

# Mumbai Samvad



Monthly update from CII Yi, Mumbai Chapter

Issue #2, June 10, 2011

## Editorial

### You can make a difference

It is a well known fact that India is home to a significant proportion of youth of the world today. All the corporate houses in the world are eyeing India as a source for the largest professional workforce. As a country, we have done well in certain aspects and gaining respect from other countries. However, we still need to go a very long way. Also, we can't ignore the increasing divide between the rich and the poor in India.

We at Young Indians firmly believe youth participation is important because they are the country's power. They recognize problems and can solve them. They are strong forces in social movements – the support to Anna Hazare stands as a testimony. They also educate children about their rights and help young people become qualified self-reliant adults and attain a higher level of intellectual ability.

Life is always a matter of choice. You can choose what to think about the various events that play out in front of your eyes. You can choose how to respond to the challenges and opportunities that come into your life. We're ONE society; no one in the community can build fences high enough to keep the other ones misery out. India can become a developed nation only if everyone contributes to the best of his or her capacity and ability.

A sample list of the activities we are engaged in are:

**For School children** – Deworming drive for children studying in BMC schools and living in slums, yoga camps for good health, provide Blackboards in schools, career guidance workshops.

**For Children from shelters** - struggle to find employment, finding their opportunities limited and communication difficult. See how your money can make a difference to young adults.

**For Aged adults** – health camps, visits to old age homes

**For College students/ Working professionals** – industry visits, learning by interactions with subject matter experts from different walks of life; awareness sessions, debate and dialogue on the issues of transparency, accountability and ethical behavior and how they can contribute to the society, work with the youth on creating a national level awareness.

**Environment** – beach/nature clean ups, seed ball initiative, tree planting, awareness sessions to encourage sustainable use of environment etc.

**Awareness camps** – for Eye/Skin/Organ Pledging and Donation, as there is a shortage of suitable donors who can donate these GIFTS once they die and make big difference to thousands of people waiting for a real and entire “second life” where everything is possible for them

If these do not fit the causes you would like to support for, the best part is the Yi team is always on the watch to identify new programs that can impact a target group positively. So please share your ideas and help us execute it.

There are so many ways you can get involved with us and support our work. You could raise money through a fundraising appeal, set up a direct debit, or contribute your time through volunteering or joining one of our campaigns.

Your sponsorship large or small, regular or occasional, go towards helping the Young Indian team, support diverse programmes – making a difference in the health and well-being of a child/ youth/ old people, promoting skills particularly for the development of the children and young people, bring change in the society for good etc.

What your money can pay for:

- ₹25/- per year means a single child can be dewormed
- ₹100/- means plant a sapling and maintain it for a year
- ₹1500/- means organizing an eye/skin/organ donation awareness camp
- ₹10,000/- a month means 30 children can attend employability workshops
- ₹45,000/- means mounting and maintaining black boards in one school for two years
- And the list goes on...

You may think that how can a small contribution bring any change. We would like to remind you - a drop of water might look insignificant but, it is a combination of countless of droplets like these which formed an ocean. When you choose to focus your thoughts and efforts on things of meaningful value, you will create more value.

If we all start thinking on these lines, together, we can save cherished lives, and bring hope and health to the new next generation.

Your generosity counts. Thanks for caring!

**Yi Mumbai Chapter - Executive Council  
We Can and We Will**

## Announcement

### New Members



We welcome Mr. Robins Duncan who recently joined the Yi Mumbai Chapter. He is currently heading the Western Region for Corporate Partnerships of World Vision India a leading international NGO in India, working to create lasting change in the lives of children, families and communities living in poverty and injustice. He has over 20 years experience in Marketing & Communications and Management across corporates like LIC of India, LIC Mutual Fund, Birla Sun Life and Future Generali.

## Thank You

### Ideal Health Insurance

We express our appreciation for your generosity in support of "Planting Trees" on the World Environment Day. Your personal commitment was incredibly helpful. Your assistance means so much to the Young Indian team, but even more to Project Trees, the "1 million tree" initiative.

Ideal Insurance is an environmentally responsible insurance broker that seeks to plant one tree for every policy sold. You may reach them @ <http://www.idealinsurance.in/>

## Events in May

### Learn about "The Evolution of Digital Marketing and Advertising" - Interaction with Mr Rohan Deshpande Chief Technology Officer, Ogilvy & Mather



Mr. Rohan Deshpande, gave an overview of Digital Marketing and Advertising, and the impact of technology in facilitating the evolution of this marketing tool.

He also emphasized, that with online technology rapidly evolving and consumers' appetites increasing for more relevant and engaging experiences, online marketers and merchandisers are continually challenged to keep up with the latest tools and technologies – and trying to identify the most effective tactics. This is particularly true of companies that target Gen Y consumers, those between the ages of 18 and 27. These users are incredibly Internet savvy and live in the social computing universe on a full-time basis.

Digital Marketing is on a growth path because it's low cost, it works and it represents the future of marketing. Some of the most popular and most effective online tactics are - Rich media/ merchandising features, Social media-based features, Mobile features, Mobile commerce visualization features, Personalization features, Digital advertising executions and Analytics.

With a young population, India ranks among top 3 in terms of users of youtube and facebook second only to USA and is rapidly growing. The session concluded over a Q&A with the members and students.

## Organ Donation Awareness Session @ Confederation of Indian Industry, Mumbai



Yi Mumbai Chapter organized Awareness Drive on Organ Donation, at the Confederation of Indian Industry, Mumbai office. The objective was to create awareness and encourage people to contribute to a noble cause by donating their eyes/ skin/ organ after death.

Ms. Urmila from the Zonal Transplant Coordination Centre shared the importance of Organ Donation explaining the shortage of donors and the fact that it's the main limitation to saving lives of critically ill patients with organ failures or skin burn where transplant is the only hope to live. Also, she mentioned by donating eyes, one can give sight to two people with corneal blindness.

The session concluded with the CII team pledging to donate Organs. A big thanks to all for supporting for this noble cause.

## Events in June

### Planting Seeds on the World Environment Day



Yi Mumbai team commenced their journey of "Project Trees - Planting 1 million trees" by planting seeds at IIT Powai campus on World Environment Day. Approximately 700 seeds were planted in the campus by students of IIT SJM SOM along with Yi members. Ideal Insurance Brokers Pvt.Ltd sponsored the initiative as do have a 'policy' of planting a seed/sampling for every 'policy' sold by them.

Noted socialite and active supporter for Environmental causes, Ms.Shaina NC, graced the occasion by planting few seeds and boosting the moral of the team. She spoke about how important it is for the Youth of Mumbai to actively taken up environmental projects.

The Head for Campus Green Initiative at IIT, Prof Patil actively participated in the project and even encouraged the team to take up more such initiatives ranging from energy conservation by using solar etc.

Yi Mumbai team did 'their bit' for the society they will live to make it a better place for you and me and everybody else.

## Special Feature

### How can you help save someone's life by becoming an organ donor?

Today thousands of people are waiting a real and entire "second life" where everything is possible for them. But the problem is a shortage of suitable donors who can donate some GIFTS once they die.

#### You can make a difference!

- Talk to your family and friends about your wishes to be an organ (eye/skin/body and vital organs like – kidneys, pancreas, intestine, lungs etc if you die a brain death) donor once you die. This will make it easy for your loved ones to honor your commitment at a difficult time
- Fill out your donor card (or sign on your health care card) and place it in your wallet/purse along with your personal information
- Motivate your family and friends to do the same
- Get in touch with us to organize an awareness camp.

For additional information, please contact [praveer.nulkar@cii.in](mailto:praveer.nulkar@cii.in)

### Deworming a Child

School-age children are infected with parasitic worms worldwide. These parasites consume nutrients from children they infect, thus retarding their physical development. They destroy tissues and organs, cause abdominal pain, diarrhea, intestinal obstruction, anemia, ulcers and other health problems. All of these consequences of infection can slow cognitive development and thus impair learning.

The demographics suggest low-income groups and slum-dwellers are the most vulnerable groups due to unhygienic living conditions. This problem has a simple and inexpensive solution – create awareness about Deworming drugs and deworm the children twice in a year.

World Health Organization (WHO) statistics suggest regular Deworming contributes to good health and nutrition for children of school age, which in turn leads to increased enrolment and attendance, reduced class repetition, and increased educational attainment.

By contributing ₹25/- per year you can help a single child to be dewormed.

To know more get in touch with [praveer.nulkar@cii.in](mailto:praveer.nulkar@cii.in)

## Yi National Updates

### Yi National Day - World Environment Day (WED)

By celebrating WED across 24 chapters on June 5, 2011, we reminded ourselves and others of the importance of caring for our environment by undertaking simple actions - like planting saplings; making and scattering seed balls; collecting e-waste; organizing cycling rallies, cleanliness drives, panel discussions, awareness sessions on need of forests, organic kitchens; painting competition; distributing paper bags and pamphlets.

We spread the message "**green, reclaim, restore, recycle, reuse, reduce**" and not add to the crisis looming large on planet earth among 13,500 people. By involving children, youth and adults, our intent was to ensure that each day be celebrated as the WED and the pledges, promises, slogans and schemes are not forgotten as the days go by. We have and we will continue doing our bit to save the environment on a regular basis.

## Spotlight

### Environment Conservation - Action at home



The natural environment contributes to our health in many ways, such as through quality of air we breathe, the food we eat and the water we drink.

We want the world to be safe, clean and beautiful for you as you grow up, and we want your children and their children to have a beautiful world to live in. For that to happen we have to work together to take care of our planet Earth.

We can all do many simple things to reduce our impact on the environment and the climate. Most are just small changes, but a lot of little things add up to a big impact. Make them a part of your living every day.

#### Save Electricity

- Switch off fans, lights, Air Conditioner or other electrical appliances when not in use, but you don't need to turn off a fan or a light bulb/ tube if you are going to use it after a minute or so and vice versa. If you do so, you will end up spending more electricity!
- Use a timer for the AC: it reduces your impact on the climate and cutting your energy bills.
- Dry your clothes naturally: Dryers use an enormous amount of energy. Hanging your clothes up to dry can save significantly on electricity bills and cut your household emissions.
- Keep gadgets in power saving or stand by mode.
- Use CFL or energy-saving lights.
- Use solar energy if possible. Install solar heaters, solar cooker etc.
- Tell children to make use of all old notebooks till there is no space left to write. Use them for making notes, rough work, calculations, making lists etc

#### Save Paper

- Tell children to make use of all old notebooks till there is no space left to write. Use them for making notes, rough work, calculations, making lists etc
- Similarly one should use the leaflets which come in the newspapers for similar uses. I cut them in handy rectangles and clip them in board to use them for listing things and making notes etc.
- Old newspapers should be given for recycling instead of the scrap dealer. Not a single sheet of paper should be wasted. Opting for e-billing helps save paper.
- Always think before you use the printer. We waste so much of paper in printing. Use both sides if you can. Same goes for photocopying.
- Reuse envelopes.
- Donate old magazines, books to libraries.

### Save Water

- Use water sparingly - only what you need.
- Try not to use showers, garden hose etc.
- Don't keep the tap running while brushing, shaving, washing your hands or cleaning your teeth. etc.
- Reduce your water consumption (e.g. put a hippo bag in the toilet cistern; buy a low water-use washing machine).
- Report leaks to your water company and fix them
- Keep a small bucket handy in the kitchen. Pour all the water used for washing pulses, rice, veggies etc in that. Use it for watering the plants.

### Stop air pollution from vehicular traffic

- Try to travel by public transport, walk or cycle or car-pool with colleagues and encourage others to do the same
- Buy locally produced goods and materials will also cut down on your carbon footprint
- Proper maintenance of your vehicle can reduce pollution in big way.
- Get your vehicle inspected for pollution control when required.
- Use alternative fuels such as CNG/LPG/Propane/ battery operated... etc.

### Stop Using Plastic Bags

- Carry reusable bags made of cotton, jute: Remember to bring reusable bags on your weekly shop to avoid accumulating mounds of disposable bags and cut waste to landfill.

### Recycle & Reuse

- Use reusable cutlery, cups and plates - made from china or glass for example - rather than disposable varieties as this will avoid creating too much waste
- Collect any paper, cans and plastic so that you can recycle them
- Buy recycled products: Choosing recycled paper for notepads, tissues or toilet paper can help protect primary forest. Recycled materials are also becoming increasingly popular for unique accessories and fashion items.

### There is a shortage of food in the world - Avoid wasting food

- Why not try putting suitable food leftovers in a compost heap or donate any surplus food to a local homeless shelter or do not cook excess food

### Don't litter

- Throw garbage only in a dustbin

A little effort can go a long way. Why not make a start today?

## Viewpoints

### Member Speak



**Sougata Ghosh**  
Learning Co-Chair

When the council asked me to put down my thoughts as to why I joined CII-YI and my experience as of now, I started reflecting on 'why did I join Yi?'

Was it because of begin associated with body like CII? Was it because of the networking opportunities offered by Yi network? Or

was it because of altruistic reasons of contributing to the society help it grow and make it strong?

For those of you who don't know me, I am an avid reader of all things fiction and nonfiction and my thought process has deeply influenced by personalities like Swami Vivekananda, Netaji Shubhas, Mr. Narayana Murthy, and books like Fountain Head, Atlas Shrugged, Fortune at the bottom of the Pyramid, The world is Flat, Go Kiss the World among others.

All these reading coupled with my experiences during my work which had taken me in remote corners of this country led me to believe that

- The world is changing fast, faster than we realize,
- We as a country and society are not changing fast enough to take on the new challenges

And to survive in the new world you need to understand two things - Merit should win and *everybody deserves an opportunity*.

Unfortunately, the above are more an exception than the rule but I realized that sitting with friends cribbing about the system will not help anybody. I also realized two things

- Government will not be able to do all the things that are required no matter how hard it tries
- Unless we do our part for this country and society, we really don't deserve to criticize others for not doing their part

So why did I join CII-Yi? It offered me a platform to do all the three things that I wanted to do. Engage, Network, And Contribute.

## Highlights

### Calendar of Upcoming Events

Looking for action event focused around a major community or advocacy/awareness issue that you want to be a part of?

Event	Date
Mobile Revolution and Role of Value Added Services	July 2011
Organ Donation Awareness Camps	July 2011



Your participation makes a big difference 😊  
Look forward to meet you at the event(s).

It will be our endeavor to provide you with the right information to meet your community service goals today as well as in the future. So please provide your feedback and let us know your needs.

Write to us @ [praveer.nulkar@cii.in](mailto:praveer.nulkar@cii.in)