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Dear Readers,

If there’s one lesson that the wise would have learnt through the rigours of 2020, it’s about how to make the best of a less than ideal situation. And that’s the exact same learning that we need to put into practice, as we bid adieu to 2020 and usher in 2021 without any fanfare or big celebrations with family or friends. There’s a night curfew we must respect, like we respect life itself... even if it’s the biggest eve of the year - New Year’s Eve!

Just like the wise saying, ‘When fishermen cannot go to sea, they repair nets’, we too need to continue biding our time with both - patience and precaution - and continue repairing our nets, which one must add, were sure as heck in need of repair! We’ve let way too many important things slip away inadvertently, through the tear in our nets... consumed as we’ve been by our hectic lives, which debilitated our vision from noticing the increasing gash.

Interestingly, just like its ophthalmic connotation, where ‘20/20 Vision’ denotes visual acuity or impeccable eyesight, the year ‘2020’ too made us see various life truths with crystal clarity. We were put under house arrest, with life coming to an instant standstill, and enough time on our hands to uncover, discover, realise and set right so many things.

It’s been a tough year - but it’s over. And may its end set the precedent for the pandemic to follow suit. As we inch towards the New Year, with a renewed sense of self and renewed insights into things that really matter, let’s hope and pray for the healing of those who endured losses, and for the safety of all, till the new vaccine makes its way to us.

Let’s welcome 2021 with a sense of gratitude and embrace the new world order which has underlined for us, the fragility of life and the significance of its indispensable constructs, like compassion, courage, positivity, hopefulness, happiness, service... but more than all else, a revitalized sense of respect for the human connect and for all of God’s creations.

Wish you all A Happy New Year 2021!

Have a fun weekend!

- Anahita
anahita@parsi-times.com
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What A Blessed Year!

Daisy P. Navdar is a teacher by profession and a firm believer in the efficacy of our Manthravani. She is focused on ensuring that the deep significance of our prayers is realized by our youth. She credits her learnings and insights, shared in her articles, to all Zoroastrian priests and scholars whose efforts have contributed towards providing light and wisdom for all Zarathostra.

“Are you ever burdened with a load of care? Does the load seem heavy that you are called to bear? Count your many blessing angels will attend, Help and comfort give you to your journeys end. Count your blessings name them one by one Count your blessings see what God has done Count your blessings name them one by one And it will surprise you what the Lord has done!”

These are the lovely words of a beautiful song that we sang in school! It’s set to a lovely lilting tune, too! Sometimes these memories bring in fresh learning. Songs that we sang as children take on a new meaning.

In recent times, I have felt a wave of gratitude come over me. As we enter the final lap of what has been a challenging year and with fresh challenges looming over the horizon, I feel grateful for all that I have been blessed with. Perhaps it is this attitude of gratitude which will help us tide over all circumstances. Hence, I have decided to count my blessings!

Time and again, we receive a bounty of blessings. I am sure that they come to us through the source of our prayers. It is very important to understand here, what we classify as blessings. Blessings take the shape and form of all that is around us...

The calm confident voice of a friend on the phone is a blessing. Somebody making a magnanimous gesture and pulling you out of a financial difficulty, is a blessing. Appreciation from your family is a blessing. A wonderful day spent with your spouse is a blessing. Cooking your favourite meal is a blessing. Looking at the ocean is a blessing. A priest who is reciting the bai ceremony and you witnessing it, is a blessing. The hogs of your children are blessings. A smile from your neighbour is a blessing. Your house-help arriving on time and completing their duty is a blessing. Making it through Covid times with good health and happiness, is a blessing. A family that pitches in and helps, is a blessing. Having the discipline and fervour to recite our holy prayers everyday is a blessing. The small things that occur around us on a day-to-day basis are all manifestations of the blessings of Dadaer Ahura Mazda.

How frequently we make a mental list of everything that is wrong with our life. How deeply we allow this negativity to fester in our consciousness and become a part of our suffering. But if seen through the gaze of clarity and prayers, we realise that most of what we face, is through our own doing. We cannot disregard the part that we play in our own well-being, or lack thereof.

So, let us enter the portals of 2021 with renewed faith, hope and gratitude for all that our Pak Dadaer Ahura Mazda has showered upon us so abundantly. Let us value and enjoy each moment that He has granted us!

I leave you with a poem which comes straight from my heart:
A train that is comfortable with seats that are wide, And nobody comes and sits by your side; Sugarcane fields, flash past the car, Winding village roads take you afar; A swing in the courtyard and many fruit trees, A well that is holy and streams that flow free; Where you breathe in the morning with lemongrass tea And honey in large pots, gleam on the balcony; The sunlight comes in and dimples your dawn, You pray facing east - what a holy morn! The call of the birds - a cacophony of sound, The smell of the earth brings blessings profound; It’s easy to complain about the year that is past, But gratitude springs deeply in the well of my heart! So, if you are stuck in the ways of the mind, Look outside your window – God’s blessings you’ll find!

Wish You All A Happy and Blessed 2021!
Community, BPP Governance
Suffer Under Rule Of ‘Reckless Majority’

‘There is nothing uglier than an unrighteous and foolish majority’
- Mehmet Murat ildan, Author of the two-act play, ‘Mohanandas Karamchand Gandhi’.

About two and a half months ago, BPP Trustee Kersi Randheria had requested all his colleague trustees to give a thought to and plan for the elections to fill the vacancy caused by the unfortunate and untimely demise of Zarir Bhatena. The Board did not heed his requests.

With hardly any time left, trustees Kersi Randheria and Noshir Dadrawala, despite their refusal to attend any more Zoom meetings, joined the Zoom meeting on Monday, 21st December, 2020, just to ensure compliance with the extended deadline granted by the H’ble Bombay High Court.

Trustee Kersi Randheria presented before the Board, a schedule for the elections, following exactly the schedule that was followed for the last elections. It was proposed that the announcement be made over this weekend in the Parsi publications.

While no flaws could be found in the schedule, Trustee Viraf Mehta, at the Zoom meeting held on the December 21, insisted, based on a rumour, that there may be another vacancy and therefore, the schedule should not be published or made public.

It was pointed out to him, that whether there be one vacancy or more, the schedule would remain the same. It was also pointed out to him that the Trust cannot plan its work based on rumours!

It was further pointed out to him that following the schedule of the last election, due to the unfortunate resistance of the three trustees not in compliance with announcing the elections earlier, the community was left with less than two weeks to fill up the forms and register themselves on the election roll. Delaying the announcement any further would leave the community with less than even a week to enrol!

The appeals of Trustees Dadrawala and Randheria to make the announcement, were rejected by Trustee Viraf Mehta, based on his obscure reasoning that ‘the BPP would look foolish’. Based on a rumour he had heard, Viraf believed there could be the possibility of another seat up for elections, and making an announcement of one seat, for the time being, would somehow make the BPP ‘look foolish’, though another announcement could easily have been made in a subsequent meeting! And thus, Trustee Viraf stuck to his guns, based on a rumour or a perception, as opposed to going ahead with current facts, so BPP would not look foolish!!!

Finally, when pushed into a corner, ‘Acting’ Chairperson Armita Tirandaz suggested that they could discuss and decide this over another Zoom meeting on Wednesday, 23rd December, in keeping with Viraf Mehta’s non-stop badgering. Having failed to convince his colleagues, Viraf now started claiming that he would not be available even for this brief call on Wednesday, suggested by Tirandaz! (Interestingly, on Wednesday, this claim was made to look ridiculous, as through the day, Viraf was in touch with other Trustees and on the phone with the BPP Administration!)

Finally, when all his ludicrous excuses were countered, his final argument was that we should postpone the announcement by a week because of COVID!!

Truth is - Viraf was simply unwilling to have the schedule published, for reasons best known to him. In which case, the least that the other two trustees - Tirandaz and Dastur - needed to do, was simply cast their respective votes, particularly as this was only Viraf’s singular, individual view.

At such a point in time, when it was a 1-against-2, with Viraf’s baseless preference against the better judgment of the other two Trustees (Randheria and Dadrawala), in an even more absurd show, highlighting an abysmal lack of individual thinking and sincere governance, Trustees Tirandaz and Dastur refused to speak a word!

They couldn’t garner a simple ‘Yes’ or ‘No’, knowing full well that Kersi Randheria did have a substantial point and was only asking for what needed to be rightfully done, as Trustees. But fearing that conceding to Randeria and Noshir would antagonize Viraf, it was impossible to get a peep out of Trustees Armita and Xerxes, who did not voice their views and chose to keep quiet, despite being repeatedly asked to speak up.

In the meanwhile, Chairman Yazdi Desai’s resignation letter arrived on Wednesday morning and the need to accept his resignation became even more important.

The meeting on Wednesday (23rd) evening would have ensured that the Trustees complied with the Scheme of Elections and held an urgent meeting; And also, the announcement for two seats up for elections, would go out over the weekend.

However, at the scheduled time of the meeting, Trustee Armita Tirandaz had switched off her phone and so had Viraf!!! Trustee Xerxes said that since Mrs. Tirandaz and Viraf are unable to join, he too would not join!!!

Therefore, Trustees Kersi Randheria and Noshir Dadrawala requested that all trustees could join a short 5 to 10 minutes Zoom meeting at 9:00 pm.

However, once again, none of the three Trustees - Armita Tirandaz, Viraf Mehta or Xerxes Dastur made themselves available! Viraf and Armita Tirandaz once again switched off their phones and Xerxes did not answer calls from the BPP Administration, to request him to join!!!

It is indeed unfortunate, that while all three trustees had the time to talk to each other and certain other members of the community, they did not have even 10 minutes to spare for an urgent meeting to accept the resignation and to approve the publication of the Election Schedule.

Viraf Mehta was ready to hold discussions at meeting only on Saturday, by which time the deadline to publish the schedule in Parsi Times would be missed.

It is sad to see trustees put good governance on the back burner and indulge in power politics, abusing the majority vote of 3:2, at the cost of the welfare of the community, which elected them to safeguard their interests in the first place! There is, indeed, nothing uglier or more dangerous than an unrighteous and foolish majority, which recklessly holds to ransom the welfare of its community.
Yazdi Desai Tenders Resignation As BPP Chairman

On 23rd December, 2020, BPP Chairman, Yazdi Desai put in his papers to the BPP Board, announcing his resignation from his post, as the frontman of the community's apex body. Having suffered a stroke earlier this year in April, he is yet to make a complete recover. With his full recovery taking longer than anticipated, and in keeping with various restrictions and advisories prescribed by doctors, with a special emphasis on avoiding all stress, Yazdi Desai decided to step down.

In his resignation letter to the Board of Trustees, he wrote (excerpts), “After much thought and soul searching, I have come to the conclusion, that due to constraints on my activities triggered by my stroke, I will not be in a position to give my best to my duties as Chairman and Trustee of the BPP and therefore I am submitting my resignation from the august body of the BPP…

It is unfair to the community to leave my seat vacant and my duties unattended for an uncertain period of time. Since an election for the post of one BPP Trustee is to be held in February / March 2021 owing to the demise of my colleague Trustee Zarrir Bhathena, and as every election costs the community a lot of money, I think it my duty to be prudent and hand in my resignation as Chairman/Trustee…

In the course of one’s life, hard and painful decisions have to be taken. This is the most painful decision I have had to take, as for nearly 20 years my life has revolved around my community and the Punchayet… which I have had the distinction to serve as Trustee for the last 12 years, including 5 years as Chairman…

It has been a privilege and honour to serve the Parsi Irani Zarathushhti community and I could not have done it without the support and dedication of my wife Anahita, whom I see as a fearless warrior for the good…”

Sharing this sad news on social media, Anahita Desai, wrote, “With a very heavy heart I am informing that my husband Yazdi Desai has tendered his resignation from the post of Chairman / Trustee of the Bombay Parsi Punchayet.”

Even as the buzz on the social media platforms and WhatsApp went into overdrive with this news, in addition to the numerous messages wishing our former BPP Chairman a speedy recovery, a large number of community members have been voicing their desire to see Anahita Desai step into the shoes of Yazdi Desai and take over the reigns as a BPP Trustee/Chairperson.

On behalf of the community, Parsi Times wishes Yazdi Desai a full and speedy recovery.

Amardad Parabh Celebrated in California

On 20th December, 2020, a Jashan in honor of Amardad Amshashand was performed by Ervads Zarrir and Zerkoxis Bhandara, at the ZAC Atash Kadeh. Sponsored by Cyrus and Dr. Scheherazade Mistry (New York), the Jashan was streamed over Zoom to an audience of over 40 Zarathushti. After the Jashan, Er. Zarrir lead the online congregation with Humbandagi, in which Ardibehehsht Yashit ni Nirang was recited for healing and Sarosh Yashit ni Nirang was recited for protection.

After the prayers, Er. Zarrir shared a sermon explaining the significance and qualities of Amardad Amshad, saying, “The attribute of Amardad Amshashand is immortality, which doesn’t mean that by praying to Him you will live forever! It refers to the illustrious life that will be remembered long after you’ve passed, through your good deeds, which you performed in this life and through the generations of your progeny, who would walk in your footsteps. In other words, your legacy. In present times, we have realized the importance of life more than ever before… Amardad Amshad, can help us overcome this difficult time and keep us safe.”

He explained that one could attain the attributes of Amardad Amshad by following the principles of the first 5 Amshad Spentas, namely - Hormazd / Spenta Mainyu - who looks after the creation of human beings and has the quality of wisdom, and teaches us to treat not just man, but all of God’s creations with kindness and respect; Bahman Amshad / Vohu Manah - who looks after the animal kingdom and invokes kindness, teaching us to be compassionate towards all animals (not just our pets); Ardibehehsht Amshad Spenta - is about righteousness and order - the creation being fire, the physical manifestation of energy that is present in us all; Kshatravrivaya/ Sherevar Amshad Spenta - who looks after the sky, inculcating in us courage to tread the path of righteousness, following the precepts of your own religion; and Spenta Armatiy / Asfandarmid Amshad Spenta - the guardian of our Mother Earth, epitomising the qualities of benevolence, love and holy piety.

Er. Zarrir concluded by thanking the online congregation for participating and blessed them with long life, perfect health and spiritual advancement.
Wishing you a Happy New Year

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PM Modi Awards Ratan Tata ‘ASSOCHAM Enterprise Of The Century’ Award

The Associated Chambers of Commerce of India (ASSOCHAM) organised its Foundation Week from 15 to 19 December, 2020, celebrating the theme, ‘India’s Resilience: Atmanirbhar Roadmap Towards 55 Trillion Economies.’ PM Modi addressed the ‘ASSOCHAM Foundation Week 2020’ via video conferencing. Marking the finale of the celebrations on 19th December, PM Modi presented the ‘ASSOCHAM Enterprise of the Century Award’ to Ratan Tata, on behalf of the Tata Group, for his distinguished contributions to the country.

PM Modi praised Tata Group for its role in India’s development, over the last century, all through the ups and downs of India’s development, including the country’s independence struggle. “Tata Group has played an important role in India’s development,” Modi said, marking the contribution of the business group in the nation’s progress.

Speaking at the event, Tata Group Chairman Emeritus, Ratan Tata thanked PM Modi for leading the country from front during the difficult time of pandemic and hoped that the industry would now take forward the benefits of his strong leadership. “Yes, there will be periods of discontent, there will be opposition, but there is never any dithering or any running away... You want a lockdown, you got a lockdown, you showed the country as one that responded to shutting out of power and lights for few minutes, you made that happen...It’s not cosmetic, it’s not showmanship, it has put the country together showing we can stand up and marshal our efforts to do what we have set ourselves to do... It is now our job as industry, to follow this, to show the benefits of this leadership which I am quite confident we will do,” Tata said.

Ratan Tata added, “I think if we all stand together and follow what you have said, what you have done and what you have shown, we will have a situation where the world will look at us and say, this Prime Minister said it could happen and he made it happen.”

Archaeological Findings Could Predate Yazd History

Recent archaeological findings have shed new light on the history of Yazd, the UNESCO-registered oasis city in Central Iran, which houses a Zoroastrian population, proposing that its antiquity could be much further dated than supposed earlier.

As per a news release in Tehran Times, archaeologists believe that potteries recently excavated in Yazd, could belong to the Parthian era (247 BC - 224 CE). The potteries were found during ongoing restoration works on qanats (subterranean aqueducts). Yazd province’s Tourism Chief announced last week that if the archaeologists’ hypothesis is proven, the history of Yazd would in effect, date back to pre-Islamic times. “Our archaeologists attribute their history to the Parthian period, but this hypothesis must be proven. So, we need a license to conduct a comprehensive archaeological survey,” he said.

It is widely believed that Yazd had probably been an area of transit, rather than an area for the emergence of the prehistorical settlements, based on its arid climate and severe water scarcity. The oasis city of Yazd is wedged between the northern Dasht-e Kavir and southern Dasht-e Lut, on a flat plain ringed by mountains. Its historical structure enjoys a harmonious religious architecture that dates from different eras.

Described as the ‘Noble City of Yazd’ by Marco Polo, Yazd is widely believed to date from the 5th century CE. It stands on a mostly barren sand-ridden plain, about 4,000 feet (1,200 meters) above sea level.

Since Sassanian times, Yazd has been famous for beautiful silk textiles that were rivalled in later periods only by those of Kashan and Isfahan. The city is still a major center of silk weaving and is known for its winding lanes, forest of badgers (windcatchers), mud-brick houses, atmospheric alleyways, and centuries of history. The city has an interesting mix of people as well, 10% of whom follow the ancient Zoroastrian religion.

Yazd is a living testimony to the intelligent use of limited available resources in the desert for survival. Water is brought to the city by the qanat system. Each district of the city is built on a qanat and has a communal center.

The use of earth in buildings includes walls and roofs by the construction of vaults and domes. Houses are built with courtyards below ground level, serving underground areas. Windcatchers, courtyards, and thick earthen walls create a pleasant microclimate.

Partially covered alleyways together with streets, public squares and courtyards contribute to a pleasant urban quality. The city escaped the modernization trends that destroyed many traditional earthen cities. It survives today with its traditional districts, the qanat system, traditional houses, bazaars, hammams, water cisterns, mosques, synagogues, Zoroastrian temples, and the historic garden of Dolat-Abad.

Clarification By Burges H. Wania

I recently lost my dad, Hoshang N Wania, who was a well-known chartered accountant and trustee of a number of religious and charitable institutions. Just a few days after his demise, even as my family and I were still grieving and coming to terms with our loss, some insensitive persons, without verifying facts, unleashed a smear campaign, which has caused us deep pain and anguish.

The message which went viral on WhatsApp stated that my dear dad, Hoshang N Wania, expired due to Covid and his mortal remains were consigned to the dokhma at Doongerwadi, based on a false death certificate which stated cause of death as ‘organ failure’.

This viral message was without any name or contact details but we have traced the author who happens to be a lady claiming to be a so-called religious person and another individual known for making irrational and irresponsible statements. So far, we have not even received as much as an apology from either perpetrator of this act of insensitivity.

My dear father expired at the reputed Parsi General Hospital and he was under the care of senior doctors or this reputable hospital would issue a fake certificate at a critical time like this, is unthinkable.

My family and I are deeply religious and I hereby affirm on oath that at the time of his death, my father, Late Hoshang N Wania was Covid negative. Throughout his life, my father was known as a man of integrity and we, his family members, have followed in his footsteps. We would never even think of such acts, let alone do something that is wrong or harmful to anyone.

The author of this write-up and all those who have thoughtlessly and mindlessly circulated this false message should hang their heads in shame. The fundamental tenet of our Zoroastrian faith is truth and it is sad to see fellow Parsis Zoroastrians propagating and perpetuating lies of this nature.

We have been deeply hurt and it is unfortunate that certain members of our community have neither let the soul of my dear departed father rest in peace nor shown the decency to let my family grieve in peace.

- Burges Hoshang Wania (Son of Late Hoshang N Wania)
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Surviving and Thriving - Against All Odds!

A WZCC Webinar Featuring Sam Balsara and Lara Balsara Vajifdar

WZCC - Building the Spirit of Entrepreneurship, Dubai Chapter, organized a webinar on 19th December, 2020, titled, ‘Surviving and Thriving - Against All Odds’ with charismatic speakers - the dynamic Chairman of Madison World - Sam Balsara and the inspirational Executive Director of Madison World - Lara Balsara Vajifdar - who enthralled all those who attended the same.

A stalwart of the Media Industry, Sam Balsara’s rich experience spanning 45 years, in Marketing, Advertising and as an entrepreneur, has won him innumerable accolades and awards worldwide. His passion for community service has him actively involved in innumerable causes including Jiyo Parsi, GWG and WZCC. The Chairman of one of India’s foremost Media agencies, Madison World, Sam Balsara is the revered recipient of the Advertising Agencies Association of India’s Lifetime Achievement Award. He has also been felicitated with the Kolkata’s Hall of Fame Award and has entered the International Advertising Association’s Hall of Fame. The Economic Times’ Brand Equity Ad Agency Reckoner has ranked Sam as India’s Most Influential Media Person for 11 consecutive years now!

Following in the illustrious footsteps of her celebrated father, Lara Balsara Vajifdar is as much a visionary, playing a key role at Madison World for over 16 years, currently an Executive Director, overseeing Marketing, HR and Legality for Madison World companies. She has featured in the Economic Times Brand Equity Ad Agency Reckoner's Top 50 Most Influential People in Advertising and also in Impact’s Top 40-Under-40. She has also been featured in Impact’s Top 50 Most Influential Women in Media, in India for nine consecutive years.

The webinar commenced with Global Director, WZCC, Middle East Region - Meher Bhasin who, welcoming the guest speakers, along with WZCC Global President- Edul Daver, WZCC Regional Directors, members and all present. She said, “These webinars have created a circle of friendship within the community and the organization. Madison, today, is India’s largest independent communication’s company and was recently ranked as the world’s fifth largest independent media agency by size of billing in the US, and second in Germany.” Nozer Buchia from Houston presided as the guest host. A short film showcasing WZCC was screened.

Introducing Sam Balsara and Lara, media expert, Jasmin Sohrabji, showered praises on both. She spoke of how Sam is truly an industry leader, admired by generations of media professionals. She spoke highly of his work ethics and his ability to cultivate long-lasting, close relationships, in an otherwise cost-driven industry. She credited Lara for ensuring that Madison always stays relevant and future ready, and for strengthening its digital offering and adding new dimensions to the business.

Nozer Buchia started the talk by stating Madison phenomenal achievements, being India’s second-largest media house and the fifth largest independent advertising agency in the world, with approximately 900 full time workers, 500 clients in India, Thailand, Sri Lanka and Bangladesh.

Turning to Sam, who originated from Balsara, had done his primary schooling from Gujarath, he asked him to share a glimpse of his journey into the world of Advertising. Sam shared, “Till my sixth standard, I was in Balsar. I feel it is an advantage to have spent a few years in a small town in India because city folk tend to camouflage their persona, whereas in small towns, everyone knows everyone and their real emotion and the real person comes out. This is very important for a communications and advertising person because then you understand what drives individuals in society, what they think...what makes them buy and not buy. What would appeal to them...I have come to recognize that starting life in a small town like India is actually a big advantage.”

On taking the entrepreneurial jump, Sam said, “I did not have a dying ambition to start a business of my own...but somewhere it got into my head...that a small agency with a few large clients was an ideal agency and my earlier stint in Mudra, after its initial successes which I contributed for, developed the ambition that they should be the largest agency in India. That somehow did not appeal to me initially. Even today, I remain a craftsman at heart and not a manager. Later, I thought, why not start on my own and I must say that I had a very easy start. An agency that existed and not doing too well, called Madison, owned by a Parsi gentleman, fell in my lap. I went to two of my largest clients and both were ready to move their accounts to this agency and it so happened that I decided to start the agency on 21st March and the next day was our first release.”

Speaking with Lara, Nozer asked what made her decide upon joining her father at the workplace. “When we were younger, dinner time conversations were around advertising, so getting into advertising was natural for me. I completed my Masters in Marketing and things simply fell into place.” Speaking about her journey and its evolution in this dynamic industry, she added, “Our industry is constantly evolving. When I started out, we had just 5 businesses - Creatives, Media Marketing, PR, Outdoor and Rural; today we have 24 across 11 functional areas! Earlier, only 1% of the Ad-market was focused on the Digital aspect - today, it’s at 30%! In this business, you have to continuously evolve and change with times.”

Sharing about wisdom gained from his initial setbacks when he nearly lost 70% of his business, in the early years of Madison, Sam sought motivation from the saying, ‘Real success can come after real failure’, and recovered even more strongly from this debacle, with Madison increasingly gaining recognition in the industry as also top clients.

Speaking about some of the immutable laws at Madison and what makes it a great organization, Lara’s advice to young entrepreneurs was that one needed to possess a good combination of professional confidence and a good service / product to start with. “One needs to have a sufficient capital and plan for all eventualities... Parsis are lucky thanks to WZCC, an entrepreneur can get access to so many talented senior advisors. It’s quite difficult and challenging, but the rewards far outweigh the challenges,” she said.

Nozer also revealed how a decade ago Sam Balsara was able to successfully negotiate the tough terms of a partnership with WPP, which later worked out brilliantly in his favour. “Sometimes, ownership is not important. You have to give sometimes to get back. It worked for Madison too,” he shared.

Lara then expounded the reasons for Madison’s success, highlighting their client focus as a prime factor. This would explain how clients have been with them for a long time. Their strong value system of honesty and integrity as also a great team of people empowered their success. She explained the difference between media marketing and advertising, alongside concepts like public relations, outdoor and digital advertisements, events, celebrity and sports management.

Nozer praised Sam and Lara for their excellent efforts which have made Madison World a massive success. Global Director - WZCC UK, Perses Sethna, further conducted the question-and-answer session. Concluding the captivating webinar, Percy Master gave the vote of thanks, expressing gratitude to a fab team of people for making the WZCC webinars a resounding success including Edul Daver, Meher Bhasin, Jasmin Sohrabji, Nozer Buchia, Sam Balsara, Lara Balsara Vajifdar, Perses Sethna, IT Guru Yazdi Tantra and Tantra Tech in tech-support for hosting webinars and zoom meetings, as also the audience.
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GQueues from Google is a full-featured task manager for your Google Account that helps you stay organized, be more productive and reduce stress in your life. Accessible from cell phone and the web, it integrates Google Calendar and task-attachments can be stored in Google Drive. You could set reminders for tasks with due dates, create subtasks and repetitive tasks, locate your tasks with ease, share tasks with your team and perform associated collaborative functions. The Gqueues extension in Chrome allows you to seamlessly create tasks directly from your mails in Gmail. Overall a refreshing approach to creating and executing To-Do Lists and Tasks.

Website: https://www.gqueues.com.

Android: http://bit.ly/2qUoD00


---

**WINNING CAPTION!!!**

Modi: Hope the US recovers soon - COVID's put you in the dump!
Biden: Oh - we are gonna do just fine - we survived Trump!!

*By Behzad R. Irani*

---

**CAPTION THIS!**

Calling all our readers to caption this picture!
Send in your captions to editor@parsi-times.com by 30th Dec., 2020
Winning Caption and Winner's Name Will Be Published Next Week.

---

**Thought of the Week**

“Whatever has happened in the past year, the New Year brings fresh beginnings. Exciting new experiences and relationships await. Let us be thankful for the blessings of the past and the promise of the future.”

*P T Horton*
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Super Starters To Kick In New Year’s Eve!

It’s been a year like no other. It’s been a Christmas like no other and it’s gonna be a New Year like no other. No public celebrations, with the curfew announced. Definitely a buzz-kill, but then again, we’d rather that the only thing that got killed was the buzz, in the name of the much needed safety these days! So, you can’t step out to party with friends and family to welcome 2021, but you can at least enjoy at home with your loved ones! In keeping with the ongoing party trend of a preference for starters over dining meals, Parsi Times brings you a list of easy-to-make Super Starters to wow your friends and their palates, and be the perfect accompaniment to ring in 2021 amidst excitement, happiness and fun!

**STIR FRIED CHILLI CHICKEN**

Method:
Mix all the masalas to make a marinate and apply over the paneer pieces - leave for 20-30 minutes. Place a saucer like plate, greased in a bigger plate. Arrange the paneer pieces along the edge and cook, uncovered on High for 4 minutes. Turn the paneer pieces over, brush with a little oil and cook again on High for 4 minutes. Squeeze lemon and serve with chutney.

**BACON CORN DIP**

Method:
In a pan add oil. Add chopped garlic, chillies. Saute for 3-4 minutes. Add the chopped chicken and let it cook for 2-3 minutes. Add the spring onions. Coat the chicken with the garlic and chillies. Add salt and toss. When the chicken is almost cooked, add chilli sauce, tomato puree, soy sauce and sugar. Cook till the sauce reduces. Add basil. Stir. Serve hot!

**EASY-PEASY TUNA FISH CAKES WITH SRIRacha AIOLI**

Method:
Heat vegetable oil in a large pan over medium high heat. In a large bowl, combine bread-crumbs and Parmesan and set aside. Working in batches, coat the zucchini rounds in flour, dip into eggs, then dredge in bread-crumbs, pressing to coat. Now add these coated zucchini rounds to the pan 5 or 6 at a time, and cook until evenly golden and crispy, about 1-2 minute on each side. Drain on a paper-towel lined plate. Serve hot with ketchup.

**QUICK N EASY MICROWAVE PANEER TIKKA**

Method:
Heat a large pan over medium high heat. Add bacon and cook for 6-8 minutes till its brown and crispy. Transfer to a plate. In the fat remaining in the pan, add the corn, onions and peppers and saute for 4-5 minutes. Stir in the cheese and the milk until well combined - about 2-3 minutes. If the mixture is too thick, add more milk as needed until desired consistency is reached. Stir in green onions and sugar. Season with salt and pepper, to taste. Remove in a bowl and sprinkled the fried bacon on top. Serve with lavash or crackers.

**ZUCCHINI PARMESAN CRISPS**

Method:
Mix all the above ingredients and keep in the fridge.
If there was ever a year in living memory that we could term ‘annus horribilis’, it would inarguably be 2020. No astrologer even remotely predicted this! In fact, most predictions were au contraire, on how wonderful this year would be. Sadly, there’s been immense loss of life and livelihood. But despite the gloom, what has truly bloomed and seen most of us Zoom (literally and figuratively) through the year, has been faith and hope. In faith, people have found their anchor in life, and in hope, the courage to face all odds.

Faith and hope are distinct yet complementary to each other. Faith is grounded in the reality of the past, while hope is looking to the reality of the future. Without faith, there can be no hope, and without hope there can be no faith.

Most of us may have heard the phrase ‘Hope is not a strategy’; - it’s true. Hope cannot be a strategy for if it is based on illusion, delusion, fiction and false assumptions. Even so, hope is a critical part of achieving a strategy when based on what is possible… maybe not highly probable, but possible. When hope is based on real-world experience, knowledge and tangible and intangible data, it results in trust and faith, with which even what’s impossible can be achieved!

Messenger Of Hope:

Thousands of years ago, when planet earth was in turmoil, Ahura Mazda promised the very soul of this earth a messenger of hope - Zarathushtra - the shining golden star. This messenger did not talk about salvation. Instead, he spoke about happiness. His message was neither about pleasing God nor about fearing God. His message was about exercising the right choices in life and attaining friendship with God. His message was not about sacrificing, instead his message was about giving.

He spoke about the twin mentalities and the choices we all must make using our sucha marzangha or ‘illuminated mind’ and adding that once we make a decision, we must stand responsible for its consequences. This messenger did not see the Creator as an angry, vengeful or punishing God. He saw the creator as loving and friendship toward all goodness. But if the Creator is all good and loving, why is there suffering in this world? Why is there pain and poverty? Why is there conflict and cruelty? To understand this, one needs to understand Zarathushtra’s vision of Ahura Mazda...

Perfecting Imperfection:

In Ushvavati Gatha, Yasna 46.2, Zarathushtra says, “Rajadhyem chagwaat hyat fryo fryaai daidit, Aaksha vangheus ashaa ishtim mananego,” meaning, ‘Take notice of It, Lord, offering the support which a friend should grant to a friend. Let me see the power of good thinking allied with truth’

Here Zarathushtra does not see the Supreme Divinity as the Master or the Lord or as Father or someone to fear. He sees Ahura Mazda as a beloved friend to talk to in times of distress and to love Him and seek His support to perfect this imperfect world with friendship based on good thinking allied with Truth. These are distressing times, but the message of hope and faith is loud and clear. Indeed, now is the time to befriend Ahura Mazda, seek His friendship and work towards perfecting some imperfections in this world, starting with our own imperfections.

Choose Hope With Wisdom:

The Pahlavi Dinkard (Book 3) asserts, “Be it known that, whatever wisdom and happiness exist now, are owing to the principles that give strength of wisdom and the power of happiness. Among these, by means of the proper power appertaining to the soul, Ohrmazd reaches into the heart of the acquirer of wisdom, and the power of obtaining the wishes, reaches into the heart of the acquirer of wisdom. And on that wisdom reaching into the mind, a path is found by the mind that is obedient to Ohrmazd and is pure, to see what relates to the invisible; and so, man becomes worthy of fresh and superior happiness.”

It is interesting to observe that acquisition of wisdom goes hand in hand with happiness. One who is wise is also happy. Divinity enters the heart of the acquirer of wisdom and makes that individual experience ‘fresh and superior happiness’.

Angra Mainyu – A State Of The Mind: Mainyu is variously translated as ‘Spirit’, an abstract energy or ‘Mind’ (Sanskrit mana or mind), Angra is viewed as destructive, chaotic, disorderly and inhibitive. One of the chief manifestations of Angra is destruction, which arises from anger, and anger is a state of the mind. Thus, Angra Mainyu is a destructive state of the mind which often manifests into anger and destruction of all that is good.

In Yasna 30.3 there is reference to Aka Mainyu. Aka is Avestan for ‘evil’ or ‘deficient’ and is the antithesis of Spenta which is good and bounteous. So, while the earlier Avestan texts refer to Angra Mainyu in the abstract, the later Middle Persian texts refer to a more personalized embodiment of evil named Ahriman. But, Angra Mainyu or Ahriman, both are in eternal conflict with all that is good and bountiful.

Angra Mainyu Is Only A Shadow: Theologically, Angra Mainyu is limited to material space and time and at the end of time, Angra Mainyu will be finally defeated or simply disappear because Angra Mainyu is akin to a shadow. A shadow is simply the absence of reflected light. Shadow is not a standalone object. Scientifical speaking, shadow exists only in relationship to a light source, a disrupting object and an object in the background. In other words, if Truth is light and the mind is the disorderly obstructive object, what is seen in the background of life is the shadow of what we perceive as evil. But, let the light of truth shine through a mind attuned to that light (of truth) and there would be no obstruction and no shadow can be seen in the background of life. There would be just light! Little wonder that various Pahlavi texts view Ahriman as ‘nonexistent’!

Positive Assertions:

Affirmations are not wishful thinking or empty hope. Daily repetition can reprogram one’s thinking patterns and over time, one actually begins to think and act differently. Affirmations help us challenge and overcome self-sabotaging negative thoughts.

Therefore, as we stand on the threshold of yet another new year, more than just hope, let us affirm that we shall stay attuned with our good mentality and reject the dark mentality. Let us reaffirm that evil has no real existence. Evil is simply the absence of good, just as darkness is absence of light. When we choose light, we automatically reject darkness and when we choose goodness, we automatically reject evil.

The Hymn of Hope (for 2021 and beyond):

The Zamyad Yasht is a litany to the spirit of this earth. The final paragraph of this hymn is most inspiring and hope-giving! It affirms that: Akem-Mano (evil mentality) smites, but Vohu-Mano (good mentality) shall smite it back; the Word of falsehood smites, but the Word of truth shall smite it back. Haurvatat (Khordad or perfection) and Ameretat (Amaradad or eternity) shall smite both hunger and thirst: The evil-doing Angra Mainyu bows and flees, becoming powerless.

The Yasht does not speak of Angra Mainyu being destroyed, because, one can only destroy what exists. Angra bows (accepting defeat) and simply flees, just like darkness flees when light is brought in. In like manner, ultimately, evil mentality shall bow to the good mentality and flee and the world will know Frasho Kereti or a Perfect World.

May Haurvatat (Khordad or perfection) and Ameretat (Amaradad or eternity) smite the pandemic! May the evil-doing novel coronavirus bow and flee, becoming powerless! May this hope be anchored in our faith and the right choices that we make towards perfecting this world!! Happy New Year!!
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Wishing you all a Happy New Year!

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BLESSINGS

Lladró pays homage to the great Zarathustra, with a handmade lamp in porcelain. The fine crafting of a gentle Zarathustra is highlighted by an elegant glow and meticulous decoration on both sides.
परस्प्रोक़ घड़ी करंजा कोमेडी लाइटेन्स दिलिवल दुरा दूर पर दरी रही करा छे

उदेसमा परस्प्रोक़-गुरुद्वारी दास्पदता जो परस्प्रो क्षण महत्त्वपूर्ण माने देशवासी हैं। कुंज दिवस रोजमर्रा दर्शन रहने वाले परस्प्रो काम वास्तव में है। एक साथ में, परस्प्रो लाइटेन्स दिलिवल दुरा दूर पर दरी रही करा छे।

आ देस्कार दरी पर हो चेतना वैदिक दीप दिन उपजाय आपसी ही पहुँचाय देशवासी ताक है। दिशाकी वैदिक दीप पर है। उपजाय देशवासी ताक है, रोज में वहाँ आते हैं।

भी दिवस दिन रोज ताक है। जिस दिन उपजाय देशवासी ताक है। अद्वैत किसी दीप दिन रोज ताक है। आ देस्कार दरी पर हो चेतना वैदिक दीप दिन उपजाय आपसी ही पहुँचाय देशवासी ताक है।

तेस्तर तीर घड़ा (पश्चिमी बांग्ला)

आय देस्कार दरी पर हो मान्यता आपसी ही पहुँचाय देशवासी ताक है। अद्वैत किसी दीप दिन रोज ताक है। आ देस्कार दरी पर हो चेतना वैदिक दीप दिन उपजाय आपसी ही पहुँचाय देशवासी ताक है।

हार अद्वैत किसी दीप दिन रोज ताक है। जिस दिन उपजाय देशवासी ताक है।
Aries - એપ્રિલ - ૨૧.૩.૨૦૨૧

The Aries influence will bring you the fire and energy you need. You will experience a surge of enthusiasm and determination. This is a time to take action and pursue your goals.

Cancer - જુલાઈ - ૨૨.૭.૨૦૨૧

This week, you will feel more emotionally connected and intuitive. Embrace your empathetic side and use your emotional intelligence to strengthen relationships.

Libra - સીટ્સ - ૨૨.૨.૨૦૨૧

You will find it easier to connect with others this week. People will be drawn to your positive energy, making social interactions more enjoyable and fulfilling.

Capricorn - જાનાર્દન - ૨૨.૪.૨૦૨૧

Reflect on your long-term goals and make plans to achieve them. This is a great time to set new objectives and work towards them.

Taurus - માર્ચ - ૨૧.૩.૨૦૨૧

Enjoy the simple pleasures of life. Focus on taking care of yourself and your surroundings. This week is perfect for nurturing your inner self.

Leo - જુલ્લિ - ૨૨.૭.૨૦૨૧

You will feel more confident and assertive. Use this energy to speak up for yourself and take on new challenges.

Scorpio - પીયુસ - ૨૨.૨.૨૦૨૧

This is a powerful week for Scorpios. Embrace your intuitive and spiritual side and explore deeper aspects of yourself.

Aquarius - જુન્ય-સ્પેન્સ - ૨૨.૪.૨૦૨૧

You will have a creative and innovative spirit this week. Use this energy to come up with new ideas and projects.

Gemini - જુલ્લિ - ૨૨.૭.૨૦૨૧

You will enjoy communication and intellectual pursuits. This is a great time to learn something new or engage in stimulating conversations.

Virgo - સોફ્ટ્સ - ૨૨.૨.૨૦૨૧

This week, try to stay organized and plan ahead. You will have a clearer sense of direction and purpose.

Sagittarius - જેનરેલ્સ - ૨૨.૪.૨૦૨૧

You will feel more optimistic and adventurous. Take opportunities to travel or explore new experiences.

Pisces - બીઝિક - ૨૨.૫.૨૦૨૧

You will have a more intuitive and artistic side. Use this energy to create something beautiful or express yourself creatively.
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नया परस्मी बेट! 
पोत श्री मरियम ओए वीरभद्रसेन बाबू. नवनिःपन्नी तें नरवानी एक देशी बेटी। लंichte में तें हलियो तो केही- केही बिगड़ने वाली बाबत नहीं। तें बेंगल में बूढ़ी होने का रोग किया करती थी। पीले पाते पहिले मरनी कूट जाया आता। तें पाते पाता है देख देख कम्यूनालियों की गलती राखी अने करना करना अने आवेदन करती। तें बीती है केंद्रिय सेवा अने करती। अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल।

पुस्तक के नाम: स्तरी ताराम

Death Announcements from Poonam Parsee Panchayat (Trust Office)

Farshid Sharukh Irani
Kothari Shastri Mani
242
17-12-2020
Lotos B-99, Porner Garden, Wadnodi, Poon 40.

Khorshid Soli Cantonwalla
Choksi Khadi M sartaj Panchvala
71
11-12-2020
A-120, Somwar Peth, Poon - 411001

Perin Darayus Dotivala
Petein Darayus Divalalalal
82
20-12-2020
B 11/12, Shytool Park Society, Opp Golak Rowl

Death Announcements from Munnar, Kerala

Shehriar Fardoonji Mistry
Koddalvar Shastri Matchari
85
21-12-2020
Munnar, Kerala.

Death Announcements from Parsi Anjuman Jabalpur

Dadi D. Dossabhoy
Darji Shastri Mistry
94
23-12-2020
B-102, Jhunjhur Apartment, South Cuffe Link, Juhu-Mumbai.

Death Announcements from Prayer Hall

Sharukh Marzban Cooper
Kothari Shastri Mani
59
28-12-2020
Bunjur Mansion, Pooner Road, Mumbai 26.

Meher Kaikushroo Madon
Moteher Shastri Mistry
81
23-12-2020
Moteshar Mansion, 4th Floor, Flat 9, 130 M. K. Road, Churchgate, Mumbai 20.

धारकारीम जी: नया परस्मी बेट! एक वीरभद्रसेन बाबू। नवनिःपन्नी तें नरवानी एक देशी बेटी। लंichte में तें हलियो तो केही- केही बिगड़ने वाली बाबत नहीं। तें बेंगल में बूढ़ी होने का रोग किया करती थी। पीले पाते पहिले मरनी कूट जाया आता। तें पाते पाता है देख देख कम्यूनालियों की गलती राखी अने करना करना अने आवेदन करती। तें बीती है केंद्रिय सेवा अने करती। अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल अपने बाल।

पुस्तक के नाम: स्तरी ताराम

Death Announcements from Poonam Parsee Panchayat (Trust Office)

Farshid Sharukh Irani
Kothari Shastri Mani
242
17-12-2020
Lotos B-99, Porner Garden, Wadnodi, Poon 40.

Khorshid Soli Cantonwalla
Choksi Khadi M sartaj Panchvala
71
11-12-2020
A-120, Somwar Peth, Poon - 411001

Perin Darayus Dotivala
Petein Darayus Divalalalal
82
20-12-2020
B 11/12, Shytool Park Society, Opp Golak Rowl

Death Announcements from Munnar, Kerala

Shehriar Fardoonji Mistry
Koddalvar Shastri Matchari
85
21-12-2020
Munnar, Kerala.

Death Announcements from Parsi Anjuman Jabalpur

Dadi D. Dossabhoy
Darji Shastri Mistry
94
23-12-2020
B-102, Jhunjhur Apartment, South Cuffe Link, Juhu-Mumbai.

Death Announcements from Prayer Hall

Sharukh Marzban Cooper
Kothari Shastri Mani
59
28-12-2020
Bunjur Mansion, Pooner Road, Mumbai 26.

Meher Kaikushroo Madon
Moteher Shastri Mistry
81
23-12-2020
Moteshar Mansion, 4th Floor, Flat 9, 130 M. K. Road, Churchgate, Mumbai 20.
Infinite riches are all around you if you’ll open your mental-eyes and see the treasure-house within you from which you can extract everything you need to live your life joyously and abundantly. Many of us are fast asleep with our mental-eyes shut and hence, they are blissfully unaware of this goldmine of boundless treasure within them.

This goldmine of boundless treasure is called Positivity - or the power of positive thinking. Most people indulge in 'what if', 'I’m sure to fail' and 'it’s beyond me'. They go through a life of 'ifs and buts'. If you are reading this and if you’re one of them, STOP! Stop right here, right now and promise yourself that you’ll eliminate such negative thoughts of defeat and failure.

There are two types of people - persons who are full of confidence, faith and positivity, who ‘know’ that they are bound to succeed if they ‘try their best and leave to God the rest’, and persons who are ‘doubting Thomases’. This second category of persons are full of fears and doubts and imaginary failures. Such people don’t get very far in life because they have already decided subconsciously that they are failures in life.

Everyone deserves health, happiness, good relationships with family and friends, peace of mind, security, creativity and joy. However, a lot of us fail in these. Karma also plays its part since we get everything within the limitations of our Karma. Hence, it follows logically that a punyaat的灵魂 will get much more than others due to its collected punyas or good deeds.

However, we cannot sit back and take refuge saying - my naseeb is bad, it’s my fate, kismat and destiny to be a failure in life. You’ll be surprised to know that fate, kismat, naseeb, taqdeer, destiny - call it what you want, are entirely self-created and self-earned, whether by positive thoughts, which we call ‘good-luck’ or by negative-thinking, which we call ‘bad-luck’. Refusing to see the connection between your positive and negative thinking and the events in your personal life, doesn’t cross out its existence.

This is because we live a two-fold life - an outer material life and an inner mental-life which is made up of our positive and negative thoughts. These thoughts, whether positive or negative, may take years, centuries or even a future lifetime to materialize, but ultimately, they do.

The world that you don’t see, which is the unseen world of your thoughts, is the real world of "Causes" and the world you experience daily, is the world of "Effects". Whatever thoughts we throw out, positive or negative are ultimately thrown back at us as fate, destiny, naseeb, kismat or taqdeer. If you feel helpless, fearful, frustrated, defeated and unhappy, that will be the sort of things that keep appearing in your life. On the other hand, if you are positive and patient (Saibaba’s Shraddha and Saburi), be sure that nice things will happen to you.

Of course, we all have difficulties, set-backs and tragedies in life. We have all experienced ‘The dark night of the soul’ when we are so sad that it’s impossible to think positively. What does on do then? Two things. First, remember that Nothing is Permanent. Hence, neither happiness nor unhappiness last forever. They follow each other like night and day - kabhi khushi kabhi ghum. This idea itself will lift you up like a shot of freshly-brewed coffee!

After hanging on to this thought, tell yourself - This too shall pass. Think about this and think positively about the future. Tell yourself that tomorrow will be better than today. It will be! I have tried it several times myself, and it works most of the times, once again, within your Karmic limitations. My karmas were such that years ago, my left-eye had to be removed for retinal-cancer, which was galloping to the brain. OK - I quickly accepted the fact that I’m blind in one eye and made up my mind to use my one and only (ek-puri-iaarik) other eye to write beautiful spiritual and humorous articles for thousands of anonymous readers in various publications to spread happiness and collect good karma for the future!

Today we are all going through tough-times due to Covid 19. Everyone is affected at various levels. Everyone faces challenges - but these aren’t permanent - nothing is! Just as we overcome other challenges in life, we are sure to come out of this ‘Corona’ with flying colours - into a whole new ecologically conscious world where, hopefully, people are kinder to each other. We have different experiences in different lifetimes. I’ll tell you how...

We bring with us our old tendencies with each new birth, renew great loves, grand friendships, loyalties, betrayals, face again the problems of old enmities, suffer or enjoy our just desserts and drink from the cup of life’s experiences. All this brings wisdom. After several lifetimes, when we have moved up and down the ladder from a ragged beggar to a bejewelled king, when we have been tantalized and disillusioned, when we have burnt our fingers because of wrong-doings or have benefited by doing good, we understand karma.

We are all products of our unseen past experiences. Thus, if we are ‘helpless’ creatures of our past, we are also ‘hopeful’ creatures of our future through POSITIVITY!
As the year draws to a close, most of us are reflecting back on the year that introduced us to the ‘new normal’ cannot help but wonder what tidings 2021 will bring. Yes, we’ve struggled and faced challenges and even great loss. But whatever’s happened, it’s important that this year ends on a positive note, so that we can begin the next chapter on the right foot. In truth, it’s all about perspective. Let’s welcome 2021 by releasing negativity, focusing on gratitude and creating a vision of positive transformation for the New Year, open to every possibility, hope and new beginnings.

We’ve learned a lot from 2020. It’s taught us to be leaders and compassionate friends, to show resilience and still make small sacrifices for the well-being of the world. They say all change is hard in the beginning, a bit messy in the middle and gorgeous at the end. If it isn’t hard, it’s not real change. Now, undeniably, 2020 has been all about change. What’s your year been like? Have you connected with your inner self, have you reconnected with your creativity, have you unearthed a talent that was latent but unexplored? Have you reconnected with old friends or made new ones? Have you tapped a skill making it your little home-spun business or a creative enterprise? No matter how big or small your personal endeavour and growth, the fact that you persist and could make a difference is a heroic show of perseverance and strength. So, kudos to you and a truly deserved pat on the back!!!

Yes, as always, New Years are all about new resolutions, new purposes to be imbied into our space, sphere and lives. I’ve personally decided to make mine one with a few positive tweaks for the coming year. All change, improvements and success requires persistence. Small changes make for big differences. Now experts reckon that most failures occur as a result of lack of proper structure to support our behavioural changes. ‘Knowing what to do is not an issue, Committing to it is the problem’

2021 may just about give us the luxury of time to reinvent ourselves. Maybe, just maybe, it’s our focus and approach that needs a tune-up. I’m pretty certain 2021 is neither going to be a year of unrealistic wants nor overwhelming goals. We were certainly short-changed in 2020, but we’ve all come a long way since.

This year, let’s focus on time - the minutes we breathe, the hours we count and days we enjoy. Set goals and a to-do list to consistently get work done. Dedicate time to prioritizing towards the bigger picture. Instead of writing a lot of goals you can’t achieve, focus on the process that may actually get you closer, and then commit to those encouraging habits. Put timelines to each task and give yourself a deadline to get them done.

Follow daily routines where you can. Peak productivity’s not about luck, it’s about motivation and time management. Stay in the moment. If at times you feel a bit overwhelmed, learn to relax. It might not be because you have so much to do, but rather, because you may be trying to do too much simultaneously! And just maybe, multitasking isn’t for you... and that’s ok too!

In 2021, focus on things within your ‘Picasso Zone’. Outsource everything you can’t be BIW (Best In The World) at. For all you budding entrepreneurs and dreamers, make the best use of your time and day by setting specific milestones of doable achievements. Remember that it matters not how big or small the goal, it just needs to be well defined. But ensure to celebrate your progress and keep refining it towards a happy, productive year.

If 2020 goes out in history as the year of unprecedented change, let 2021 be marked off as a year of indomitable perseverance! We’ve all been unceremoniously pushed out of our comfort zones this year... hanging on to pure hope, just by the tip of our fingers, while letting fear run amok and loose! Let not the inconvenience of all this change desist you from seeing things differently. If you wish to improve your life, be not fearful, but brave enough to mould out of that skin of complacency. Do things differently this year.

The winter winds are receding, with spring and a fresh year just around the corner. Many may still be lagging, dragging and overall unhappy. Life happens. No doubt we’ve had some wonderful successes, some dreadful failures and tons of stuff in between, but heck, we’ve dealt with it and will continue to do so - no matter what! Coz that’s what we do. Like they say, ‘When the going gets tough, the tough get going’! So no matter what you’re dealing with this year, let’s all jam on a positive vibe. Let’s pick up, piece it together and make it sweet this year. Let’s not waste time on things we cannot control or beyond our ken, instead let’s work on things we can. Our thoughts, attitudes and beliefs - that’s what makes us, defines us. Attitude is contagious, so let’s keep ours positive in the coming year!

From this moment forward, YOU decide. You get to decide what you move toward and what you move away from, how you show up and how you respond. In 2021, you’re allowed to think new thoughts and build new strengths. This is your life, after all. If you need support, ask for it; if you need faith, reach for it; if you need inspiration, work at it! As we welcome the New Year, full of things that have never been, let us dwell in possibility and positivity. What this New Year brings to you will depend a great deal on what you bring to the New Year! And yes, we may still have no clue where we are going from here, but I promise you this - it sure isn’t going to be boring!
WE WISH OUR READERS A HAPPY AND PROSPEROUS NEW YEAR

One of the oldest Parsi Trust owned Masina Hospital has provided affordable Health Care for over a century. The hospital is firmly moving towards a pathway of growth and expansion. We are continuously upgrading ourselves. The hospital has achieved Pre NABH status which is a milestone in its journey towards achieving full NABH status. We are well on the way to fructify our vision to become First choice for value and quality in health care.

Masina Heart Institute - Advanced Cardiac Care:
MHI has completed two years of impeccable services and have added an Advance Cardiac Care Unit (ACCU) incorporating features like Independent Cubicles, Independent HVAC System, Acute Extracorporeal membrane oxygenation (ECMO) services for Heart & Lung failure patients, etc.. In the history of Cardiac surgery in Mumbai, Masina Hospital is credited with a surgery for Patent Ductus Arteriosus the first cardiac surgery in the city of Mumbai. On 10th December 2020, history was created when the first Heart Transplant Surgery was performed here on a very critical heart failure patient. This was done as an accelerated request. At present the patient is doing well and we are awaiting his speedy recovery. We are among the only 8 centres in Mumbai to have sanction for Heart Transplantation. All kinds of complex surgeries and procedures are performed in this unit.

Masina COVID Facility - Masina Hospital is the only private health care institute which has worked and served the city during two pandemics, Spanish Flu in 1918 and Covid 19 today. The hospital has conquered these difficult times and provided quality care to one and all including Parsi Community. We have treated around 1800 COVID Patients and have had less than 1% mortality rate which is a testament to the skill of our doctors and care given by our staff. Our case list has included more than 50 Parsi patients including families who were all taken care with compassion. Presently we have revived almost all non COVID healthcare services available within Masina Hospital premises and we continue to serve humanity as we march back to normalcy.

Future plans: The hospital is looking to upgrade its Operation Theaters to modern Modular Laminar air flow OT’s and ICU’s along with its human resource. The room and ward facilities require to be improved substantially.

“All this has been possible only through the munificence of our donors. We reiterate our appeal to continue your valuable support to Masina Hospital”

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