

ECHOES

PERSPECTIVES / KNOWLEDGE / TRAVELOGUES / IDEAS

VOLUME - 1

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| PAGES 16



The Team and the incredible DTA success at CIDCO Auditorium.

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PP Rtn. Tilak S Exchanging club flag with Rotary Club of Tollygunge, Kolkata

From the Editor's desk

Walk the Talk

By Rtn Adv Pankaj Vijayan | pankaj@intralegal.in



Firstly, let me thank those members who contributed articles for the magazine. The magazine provides a platform to share perspectives, opinions, ideas, travelogues, knowledge, and more

Our new President Venkatesh and his team has started off well, having accepted the challenge to organize the fund raising marathon. Wishing the team all the best. As the oldest club in Navi Mumbai, we have a rich legacy to live upto

As the year is coming to an end, it is time for us as to look back, reflect and introspect.

This year I learnt a few lessons; one is from my recent holiday wherein I learnt that in small ways we can reduce carbon footprints. Thick reusable warm and wet cotton cloth replaced disposable paper tissues. Water was in metal bottles, instead of single-use plastics. It looked classy, thoughtful and reflected their eye for details.

This stood in stark contrast to the common practice here, where serving water in plastic bottles is considered modern and fashionable. Our weekly meetings are not complete without plastic water bottles. Every meeting we leave generous amount of carbon footprints.

One can take solace that plastics we trash can be recycled but the fact is recycling can be once or twice and not possible thereafter and ends in landfills and eventually back on our dining table through the food we eat in the form of microplastics.

The other lesson is from the new underground aquiline metro and other a/c metro trains and stations, which are very well maintained, at par with those in advanced countries. Kudos to the general public, they do not litter. It appears cleanliness attracts cleanliness and dirt attracts dirt.

As a club with a focus on sustainability, we must lead by example. A simple yet significant first step would be to eliminate plastic water bottles entirely from our meetings, replacing them with water from our purifier.

Society often adopts novelty and fashion. Let's make sustainability fashionable. Our upcoming 4th January 2026 marathon is an opportunity to showcase sustainability by reducing plastics as much as possible. It is our chance to send a message that Rotary Club of Navi Mumbai do not just talk but also walk the talk.

HOW TO LEVERAGE NETWORKING IN THE ROTARY CLUBS?

1.Active Participation: Attend club meetings and events regularly. Active involvement will help you build relationships with fellow members.

2.Identify Key Contacts: Identify members with expertise or connections in your field or areas of interest. Connect with them and seek advice or collaboration opportunities.

3.Committee Involvement: Join or lead committees that align with your skills or interests. This can help you collaborate with members who share similar passions.

4.Share Your Skills: Offer your skills, knowledge, or services to help with club projects. This showcases your abilities and can lead to networking opportunities.

5.Attend District Events: Rotary often hosts district or regional events. Attend these to meet members from other clubs and expand your network.

6.Engage in Service Projects: Participate in community service projects organized by Rotary. You'll meet like-minded individuals and potential partners.

7.Rotary Leadership: Consider taking on a leadership role within the club. It can enhance your visibility and networking opportunities.

8.1-on-1 Meetings: Initiate one-on-one meetings with fellow members to get to know them better and explore potential collaborations.

9.Promote Your Business: If you run a business, let fellow members know. Rotary members often prefer doing business with each other.

10.Rotary Conferences: Attend Rotary conferences and international conventions to meet members from around the world.

Remember that networking in Rotary is about building meaningful connections and contributing to your community. Approach it with a genuine interest in service fellowship..

TOGGLE NAVIGATION REVERSE PSYCHOLOGY

CONSCIOUSLY PLANT IN SUBCONSCIOUS AND RESULTS CHANGE

By Rt Ann Mrs. Vasundhara Jakka



A few years ago, the Bose Acoustics Corporation had a new product, the Bose Wave Music System and their ad campaign for it was not successful - it said - "Hear something completely new"

Until they changed one thing - "Hear what you've been missing." and that caused buyers interest shot up and resulted in huge sale.

Why?

Because with something new, people are uncertain, and when they are uncertain, they feel they are entering unknown territory-scary..right?

People want to avoid losses. With new insight- what the Bose marketers did, they put it at the top of the ad: "Something you will lose, something you will miss."

No one wants to miss on something..

This is a classic example of Pre-suasion(From Robert Cialdini's book). 'Pre-suasion is the practice of getting people emotional to your message before they experience it. It's the ability to cause people to have something at the top of their consciousness that makes them receptive to your message that's yet to come'.

What you say or hear just before you deliver your message or performance that leverages your success tremendously
Another interesting example -

The best salesman before starting his talk said-"I left something in my car, can I get your key to let myself in once I fetch what I need?"

What is the trick of salesman that worked for the pricey consultant?

He created a sense of trust-who do you think would be given key and access to your cabin except someone you really trust?

That made people more likely to buy what he was selling, as he created a mindset in them that they are dealing with a trustworthy person.

In both cases we see the other side was tricked unknowingly

1-in Bose Acoustic case-sense of FOMO worked

2-the salesman case-he subconsciously planted trust and they did

Many examples are popping in my mind
Reality show-sob stories, Magicians uttering few words before starting the act..and list goes on.

What examples/case studies are coming to your mind?

MARATHON HISTORY

By Rtn TILAK SHANKARAN



'Marathon' comes from the legend of Pheidippides, the Greek messenger. A minimum distance to qualify as a marathon is 42.195 kilometres. The legend states that while he was taking part in the Battle of Marathon, in 490 BC, he ran the entire distance to Athens without stopping, exclaiming "we have won!", before collapsing and dying, all done to intercept Persians from passing a misleading victory claim.

The historical accuracy of this legend is a matter of debate. The Greek historian Herodotus makes no mention of a messenger sent from Marathon to Athens and relates that the Athenian army, having fought and won the gruelling battle and fearing a naval raid by the Persian fleet against an undefended Athens, marched quickly back from the battle to Athens, arriving the same day.

When the modern Olympics began in 1896, the organizers to popularize the event, ran on the glory of ancient Greece and the first modern Olympic Games was held in Athens

A selection race for the Olympic marathon was held on 22 March 1896 that was won by Charilaos Vasilakos.

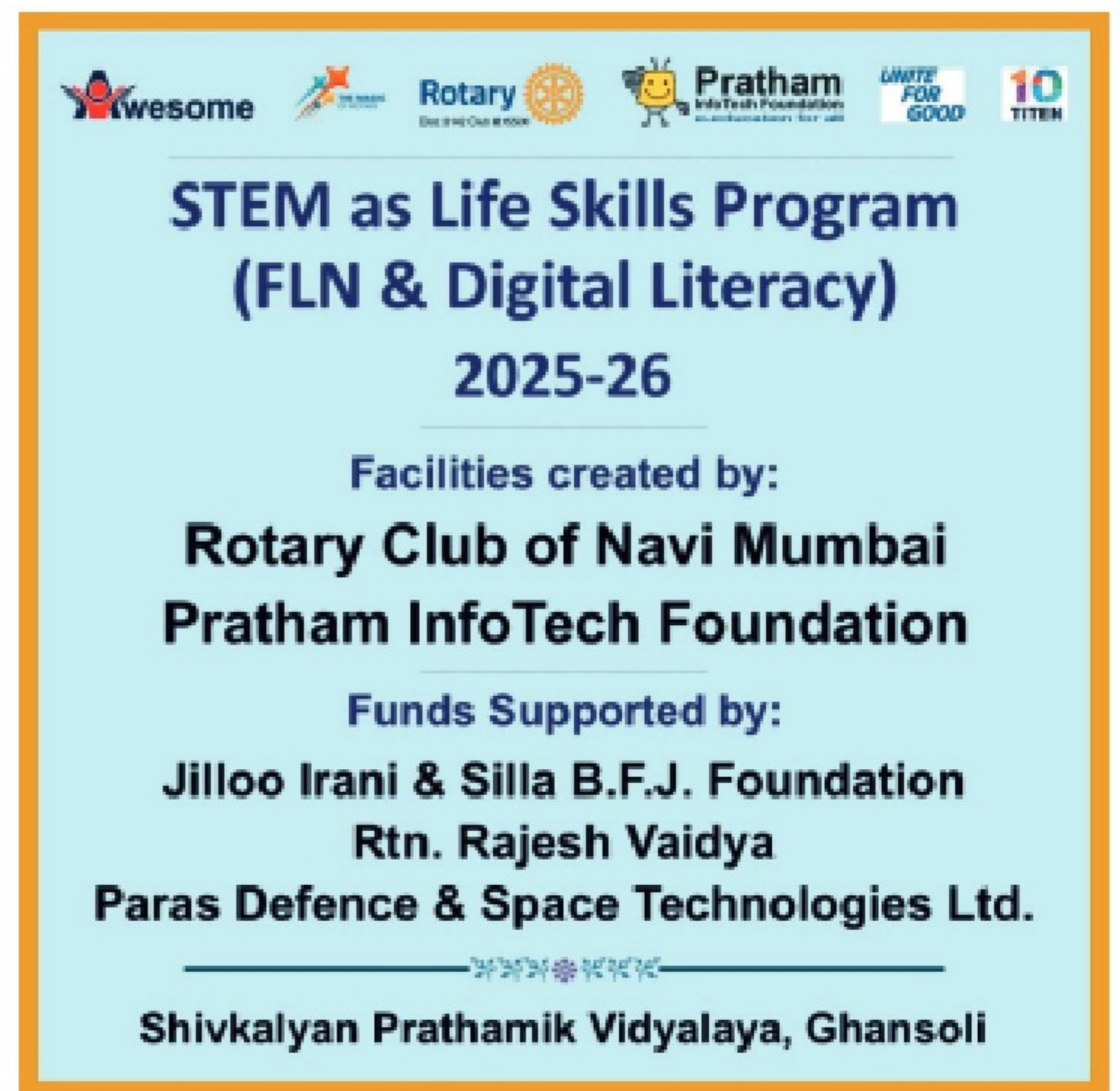
The winner of the first Olympic marathon, on 10 April 1896 (a male-only race), was Spyridon Louis, a Greek water-carrier, in 2 hours 10 minutes and 50 seconds. The marathon of the 2004 Summer Olympics was run on the traditional route from Marathon to Athens at the venue for the 1896 Summer Olympics. That men's marathon was won by Italian Stefano Baldini in 2 hours 10 minutes and 55 seconds, a record time for this route until the non-Olympics Athens Classic Marathon of 2014 when Felix Kandie lowered the course record to 2 hours 10 minutes and 37 seconds.

The women's marathon was introduced at the 1984 Summer Olympics (Los Angeles, US) and was won by Joan Benoit of the United States with a time of 2 hours 24 minutes and 52 seconds.

The Olympic men's record is 2:06:26, set at the 2024 Summer Olympics by Tamirat Tola of Ethiopia. The Olympic women's record is 2:22:55, set at the 2024 Summer Olympics by Sifan Hassan of The Netherlands. Per capita, the Kalenjin ethnic group of Rift Valley Province in Kenya has produced a highly disproportionate share of marathon and track-and-field winners

For a long, women were not included. Arlene Pieper became the first woman to officially finish a marathon in the United States when she completed the Pikes Peak Marathon in Manitou Springs, Colorado, in 1959. Bobbi Gibb had completed the Boston race unofficially the previous year (1966), and was later recognized by the race organizers as the women's winner for that year, as well as 1967 and 1968.

The current world record time for men over the distance is 2 hours and 35 seconds, set in the Chicago Marathon by Kelvin Kiptum of Kenya on 8 October 2023.' The world record for women was set by Ruth Chepng'etich of Kenya in the Chicago Marathon on 13 October 2024, in 2 hours, 9 minutes, and 56 seconds breaking Tigst Assefa's previous world record of 2 hours 11 minutes and 53 seconds by almost two minutes, breaking the 2:11 and 2:10 barriers in the marathon.



Guest of Honour Smt. Rajani Kishor Apte Speaking At Felicitation Ceremony of Special Educators, The True Nation Builders in the presence of Chief Guest Rtn. Harsh Makol, DG District 3142



SONGS ----- AND STRANGE STORIES

By Rtn Prem Kumar



Music is an instinctive effort to express the emotional urges of the human soul

Bollywood songs have been part of our life, expressing a phlethora of emotions, for life's myriad situations.

A song is a creative collaborative effort between the composer & lyricist, based on a given situation in a film, but many songs are associated with interesting stories and this is what I shall dwell upon in a series of articles titled..... Songs and their Strange Stories

Ajeeb Dastaan hai ye, a perennial favourite of the legendary singer Lata Mangeshkar, this song's opening lines translated as - - a Strange story this is indeed a song, with a strange story !

In 1952, the minister of Information & Broadcasting, decided to ban film songs from All India Radio, because he felt they were a bad influence on the youth of the nation. After the film Industry protested, and after considerable efforts made, finally the ban was lifted in 1957, however, they said that every song would be examined and only those that passed the test would be aired.

A Song Stamped Out:

Now songs of, film "Dil apna preet parayi" came under review. Those days we had the gramophone records and on the 78 rpm record, there were 2 songs. One on either side. Somehow, the officer did not like or approve of the song,

"seesha - e - dil - - itna na uchalo" and asked his assistant, to stamp.... Not approved on this song but on the other side, was the song "Ajeeb dastaan" and he by mistake, stamped "Not approved" On this fabulous song, so by a sheer error, this song was banned from AIR and could be heard only on Radio Ceylon.

This song in Raag Bhupali, is one of the favourites of Lata ji. There were 7 songs in the film and can you believe it, this was the only song without the word... Dil.. strange indeed.

A song that became the film title:

Have you come across a case, where the Title of the film was changed because of the immense popularity of a song in that film?

"Kabhi tanhayiyon mein bhi, HAMARI YAAD AYEGLI." Is a song from the film Hamari yaad ayegi. The songs as always, were released before the launch of the film and this number carrying so much PUNCH, and sung by Mubarak begum became so popular, that the producer decided to change the name of the film from "Jawan Mohobbat" to.. "Hamari yaad ayegi." This film also launched Tanuja in the lead female role. The number, which became the singer's signature song, was composed by the Gandhi-cap wearing music director Snehal Bhatkar in director Kidar Sharma's 1961 film.

IMPORTANCE OF ISO 9001 CERTIFICATION FOR ACCELERATING BUSINESSES IN INDIA

By Rtn Aadesh Sikchi Certified ISO Lead auditor saadesh2001@gmail.com;



ISO 9001 certification has become a crucial requirement for Indian businesses aiming to enhance quality, strengthen credibility, and access wider market opportunities. As the world's leading Quality Management System (QMS) standard, ISO 9001 provides a structured framework for improving processes, reducing operational inefficiencies, and ensuring consistent delivery of products and services. In a competitive and rapidly evolving business environment, this certification is a strategic asset across multiple sectors.

In the **manufacturing sector**, ISO 9001 is essential for maintaining standardized production, reducing defects, and ensuring reliable quality control. It helps manufacturers meet global market expectations and enhances their eligibility for exports and partnerships with multinational companies.

For the **hospitality industry**, including hotels and resorts, ISO 9001 supports superior service delivery, effective complaint handling, improved safety practices, and consistent guest experiences—factors that significantly influence customer satisfaction and brand reputation. In **clubs, recreational facilities**, and membership-based institutions, ISO 9001 enables

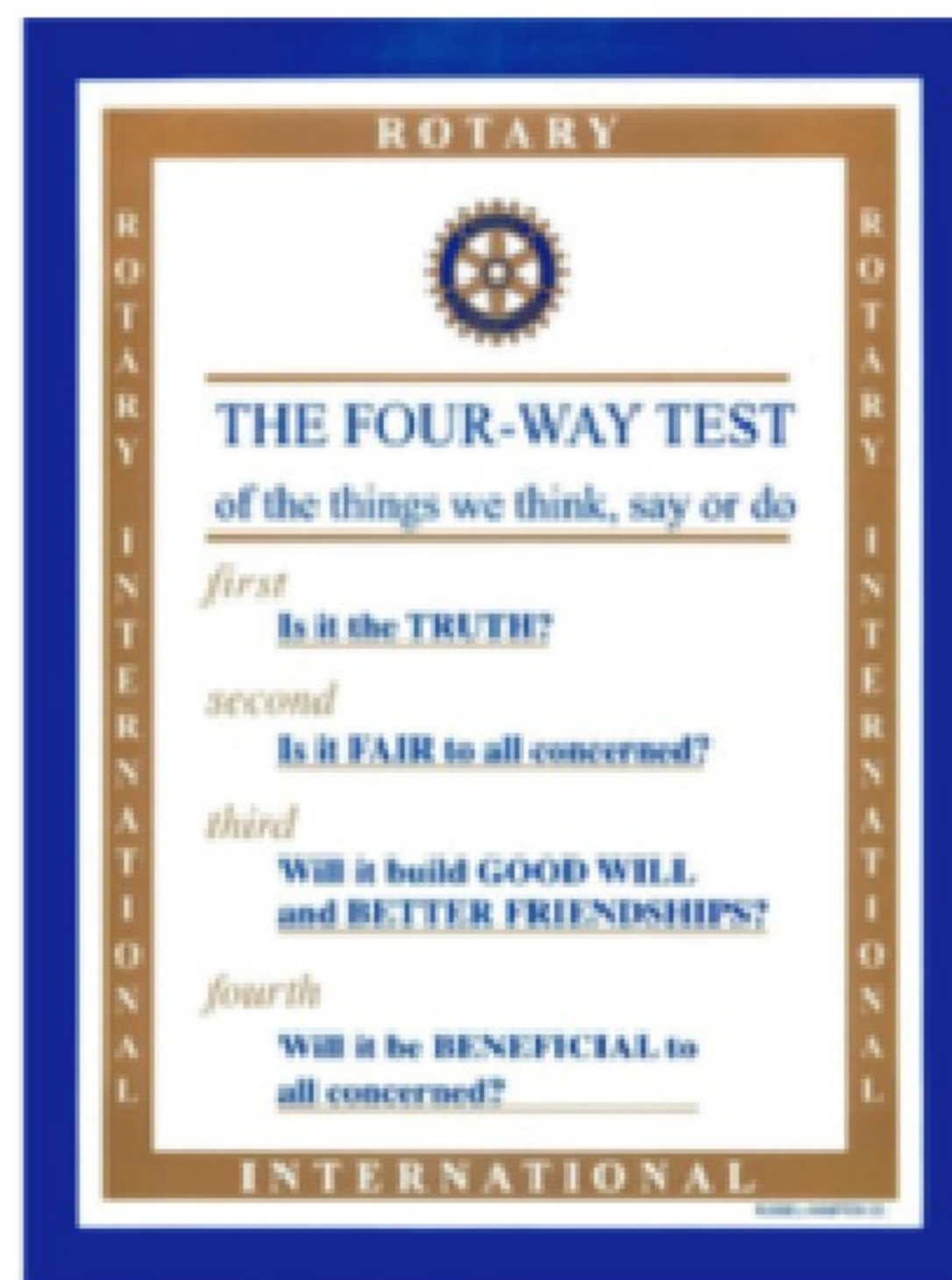
structured governance, better facility management, and streamlined member services by implementing clearly defined processes, these organizations can consistently deliver high-quality experiences to members and guests & imbibe trust of members, especially new members.

A major advantage of ISO 9001 certification is its importance in **government, PSU, and public-sector tenders**. Many departments and PSUs require bidders to be ISO 9001 certified as part of their pre-qualification criteria. The certification assures the government that the organization follows documented, systematic processes and adheres to internationally recognized quality standards. For companies involved in engineering, infrastructure, facility management, IT services, manufacturing supply, and consultancy, ISO 9001 significantly boosts eligibility, tender scores, and competitive advantage.

Across all industries, ISO 9001 enhances customer confidence, operational transparency, and continual improvement. It supports regulatory compliance, strengthens risk management, and promotes a culture of excellence.

In summary, ISO 9001 certification is not just a quality standard—it is a strategic investment that improves performance, builds trust, and opens doors to business growth in India's diverse and competitive market.

FOUR WAY TEST BY HERBERT J. TAYLOR



The Four-Way Test, was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy.

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive.

At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate..While we had a good product our competitors also had fine cookware with well advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were..

With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount.

We decided that it should be the character, dependability and service mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical.

We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out.

whether their proposed plans, policies, statements or actions were right or wrong. Considerable time was spent in developing four short questions which now make up the Four-Way Test.

Here are the four questions:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

After about sixty days of faithful constant effort on my part to live up to the Four-Way Test I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to the Four-Way Test to feel qualified to talk to some of my associates about it. I discussed it with my four department heads. You may be interested in knowing the religious faith of these four men.

One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew and the fourth a Presbyterian.

I asked each man whether or not there was anything in the Four Way Test which was contrary to the doctrines and ideals of his particular faith. They all four agreed that truth, justice, friendliness and helpfulness not only coincide with their religious ideals, but that if constantly applied in business they should result in greater success and progress. These four men agreed to use the Four Way Test in checking proposed plans, policies, statements and advertising of the company. Later, all employees were asked to memorize and use the Four-Way Test in their relations with others.

The checking of advertising copy against the Four-Way Test resulted in the elimination of statements the truth of which could not be proved. All superlatives such as the words better, best, greatest and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products.

The constant use of the Four-Way Test caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature.

When we found an opportunity to speak well of our competitors we did so. Thus, we gained the confidence and friendship of our competitors.

The application of the Four-Way Test to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and good will. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business. Through over twenty years of sincere effort on the part of our personnel, we have been making steady progress toward reaching the ideals expressed in the Four-Way Test. We have been rewarded with a steady increase in sales, profits and earnings of our personnel. From a bankrupt condition in 1932 our company has paid its debts in full, has paid its stockholders over one million dollars in dividends and has a present value of over two million dollars.

All of these rewards have come from a cash investment of only \$6,100, the Four-Way Test and some good hard working people who have faith in God and high ideals. Intangible dividends from the use of the Four-Way Test have been even greater than the financial ones. We have enjoyed a constant increase in the good will, friendship and confidence of our customers, our competitors and the public and what is even more valuable, a great improvement in the moral character of our own personnel.

We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in, business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

LEGAL BITES

By Rtn Adv Pankaj Vijayan



A person buys a flat from a bank in an auction. The purchaser mortgage the said flat as a security for housing loan with the same bank. Subsequently it is understood that the title is imperfect. The question is whether the buyer can blame the bank and obtain discharge from payment. The answer is bank having sold on as is whereas basis, cannot be faulted.

Points to note while buying property in auction from any bank, gov or from court

- The sale is on as is where is basis. No guarantee that the title to the property is free from encumbrances
- It is the duty of the purchaser to conduct a thorough due diligence.
- The Institution will not indemnify the buyer in case the tile is found to be defective.
- Instances of unscrupulous persons mortgaging the same property multiple times in favour of multiple banks by fabricating documents is not uncommon.
- Auction purchaser should also ensure that no case challenging the auction is pending before any court, the owner retains the right to challenge the auction even after the completion of the auction if it is shown that the procedure was in violation of law.

Points to remember while buying property

- The buyer ought to independently verify the title, cannot rely on Bank's verification which bank does while granting housing loan.
- Advocates are in no position to identify whether the papers are fabricated or no. Advocates are not forensic experts to certify when the documents are fake or not
- The liability of the borrower to pay the dues to the banks continues even if it is found that the title is defective. Buyer cannot blame the bank and contend that since the bank has granted loan after verifying the title, if the tile is now found defective, he shall not be liable to pay the loan outstanding.
- .When bank sells in auction, it is on 'as is where is basis', whereas when a person mortgages the flat, it is expected to be clear and marketable.



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Thank you!!!
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RC Navi Mumbai

For Contributing \$1000 towards the Annual Fund



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Manoranjan Seva at Old Age Homes by Project Director Rtn. Prem Kumar for which RCNM has a distinguished unbeatable records.