

VOL. III ■ ISSUE 10 ■ NOVEMBER 2013



DIWALI FIREWORKS AT OUR CLUB

OPENING OF MAIN LIBRARY WITH KIDS CORNER

DANDIYA RAAS AT OUR CLUB

THE MAGIC READING ROOM CLASSES IN THE KIDS CORNER

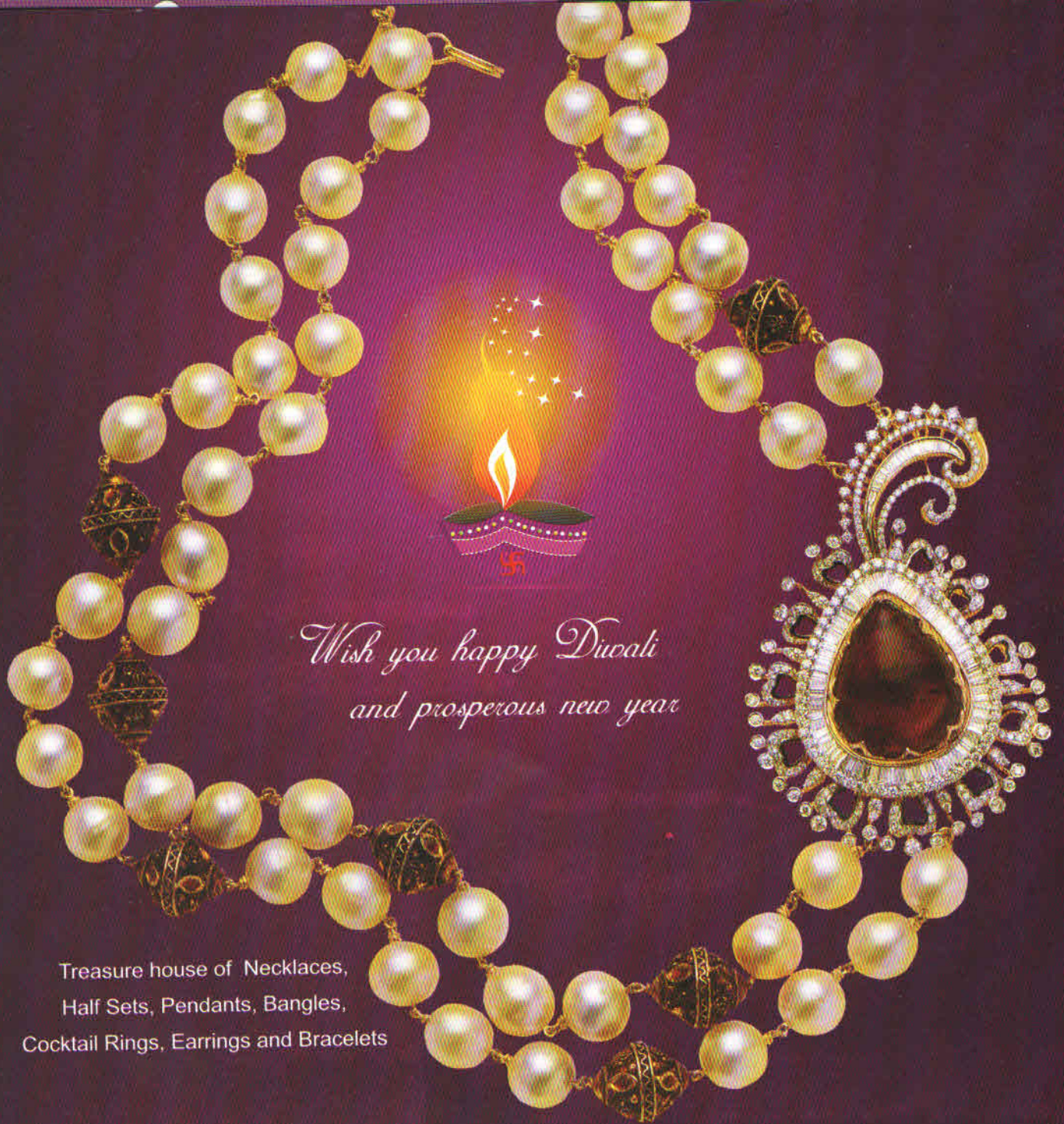
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DIWALI

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JUHU VILE PARLE GYMKHANA



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## FROM THE DESK OF THE PRESIDENT



Dear Members,

The festival of lights is over. I hope all of you had a good holiday.

To help you get into the celebratory groove, JVPD Club had organized the DAANDIYA event on Sharad Poonam day, which was a great success, with young and old. This was an event revived after 10 long years.

We have several such events, talks and dos planned for you during the coming season. Come and enjoy and while away the winter blues, which are just around the corner.

On the development side, the Float Bar renovation is nearing completion and we shall shortly be carrying out renovation and upgradation of the air-conditioned Fast Food Restaurant area.

**ANIL M. MAHESH**

President

## EDITOR'S NOTE

Dear Members,

*Your Club welcomes your suggestions and feedback about the facilities made available for you and how we may go about improving these.*

*Please go ahead and write to us your views. Feedback forms and drop boxes are placed in various areas just for this purpose. We will try our best to meet with your expectations.*

*We solicit your suggestions and comments regards "SANDESH".*

*In order to better manage the Club and deliver quality service to members, we had quite some time ago undertaken a project for streamlining processes and systems. This effort shall very soon culminate into ISO 9000 certification.*

*Similarly we are at the final stages of establishing an organisation structure which inter alia shall clearly lay down job profiles of key functionaries and reporting structure. There also would be an HR policy in place.*

*The aforesaid aspects were sorely missing till now.*

*Our quality policy and quality objectives appearing on another page, say all that we hope to achieve in the near future.*

*Hope winter shall bring out the woollens from your closet.*

**KIRAN DALAL**  
Editor

**YASH BHUTA**  
Co-Editor



## FORTHCOMING EVENTS...

**17 NOV 13**

### A TALK "MAN SAMRUDHH TO JIVAN BUDHDHH" BY SHRI SHOBHIT DESAI

Library Sub-Committee organizes a talk by Shri Shobhit Desai which is to be held on 17th November - 10.30am at Jasmine Hall.

**22 NOV 13**

### TABLE TENNIS HOME TOURNAMENT

The Table Tennis Sub-Committee will be conducting TT Home Tournament 2013 from 22nd to 24th November 2013. Last date of submission of entry - 19th November 2013.

**23 NOV 13**

### 'MAGIC READING ROOM' - LIBRARY & READING PROFICIENCY CLASSES

Library Sub. Committee introduces 'Magic Reading Room' classes by Pomegranate Workshop. These classes are for children from Age group 6-9 years & 10-14 years. Free Demo Class on November 23rd, 10.30am onwards. Forms available at MSD. First come first basis.

**23 NOV 13**

### FUN FILLED MUSICAL EXTRAVAGANZA

Entertainment Sub-Committee presents Fun Filled Musical Extravaganza by renowned artist on 23rd November 2013. For more details contact Member Service Desk.

**NOV 13**

### BADMINTON "TIN & BOTTLE JUMBLES TOURNAMENT" 2013

Badminton Sub-Comm. proposes to conduct Badminton "Tin & Bottle Jumbles Tournament" in the 3rd week of November 2013. Members interested may contact badminton dept.

**NOV 13**

### TABLE TENNIS COACHING CLASSES

TT Sub-Comm. proposes to start TT coaching classes. Members interested may contact Chairman Suketu Mehta, (between 5 to 6pm only) Mobile: 9702298143 or email to damodaran@jvpgclub.com with name, membership & tel. nos

**13 DEC 13**

### SR. CITIZEN RETRO BAR NITE

Sr. Citizen Sub-Committee presents 'Retro Bar Nite - III' on 13th December 2013 at Activity Hall from 8 pm onwards. For more details contact Member Service Desk.

**15 DEC 13**

### 'MANN DARPAN' - MENTAL HEALTH AWARENESS PROGRAM

Library Sub. Committee introduces 'Mann Darpan' by Angels Clinic. This will be a Free Mental Health Awareness Program held on 15th December - 10am onwards at Jasmine Hall.

**16 DEC 13**

### CLUB FOUNDATION DAY

Club Foundation Day will be celebrated on 16th December 2013 with Satyanarayan Pooja at 4.30 pm. All are invited.

**24 DEC 13**

### CHRISTMAS CARNIVAL

Our club would celebrate Christmas Carnival on 24th Dec. 2013 from 4.30 pm. There would be exciting theme games, Air walkers, Air Plane Ride, Rock Climbing, great food, good music and dance with Santa Claus.

**31 DEC 13**

### NEW YEAR EVE

Ring in the new year to great music, fun, food & cocktails in the environment you love with the people who matter.

**DEC 13**

### BADMINTON HOME TOURNAMENT 2013

Badminton Sub-Comm. proposes to conduct Badminton Home Tournament in the 2nd week of December 2013. Details will be put up on the notice board.

**7 JAN 14**

### New Year Celebration with Pure Authentic Winter Food 'Ponk'

Sr. Citizen Sub-Committee presents New Year Celebration with Pure Authentic Winter Food 'Ponk' on 7th January 2014 at Activity Hall from 8 pm onwards.



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# OPENING OF LIBRARY "THE KNOWLEDGE AND ENTERTAINMENT CENTER"



Yash Bhuta - Chairman, Library Sub-Comm.



**T**he main library refurbished with a new look along with the exclusive library for kids – "Kids Corner" was opened to all the members on October 6th at 9.30am.

The opening ceremony was attended by a lot of happy and excited members and senior members of the Managing Committee.

It was intriguing to see children flocking into the kid's corner, amazed and excited, picking up books and lounging

on the colorful bean bags. The look on their faces said it all. The Library Sub Committee members were overwhelmed by the thumbs up awarded by the children.

The urgent renovation work in the main library which was carried out under the supervision of the Hon. Jt. Secretary Himanshu Gokani was also applauded and appreciated by all.

In carrying out the renovation work, special care and emphasis have been

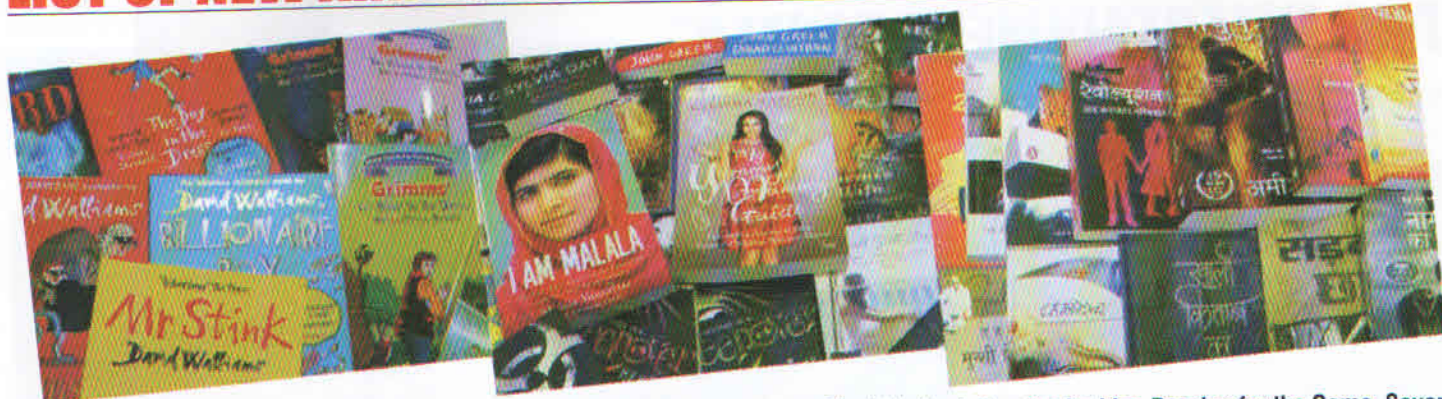
given to areas such as positioning and type of the light and minimization of noise and dust, to enhance the comfort and pleasure of readers in the library.

The Library Sub – Committee welcomes feedback and suggestions from members on making our club library, the nucleus of the club. Please write in your suggestions on [mrsinghcoo@jvpgclub.com](mailto:mrsinghcoo@jvpgclub.com) or drop in a letter with the librarian.





# LIST OF NEW ARRIVALS AT THE LIBRARY



An abundance of Katherine, Will Grayson - Green John • **Between the Lines** - Picolt Jodi • **A Passion for him, Passion for the Game, Seven years to Sin, Don't Tempt me** - Day Silvia • **The Lowland** - Lahiri Jumpa • **Scandal Point** - Samar Fahad • **Awaken** - Cabot Meg • **Lady You're not a man** - Purohit Apurva • **History Keepers** - Dibben Damian • **Karana's Wife** - Kane Kavita • **Compass Box Killer** - Jha Piyush • **The Blood Keeper** - Gratton Jessa • **Sweet Saltair** - Delinsey B. • **Stay Where you are & then Leave** - Boyne John • **Degree Coffee by the yard** - Laxman Nirmala • **Bankrupt** - Subramaniam Ravi • **The Rythm of Riddles** - Bandyopadhyay S • **House of Cards** - Murty Sudha • **City of Gold** - Gill Anton • **Pulse** - Rayburn Tricia • **A Restless Wind** - Husain Shahrukh • **Revenge Wears Prada** - Weisberger L. • **Playing the Odds** - Roberts Nora • **Bloodline** - Cary Kate • **The Bmber Dog** - Rix Megan • **The Kill List** - F. Forsyth F. • **Shadow Play** - Deshpande S. • **The Hobbit** - Tolkien J R R • **The Village Bride Of Beverly Hills** - Daswani Kavita • **Always You** - Kaye Erin • **12 Titles** - Children Books • **16 Titles** - Hindi Books • **The Cuckoo's Calling** - Galbraith Robert • **Dead Man's Time** - James Peter • **The Kill Room** - Deaver Jeffrey • **The Signature of all Things** - Gilbert E. • **Police - Nesbo Jo** • **Kitchen Clinic** - D'Souza C. • **I am Malala** - Yousafzai M. • **The Man of the Moment** - Kamath M. V. • **The Firm** - McDonald D. • **A Treacherous Paradise** - Mankell Henning • **Mistress** - Patterson James • **Accidental India** - Aiyar Shankkar • **Playboy's College Fiction** - Turner Alice • **My Yummy Mummy Guide** - Kapur Karishma • **The Hungry Ghosts** - Selvadurai Shyam • **City Adrift** - Fernandes Naresh • **Russian Roulette** - Horowitz Anthony • **Two Evils** - Tracy P.J. • **The Long Shadow** - Marklund Liza.



## MOLLY MOON & THE INCREDIBLE BOOK OF HYPNOTISM - Georgia Byng

**M**olly Moon. An orphan girl found in a box of 'moons marshmallows' outside grim old Hardwick house the worst orphanage that could be, where she lived for 10 terrible years under the horrible miss Adderstone.

All was normal (in the 'normal' ba d way) before Molly fights with her best friend...her only friend and finds a book that will change her life forever.

The plain old Molly who has never slept in warm sheets or has never had edible food learns the art of making people do what she wants them to, and overnight her life changes.

Experience Molly's adventure in the enthralling page-turner that will make you forget to breath. You will not be able to put this book down.

This book is a must read that will show you how the simplest of people can become stars, more than you could ever think of. Molly outsmarts a trained robber, and still stops herself from following the wrong path. This book will teach you to never give up, even if you think you are ungifted, because deep inside your soul you will find gods greatest gift...YOURSELF. Nothing is impossible.

Book Review by  
**ISHIKA CHABRIA**  
Mem. No. L-3681  
12 years

## BOOK REVIEW

We encourage children to send reviews of the books they read so that other children are exposed to varied books. Pl send the reviews to [mrsinghcoo@jvpgclub.com](mailto:mrsinghcoo@jvpgclub.com)



## SHOES OF THE DEAD - Kota Neelima

Book Review by  
**SONAL CHABRIA**

**K**ota Neelima is a Political Editor with The Sunday Guardian and I have read a few of her journalistic articles but reading Shoes of the Dead really blew me away.

Its a perfect mix of journalism and fiction. In my opinion her best book so far. Riverstones and Death of a Moneylender are some of the novels written by her.

For the last three years I have been reading about Vidharba and farmer suicides felt for the farmers but after reading "Shoes of the Dead" I realised I had not "felt" at all. There are moments in your life when you have experiences and assume them to be the best or the worst you have felt until you get the real experience. This book to me was a REAL experience. A mix farmer suicides, dark politics and ethics of journalism, it is a very interesting read.

Makes us urban people look at the desperation of the rural, their need to be ethical and the price they have to pay to be good humans....being good and moralistic can sometimes not be a virtue or can it?





# ANNOUNCING – MAGIC READING ROOM

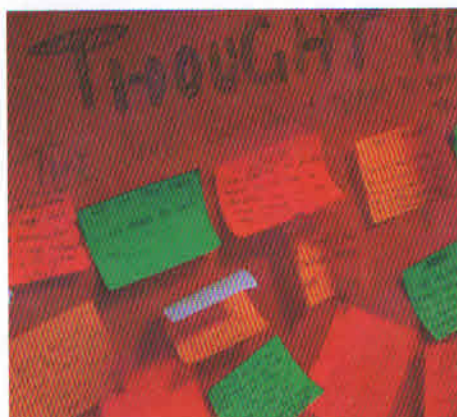
A LIBRARY & READING PROFICIENCY PROGRAM FROM NOV. 30th ONWARDS!

Ages 6-9, 10-14

(FREE DEMO CLASSES ON 23RD NOVEMBER - 10.30 AM)

"If you want your children to be intelligent, read them fairy tales.  
If you want them to be more intelligent, read them more fairy tales" ~Albert Einstein

The Magic Reading Room program conducted by The Pomegranate Workshop is now at Juhu gym! The Magic Reading Room program runs across various international schools in Mumbai and has been recognized for its tremendous value add to the international curricula of Mumbai's foremost international schools.



## AIM OF THE PROGRAM:

- To make the Library a Nucleus of the gymkhana
- Library events to create a buzz about reading which will involve every age group in the gymkhana who can participate with small effective gestures (please see description of International Days celebrations)
- An effective library program generates active learners, adept at using library resources to further their own development
- The Magic Reading Room is a comprehensive Library Program that encourages interest in Reading and provides students with the tools to use Library Resources

## KEY FEATURES OF THE PROGRAM:

- A comprehensive reading list that incorporates both fiction and non-fiction (biographies, journals, memoirs, travel writing and personal accounts of real-life events)

- A Faculty comprising trained facilitators to deliver learning objectives and assess learning
- A special selection of texts that bolster classroom learning through stories and subsequent activities
- Age-appropriate reading progression to aid reading skills, vocabulary and exposure to information
- Classroom Activities that demonstrate real-life application of textual information in real-time

## HOW THE PROGRAM WORKS:

- The Pomegranate Library Program is engineered to help students engage with stories through creative exercises
- Students are encouraged to read, interpret and voice their opinion on a diverse range of reading material, and demonstrate their understanding through practical, hands-on activities
- The Pomegranate Library Program promotes judgment-free individual expression that helps create open-minded inquirers, thinkers and communicators
- Through a number of follow-up activities such as observing international events or days, exploring different cultures through their stories, celebrating the works of world luminaries the program fosters international-mindedness and cultural sensitivity

## SPECIAL FEATURES:

### Today is the Day

Each month, the Pomegranate Library Program observes several important days internationally and nationally that sensitize children to various global movements, literary genres and themes. Each concept is anchored by internationally acclaimed texts and poems known for their quality of writing and illustration to engage children with the world of books.



Yash Bhuta, Chairman, Library Sub-Comm.

*This is a great opportunity for the kids of our club and to this end, the Library Team urges parents to come forward and make their children, readers for life.*

## SOME OF THE DAYS OBSERVED ARE AS FOLLOWS:

Birth Anniversary of Lewis Carroll  
International Mother Language Day  
Thanksgiving Day  
International Peace Day  
World Literacy Day  
Kite Flying Day  
Hiroshima

## PROGRAM DETAILS:

Free Demo Class – November 23rd, 10.30am till 12pm.

## CLASSES START FROM NOVEMBER 30TH (8 SATURDAYS)

No of sessions = 8

2 consecutive batches per Saturday

Age group 6-9 years = Batch one

Age group 10-14 years = Batch two

Duration per session = 1.5 hours


Cost per child = Rs. 600/- (8 sessions)

## TIMINGS


Batch one (6-9 years): 10am to 11.30am

Batch two (10-14 yrs): 11.45am to 1.15pm

*Forms available at MSD.  
First come first basis.*



JUHU VILE PARLE  
GYMKHANA CLUB  
Library Sub-Committee introduces



## The Magic Reading Room

Classes by Pomegranate Workshop

Classes would start from November 30th, every Saturday for 8 Saturdays.

Timings : Batch 1 (6 to 9 yrs) : 10am - 11.30am  
Batch 2 (10 to 14 yrs) : 11.45am to 1.15pm

Magic Reading Room is a comprehensive reading and library program for kids.

**FREE DEMO CLASS ON NOVEMBER 23RD, 2013**  
**10.30 AM TO 12.00 PM**

Forms available at MSD  
For more details contact Member Service Desk.

*This is a great opportunity for the kids of our club. The Library team urges parents to come forward and make their children, readers for life.*



# RIGHT TO INFORMATION

**F**or the very first time the 36th Sr Citizen Forum Event was a joint venture with the Library Sub Committee and there was an impressive crowd of 154 members for a very informative and educative talk which was conducted by renowned RTI activist Shri Sailesh Gandhi.

Prayer was held once the meeting was called to order, following which Shri Satish Shah gave the Welcome address. The Chief Guest was introduced by Smt Pramodini Nanavati following which Shri Shailesh Gandhi spoke for almost an hour and half on what exactly RTI is.

Right To Information (RTI) existed since the day the Constitution of India was framed. The present Act only gives procedures to operationalise this right.

The Right To Information is derived from our fundamental right of expression under Article 19 of the Constitution of India. If we do not have information on how our Government and Public Institutions function, we cannot express any informed opinion on it. Mazdoor Kisan Shakti Sangathan (MKSS) in the rural areas of Rajasthan first brought RTI on the agenda of the Nation.

A Few types of cases where this right can be used:

1. You need information on some activity of the Government, or reasons on record for certain decisions.
2. You know or suspect corruption or wrong doing in some department or activity. The mere asking of information sometimes reduces illegal acts, since the wrongdoers feel restrained or threatened by exposure.
3. When bribes are sought to give your ration card or water connection OR an authority refuses to act on a complaint or FIR.
4. You feel you could suggest improvements, if you have the information.

## WHAT CAN THE RIGHT TO INFORMATION ACT DO?

1. It restores to Citizens the right to get information on rules, expenditure, reasons for taking decisions, copies of Government orders, agreements, Audit reports and so on. Virtually most activities of the Government can be monitored by the people.
2. Anyone can use RTI, without going to a Government office at low cost.
3. With a Rs10 fee and a proper format, a Citizen initiates a very powerful legal course, which entitles him to



**Satish C. Shah**  
Chairman  
Sr. Citizen Sub-Comm.



**Yash Bhuta**  
Chairman  
Library Sub-Comm.

information, which can be demanded by MLAs and MPs on the floor of the house! You do not have to get forms from anywhere. Just use the format, specified in some States.

4. Citizens have felt helpless as individuals to question or correct wrongs. This Act restores the majesty of the Citizen and empowers him to use the Power of ONE.
5. You can convert our purely electoral democracy into a true participatory democracy, by which we can get and monitor better governance, and also be early participants in framing policy.

Following this educative talk there was a question and answer session wherein a lot of doubts were cleared.

Flowers were presented by Smt Sushilaben Bhatia & the Vote of Thanks was proposed by Shri Suketu Mehta.

**Since RTI is essential we will follow up about it in the next issue ... wait for it**





# POOL PARTY AT OUR SWIMMING POOL

October 20th a day full of events started with the Pool Party with more than 120 children between the age group of 4 to 13. Our club was greeted with music, fun and laughter at the pool side. The entertainment committee worked really hard to make sure the event was a grand success. The children played and competed together. The tele-games were a huge success. One after the other before they could get bored the children played with pichkaris and cans, Rolling Balls, walked the plank like pirates and had a Boat relay with ropes. This was one of the favorite events for the children at our club.



**VIJAY MEHTA**  
Acting Chairman,  
Entertainment

The entire event was co-ordinated by Shivani Chokhani and Dilnawaz Jokhi in consultation with Hon. Jt. Secretary Himanshu Gokani. After the games at around 6.30 pm all the children were served with elaborate snacks and thereafter event lasted till 7.30 pm. Parents & kids enjoyed this event a lot.





# TRADITIONS LIVE DANDIYA



Among the several forms of Raas, the most popular one is "Dandiya Raas", which is performed during Navratri. In fact, it holds a significant place in Navratri celebrations. After 6 years, just like the holi celebrations our club once enjoyed Dandiya Raas on Sharad Purnima. 20th October turned out to be loads of fun. Everyone was dressed in colourful traditional attire and enjoyed traditional music.

We didn't expect such a large turnout (over 500 people) and everyone from the age group 5 to 70 enjoyed and danced to the tune of Dandiya King Rajendra Gadhvi. The entire program was executed by Acting Chairman Mr. Vijay Mehta and Hon. Jt. Secretary Himanshu Gokani.





# AT OUR CLUB..... A RAAS



**VIJAY MEHTA**  
Acting Chairman,  
Entertainment

An elaborate food counter was set up by Aditi which was enjoyed by all. The program got over by 11.30 pm. All present wanted to dance more but due to time restriction we had to stop the music by 10 pm.

The celebration did not end there... One of the guests a renowned artist Mr. Bhaskar Barot who was a personal guest of Hon. Jt. Secretary Himanshu Gokani spoke for over an hour reciting poems of Zaverchand Meghani and other well known Gujarati Poets in his unique style of Loksangeet. This was a such an unexpected surprise and was enjoyed by all.





# SPORTS

## SQUASH HOME TOURNAMENT

Squash Home Tournament was held from 26th to 28th September 2013. More than 100 entries received in six events. The prize distribution was held on 28th September evening in presence of large number of participant and members. In the Men's Open Amitpal Kohli won the gold and Rahul Modi was Runner-up results in details.

EVENT	WINNER	RUNNER-UP
Boys /Girls – U/9	Jishnu Nitin Thakkar	Hritika Amit
Boys U/17	Arpit	Ishan
Men's Singles	Amitpal Kohli	Rahul Modi
Over/35	Vivek Khanna	Rajan Chheda
Doubles	Rajan Chheda / Ashiksh Mehta	Rohit Saraf / Shilpan Patel



## ACHIEVEMENT

**ADITYA PANDYA** RUNNER-UP IN STATE OPEN BADMINTON CHAMPIONSHIP HELD AT DADAR VANITA SAMAJ ON 05/10/13

Mr. Aditya Pandya Chairman Badminton Sub-Committee and winner of Doubles in Dist. Championship participated in State Open Badminton Championship 2013 held at Vanita Samaj, Dadar from 2nd October onwards.

He won Men's Singles - Runners-up title. In the quarter-final he defeated top seeded and in the semi-finals he defeated 3rd seeded player. In the final he lost to the 2nd seeded player.



## MUMBAI SNOOKER LEAGUE 2013

JVPG Snooker League teams - Achievers, Tigers, Jugglers and Invincible qualified for play-off stage of Mumbai's League and received the Achievement trophy in recognitions of the same.

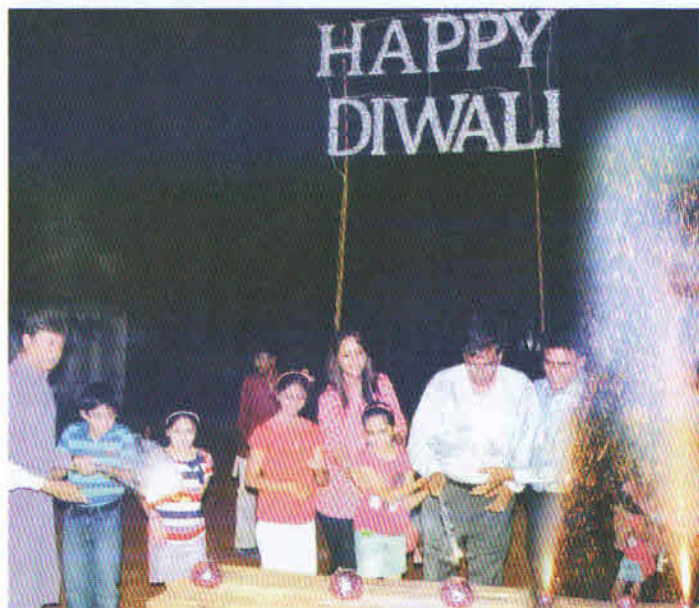
## PROMOTIONS - NOVEMBER 2013

			
<b>Chivas Regal</b> Buy 2 pegs get 1 peg FREE	<b>Blenders Pride Reserve Whisky</b> Buy 2 pegs get 1 peg FREE	<b>Nine Hills Wine</b> Buy 2 glasses get 1 glass FREE	<b>Miller High Life</b> Buy 2 pints get 1 pint FREE
Offer till stocks last	No promotions on dry day	Kindly maintain decorum	Drink responsibly



# DIWALI FIREWORK AT OUR CLUB

*Diwali was celebrated at our club in a grand style. The club was decorated and lighted up and members also enjoyed an extravagant firework show at MM ground on November 2nd - 6.30pm onwards.*







## JUHU VILE PARLE GYMKHANA CLUB

### QUALITY POLICY

We at Juhu Vile Parle Gymkhana Club are committed to delight our members by creating a great environment for wellness, leisure and sports. We shall provide quality and dedicated service to all our prestigious members to make them feel like second home.

Our Managing & Sub Committee Members and trained team are proactive to the dynamic needs of members and are committed to make the club a "happening place" for all members and their families to enjoy.

Discipline, bonding, sportsmanship and contribution to society shall be the hallmark of the club.

We are committed to continually improve the effectiveness of our Quality System through regular member's feedback, training and periodic audit of the system.

Approved by

**Shri. Anil Mahesh**

President - Juhu Vile Parle Gymkhana Club

### QUALITY OBJECTIVES

- To enhance member satisfaction in terms of our responsiveness and service standards
- To ensure timely information through newsletters
- To ensure timely and error free billing to members
- To organize and successfully conduct events and tournaments
- To ensure timely maintenance and high standards of housekeeping of club infrastructure
- To enhance knowledge and skill of our team members
- To comply with legal and statutory requirements

## NOTICE

### Members' Service Desk Working Hours

This is to, once again, inform all members that the Members' Service Desk is available to serve you from 9.30 a.m. to 8.00 pm for all queries, bookings etc.

However, please make a special note of the fact that transactions in cash are accepted only till 5.30 pm (Lunch time: 12:30 to 1:30) and not beyond.

After 5.30 pm payment for bookings, are accepted by cheque / credit card only.

This is for the information of all members.

Please note that members have to be present in personally to do the booking & payment.

**Members' Service Desk : 9:30 am to 8:00 pm**

**Cash Payment - 9:30 am to 12:30 pm & 1:30 pm to 5:30 pm**

## IMPORTANT NOTICE

This is to inform all members that as per income tax regulations, the club has to submit information in respect of any member who has paid an amount of Rs. 50000/- and above towards entrance fees / membership / booking in a financial year for availing services offered by club.

Members are requested to take note of the same.





# CELEBRATING GUJARATI CINEMA!

Gujarati cinema took off in the 1930s, and the good news is that a sense of revival seems to be on the rise! Especially since young filmmakers are now taking matters of the future of Gujarati cinema into their own hands.

Gujarati cinema took off in the 1930s, and the good news is that a sense of revival seems to be on the rise! Especially since young filmmakers are now taking matters of the future of Gujarati cinema into their own hands. The industry is 81 years old and has released approximately 1,000+ films. However, after thriving through the 60s, 70s, and 80s, the industry saw a decline.

Last year's hit release, "Kevi Rite Jaish" (directed by Abhishek Jain), received a very warm welcome and highlighted the struggles of a young man and his determination to go abroad. "Saptapadi,"

a film produced by Amitabh Bachchan's ABCL, released in early 2013, also sparked a great amount of interest. This year's "The Good Road" (directed by Gyan Correa) received a prestigious nomination as India's official entry at the Oscars in the Best Foreign Film Category. Award winning filmmaker, Gautam Ghose, said "The Good Road surprises as it shows the unknown India through the story of a boy who is lost and then found while his family is on a holiday trip to Kutch."

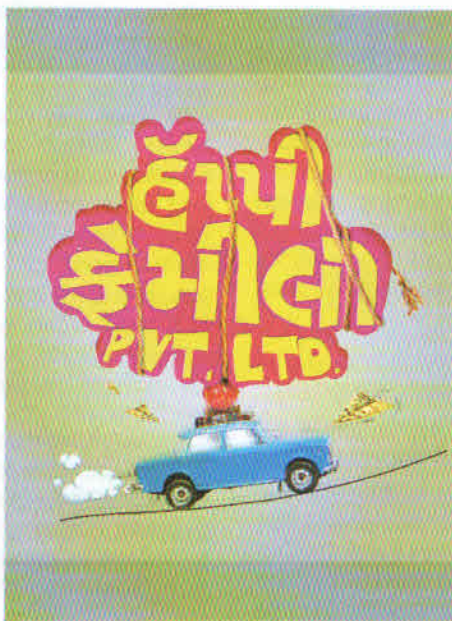
Not only have the type of films changed, but the filmmaking process has also evolved. With Bollywood seen as heavy

competition, the drive to reach higher standards is stronger than ever. Catchy tunes, fashionable clothing, extravagant sets and popular actors is what the dream film is composed of. However, with limiting budgets, an efficient screenplay and innovative story line play key roles in attracting audiences that are accustomed to watching big budget Bollywood films.

Audience support is also a vital ingredient as the goal of filmmakers is to serve the same flavors of the region, but present it in a different way. Filmmakers are not only looking to target the older generation, but to also motivate the younger generation to support Gujarati cinema so that elements of the culture do not get lost. Many upcoming filmmakers believe that if Marathi & Bengali films can enjoy loyal audiences – they are sure Gujarati audiences will soon follow.

As for the upcoming Gujarati films we can look forward to, this December promises to be quite the comical adventure with the release of a family comedy entitled, "Happy Familyy Pvt Ltd." The star cast includes Rajeev Mehta (of "Khichdi" fame), Vrajesh Hirjee, Dinesh Hingoo, Shekhar Shukla, Soniya Shah, Karan Ashar and Samvedna Suwalka. The film's producer, Anand Doshi, says "As Gujaratis, if we can watch Hindi films, if we can watch English films, my question is why don't we go watch Gujarati films? The problem seems to lie in the content. If we represent the Gujarati youth, our team aims to bring about change. Be it a "Kevi Rite Jaish" or "Happy Familyy Pvt Ltd," our objective is to reach out to the youth – we want to make watching Gujarati films cool!" "Happy Familyy Pvt Ltd" (directed by Raghuvir Joshi) is about a rich family, based in Mumbai, caught up in their own lives and are all of the sudden forced to go live the village life in... Antillapur – where money has no value!

With the determination and passion of these new filmmakers, the future of Gujarati cinema seems to be quite bright!





# ARE YOU RAISING RIVALS?

One of the most important issues that we commonly see in children is Rivalry between the siblings or peers (in case of a single child). This may often extend to a more intense form – Jealousy.



One of the most important issues that we commonly see in children is Rivalry between the siblings or peers (in case of a single child). This may often extend to a more intense form – Jealousy. These feelings are especially harmful as they make children behave in forms that may hurt themselves or others – at times in a serious manner. In order to be able to deal with these feelings in children or to manage them for children, it is important to understand the issue entirely.

## WHY DO CHILDREN FEEL JEALOUS?

Immediately after birth, an infant is completely dependent upon the mother for all its needs – food in the form of breast feeds and shelter and protection by means of cuddling, carrying, patting, etc. This close bonding between the child and the mother is the most comfortable zone and serves a very important role in developing a capacity to trust, in the child. This becomes the basis of their attachment to the parents to start with. If this bonding does not happen well because of any reason feelings of insecurity creep in. This may lead the child to become more clingy, attention-seeking or demanding from the parents or guardians. Behaviors like obstinacy, tantrums, fussiness while eating, etc. evolve from these. The feelings of insecurity may result in creating a low sense of self. Either they may feel they do not have enough or they are possessive of what they have and cannot share it with anyone. Both these situations create a good ground for the development of feelings of rivalry and jealousy as time goes by.



## DO PARENTS (KNOWINGLY/UNKNOWINGLY) CONTRIBUTE IN GENERATING JEALOUSY IN CHILDREN?

Often the news of another baby coming in the house is the beginning for a child to get distressed. Mostly the child is told that a new baby is coming that s/he can play with and can take care of. But at the same time in the child's mind it may be that someone will take up the time and attention of the mother which was previously entirely his/hers. After the birth of the second child it is suddenly a changed situation with the parents

becoming very careful and cautious with the new born and prevent the elder one from going near, touching, hugging, kissing, etc. This care though is important often gets conveyed in the form of a scolding and setting limits. This is a very confusing for the child and creates a vulnerable situation as s/he enjoyed undivided attention and lots of pampering. The arrival of the new child may not prove to be the best of news for this little friend of ours. Unknowingly, yet parents' do contribute to the development of jealousy towards the sibling.

As children grow up, sooner or later some kind of comparison sets in by the parents. If the elder one is mischievous then he is asked to behave himself/herself at the same time the younger one gets concessions. The elder one perceives this as 'unfair' and 'discriminative' and in turn raises the question – "do they love me anymore?" or "because they have a new baby to play with I am not loved anymore, I am not needed anymore"; "all this is because of the young one – it has taken my parents away from me". Jealousy thus starts when parents are not able to involve the child in managing the younger one and retaining the importance of the elder one in addition to caring for the younger.

In contrast to this if the younger one does not match up to the smart elder one, parents constantly compare – "why don't you learn something from your brother/sister"; "look at her she is such a good girl, she listens to me. You are a bad boy". Here the judgment of being a good child is based on the comparison with the sibling and hence the child is labeled as bad. "It's because of her that I get scolded. Why should I become like her? Do you not love me the way I am?" these thoughts gradually fill in the child's mind and create negativity that may go unnoticed or even at times be reprimanded to further worsen it. Unknowingly parents, under the idea of motivating the child, create a rivalry between the two. The one who is so-called 'good' gets a chance to tease the one that is so-called 'not good'.





## HOW TO IDENTIFY IF THE CHILD HARBORS FEELINGS OF JEALOUSY?

There may be peculiar behaviors that indicate that the child feel jealous of certain other children (including the sibling). These can be seen in behaviors like:





1. The child is unable to tolerate that parents are praising other sibling or other children. S/he may throw a tantrum in such a case or may sulk and mention that parents do not love them.
2. Child makes all the attempts to point out the mistakes or negative points of those who s/he feels jealous of. At times these could be fabricated stories.
3. Child is unable to tolerate losing at games. They may either give up and not complete the game or destroy the game – as in a carom board or chess, etc.
4. They may make attempts to show that they are better than others. In such cases they may go beyond their usual capacity to please the parent and show that they are better than the other.



5. They may seek attention by either behaving extra-good or excessively mischievous. The entire purpose is to get the attention. Negative attention is attention nonetheless. etc. or playing foul to cause some kind of harm to the other child. This may be discovered after some time and is a strong indicator of a deep seated disturbance in the child's emotional state.
7. At times they withdraw and may reduce interaction with others. Feelings of sadness and jealousy may lead to a depressed state. They may also become Indifferent to the other child – "I don't care" types.
8. Sometimes older children starting displaying childish behaviors such as restarting thumb sucking, clinging to mothers, talking in a child like babble, etc. thinking if they act like a young one they too get the special attention.
9. Physical symptoms: at times children come down with physical symptoms like – bed wetting, recurrent fever, vague pains, etc. which may not be easily explainable or diagnosable. They do not do this intentionally but is a reaction that their mind and body are throwing to the stress they are experiencing inside but are unable to voice it out.

## HOW CAN PARENTS DEAL WITH JEALOUSY?

One cannot deal with Jealousy, we have to deal with the child, that is more important to us. Another most important thing to remember is – PUNISHMENTS DO NOT WORK, they only worsen the disturbance of the child and increase aggressiveness. So keeping these two most important things we look at the following things that we can do to have a happy and well adjusted child. It can be looked upon as an opportunity to re-bond with the child and help them to cope up with their feelings and teach better adaptive methods.

1. Avoid comparison. Each individual is unique and different from others. Try and understand the child's individuality, his/her strengths and weaknesses and relate to them as individuals rather than someone better than or worse than others. Comparison between siblings or peers mostly creates negativity than motivation. 
2. Express. Express your love for the child even after the arrival of the younger one. It is very important to continue hugging, kissing, praising the child even though it may need a little extra effort. This will pay great dividends later.
3. Involve the child in taking care of a younger sibling. Let them feel important and a part of the 'elders' that are responsible for the well being of the little one. This automatically makes them feel good and generates care and affection within.
4. Teach the child to be gentle with the baby rather than keeping them away. Supervise and monitor them while they handle the child. If the child is trusted with the young baby then they learn to be responsible. It is always good to trust with supervision than otherwise. If you find the child doing something with the younger one then make it a point to understand what he/she was trying to do rather than shouting in panic. Most of the times children have some good reason for their actions, only may not know how to do things. It would pay to teach them the correct way to express their care and concern.
5. Appreciate. It helps to appreciate and speak a few good words for responsible behavior of the child. This boosts their sense of self and reduces the competition that they perceive from the other child. 
6. Attend equally. Children in the house should be as far as possible given equal time and attention. If a child is too young or sick one obviously tends to attend to their needs more and expects the other child to understand. If it is communicated well rather taking it for granted. The other sibling feels responsible and helps in management rather than creating a problem.

### ANGELS CLINIC - "CHILD GUIDANCE CLINIC"

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# IS YOUR ORGANISATION PERFORMING TO IT'S POTENTIAL

Most of us desire to grow our business and sustain it for the next generation. This can happen only if we have strategy and plans in place. Strategy implementation entails us to face new challenges and pursue new opportunities and address it by proper planning and execution.

If you wish to run your business in a professional manner you need to establish a **Strategy Management System** and integrate it through an employee **Performance Management System**.



Let me explain with a cricketing analogy: A strategy for the Indian team to win the world cup would include selection of the right team, hiring the right coaches, providing the team members specific inputs about opponents, playing conditions, game plans, etc. A performance management system would include setting targets for players, assigning responsibilities on the field, coaching on their strengths and weakness, batting and bowling

practice schedule, rewarding them for achieving the goals, etc.

A Strategy Management system provides a framework to identify opportunities and to achieve them in a systematic manner i.e. identify objectives (Key Performance Indicators) that are critical for your organization. Each strategy would require you to have earmarked employees and excellent processes to achieve them.

Your strategy also needs to be monitored and reviewed using a well defined methodology called the Strategy scorecard. A strategy scorecard tells you, how your organization is performing and helps to prioritize your valuable resources (time, people and money) for higher profitability and growth.

An employee Performance Management system on the other hand helps you to deploy the strategy through your people. You will then identify the right people for the right job and assign Key Result Areas (KRAs) for them which are aligned to your business objectives. Each objective will be cascaded to your employees so that all your objectives are achieved. You would also reward and recognize employees for good performance.



We all know that whatever gets rewarded gets done.

Your employees need to be measured on several measures such as productivity, quality, delivering as per time lines, cost reduction, internal and external customer satisfaction, etc. The Key result areas (6-8) are chosen based on the Job profile and the strategic goals of his or her function. Competencies and Skills required for him to perform better are identified and developed through exposure, experience and training.

Your role as business owners would be to guide, motivate and develop your team to achieve your strategy and

If you are a manufacturer, trader, service provider, realtor, etc. you should take advantage of these two systems for your business growth and success.

The contributor to this article is CA. Jagdish Vasudev Shenoy (Director Arsha Advisory Services Private Limited) and has provided management consultancy to over 100 organizations in the last 24 years.



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