepreneur.



#### AS-Firstly, how did the idea of setting up your own business germinate?

GS-I come from a very humble background. My father, Kota Ramdas Shanbhag, was employed in Kohinoor Mills as a Senior Manager. I used to be inspired by Gujarati and Marwari businessmen who purely through their industrious work and business acumen achieved huge success. My parents were against the idea of me getting into business and wanted me to get a decent job in a bank after completing my studies. My father used to tell me-businessantuloss zata, tuka divcha ka milege paise na... "(I cannot afford to finance you as you may lose my hard eamed money in business). But that never deterred me. In fact, while I was still in college, I requested him to give me a loan of Rs 5,000 as seed capital to start my own stationary printing business. Fortunately, he obliged.

#### AS-How did you start your first venture?

GS-I would attend morning lectures at Hinduja Law college and after which I would take a train to VT where most of the corporate offices were based. I made sure to visit each and every office, drop my visiting card and pitch to do any kind of stationary, marketing collaterals, screen printing jobs and other communication material for them.

There is a saying that if you knock 10 doors, God would open at least one door for you. With this belief, I would start from the topmost floor of every building at Nariman Point, hand over my visiting card at each office on every floor. I would visit various offices and succeed in getting business from many of them. I would make around Rs. 3,000 in a month which helped me take care of my college fees and personal expenses. In the evenings, I would attend my Diploma in Advertising and Management Course lectures at St. Xavier's college near Metro cinema. My parents admired my commitment and enthusiasm towards managing both business and academics.

#### AS- How did you get into advertising business?

GS- In my earlier days, I had managed to gain a remarkable strike rate in selling. The Advertising course from St. Xavier's institute of Mass communication (XIC), gave me an advantage of learning the technique and power of advertising in persuading customers to buy products or services. I was convinced and happy to make "Advertising", as my career objective. Whatever I learnt, I used to implement it in my day-to-day working. With the passage of time, I could see the result as my clients saw "Value" in what I delivered. Today when I look back, my clients have grown multifold and so have we. Forecast, which began its journey from a small office in Worli, has now grown with its years of efforts and passion to Forecast Advertising Pvt. Ltd. I believe, on-field experience and determination were the keys to this success.

#### AS—Give us some details of your family?

GS: My wife Sadhana, is also my partner in my business, since the time we got married. She has been equally instrumental in taking my business to the heights of success that it has reached today. She heads our Media Department and looks after the work of buying media space and airtime on radio, electronic, print and OOH Media. As media buying is all about negotiations and women having exceptional negotiating skills, needless to say, Sadhana has taken a good care of it. She is extremely committed to keep raising the value chain.

Our son Rahul has successfully completed his full-time MBA from the Indian School of Business (ISB). Majoring in Marketing and Strategy, he too is determined to take FAPL to new heights of success.

#### AS-What were the initial challenges faced?

GS- Only INS accredited agencies use to get 60 days credit from the publication, and start up agency had to make advance payment for releasing ads in newspaper. Raising the seed capital was the challenge I faced initially. I eventually borrowed from my friends and relatives. Within one year of our starting the business, we managed to win the confidence of all leading media houses. Our vendors were kind and offered us a decent credit

period. With the help of good cash-flow, we applied for INS accreditation (An associated body of all leading newspapers and magazines). With INS Accreditation, FAPL received a tremendous credibility. By the end of the second year, our turnover had crossed Rs. 25 lakhs and we repaid all our debts. Our confidence started growing by the day and we employed a staff of 20-22 people till then.

Today Forecast Advertising Pvt. Ltd. employs around 60 talented professionals and operates out of a plush 3000 sq. feet office space in Chembur.

#### AS-What is your message to start-up firms??

GS: I believe that every person deciding to start their own business should have a backup plan or a contingency source of income besides their active business income. I mean individuals from their daily livelihood need to create different asset class which will consistently yield passive income.

That is because the business world is very volatile and one tends to fail unless reinvented every 3 – 4 years. There are several disruptive elements which would force you out unless you continuously keep bettering yourself with bigger and better innovation or technology. If you are working on a particular technology leading to better pricing, one cannot rest on the laurels as someone else would come soon compete you with a better pricing or a better technology and force to really re-think your strategies. So it is also very important that you have a passive income to keep you going. You need to set your targets to ensure that you don't depend only on your active income. Start working to achieve Passive income > active income over a passage of time.

#### AS- You also conduct a lot of philanthropic activities?

GS-Yes. Being a diabetic, I thought it is important that I create a public platform to foster awareness about diabetes and the complications arising out of uncontrolled diabetes. Currently, close to 13% of the India's adult population is detected with diabetes; while the rest are unaware if they stand at risk. Close to 40% of all diabetics are youth.

As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others.

- Audrey Hepburn

In the year 2003, we started an NGO called Helping Hand Foundation with the motive to educate people on diabetes and its preventive measures for healthy living.

HHF organized Defeat Diabetes - large format Diabetes Awareness Exhibition and Health Check-up Camp with the help of medical experts and association with Rotary Club, in Mumbai, Ahmedabad, Nagpur, and Bangalore. Through these camps, we have organized interactive lecture sessions with medical experts, advice on diet and nutrition, medical advancements in drug deliveries and instruments, medical check-up and more. More than 20,000 people have benefited from our public awareness and education programmes.

Now HHF supports 22 juvenile diabetic children from impoverished background in Mumbai for medication and treatment. Our target is to scale it up to 100 patients within the next 2 years. . I am extremely thankful to G.S.B.S Medical Trust, Dadar, for their valuable support and help under the Aarogya Nidhi Scheme in the treatment of our underprivileged Juvenile Diabetics

We request readers to bring to our notice any Juvenile Diabetic who needs support for medication and treatment. We are willing to support them. Visit our website <a href="http://www.helpinghandindia.org">http://www.helpinghandindia.org</a> for further details.

#### AS-What is the message you would like to give to the youth?

GS-For youngsters who would like to venture out as entrepreneurs, I would like to say:

- Think Bia
- Do not be afraid to take risks
- Business only fails when there is no plan
- Believe in yourself and you can do it.

#### Answers for ANAGRAM scramble asked in KIDS CORNER on page 12

1. REDUCE, 2. HABITAT, 3. ANIMAL, 4. GREEN, 5. CLEAN, 6. ECOLOGY,

7. RECYCLE, 8. EARTH, 9.CONSERVE, 10. PLANT, 11. REUSE

ANS: ENVIRONMENT

#### Answers for WHO AM I

An egg,
 A tiger,
 Lion King,
 Candle,
 Carpet.

#### M R PAI – An Uncommon Common Man

Written by his wife Gita R. Pai

Being asked to write about my husband, with whom I spent the best 42 years of my life was not a task so simple as it appeared. As I sat down to write, a whole lot of memories flashed in front of my eyes. My biggest challenge was to encapsulate his life and achievements to fit within a set number of lines – a daunting task indeed.

Mangalore Ranga Pai, popularly known as M. R. Pai was born in Manjeshwar, on 7th May, 1931. The eldest of 8 children born to Sugandhi and Raghavendra Pai completed his early schooling in Mangalore. As a student, he had a brilliant academic career. After completing his intermediate college from Mangalore, with rather limited education possibilities, he joined Madras Presidency college, and completed MA in Political Science getting a 1th Class 1th rank, winning the Candeth gold medal of the year. Two years later, he went to USA from where he did MA in journalism from the prestigious University of California Los Angeles (UCLA), again winning the gold medal.

Post his studies in UCLA, he stayed in the town of Carlsbad and worked for a small newspaper, "Carlsbad Journal" where he was news editor, reporter, copy editor, photographer and, sometimes, even typesetter all rolled in one. The community involvement and the amount of voluntary social work that Americans in this small town were engaged in through 42 social service organisations impressed him deeply and these impressions were to have a lasting effect on him and the causes that he would take up later in life.

The Forum of Free Enterprise was set up in 1956 by A. D.



Shroff as an organized effort to counter state propaganda against private sector and to educate the public on why private enterprises and not public undertakings would accelerate economic growth. At a young age, when he had to choose between a well-paid secure corporate job and the option of taking on the uncertainties that come from working for a recently formed voluntary organization, Pai chose the latter. "What he did was extremely important for the country" said Adi Godrej attributing some of the changes in India's economic policies to the work of organisations like the Forum of Free Enterprise in which Pai played a key role.

Over the years, M. R. Pai acquired another identity - that of a



Consumer Crusader, though his 'crusading' began almost around the same time as he joined the Forum. On one hand, he fought for free enterprise through the Foum and on the other, he also believed that the consumer of goods and services deserved to be treated fairly.

It would not be incorrect to say that M. R. Pai was the pioneer of the consumer movement in India. How it started, he did not remember, but he would always say that God wanted him to do and that was the agenda of his life. What kept him going? He would say - "Most Indians are ignorant of their



rights and are taken for a ride". He wanted to make our democracy a little more meaningful by citizens actively participating in public affairs, without which the democracy can't work. A 15 paise post card can solve many problems. One well written letter is worth more than 1,000 morehas.

M. R. Pai's passion was for dealing in simple areas like telephone, cooking gas, Airlines, Banking etc. These are mass consumption areas, and with complicated rules where people were very easily duped. He would study all the rules and regulations of one particular consumer area and then get into the field of educating the public. In all these consumer areas he would quote their own rules and defeat them. Same was true in the banking field. He knew more about banking rules and regulations than any of the Banker himself. He was never rude to the Banker, but would educate the banker and

Voice of GSB, October - December 2016, Page 28

get the complaints of the depositor solved very easily.

Pai's consumer activism resulted in his authoring a number of booklets and publications, many of which received wide publicity in the media because of their consumer interest. Customer Service & Depositor Rights went into as much as 16 editions. Once Mr. Vajpayee, the then Prime Minister. asked M. R. Pai why so many editions of the booklet had to be published? Smilingly Mr. Pai replied, "Governments have succeeded in keeping banks inefficient & I gained the opportunity to educate the public by adding more editions of the booklet." Reader's Digest in its October 1995 issue which contained a complete article on M R Pai said, "For this coolheaded crusader, getting justice for the common man is a way of life." Recognising the large amount of work he did in the field of Consumerism, Reader's Digest called Mr. Pai, the Ralph Nadar of India. In 1997, H. H. Srimad Vidyadhiraj Thirth Swamiji of Shree Samsthan Gokarn Parthagali



Jeevottam Mutt honoured M. R. Pai with the Vidyadhiraj Award and recognized his meritorious work to the society with glowing tributes.

We got married in 1960, in Mangalore and had two children, son Shyamsunder and daughter Deeksha. As a husband he was a loving and caring person and as a father he doted over his children. Although I was a housewife, he actively encouraged me to take up learning of various skills be it tailoring, baking, hair-dressing or getting involved with work of the G. S. B. Sabha and its Mahila Shakha. His guidance helped the Mahila Shakha in compiling a database of list of eligible boys & fortnightly meet with the parents. Notwithstanding his work schedules which included a lot of travel, he would always participate in and whole heartedly

support decisions taken at home and of his family. From an early age he delegated lot of his household responsibilities to me and Shyamsunder. Where ever, his advice and guidance was needed, he was surely there. Throughout his life, M. R. Pai enjoyed good health aided by regular exercise like swimming and walking. His food habits were very simple and he never complained about food. He rarely fell sick and hardly ever visited a doctor, such was his good health. It was a shock to all when he was diagnosed as suffering from Non-Hodgkins Lymphoma at the age of 71. Diagnosis of his illness took time and by then, the disease had spread. Not one to complain, he quietly underwent chemotherapy with all its terrible side-effects. The last 14 months were the most difficult ones for him as he was admitted to the hospital a dozen times both for chemotherapy and treatment of the sideeffects. I kept all my activities aside to take care of my beloved husband. His words are still ringing in my ears. "Allthese years you have been a busy lady serving the community. You have resigned from your positions. Will you be happy to remain at home?" I assured him that I was the most privileged person in the world, because now my priority is my husband.

His journey of life came to an end on the morning of 3<sup>rd</sup>. July, 2003 when he had completed 72 years.

On his passing away the popular daily 'Afternoon Despatch & Courier' wrote "Mr.Pai was Everybody's Friend and Nobody's Enemy. A kind gently person with time and good word for everyone. The sort of man you could not bribe anybody to say a bad word against. And on whom you could count on for anything at any part of the day or night"

Ms.Krishna Basrur, a founding member of the Consumer Guidance Society of India wrote "The overflowing crowd at the condolence meeting for M.R.Pai held in Indian Merchants Chamber Hall is a testimony to his enduring influence on all those with whom he has been associated, whether businessmen, consumer activists, officials, housewives or students. He walked with the kings of industry, yet never lost the common touch. Life is precious, how you lived is more important than how long you lived". To quote, Mr. Deepak Parekh, Chairman of HDFC, "Life is not a popularity contest. How many lives were affected for the better because of Pai? I may know a thousand people but I do not make a mark on them. Pai knew a hundred people but made a mark on each one of them".

#### Five Questions of which you will find the answers in this issue of VoG

Here are 5 questions, the answers of which are embedded in the reports/articles/announcements which are made in this issue of VoG. You have to read the pages carefully and get the correct answers. Please send the answers by e-mail to gsbsabha@gmail.com. The names of senders of first 5 all correct answers will be featured in next issue of Voice of GSB. Please send your full name and membership number (you will find this on your address label printed next to your name) in the e-mail.



- 1. What NGO has been started by Shri Ganesh Shanbhag in the year, 2003?
- How much percentage discount will be available to eligible GSBs on tests performed at GSBS Medical Trust due to a MOU signed between GSB Sarvajanik Ganeshotsav Samiti and the Trust?
- 3. Who has been featured on the ScoopWhoop website as one of India's top ten photographers on Instagram?
- 4. When will "Riding the Digital Revolution Workshop" be conducted by GSBS Mahila Shakha?
- 5 When will the Prathama Punyatithi of H.H.Shrimad Sudhindra Tirtha Swamiji be observed ? Voice of GSB, October - December 2016, Page 29 Vol. X, Issue 3

This column is dedicated to Mr. Anant Pai Creator of Amar Chitra Katha. Uncle Pai had a profound influence on my childhood through his informative yet interesting two comic book series, Amar Chitra Katha and Tinkle. He taught me to fall in love with reading and made me realise how words can have a magical influence when weaved into a story.

7-year-old Anant was playing at home. Suddenly his mother Sudha heard something break in the drawing room. Yes, little Anu as he was fondly addressed at home had broken his father's phone.

"Oh Anant what have you done? You just broke your father's ipad screen" gasped Sudha. "I did not do anything Amma. It fell and broke on its own" said Anant feigning innocence. "Oh dear Anu it was your father's favourite. It was imported." "Amma what does imported mean?" asked Anant. Sudha was exasperated with Anant's queries but she also realised her little boy was a very curious kid. "Anything that is not manufactured in our country or bought in foreign land is imported. Your father got this from Japan. So this is imported" she answered patiently. "Amma I want to know more about Japan" said Anant, his eyes twinkling with curiosity.

"The country of Japan lies to the east of the world. Japanese call their country 'Nippon' or 'Nihon' which means 'Source/Origin of Sun'. It is also called 'Land of the Rising Sun' because beyond the lands of Japan lies the Pacific Ocean. So for Asia it seems as if Sun is rising from the lands of Japan. Japan lies at the eastern end of the Asian continent. Which other nation is a part of Asia, can you recall Anant?"

"I know Amma, India. I want to know more about Japan, Amma" Anant insisted. He was all ears to every word spoken by his mother.

Sudha continued "Japan is also known as an 'Island Nation' because the entire country is an archipelago of 6852 islands." "Amma what is this archipelago?" asked Anant curiously. "Archipelago is a chain or cluster of islands. Anant do you remember we spoke about Volcano last week?" asked Sudha. "Yes they are mountains who vomit fire," said Anant innocently. Sudha smiled, her young boy surely has a vivid imagination, "Japan has many volcanic mountains. It has more than 100 volcanoes of which many are active volcanoes. The highest peak in Japan is Mount Fuji is home to the cone shaped volcano. Japan is most affected by frequent earthquakes and tsunamis. 73% of Japan comprises of forests and mountains and is unsuitable for agriculture of for habitation. Also Anant did you know Japan is one of the most densely populated countries in the world". "Wow Amma, does Japan have more people than VT station in Mumbai?" asked Anant innocently with made Sudha chuckle. "Yes Anant many times over VT station. The

ratio of population to area is known as density and Japan stands at 347 (population/km²) whereas for India it is 446" she replied.

"The neighbours of Japan are Russia, China, both the Korean countries (North and South Korea) to its west and USA towards its east. Between USA and Japan lies an expansive ocean which is the Pacific Ocean."

"Can you tell me the name of the city where your father had been to last month?" she quizzed. "I know it was Tokyo. He also went to Kyoto" replied Anant. "Yes. Tokyo is the capital of Japan and it is also the largest city of Japan. Kyoto is another city of Japan but unlike Tokyo which is a metropolis, Kyoto is steeped in Japanese culture with many temples, shrines and other historical monuments. The Kiyomizu temple in Kyoto is a huge Buddhist temple and the wonder is, this temple is built entirely from wood without a single nail used in its construction. Other major cities in Japan are Osaka, Nagoya and Sapporo etc. Anant which car does your father drive?" "Ana drives a Toyota car" replied Anant promptly. "Toyota is a Japanese car. Did you know there is a Japanese city by the name Toyota? Japan is famous for technology manufacturing. Many brands such as Toyota, Honda, Sony, Canon, Panasonic, Toshiba etc are Japanese brands. The Japanese believe in hard work and dedication towards work. That is the main reason for their success in developing so many brands and technologically advanced products".

"Amma I want to know more about what people in Japan eat. Do they also eat rice like us or chapatti like Pinky's family?" enquired Anant. "Japanese cuisine is rice based, A bowl of steamed rice is served with most Japanese meals. Rice is complemented by fish, meat, vegetables or tofu. Tofu is bean curd made by curdling soy milk. The dish which complements rice is known as Okazu. Japanese traditionally dislike different flavoured dishes touching each other on a single plate, so different dishes are given their own individual plates or are partitioned using leaves, etc. As per the traditional style of eating, placing the Okazu on top of rice is not liked. Japanese respect seasonality of nature through food, preferring to eat dishes made from food freshly available in that season. Japanese cuisine also sparingly uses dairy products, red meat and various oils and fats. As Japan is surrounded by the ocean, Japanese love seafood. Japanese prefer to have their meals by sitting on low tables and cushions i.e. by sitting on the floor. While men can sit cross-legged, women are expected to sit with both legs to one-side. The formal way to sit for both sexes is the kneeling style known as seiza. The Japanese are very traditional and prefer to wait until the eldest member at the dining table starts eating. It is also customary to eat rice to the last grain", "Amma they are just like me. I too eat everything you serve. I do not leave food in my plate" said

Anant. Sudha smiled, her boy was right he had been good with food. "Do you know what Japanese noodles are called?" she asked her little boy. "Hakka Noodles?" he questioned. "No Japanese noodles are called Ramen. These are Chinese style wheat noodles and are extremely popular in Japan".

"Did you know Anant, Japan's Head of State is Japan's Emperor?" "Japan has an Emperor? Wow" exclaimed Anant. "Although all administrative decision making lies with the Prime Minister who is designated by both houses of Diet (Japanese term similar to Parliament), the Head of State is Emperor Akihito and the Japanese throne is known as the 'Chrysanthemum Throne'. The Imperial Palace is located in Tokyo".

"Amma do Japanese speak English or Japanese?" quizzed Anant. "Most of Japan speaks Japanese as their first language but there are many dialects. Tokyo dialect of Japanese is considered as standard Japanese. There are other languages such as the Ryukyu, Ainu, Orok, Nivkh etc spoken in different parts of Japan". "Amma, does Ana know to speak in any of these Japanese languages?" asked Anant. "No" she replied. "Then what does Ana do?" "Anant, your father travels to Japan for work i.e. on business trips. He

mostly travels to the cities yet it is difficult for him t converse in English with the locals as English is not easily spoken and understood. Yet the warm and helpful nature of the Japanese tides over any language barriers".

Just then the doorbell rang. As Sudha opened the door, Anant rushed towards his father, "Ana I am sorry I broke your ipad's screen, but can we go to Japan?" he enquired apologetically unable to mask the excitement of a trip to Japan. Prasad was trying to assimilate all the information his son shared in those two sentences. He looked towards Sudha for clarity. Sudha laughed looking at the perplexed face of Prasad. "Your ipad slipped from Anant's hands and fell. I guess it has broken but please check. As the ipad was imported i.e. bought in Japan, Anant wanted to know about Japan. As you know our son has an insatiable thirst for knowledge and information. I have done my bit, I introduced him to Japan now it is your turn. He wants to see Japan. I too want to. So when should we pack our bags? asked Sudha with a grin. "Wow! A broken ipad and a demand for trip to Japan all in one day. Life surely is getting expensive nowadays" though Prasad.

Through this "Curious Anant" series, we will explore various countries by following the curiosity of Anant.

#### RECIPES - Sweets for Diwali

By Smt. Anuradha Prabhu

#### INDORI

#### Ingredients :-

1 cup thick phowa 3/4 cup jaggery 1/2 cup grated coconut 1 tsp powdered cardamom 1/2 tsp powdered pepper(optional)

#### Method:-

- Dry roast the phowa in a karahi till brown, cool and grind to make a coarse powder.
- Mix jaggery with 1/4 cup water and make a one string syrup.
- Add the grated coconut and cook till semi dry, add the phowa powder, cardamom powder and pepper powder, mix well.
- 4) Grease a small katori with ghee, pour some of the mixture, flatten with a spoon and pour on a plate, repeat the process with the remaining mixture(this process has to be done quickly before the mixture hardens).
- The indoris will harden once cool, can be stored in an airtight container.

#### SAKKRE KAJUBEE( SUGARED CASHEWS)

#### Ingredients :-

1 cup cashewnuts 3/4 cup sugar 1 tsp cardamom powder 1/2 cup water

#### Method:-

- Lightly roast the cashews.
- Mix together sugar and water to make a two string syrup, add the cardamom powder.
- Add the cashews and mix well so that all the pieces are coated evenly.
- Remove in a plate and allow to cool. Store in a airtight container.

## KIDS' ZONE





Vivaan Kini 6 years



Atimanyu Telang



Swacha Bharat Abhiyan by Omkar Uday Shanbhag 12 years



Szachi Kini 9 years

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