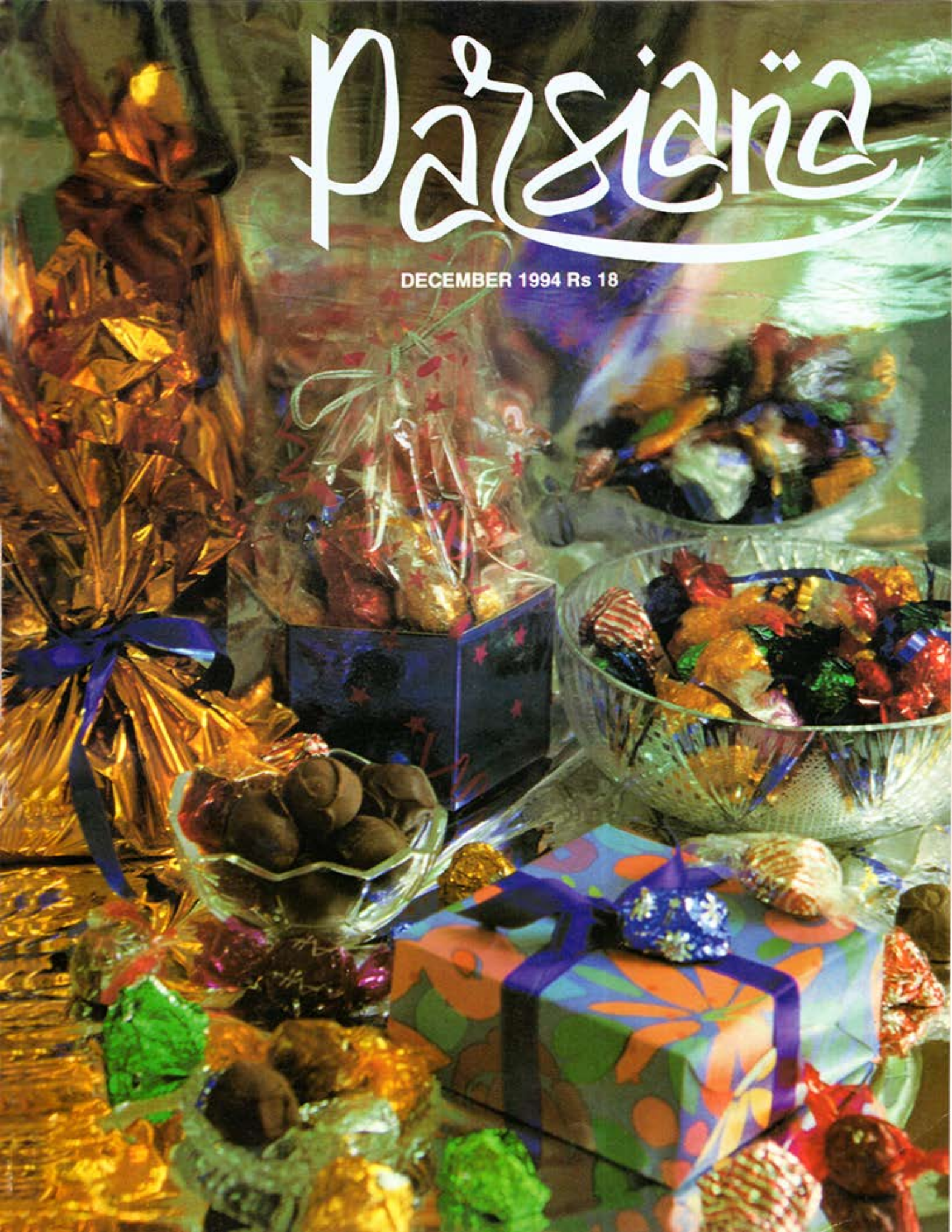


Paşionă

DECEMBER 1994 Rs 18





WOMEN DO THE SHOPPING, THE COOKING AND THE STORING.

IS THAT WHY INDIA'S LARGEST FRIDGE IS DESIGNED BY A WOMAN?

In addition to being keen builders of fridges, the engineers at Kelvinator are keen observers of life.

Which sometimes brings them to practical solutions to complex problems.

Like actually using a woman to help design a Kelvinator. We call this advanced process 'U-Tech'.

The result? An eminently sensible fridge—the 310 lt. Sterling, built in collaboration with Zanussi S.P.A. of Italy, which is a part of A.B. Electrolux of Sweden.

The first thing you'll notice in the 310 lt. Sterling is its exceedingly clever use of space:

A spacious 78 lt. freezer, 2 vegetable trays, and 4 generous shelves store everything from fruit and vegetables, to tons of ice cream and bottles.

And you'll find the 310 lt. Sterling simply brimming with helpful features like removable egg trays, adjustable bottle racks and SAN boxes.

But now, why don't you take a closer look at the 310 lt. Sterling at your nearest Kelvinator dealer?

We have ample reason to believe you'll like it.

Kelvinator®
REFRIGERATORS

Built by our engineers. But designed by a woman.

310 STERLING



A WORLD CLASS POWER SAVER
COMPRESSOR FREEZES
EVERYTHING FROM ICE CREAM
TO FISH RAPIDLY.



EXTERNAL AUTO DEFROST
AND TEMPERATURE CONTROLS
MEAN YOU NEEDN'T OPEN
THE DOOR UNNECESSARILY.
SO EVEN SENSITIVE FOODS
STAY FRESH



THE ENGINEERS AT
KELVINATOR BELIEVE A
WOMAN MAKES A VERY
SENSIBLE FRIDGE DESIGNER.
THE 310 STERLING IS PROOF
ENOUGH.

Parsiana

December 1994
Volume 17 Number 5

EDITOR Jehangir R. Patel
MANAGING EDITOR Arnavaz S. Mama
EXECUTIVE EDITOR Parinaz M. Gandhi
SENIOR EDITOR Dina K. Mehta
ASSOCIATE EDITOR Roxana A. Driver
DESIGN Kranti M. Shilotri,
Varghese W. Fernandez, Jayshree Ghosh
MARKETING DIRECTOR Veera Patel
ADVERTISING MANAGER Zarin Mistry
ADVERTISING EXECUTIVES
Niloufer Panthaky, Susan Joseph
FINANCE B. L. Arora
EDP Rohinton E. Daroga
MANAGEMENT Jasmine Driver
DTP Bakhtavar R. Battliwalla, K. P. Ravi,
Radha Nair
SUBSCRIPTION/CIRCULATION
Khurshid Panthaki, Bindu Pillai
ACCOUNTS Anagha Korde, Vijay Patre
OFFICE Smitha Nair, Swarupa Kamat
OFFICE ASSISTANTS Umesh Poojary,
Selvan Mark, Sunil Sakhare, Pramod Patil,
Govind Salgaonkar, Mahipat Jadhav

2 Readers' Forum

8 Events and Personalities

14 Zoroastrians Abroad

18 The Federation as Fund Raiser

26 The bitter-sweet lure of Chocolate by Arnavaz Mama

34 Manek Daver: Livewel's livewire by Parinaz Gandhi

36 The Montessori Legacy by Noshir Dadrawala

43 Books

47 Milestones

50 In Memoriam

Cover: Photograph by Varghese Fernandez

Parsiana is published by Jehangir R. Patel for Parsiana Publications Pvt Ltd at C/o H. L. Roach, Navsari Chambers, ground floor, 39 A. K. Nayak Marg, Fort, Bombay 400001 and printed by him at Kaiser-E-Hind Pvt Ltd, 300 Perin Nariman Street, Bombay 400001. Color processing, Comart Lithographers; black and white processing Samir Scantech. All rights reserved. ISSN: 0971-3786. Phone: 2048730 Fax: 2042922. For editorial enquiries 2048183. Tlx: 11-85710 RABO IN. For subscription enquiries and payments: C/o Kaiser-E-Hind Pvt Ltd, 300 Perin Nariman St (Behind Reserve Bank of India), Bombay 400001; Phone: 2658619, 2665661.

Annual inland subscription for one year (10 issues) Rs 150; for two years (20 issues) Rs 275. Foreign subscription rates: Seamail for one year Rs 375/US \$ 14/UK £ 9; for two years Rs 600/US \$ 22/UK £ 15 (please allow six months or more for delivery from the time of publication). Airmail for one year Rs 625/US \$ 23/UK £ 15 (for Pakistan, Indian Rs 350); for two years, Rs 1,150/US \$ 40/UK £ 27 (for Pakistan, Indian Rs 650). For Indian upcountry cheques add Rs 10 for bank charges; for US cheques add \$ 5; for UK cheques add £ 3. Cheques and drafts are to be drawn in favor of Parsiana and posted to GPO Box 892, Bombay 400001.



Readers' views are welcome on any subject of interest to the community and should be sent to the Editor, Readers' Forum, Parsiana, G.P.O. Box 892, Bombay 400001. Letters are subject to editing for reasons of space and clarity. Unsigned letters or those without an address will not be published.

"Women's rights?"

No one should get too hot and bothered over Dr P. D. Sunavala's suggestion that Parsi men should be allowed more than one wife. The idea is too patently absurd and impracticable to be taken seriously.

Young Parsi men today find it difficult enough to house, feed and clothe one wife, as well as house, feed, clothe and educate a couple of children. How, and above all where, can they be expected to cope with several wives, and their offspring?

Ms KHORSHED R. GHANDHI

I am referring to Ms A. Mehta's rejoinder that for a forward-looking and modern community like ours, my suggestion of acceptance of bigamy was a retrograde and ridiculous move (Readers' Forum, *Parsiana*, September 1994). That is also the problem with women like Ms Sheroo Gupta.

People like Ms Mehta and Ms Gupta should understand that our community is

fighting for survival in India, and intermarriage is no solution for our dwindling community. I suggest that both these ladies should carefully read the article by Dr Freddie Mehta entitled: "We are getting wiped out," in the same issue of *Parsiana*, where he has reported that Parsi women married to non-Parsis are reluctant to bring up their children as Zoroastrians. So it's no use shedding crocodile tears and invoking self-pity.

I had pointed out earlier that because bigamy is a non-cognizable offence in India, the police cannot take action unless there is a complaint by the first wife (Readers' Forum, *Parsiana*, May 1994). Now consider the situation in Western societies where bigamy is a cognizable offence. Divorces are rampant, and in the UK, about 11 percent of the children are illegitimate (1970 figures) being born out of wedlock due to premarital and extramarital sex. Most of these children are brought up by their unwed working mothers, but this is possible there because of the National Health Scheme and free schooling. The figures may be different, but the situation is the same in the USA and Germany. The point I am trying to make is that making bigamy a cognizable offence has not in any way improved the situation in those countries.

And finally a word about our common surnames and names. Ms Mehta should have known that our Parsi surnames are based either on job orientation or location orientation of our forefathers. For example, Mehta, Gandhi, Desai, Rao, Shastri, Warden, Marshall, etc are job oriented, whereas Surti, Damania, Poonawala, etc are location oriented. It appears that some families adopted the names of the British companies they were working for (e.g. Forbes, Wallace, etc). My own surname, Sunavala, is attributed to my extremely rich great grandfather, but he lost his money in some enterprise and left my grandfather a pauper.

Ms Mehta would have noted that the surnames Gupta, Mathur and Fernandez, mentioned in my earlier letter do not belong to either of the categories discussed by me. Similarly the common names Hira, Maneck and Kamal are due to the adoption of the Gujarati language as our mother tongue. Let us not mix up common surnames and common names with intermarriages.

Dr P. D. SUNAVALA

The Parsi male outgrown?

Are Parsi women marrying outside the community because Parsi men are unwill-

ing (or will not) marry them? Perhaps a not dissimilar situation exists in Britain today as regards second generation Asian men and women. More and more Asian (i.e. Hindu and Muslim) women are now having relationships with non-Asian men. There have been a couple of articles here in the Press regarding this, and the conclusion quite simply was that the second generation Asian women have "outgrown their male counterparts." I wonder if a similar analogy can be drawn with regard to Bombay Parsis.

Obviously the Press articles in question (and my letter) would be guilty of certain generalizations, but the gist of the problem is that the Asian male in Britain has hardly changed. He likes his Friday night Indian restaurant meal with his Asian mates, and then a night-long session of poker or three-card brag (whiskey bottles on hand, naturally). Saturday is then spent sleeping it off. They follow cricket slavishly, specially the Indian and Pakistani teams. Like their fathers before them they hold chauvinist views: "A woman's place is in the kitchen." For all practical purposes they are still resident in Bombay or Lahore.

The second generation Asian woman, on the other hand, is more influenced by "white" peer pressure. Parental and religious commitments certainly modify their behavior, but essentially they are more similar to their white sisters. They enjoy visiting theaters and museums, and taking walks in the lovely English countryside. They enjoy visiting pleasant wine bars and candle-light dinners and, yes, more than their male Asian counterparts they want to marry.

The white male too enjoys the above activities, hence the "meeting of similar minds." As the Asian male has not changed, the Asian female is seen more and more in the company of the white male. Added to this, of course, is that the white male is less chauvinistic than his Asian counterpart; and as for "meddling," surely the Asian mother-in-law has few equals! Yet another incentive for the second generation Asian female.

I wonder if the Parsi female too has outgrown the Parsi male. Parsis are well educated and enlightened, and this includes the women. But is the Parsi male still chauvinistic expecting his wife to stay at home? Are Parsi women rebelling by marrying outside? Do Parsi females now want relationships as equals, or none at all?

With Best Compliments
From

FORBES GOKAK LIMITED

Registered Office:
Forbes Building
Charanjit Rai Marg, Fort,
Bombay 400001

Do Parsi females (like their Asian sisters in Europe) wish to marry earlier than do their male counterparts?

I believe that there is much similarity between these behavioral patterns in Bombay and in England's cities.

ASPI PATEL
Northampton, UK

"Beseeching the Lady"

Many Zoroastrians, among others, have developed faith in St Michael's Church at Mahim because favors are readily granted ("Beseeching the Lady," *Parsiana*, July-August 1994). Obviously Zoroastrians who have developed this faith have lost faith in their own religion. Hence, there must be something wrong with either their religion or with themselves.

Now, either Christians and Zoroastrians worship the same God or they do not. If they do not worship the same God, then the



God in the church seems to be more responsive to prayer than the God in the fire-temples. If they worship the same God then why does that God grant favors through Chris-

tian worship and not through Zoroastrian worship? Further, why through a particular Church and not through so many other churches within a few square miles? Further why by attending nine consecutive Wednesday services, not more, not less?

Further the favors are granted through Mary — Mother of Jesus. Where in the *Bible* is one told to worship and ask favors from Mary? The *Bible* clearly talks of Jesus and the Heavenly Father. Even the Holy Ghost, but nowhere of Mary. It was Jesus who said: "Anything you ask the Father in my name will be granted (John 14:13)."

No doubt Mary is to be venerated and respected but not worshipped. Mary is up in heaven; she is not omnipresent as God is. The God of the *Bible* wants one to worship Him alone — directly or through Jesus. Jesus says: "I am the way, the truth and the life. No one comes to the Father except through me (John 14:6)."

Other people visit Sai Baba and other

temples. Their favors are granted — why? Is the God in those temples also a more efficient, more responsive God than Ahura Mazda? Can Mary, Sai and other babas influence Ahura Mazda on our behalf?

The fact is that there are other spiritual forces all around us. These forces or spirits try to attract us, or rather deceive us. In the *Bundahishn* (our Book of Creation,) the evil spirit, Ahriman, confronted Ahura Mazda and said, "I will destroy thy creatures for ever and ever lasting. I will force all thy creatures into disaffection to thee and affection to myself." The evil spirit does not come to us looking like the devil complete with horns and tail. He comes as a deceiver. Zarathushtra asks Ahura Mazda in the *Gathas*: "Give for us divine authority full of powers to overcome evil deceivers (Ys. 31:4)." Also Zarathushtra prophesizes that at the renovation of the world, "Prosperity of the deceivers goes down and is certainly destroyed (Ys. 30:10)." The holy *Bible* talks about "that ancient serpent who is called the devil and satan, the deceiver of the world (Rev 12:9)." The *Bible* also predicts, "In latter times some will depart from the faith giving heed to deceiving spirits and doctrines of demons...(1 Tim 4.)." No wonder that the holy *Bible* also says: "For we do not wrestle against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this age, against spiritual hosts of wickedness in the heavenly places (Ephes. 6:12)."

Hence, if you ask favors from any source other than Ahura Mazda, and these favors are granted, then rest assured that these are not of Ahura Mazda. Further, these are not in Ahura Mazda's plan either. Now we as Zoroastrians should abide by Ahura Mazda's will. Prophet Zarathushtra says, "May it be unto us as He ordains (Ys. 29:4)." Also in the holy *Bible*: "O Lord Thy will be done (Math. 6:10)."

Some people feel we cannot ask Ahura Mazda for favors. But what does Ahura Mazda say? "Come to me by day or by night with offerings brought for prayer, and I who am Ahura Mazda will come for your protection and delight (*Hormuzd Yt*)." Note: the offerings asked for are your good thoughts, good words and good deeds. Also in the holy *Gathas*, the Prophet says to Ahura Mazda "For I know you do not leave devout prayers for righteous ends unanswered (Ys. 28:10)."

Many people believe that God has ordained the souls of noble, holy (departed) people, such as Mary, Kookadaru, Sai Baba, etc to help humanity who seek their help. If so then the question arises: Is God so busy

that when you approach Him directly He ignores you, but when approached through one or the other of the above mentioned mediums He immediately jumps to grant your favor? Sounds as if God is a master politician!

The fact is God has no *dalals* (agents). He wants you to come directly to Him. If a wish or favor is not granted, He either feels it is not good for you at this moment of time because He may have something better for you in His plan, or you have not gone to Him with a sufficiently clean heart. If your thoughts are selfish, if you have hatred in your heart, or you harbor a grudge against someone, or you have not forgiven someone, or you have not repented, etc then the fault lies with you and not with God.

If under the circumstances your favor is granted by invoking another entity, then you can be sure that this entity is not working in tune with God.

Incidentally, if God intended that we should turn to Mary, Kookadaru etc then He would have told us so through His Prophets. But nowhere in any of the revealed scriptures, through any prophet does God tell you so. In fact He clearly names our spiritual helpers as the Amesha Spentas and the Yazads, who are declared as "worthy of worship." RUSTOM C. CHOTHIA

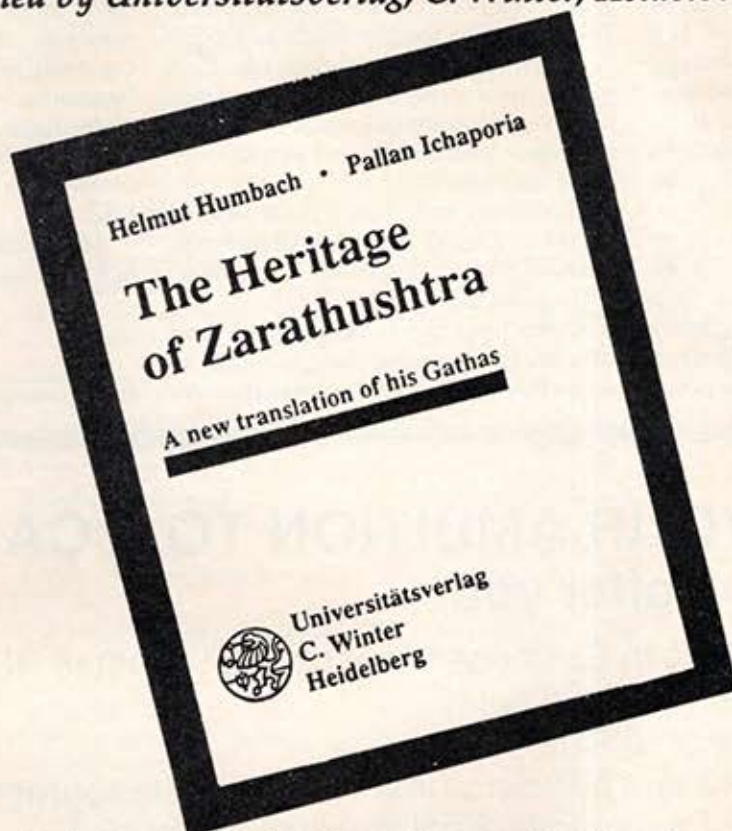
I would like to add my testimony to the efficacy of our *nirangs*. My mother had great faith in the *Ardibehesht Yasht Nirang*, and so it was able to cure high fever, severe headaches, etc when recited by her. This faith I inherited from her and I can testify that this little prayer has helped me and my dear ones in times of crisis. For example, a friend who suffers from a persistent ailment which flares up suddenly, was once in great pain, and had no sleep for a period of five days and nights. No medication worked, so the doctors stopped all medicines. His wife was desperate and came to me for help. The *nirang* brought him calm sleep for three nights. On the fourth day he was back at work.

I have also great faith in our classic prayer for healing, the *Airyema ishio* (Ys. 54.1 and 2). In 1982, my husband had to undergo an emergency heart operation in London when four by-passes were inserted. I began reciting the prayer mentally, non-stop, morning, noon and night. As a result, not only was the operation successful, but my husband was considered a "star patient" because he refused to take any painkillers or sedatives during the 10 days he was in hospital, saying he had no pain, and could sleep very well on his own.

The world's leading authority on the Gathas and Avesta, Professor Dr. Helmut Humbach and Zarthusti Avestan/Gathic scholar, Dr. Pallan R. Ichaporia have co-authored:

THE HERITAGE OF ZARATHUSHTRA *A New Translation of his Gathas*

Published by Universitätsverlag, C. Winter, Heidelberg, Germany.



This book throws new light on the understanding of the Gathas. It is user-friendly and gives easier access to the text for its vocabulary, phraseology and the message of the Prophet. The translation encompasses all five Gathas, with footnotes giving brief explanations of difficult Gathic words.

Available for \$30 plus shipping cost. Please address all inquiries to the publisher or to Dr. Pallan Ichaporia, 253 South 4th Street, Womelsdorf, PA 19567, Tel: (215) 589-5419.

My sisters and I were blessed in having loving parents who took infinite pains on our education, both secular and religious. Father also insisted that his two elder girls, Pareen (Lalkaka) and myself should study other religions "in order to learn, not to mock," to quote his own words. He himself instructed us. Kangaji's *Khordeh Avesta* was our daily prayer book. So we grew up with a great love for our own faith, and respect and understanding of other religious traditions.

Reading Homi Rogers' vivid account of Parsi religious behavior has saddened me ("Beseeching the Lady," *Parsiana*, July-August 1994). But I am not surprised. Are we not, all of us, to blame? We teach our children the basic prayers which accompany the kusti ritual. After the navjote, all meaningful religious education stops. Is it surprising that the young adolescent chooses to satisfy his or her spiritual hunger by turning to other faiths? First of all, we pray in a dead language which even scholars do not understand fully after years of patient study.

This difficulty, however, can be overcome. In the Jewish community, for instance, when a rabbi is stationed in a particular town, he begins visiting every Jewish home, street by street, taking down the names and ages of all the children in that

area. Then the children are divided into three groups: from five to 10 years of age; from 10 to 15 years, and from 15 to 21 years. The first group learn the Hebrew alphabet, play with word building and pronunciation. The second group starts to read and write in Hebrew. Short prayers are taught to the little ones, longer prayers to the older children. The third group of young adults are so well grounded that they can start studying simple Hebrew texts, and move on to more complicated studies, if they so desire. All members of the community read and write Hebrew and recite their prayers in Hebrew throughout their lives. They too, have an initiation ceremony, but usually at the age of 14 years.

Parsi parents are very conscientious in getting their children's navjotes performed. They should be equally determined to get their children a sound religious education right up to university level. After all, education is a life-long process. Professional excellence is essential, and so should religious education be.

Our second grave lack is the absence of a standard English translation of the entire *Khordeh Avesta*. This should be in simple, moving language.

Competition in life has grown so great with old and young working hectically to achieve some measure of success, that very

soon our young will be demanding: "Just one line prayer, please!"

Pray accept my offer of a single sentence. It is our Zoroastrian grace before meals and is from the *Haptan Yasht* (Ys. 37.1; kardo 3, para 1) in Kangaji's *Khordeh Avesta*:

"Here, in this place, we praise Ahura Mazda who created Asha, the Truth, who created the sacred waters and plants, the animal kingdom, the heavenly lights, the earth and all good (creations)."

Dear friends, known and unknown, do me the honor of copying out this sentence in your pocket diary and take it to work with you. Before you open your lunch box and eat your sandwich or hamburger or bite into an apple, or whatever, close your eyes for a moment and repeat the sentence slowly to yourself. Open your heart to it. Let it sink into your being and inspire you. Remember, we are all sparks of the one divine flame, partners in eternity, working together to bring about that wondrous renewal of life, the Frashokereti, at the end of time.

My blessing upon each one of you. "*Asho beh dérzi* (may the just live long)."

Ms PILOO JUNGALWALLA

New Delhi

Edited by Arnavaz S. Mama

MATCH YOUR AMBITION TO A CAREER

To do so we offer you:

- ✧ Diploma Course in Business Management (Postal) (IMC)
- ✧ Executive Secretarial Course
- ✧ Private Secretarial Course
- ✧ Personal Assistant's Programme (Working Stenographers)
- ✧ Shorthand & Typewriting (English/Hindi/Marathi)
- ✧ Telephone Operating & Receptionist Techniques
- ✧ Electronic Telex Operating
- ✧ Electronic Typewriting & Word Processing
- ✧ English Conversation & Writing Skills

LATEST ADDITION: COMPUTERS

Enquire at:

Sir J. J. College of Commerce

14, Nanabhoy Lane, Hutatma Chowk
Bombay 400001 Tel: 2871058

VEVAINA

AIRCONDITIONING

SYSTEMS

- * CAR AIRCONDITIONING
- * BUS AIRCONDITIONING
- * BOAT AIRCONDITIONING
- * WINDOW AIRCONDITIONING
- * WE DESIGN AND FABRICATE
AIRCONDITIONING UNITS FOR
SPECIFIC PURPOSES

REGD. OFF. :

618, JAMI LODGE,
JAME JAMSHED ROAD,
DADAR,
BOMBAY 400 014

WORKS :

NAVROZE PETROL PUMP,
149, DR. AMBEDKAR ROAD,
NEAR PAREL FLYOVER,
PAREL, BOMBAY 400 012
PHONE : 413 5557

CONTACT MR. HOSHANG VEVAINA

Events and Personalities

The Tata stamp

The first death anniversary of industrialist J. R. D. Tata on November 29, 1994 was observed in India with the release of a commemorative postage stamp at the hands of the President Shankar Dayal Sharma. The two-rupee denomination colorful



stamp admeasuring 4.83 cm x 4.06 cm bears a portrait of Tata with line drawings depicting some of his well-known contributions in the fields of civil aviation, steel, engineering, automobiles and power. The stamp was designed by Delhi-based artist, Pakrashi, according to news reports.

Within a year of JRD's death the two women he was close to, his sister Rodabeh and wife Thelma, also passed away. Younger to him by five years, Rodabeh died on August 9, '94. She was a skilled interior decorator who has been credited with designing some sections of the Taj Mahal Hotel in Bombay like the Sea Lounge. After the demise of her husband Col Leslie Sawhny in 1967, she involved herself in the activities of the Leslie Sawhny Programme of Training for Democracy. Though she frequented the fire-temple and was proud to be a member of the community, Rodabeh also believed that it should not close its doors to outsiders.

Thelma who died on September 12, 1994 at the age of 85, was incapacitated for the last several years following a heart attack and a stroke. JRD and Thelma had no offspring of their own. Thelma though was particularly committed to the homeless boys at the Anand Kendra, a trust which she had founded and chaired for

several years. The boys here would be taught a craft like weaving and subsequently job openings would be sought for them. She had once done a painting on cloth depicting the boys, each of whom she knew by name as also their background.

Even prior to her involvement with the Anand Kendra, Thelma made time for social work and would during World War II drive the ambulance and also help at the defence services canteen. In 1991 the J.R.D. and Thelma J. Tata Trust was established for the uplift of underprivileged women and the children in their care.

Mody's air command

"In five years I will try to make Air India the best airline in the world," declared Russi Mody, the newly appointed chairman of the two national carriers, Air India (AI) and Indian Airlines (IA), when addressing the Press. He realized though that this goal could materialize only if he succeeded in privatizing and professionalizing the management.

Not willing to brook interference or pressures from any quarter, Mody made it known, "The government evidently has a purpose in selecting a fossil like me to head its organization because if it desired running the two corporations in the exist-

ing way it would have picked a bureaucrat." Labor relations, customer service, punctuality and efficiency will reportedly be his top priorities.

For the "Iron Man of India," as Mody is known in the corporate world having headed the Tata Iron and Steel Company for several decades, labor relations is supposed to be his forte. Considering the *Bible* the best book on industrial relations he will apply some of the precepts there when dealing with the unions of these two companies: Do unto others as you would have others do unto you; and love thy neighbor. Conceding that the staff demand for increased remuneration should be accepted, Mody reasoned, "If you want good service you have to pay the price." But he is not willing to oblige ad infinitum, arguing that "At my highest salary with the Tatas I earned Rs 3.15 lakh per annum. If I'd been in the US my salary would have been \$5 million. So how can we compare?" he was quoted in *The Times of India* of November 9, 1994. He is determined that the staff morale be improved and the employees recognize the dictum that the customer is king.

Ideally Mody would like to streamline the administration, bring about a merger of IA and AI and go public, according to a report in *The Afternoon Despatch and Courier* of November 16, 1994. For Mody who is already chairman of six other private sector companies, this assignment was accepted as "a challenge." He plans to divide his work time such that he spends two weeks a month on his private undertakings and one each on AI and IA.

Russi Mody: improving labor relations



The accredited toothpaste

With an accreditation from the British Dental Health Foundation (BDHF), the Promise Just for Kids toothpaste reportedly becomes India's first and only toothpaste to receive this distinction. The BDHF is the principal source of reference for information and assistance on dental health matters in the UK, mentions a write-up in the *Jame-Jamshed* of October 2, 1994. So their logo on a dental product is supposed to signify proof that the claims made by a manufacturer are backed scientifically and



**Parsiana on your
30th Anniversary**

FROM

**The Zoroastrian Association
of Metropolitan Chicago**

have been approved and graded on the quality standards laid down by BDHF's special accreditation panel.

Promise Just for Kids which is supposed to have a gentle, low abrasive formula is scientifically designed to safeguard the delicate enamel of children's teeth. It has in addition the essence of clove oil that is the hallmark of all Promise tooth-pastes. Besides, their two flavors — Tooty Frooty and Fruit 'n' Mint — have made it popular with the children.

Shortly after this recognition came the announcement that Aspi Balsara, chairman and managing director of Balsara Hygiene Products Limited, had planned a "strategic marketing alliance" with DCM Shriram Industries Limited.

No tobacco zone

That cigarette smoking is injurious to the health of the smoker is given wide publicity. But what is not given sufficient weightage is the fact that smoking is a public hazard for the 'passive' smokers too who perforce have to inhale the contaminated air.

To counter the large sale advertising campaigns of cigarette companies, the management of Godrej Soaps Limited (GSL) took the innovative step this year to declare their campus at Vikhroli as a "No Tobacco Zone," according to a report in *The Times of India* of August 8, 1994. A circular informed all concerned: "Nobody is permitted to carry any tobacco products inside the premises... Arrangements have been made to deposit and collect these at all the security gates of GSL..."

The authorities received 100 percent compliance not only from their employees but also the employees of their associates and other visitors. Family members too expressed their solidarity with this ban, mentions the news report.

Dinshaw's milk market

Their supremacy in ice creams established in Nagpur, Dinshaw's chose to restart their original family business of milk production in 1990, offering competition to the government milk scheme. Five years later, the second generation of Ranas, Sam and Jimmy, have succeeded in equalling the mark of the milk produced by the government. Their three brands — wholesome, family and popular — with varying fat content account for their daily sale of nearly one lakh liters among 66,000 fami-

lies, according to a news report in the *Blitz* of September 3, 1994.

As compared to their milk project their plans to expand the market for their ice creams has not fared as well. With the exception of Madhya Pradesh and Maharashtra, Dinshaw's ice creams have not been able to make a substantial impact



A Dinshaw's outlet in Nagpur

on consumers in other states. Their difficulty to establish a foothold in these regions is compounded by the presence of international giants like Walls collaborating with Brook Bond, and Baskin Robins with Kwality.

Competitors like Vadilal they might have been able to withstand as they had when Vadilal entered the Nagpur market with much fanfare in the mid '80s. That was a time before Dinshaw's decided to modernize and expand; when Dinshaw's had only three outlets in the city; and yet within a year Vadilal opted to withdraw.

Sixty-two years after founder Dinshaw Rana launched the ice cream business, the Ranas have entered the agri-food market. A new unit with a 120-ton capacity to produce whole wheat flour, semolina and cheese will shortly be operational, according to the *Blitz* write-up.

Wadia rewarded

For the last nearly two decades Dr Minoo Framroze Wadia has served as honorary lecturer at the Civil Defence Staff College and Home Guards. This enduring commitment, he believes, qualified him

for the Home Guards and Civil Defence medal for meritorious service. News of this award was conveyed to him by Home Secretary N. N. Vohra on the eve of Republic Day early this year. His lectures on first aid and allied subjects are delivered in English, Marathi, Hindi and Gujarati, he informs.

While he has yet to be decorated with this award, he already has to his credit the invaluable services award from the Civil Defence Staff College, the meritorious service award and appreciation certificate from the Parsi Ambulance Division where he has been appointed district surgeon for the state of Maharashtra, and the seva medal, and dedicated and outstanding services certificate from the St John Ambulance Brigade.

Besides maintaining his private medical practice, Wadia also serves on the panel of corporations like the Life Insurance Corporation, Air India, etc. Another responsibility he holds is as trustee of the Wadia School in Phansa founded in memory of his grandparents by his father Framroze.

Reflection on Modi School

Mahabaleshwar's first English medium co-educational school observed its 15th anniversary by launching a magazine *Reflection-1994*. Jointly edited by the principal of the P. M. Modi High School, Ms Nargis Khambatta, and trustee-administrator Ms Mariam P. Modi, the magazine sums up the achievements of the students and the School's contribution to education in its 15 years of existence.

Starting with 20 students, today there are nearly 350 students availing of its education facilities. The motto of the School being *Fiat Lux* (let there be light), in the process of inculcating modern education in these students the educators have tried to ensure that the youngsters do not forsake the "teachings of gracious living

of these quiet hills ingrained in them... a tradition that must not get caught in the quicksand of rapid and reckless urbanization."

The teachers here get job satisfaction educating not only the elite of the society but the children of the soil, mentions Modi. The class strength being restricted to 15 to 18 students, special and individual attention is assured to each

Wadia: lessons in first aid



M. PALLONJI & CO. PRIVATE LIMITED

Corporate Office

Prop of: Taj Printing Works

46/A, Cawasji Patel Street, Fort, Bombay 400001

Tel: 2042432 ♦ 2854218 ♦ 2853058 ♦ 2853080

Fax: 022-2855325/2152998

**Leading Contractors for Industrial
Painting and Coatings, Anti-Corrosion,
Waterproofing, Construction, Diving
and Offshore Contractors**

**Principal Contractors/Jobs Undertaken
for all types of Epoxy/Polyurethane on
Structures/Flooring/Waterproofing
Concrete Surfaces**

Regd Off: 87, Abdul Rehman Street, Bombay 400003

Tel: 3436607 ♦ 3424150 ♦ Gram: PALLONJIM

Do you have a G6PD enzyme deficiency?

The G6PD enzyme deficiency, common among the Parsis, makes them highly susceptible to certain drugs.* The deficiency may cause jaundice in the newborn and severe hemolytic crisis (destruction of red blood cells) in adults.

Ask your family doctor to arrange for a blood test to detect whether you have G6PD enzyme deficiency. If you happen to be a G6PD-D patient, it is essential that you carry your card at all times so that in any emergency you would receive appropriate treatment.

*Analgesics: Acetanilid, Acetylsalicylic acid, Aspirin, Acetophenetidin (Phenacetin), Antipyrine, Pyramidone.

Sulfonamides and Sulfones: Sulfanilamide, Sulfapyridine, N2 Acetylsulfanilamide, Sulfacetamide, Sulfisoxazole (Gantrisin), Thiazolsulfone, Salicylazosulfapyridine (Azulfadine), Sulfoxone, Sulfamethoxypyridine (Kynex).

Antimalarials: Primaquine, Pamaquine, Pentaquine, Quinacrine (Atabrine). Nonsulfonamide antibacterial agents: Furazolidone, Nitrofurantoin (Furadantin), Chloramphenicol, Para-aminosalicylic acid. Miscellaneous: Napthalene, Vitamin K (Water soluble analogues), Prodenecid, Trinitrotoluene, Methylene blue, Dimercaprol (BAL), Phenylhydrazine, Quinine and Quinidine; Sulpha containing compounds including Septran, DDS and Daraprim; Nitrofurantoin, Nalidixic acid including all derivatives of this group, Antistine, Diphenylhydramine, Pronestyl, Nitrites; Large doses of Chloroquine, Chloromycetin, Vit. C and Vit. K.

Published in the public interest
by Parsiana

student. Seventy children of this School are sponsored by well-wishers, trusts and bungalow owners in Mahableshwar, thus enabling the poor and socially backward children to avail of learning facilities.

Boasting of 100 percent success at the SSC (Secondary School Certificate) examinations since 1989, the School authorities are proud that their education system has worked and they have become the beacon in this area. It was following the demise of Peshotan Meherwanji Modi in 1978 that this School was started in 1979 on the verandah of his Stone House property by his friend Fazal Fazelbhai "to enlighten the children of Mahableshwar."

Interfaced with advertisements, *Reflection* carries contributions from students showing that they enjoy the values stressed at the P. M. Modi School and the range of activities offered. The quotation on almost every page of the magazine gives an idea of the philosophy preached and promoted among the School's fraternity.

12th in 12th

Securing 90.67 percent marks at the Higher Secondary Certificate (HSC) examinations conducted in Bombay in March 1994, Shayan Sarosh Irani secured 12th rank among students from the non-vocational science faculty. Since science students from the vocational batch are exempted from studying a second language, they

generally tend to fare better as versus their counterparts in the non-vocational stream, explains Irani.

Two years back at his school leaving ICSE (Indian Certificate of Secondary Education) examination too Irani



Irani: all-round success

had secured 90 percent marks. Irani's schooling was at the Cathedral and John Connon, after which he pursued two years of science at Jai Hind College. He is presently studying medicine at the Gordhandas Sunderdas Medical College

affiliated to the K.E.M. Hospital.

Besides academics Irani has made time for extra curricular activities like sports, elocution, drama, debate and social service programs. He had represented his school in cricket, and Cusrow Baug, where he resides, at the all-Parsi table tennis and football tournaments.

The well and the square

The junction where the Veer Nariman Road meets the Karmaveer Bhaurao Patil Marg near the Central Telegraph Office at Fountain has been named the Ramdeo Poddar Chowk. Irked by this development a Bombay resident Bhagwan Thadani complained in a letter that was carried in *The Times of India's* Pillar to Post column of September 6, 1994: "It would have been far more appropriate to name this square Bhika Behram Kuwa Chowk with due regard for its historical significance and for its specific sacredness to the Parsi community. The Bombay Municipal Corporation could have shown a little more sensitivity in this matter: the gesture would have been tantamount to paying a small tribute to a community that has rendered selfless service to the nation."

SPOTLIGHT

In recognition of his services as president of the International Committee of Foundry Technical Associations and for promoting relations between Indian and German foundrymen, Sorabji H. Commissariat was elected honorary member of Verein Deutscher Giessereifachleute in June 1994. He becomes the first Indian to receive this honor, notes a press release.

Test umpire Dara Dotiwalla was declared Umpire of the Year for his performance in the 1993-94 cricket season. He was awarded the Umpire Mamsa Trophy by the Association of Cricket Umpires, Bombay in October 1994, notes a write-up in *The Afternoon Despatch and Courier* of October 18, 1994.

Promoted as superintendent of central excise and customs, Darius Cawasji Bili-moria has accepted his new posting in Kolhapur from July 1994, according to a press release. Commended by the government for his exemplary devotion and zeal during his nearly 20 years of association with this branch of service, he has offered to guide Parsi youths seeking a career with the government.

Compiled by Parinaz Gandhi

Have you ever looked at the energy crisis as an opportunity?



Rather than see the energy crunch as a setback,
we chose to look at it as an opportunity.

An opportunity to stretch resources. And find
energy solutions for you that are based on a
simple belief : increased output and efficiency with
the same energy input.

Isn't this what energy conservation is all about?

**Improving your business
is our business**



THERMAX LIMITED THERMAX HOUSE,
4 BOMBAY PUNE ROAD, SHIVAJINAGAR, PUNE 411 005

Karachi kaleidoscope

The Karachi Zarthosti Banu Mandal (KZBM) celebrated its 82nd anniversary on November 11 with a jashan, a talk by Ms Farishta Dinshaw and lunch. Appropriately, the Mandal's octogenarian friend Behli Rustomji gave the organization his most precious possession — his mother Themina's piano. It may be recalled that Rustomji and his late wife Gool's gift to the community is the English translation of Dastur Manekji Dhallal's *Autobiography*.

Themina Rustomji's "greatest joy was to play her piano and sing. Anybody who knows this branch of the family is fully aware that all her children have inherited her gift — the love of music," notes the KZBM newsletter *What's On* (November 1994).

Associating Behram Rustomji and his family "as always around the piano, singing," the newsletter refers to the many tunes he composed for the community "which we still sing," but more specifically to his rendition of Pakistan's national anthem. "Composer and friend Ahmed Ghulam Ali Chagla brought the score for Behli to play without any words except for the one and only line ... 'Pakistan Zinda Baad.' Behli with the BVS (Bai Virbaiji Sopariwala Parsi High School for Boys) boys, Mehra Kavasji and Dinsu Kotwal, recorded the composition on Radio Pakistan in the early 1950s, singing these three words throughout. Ahmed never knew his music would eventually become the national anthem," notes the write-up.

The newsletter recalls the KZBM's 50-year tenancy in the H. J. Rustomji Home. "The child welfare section was first run by... Gool from their home, using this same piano to teach children the joy of singing."

The 20th anniversary of the Informal Religious Meetings Trust Fund was celebrated at Hotel Metropole with *Zal and Rodabe*, a play presented by the Friday School for Little Zarathushtris.

The KZBM hit upon a fun way of remembering and honoring a benefactor. On manekthari punam, October 20, they organized a moonlit walkathon at Cyrus Colony in memory of Sohrab Homee Mehta "who built and gave us our building in Sohrab Katrak Park on October 14, 1962."

Justice Dorab Patel, who was awarded the Hilal-i-Imtiaz, Pakistan's highest civil award, by the President on Independence day for his work for human rights, now chairs a special committee for Parsi Marriage and Divorce Laws. Formed under the auspices of the Zoroastrian Association of Pakistan, the committee includes Rustom Virjee, Kairas Kabraji, Ms Sunnu Golwalla, Ms Kermin Parekh, Virasp Mehta and Feroze Cawasji and has the authority to coopt any further members required.

Dining and dancing on the seashore had been organized in mid October to generate income to be used for the education of a child at the Navsari Orphanage, informs the KZBM newsletter. The cost involved is Rs 5,000 through the World Zoroastrian Organisation (WZO). The income from the Pateti dance had been similarly deployed.

Ms Gool Minwalla, who brought Montessori education to Karachi in 1941 and established a training center for Montessori teachers whose diploma is recognized worldwide, has been selected "Woman of the Year" by the Ladies Forum of Pakistan, informs the KZBM newsletter. Minwalla has been an active member of the Mandal, having chaired its poor welfare subcommittee for many years. She is credited with being the brain behind the organization's biannual sale.

Aware of their handicaps as an ageing community — the high probability of fractures, choking, shocks, burns, etc — the Zoroastrian ladies of Karachi decided it was better to learn to deal with emergencies at home before medical help can be obtained. Accordingly the KZBM arranged for a state registered nurse from the UK to teach them the basics of first aid.

"An evening of fun...with your ancestors" is how the KZBM billed a presentation by Dr (Ms) Rubina Patel Lovelace, a PhD in genetic engi-

neering. Patel enlightened the audience on the biological/medical advantages of a family tree and informed them how to make one and how to use computer technology to create a permanent archive for the Parsis of Karachi.

A compilation of names of ancestors with the dates of birth, marriage and death would be in the interests of future generations, especially those living abroad, Patel said.

Zoroastrian youths proceeding to the US for higher studies for the first time are now invited to register their names and university details with the KZBM. Through the Mandal's link with the Federation of Zoroastrian Associations of North America (FEZANA), an assistance network for newcomers is falling into place.

When 104-year-old Ms Khorshedbanu Hoshang Dinshaw died on August 17, 1994 her eyes benefitted two individuals, chronicles the KZBM newsletter, adding, "To elaborate on her charities would be an insult to her belief which was to give privately and silently."

Married to her first cousin — both being grandchildren of Eduljee Dinshaw, the great Parsi philanthropist of Karachi, as informs the Informal Religious Meetings (IRM) newsletter — they could not but be philanthropic themselves.

It is on record that the Spencer Eye Hospital built by her husband is totally free and is still the only one of its kind in Pakistan that researches into eye diseases; the Eduljee Dinshaw Hostel at the Mama School used to be personally supervised (and run at her own cost for 37 years, as



Dinshaw: gave privately and silently

To find out whether you're using
the best Powder Hair Dye,
place it next to ours.



Now take this simple test.

	Godrej Powder Hair Dye	Any other
* Is it shampoo based?	☒	☐
* Does it spread easily?	☒	☐
* Is it convenient, non-messy, easy to use?	☒	☐
* Are the shades natural? (i.e. no one can make out you're using a hair dye)	☒	☐
* Is it long lasting?	☒	☐
* Is it safe?	☒	☐
* Is it from a reputed company?	☒	☐
* Finally, what is the price?	Rs. 28 for 10 gms.*	Rs. _____ for 6 gms.



Godrej Powder Hair Dye. So much more for so much less.

* Max. retail price as on 1st Mar. 1993 (inclusive of all taxes)

notes the IRM newsletter) by Khorshedbanu in the interests of its inmates, poor Parsi girls; the Shalimar Cafe was founded and run by her to give elderly Parsis a remunerative occupation for over 50 years. Her humility and selflessness led her to personally visit the homes of the suffering so as to realize and alleviate their problems.

Khorshedbanu and her family "have always refused to receive any *manpatras* or address of honor or felicitation for what they have done for the community and the city," notes the IRM newsletter. However, it chronicles a combination of spontaneous and planned outpouring of affection and appreciation on the occasion of her birth centenary four years ago: the Sadar Dare-Meher mobed offered a personal *maachi* in the Havan *gah*; the BVS Boys' School Band regaled her with music in her garden, followed by the Mama School Band. "All the girls of the Mama School were non-Parsis and it was a thrill to hear them singing *Chhaiyé Hamé Zarthosti* at the end," notes the IRM newsletter.

In the evening, the chairmen and members of every Parsi association of Karachi,

led by the Karachi Parsi Anjuman Trust Fund, gathered at Avari Towers before proceeding in a stately motorcade to the Dinshaw residence to present the lady with an address of honor, flowers, silver salvers, shawls and all that an appreciative community could shower upon her. For over an hour she withstood the "ordeal" with innate grace, sitting in her wheelchair.

The IRM newsletter informs that she continued to be alert and active for four years thereafter -- as though by divine response to the blessings the community had invoked.

A Zoroastrian in Fiji

Ms Shara Godiwalla of Houston is basking in the natural beauty of the Fiji Islands, informs *Manashni*, the newsletter of the Zoroastrian Association of Houston. One of the 15 Peace Corps volunteers assigned to Fiji, Godiwalla is currently living with an Indian family in Lambasa on Vanua Levu, the second largest island of the archipelago.

Learning the local language and imbibing its culture and life-style, Godiwalla has been to the mandir and listened to

bhajans and the *Ramayana* songs, laundered her clothes in a bucket and written a letter by the light of an alarm clock, informs the newsletter.

Godiwalla's assignment is with the ministry of health. She is expected to work with the nurses.

Traditional meals on call

A full page advertisement in *Manashni* describes Kaiser Foods U. S. A. as "pioneers of the finest Parsi cooking in Houston." Proffering single or family size, weekly or monthly meal packages, the establishment also caters for lagans, navjotes, Pateti and other parties and celebrations.

The menu consists of 19 meat dishes, 10 vegetarian, 10 seafood, eight chicken, six rice and five dals besides a variety of eggs, desserts, mithais and snacks.

Though providing doorstep delivery, Kairasp Rusi Laskari notes in the advertisement that all dishes require a minimum of 10 plate orders and advises patrons to place group orders for greater discounts.

Compiled by Arnavaz S. Mama

FIRDOS & S. CAMBATTA CO.

'Cambatta Central', Bharat Bobins Ltd Premises
Rakhial Road, Ahmedabad 380023

Agents in Gujarat for:



M/s ION EXCHANGE (INDIA) LTD
For INDION Water Softening Plants,
Demineralisers, Cation & Anion Resins,
Filters, Chemical Dosers etc

☆☆☆



Sole concessionaires in Gujarat for:
M/s INGERSOLL-RAND (INDIA) LTD
For Air Compressors and Vacuum Pumps

With Best Compliments From

**Chetan Parekh
Jayant Parekh**

Jay Chetankumar & Co

Iron and Steel Merchants

4th Lane, Darukhana, Reay Road, Bombay 400010
Tel: 3723588 * 3724939 * 3782561

**Navanital Parekh
Hitesh Parekh**

H. Navanital & Co

Iron and Steel Merchants

Kharwa Galli, Opp Chhota Kabrastan
Maulana Shaukatali Road, Bombay 400008
Tel: 3864511

Specialist in: Angle, Channel, Beam, Flat, Plates



N. T. Parekh & Co

Iron and Steel Merchants

Plot No 170, Darukhana
Bombay 400010

The Federation as Fund-raiser

Though the all-India body has almost no funds of its own, it has proved its ability to raise moneys for various community institutions and projects

The Federation of Parsi Zoroastrian Anjumans of India took on a new avatar at its meeting in Bombay: that of a fund-raiser. In a matter of a few minutes the all India body at its executive council meeting on June 4 and 5, 1994 at Bombay's Muncherji Khareghat Hall raised over three lakh rupees for the eight atash behrams in India, over one lakh rupees to help defray the costs of a documentary on Zoroastrianism and formed a three-man committee to try and raise two crore rupees for an all India plan to encourage Parsis to have more children by subsidizing child care costs.

Added to that, the Bombay Parsi Panchayat (BPP) chairman and ex officio president of the Federation Jamshed Guzder attributed his late arrival at the meeting to the fact that he was attending the first death anniversary prayers of a lady who had left behind shares worth around 11 crore rupees which Guzder had channelled into three charitable trusts.

Aside from the Federation, individual anjumans also spoke of various schemes implemented by them to augment their funds, with the Ahmedabad Parsi Panchayat trustee Areez Khambatta stating that in 1980 their monthly income was Rs 11,000 to Rs 12,000 while today the monthly income is over two lakh rupees. Additionally, an investment of Rs 30 lakhs rose to Rs 40 lakhs in a year's time thanks to sound financial investments in the Unit Trust of India by Dr Hafiz Dalal, then joint secretary of the Panchayat.

Other anjumans such as Bharuch spoke of their considerable assets lying unutilized due to legal restrictions. Except for the anjumans of Jhansi and Vesu which sought funds for their agiary, it was apparent that with an adroit management of funds and assets and a dwindling number of beneficiaries, the community did not face a dearth of money.

From the sale of the Khambhat lands the Federation will receive over two lakh

rupees, now in the custody of the Surat Parsi Panchayat (SPP).

The Damania group of companies generously offered to finance the next youth conference slated for the north Maharashtra city of Ahmednagar in November. The cost was estimated at around three to four lakhs.

The next all India Federation Awards for Excellence are to be presented at the executive council meeting scheduled for New Delhi on January 28 and 29, 1995. The Federation's honorary secretary and activist Keki Gandhi bemoaned the low number of nominations submitted and, in response to a question from permanent invitee Bejon Dittia, clarified that any group or individual could submit recommendations — indeed, an individual can nominate himself, he added.

A new award for the most outstanding export performance by a small scale industry has been initiated by Nariman Mogrelia, president of the Madras Parsi Zarthosti Anjuman. "Either we export or perish. Exporters have to be encouraged," Mogrelia elaborated the rationale of the award.

The crucial 1991 census figures that will indicate how many Parsis exist in India were still not available but Homi Taleyarkhan, former member of the Government of India's Minorities Commission, said the information would be made public shortly.

The Badnera-Amravati anjuman became the newest entrant to the Federation bringing the total number of members of the all India body to 66.

The Save Udvada movement, designed to preserve the ancient settlement from the encroaching sea, has the support of the state and national governments, said Taleyarkhan. He said that about one or two crores rupees may be required which could "be raised" as it was a pilgrim tourist center.

Guzder announced that the merit rating

scheme, on the basis of which the BPP allocates housing, would be "amended and brought up-to-date."

The subject of subsidies for children and whether turning to a matrimonial bureau for finding a partner was degrading resulted in a lively debate with a diversity of views being presented.

The possibility of communitywide medical insurance cover at a low premium was discussed as well as the problems associated with obtaining uncontaminated blood for transfusions. The youth conference hosted at Dahanu netted a surplus, a large portion of which, Rs 45,000, was donated for the first time to the Federation of Zoroastrian Youth Associations of India (FOZYA) for the organization's activities.

And Minoo Davierwalla, president of the Poona Parsi Panchayat, was appointed the Federation's "tail-twister" or "progress-chaser" as he preferred to term it after he complained that the Federation was not acting on projects but was more a talk shop.

Funds

In the first day's morning session, the video documentary *The Voice of Zarathushtra*, produced by noted documentary filmmaker Homi Sethna, was shown to an appreciative audience. "The very fact that he took the initiative...is absolutely remarkable," commented Guzder. He then suggested that the prayers said during the marriage ceremony be translated into English and a copy be given to every couple at the time of their marriage

Facing page: At various stages of the deliberations, from left to right (first row): Guzder, Kanga, Taleyarkhan, Guzder, Gandhi, Anklesaria; (second row) P. Ginwalla, S. Ginwalla, Mogrelia, Dinshaw Dastur; (third row) H. Charna, Y. Charna, A. Irani, Kanga, Bodhanwalla, Mistry; (fourth row) Khambatta, B. Bharucha, Karanjawalla and Sethna



Reaching for the Sky



Two landmarks in Bombay – the Commerce Centre of the World Trade Centre Complex and the new Reserve Bank Building.

Both built by Shapoorji Pallonji of course!



SHAPOORJI PALLONJI & CO. (PVT.) LTD.

Shapoorji Pallonji Centre, 41/44, Minoo Desai Marg. Colaba.
Bombay-400 005. Phone: 2870211/2870195/2870197.

"which they can keep for the rest of their lives... so (if) during their married lives they find that things have not turned out as they wished, they could seek solace from the teachings of Zarathushtra." Guzder said he was willing to donate money for the translation and printing and would also ask the Bombay Punchayet and his co-trustees to see if the requisite funds could be raised.

Gandhi noted that the "main purpose" of showing the video was to "bring to your notice the plight of Homi Sethna... He has spent six lakhs of rupees on producing this film out of which he has been able to pay four lakhs from his own resources. Two lakhs he still owes to his creditors... I'm sure that the community, the members of this Federation, are not going to let him down... I have not come across a video which in a short span of 40 minutes spells out the principles of the *Gathas* and the community's social customs in such a lucid manner... there is no controversial material in the film."

Gandhi noted that Darius Marshall from Calicut had phoned him the day before to state he could not attend the meeting and when told about Sethna's film offered a donation of Rs 5,000 from his anjuman.

The highest contribution that came from an individual was of Rs 25,000 from Guzder. Among the other individuals to put their hands in their pockets were BPP trustee Ms Silloo Kavarana (Rs 5,000), businessman Areez Khambatta of Ahmedabad (Rs 5,000), entrepreneur Nariman Mogrelia of Madras (Rs 2,500), Minoo Davierwalla of Poona (Rs 2,000), FPZAI joint treasurer Peshotan Nargolwala, BPP trustee Jamsheed Kanga, the Federation's permanent invitee Homi Taleyarkhan, Adil Byramji of Kanpur, Ms Aloo Cama, an observer at the Federation meeting and Homi Mehta of Zai Bordi (Rs 1,000 each), Federation permanent invitee Bejon Dittia from the twin cities of Hyderabad-Secunderabad (Rs 1,001), Dinshaw Patel of Saronda (Rs 501), and Hoshang Debara of Agra (Rs 501).

Twenty-five thousand rupees were pledged by the BPP; the Iranian Zoroastrian Anjuman, Jamshedpur, Delhi and Surat pledged Rs 5,000 each; Rs 1,001 each from the Agra and Jhansi anjumans and Rs 1,000 each from Dahanu and Madras and the Bardoli, Dumas and Bhavnagar anjumans Rs 501 each. The Federation of Zoroastrian Youth Associations pledged Rs 1,100 for the cause. Sethna benefitted from an anonymous donation of Rs 5,000 too. Dittia suggested that "a Maruti can be bought and a lottery floated (to collect funds)." Even "trusts can help," reiterated Kanga.

The Voice... priced at Rs 350 for individuals and Rs 750 for anjumans is available from Ms Gool Tata, joint secretary of the BPP or from Sethna himself at 72 Ashoka Apartments, Rungta Lane, Off Jagmohandas Marg, Bombay 400006. Packaging and postage charges in India will amount to an additional Rs 50. For purchasers abroad, the film is priced at US \$ 30 plus packing and postage by registered airmail. Some copies are available locally in the United States and the United Kingdom for which only local postal charges will be applicable, according to Sethna. Those who would like to "bail out" Sethna from his predicament can send in their cheques to the Federation of Parsi Zoroastrian Anjumans of India and forward it to Gandhi at Machine Tools (India) Limited, D-24, South Extension Part II, New Delhi 110049. A free copy of the video film is promised to anyone donating Rs 400 and above.

Guzder noted that the Surat Parsi Panchayat "had decided to contribute Rs 5,000 to the corpus of each of the eight atash behrams in India." The interest from the money is to be utilized for the benefit of mobeds as well as the maintenance of the

WE SCRUB GASES OTHERS WON'T TOUCH

PHOSGENE
SILICON TETRACHLORIDE
SULFUR DICHLORIDE
BORON TRIFLUORIDE
ORGANIC ANHYDRIDES
ORGANIC ACIDS
ALCOHOLS
ACRYLATES/ACETATES
OXIDES OF NITROGEN
SPECIALTY GASES:
e.g., Arsine/Phosphine/Diborane



Most wet scrubber designers prefer not to handle these tough scrubbing applications. We can because Croll-Reynolds has twenty years of test data and design experience to guarantee the removal efficiencies required. Each Croll-Reynolds and Mazda venturi scrubber and packed tower system is custom designed to your specific application ensuring optimum efficiency and economics. Tough scrubbing application? We've built our reputation on successfully scrubbing gases others won't touch.

Designed in USA by :

CROLL-REYNOLDS

Manufactured in India by :

Mazda
CONTROLS LTD.

Patel Chambers, Near H.K. House, Ashram Road, Ahmedabad-380 009.
Phone : 408967, 408014, 408654 Fax : 0272-427394 Telex : 0121-6620

* CR patented NOx scrubbers guarantee 90% + removal efficiencies.

With Compliments
From

GLOBE THEATRES Pvt Ltd

Established
April 3, 1915

Pioneers of Show
Business in India for
the last 79 years

We rededicate
ourselves to the ideals
we have cherished and
practised all along --
namely to show
**NOTHING BUT
THE BEST**
to our ever increasing
number of Patrons

Controlling:

REGAL
BOMBAY
*
CAPITOL
BOMBAY
*
GLOBE
CALCUTTA

structures. "Dr (Sam) Bhacca (SPP president and Federation vice president) suggests that since the SPP has given Rs 40,000, the BPP should give Rs 80,000 and my very benevolent trustees have agreed," said Guzder, adding, "Since this is a very laudable suggestion, I have decided to give Rs 80,000 of my own. In addition, an anonymous donor has also contributed Rs 80,000, that is Rs 10,000 for each atash behram. In addition, the second association in Surat (Shri Surat Parsi Anjuman Panchayet) is also contributing Rs 40,000. The Delhi Parsi Anjuman (DPA) has also donated Rs 16,000. We have written a letter to the trustees of the respective atash behrams. The donations will be treated as a corpus."

Mogrelia, while lauding the BPP for its program to subsidize the third child, suggested the scheme be changed from the third child to any child. "By providing subsistence for the first child and onwards we will be able to induce young couples to get married early and also produce the first child very early... early production of a first child will automatically provide a longer fertility period to young mothers and also serve as an incentive to have a second or even third child." Mogrelia felt that about Rs 15,00,000 per annum would be required to fund the scheme and proposed a corpus fund of two crore rupees "to take care of probable increases in the birth rate as well as inflation." Following Mogrelia's suggestion a lively debate took place on the subject of subsidies which *Parsiana* intends to carry in a forthcoming issue in an edited form.

Defunct anjumans

The defunct anjumans subcommittee suffered a setback as one of its ablest members, Sohrab Katpitia of the SPP, was hospitalized and had to undergo an angiography. The BPP's chief executive Rustom Anklesaria and Katpitia are the "hands and eyes and everything of the project," noted Gandhi. Referring to the difficulty of finding suitable persons with a background of revenue or city surveying to work on the project, Anklesaria noted, "We did employ two such persons (but) they were not happy with us and we were not happy with the findings they made." Ultimately they resigned. Despite advertising the vacancy and offering to pay up to Rs 3,000 a month for a full-time employee, "we are not in a position to find any suitable candidate." He reiterated that the spadework on defunct anjumans would have to be done by the closest neighboring

anjuman. "Once that data is fed to Mr Katpitia or to me, then we could follow up and decide what to do next."

At the Baroda Federation meeting for example, the Iranian Zoroastrian Anjuman came forward "to say that you give us the power and we will look into the Tarapore dokhma matter," said Gandhi. Both Aspi Irani of the Iranian Anjuman and Pervaz Irani, the secretary of FOZYA who resides in Dahanu, offered to help. Noted Gandhi, "This sort of attitude should be taken by more anjumans... Mr Dittia has been trying to do something with the Nizamabad property in Secunderabad. Dr (Behram) Masani (of Mhow) and Tehmtan Anklesaria (of Ratlam) are working on the property in Khandwa. But in Gujarat, where most of the defunct anjuman properties are, the local anjumans are taking the stand that Surat will do the work."

BPP trustee Jamsheed Kanga, a former member of the Indian Administrative Service, volunteered to guide anjumans as to what to do after they had collected the information. "But the work of going, collecting information, looking at the records... requires a lot of time and legwork which I think the youth of the community should participate in."

Sarosh Ginwalla from the Broach Parsi Panchayet told the gathering that the population of that Gujarat town had dwindled from 3,000 to around 180 today. "So many of the properties are not in use, so many people are encroaching on them. There is no youth left in Bharuch. Most of the people are over 70 years. There are one or two like me who are middle aged. We have a maternity hospital that stopped functioning. We have gone to a court of law more than one and a half years (ago) to utilize this property for some other purpose... we received no reply. A person wanted funds for his son to study abroad... we gave him some money but we could have given him more because we have vast funds but they are all earmarked for a particular purpose. We cannot utilize these funds for anything else. And the courts of law give no reply."

Suggestions were proffered that the Broach Panchayet trustees could perhaps hire a full-time person to follow up on court matters and also attend to defunct properties. The possibility of amending the trust deed of the anjuman was also mooted.

A discussion then took place on the aramgah land at Jabalpur. The land had been encroached upon and Taleyarkhan had taken up the matter with the Madhya Pradesh government, related Gandhi. Dr

TODAY ISO 9002.

TOMORROW THE IMPOSSIBLE.

Grindwell Norton has proved once again what it had known all along. That nothing is impossible when people work as one.



This is certainly an achievement to be proud of. But what makes us prouder is the inspiring story of how 800 people who determined that they

On March 3, 1993, BVQI, the world-renowned quality standards organisation, awarded the prestigious ISO 9002 certification to Grindwell Norton's Bonded Abrasives Plant at Mora. For its entire range of bonded abrasive products.

would go all out to get the certification - no matter how impossible the task. They took it up as a challenge. They worked days. And nights. Going far beyond the call of duty.

With this ISO 9002 certification, Grindwell Norton has become the first abrasives manufacturer in India to have won this award and has clearly established itself as the undisputed leader in abrasives in India and world-class in quality.

That's what Grindwell Norton is celebrating today. The spirit of oneness. The belief in the magic of togetherness. And this is what will take Grindwell Norton a long way in its continuing quest for excellence.



NORTON GRINDWELL NORTON LTD.

Bombay • Bangalore • Baroda • Calcutta • Coimbatore • Delhi • Faridabad • Hyderabad • Indore
Jaipur • Jamsbedpur • Kanpur • Ludbiana • Madras • Mora • Nagpur • Pune • Rajkot • Ranchi • Tirupati

(Ms) Gulshan Darabshaw, a resident of Liverpool, visited the grave of her father Ervad Karkaria who had died in November 1993 and wrote complaining about the state of the aramgah, said Gandhi. "We wrote to the anjuman and requested them to send someone to the Federation meeting to see in what way the all India body could help. But the response has not been encouraging."

Kanga again mentioned the Mahabeshwar Parsi Club. "The Parsi trustees voluntarily went out and some builders from Bombay took control. These builders then tried to sell the property by making their own friends as members saying the Club will allow you to build something which you can use during your life, though it remains notionally the property of the trust." After objections were raised by a person staying nearby, the government prohibited the transfer of the land, said Kanga. "Now they are using the Club as a hotel. Parsiana has written an article on it but there is apathy on the part of the local people. They don't want to do anything and I'm sorry to say that some of the local Parsis are helping these people. One is working as a manager... Through sheer apathy we are losing crores of rupees worth of valuable property."

Anklesaria noted that even if the Federation appointed a full-time person, the local anjuman would still have to help with the spadework. "Ask Dr Masani how many times and how many people have been involved to crack one nut — Khandwa. You must have made at least 10 visits, you must have met the lawyer 10 times, you must have done a lot of spadework to obtain the basic data. We must have a three-pronged approach."

As an incentive to get the local anjumans to participate, Kanga suggested "a certain percentage of the salvage value could go to the neighboring anjuman" if it successfully safeguards the property.

Rustom Anklesaria welcomed the suggestion and said that Bhacca, Katpitia and he would work out a concrete proposal with the chairman's consent.

Awards

Nominations for the Federation Awards for Excellence for 1992 and 1993 to be presented at the Federation meeting to be hosted in Delhi, in January 1995, are being processed, noted Rustom Anklesaria. In some categories, however, "not a single worthy nomination" has been received, moaned Gandhi. "This gives me the impression that the anjumans have been very

modest... it is always my experience that after the awards are declared, somebody comes forward and says at the function, "Arré, you omitted this person or that who was very deserving." Gandhi noted that he had published advertisements inviting nominations in three consecutive *Fed Newsletters*. Still, "there are so few nominations in several categories and none in others." He noted that the Federation newsletter is mailed or delivered to 6,000 families in India and abroad and in spite of this wide publicity, and the extension of deadlines for submitting nominations, the response was lukewarm.

In response to a question from Dittia, as to whether "wild card nominations from a group of individuals" would be considered, Gandhi replied, "Anybody can sponsor any person."

A new award for excellence in exports for a small scale industrialist was instituted by Mogrelia, a leading and award winning textile exporter himself: "The award that I propose is in keeping with the philosophy of our country — export or perish. We are still lagging behind. Export is a field in which a lot of specialized knowledge is required...it should be encouraged."

Another new award proposed by Guzder
continued on page 40

MATRIMONIAL

A 25-year-old Parsi boy, working as a partner in a leading firm, height 5'8", non-mangalic, invites matrimonial alliances from pleasant tempered Parsi girls, willing to settle in Nagpur. Please respond with latest photograph (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/87-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Affluent parent invites proposals for her 5'6" tall, slim, beautiful, wheatish complexioned and highly educated daughter aged 26 years. The boy should be highly educated, preferably a professional and well-settled, from a cultured and affluent family back-ground, between the age 27 to 32. Please write with full details and recent photographs (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/83-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

Annual Parsi Sports Meet

The 15th All Parsis Annual Athletic and Cycling Meet will be held as follows:

Cycling: Sunday 5/2/1995, at the Valabhbhai Patel Stadium, Worli, Bombay.

Athletics: Saturday 11 and Sunday 12/2/1995 at the University Sports Ground, Marine Lines, Bombay starting at 1.00 p.m.

Open events in athletics for each age group for men, women, boys and girls will also be held.

Entry forms will be made available from the following:

- (1) The Secretary, The Nowroze Baug Play Centre, E/18, Nowroze Baug, Lalbaug, Bombay 400012
- (2) Mr Naval S. Pithawalla, Plot No 584-85, Lady Jehangir Road, Matunga and
- (3) The Joint Sec., Cusrow Baug Sports Pavilion, S.B.S. Road, Colaba, Bombay 400039

Entries close on 1/2/1995

Godrej[®] STORWEL

My only choice because
it lasts a lifetime.



Buying a Godrej Storwel has been one of my wisest decisions. Borne out by years of trouble-free use.

I don't know what gauge or grade of steel Godrej uses (that's my husband's area), but I can clearly see that it's the best. And he also talks of a unique anti-corrosion treatment and a special electrostatic technique of painting. Whatever the process, it must be really terrific, for the Godrej Storwel stays looking marvellous for years.

The workmanship — even a fussy person like me can't help but admire it. There are no gaps which means

insects can't come in. There is plenty of storage space too. What's more, the adjustable shelves allow me to reorganise the storage space according to my needs.

I know many of my friends who went in for cheaper steel or wooden cupboards and have regretted it. I'm

sure you realise that it makes a lot more sense to spend more initially for Godrej Storwel because it gives value that lasts and lasts.

Trust Godrej like I did and buy one today. There's a wide range of models and colours to choose from.



Godrej[®] STORWEL

Trusted by over 30 lakh families for years.



The bitter-sweet lure of *Chocolate*

Arnavaz S. Mama

For a hundred years Spain jealously guarded her secret drink, adding sugar to improve the delicious recipe which she inherited from the Mayas and Aztecs of South America, courtesy Christopher Columbus. In course of time other European gourmets ferreted it out. It took a Frenchman however to begin retailing solid chocolate for making the beverage (in London, in 1657!) at 10 to 15 shillings a pound.

"At this price only the wealthy could afford to drink it and there appeared in London, Amsterdam and other European capitals fashionable chocolate houses, some of which later developed into famous clubs. About 1700, the English improved chocolate by the addition of milk...it was not until 1853 when the (import) duty (on the raw cocoa bean) was lowered to a uniform penny a pound, that chocolate became popular," chronicles the *Encyclopaedia Britannica*.

For nearly two centuries chocolate remained a drink. When Conrad J. van Houten took out a patent in 1828 on the use of presses in the production of cocoa powder it released cocoa butter as a byproduct in commercial quantities which was then pressed into the manufacture of sweet eating chocolate. By the mid 19th century it became popular and gourmet chefs began to coat biscuits and other candies with it. Switzerland's M. D. Peter added milk to the confection in 1876,

spawning a universal race of chocophiles.

In any form of gourmet cookery can Parsis be far behind? By the end of World War I Dr Darabshaw D. Writer and Company had branched into confectionery-making, though we do not know at exactly what point they launched their coco beans (see "Sweetening the bitter pill," pg 32). And circa 1980, Ms Meher Pinto had begun to experiment. Her trial and error method — "Nobody told me how to make a chocolate!" — resulted in her "giving away kilos of chocolates: They melted when I took them out of the fridge!" recalls the lady whose name today is synonymous with quality chocolates among Bombay's well-heeled chocolate lovers.

Pinto (née Katrak) learnt of "tempering" — part of the arcane language and processes that go into chocolate production — on a trip to France where she often accompanied her husband Norbert who works for the French firm of Servia Pharmaceuticals. But it was a piece of verbal information and Pinto says she sweated it out learning how to melt and to what temperature to heat the molten chocolate, to cool and reheat before it could be trusted to take and keep the desired form.

"I'm a chocoholic. I still come back from abroad with a bagful of chocolates! I had no books... I love cooking — all kinds. I never stick to recipes. In the beginning I used to bake cakes on order. But there's

no time for that any more..."

Pinto, who works from her Gowalia Tank residence (telephone number 3868240), started with rum, marzipan, almond crunch... Backed by a supportive family, particularly her sister-in-law Usha Katrak, and friends including the owners of Rustom and Co who volunteered to keep Pinto's handiwork for sale at their well-patronized grocery in Colaba, Pinto's creations gradually found favor with increasing numbers of Bombay's sweet toothed gentry. Then she "got a designer to design my boxes and give me a name."

The "ChocAffaires" boxes — with new color combinations each Divali and New Year — reach such a level of demand by Divali that Pinto and her team work more than a 12-hour day, starting weeks ahead. Having used her home kitchen all these years, Pinto says she can't manage here and is thinking of acquiring a place outside.

After her graduation in June 1994, "Chocophile" Ms Meher Gandeia has concentrated on making liqueur chocolates — "Soft centers, not liquid," as she is quick to differentiate. Using only foreign liqueurs — Baileys Irish Cream, Kahlua, Crème de Menthe, Cherry Brandy, Orange Curacao — Gandeia (telephone number 3646120) has carved her own niche in Bombay's Warden Road area and finds



(Below) Pinto: an 'Affaire' with chocolates
(Centre) Kavarana: the 'Mystique' woman
Bottom: 'Chocophile' Gandevia



As connoisseurs and producers three women entrepreneurs have displayed a taste for fine chocolates

Forbes Marshall is the only Steam Engineering
and Control Instrumentation force in the country.

Forbes Marshall is possibly the only *Group*
in India to be awarded an ISO 9001 certification.

Forbes Marshall has merited this award from
one of the most stringent ISO evaluators in
the world- TÜV of Germany.



Till now, Forbes Marshall
didn't even *exist*.

Till now, you knew us by many different names.
Now, we're Forbes Marshall; the ISO 9001
Group that's *so* successful because of a simple,
yet effective, philosophy.

Solutions Engineering.

The business of delivering industry-specific
solutions instead of merely selling products. As
a result of which; the Mechanical, Electronics

and Chemical professionals we recruited, have
all evolved into Solutions Engineers, today.



The ISO 9001 awarded to Forbes Marshall.

Solutions Engineering. At work.

 **Forbes
Marshall**

Solutions Engineering

Kasarwadi, Pune 411 034, India. Fax No. : (0212) 777413 / 777593.



Forbes Marshall • The ISO 9001 Group

JN Marshall • Spirax Marshall • Cambridge Instruments • Krohne Marshall • Arca Controls • Moore Controls • Sempell Valves • Forbesons Engineers

herself so well settled with her products that it is "difficult to manage" her original lines — cakes, desserts, canapes, salads — with which she started in 1991, though she does accept occasional orders.

Except for part-time help with getting the material organized Gandevia says "the making is entirely my own. I don't like anyone interfering. Even my mother can't work with me. I'm a perfectionist."

Hailing from a family of good cooks, Gandevia pursued a two-year course in food technology at the Sophia Polytechnic during her junior college years before she graduated with sociology and the organization of commerce. Though she feels that there was little she really learnt at the Polytechnic, Gandevia's holidays were spent in commercial kitchens where a friendly chef clued her into the intricacies of chocolate making, helping her to overcome the frustration of chocolates that melted on the tray.

Having to work in a non-airconditioned kitchen in Bombay Gandevia begins her work early in the morning "when the kitchen is free and everything clean."

Gandevia says, "I chose to make liqueur chocolates because I wanted to do something different... Liquid centers are very difficult," she confides. First the chocolate

must be molded into shape and then the fluid injected. Indian molds are of very poor quality. "The Taj uses English molds," she says, adding, "If there are air bubbles, there are problems."

Gandevia's parents, grandma, aunt, brothers have encouraged her, tasted her

"To be a good person is the most important thing"

batches, offered expert comments and storage space in their refrigerators so crucial at Divali time.

Ms Maharukh Kavarana's "Mystique" range of almonds, rochers, fruit-nut, crunchy, rum balls and others entered the arena seven years ago. Taught the art by a cousin with five-star hotel experience, Kavarana "started out in fun and it clicked."

Though she works with steel vessels and marble topped tables in her Rustom Baug kitchen (telephone number 3720578), Kavarana is a secretary of more than 20

years' standing at the Parekh Corporation who wanted to do something on her own. But her Gujarati boss and his codirectors wouldn't let her go, flooding her instead with encouragement, facilities and orders! For two to three years she had taken catering orders for parties up to 100 persons. Now she can barely keep her fingers out of the gooey brown substance that forms the bedrock of modern celebrations. Last Divali she ran short of boxes at the last minute. The prior year she had had a substantial order from Air India to cope with.

About 20 days before Divali Kavarana says she and her six to seven helpers start getting organized, chopping and roasting ingredients. Chocolate making itself begins 10 days later. Kavarana notes that her clientele is largely non-Parsi and appreciative and she is content to have it so.

The three Parsi chocolatières, all happy to be a part of the community, nonetheless have very decided views on the direction in which it is headed. The declining numbers have received the attention that the problem deserves and all of them seem to feel that, to an extent, it is a self-inflicted one. "What is wrong with accepting the children of Parsi mothers?" asks Kavarana. For Pinto, the problem is more poignant.

With compliments from

B. B. GARDA & SONS

10 B. J. Road
Poona 411001

Though her daughter Ghazala, 19, now understands that there are some events of the community in which she cannot participate, Pinto recalls the child's yearning for her navjote when the rest of her cousins underwent the ritual. This was particularly frustrating because, as Pinto says jocularly, "My husband is half a Parsi too" having stayed with her family all these years. Knowing of cases where children in similar circumstances have been initiated, the Pintos nonetheless rejected the backdoor approach, preferring to hold a reception (without the ceremony) at the Colaba Agiary to assuage Ghazala's hurt to some extent.

"When a Hindu and a Christian marry, there's no problem because they can go into each other's temples and churches... One does feel bitter about these things," Pinto concedes. There are two hurdles ahead for Pinto: Ghazala is good at accounts but she doesn't know how good or how interested she will be in running ChocAffaires. Secondly — and more importantly — today's children may be amenable to arranged marriages but "how do you arrange a marriage for the children of mixed marriages?" asks Pinto.

Maharukh (née Gandhi) and Russey Kavarana (who happily sat in on the inter-

view) are a well-knit but childless couple. He too has been working for the Parekh Corporation since the past 11 years after logging 24 years with Bombay Dyeing. Unenthused by Bombay Parsi Punchayet

"Caste and creed are man-made. There is nothing wrong in adoption!"

chairman Jamshed Guzder's scheme of Punchayet maintenance for the third child in Parsi families (they dismiss it as impractical), the Kavaranas claim that many of their cousins are not getting married because of shortage of accommodation. They also say that many Parsi couples continue to remain childless because of family and housing problems. They believe that the answer lies in legalizing adoption. "Caste and creed are man-made. There is nothing wrong in adoption!" notes Maharukh Kavarana categorically.

Young Gandevia describes herself as "not very religious but very proud to be a Parsi. In every field there is at least one

Parsi standing out. Meher Pinto should be proud of herself. She has really made a name!" However, Gandevia thinks "We're going to decline very fast. We should allow the navjotes of Parsi women's children." She speaks of a cousin's husband who is very Parsi despite his non-Parsi father. "Their child could have been a Zoroastrian, but not as of now."

Though her closest friend is a Parsi, Gandevia says she has grown up in a cosmopolitan environment and doesn't consider mixed marriages to be wrong "so long as (one is) prepared to accept changes and compromise. When life is changing so much we must learn to accept them. I feel this, I guess, because I'm not very religious. But I've got a lot of faith in God... What's important is whether you are nice to people around you."

By this test community members don't score too well, according to Gandevia. She cites the case of a boy who met a girl on an arranged date in answer to a matrimonial advertisement in *Parsiana*. Neither the boy nor his family had the courtesy to respond thereafter until accosted by the girl's father who ran into the family by chance in a parking lot some weeks later. "He didn't have the courtesy to call back. To be a good person is the most important

MATRIMONIAL

Parsi parents invite proposals for their 25-year-old, 5'4" tall, good-looking, intelligent, graduate daughter. The boy should be educated and well settled up to 30 years from India or U.S.A. having a good family background. Please apply with full details and full size photograph (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/72-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Alliance invited for 29-year-old, 5'4" tall, professional girl residing in U.K. from an educated, cultured gentleman up to 40 years of age. Please respond with full bio data and latest photograph (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/74-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

Ladies!

Your face has to
last a lifetime...
So treasure it!



Enliven dull and sallow skin with nature's bountiful & beneficial products like **herbs, vegetable juices, fruit pulp & nourishing oils** & enjoy a relaxing facial.

Look great & feel good without
ugly spots & blemishes.

By appt only: Mrs H. Dastur
Tel: 3863784

MATRIMONIAL

Irani Zoroastrian family invites proposals for their handsome, youngest son (divorcee), 32 years, 5'9½", practising as a Chartered Accountant and partner in a Restaurant and Beer Bar, residing in an ownership flat with mother only, from good-looking, educated and matured girls up to 30 years of age. Apply with photograph and bio data (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/73-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

A well established Executive, 42 years, with own accommodation, seeks matrimony with a homely girl from a respectable family. Photos essential and will be returned. Apply to:

The Advertiser
Parsiana, Matrimonial (Dec/75-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Zoroastrian lady, 35 years, US citizen, Office Administrative Assistant, 5'7", domesticated, good-natured, invites matrimonial correspondence from qualified, successful and hard-working men willing to settle in USA or any other Western country. Please respond with recent photograph (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/76-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

Steamship agents – master stevedores
dubashes – lighterage contractors

Darabshaw B. Cursetjee's Sons (Bombay) Pvt Ltd

Darabshaw House, Ballard Road, Bombay 400038

Grams: DEADWEIGHT Telex: 5824 DBCB IN

Phone: 2610021 (4 lines) (Dock Office: 2612230)

Also associates at
**Calcutta, Vishakhapatnam, Kakinada,
Mangalore, Bhavnagar, Bedi-port, Navlakhi,
Veraval, Porbunder & Kandla**

**Also sole Government Landing contractors
at Jamnagar, (Bedi) Bhavnagar**

Sweetening the bitter pill

What would you do if you were trapped in a machan, the little ladder lost in the undergrowth and a tiger prowling around hungrily? Forced to spend such a night, Dr Darabshaw Dinshaw Writer, chief medical officer to the Assam-Bengal Railway, and his British friend and fellow physician discussed ways of making quinine (the main fever fighter of the early 20th century) more palatable to children. They discussed ways of sugar-coating the bitter medicine which they tried out in their kitchen when daylight ended their tree-top captivity. But the sugar syrup and tablets stuck to the pan!

Recounting the apocryphal story that he had heard as a child, grandson Bomi K. Writer sketches the rise and fall of Dr D. Writer and Company whose confectionery, sauces and jams were a part of grocery shelves not too long ago.

A friendly chemist enlightened them on the use of wax-lined pans to prevent the sugar from sticking and Darabshaw and his physician partner presided over the birth of India's own sugar-coated quinine tablets in 1909. It marked the inception of the firm with a capital of Rs 300, a factory comprising two machines, and Darabshaw's eldest son

Jehangir, an engineer from the VJTI (Victoria Jubilee Technical Institute), to look after them.

"From 1909 to 1913, he had more downs than ups and had to change his partners three times—one after another and was about to close the whole show just before the First World War broke out. Fortunately for him, the war started and Dr Writer's Quinine Ticklies had a tremendous market.

This brought in plenty of business and fresh machinery was installed to speed up the output in order to meet the civil and military requirements," records the *Federal Observer* of March-July 1943.

Sugar-coated quinine was exported in substantial quantities to meet the needs of the army engaged in Mesopotamia, informs Bomi.

The success of one idea led to the germination of another: Why not use the procedure for non-medicinal items? Confectionery merchants suggested Writer sugar-coat almonds rather than quinine and the machines needed for the new lines were financed from the profits of the Quinine Ticklies, informs the *Federal Observer*.

As these lines developed, Darab-



Darabshaw Writer: from quinine to confectionery

shaw's second son, Kaikhushru, entered the business in 1914. By 1930, the concern

had acquired its own new premises at Dadar. By the time Dr Writer passed away in 1935 his younger sons — Framroze and Minoo — were a part of the business, though Framroze went his way shortly thereafter and Minoo died in 1938. There followed an expansion into new lines as machines were updated and the company thrived, earning medals and certificates of merit in exhibitions in various parts of the country as notes the *Federal Observer*. Bomi, the younger of Kaikhushru's two sons, remembers that the lines included cooking chocolate, nougat, marzipan, almond rock, butter-scotch, marshmallows, jujubes, French almonds, barley sugar, jams, sauces and fruit syrups. They used a combination of imported milk chocolate and cocoa to concoct their own coco beans.

Until Parrys sweets (from Madras) came on the scene there was no competition worthy of the name, but initially their sweets and biscuits were hardly a match for the established, reputed Writer products. Eventually, however, obsolescence set in and the familiar story of disintegrating families combined with a financial crunch led to the company's declining fortune until it was sold in 1955 to Messrs F. D. Mehta and Sons.



Following in their father's footsteps, sons Jehangir (left) and Kaikhushru



To be a good person is the most important thing," emphasizes Gandevia.

According to Gandevia a girl is "cut out to be a wife and mother... Boys don't like it if their wives earn more." Stating that she is not career oriented, Gandevia claims with all the romanticism of youth that she

is quite prepared to kiss the chocolates — and their profits — goodbye when the right man comes her way.

All the ladies believe, however, that their Parsi background has abetted their success. Pinto says that Parsis produce the maximum number of things at home —

and the best. In the realm of foodstuffs that includes vasanu, ceda pak, badam pak, malido, dar-ni-pori, puddings, cakes, chocolates... The list of delicacies is long, appetising, irresistible. What's a few extra calories when the name of the game is celebration?

With best compliments

From

DEECO INDUSTRIAL SUPPLIES PVT LTD

DEECO TECHNICAL SERVICES PVT LTD



Registered Office
96, Maker Chambers III
223, Nariman Point
Bombay 400021

Telephones: 22-6148/24-4361
Telexes: 11-86758 DCO IN, 11-82412 HODA IN
Telefax: (91-22) 204-4033

New Delhi Office
201, Pal Mohan Sadan
26/32, East Patel Nagar
New Delhi 110008

Telephones: 571-9421, 573-2567
Telex: 31-77221 DCO IN
Telefax: (91-11) 575-4613

Livewel's livewire

After consolidating their business in packaging, landscaping and interiors, the Livewel group is gearing up for the travel industry

Parinaz Gandhi

Climbing up the business ladder, they felt the need to take flight. That is when the Livewel group established a travel agency, naming their venture Airlinks. In 1995, when the company is in its 25th year, they hope to introduce an airline. They may get closer to the skies but that does not mean their enterprise believes in "fly by night success. You have to fly during the day... Working with dedication and principles takes time. Ups are very gradual. There are more downs," Manek Daver, president of the Livewel group, shares his observations. "For survival one has to keep on smiling, whatever the financial predicament," adds Daver.

Starting with "a capital on loan," today the group boasts a capital which is "entirely our own." Contributing to the group's turnover which exceeds Rs 40 crores are their varied enterprises — packaging, interiors, landscape and travel.

In terms of profitability, the interiors division is the most lucrative. Their clients include multinational banks like Grindlays, Hong Kong, Bank of America, American Express, Citibank. When the Damianias launched their catamaran service from Bombay to Goa, the designing of the Ferry Wharf at Bombay from where passengers board and alight the carrier was entrusted to the Livewel group. They were given 27 days in which to complete work on 17,000 sq ft of space. "Today it becomes difficult to even lay tiles in 27 days. But because of our infrastructure

we were able to accept the challenge," explains Daver.

"This being a service industry we have to be on our toes all the time," mentions the Livewel president. When workers put in night shifts they are paid thrice their regular salary as Daver believes that employees must be looked after. He does simulta-

Daver family (from left): Parinaz, Burzin, Arnavaz, and Manek

neously expect exemplary devotion and dedication from his staff too. These attributes he finds amiss in Parsis. Around 30 from his workforce of 865 must be Parsis. Those at the senior level are responsible and trustworthy but Daver does not believe the same holds true for the juniors. What really irks him is their reluctance to put in more work citing excuses like "I am tired" or "I am left with no time to woo my girlfriend" or "You are working me like a horse" or "My wife doesn't want me to work on Sundays."

He believes in supporting the community "but the community does not survive at the cost of business," maintains Daver. He works 365 days in a year "never taking a day off even on Sundays. Whether it is Parsi New Year or Diwali he is working," corroborates his wife Arnavaz who supports the workaholic in his varying enterprises. Daver takes pride in mentioning that their son Burzin who is in his final year of MBA and has simultaneously taken charge of the interiors division, had joined him when he was "in short pants." Like his father he too forgets his holidays. Their daughter Parinaz is in her first year of BCom and also attending an IATA (International Association of Travel Agents) course that will give her the background for the travel business.

The pulse of the different divisions is monitored by Daver who is constantly on the



move between various Livewel offices in Bombay, in India, in the world. We had an occasion to meet him at their Parel premises where each time a visitor is announced, the spry, gracious Daver comes down from his mezzanine floor office to personally receive the next guest and see the former one off.

As we await our turn on the ground floor which houses the office of Livewel Airlinks, the absence of any prospective customers makes us wonder whether their business

is yet to pick up. But the jigsaw pieces fall into place when we are informed that at Airlinks they are projecting an image of a domestic travel house, targetting a corporate clientele. "We'll give service," not a share of the nine percent discount allowed to them by the airlines. However the Livewel Double Benefit Bonanza announced incentives in another form: In their scheme effective November 10, 1994 to March 10, 1995, anyone purchasing an airline ticket from them costing a minimum Rs 2,500 would be rewarded with surprise gifts ranging from trendy T-shirts to a 25" Videocon TV. Further the ticket purchaser could fill out a form and if his/her answers are approved by the panel of judges the winner would be entitled to additional prizes, as attractive as a Maruti 800 for the first prize... or two return tickets on a Damania Airways flight as the fourth prize. Advertising their Airlinks business as "Your pathway to freedom from travel management worries," besides ticketing they also promise to take care of documentation formalities, hotel bookings, travel to and from the airport...

As of now, once the airport is reached the Livewel personnel say "bye-bye." Very shortly they will reach out to their customers with an invitation "please fly," says Daver. Around March next year they hope to launch Livewel Airlines, a feeder service that will operate on the untapped sector routes in Maharashtra and Gujarat. Once their Fokker aircraft arrives they will enter the capital market, informs Daver.

On the one hand the Livewel group receives awards as the Beautification Award presented to Daver in end 1994 by the Indian Council for Management Executives. And on the other they sponsor awards as they did recently for the Best Domestic Airline of the Year competition organized by *The Hotel and Food*

Service Review which confers awards for excellence in hospitality. (Daver's own hospitality is overwhelming. You may decline his offer of a cold drink but he will insist on ordering one for you nevertheless.)

The group's landscape division has handled the greenery and gardening of several of Bombay's pay-and-park zones, road divider grills, footpaths. This entails coordinating with the Bombay Municipal Corpo-

ration as also the corporate sponsors. Livewel's oldest enterprise though is packaging — specializing in composite packaging for pharmaceuticals and textiles.

His commerce background, says Daver, made him keen to start his own business once he had completed his studies. He schooled at Don Bosco, did his graduation and post-graduation from Sydenham College and subsequently qualified as a cost and work accountant as also a chartered accountant. "Doing *dhandha* (business) is extremely difficult," he forwarns Parsis keen to start their own venture. "They should have the courage to start, and strong willpower," he stresses. "You have to look forward to sleepless nights, lots of heartbreak and lots of tedious work," he remembers his experiences before he was able to establish himself in the business. You have no time to indulge in vices, adds Daver, and must, instead, pursue good values. Like? "Virtues which characterize good Parsis: God-fearing, honest, dedicated..." he trails off.

"Self-employment does have tremendous scope," Daver acknowledges. But he also recognizes that just arranging for the venture capital can be a very trying experience for those who don't have the re-

sources and contacts. In his case, the initial loan capital of Rs 50,000 was raised from relatives and friends. He therefore reiterates that upcoming entrepreneurs should be given support. "Who is responsible and who is not for giving such support is not for me to comment."

Their business is now "well established." Yet Daver says he prefers to maintain a low profile. On the morning of the interview, October 26, 1994, he had been informed that *The Economic Times* of that day had carried a write-up on Livewel. But he had yet to read it, candidly admitted the formally attired president showing no signs of impatience as he reclined in his armchair. Absorbed as he is in his work Daver finds no time to pursue other activities and interests. His days as an active Lion, social worker... "are over." From behind the

The community does not survive at the cost of business



Manek Daver (right) presenting the award for the Best Domestic Airline of the Year to Parvez Damania

scenes though, he does render assistance — to finance a navjote of a poor Parsi child; to rehabilitate a drug abuser at Asha Daan... "Help has to be rendered on time and silently," he believes.

As Daver's business expands, so do the demands on his time. In fact even when he has to go out of Bombay on a business trip he makes sure he returns to his base within four days. The reason? Daver enjoys a laugh as he makes his point: "When the cat is away the mice are at play."

The Montessori Legacy

For 60 years Casa Montessori has striven to teach children the natural way

Noshir H. Dadrawala

There is one thing in common between maestro Zubin Mehta, industrialist Ratan Tata, noted solicitor Jangoo Gagrati and journalist Ms Rita Mehta — they all had their first brush with education at Casa Montessori.

Presently situated in a spacious flat on the ground floor of Oceana, a multistoreyed residential building on Marine Drive where former Prime Minister of India, Morarji Desai, once occupied a flat, the school traces its beginning to a room in a bungalow called Woodhouse, near Colaba Post Office, with just 10 students. That was 60 years ago — August 6, 1934, to be precise. Today, the number of teachers are 10, with pupils numbering around 110.

Casa Montessori, according to managing partner Ms Nazneen Dubash, was the first institution of its kind in the city of Bombay. It was founded by her maternal aunt Dinoo Dubash "who simply loved children." She was born on December 1, 1901 and educated at Queen Mary High School in Bombay and Kimmins in Panchgani. In 1931 she started a small school in Mhow and managed it for about two years. Subsequently, she proceeded to London for specialized studies and earned a diploma in Montessori training. She then toured Europe, observing trends in about 30 schools in London, Austria, Germany, France and Sweden. On her return, she decided to start a school of her own in Bombay and that's how Casa Montessori came into being.

From the room in Colaba, the school was shifted in May 1939 to Marine Drive where Hotel Sea Green is presently situated. The premises, however, were requisitioned in 1945 by the Government under the Defence of India Act and since then Oceana has been the address of the school for almost half a century.

"My aunt," reminisced Nazneen, "always wanted that the school should cater to

the needs of children coming from middle-class homes. My mother Perviz (Dubash) and I have always striven to continue the tradition." The admission is Rs 800 plus



Casa Montessori founder Dinoo Dubash

tuition fees of Rs 350 per month. "This is very reasonable compared to other schools in South Bombay," believes Nazneen. Admission is strictly on a first-come, first-served basis, albeit with preference to siblings and children of ex-students. A few seats are also reserved for those who come to Bombay from other cities as a result of departmental transfers.

The minimum age for admission is two years and children spend between 18-24 months on an average at the Montessori. They are divided into two groups, those under three-and-a-half years of age who attend school from 9 to 11.30 a.m., and

those above that age who attend school from 9 a.m. to 1 p.m. "The ratio of one teacher to approximately 10-12 students ensures that every child gets individual attention," Nazneen explains.

"Montessori," according to Nazneen, "is a system of education that seeks to develop natural interests and activities among children as opposed to the use of formal teaching methods." Speaking for her school, she said, "Our aim is to give children the same sense of security and affection they experience in their own homes and help them develop and grow physically, mentally, socially and emotionally. Children are encouraged to learn through play activities, music, toys and special instruments that stimulate their senses and develop motor abilities." Children are also taken for outings once a week (except during the monsoons) to nearby parks for picnics and nature observation and to the zoo, aquarium and museum.

How can one qualify as a Montessori teacher in Bombay, we wondered? "Love for children is the prime requirement," Nazneen responded with conviction. According to her, there is only one institution — Association Montessori Internationale — at the Shri Jain Mahila Samaj (near the Marine Drive flyover) which offers courses in Montessori training. The institution is run by Ms Zarin Malva who was earlier a teacher at Casa Montessori. Nazneen feels that a number of establishments in Bombay, masquerading as Montessories are "nothing but money-making rackets." They are, at best, "daycare centers."

Are the teachers at Casa Montessori "qualified," we ask? "Well, we train them here," Nazneen replied. "I was myself working for an airline and my only qualification was love for children. It was my aunt who trained me, as she did dozens of other Montessori teachers."

WITH
BEST COMPLIMENTS FROM

SOFT-HEARTED 'WIBS' BREAD

WESTERN INDIA BAKERS' PRIVATE LIMITED
KHODADAD BUILDING, 100 D'LIMA STREET
DOCKYARD ROAD, BOMBAY 400010

Voyage

a reputed travel
publication,
requires

Sub-Editor/Writer.

Write with full
details to:

The Advertiser (Voyage)
GPO Box 892
Bombay 400001

OFFICE SPACE REQUIRED

Urgently required -- in old
or new building -- office
space of approximately
upto 1,000 sq ft area within
South Bombay limits of
Fort, Nariman Point, Colaba
or New Marine Lines for
a half century old Parsi
owned business on pughri,
rent or outright purchase.
Contact immediately --
Direct or through Agents:

The Advertiser (Office space)
Parsiana
GPO Box 892
Bombay 400001

or Call: 265-2835/5119/5109



**For Early Risers
and Light Eaters**
Juke Box Music all the time.
Wide choice of Beers
Near Regal Cinema,
Colaba Causeway,
Bombay 400 039
Phone: 2020591

Says Ms Niloufer Tarapore who has been teaching at Casa Montessori for the past eight years, "If you love children, everything else follows naturally."

Ms Kamala Sitlani who had trained under the late Dinoo Dubash and has spent 25 years teaching at Casa Montessori says, "The demands on children are increasing day by day. It was less stressful when I joined the school. Today, when these children join regular primary schools, they are expected to know a number of things and

other sources. It supports itself entirely from the fees it receives from students. During the Diamond Jubilee Year, the school received a new coat of paint and extensive repairs were carried out, giving the 60-year-old institution a whole new look. Citibank also donated a new color TV and a video cassette recorder.



Left: Children presenting an item for the school's diamond jubilee program
Above: Staff members with Nazeen Dubash (second from left in the front row) who provide children the necessary affection and security



the competition for gaining admission in good schools is stiff." Sitlani also remembers the time when the Cathedral and John Connon High School not only gave preference to children coming from Casa Montessori but admitted them in a higher class. Of course, all this has changed.

We asked Sitlani how she felt about her work. "We are one huge family and a very happy family at that," she responded with a twinkle in her eye.

The school does not receive any grant from the government or donations from

There are no plans in particular for the future, but the school will continue to keep pace with the demands of modern education. "We have to lay a strong foundation and ensure that the first step a child takes is the right step," says Nazneen. The school has been under Parsi management for the past 60 years, but the outlook has always been secular. Half the number of teachers are Parsis, and Parsi students number around 20.

As we were being taken around the school—all of four, bright, airy, spacious

and colorful rooms with an assortment of charts, posters, toys and games and the patter of little feet—a beaming parent, Ms Achala Somani, walked in with a huge chocolate cake and refreshments. It was her son Siddharth's third birthday. We took the opportunity to ask Somani a few questions about the school. "What I like most about the school," she said, "is their practical approach. There is no undue stress on the child and he automatically learns to become responsible by observing others."

As we were talking, it was time for the 10.30 a.m. break. Pointing to the children putting away their little plastic chairs in a corner, Nazneen said, "See how we teach them to become responsible." We were urged to join Siddharth's birthday party and we succumbed.

When we stepped outside Oceana, the world appeared plastic and colorless by comparison. We immediately realized why all the teachers we had interviewed had said they loved their work. Anyone who loves children would!

CHAVDA RETROSPECTIVE

A retrospective of the late artist Shiavax Chavda is to be held at the Jehangir Art Gallery, February 2 -- 9, 1994. Timings: 11 a.m. -- 7 p.m.

MATRIMONIAL

Parsi parents of a 27-year-old, 5'3" tall, USA working MBA girl invite correspondence from good family and educated boys or parents. The boy must be working and settled in USA or Canada. The girl will be visiting Bombay shortly. Please apply with full details to:

The Advertiser
Parsiana, Matrimonial (Dec/77-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

A suitable match required for a Parsi boy from an affluent family, 28 years, 5'9", graduate, managing a well-established family business. Girls should be willing to settle in Durban, South Africa. Apply with bio data and photo (returnable) to:

The Advertiser
Parsiana, Matrimonial (Dec/78-94)*
GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.



1995 NORTH AMERICAN ZOROASTRIAN YOUTH CONGRESS

The Seventh North American Zoroastrian Youth Congress will be held at Stanford University in Northern California from June 30th till July 4th, 1995. Our program consists of four fun filled days of innovative educational sessions, small group activities and local excursion trips. The main focus is for the Zoroastrian youth to exchange ideas and build friendships.

This is a Congress organized by the youth for the youth. The Zoroastrian Youth Congress (ZYC95) organizing committee consists of energetic youth from the Persian Zoroastrian Organization (PZO) and the Zoroastrian Association of Northern California (ZANC). The target age for the Congress is 14 to 35 years.

The organizing committee is very interested in receiving your ideas, proposals and comments. We invite the Zoroastrian youth to participate in our program by sharing their ideas with us and by organizing events to be included in our Congress. The committee is also soliciting donations from supporters and sponsors to provide a quality program affordable for our Zoroastrian youth.

For further information please contact: Darius Kasad at: (415) 591-2813 or Sharhryar Aryani at: (408) 248-2491. You can also write to us at: ZYC95, P.O. Box 8004, Stanford, CA 94309, USA or send us email at: zyc95@least.eng.sun.com.

Additional contact: Zarir Sarkari: 4925639 (Bombay), (408) 433-4522 (USA)



For Pure Diamonds

K. WADIA
JEWELLERS

324, Grant Road, Bombay 400007. Telephone 3099648 Fax 3073483
APPOINTED VALUERS BY THE GOVERNMENT OF INDIA

is the Best Youth Award, announced Gandhi. FOZYA was requested to draw up guidelines for the executive council to consider on the following day.

Anjuman news

Adil Byramji from the Kanpur Parsi Anjuman noted their 64-year-old agiary is in search of a priest. The present mobed is unwell and had to be sent to Bombay's Tata Memorial Hospital for treatment. It was suggested that if a priest could not be found the Delhi Anjuman could perhaps assist when required. Delhi Anjuman trustee Dadi Mistry said, "We would be very happy to do that." Representatives from the Vesu Parsi Zoroastrian Anjuman Sam Mehta and H. S. Mehta made an appeal for funds towards the maintenance and repair of the agiary. The priest also has been complaining about leakages and short circuits, they noted. "We will be very grateful if people will do something and save this 105-year-old fire."

As regards the BPP, Guzder said that the merit rating scheme, established in the early 80s to govern the allotment of housing, now requires to be revised and

brought up-to-date. Guzder cited an example where the couple applied for housing in 1978 when their joint income was Rs 2,500 per month. When their name came up for nomination their income had crossed Rs 7,500 and they were therefore not entitled to the flat. "This does not make sense."

Taleyarkhan complimented the BPP for organizing the Holiday Programme for Youth every year. "It's an excellent program which is organized under the leadership of Mr (Rustom) Anklesaria, Diana Marfatia and Binaifer Bharucha." He suggested future programs should include a session on preserving the environment. Anklesaria spoke of the dedication of the two women and noted that they worked out of devotion to the community and not for the monetary returns which were less than the market wages for social workers. BPP trustee Minoo Shroff said the Punchayet should consider revising the salaries so as not to do an injustice to the workers. Bharucha noted that the holiday camps, which started out as a source of vocational counseling, have been expanded to "bring about all round development of the youth... initially social service meant singing at old people's homes. But now, in addition, navjotes have been performed of six un-

derprivileged students." A literacy project "each one teach one" has also been undertaken. Two dinner and dance functions netted Rs 1,75,000 which has been put as "a corpus for financing various social service projects such as the navjotes, the cleaning of agiaries, taking the old people out for picnics and outings. And lastly we have started a blood donation drive," she said.

While reporting on the activities of FOZYA, its president Porus Karanjawalla noted that after working on the main project to support *Parsiana*, the next task was preparing a directory of professional Parsi entrepreneurs. "We have already cyclostyled a format as far as Ahmedabad is concerned" and have already collected a sizeable number of entries. Forms have also been circulated to other anjumans. Referring to the Seventh All India Zoroastrian Youth Seminar held at Dahanu, Karanjawalla noted that two-thirds of the surplus "was given to FOZYA... The Dahanu Youth have set a very good precedent." Interaction between cities which are close by should be encouraged, said Karanjawalla. "This idea was originated by FOZYA. Around 300 youths from Baroda, Navsari, Surat, Bilimora met in Ahmedabad and we are happy to note that

Best Wishes From
RUSY & PURVIZ SHROFF

in a short span around two marriages are on the cards and one or two more are likely."

Hoshi Charna, financial controller of Damania Airways, who had attended the Federation meeting along with Meherwan Ghai and Ms Yasmin Charna in connection with the hosting of the youth conference, mooted the idea of a guidance cell for young entrepreneurs. "I have come across several people who want to start factories, industries, etc but have absolutely no idea as to whom to approach... I suggest we form a body of professionals who can guide people as to where lands are available, machinery can be purchased, etc." Rustom Anklesaria noted that BPP trustee Dr (Ms) Mehroo Bengalee was going through the list of Zotarians to try to classify them into different categories and the youth may in future approach them for information in their field of interest. Guzder also reiterated his plan for a seed capital venture company.

Homi Bodhanwalla from the Jamshedpur Parsi Association who happens to be the national president of a non-governmental organization dealing with blood transfusion and immunohematology spoke about the dangers involved in obtaining blood. While nine million bottles of blood are required in a year in India, only 1.8 million bottles are obtained from the 1,032 licensed blood banks. "Where do the remaining 7.2 million blood bottles come from?" he asked. "From professional blood donors: those who take drugs, those who take liquor, those who have got AIDS, those who have got HIV, those who have got syphilis and those who have got hepatitis. Not even 30 percent of the blood given in Bombay is safe blood. A similar position exists in Calcutta... There are only two blood banks in the whole of India which have got 100 percent tested blood. One is in Jamshedpur and the other in Rajkot." Bodhanwalla recommended people opt for autologous transfusion: "Suppose a person is to be operated (in) one year and it is not an emergency. You tell the blood bank to take your own blood. So you have your own blood given to you when the operation is performed. This is a new technique which we are following and it is now coming in vogue all over India."

DPA secretary and Federation's coopted member from the North Zone, Farokh Rustomji told the gathering that should the Federation or individual anjumans plan a mass insurance coverage scheme for the community, they should wait for a few months because the "National Insurance Act is going to be amended and the

MATRIMONIAL

Parsi parents of only son, 27 years, good-looking, 5'9½" tall, living in an ownership flat, Civil Engineer (B.E.) with an MBA, working in a reputed company and drawing a handsome salary invite correspondence from pleasant looking, good-natured, fairly tall, well-educated Parsi girls. Write with recent photographs (horoscope must later on) to:

The Advertiser

Parsiana, Matrimonial (Dec/79-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Parsi boy, United States Green Card holder, 34 years old, well-settled computer professional, seeks matrimony with beautiful, educated Parsi girl. Please apply with recent photograph and personal background. Boy is expected in Bombay in mid February 1995. Write to:

The Advertiser

Parsiana, Matrimonial (Dec/81-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

A visually-handicapped Zoroastrian graduate of upper middle class cultured family, 29 years, 5'7", computer programmer, music lover (plays piano) invites matrimonial alliance from girls of similar background. Physically-handicapped may also apply to:

The Advertiser

Parsiana, Matrimonial (Dec/84-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Parsi boy, 33 years, height 5'2", doing business in Computer Peripherals and Multiple Electronic systems, non-mangalic, well-settled, invites correspondence from well-groomed, intelligent, Parsi girls. Write with recent photograph to:

The Advertiser

Parsiana, Matrimonial (Dec/86-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Affluent and professional parents seek matrimony for their only Parsi daughter, professionally qualified in UK, age 33, 5'1", practising in Bombay, home loving and domestically well trained willing to settle anywhere abroad. Parents of Parsi boys -- tall, between 30 and 38 years, settled either in profession or in business -- enjoying equal affluence and status may write to:

The Advertiser

Parsiana, Matrimonial (Dec/80-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Parsi youth, 34 years, 5'5", working in a Dubai-based company, well-settled and earning a five-figure salary, seeks matrimony with slim, respectable, home loving, domestically well-trained Parsi girl. Girl should be willing to settle in Dubai. Apply with details and photographs (returnable) to:

The Advertiser

Parsiana, Matrimonial (Dec/82-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

MATRIMONIAL

Bombay-based parents of a 22-year-old girl, BE, invite correspondence from good-looking, good-natured, highly qualified professionals up to 27 years, well-settled preferably in the United States. Write giving complete particulars and recent photograph (returnable) to:

The Advertiser

Parsiana, Matrimonial (Dec/85-94)*

GPO Box 892, Bombay 400001

*Please make sure the reply envelope bears the reference number cited here.

Always remember



સ્ટીલમાં TATA

બુટમાં BATA

કેટરરમાં KHAMBATTA

Ketayun & Bomi

22/A, Wellington Terrace
Wellington Street
Bombay 400002.
Tel No. 2069636.

Sight is God's most precious gift to mankind and, like all precious things, needs constant care and protection. Let us at Baliwalla & Homi endeavour to give you the clearest possible vision with great care, professional skill and unmatched expertise. Baliwalla & Homi render a professional eye care service.

Baliwalla & Homi

Private Limited

OPTOMETRISTS

A Total involvement in eye care!

**God created it to see...
We see that it sees well!**



365, Dr. Dadabhai Naoroji Road, Bombay-1. Tel.: 287 4916. • 614, J.S. Sheth Marg, Dhobi Talao, Bombay-2 Tel. 201 4906. • J.Mervarji St., Parel, Bombay-12 Tel. 412 6051.

privatization of the insurance companies is going to come about with the result that there will be a drastic cut in the premium rates and an improvement in the terms offered.

Taleyarkhan informed the delegates that a program to plant trees to minimize soil erosion at Udvada would be undertaken shortly. "The plants are ready, the saplings are ready, the technical people have already gone there twice or thrice." He also emphasized the need to construct a wall along the beach, reinforced with cement tetrapods, "like we have at Marine Drive in Bombay." Taleyarkhan said that the Prime Minister and the Chief Minister of Gujarat had also expressed interest in the scheme. About two crore rupees will have to be raised. As Udvada is declared a tourist pilgrim centre, it will be possible to derive funds from the Government for its preservation, he said. He requested members of the Federation to assist in fund-raising, specially for the engineering project.

Those attending the Federation meeting were: Hoshang and Daulat Debara from Agra; Areez P. Khambatta and Porus Karanjawalla from Ahmedabad; Meherwan Ghai from Ahmednagar; Mr Daruwalla from Badnera-Amravati; Pervez Mehta from Bardoli; Dinshaw Dastur, Sarosh Ginwalla and Ms Piloo Ginwalla from Bharuch; Jal Irani from Bhavnagar; Jamshed Guzder, Jamsheed Kanga, Minoo Shroff, Dr (Ms) Mehroo Bengalee, Ms Silloo Kavarana, Rustom Anklesaria, Ms Gool Tata, Ms Sheroo Master, Aspi Crawford, Ms Binaifer Bharucha and Peshotan Nargolwala from Bombay; Ms Banoogoshasp Irani from Dahanu; Dadi Mistry, Farokh Rustomji, Keki Gandhi, Noshir Captain, Homi Gandhi and D. Captain from Delhi; E. Dumasia from Dumas; Shahrukh Edibam from Indore; Aspi Irani and Pervez Irani from the Iranian Zoroastrian Anjuman; Homi Bodhanwalla from Jamshedpur; Ronny Dick, Ms Dinaz Bhagat, Ms Dimple Bhagat and Ms G. Dick from Jhansi; Adil Byramji and Pervez Avari from Kanpur; Nariman Mogrelia from Madras; Behram Masani from Mhow; Dara Deboo from Navsari; Minoo Davierwalla from Poona; Dinshaw Patel from Saronda; Dr Sam Bhacca from Surat; Sam Mehta and H. S. Mehta from Vesu and Homi Mehta from Zai Bordi.

The special invitees were Homi Taleyarkhan, Bejon Dittia, Hosi Charna and Ms Yasmin Charna.

The press was represented by *Parsiana*.

With
best wishes
from

**Farah
&
Tanya**

More than a Parsi connection

Burjor K. Karanjia

Indian-English Fiction 1980-90: An Assessment edited by Nilufer E. Bharucha and Vilas Sarang. Published in 1994 by B. R. Publishing Corporation, A-6, 'Nimri' Community Centre, Ashok Vihar, Phase-IV, Delhi 110052. Pp: xii + 242. Price: Rs 200.

Two difficulties face the reviewer of *Indian English Fiction 1980-90: An Assessment*. One is that he may not have read each of the 60 novels by as many as 18 authors covered in the anthology, so he can hardly in fairness comment on the assessment of their work. The second difficulty is in this anthology's approach to the assessment. Claiming to reflect "the confident new-found individual voice of the Indian-English writer," the anthology comprises a series of essays, presumably lectures delivered at a seminar organized by the Bombay University.

These essays or lectures are thought-provoking but by their very nature tend to be highly diverse, providing no underlying continuity, no centrality of approach, making it difficult for the anthology to be reviewed as a whole. Again, no conclusion is reached or even attempted by the editors, so that one wonders how far this anthology setting off in so many directions will fulfill its avowed aim to provide "a sense of direction to the critical appraisal of fiction produced in this period." The most it will do will be to raise more questions than provide answers.

Although the coverage is fairly comprehensive, there are some notable omissions of significant works which may not belong to this period, but which have a bearing on Indian-English fiction as a whole, like Ahmed Ali's bitter-sweet *Twilight in Delhi*, Khushwant Singh's agonising *Train to Pakistan*, and a few others. Finally, there are any number of typographical and proof-reading errors which, tolerated as a publishing hazard in India, are inexcusable in what is obviously intended as a textbook.

Having made these preliminary comments, this reviewer would like to acknowledge the many riches this book of-

fers, not the least of which are its critical insights which are in sharp contrast to those by foreign critics of the same writers — insights from inside-out, as it were, instead of from outside-in. Thus, E. V. Ramakrishnan points out how Ms Anita Desai's *In Custody*, though quite successful in evoking the insecure environment in which minority cultures operate, misses the subtle overtones of a regional culture overwhelmed by the state-sponsored synthetic Indian culture. Similarly, Ramakrishnan feels that in Shashi Tharoor's *The Great Indian Novel*, the parallels between mythological and real life figures become tiresome and disappointing as they fail to reinterpret the events being depicted, and violate the logic of narrative.

Ms Usha Tambe refers to the urban and foreign influences in Ms Kamala Markandaya's first novel *Nectar in a Sieve*, which result in contrived pictures of rural India. Ms Anjana Desai, reviewing Rohinton Mistry's *Such A Long Journey*, points out the false notes in the description of Gustad's meeting with Jimmy in the prison hospital, and Tehmul's fruitless and unnecessary repetitiousness. Ms Ranjita Basu deplores, in Amitav V. Ghosh's *The Circle of Reason*, the deficiencies arising out of immaturity of vision and an uncertain control over form.

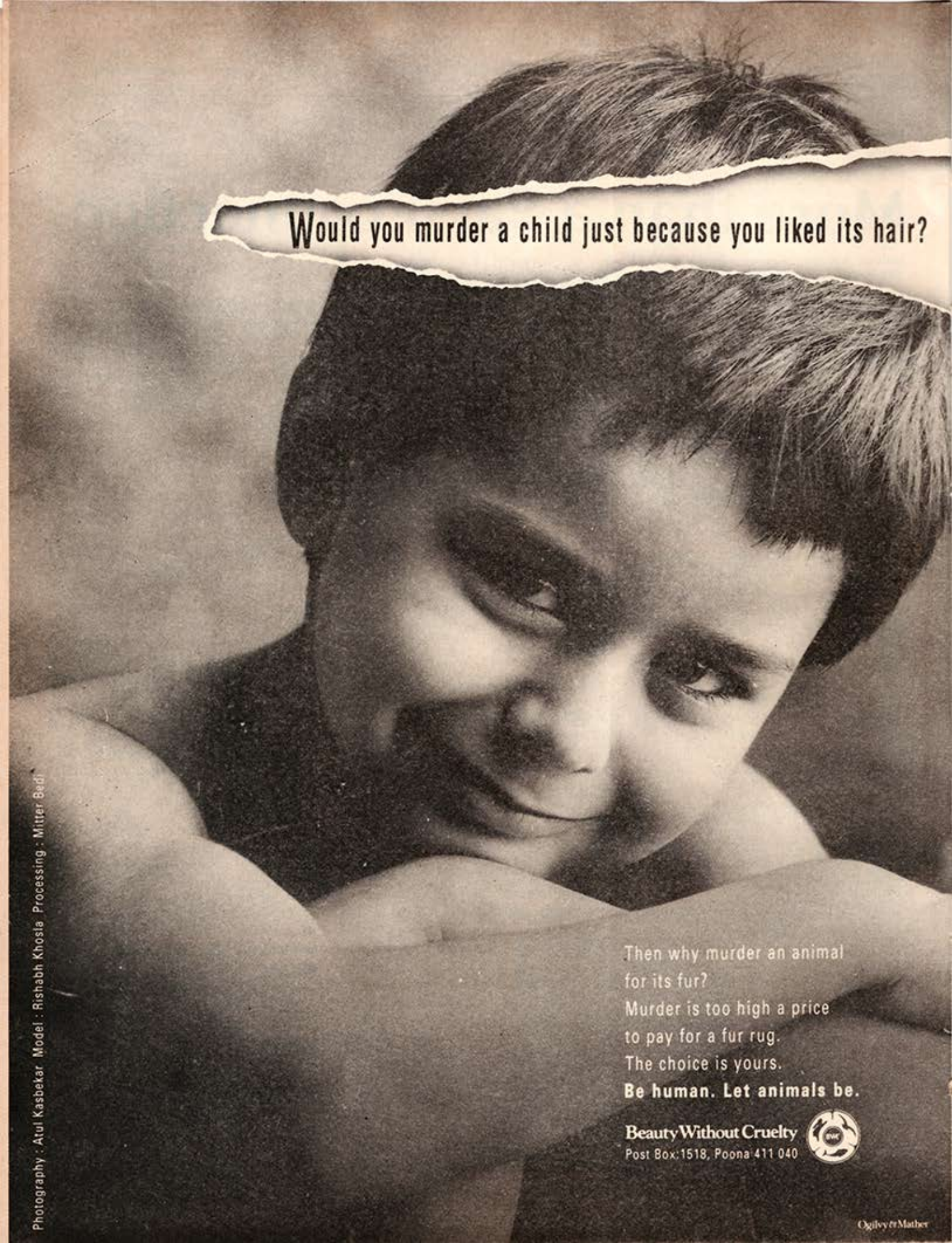
Perhaps the greatness of a book is to be judged by the passionate reaction it arouses in its reviewer and readers. Of the many novels assessed in this anthology it is Salman Rushdie's *The Satanic Verses* that blazingly passes this test by fire at the hands of its critic, Alok Rai. He recalls the remark by George Steiner that the viciousness with which the (pre-Gorbachov) Soviet state persecuted its writers was an indication of the high value that the KGB attached to literature. By the same token post-modern fiction must be highly regarded by the Indian state which was the first to ban Rushdie's book.

"To minimize or ignore," Rai adds, "the sheer ideological outrage that the book is

designed to cause, with a panache amounting to genius, is to do *The Satanic Verses* no service at all." Rai finds it fitting, at the same time anachronistic, that "the twisted cross of Hitler's Aryan fantasy should be a resonant Hindu symbol of purity — and one that signals intolerance to India's numerous minorities." One of the bitterest aspects of "the richly ironic destiny of Rushdie's book," according to Rai, is the fact that it has brought such joy to racists, symbolized by the death-chanting mobs of Teheran and Bradford. Deploing the fact that in the whole Rushdie-Khomeini imbroglio, the book's ironies and poignancies have been missed wholesale, and its entire resonance and complexity lost, Rai concludes, "The isolation of Ayatollah Khomeini's most famous prisoner-at-large is matched by the bizarre and seemingly permanent carnival in which his book is trapped — as in a bitter Bunuel fantasy."

In an anthology of many highs, Rai's conscience-twisting and truly inspired appraisal (frighteningly entitled 'Black Skin, Black Masks') of a gravely misjudged and maligned work is the highest point of all. Not the banned work but, for a change, those who impose such bans are put on trial, exposed without being stoned or reviled.

Of special interest to *Parsiana* readers is the chapter on 'The Parsi Voice In Recent Indian-English Fiction.' It was to be expected that Parsi acceptance of English medium education would put the community in the vanguard of English creative writing in India. Ms Nilufer Bharucha traces this writing to its origin, the poet Behram Malbari's *The Indian Muse in English Garb*, which was published way back in 1877. Some years later Ms Cornelia Sorabji, who began as a teacher and went on to become a lawyer crusading for the cause of Indian women, published three volumes of short stories, *Love and Life Behind the Purdah* (1901), *Sun Babies* (1904) and *Between the Twilights* (1908), apart from two autobiographical books.



Would you murder a child just because you liked its hair?

Then why murder an animal
for its fur?

Murder is too high a price
to pay for a fur rug.

The choice is yours.

Be human. Let animals be.

Beauty Without Cruelty

Post Box 1518, Poona 411 040



But it was in the novels written in the 1980s that the identity of Parsis as a distinct ethno-religious minority was highlighted. The threat of extinction owing to its dwindling numbers may have been, according to Bharucha, one of the causes that led to this identity being somewhat stridently asserted. Thus Boman Desai's *The Memory of Elephants* (1988), concerns itself most directly with the question of this identity, focussing as it does, through the device of a memo-scan, on all four of its elements — religion, ethnicity, history and consciousness of its elite status.

How the understanding and acceptance of one's own ethnicity makes possible one's assimilation into the wider social and national context, is clearly seen in the development of fiction by Ms Bapsy Sidhwa [in *The Crow Eaters* (1978), more than her later novels] and in Mistry's books, *Tales From Firozsha Baag* (1977), and *Such A Long Journey* (1990). This assimilation into a wider social context is again present in the writings of Farrukh Dhondy (*Poona Company*, 1980) and Firdaus Kanga's *Trying to Grow* (1990). Bharucha is concerned more with this assertion of ethnic identity than with any probe into literary merit, but she rightly concludes that with these novels the Parsi connection in Indian-English fiction may be said to have truly arrived.

The coverage of Ms Shashi Deshpande as a feminist and a novelist (*That Long Silence*, among others) makes entrancing reading, particularly the delightful reference to how she has worked out a perfect balance between her contrasting roles as wife and mother, and as writer. In her own words quoted by Tambe: "After all writing cannot be done all the time... At the end of the day, if I have not done any writing I feel so depressed. Then I think at least I've cooked and fed the family for a day."

Makarand R. Paranjape doesn't quite succeed in his essay on 'The Chessmaster and His Moves' in solving the mystery of whether Raja Rao is the most misunderstood or the least understood of writers. On a more material plane, S. Kandaswami analyzes the secret of R. K. Narayan's

success which lies in his power to transmute the most ordinary, commonplace, everyday experiences into enduring artistic value and form.

The objective of this anthology, not stated in so many words, is to assert that having cast off its colonial baggage, Indian-English is at last acquiring the vigor and vitality to represent Indian reality. This is bound to resolve the concerns of mutual intelligibility between Indian-English and international English. So the time has come to appreciate L. M. Khubchandani's suggestion in the anthology's penultimate essay that Indian-English is coming to be regarded as more Indian than foreign, in spite of its genealogical remoteness from other Indian languages.

This review cannot conclude more appropriately than by referring to a personal incident recounted by Ms Rani Dharker in connection with her opinion that Ms Bharati Mukherjee's novels, particularly *Jasmine*, are written with an eye to the Western reader rather than to an inner truth: A Faustian sell-out? Incidentally, this opinion is quite contrary to Ms Manju Sampat's evaluation of the same writer on whom she

heaps encomium for having come to terms with her new ethos and becoming one with the American milieu.

But to revert to Dharker. A story by her was rejected by an American journal. A friend from America

read it and advised the author to change her style, forget her carefully wrought imagery, speak more directly, bring in a little history — all this in a story about a badly treated wife!

Dharker comments, "I did not take his advice. I prefer the story to stay in the drawer of my table. Because though writers do write for an audience, don't they write for themselves, because they have something to say, in a voice which is their own? To me, Bharati Mukherjee has betrayed herself as a writer because she has substituted 'desk' for 'table' and 'Kali' for 'woman.'"

What would one not give to lay hands on this manuscript, lying unpublished in a drawer, an undying tribute to artistic integrity...

Whence came the name?

Dr Peshotan Peer

The Complete Book of Muslim and Parsi Names by Maneka Gandhi and Ozair Husain. Published in 1994 by Indus, 7/16, Ansari Road, Daryaganj, New Delhi 110002. Pp: xv + 522. Price: Rs 295.

Names are, according to the *Collins Gem Dictionary of First Names* a 'by-product of human activity as important to the hopeful parent and the inquiring child as to the philologist or historian.' The authors of the book under review appear to agree with this sentiment, for they have taken great pains over their compilation of Muslim and Parsi names.

The book contains not only names of persons, as might appear from its title, but also of a large number of cities, birds, flowers, fruits, trees, plants, herbs, etc. It would have been more appropriate and useful if separate lists of Muslim and Parsi names had been prepared, if only for the sake of convenience.

Every creature and inanimate thing in the universe is known by its name. But especially when naming a child one remembers one's ancestors with reverence. And names such as Jamshed and Khorshed or Jamsheed and Khorshed (the former are Pahlavi, the latter Persian) come to mind. Ardeshir and Hormazd, and the female names Shirin and Zarin, Meher and Mahru, Roshan and Golshan are also evoked — here I am concentrating more on Parsi than Muslim names.

How gracefully has Firdaosi Toosi, the celebrated poet of Iran, referred to his ancestral names in his magnificent work, the *Shah Namah*:

*Ba giti be-maanad ze farzand naam
Ke in pur-e Zal ast o in pur-e Sam*

(In the world one is recognized by one's progeny, that this is the son of Zal and this the son of Sam.)

Available today is the latest booklet of Parsi names published by *Parsiana*, which is consulted by almost every Parsi family. Unfortunately, it is not complete. But the editors of the booklet have received the assistance of scholars like Dastur (Dr) Hormazdyar K. Mirza, among others, and therefore it may be deemed an authoritative publication.

There is another book of Parsi names in Persian entitled *Ganjineh-ye Naamha-ye*

**Having cast off
its colonial baggage,
Indian-English is at last
acquiring the vigor to
represent Indian
reality**

Irani (Treasury of Iranian Names). Obviously they are names of Iranian Zoroastrians, compiled by Meherban Goshtasb Pur-e Parsi and published in Tehran, Iran. It is a bulky tome wherein the author has introduced several Avesta and Pahlavi names, but this important book has not been introduced in the bibliography of the book under review.

Orthographically, there is a difference between the Persian language as spoken in India and in Iran, the latter being its home. It is to be noted that in Iran, the vowel 'zeer' is sounded as a short 'ai' (as in pay), e.g. 'gel, del, pesar' (mud, heart, boy) whereas in India the same words are pronounced with an 'e' as 'gil, dil, pisar,' with the same meanings. Similarly, an Indian would pronounce the vowel 'peesh' as 'u' when it should be 'o' (as in soul). 'Gol' is wrongly pronounced 'gul,' 'shoma' as 'shuma,' 'molla' as 'mulla.' The authors of this book have adopted Indian pronunciations in general.

The Parsis of India would do well to remember that Zoroastrians in Iran officially give a full name to a child, such as Rostam, Sohrab, Jamsheed, Faridoon, etc, and not Rusi, Soli, Jimmy and Freddie.

Unfortunately, the present generation of Parsis is disregarding (perhaps uncon-

sciously) the beautiful and inspired names of antiquity, a few of which I have mentioned above. Such names bear clear meanings and venerate our glorious and noble ancestry. Parsi parents today give names to their progeny which were not even known half a century ago. They prefer to give such names as Ria (meaning hypocrisy) and Laila (night, darkness); others are Pinaz, Tinaz, Jasnaz, Jeroz (all meaningless); another one is Hanoz (meaning 'yet') which is not a noun, but an adverb. The correct term is most probably Anosh (immortal). Giving such strange names to a child is the fashion of the day for some Parsis, and one recalls a rather witty verse:

'A name? — if the party had a voice,
What mortal would be a Bugg by choice,
As a Hogg, a Grubb or a Chubb rejoice,
Or any such nauseous blazon?
Not to mention many a vulgar name,
Which would make a doorplate blush
for shame,

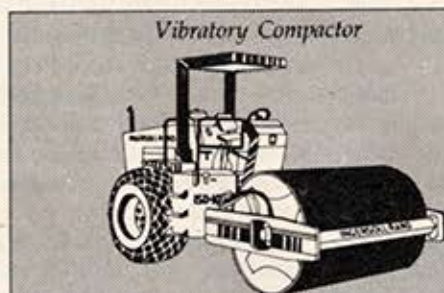
If doorplates were not so brazen!' (K. Hood)

Oddly enough, in this compilation Gandhi and Husain have included names of the devil or demons like Angra Mainyu, Ahriman, Akoman, Buidi, Iblis, Ifrit and even Jeh (harlot), without giving any explanation in the introduction.

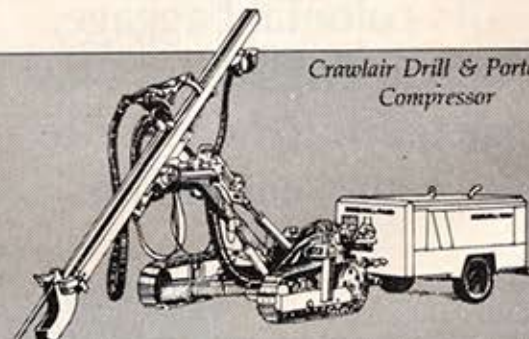
Other undesirable names like Afrasiyab, Dorasrun, Azi Dahaka (Zahhak) and Arjasp are also introduced, whose meanings perhaps may be good but they were the names of wrongdoers and also of some of the great enemies of the good Mazdayasni religion. For example, Arjasp, the king of Turan, was a bitter enemy of Zarathushtra, the great Prophet of Iran. And yet this name Arjasp is given to a Zoroastrian child ignorantly, though it is very rare amongst Parsis.

Strictly speaking, even feminine names derived from the term Pari, such as Parin, Parichehr, Parirokh, Parizad and the like should have no place in the list of Parsi names. The term Pari (*Parik* in Pahlavi, and *Fri* in Pazend) is a common noun in Mazdayasni scriptures and is an evil being. Its meaning is witch, sorceress, demoness, etc, but later it came to mean 'fairy,' arising from other alien sources.

On the whole the book may be recommended to Parsis and Muslims as reference for appropriate proper names for a child, as they include several Avesta and Pahlavi names. The Parsi names here must have surely been compiled with the assistance of the learned Dastur Mirza whose name is quoted in the introduction. Hence they assume authority, for the Dastur has undoubtedly tried to render the correct meaning of each name.



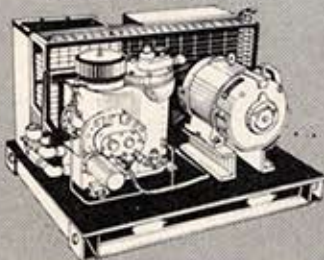
Vibratory Compactor



Crawlair Drill & Portable Compressor



Chemical Process Pump



Rotary Air Compressor

Air and Gas Compressors
Chemical Process Pumps
Construction, Mining &
Waterwell Drilling Equipment
Aircraft Ground Support
Equipment



INGERSOLL-RAND

Ingersoll-Rand (India) Limited, Rhone-Poulenc House, S K Ahire Marg, P O Box No. 9138, Bombay 400 025. Tel: 4936765. Tlx: 011-71395. Fax: 022-4950516.

CONTRACT IR 152 94

MILESTONES

The age of Zoroastrian brides (as listed in this issue) ranged between 23 and 29 years, the arithmetic mean (the total number of individual ages divided by the total number of brides) being 27 years. The corresponding figures for the grooms were 26 and 33 years, averaging at 29 years.

As compared to 86 Zoroastrians who were consigned to the Towers of Silence in October 1994 there were 19 babies born in Bombay. From among 27 patients who succumbed to heart disease, 15 were 80 years old and above. Sixteen victims fell prey to lung disease and pneumonia, and old age and general debility claimed six lives. While cancer took five lives and tuberculosis, four, three deaths each were attributed to ulcer, anemia, kidney failure, diabetes, liver disease and septicemia. Nervous disorder and hypertension were the other killers to which two patients each succumbed. There were six isolated cases registered in October: asthma, cerebral malaria, haematemesis (vomiting of blood), paralysis, brain disease and hernia. In the case of one death, the coroner's report was still pending. The age range fluctuated between 39 years and 102 years. A centenarian also breathed

his last. The Zoroastrian life expectancy at birth in October, in Bombay, was 77 years.

The data on births, marriages and deaths has been compiled from information supplied by various newsletters and anjumans in India and abroad, courts and hospitals. We are unable to carry data from areas where the anjumans do not furnish the particulars. This information is not always complete or consistent. For example, the birth figures for Bombay are supplied by four hospitals; births in suburban hospitals and private nursing homes are not included unless individuals send us information together with a copy of the birth certificate. There may be an inadvertent repetition of names in the marriage list when a civil marriage precedes a religious ceremony. In the breakup of deaths according to illnesses, especially of the elderly, death is often due to a combination of several diseases.

If readers have any births/marriages/deaths they would like published, some proof to ensure the veracity of the report would be required. We are sure our readers would appreciate this requirement and cooperate with us.

BOMBAY

BORN

A girl to *Yasmin* and *Adil Commissariat* on October 1, 1994
A boy to *Faribah* and *Kuresh Demehri*; October 1
A girl to *Yasmin* and *Percy Malod*; October 2
A girl to *Mahrukh* and *Dara Saher*; October 5
A boy to *Amy* and *Urvaksh Nariman*; October 6
A boy to *Zenobia* and *Farokh Unwala*; October 8
A boy to *Behnaz* and *Firdos Irani*; October 10
A boy to *Meher* and *Kurush Dastoor*; October 11
A boy to *Shiraz* and *Freddy Talati*; October 11
A girl to *Yasmin* and *Jehangir Mogrelia*; October 13
A boy to *Sunnu* and *Kersi Patel*; October 13
A boy, *Zal*, to *Navaz* and *Jehangir Daruvala*, brother to *Yazad* and *Sara*; October 15
A boy, *Arrazaan*, to *Doulat* and *Firdause Jila*; October 19
A girl to *Behnaz* and *Danesh*

Nejadkay; October 24
A boy to *Kamal* and *Marazban Doctor*; October 27
A boy to *Nina* and *Carl Sethna*; October 27
A boy to *Anahita* and *Behram Bakht*; October 28
A boy to *Pervin* and *Zubin Dalal*; October 28
A boy to *Sharon* and *Sohrab Dhondy*; October 31

MARRIED

Persis Minoo Pastakia and *Dick Dali Jasoomoney*; October 8
Armaity Merwan Bastani and *Behruz Rustom Sasani*; October 9
Mahjabeen Homi Bookbinder and *Jehangir Phiroz Wadia*; October 11
Sherin Noshir Davierwala and *Kersi Jal Vandrewalla*; October 14

DIED

Nadir Ratanji Umrigar (76), residing at 56, Prem Sadan, Sion (E), 400022; September 30
Freny Shavak Engineer (92), 12/10, Rustom Baug, Victoria

Rd, Byculla, 400027; October 1
Daulat Mervansha Panthaki (78), 19, Doctor Bldg, S. B. Bharucha Baug, S. V. Rd, Andheri (W), 400058; October 1
Framroz Kaikhushru Bamboat (79), 5/4, Rustom Baug, Victoria Rd, Byculla, 400027; October 2
Najamai Phirozesha Bangali (86), 3, Baria Bldg, Gamadia Clny, Tardeo, 400007; October 2
Naja Jamshedji Bhacka (91), 29, Sethna Bldg, Navroji Sheth St, Thakurdwar, 400002; October 2
Homi Jehangir Chhapgar (79), E-21/B, Bomanji Dhanjibhai Patel Bldg, Sakarwadi, Nawab Tank Rd, Mazgaon, 400010; October 2
Coomi Faramroz Konkrawalla (76), 224, Gustad Mans, Tardeo, 400007; October 2
Perin Rusi Colabawalla (64), B, Rustom Palace, Tardeo, 400007; October 3
Dossabhoj Hormusji Sidhva (75), Hendre Mans, Wadia St, Tardeo, 400034; October 3
Alamai Behramji Shroff (102), 11, Irani Bldg, 286/C, Supari Baug Rd, Parel, 400012; October 4
Merwan Pestonji Kanga (84), Temple Ter, Forjett St, 400036; October 5
Kaikhushroo Jamshedji Patrawala (80), 7/4, B. S. Panthaki Baug, Andheri (E), 400069; October 5
Piroja Ardeshir Mavalwala (81), Nariawala Bldg, Station Rd, Mahim (W), 400016; October 6
Khorshed Rohinton Cassinath (67), 26/C, Napean Sea Rd, 400026; October 7
Veera Adi Chhoga (68), X-109/15, Godrej Clny, Pirojsha Ngr, Vikhroli (E), 400079; October 7
Khorshed Framroz Kapadia (84), A/22, Cusrow Baug, S. B. Rd, 400039; October 7
Kobad Framroz Limbuwalla (63), 701/C, Diago, Rizvi Complex, Bandra (W), 400050; October 8
Mani Dali Ghadiali (60), Victoria Bar Bldg, Subhash Chowk, Murbad Rd, Kalyan, 421301; October 9
Dara Ratanji Kerawala (80), Metro Bldg, Opp Metro Cinema, 400002; October 9
Dinbai Darebsha Khambatta (88), 111, Umbergaon Bldg, Dr

Ambedkar Rd, Parel, 400012; October 9
Bomanshaw Hiraji Parabia (77), 14th Badar Manzil, Balaram St, Mehla Patel Agiary Lane, 400007; October 9
Homai Jamshed Contractor (73), Pauwalla Bldg, 40, New Charni Rd, 400004; October 10
Dhunjishaw Cawasji Mistry (78), 40/A, Hoshang Baug, Vakola Masjid, Santacruz (E), 400055; October 10
Soonamai Rustomji Daruwalla (83), C/22, Jer Baug, Ambedkar Rd, Byculla, 400027; October 11
Dinsha Framji Desai (100), U/1-1, Cusrow Baug, S. B. Rd, 400039; October 11
Amy Jehangir Mistry (81), 601, Sai Roshan Apts, 4th Carter Rd, Borivali (E), 400066; October 11
Eruach (Eric) Dinshaw Paymaster (78), Batliwalla Bldg, Khareghat Clny, Hughes Rd, 400007; October 11
Rati Manchershaw Daruwalla (82), Presswalla Bldg, 190/A, Lamington Rd, 400007; October 12
Piroja Meherban Kadkhodai (85), B, Shirin Mans, Above Tardeo Post Office, Tardeo, 400007; October 12
Kaikhushroo Hormusjee Mithaiwalla (77), 3/9, Patel Bldg, Gamadia Clny, Tardeo, 400007; October 12
Manek Bomanshaw Mody (90), R/4, Cusrow Baug, S. B. Rd, 400039; October 12
Jamshed Jehangir (Jehangirji) Motiwala (90), B, Mota Mans, Opp Bhatia Hosp, Tardeo Rd, 400007; October 12
Homi Jehangirji Singpurwalla (44), Moghul Hse, 22, Banaji St, Fort, 400001; October 12
Dhun Darabshah Dordi (76), 3, Kashinath Bldg, Kashinath Clny, Tardeo, 400034; October 13
Jeejeebhoy Byramji Fitter (89), 781, Readymoney Blocks, M. Joshi Rd, Parsi Clny, Dadar, 400014; October 13
Homai Jehangir Patel (78), 275/U, New Master Bldg, Zoroastrian Clny, Chikalwadi, Grant Rd, 400007; October 13
Framroz Sorabji Patell (91), 15, Maison Belvedere, 107, Queens Rd, 400020; October 13
Tehmina Minocher Rivetna (90), 681/A, Khareghat Rd, Parsi Clny, Dadar, 400014; October 13

Rohinton Phirozshaw Billimoria (39), 7/9, Rustom Baug, Victoria Rd, Byculla, 400027; October 14
Kaikhushroo Noshirwan Lilaoowala (85), Mody Mans, 49, Mereweather Rd, 400039; October 14
Hormasji Jamshedji Chothia (75), Saher Bldg, 51/D, B. Desai Rd, 400026; October 15
Hormasji Meherwanji Bharucha (77), 7, Gandhi Mans, Wadia St, Tardeo Rd, 400034; October 16
Phiroze Fakirji Bharucha (72), Footpath, Near Parsi Doongerwadi, Kemps Comer, 400036; October 16
Ratan Rustomji Elavia (71), 10, Pitha St, Above Hotel Delux, Fort, 400001; October 16
Noshir Khodabanda Irani (69), 14, Irani Dharamshala, Pandita Ramabai Rd, 400007; October 16
Homi Gustadi Sagar (70), 18-1/A, Tata Co-op Hsg Soc, Parel, 400012; October 16
Edujee Ratanjee Daruwala (86), 8/1, Tata Clny, C. J. Clny, Sir Ratan Tata Rd, Tardeo, 400034; October 17
Aban (Alice) Nadirshaw Khudaiji (71), E/7, Cusrow Baug, S. B. Rd, 400039; October 17
Jaloo Keki Vakil (69), 19, Mount Unique, 62/A, Peddar Rd, 400026; October 17
Ratanshaw Nawroji Antia (87), 35(2), F. D. Petit Sanatorium, Cumballa Hill, 400036; October 18
Shirinbai Phiroze Bhiwandiwalla (85), 3, Malbari Bldg, New Khareghat Clny, Hughes Rd, 400007; October 18
Soli Dhunjishaw Daruwala (72), Captain Bldg, Zoroastrian Clny, Chikalwadi, Tardeo, 400007; October 18
Rusi Jehangirji Mistry (80), B, The Reward, Tardeo Rd, 400007; October 19
Nadirshaw Pirojshaw Siganporia (69), B/26, Nowroz Baug, Lalbaug, 400012; October 19
Erach Pirojshaw Chichgar (74), C/11, Godrej Baug, Off Napcan Sea Rd, 400026; October 20
Cooverji Tirandaz Irani (60), 233, Chirag Bldg, Mahatar Pakhadi Rd, Mazgaon, 400010; October 20
Rustom Behramjee Batliwalla (94), A, Shirin Mans, Tardeo Rd,

400007; October 21
Soli Framroze Dadyburjor (68), 801, Coover Villa, Jame Jamshed Rd, Parsi Clny, Dadar, 400014; October 21
Goolbai Dinshaw Mistry (73), S/1, Dalal Est, Lamington Rd, 400008; October 21
Piroja Dhunjishaw Billimoria (89), E/15, Nowroz Baug, Lalbaug, 400012; October 22
Ardeshir Naoroji Desai (81), 1, Master Chmbs, Next to Metro Cinema, Dhobitalao, 400020; October 23
Tehmina Jamshedji Katrak (84), 3, Fairy Manor, R. Sidhwa Marg, Fort, 400001; October 23
Bakhtiar Behram Irani (63), 1/C, Billimoria Hse, Proctor St, Grant Rd, 400007; October 24
Kaikhushroo Jijibhai Khambata (92), Rajab Mhl, 144, M. Karve Rd, 400020; October 24
Jer Pestonji Kharas (82), A/19, Shapur Baug, V. P. Rd, 400004; October 24
Dinbai Farrukh Coyajee (80), Dunkeld, 8, J. Mehta Rd, 400006; October 25
Banoo Sheriar Irani (85), A/302, Pushpak, Rawalpada, Dahisar (E), 400068; October 25
Rustom Dhanjishaw Taraporewala (70), 20, Malcolm

Baug, Jogeshwari (W), 400102; October 25
Yezdi Shavaksha Major (58), Mehta Bldg, M. Pasta Rd, Dadar, 400014; October 26
Nariman Merwanji Subedar (75), 85, Sneh Sadan, Opp Colaba Post Office, 400005; October 26
Ratanshaw Dadabhai Chavda (82), 9, Hongkongwala Chawl, 9th Khetwadi Back Rd, 400004; October 27
Goolcher Dinshaw Katrak (87), 4/D, Rashmi, Carmichael Rd, 400026; October 27
Jehangir Manekshaw Panday (82), Crasto Villa, Nandklal Naka, Virar (W), Dist Thane, 401303; October 27
Pheroze Ratanshaw Wankadia (56), 14/13, Panthaki Baug, Andheri (E), 400069; October 27
Rati Pirojshaw Billimoria (73), 2nd Kashinath Bldg, 11/1, Kashinath Rd, Tardeo, 400034; October 28
Sheru Faramji Mistry (82), Karaka Bldg, Gilder Lane, 400008; October 28
Jalan Eduji Panthaki (91), D, Rustom Baug, Victoria Rd, Byculla, 400027; October 28
Rustom Kakobad Anklesaria

(80), A/103, Osia Classic, Matarpada, Amboli Village, Andheri (W), 400058; October 29
Alamai Framroze Postwala (70), 16/8, Ratan Tata Clny, Tardeo, 400034; October 29
Dinshaw Rustomji Vazir (70), Meherbai Wadia Bldg, Wadia St, Tardeo, 400034; October 29
Eruch Framroze Desai (63), F. S. Parukh Dharamshala, 34, Hughes Rd, 400007; October 30
Rustom Jehangir Patel (63), C/12, Shapur Baug, V. P. Rd, 400004; October 30
Tehmina Cooversha Sukeshwalla (87), 25, Mehalla Patel Agiary St, Grant Rd, 400007; October 30
Mehera Bomanshaw Taraporewala (88), Jaifal Ter, Forjett St, Tardeo, 400036; October 30
Bhikaji Limji Jijina (95), 3, Lily Court, 1st Pasta Lane, Colaba, 400005; October 31
Dhun Framroz Minocherhomji (70), 139, Minoo Lodge, Tardeo Rd, 400034; October 31

CALCUTTA

MARRIED
Abaan Madan and Subeer Verma; October 2

TOTALS FOR 1994

	Bombay		India		World	
	A	B	A	B	A	B
BORN						
Boys	14	103	--	6	1	23
Girls	5	83	--	5	2	21
MARRIED						
Parsi	4	194	1	9	--	9
Intercommunal	--	52 ^A	1	3	1	4
DIED						
CONSIGNED						
Males	49	417	5	56	2	34*
Females	38	411	5	78	4	29*
CREMATED						
Males	--	11	--	--	--	--
Females	--	7	--	--	--	--

A: Total numbers in this issue

B: Running totals for 1994 (February-March 1994 - December 1994 issues)

^A Males married out -- 28
 Females married out -- 24

* Overseas deaths are listed in the consigned column as *Parsiana* does not have a breakup of those cremated.

These figures pertain to information provided to or collected by *Parsiana*. They do not represent the total number of births, marriages and deaths in the Zoroastrian community in India and abroad.

KANPUR**MARRIED**

Kamal Behli Rustomjee of Calcutta and *Jamshed Sam Mehta*; October 9

POONA**DIED**

Khorshed Cawas Pandole (88), 160, Mahatma Gandhi Rd, 4, 1001; October 3

Burjor Bapuji Joshi (75), 9, Bhorl Chawl, Khandala, Dist Pune, 410301; October 6

Soonamai Eruchshaw Bharucha (97), 4, Dr Coyaji Rd, Camp, 411001; October 15

Silloo Maneck Vachha (71), 214, Boat Club Rd, 411001; October 16

Naval Minocher Dodhi (76), 616/A, Sachapir St, 411001; October 21

SURAT**DIED**

Roda Adalji Golwala (63), Nariman Home and

Infirmary, Shahpore, 395003; October 4

Naval Pirozshaw Palanchoat (74), Nariman Home and Infirmary, Shahpore, 395003;

October 4

Baman Faramji Mistry (68), Nariman Home and Infirmary, Shahpore, 395003; October 9
Rushi Hiraji Parbiya (56), Village Rani-Amba, Dist Songadh, 394365; October 21
Ratanbai Nasarwanji Vaid (85), Nariman Home and Infirmary, Shahpore, 395003; October 30

CANADA

Edmonton

BORN

A girl, *Natasha*, to *Pooran* and *Mherwan Aga*; August 6

PAKISTAN

Karachi

DIED

Khorshedbanoo Hoshang N. E.

Dinshaw (104); August 17

Piroshaw Sheiar Kavasji (81);

August 21

Homai Burjo Irani (60);

August 23

Ratanbai Shapurji Dalal (85);

August 27

Roashan Nusserwanji Mistry

(69); September 17

Dali Bomanji Purveyar (84);

September 17

USA

Antioch, California

BORN

A girl, *Temie*, to *Zenobia* and *Adi Lal*, sister to *Rayhan* and *Julie*; September 1

Golden, Colorado

MARRIED

Brandy Marie Haubold and

Phiroze Jamshed Sethna; August 25

Tampa, Florida

BORN

A boy, *Sarosh*, to *Anahita* and *Hoshedar Tamboli*, brother to *Cyrus*; July 18

Compiled by Roxana A. Driver

CHOCOPHILE

*For the
chocolate addict in you.*

*Fine
liqueur chocolates*

*Call
3643414, 3646120*

With Best Compliments From

LEACH & WEBORNY

When in Bombay Contact

For attending to your laundry.
They are Launderers & Dyers of repute.
They will also attend to your carpets
for cleaning or dyeing.

☆☆☆

66, Off E. Moses Road, Worli, Bombay 400018
Phone: Head Office 2654294 Factory: 4924384, 4925644

'Research is tonic'

Burjor K. Karanjia

Dr Burjorji Pirojsha Godrej's own words, in an interview he granted me a few months before his death on August 9, 1994 at the age of 79, convey more meaningfully than a routine tribute would, the motivation of his life and work, his genius as a scientist and research scholar, and his rare distinction as a human being.

Given below are a few of my questions and his answers, published for the first time.

Q: What are your earliest memories of uncle Ardeshir? What do you recollect apart from the advice he gave you when you were leaving for Germany to learn something that nobody else in India knew?

A: The earliest memory of my revered uncle was that he left early in the morning every day and returned at dinner time. He kept samples of soaps in his room containing different perfumes. The perfume formulae were his own. The weight of Godrej No 1 soap was 4 oz; my father used to give me half a cake at a time after cutting it into two parts. The No 1 soap had a fine rose perfume which I believe contained rose otto (English for attar), supplied largely by Bulgaria. Bulgaria was originally Turkish, but later the Turks mixed with Slavs. Many Turkish tribes lived in ancient Iran; therefore many words are common to the two languages. The Persians did influence the Turks.

My uncle was well-versed in Persian and Omar Khayyam was his favorite poet. Omar Khayyam was also a mathematician of the stature of Pascal. Ardeshir had a high opinion of Germany and the Germans, perhaps because Germany was known in those days as the fatherland of technology. Henry Ford says in his book, *Today and Tomorrow* that before the First World War, Germany was much more advanced in metallurgy than America.

Q: Why did Ardeshir give his business to the Parsi Punchayet before he died? How did Pirojsha acquire it back?

A: As he was a widower and as was the wont among Zoroastrians, he bequeathed the soap

your grandmother. Can you tell us something about her, what she was like, how she influenced you?

A: We were brought up by our maternal grandmother, Virbaiji. My mother (Soonabai) died at the age of 29 in Mussoorie when I was 11 days less than five years old. Shirinbai was my father's sister. Virbaiji was like a mother to us for about seven years. Then when we had gone during our school holidays to Karachi, another calamity occurred. My mother's brother, Manek, who was a well-known cricketer, like my maternal grandfather, lost his life in a motor cycle accident while trying to save the life of an insane man. Both my mother and Uncle Manek were violinists. Virbaiji was a very good housekeeper and excelled in cooking. All of us missed her terribly (when she decided to stay on in Karachi. Thereafter the children were looked after by Shirinbai who was their paternal aunt.)

Q: Any memories of your school-days, apart from your interest in mechanics and your constructing a differential gear with the help of your meccano set?

A: At St Xavier's High School we knew little about the facts of life. It may be better now. One Jesuit priest used to come daily and say the same old thing: "God created this world and God created Himself." It would be wiser to say that creation is a mystery. Unfortunately, in our days the school did not guide us properly.

Q: You must have happy memories of your courtship and marriage. Would you like to say something about them? To what quality in you and your wife would you attribute the success of your marriage?

A: That was a happy period. It is good that



factory to the Parsi Punchayet. A little later, my father bought it back from the Punchayet by paying three and a half lakhs of rupees.

Q: In what specific ways did Pirojsha influence you when you first started with Godrej Soaps?

A: While in Germany I was doing business like buying second-hand machines with fitness certificates for Godrej and Boyce Company. In those days, negotiating the price was common. One indoctrinated girl told me that Germans hated such Jewish practices. Perhaps she mistook me for a Jew. At that time, I was also getting acquainted with soap manufacturing by reading German books on the subject. My father had made it clear to me that I would have to look after the soap factory.

Q: You were brought up mainly by

I married Jai at the age of 26. I couldn't have earlier as I studied for six years in Germany. I call myself a pucca Indo-German, as I obtained all my three degrees, bachelor's, master's and doctor's at the Tech University of Berlin. For your information, (the famous philosopher) Werner von Braun also studied there.

Q: You must be proud of your sons Adi and Nadir, the way they have carried on and expanded the business. How would you reckon their contribution to the Godrej enterprise? How is the work divided between them?

A: I am proud of my sons. Their contribution to the Godrej enterprise is considerable. They are both autonomous.

Q: How does your relationship with your sons differ from your father's relationship with you?

A: Unfortunately for me, my father was hardly communicative. Both my wife and I took the best possible care of our sons. But my father certainly had many virtues. It was he who acquired the Ghatkopar-Vikhroli Godrej estate.

Q: You graduated with mechanical, not chemical engineering. Why was this?

A: Because I was earmarked for Godrej and Boyce Company. Ardeshir was born in 1868 (and my granddaughter Tanya in 1968) and he died at the age of 68 in 1936. I left for Europe in October 1933. In 1936, it was made clear to me that I would be in charge of the soap factory. My training happened to be adequate for that.

Q: The curator who took special care of you was later attacked by Dr Goebbels as a Jew. He filed a suit against Goebbels and won. What lesson would you draw from this?

A: My curator did not look like a typical German and was of a very independent outlook. Some of the professors became members of the Nazi party but he did not. He survived because he was eminent. My professor of physics was a Jew, Gustav Hertz. Later he got the Nobel Prize in physics. Dr Goebbels must have called my curator a Jew to try and make him a member of the Nazi party. That was the Nazi way of doing things. But he was very independent and a very fine person. Perhaps you do not know that Hitler had suffered a shell shock during World War I and might have been insane. If France had invaded the Rhineland and expelled the

Nazis, there would have been no World War II.

Q: You have stated that you prospered mainly because of your research and that research is tonic for you. Could you please elaborate on this?

A: Because of my successful research, first Colgate-Palmolive wooed us, then Procter and Gamble and lastly Hindustan Lever Limited (HLL). When I did research, my motto was: Only the best is good enough for me. And that brings prosperity if the researcher is capable.

Q: You pioneered the deglycerination of soap-making oils, the process of making soaps from fatty acids; you proved that alpha olefins are the ideal raw material for the detergent industry and invented a process to make alpha olefins from natural fatty acids. What particular research are you engaged in at the present moment?

A: At present, I must consolidate everything and reap the harvest by selling my products and processes all over the world.

Q: Would you like to say something about the unequal competition with Hindustan Lever? Did it spur Godrej Soaps on to greater endeavor?

A: I was never overawed by HLL. Their greater volume was of great advantage to them. Once when oil prices rose, their then chairman, Cecil Petit, cut soap prices to kill competition. I had come to know at that time that Petit was to be replaced by Mr A. J. C. Hoskyns-Abrahall. I spoke to the latter by telephone, and he restored the status quo ante and asked me whether I was satisfied. Needless to say, I thanked him.

Q: To what other factors would you explain the outstanding success of Godrej Soaps?

A: I owe my success to the perfectionism I imbibed from the Germans. Also, to my motto: Only the best is good enough for me.

Q: Would you like to say something about the proposed collaboration with Procter and Gamble?

A: The proposed partnership with Procter and Gamble is 50:50 in our mutual interest, a sure formula for success.

Q: You have received many honors in your lifetime, the latest being "The Most Admired Man of the Decade." Which of these honors has been most rewarding from your

personal point of view?

A: Every time (three times) I have been included in "The First Five Hundred International Award" of the International Biographical Centre, Cambridge, England. Because of the limited number, this is a very high award. The other award of the American Biographical Institute: "The International Cultural Diploma of Honor" I prize very highly.

Recently I rejected "The One in a Million Award," because inclusion in "The First Five Hundred International" is more exalted.

Q: You have led a rich and full life. Any unfulfilled tasks? Any regrets?

A: My diet as an infant, child and young man was unfortunately devoid of milk... My father was not at all communicative and did not acquaint me with the facts of life, so I had to learn everything the hard way. I think the world would be much better off with my Art of Living movement (though not a formal movement Burjorji believed that an individual's full potential can be realized when the faculties of his mind and body are developed), and I am trying to do something about that.

Q: What are your future plans?

A: My future plan is to sell a process I've developed all over the world and collect royalties. The engineering will be entrusted to my partner Lurgi, of Frankfurt. The process is the Godrej-Lurgi process of detergent manufacture.

Q: You stated once that the cornerstone of your philosophy is deep knowledge, for what is a risk to others is no risk to the man who has deep knowledge. What advice would you give the younger generation?

A: I would advise the younger generation not to be misled by lobbies, when it is obvious that the latter are mistaken. All over the world, the ground water is polluted with LABS (Linear Alkyl Benzene Sulphonate). Australia, Europe, and Canada are keen to support our AOS (Alpha Olefin Sulphonate) made from vegetable oil.

With his characteristic graciousness, Burjorji ended the interview with a personal tribute which I value highly: "I must congratulate you on your excellent questionnaire. A man is known by the questions he asks. I am very happy that you are giving me this opportunity."

Burjorji is survived by his wife Jai and sons Adi and Nadir.

Backbone of boxing

Homi Rogers

In the stillness of the night of July 17, 1994, Capt Aspy Darabsha Adajania, life president of the Indian Amateur Boxing Federation (IABF) and the prime force behind promoting and popularizing boxing in the subcontinent, passed away in his sleep in a hotel room in Budapest, Hungary. He was 52.

Adajania had succumbed to a major heart attack. Few among his family and friends could have imagined him vulnerable to cardiac failure as he had suffered no illnesses nor indulged in any vices. His sudden death could be caused by overwork, according to Alan Roberts, a member of the Maharashtra Amateur Boxing Association (MABA). "A strict disciplinarian, Adajania could not discipline himself," states Roberts while eulogizing the Association's late president and paying tribute to Adajania's tireless devotion to a sport he had loved and nurtured through more than four decades.

Son of Darabsha, a toddy-tapper from Adajan turned petrol dealer in Bombay, Aspy's love for boxing dates back to his school-days at the Cathedral and John Connon. He trained in Bombay, "boxing more at club level than in school," under the guidance of Khurshed P. Kuka. But it was in the army, which Adajania joined in December 1962 after graduating from the National Defence Academy, that he found his true bearings in the sport. Commissioned to the 59 Gurkha Rifles (whose men and officers he kept in touch with right up to his death), Adajania was appointed to train the battalion in boxing at the Officers' Training School in Madras. Recalls Maj Phatak who had joined the army at the same time as Adajania, "Aspy had a real love for and interest in boxing." His influence was infectious. The battalion boys loved him and at Adajania's behest Phatak recently took over as president of the Bombay District Amateur Boxing Association.

Adajania's boxing career far outlasted his spell in the army which he left prematurely to look after the family's petrol business. But the years in service (among the key posts he held was ADC to Gen Monty Palit), and his subsequent work as a referee, judge and member of the jury of international boxing tournaments, made him realize that it would only be through the training of civilian teams that the country could become a force in international boxing.

Adajania, who by the '80s had judged 48 international championships and was appointed to the jury at the '84 Los Angeles Olympics, proceeded to address himself to this lacuna.

His untiring efforts bore fruit, with Indian boxers picking up medals and honors in world competitions. The sport was also recognized by the Indian government, and the Padma Shri was conferred on Adajania



in 1992. The country's highest sporting honor, the Arjuna Award was awarded to his protégé, Mukund Killekar, earlier this year.

Though Adajania worked unceasingly to initiate the love of boxing amongst youngsters, he always had time and resources to spare for veteran boxers, occasionally recalling the earlier Parsi greats like Eruch DeVitre, Jimmy Nagarvala, and his guru, K. P. Kuka, who had officiated as a referee and judge at five successive Olympic games, a feat Adajania could not repeat due to his untimely death. Adajania remained, though, on the jury of the 1988 Seoul and 1992 Barcelona Olympics.

Percy Khatau and Sammy Irani, great Bombay and India boxers of yesteryears would frequent his petrol pump at Charni Road every other day, seeking help. "Whether rich or poor, young or old, media men or the PR gang, they all came to Aspy for assistance," states John Crasto, a close friend and senior journalist, recalling Adajania's contribution to boxing when speaking at the MABA-organized condolence meeting held on July 30, 1994. "He was a giver," observes Crasto, a statement

further strengthened by Roberts' disclosure that Adajania had even mortgaged his family business to bring the World Cup Championship to Bombay in 1990, and to ensure its success.

It was in this spirit of providing India with yet another glorious opportunity to establish its place in the boxing world that Adajania had proceeded to Hungary. As an executive committee member of the Association Internationale de Boxe Amateur (AIBA), he was to bid for India to host the Super Nations Cup, a seven-nations tournament that AIBA is yet prepared to allocate to Bombay if it is convinced by MABA that the country has a selfless and efficient organizer.

"The future of boxing in India without Adajania is dark," to quote Brig Devine Jones, former general secretary of the IABF, bereft of the integrity and administrative skills of Adajania. Jones had been amongst the first to note Adajania's love for the game and its development when he met him at the 1970 Bangkok Games which Adajania had attended "at his own cost" to learn about boxing.

What distinguished Adajania from other sports officials and administrators was his compassion, vision and organizational capabilities. The AIBA secretary-general Karl Heinz Wehr, in a message condoling Adajania's demise said: "It is inconceivable for us to have lost a person with whom we have been bound by many ideas we wanted to realize in common." Adajania was also known for his integrity, his reticence to get embroiled in unnecessary controversies, and his ability to generate instant action for even the most difficult of tasks.

Sadly, for a man who had always fought against red-tapism, the return of his lifeless body from Hungary was delayed by bureaucracy, and the paidust took place in Bombay a full week after his demise.

His sudden death has shown, as Sher Ali Reza, a MABA official and national referee put it, that "he lived for the cause of boxing and died for the cause of boxing." "Indian boxing," Roberts proclaims, "will never die as long as Aspy's memory lives." A fitting tribute to keep Adajania's memory alive would be, as suggested by Phatak, to have a memorial tournament named after him, "to remember him by, especially his efficiency."

Adajania is survived by his parents Darabsha and Meherbai, by his brother Zarir, sister Roshan, wife Persis, daughter Zia, and by his son Homi, also a trained boxer, who has won the Western India junior championships.

TATA HOUSING...

OUR BUILDING MATERIALS ARE
HONESTY, CARE & QUALITY



Proposed highrise residential building at Cumballa Hill, Bombay

In keeping with the TATA GROUP's spirit of innovation and its continual pursuit of excellence TATA HOUSING has evolved a whole new concept in property development.

The company, whose activities comprise the development of real estate, including project identification, design, management & marketing, has successfully completed quality residential & commercial complexes in Bombay & New Delhi.

In various stages of implementation are some key residential projects at Prabhadevi, Matunga, Mahim and a multi-storeyed residential tower at Cumballa Hill in Bombay and a large residential complex in Pune. Under consideration is a bungalow scheme in the scenic hills at Lonavla near Bombay.



Tata Housing Development Co. Ltd.

D-20, Dhanraj Mahal, 2nd Floor, Ch. Shivaji Marg, Apollo Bunder,
Bombay 400039 Tel: 2875217-18, 2042970 Fax: 2029023

AIRFREIGHT

R.N. 3-4/24
MHB/S-01

L I M I T E D

AIRFREIGHT

LIMITED

AIR & OCEAN
FORWARDING



Meets All Your
Transportation
Needs

From Door
To Door

INDRAVELS
TRAVEL & TOURS



Across
the
world



ACE

DOMESTIC EXPRESS
CARGO



DHL
WORLDWIDE EXPRESS
EXPRESS DIVISION OF
AIRFREIGHT LIMITED



An enterprise
serving
194 locations
in India,

AIRFREIGHT
LIMITED

To contact us, please refer to your local Telephone/
Yellow Pages Directory.

Regd. Office: Neville House, Currimbhoy Road,
Ballard Estate, Bombay 400038.