

PARSI TIMES

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SATURDAY, OCTOBER 15, 2011

PAWS FOR A HUG?



Shiamak Davar at a Pet Adoption camp

Parsi Times goes in depth to find out what is making Wagging Tails and Wagging Tongues in the Community this week.

Inside >>>

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Young and Healthy Parsis Pg. 14

Beautify your Baug Pg. 24

FROM THE EDITOR'S DESK



Dear Readers,

The past week has been an exciting one in the Community.

USA Parsis quiver with anger over the Doongerwadi issue and blog till their fingers drop. Parsis in U.K. are thrilled with the visit of a British Royal. And aapro Indian Parsis engage in a host of activities across the country.

The week ahead requires us to keep our energy levels still peeking as we further explore matters of religiosity, learn about online marketing skills and try our green thumbs at some Baug Beautification.

Very soon we shall be announcing the Donations toward Subscription amounts that you have so generously donated toward the causes Parsi Times has supported. There is still time to hop on board the Giving Wagon!

To all our Old and Wise and Young and Free Contributors, big hugs for making Parsi Times balance our books with your straight from the heart views. You are and will always be the true voices of the Community!

By the way, wasn't that sudden thunderstorm in Mumbai just wonderful! Pearl Mistry captures other lovable aspects of the city Parsi Times calls home in her piece this week. Maybe soon, Royals will visit us too ;)!

Happy Reading!

Freyan

freyan@parsi-times.com



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LETTERS TO THE EDITOR**A JOB WELL DONE**

Dear Freyan,

Kersi Sui, family and I, heartily THANK YOU and the entire team of Parsi Times for publishing the article on Uran Parsi Agiary under spiritual spaces along with the donation appeal at the perfect time. Your special effort to "Make a day of it" with easy directions to Uran was a big help for first timers who took the courage to visit the Agiary from far off places for the special Salgiri occasion. We are very happy to inform you that the article on Uran Parsi Agiary along with the complimentary copies of Parsi

Times was very well received by the guests who visited the agiary on the Salgiri day function on 10th October 2011. We have received phone calls from big hearted donors who have expressed their desire to contribute towards the noble cause of maintaining the agiary complex. We have also received good number of queries from Parsis interested in visiting the agiary and sanatorium during the forthcoming festive season of Diwali. Many Parsis who attained the function informed us that they do receive the PARSİ TIMES at their

homes regularly and they are following with interest articles of their choice, printed in it. Overall we feel that you have given a new ray of hope to us by spreading the word around and re introducing the Uran Agiary to many of your readers who may not have known about it before. This has given us an opportunity to receive more religious Parsis who will now visit the Agiary to take the blessings of the NHALO AATASH and get all their hearty wishes fulfilled. Amen! In short it was A JOB WELL DONE.

Khushroo Mehta

The Uran Agiary appeals to Parsi Times Readers to consider Donations for its upkeep and maintenance.
Please contact : khushroo.mehta@yahoo.com or contact directly on +912227230047,9867621531.

Parsi-O-Ni Panchat

Madam,

Reference is made to your question "where do you see Parsi Community in the next 10 years? (PT 1 Oct)

Parsi community is already down in the dumps. My worry is will there be a community after ten years, and if there is one still in existence how many Parsi will there be?

As for your reportage 'Shootout at Khareghat colony and PT exclusive (8 Oct) one wonders if any thing concrete will emerge from it.

It is not understood why the colony residents took it lying down and did not lodge a police complaint for being disturbed in the dead of night? Could it be that Parsis are good at riding piggyback and wait for someone else to bell the cat? It appears, bar shouting they did nothing.

As for the Doongerwadi grand natak, what is wrong? BPP needs money to fight cases against other Parsis and also against residents on Leave and License. Already they have spent a bomb, and achieved peanuts. Now they are still locked up in the fatwa matter which is still hanging fire and the mediation is proving expensive beyond anyone's imagination. It will again land up in the Supreme Court and more funds are

required which goes without saying so why should the BPP not make a few bucks from Doongerwadi?

That apart the new procedure whereby the six Popes will administer the Doongerwadi has turned out to be eyewash and a bluff, a fast one pulled on the Palav-daar Parsis.

Besides Khurshed Dastoor is isolated in the cabal of Popes, and does not carry much weight. It is five V/s one. In the case of Dadrawalla it was six V/s one and Dadrawalla had to pack his bags. Will history repeat again?

As for the Akabars the equation is as follows: In the blue corner Mehta, Arnavaz, and Munchi the Magician or call him sweet Potato if you please. In the red corner Mystery, Desai, and Jungle Jim, and no referee in the ring. Kom ni Unity Armaity is in the neutral corner as she could not unite the trustees forget uniting the kom.

Naturally Khurshed Dastoor got a cold shoulder from all sides, as there is internal politics at play in BPP.

The questions that beg answers are: Are the six Popes really and truly in charge of administration of Doongerwadi? If so what is their mandate? How

did Dinshaw Mehta give permission keeping Khurshed Dastoor in dark about granting permission? Can Dinshaw Mehta unilaterally and arbitrarily grant permission? If the answer is in the affirmative then what role is to be played by the popes and what are the other trustees doing?

All said and done I am all for BPP making a fast buck. Only they should ensure that on such occasions the palav-daar Parsis are given a bumper buffet and chatopani as is being done during election meetings, whether it is Doongerwadi, Khareghat Colony, or Rustom Baug it does not matter.

Chalo Jamva ChaloJi.

Never mind fatwa against Madon and Mirza, it doesn't matter but Parsis must have Bachchans, Khans, Kapoors and what have you at Doongerwadi.

After all it is all about money honey, and money makes the mare go. So let's have more of it.

As for PT pull up your socks, and be vigilant for you have to do much more as we don't expect it from Jame or Free Press journal.

Thanking you.

Yours truly,

Behram Aga.**Shooting at Cusrow Baug**

Dear all,

We have been reading about the nightmare and nuisance that the Khareghat Colony residents have been subjected to due to the constant shooting of films there. Parsi Times also reported the blatant misuse of the property at the tower of silence for the same purpose: being the shooting of a Vidhu Vinod Chopra film.

Now Cusrow Baug has been selected as the venue for the shooting of a Sanjay Leela Bhansali film starring Boman Irani and Farah Khan. The casting and pre production work for the film is being organised by a group of Parsis who are very confident of "managing" the trustees and getting their way. The

residents have not been consulted. Frankly if this happens in Cusrow Baug it will completely destroy the peace and tranquility of the baug.

There is no place to park our own cars where are we going to accomodate the huge vanity and generator vans? On top of it the noise of the shoot, the glaring lights etc is going to be another nightmare for the baug residents!!

I request you to please publish an article in your next edition to make the residents aware that this is going to happen. Then let us get their reaction. I also feel that certain members of the league are involved.

Please ensure that my name is kept out of this.

for Parsis living outside Mumbai city limits

Madam,

For Parsis living outside Mumbai city limits and who wish to bring the dead body to Doongerwadi for disposal need to go through an additional hassle of police clearance. Not only one needs to get police clearance from the locality where the dead person was residing for transporting the body to Doongerwadi but also clearance from the Malabar Hill police station needs to be sought after arrival at Doongerwadi. This

double police clearance hassle delays the process and lands the families of the dead in unnecessary hassles.

Would any of our influential Parsis or the Parsi punchayet trustees be keen enough to take up this task of eliminating atleast the clearance from the Malabar Hill Police station in order to reduce hassles for Parsis living beyond Mumbai limits???

Rohinton K. Patel**FROM OUR READER**

Dear Madam,

On reading your editorial on the late Steve Jobs and your comments that the "pop culture has been forever impacted by his trend setting designs for the iMac, iPad and iPhone".

I am forwarding herewith for the benefit of the Parsi Times readers an apt cartoon which shows the

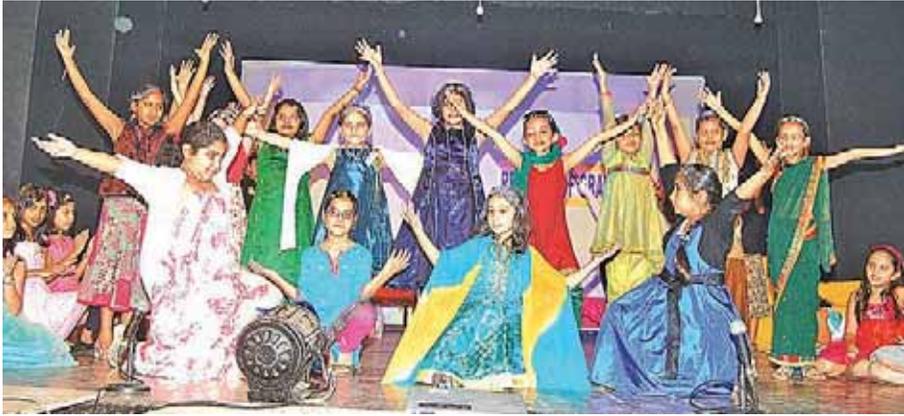
reality of our times...

Regards,

Rohinton B. Dadachanji

PARSI TIMES *Perpetuating 'Parsi'ness*

J. B. Petit School's Annual Day



The J. B. Petit High School for Girls had their Annual Variety Entertainment Programme on September 23rd and 24th, 2011. This year, the Programme was entitled "From Strength to Strength" - referring to rise of this institution from one success to another.

The Programme was a clear indication of the



strength that empowers its students to be the well informed, versatile and sensitive young women of today and tomorrow. It began with "Vande Mataram" from the schools youngest students and concluded with the play "Where have all the flowers gone?" which pertained to the various opinions

on the longstanding Kashmir conflict. Between these two main attractions, there came a sequence of other performances ranging from music, both vocal and instrumental, to recitation, to a street play, to dance and gymnastics. The students were able to showcase their talent, thanks to the encouragement of the supportive teachers.

Strength to Strength certainly marks J.B Petit's commitment to education in the broadest sense of the word. The school has strength of 143 Parsi girls .



Dear Mamaiji

Q.: I visited my friend Sanaya, at her colony last week and we went to the Agiary to say our prayers. She told me that it was not an Agiary but a Dadgah. Mamaiji, it looked exactly like a small Agiary so what is the difference?

A: Dikri, the fire we have at home is a Dadgah. It is a simple fire and it not purified by a Priest. When the fire moves to a higher level of Purity than a Dadgah, it is called an Atash Adarian. Originally this means it had to be made from 4 consecrated or pure fires. Each from the Warrior, the Farmer, the Shepherd and the Priest of the Community. Today, since times have changed sometimes the fire is simply transferred from an Agiary to make an Adarian. This is what you saw at Sanaya's Colony. Did you know Dikri, when a Priest does the Boi Ceremony at the Adarian 5 times a day for 12 years continuously, the Adarian can be moved up to the status of an Agiary. 16 consecrated fires from different sources are needed to make an Atash Behram Fire.



HAPPY BIRTHDAY

Parsi Times Wishes Its Readers A Super Day And A Brilliant Year Ahead!

Cyrus Todiwala
on the 16th of October!

Dilnawaz Rabani
on the 17th of October!

*Wishing you many
Happy Returns of the day.*

(Send us your birthday details for a special PT wish. Better yet join us on facebook. Just look for "Parsi Times")

NOTICE

THE KHAREGHAT COLONY YOUTH ASSOCIATION

Organizes RELIGIOUS CLASSES

This Sunday, 16th October, 2011

ERVD. ASPANDIAR DADACHANJI

will be holding Religious Classes for all Zoroastrian children at

The Khareghat Memorial Hall, Khareghat Colony, Hughes Road, Mumbai - 400 007

Contact:

MR. BOMAN KATRAK for the same on
9821229104

P.T. APPEAL

Financial Aid for Anahita Amrolia

Anahita is a 35 year old single parent of a 7 year old. Anahita's parents have retired. She was the sole breadwinner of the family before she was stricken with Encephalitis, (a severe medical condition with swelling of the brain). She has been suffering since around April 2011. Her treatment costs have dried up all the savings of the family and they appeal to us all to try and help out financially.

If you are interested in helping out Anahita, please call on 98207655/Email: hormuz.avari@gmail.com and connect with Mr. Hormuz Avari. Your help will help save a family!

(Sponsored by Mrs. Mistry)



Dr. Kalaria with Lillian Too

Dr.Kalaria's VAASTU & FENG SHUI TIP

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Floored!

Poor Khareghat Colony has been so stressed out lately. In a totally unrelated incident some internal renovation was suspected to have caused a collapse of a flooring slab within a flat in a Colony building. The bedroom collapsed into the kitchen of the home under it. Fortunately no one was hurt in the incident. The BPP rushed to action and swiftly moved the family from the damaged flat into temporary accomodation. BPP Trustees Khojeste Mistree, Arnavaz Mistry and Muncherji Cama all came in with sound advice and concern at the right time. Thanks Trustees!



NEWS STAND

Dear Readers,

12,000 Issues !!!

If someone you know has not received a copy of our weekly, please request them to take a stroll down to any one of these places where they have so graciously agreed to keep our copies for free distribution this week!

- **Colaba** - AGA Stores (Cusrow Baug)
- **Fountain** - Devji Shripal & Co., Ideal Corner, Roshni Food Point
- **Dhobitalao** - Kerawala & Co., Paris Bakery
- **Churchgate** - Bhikha Behram Well
- **Andheri** - Mazda Wines, Bharucha Baug Arda-Vira Provisional Stores
- **Bandra** - RTI, Tata Agiary
- **Tardeo** (Nana chowk) - PAC , CHUNG-FA
- **Dadar** - Aarey Milk Centre, Opp. Rustom Framna Agiary, Gangar Stores.



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HONOURING TALENT



Saturday, 8th October 2011 was designated as the Concrete Day by The Maharashtra Mumbai Centre of Indian Concrete Institute. The event was held at The Institution of Engineers (India) Maharashtra State Centre Building, adjoining the Race Course at Haji Ali.

The Indian Concrete Institute (Chennai) presented Mr. Cyrus K. Pithawalla with the prestigious award of Outstanding Contribution to Concrete Technology 2011. Mr. Pithawalla is the Director of the Hiranandani Constructions Pvt. Ltd. Powai, Mumbai. The honor was bestowed on Mr.

Pithawalla by Mr. Edal Jal Cassad, chartered engineer & consultant in construction management.

Apart from the two detailed presentations by the eminent engineers on Concrete & Civil Engineering Subjects, the highlight of the ICI celebration was the presentation ceremony where the awards were given to distinguished engineers & engineering Companies.

The Outstanding Concrete Structure Award – 2011, for roller-compacted concrete dam at Ghatghar district in thane, went to M/S. PATEL Engineering Ltd. Dr. (Engr.) Vasudev V. Nori Chairman, M/S. Shirish Patel & Associates Consultants Pvt. Ltd. was presented with the Life-Time Achievement Award for Outstanding contribution to Concrete Technology – 2011

Engr. Cyrus K. Pithawalla has an experience of 36 years in the construction Industry including complex structures both in India & Abroad. Starting off as a Senior Civil Engineer in 1984, he went on to become Project Engineer & subsequently moved on to Project Manager, then the Vice President & now is the Director of the Company.

Congratulations Mr. Pithawalla!

Last week Parsi Times featured the good work of Mr. Kersi Sui and his dedication to service at the Uran Agiary. We included in the article a proposed shift to Canada by his family. We would like to clarify, the shift did not take place then and is not up for discussion now as well. Mr. Sui remains dedicated to towards the religious services for the Nhalo Aatash at the Uran Agiary.

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OCTOBER 28th, 2011



PAWS FOR A HUG

PAMPER YOUR POOCHES

On Sunday, Dada Parsi Colony saw a bevy of dogs marching up to 'Oh My Dog!' a new Pet Salon opened 'one tail wag' away from Kings Circle. The newly opened saloon is an exciting and luxurious space for all our adorable pets. Nina Joshi, the owner of this little corner of Doggie Bliss catches up on paws for a Hug over some cute Doggy Themed cupcakes served up for the occasion.

1) How did you get the idea to start a Doggie and Pet Salon?

I'm really proud to say that after years of contemplation, I've finally had the courage to trade my talent for my passion! With a LOT of help and

support from my family and friends, I've switched my career path from graphic designing to working with animals and though it's just been a few days since Oh my dog! was born, I just know that it's one of the best decisions I've ever made! Oh my Dog! is just step one of a much much bigger dream...



2) Oh my Dog! That's cute! Where did that name come from?

My family and friends bombarded me with a ton of names which were then

added to my already long and chaotic list of suggestions. Then votes were taken and more e-mails and messages were sent all around and somewhere in the middle of all this, "Oh my dog!" was founded!

3) 5 things you love about doggies?

- D.O.G. is just G.O.D. spelled backwards.
- You see it sitting in the middle of the sidewalk staring blankly at you. You stare back. You smile. It wags its tail. You now have a best friend who will love you unconditionally forever. What's not to love?!
- The look that says, "I love you and I haven't done anything wrong. Can I please have some food now?"
- I love some of the senseless things that dogs do: Strays chasing after passing cars and dogs chasing laser lights!



Nina opened her store on the fun date 9-10-11

A small list of services a customer doggie can get at Oh my Dog!

- Pawsitively Perfect - A complete grooming package that will leave your pet all fluffed up and squeaky clean!
- Kissable dental care
- Pawdicure for posh paws
- Summer shave to beat the Mumbai heat!
- Doggie Styling - Breed specific haircuts

The Best Hangover Ever!

Adoption Fever continued for the NGO World for All at their Hangover-Mini Adoption Drive on the 9th of October. The NGO encourages Mumbaiers to adopt otherwise neglected Indian breeds whom if not taken in are left to the mercy of the streets or euthanized to reduce their population.

Parsi personalities Shiamak Daver and Marzi Pestonji supported the cause with their presence. They posed with the animals up for adoption and had the crowd even more happy to be there!

If you would like to support and help the cause, log on to www.facebook.com/worldforall or Email: worldforall@groups.facebook.com for more details!



FROM OUR READER

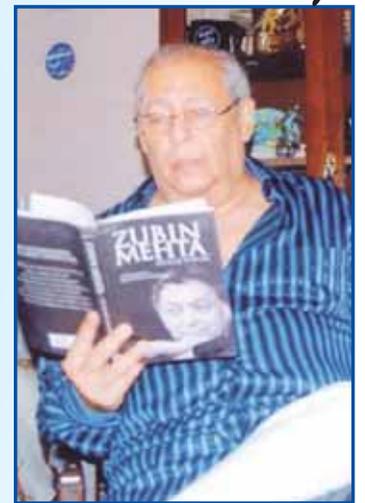
A BRIEF GLIMPSE AT IRANIAN MYTHS AND HISTORY

with Dara Khodaiji



KAYANIAN DYNASTY

Kayan or Kays is the cognate of the Avastan Kavi or Kauui meaning "king" or "poet priest". The word Kavi also means intelligent. Kayanian kings are the heroes of the Shahnameh as well as some Yashts. They are depicted as hero kings seeking strength from God to fight against their perpetual enemies, referred to as the Anaryas, who were probably the Turanians. Some of the kings of the Kayanian dynasty who have been mentioned in Farvardin Yasht and the Zamyad Yasht have not been shown in the Shahnameh at all. The king who established Kayanian dynasty was Kai Qobad / Kai Kobad. It was during the Kayanian dynasty that Asho Zarathushtra was born. Also as per the Avesta, King Vistaspa was the last ruler of the Kayanian dynasty, but in the Shahnameh it is Behram, the grandson of Vistaspa who was the last king.



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What a day for the Parsi Community!



HRH Prince Philip was truly the guest of honor at the 150th Anniversary Celebration of The Zoroastrian Trust Funds of Europe (ZTFE). The celebration which took place on the 6th of October, 2011 in London was graced by a crowd of affluent, well dressed, well-versed Community members and Press members alike.

His Royal Highness, The Duke of Edinburgh, arrived in a Landrover, incidentally a Car model now manufactured by the Tata Group! This fact was pronounced by him with the words "The community has made a huge contribution to the British Isles and it is very much appreciated. It occurred to me that I arrived in a Zoroastrian car", during his speech later in the evening.

He entered with Indian businessmen Lord Karan Bilimoria and Director of Tata Industries, Farrokh Kavarana. He was greeted by Malcolm Deboo, the President of the Zoroastrian Centre.

HRH Prince Phillip was a gracious guest attending to and greeting each and everyone he met. He was showered with gifts including a commemorative medallion to mark the 150th anniversary of the European Trust and books on the Religion.

An auspicious moment was when the Duke was wrapped in a cream woolen shawl.

He in turn presented commemorative medallions to members of the congregation for service to the community. Nariman Contractor, Dara Merchant and Priest Jal Karkaria (who has been serving as a Priest for 74 years) were gifted by him in celebration of their 90th birthdays this year.

The Prince said: "I'm delighted to join you in this celebration of 150 years of this organization. I have heard what a tremendous contribution the Zoroastrians have made to this country, even before 150 years ago. It's a remarkable record. I do congratulate you on what you have achieved over the last 150 years. One hundred and fifty years is peanuts: I hope you're still here in 2000 years' time." He joked: "Nowadays, we are all for religious freedom but it helps a lot if they are peaceful as well!"

After the presentations, the audience stood to sing the national anthem before Prince Philip was taken to meet young members of the congregation.

Prince Philip thanked the ZTFE for the invitation and a chance to participate in this historic celebration.

The Zoroastrian Trust Funds of Europe (ZTFE), based at the Zoroastrian Centre, in Alexandra Avenue, is the leading organization for Parsis in the UK, and was founded on October 6, 1861.

Mr. Malcolm Deboo, the President of the Zoroastrian Centre, in his speech said "We can rightly claim to that we are the oldest religious voluntary organisation in the UK of South Asian origin. From humble beginnings, the ZTFE has grown as an organisation. It was not until 1923 that we acquired our first house, and then we nearly went bankrupt. But we're still here today because Zoroastrians believe in self-help. Most Zoroastrians are Royalists and they have an affection for the Royal Family since the reign of Queen Victoria. Zoroastrians have a regard of the monarchy, the government and the judiciary because historically they have allowed Zoroastrians to practice their religion freely."

He went on to talk about how in the late 19th and early 20th Century Britain was a haven for Zoroastrians fleeing persecution in their native Iran and that the association had never forgotten the welcome this country had given them and had flourished during the reign of Queen Elizabeth II.

INDO-U.A.E. BUSINESS TIES

Horwath Mak was established in 1981 in Dubai and provides efficient and trusted services in setting up of new business, free zone and offshore company formation,

trademark, logo, copyright and patent registration, comprehensive franchise solution, feasibility studies and business plan as well as IT solutions.

Mr. Yezdi Master of

Master & Co. organised a seminar in Mumbai with Horwath Mak of Dubai to invite Indian firms to expand its international business with Dubai as its base. At this seminar, held on 11th October, 2011, at Mumbai, business men were invited to invest in Dubai and The United Arab Emirates (UAE).

Dr. Khalid Maniar, Founder and Group Managing Partner while addressing the elite gathering of Chartered Accountants, Lawyers & Ent-repreneurs in Mumbai said that investing in the UAE made sense as the global markets seem weak due to the ongoing financial crisis.

Dubai, being an international trading centre with excellent infrastructure and a sound business environment, has the added advantage of zero corporate

taxes, no personal tax and very low import duties. Also, the UAE is one of the world's wealthiest countries, with a GDP of more than US\$ 700 Billion and is rich in oil reserves.

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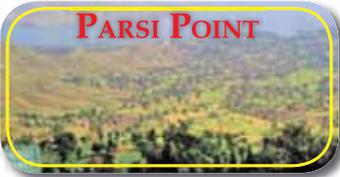
in intellectual property, trademarks and logos, which enables them to provide worldwide registrations. C.A. Yezdi Master of Master & Company, Mumbai took the initiative to invite Horwath Mak to Mumbai.



SEEN FROM LEFT TO RIGHT: Mr. Yezdi Master of Master & Co., Mumbai, Mr. Ilyas Manjra, Managing Partner Horwath Mak, Mr. Anil P. Bhandari, Dr. Khalid Maniar, founder and Managing Partner- Horwath Mak, Mr. Homi P. Ranina & Mr. Zayd Maniar, International Liaison Partner- Horwath Mak.

Investing in U.A.E. ??

- An expatriate can buy properties offered by major property developers
- For setting up business entities by an expatriate investor, the Federal Law of UAE restricts the ownership to 49% in a trading company whereas in free trade zones, it can be 100% owned enterprise.
- An expatriate can establish LLC (Limited Liability Company) for Trading / Manufacturing operations in UAE.
- Visa (Residence Permit) can be issued after completion of Trade & Immigration Formalities. The Residence Permit is valid for 3 years and can be renewed for similar period with available trade license.
- All Mainland investors investing legally in LLC or other form are eligible for investors' status visa. The wife and family of Resident Permit Holder can be brought to UAE by sponsorship.



PARSI POINT

Last week Parsi Times carried an article on the Film Shooting in Khareghat and the misuse of the

Doongerwadi property by the film crew.

Since that day, tempers and explanations have erupted in equal measure and the Community has been following the fiasco unfold from the sidelines. There are definitely two factions in the story. On one side is the Dasturji Khurshed Dastur of Udvada who was present at the scene and spoke to us in the wee hours of Saturday morning last week. The other side

is a group of BPP Trustees who believe that there has been miscommunication and unnecessary drama.

The Community has sat back and watched both sides speak and has also voiced its support and surprise at the incident. The websites have been buzzing and the main stream media even caught the story two days later. Blogs are filled with a back and forth. Motives, madness and murderous words fly from pillar to post. Dasturji Khurshed Dastur has sent across a letter to Parsi Times as a rebuttal to the accusations aimed at him. It is an open letter addressed to the BPP Trustees. We print it here for your perusal.

Committed to getting and giving our readers both sides of the story, Parsi Times approached 2 BPP

Trustees for answers as well.

We give you both sides of the story.

During the BPP Election process this year, we requested our readers to approach the choices they had with dignity and depth. We extend the same request to you all today. Make the choice to acknowledge and learn instead of blame and defame. Let us not waste time berating and blaming and let us look to the people in authority solving these issues. After all, the religious and the administrative leaders of the Community on the same page is the solution we all need!

We look forward to accountability, humility and actions in the right peaceful direction.



MY RESPONSE TO WAPIZ

In the WAPIZ page of 14th October 2011 certain comments have been made about me that need to be responded to. It is a known fact that WAPIZ does not print responses or rebuttals because of which I am constrained to release this through the kind courtesy of other community publications.

I do not have any axe to grind with anybody. I am only concerned with the duties that I am expected to perform.

Whilst passing near the Doongerwadi, when I saw the festive atmosphere, I was shocked and felt it my duty, as a Zoroastrian to intervene.

The sanctity of Doongerwadi has been compromised which is an extremely serious matter. Whosoever may have given the permission has undoubtedly erred. However, it does not mean that other Trustees can sit back and absolve themselves of responsibility, more so when they were alerted to the facts.

If the statement that Mr. Dinshaw Mehta had informed Mr. Khojeste Mistree that the matter had been settled and there was no need for him to go to the Doongerwadi complex is not a figment of an overactive imagination, then there can be no reason why this was not conveyed to those who went to his house or telephoned seeking his intervention, as he happens to be residing literally next door to the Doongerwadi complex.

One wonders what happened to the pre-electoral promises of candidates that they would be 24X7 Trustees at the beck and call of the community 365 days a year. Sanctimonious comments of not allowing any commercial activity at Doongerwadi are meaningless, if Trustees do not respond when alerted and are needed.

As for Mr. Khojeste Mistree taking credit for thwarting plans to turn Udvada into a Tourism-Cultural Centre, it should be mentioned that the objective to establish the Zoroastrian Information Centre (ZIC) at Udvada has long been achieved. In fact, Chief Minister Hon'ble Narendra Mody mentioned during his speech at Udvada on 24th April 2011 after visiting the ZIC that his department had been misled by critics whose criticism was misplaced and done out of envy.

- Dasturji Khurshed K. Dastoor



BPP TRUSTEE VIEWPOINT

Khojeste Mistree

"Parsi Times should have asked me before reporting things out of context. I think it is unfair reporting and the damage has been done. Everything was settled as it were that evening itself.

Permission had been given for the vans to be parked there. Nobody knew that food was going to be cooked there and the toilet was going to be placed there. The food has been stopped and the toilets moved almost immediately. Whatever had to happen there, has happened.

I found it strange that you shot this article out. It felt pre planned. (at this point on the telecom Parsi Times informed Mr. Mistree that the article was truly collected at the last minute in true journalistic style and we closed the paper extremely early Saturday morning) Good Luck, if you are working at that speed! I have been defamed, don't you think."

Parsi Times spoke to Mr. Mistree, informing him about our intentions to get his side of the story and so after telling us how upset he was he agreed to talk about what happened that night.

We quote: 'I recognize that you are a journalist but I have a grouse that the record is tainted. I am used to the Parsi Press ganging up on me but on the other hand I would expect there to be a higher standard of journalism from you. If you are trying to be fair report both sides. What about the fact that some people who complained were the ones standing in line to eat the food provided by the film crew? In any case now that you want to hear it, I will walk you through the events of that night.'

It was my daughters birthday and my family and I were dining at a restaurant earlier in the night. I came home around 10:30 p.m. For the past few nights I have been burning the midnight oil preparing a speech for an upcoming event in London so I was tired and went to bed.

Around 11p.m. a man called Gustad Irani rang the doorbell and my wife answered. He said that Dasturji Khurshed wanted to speak to me. My wife told him that I was not well and asleep and that she would not wake me up. She asked him to call up BPP Chairman Dinshaw Mehta directly and get directions from him. Gustad said that he could not get through and my wife told him to connect to Dinshaw's son Viraf who would connect him in a second.

By that time the phones in my house were ringing off the hook. My mobile, the landline, everything. I was informed that Dinshaw had sorted out the matter already. Jimmy Mistry called me up from London and said that everything was good. I even advised him to speak with Dasturji Khurshed, which I assume he did.

Mr. Mehli Colah CEO of the BPP called me and said there was nothing to worry about and I should not go down since everything was settled, '*pacchu badhu bhadkai jaase*'.

I felt hurt and insulted by what the High Priest has said to me. He has a running battle with all of us because we are not happy with what is happening in Udvada. I feel he has a vested interest in trying to gun me down at every point.

I don't think it is right for him to have written what he did. I even asked Munchi at our board meeting if he thought that the Parsi Times had reported unfairly and he just shrugged his shoulders.

Surprise! Surprise! Those who want the collapse of the Dokhmashini system are already busy with their nonsense. I am making a prediction! There will be more of the bashing to come. Already there is nonsense floating around on the internet.

See, fairness is important. I already told you some months ago when you called me that I am willing to talk to you about religion and knowledge.

When I volunteered many years ago to serve the community, I never thought I would have to deal with this tsunami of lies. Not over my dead body! And just see what we have been through these past few years! And we call ourselves Parsis!



BPP TRUSTEE VIEWPOINT

Armaity Tirandaz

I would not like to say anything about this and I feel the administration should be the sole voice of Punchayet. We have not had a meeting about this but we will.

Parsi Times is grateful for the letter from our High Priest and the sentiments from the BPP. Let us hope things get resolved. Please do mail us your suggestions and ideas to that effect on contribute@parsi-times.com

SOCIAL MEDIA MARKETING

The World Zarathushti Chamber of Commerce (WZCC) has invited Mr. Hareesh Tibrewala, Social media expert and Joint CEO of Social Wavelength, to speak on "Social Media Marketing", today. **PARSI TIMES** caught up with him for a pre-talk chat. Here are a few snippets...

Mr. Tibrewala is speaking today at Della Towers, Dadar. For more details log onto www.wzcc.net

1. How has your association been with the WZCC? Are you looking forward to meet Parsi entrepreneurs?

This is the first time that the WZCC has approached me for such a lecture. But I have spoken earlier on similar lines at least a couple of times. The market in India is still very nascent, for marketing using social media. And, I am looking forward to meeting these young Parsi entrepreneurs. It is always a pleasure to meet new people.

2. What are the key features of social media marketing that a young Parsi entrepreneur should keep in mind, to get revenue and eyeballs from the international community?



house social media marketing. However, if the business is already established, then it needs an annual investment of 10 to 20 lakh.

4. Do you think social media marketing is useful for students? And how much importance should be given to it in college/professional courses?

Yes, social media marketing is extremely important for students. They form the largest community in India at present. They are the ones that have the strongest presence on social networking sites, like facebook and twitter. It

Topics for the lecture

- Basic understanding of Social Media Marketing;
- case studies of companies using it;
- strategy (road map) for small businesses

Windows is a relatively poor product but has excellent marketing strategies. On the other hand, Mackintosh has an excellent product but has weak marketing.

6. What have you typically observed in today's generation of entrepreneurs: are they tuned in to Social Media Marketing, blissfully ignorant or skeptical?

Already a lot of the people are using it on a daily basis. But they lack proper training. The awareness of Social Media Marketing exists, but it needs to be done in the context of branding a product or service.

7. The internet boom changed the way the world is connected. Ipod changed the worldwide perception of music. What impact do you think Social Media Marketing will have

communication and marketing. Companies switched from physical brochures to online catalogues. Today, it's okay to not have a physical address but any company



Social Wavelength

It is a Social Media Agency, headquartered at Mumbai, India. They provide a variety of solutions to fulfill all your Social Media needs, which include social media monitoring, creating communities, listening and building customer loyalty.

will have a website/ mail address without fail. Social Media Marketing is going to be bigger and better than this. It's going to change the dynamics of marketing strategies. TV and



WZCC Gatherings



Social media marketing is all about building a community. The objective of social media marketing is to form a strategy for brand building and finally creating a community to sell it to. It should engage and involve the consumer. I think that Social Media will fundamentally change the way Companies / Brands communicate with their consumers, and consumers communicate with each other.

3. According to you, what is a sensible budget for a young Parsi entrepreneur?

Social media marketing involves a dual strategy. If the business is small and nascent, it is better to do in-

helps them in a variety of activities like job searches and other growth opportunities. It helps them to connect. One day, it will become as relevant as the use of email. It should definitely be taught in colleges as there is a genuine shortage of trained professionals in this field. This market still has tremendous untapped potential.

5. Out of the following things important to a business what do you think should be given maximum priority? And why?

Marketing is the most important. Even if a company has a great product, without good marketing techniques it will fail. For example: In the international arena,

on our social and financial culture? Are there any Parsi firms that have used it to their advantage?

Social Media Marketing is like

What is social media marketing?

It is the use of Social Media like Facebook and LinkedIn to promote one's business and how effective use of these media can help improve one's career or profession.



the second coming of the internet. The internet revolution altered



print advertising lose out today in spite of companies spending crores, because there is no consumer credibility. Whereas, Social Media Marketing makes use of the word-of-mouth advertising. This local and oral endorsement is more effective than unrelated billboard advertising. Currently, I do not think any Parsi entrepreneur is using this form of marketing on a large scale.

Mumbai - ^{My} Favorite Place In The World



She topped the university in Life Science from St. Xavier's College, completed Law with a first class from Govt. Law College and worked at Times Now as a newsreader before she got married and settled in USA. Currently works for India West, a News Magazine and is based out of San Francisco. With a keen interest in theatre and life itself, **Pearl Mistry**, who is well travelled, talks about the best place in the world...

My favourite place in the world is an indigenous irony. It's nestled between an ocean and mountains; has buildings reaching out for the skies and sprawling slums being razed to the ground. It's a potpourri of different dreams and ambitions, but it's ruthless to every under-achiever. The soaring skyline of this place always serves as a constant reminder to those at the ground level of the increasing divide between success and failure. The redolence of power is complemented by struggle at every level, and yet, my heart skips a beat every time I think of the pulsating pace at which the city thrives. Shame on you, proud Mumbaiker, if you hadn't guessed it already!

As I sat down in my quiet suburban home in the San Francisco Bay Area, where I now live, reminiscing about my favourite city in the world, I realized I would not be

totally honest if I wrote about any other place but Mumbai. However, I must admit, New York, followed by London, came very close as my second and third favourite place, respectively.

My love affair with the city — where I was born and raised, where I studied and worked, where I lived and loved — started out in my teens as a young college student. Until then, Mumbai, for me, oscillated between my home in a then Zoroastrian-trust-owned apartment in Grant Road (west) and my grandparents' apartment in a Parsi Colony in Mahim. But an exercise to list out all the fun places to hangout at and exciting things to do would be in absolute vain for most readers, who have either lived in Mumbai or visited it. Also, I'd rather not get dated as a relic from a by-gone era thanks to the city's ever-evolving, dynamic social scene.

But there are some aspects of the city that have withstood a name change, natural calamities and even terrorist attacks — a familiar bawface at every corner or traffic light (usually on his dad's outdated Yezdi; OR, hold your breath, riding pillion on her boyfriend's dad's outdated Yezdi); the crisp breeze from the Arabian Sea at Chowpatty, Worli or even Bandra; walking through knee-high waters in the full glory of a Mumbai Monsoon; the never-ending arguments with the cabbie or auto rickshaw-wallah; the amarantine chances of bumping into an unpleasant ex (colleague, boss or romantic interest); and evenings spent in the company of friends at Café Coffee Day (sorry Barista fans, I was always biased towards "CCD").

Sceptics may renegade my choice of 'Favourite City in The World' to "separation anxiety," but anyone who



has lived away from Mumbai would attest that distance does makes the heart go yonder. I have been away from the city I love for almost two years now and I yearn for my piece of Mumbai every single day. While currently my home is away, the up side to this arrangement is that my visits to Mumbai are even more special and looked forward to.

Whether you're born in the city, or you make it your home, or you're only visiting, one thing's for sure — You won't miss being any place else when you're in Aamchi Mumbai.

And thus I say to you, dear Mumbai, "Ever Mine, Ever Thine, Ever Ours!"

FROM OUR READER

Translated from the gujrati article of Dr. Hilla Mino Wadia with some additions and changes.

From the desk of Kumi J. Daroowala (Age: 85)

HOW CAN YOU REMAIN YOUNG IN THE MIND

An 85 years old Japanese started learning Chinese language — so his friends asked him: "Dear, at this age, what will you gain by learning a new language? You are one foot in the grave..., then why this botheration? Relax and spend your time in meditation and God!"

He replied: "When I was 60 years old, an Indian had

asked me the same question... After that, in these fifteen years, I have learnt seven new languages and gone around the world twice. At 60 years when a man retires, he believes that now he has no work. I don't need anybody. I have become a burden to my family and relatives. Such thoughts are responsible for sickness and negative thoughts. Why should we harbour such

thoughts? Instead, if he thinks: "When I was engrossed in my family/job I could not fulfil my own desires/pleasures. So now after retirement and having fulfilled my family responsibilities, I can relax and enjoy what I wanted to do and engage myself in whatever I wanted to do to keep my body and mind occupied and healthy. During my lifetime, whatever knowledge and success I have gained, I want to share with others and be content. I can help my family members in their work without dominating, occupy myself in doing social work and many other ways... but not for name and fame. Old age is not the end of life... on the contrary, it is the morning of a new chapter of growth. If your age is 65 or 95, you must believe that you have and can have much to do!"

There are so many seniors who have achieved great feats in the winter of their lives. George Bernard Shaw was a

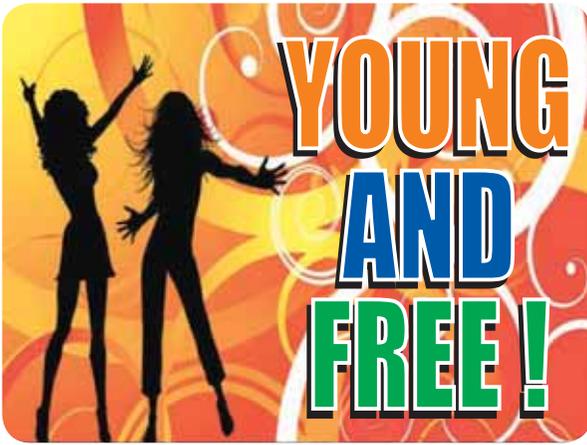
great achiever at the age of 90. Roman patriot, Marcus Porcius Cato learnt several languages, including Greek. Singer Madam Ernestine Schumann-Hink after she became a granny, was at the height of her "Sangeet Sadhna". Heart surgeon, Dr. Michael De Bakeyat 90 achieved success and invented the roller pump for blood transfusion. Greek philosopher, Socrates at 80 learnt and created music. Michael Angelo did his BEST paintings at 80. At 80, Sayos Simanice won the best singer and producer award. John Von Gate completed "Fost" and Leopold Von Ranke started writing world history at that time. Both were in their 90's. Tennyson wrote his very famous poem "Crossing the Bar" at 83 years. Isac Newton at the age of 85 was still doing commendable work. Jeanne Louise Calment rode a bicycle till the age of 100. On her 118th birthday, she was declared the most worthy centenarian of

the decade. Even at the age of 122 her smile was dazzling and impressive! Asked the reasons he replied... Whenever I could enjoy life, I just did that. I have never regretted anything in my life and lived a pleasant and regular life. This does not mean that only foreigners are creative and active and we are waiting and thinking of death only. Many oldies enjoy activities which put to shame the youth. In industry social work, such examples are numerous, but to do and achieve something new is not prevalent in us even today. If we accept old age with love, understanding and hope, there is much we can do. Our grey hair speaks of our achievements, knowledge and desires.

Anyone of you can follow the example of Late Principal of D. Cawasji High School, Shirin Manecksha, aged 95 years.

Contd. on Pg. No. 17





Parsi Times chats with young Parsis and asks for their unbiased take on important Community issues. We are proud to feature our unedited, young minds. Maybe their voices can be heard!

P. T. QUESTION OF THE WEEK

Calling a Parsi boy or girl a Bawa or Bawi is offensive or humourous to you?

Mahernoza Jivasha

Age : 31 years
Profession : Working

This is going on since a very long time. Everyone calls us Bawa or Bawi and there is nothing wrong in that! Our elders were also called this and they accepted it with a smile. There is no underlying insult in this tag. People from other castes call us that as a way of masti and maja. Isn't it a unique name though? We never took it the wrong way and that is good. It's all in good fun!

Farzad Irani

Age : 21 years
Profession : Working

It's not offensive but if it's done with the express purpose of hurting someone or making fun of someone then it's not good. No one should call us that just to hurt our sentiments. It's not offensive until and unless you intend to make it offensive. Anyway I am proud to be a Bawa!

Penaaz Damania

Age : 19 years
Profession : Advertising Student

It's not insulting. People call Parsis Bawa/Bawi all the time. You get used to it. I think it's said in good spirit and not as a way to hurt someone's sentiments. It's funny. It's a term synonymous with the Community. But sometimes you get pissed off! If it's done deliberately to berate us then it hurts. If someone says that he is a Bawa so he must be crazy then it hurts.

Burzin Pavri

Age : 19 years
Profession : Student

Everyone knows that Parsis are called Bawas. I am proud to be called a Bawa so it doesn't make a difference to me. I don't feel that anyone tries to deliberately run us down or insult us. No one has such a thought in their mind when they call us Bawa/Bawi. It's all said in good spirit.

Jimmy Havaladar

Age : 26 years

Proud to be a Bawa! Let anyone call us Bawa. Why not? Doesn't matter! Nowadays we say screw the tigers, save the Bawas! I am unique, no? So why should there not be a unique name for me? I have no problem if anyone calls me Bawa. Not offensive at all!

Eric Bacha

Age : 26 years

It's a good thing! Marathis are called Ghatis, Biharis are called Bhaiyas. At least Bawa is a better word! We are recognized as Bawas! No harm in that! It's all in good spirit!

Nesline sukhadia

Age : 29 years

I don't mind at all! It's fine. It's not done with the intention of hurting anyone.

Ruhzan Sena

Age : 26 years
Profession : Working

I like it when someone calls me a Bawa! I don't find it offensive at all! My office colleagues also call me that and I feel it's a good thing!

Kevan Italia

Age : 24 years
Profession : Working

I'm proud to be a Parsi and so I don't mind being called a Bawa at all! In fact I feel proud. It's a privilege for me. There is nothing insulting about being called a Bawa. I don't feel bad about it at all!

Jehaan Sabavala

Age : 18 years
Profession : Student

I think it's all said in a good way. No one has any mean intentions when they call us Bawa. It's not offensive. It's kind of cool!

Mehrzaad Mogrelia

Age : 18 years
Profession : Student

I don't find it insulting. I don't think people mean any harm when they call us Bawa or Bawi.

Anahita Paghdwala

Age : 20 years
Profession : Student

It's not offensive at all. However, movies portray Parsis in a stereotypical light. But still it's not meant in a derogatory way.

Firdosh Mhow

Age : 29 years
Profession : Working

It's not a bad thing. My friends call me Bawa and I like it. It's a good thing to be called a Bawa. Sardars are also called by fun names but we should think that at least in this way people remember us!

Zubin Vakil

Age : 27 years
Profession : Working

This is a nametag which we have given to ourselves! Some people might not like it. There are two sections of the society anywhere in every community. But it's all in good fun! There is nothing malicious about it.

Freddy Buhariwala

Age : 28 years
Profession : Working

No, it's not offensive at all! It all depends on how you take it. If you take it positively then it's good for you and if you view it as a negative comment then it will hurt you. Sardarjis are called Papaji and Madrasis are called Anna since forever! You can't take offense for that! It's just how people address us and it's not insulting or derogatory.

Vispi Variava,

Age : 25 years

I don't really mind but it's better if people don't call us that. They might be doing it unknowingly and without any intention of hurting anyone but it's better if it's not done.

Kayannush Dumasia

Age : 19 years
Profession : Student

It's not the words that matter but the way they are said that is more important. Parsis stand out anyway so if you are new somewhere and if people don't know your name but know that you are a Parsi then they call you Bawa. My name is Kayannush but many times people find it hard to pronounce it so instead they just call me Bawa. It's simpler. However, we don't call Muslims 'aye Muslim' or Hindus 'aye Hindu' so I don't know why people prefer calling us Bawa but I guess it's just easier. Otherwise I don't have any problem with it.

Hey there! Register your YOUNG AND FREE voice on contribute@parsi-times.com

Just mail in your name, age and contact number. Our questions can range from the serious to the sensational. Let us join hands in making a voice today for our tomorrow!



Parsi Times chats with Elder Parsis and asks for their unbiased take on important Community issues. We are proud to feature our unedited, wise minds. Maybe their voices can be heard!

P. T. QUESTION OF THE WEEK
Do you feel the term Bawa or Bawi is offensive / derogatory or humorous?

Name : Mr. Fraser
Age : 62 years
Address : Bandra

I personally don't like the term Bawa. In literal sense it means "I am your father". My advice to people is that if we do not like it we should retort in the same manner. According to me it is neither humorous nor offensive. Over the years we have accepted it.

Hey there!

Register your OLD N WISE voice on contribute@parsi-times.com
Just mail in your name, age and contact number. Our questions can range from the serious to the sensational.
Let us join hands in making a voice today for our tomorrow!

Name : Mr. Faramroz Bhiwandiwalla
Age : 69 years. Shop owner.
Address : Surat.

In Gujarat all other communities call us BAWAJI out of respect. Actually our names and surnames are so complicated that they cannot pronounce it so they find it easier to refer to us as Bawaji. It is out of respect. They know our grand fathers and have immense trust and respect for us.

Name : Mrs. Gool Master
Age : 73 years. Housewife
Address : Bandstand, Bandra (W)

I personally am ok to be referred to as a Bawi but at times it becomes very humiliating especially when the Indian Film Industry makes fun of our Parsi Community in their Films. They are misusing the freedom that has been given to them by our generous community. If it was for any other community they would think twice before using any derogatory term.

Name : Mrs. Irani
Age : 52 years. Housewife.
Address : Bharucha Baug, Andheri (W)

No, I do not think it is an offensive term. If someone addresses me as a Bawi I have no issue. In fact, I feel people are now immune to it. We are a fun loving community and crack jokes on each other by saying, "Joh Bawaji Chhalio".

Name : Mr. Viraf Patel
Age : 66 years. Retired from &T
Address : Pedder Road.

I personally do not like to be called a bawa because I don't personally refer to a Muslim as a Miya or to a Maharastrian as a Gati or a Punjabi as a Pape or a Gujrati as a Banyo so why should they call me a bawa. According to them we are a slow community, declining in numbers, our ancestors have left a lot of land and we do nothing. And that we are always dominated by the women in our house and many die unmarried. And run around in our Lenga's. (Pajamas).

Name : Mrs. Freny E. Nariman
Age : 77 years. Ex. Teacher.
Address : Waterfield Road, Bandra (W).

No I don't find it offensive. Actually, we refer to our father and grandfather as Bawa. The word Bawa demands a lot of respect but whereas today it has become a joke. It is just a way of life and you have to move with it.

Name : Mrs. Meher Pavri
Age : 79 years. Housewife
Address : Waterfield Road, Bandra (W)

No, I do not think being called a Bawi is offensive. It is addressed in a very loving manner. Parsi Bawa is a colloquial name by which we are recognized. It has a very innocent meaning. We ourselves refer to each other as Bawas and Bawis and laugh it out.



Name : Mr. Cyrus Charna
Age : 55 years
Address : Cama Park, Andheri (W).

I would first of all request the Parsi Press to stop writing words like Bawa and Bawi. If we ourselves write such terms what respect do we expect from the other cosmopolitan people?

Name : Dara Irani
Age : 58 years. Working with VIP
Address : Charni Road.

Sometimes I find it offensive. And at times I take it in a humourous manner. Many of my colleagues in my office refer to me as Bawaji and I am ok with it. But if someone on the roadside calls me a Bawa then I get angry.

Name : Mrs. Villu Unwalla
Age : 61 years. Tuition Teacher
Address : Wadala.

No. No. No. I hate the word Bawa and Bawi! What rubbish! We are the worlds oldest religion, we are a 99% literate community, we are the ones that have built the maximum number of school, colleges, art galleries we are the pioneers of Bombay city our contribution to India is much more than any other religion or cast and we better be respected for that. It is the duty of the BPP to put a ban on this word. Now a days it has become a JOKE our own Community refer to each other as Bawas and Bawis. Its a shame.

A CANDID PIECE FROM ONE OF OUR "Old N Wise" Readers

Dear Madam,

My immediate reaction to your OLD N UNWISE sorry OLD N WISE column with elder Parsis are, with apologies to Omar Khayam as follows:-

The moving finger writes and having writ, poss their amazing replies dolefully and quit Leaving to poor editor Freyan and her editorial staff trying to make some sense of it!

Sincerely hope Freyan is spared from the ordeal of judging and publishing the replies – she has better things to do!

Homi R. Mehta
94 years,
Cama Park, Andheri (W).





Tushna Mehta

A shopaholic who fills her cupboard with the spoils of professional styling. Tushna Mehta has worked with the famous blunt hair professionals for a while and is ready to share her knowledge and passion for tresses!

The five things I cannot do without in my toolbox are:

1) Hairdryer with a plastic nozzle: The nozzle is the most important part of my dryer because it controls the flow (and amount) of air. The nozzle should be a narrow slit so you have a thin stream of air that styles the hair one section at a time. It helps concentrate the heat on one area without blowing the rest of the hair everywhere and losing control of your style. Dryer watts should be between 1000 To

Essentials for your home styling kit and hair tips to change your parting

2000 watts.

2) Flat back brush / Paddle brush: You get more body at the roots and better control at the ends, if you push dry

your hair down in the front. A round brush can burn the hair and break the hair to a certain extent if not used right.

3) Leave-in lotion: This is something I always use - rain or shine. A setting lotion prepares the hair for whatever I want to



do with it. Whether hair is to be curled or straightened, I prefer leave in cream over



mousse because it does not contain as many chemicals and doesn't make your hair dull. It is also softer than gel and does not cause stiffness.

I always find that products applied to the hair when damp offer better results than heavy sprays used after the hair is done.

4) Velcro rollers: These are among the greatest hair care aids ever invented! Just put them in the hair for a short time after hair is dry to take away fluff and frizz, and they give hair sleekness, body and control. My tip is to dry the hair first with a round brush or paddle brush, place rollers in the hair, leave in for 20 minutes, remove and run your fingers through your hair to "comb."

5) Sectioning clips: These are a must have in the kit. They help hold hair away without leaving marks on the hair when you are styling it.

b:blu:t

RECIPE



Purveen Dubash is a chef with many knives in her pretty home kitchen

cabinet. From TV anchor to educator to author she is armed with culinary skills to put your tummy into a hypnotic state. We are proud to present to you her recipes which have the unique distinction of being not only simple to follow but yummy to taste!

CORIANDER FISH

Ingredients:

6 large slices of fish
3 potatoes (parboiled and sliced)

Marinade:

2 tablespoons Soya sauce
2 tablespoons brown sugar
½ tablespoon garam masala
1 tablespoon chopped garlic
4 tablespoons chopped coriander
Oil

Directions:

Marinate the fish for two hours. Just before serving, cover and place it in a



pre-heated oven for fifteen minutes, topped with potato slices. Serve hot with a tossed salad.

Changing your parting style:

Many people often complain that their parting does not sit the way they want. Instead it falls back to a strong parting. When your hair is wet, part it to the side you want it and put a clip. This will enable it to

stay to one side. It will take a while to change to the parting you want; maybe days, weeks or even a couple of months, depending on how strong the original parting is. This will definitely help your parting to change.



- ★ Apply toothpaste to pimples. Allow it to dry and then wash with water. Continue the process twice daily till your face is free of pimples.
- ★ Use Dettol antiseptic liquid to remove hair dye stains from the skin.
- ★ If there is no nail polish remover at home, use any old perfume to remove polish.
- ★ Curd can substitute for soap - good for all skin types.
- ★ Caffeine robs skin of important nutrients - switch to herbal tea.

If you want it long it's gotta be.... cut!!!

The average rate of growth of the hair is half an inch to an inch every month. Seeing a hairdresser regularly to have your hair trimmed just quarter of an inch every 3 months for women and every 2 months for men is the best way to make sure your hair grows long and healthy. I know people feel that once you go to the hair dresser they always tend to take off more than they should but you need to be extremely specific about how much length you want taken off. And its always better to keep your haircut as basic and simple as possible when you are growing it out. Avoid a 'U' or a 'V' shape through the back and keep it simple and straight. Hair in good condition gives the impression



of it being longer even if it is not because it looks good and has no split ends, etc.

Watch your weight and try to keep it constant As you shed

pounds, you also shed hair. The dramatic changes that your body undergoes when it loses weight quickly can cause your hair to thin. Diets low in protein and iron and also those high in protein but low in fruits and vegetables that result in dramatic weight loss can also instigate significant hair loss. Keep a balanced diet and focus on gradual calorie reduction. Hair is made up of keratin and nourishment is never enough for the hair according to me. You will need enough proteins and vitamins, and you can easily meet your body's requirement by eating a balanced, nutritious diet, or by taking a multivitamin and protein or other appropriate nutritious supplements if you can't eat well due to illness or otherwise. It can take several



months to notice the results, so do not get discouraged.

Those with curly or frizzy hair will have to be patient. The texture of your hair means that length will take a while to show, but it does not mean that your hair grows slower.

Stress is a common cause of slowing your hair growth. When you experience physical or emotional turmoil. It is important to relieve your stress in order to allows your hair to grow faster and healthier.

Hence a healthy body can sustain healthy hair and allow it to grow longer and stronger.

KEEP THE FIRE BURNING

THE MAZGAON ANJUMAN BATLIWALLA DAREMEHER (SHAHENSHAHI AGIARY)



Entrance of the Agiary

Mr. Ratansha Kariman Anklesaria (son of the Late Kariman Anklesaria who was also known as the Ghazal Samrat of Gujarat).

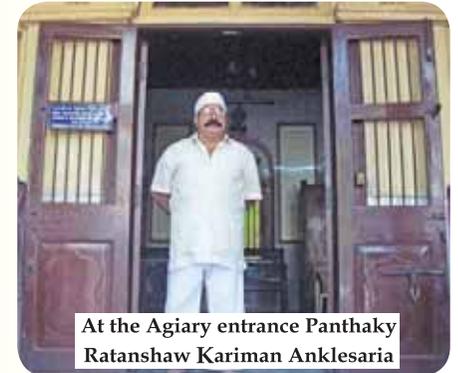
He has been the sole caretaker of the Agiary since the last 26 years. He performs all five Boi ceremonies, prepares food during the month of Mukta, and has dedicated his entire youth

towards this Agiary.

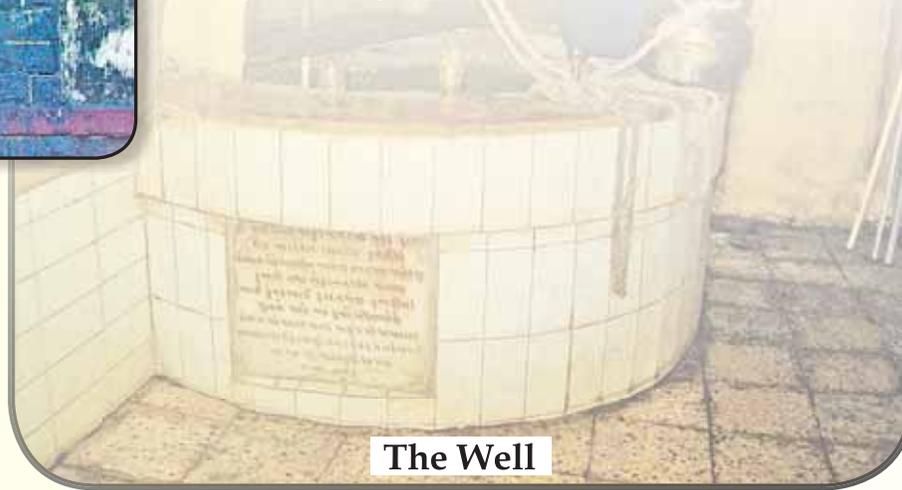
During the late 50's, a Muslim man who was visiting the Meera Datta Dargah which is very well known for curing possessed individuals, entered the Agiary and destroyed the Patsha Saheb. The entire fire temple had to be shut down and in 26th May, 1968, Mah- Dae, Roj Hormaz the new Atash was brought and a lot of ceremonies were performed by Ervad Jal Balsara and Ervad Godrej Panthaki from the Banaji Agiary and the then Panthaki Late Ervad Ratansha Zaroliwalla who



Inside Otlo



At the Agiary entrance Panthaky Ratanshaw Kariman Anklesaria



The Well

Established in 1907 by donations received by the Chaina family, the Billimoria family and many more living in and around Mazgaon area got together to build this Agiary. Located near the Dockyard station in Mazgaon where the population of Parsis is close to nil today. This small Agiary is surviving due to the dedication of one single man -

had served this Agiary for 22 years. The present trustees are Mr. Jimmy Shroff, Mr. Farookh Singanporia, Mr. Percy Singanporia and Mr. Jimmy Singanporia.

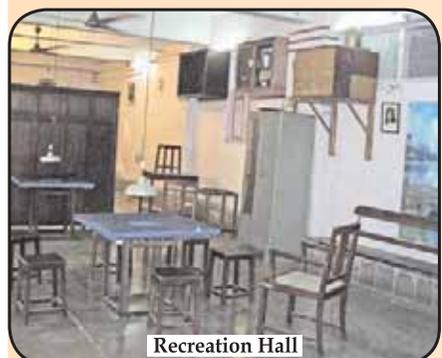
There are many others who contributed towards the survival of this Agiary through other donations.



Trophies won by the Baug



Table Tennis Table



Recreation Hall

CAPTAIN COLONY Tardeo, Haji Ali

It is a very small colony consisting of only 8 buildings out of which building Block A was built by Seth Phirozeshaw N. Mehta and Banoobai Mehta in the fond memory of their parents Seth Nasarvanji and Kuwarbai Mehta in 1939.

Block B or the Ginwalla blocks were built by the Ginwalla family and Block C was built by the Vacha Family, to provide housing to poor families. Thereafter the remaining 5 blocks were built and the last block was the G block called the Munsiff block, which was built by the Munsiff family in 1950.

Mrs. Khurshid B. Gandhi has been residing in the colony since the last 52 years.

Captain Colony comes under the BPP Trust and is managed by the current board.

The Captain Colony Welfare Association was registered about four years ago with the Charity Commissioner. The present chairman

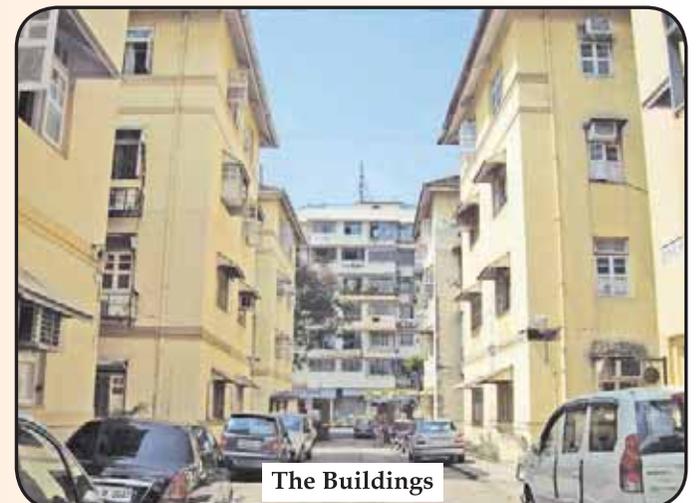
of this association is Mr. Jimmy Gardiwalla and the Secretary is Mr. Sharookh Dumasia. The committee conducts an election every 3 years and has an AGM every year.

Around the first week of June, a Dae Mahina Jashan, a musical program and a children's dance party and prize distribution is conducted by the Association.

They also organize rangoli, painting competition, carom and table tennis tournaments. An annual sports day and a Christmas party are also organised. Mr. Mickey Mehta is one of the celebrities in the colony.



Donor of the Building Seth Pirojsha Nusserwanji Mehta



The Buildings



For Khushnum Yezdi Mistry, writing is much more than the profession she has chosen, it is truly her passion. This Bawi is here to rock your world with her musical words and tuned in stories. You have been warned! Happy reading!

When Zoroastrians arrived on the Indian shores to seek refuge, our priests convinced King JadhavRana that we will dissolve like sugar in the milk. Since then we seek harmony and have adapted to all situations whenever required, mentally or physically. We might not be the strongest species surviving, nor are we large in numbers but we are one of the most responsive to change. Based on a study by UNESCO Parzor Project in December 2008, Parsis are the only group seen among various world populations who are phylogenetically (after evolution) separated from their geographic cluster. Hence, it's commendable that Parsis/Iranishave adapted to a drastic climatic change along with a change of their food habits and lifestyle.

With the advent of globalisation, the Zoroastrian youth is adopting various changes in their eating habits which is directly proportionate



to their health and well-being. Below is a glance of changing preferences; a difference of opinion between Soli papp

TANDARUSTI!

Health in today's day and age, the choices we make while choosing doctors and the problems we all face in the medical department. Parsi Times uses the proverbial stethoscope to catch the pulse of the matter.

and his grandson Zeus.

"Stew and eggs the ultimate *nashto*", said Soli pappa.

"Eggs with oregano, ham and cheese is a heavenly breakfast treat", said Zeus.

"*Chalni dikra jasti bota naakh*", said Soli pappa.

"No, I won't have too much mutton. Bau cholesterol che mom", said Zeus.



"Bread with chicken cutlet, *teni saathe icecream soda, maja avi ja*", said Soli pappa.

"McDonalds burger, yum! Coke and chips with that even better", said Zeus.

Many may call this a generation gap, but we believe that these are the changing trends. *Aaj na poriyas* might not eat very healthy but are more conscious of their medical well-being. Natasha Mehenty, a student says, "The proverb 'health is wealth' is extremely true because no individual can progress with ill health.

Due to pollution, adulteration and radiations the health of human beings is affected." "According to the general hierarchy of needs, health and security are primary requirements that need to be

gratified", said a 19-year-old advertising student Penaz Damania. She also explained that when it comes to health



not many people want to take their chances. "As far as my family and I are concerned, we prefer to eat a healthier diet as far as possible" but she confesses that sometimes they do indulge in sinful treats.

The UNESCO Parzor Project examined the health aspects of Parsis. According to a Mumbai based study the three major illnesses in the community are; Cardio Vascular Disease, Cancer

(especially Breast cancer) and Diabetes. All bawas love their *botas, margi, eeda* and *tarela macchi* with of course, a mithoomonu in the end of every meal. This line could sum up all the reasons that lead to cardio vascular problems or diabetes. Parsi women have higher incidence of breast cancer because of late marriage and delayed child birth. Lifestyle changes, regular medical check-up, prevention of consanguineous marriages could help prevent health problems from continuing into the next generation.

Young minds Speak: Importance of medical benefits:

DaneshMistry, 17 year-old student, "Yes, medical benefits are important, not only for the aged but also for the youth as the youth are also subject to various accidents and illnesses."

SanayaDinshaw, an MBA student, "For me medical health benefits at this age aren't so important. As I age

I will need more medical help."

MehrzaadMogrelia, an 18 year-old student, "In today's world, one cannot predict what can happen and health of utmost importance. Hence, medical benefits are essential

for every person, rich or poor. One must have a minimal medical cover, in case they fall victim to any serious injury or illness."

Does the youth have a more cosmopolitan approach to medical practice?

Karina Patel, a BMS student, "It is true that today many Parsis have a cosmopolitan approach to medical practices. Although I have got a cosmopolitan approach as far as medical practice is concerned, I still consult Parsi doctors."

SanayaDinshaw, a student of MBA, "My family doctor is Parsi. I go to her because she is good at her medical practice. Caste doesn't matter as long as she is good at her work. But when it comes to hospitalization I would prefer going to Parsi General since it has a comforting bawambaience to it."

Meherzad Patel, a director and writer at Silly Point Productions, "My dentist is a Hindu, my doctor is a Muslim. I don't think going to a doctor has anything to do with religion or caste or community. You take it as it comes - tomorrow if my doctor is a Parsi it will be a coincidence - because I would go to him/her for their medical skills and not because they go to the fire temple before entering their clinic or do their Kusti before

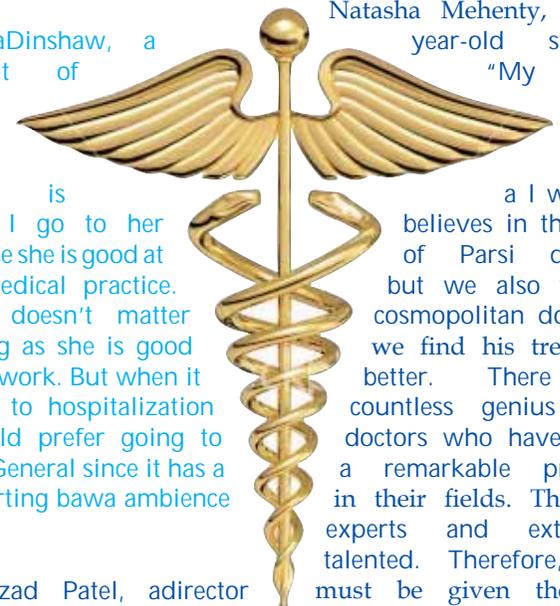
a surgery."

Is it important to you that you go to only our community doctors?

DaneshMistry, 17 year-old student, "Yes, I do go to our Parsi doctors as my family has great faith in those learned and experienced men. It is very important for us to patron our community doctors as they do deserve the patronage."

Penaz Damania, an advertising student, "It is not that I do not trust cosmopolitan medical assistance, but when there are such brilliant and accessible doctors and institutions that are offered to the community it only seems daft to go to another doctor who you may or may not be comfortable with, unless he or she has been your physician since years or that you have been told to take a second opinion from that person."

Natasha Mehenty, an 18 year-old student, "My family



a l w a y s believes in the faith of Parsi doctors, but we also visit a cosmopolitan doctor if we find his treatment better. There are countless genius Parsi doctors who have made a remarkable progress in their fields. They are experts and extremely talented. Therefore, they must be given the first preference."

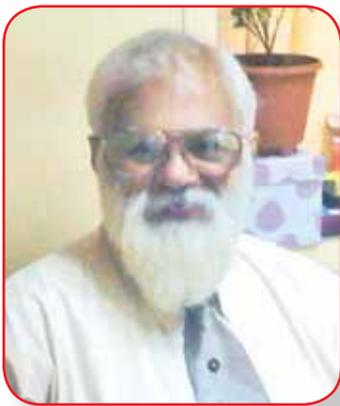
Mehrzaad Mogrelia, a student, "For me, it is not necessary to go to only Parsi doctors or medical institutions. Although my family doctor is a Parsi, I do believe that the doctor should be the best in his own field. I rather have a more cosmopolitan approach to medical practice rather than the old traditional outlook which says- 'apunetoh Parsi doctor pasej javanu'."



Khushru Cooper is a fitness and wellness consultant. He has trained celebrities like Kajol, Tanisha, Amisha Patel and Abbas Tyrewalla. His health mantra is "Eat well, drink in moderation, and sleep sound, in these three good health abound."

Khushru gives Parsi Times Readers some health tips:

- Drinks lots of water. Atleast a glass an hour throughout the day.
- Add fibre in your diet. Enjoy your delicious Parsi meal but treat the kachumbar with enough respect and don't let the bota nu dhansak take all the limelight.
- There is a lot more than eating cucumber, tomato and potato. Broccoli, spinach, bell peppers and green leafy vegetables are of utmost importance. All contain phytochemicals and has anti-oxidant properties which go a long way in helping the body fight evils of modern day diseases and disorder.
- "If the people have no bread, let them eat cake." Said George Harrison but I would suggest neither. Supplement your diet by eating whole-wheat and multi-grain bread or chappatis for better digestive function and nutrition.
- Diabetes can be kept at bay by eating bay leaves, ladyfingers or fenugreek early morning.
- Walking and exercise cures every ailment especially diabetes and cardio vascular diseases.
- Vitamins and minerals are very important. Vitamin C (citrus fruits) and E (fish and fish oil) should be consumed in good quantity.
- Dry fruits like walnuts and almonds are great to keep your cholesterol in check.



ARE YOU A NATURAL LEADER

Prof. Kapadia is qualified from IIM Ahmedabad and since last 20 years has been in the business of conducting Training Programs for Business Houses in Behavioral Science.

He is socially connected with World Zarathushti Chamber of Commerce as their Ex-Director India Chamber and Ex-Managing Committee member for its Mumbai Chapter. He is a trustee for an NGO Parsi Resource Group and a member of Bombay Management Association.

Do you have the skills employers look for? OR Are you better as a team player rather than a leader?

Fill in the Quiz & then email your answers [a : (no of a's), b : (no of b's), c : (no of c's) & d : (no of d's)] to contribute@parsi-times.com to find out.

1. How significant is status to you?

- a. Very important: I like to feel like I am in the top echelon (level of command)
- b. Quite important: It is good to be in with the in-crowd.
- c. It is more the quality of relationships than where you fall within your relationships.
- d. Not very important: I just want to get on.

2. In your childhood, what was your 'gang rank'?

- a. The leader: feared by all.
- b. The funny one: adored by all.
- c. The thinking one: listened to by all.
- d. The geeky one: noticed by none.

3. At the office do you come up with new ideas and suggestions?

- a. All the time: I really let everyone know what I think.
- b. Quite often: but not at all if it would mean upsetting someone.
- c. Often: being careful of any personal and political issues.
- d. Rarely: what if it was the wrong thing.

4. A colleague has been criticized for shoddy report writing, do you:

- a. Tell them why they should have known better.
- b. Take them out for a drink after work.
- c. Offer to proof read their next effort.
- d. Avoid them. You have got too much to do as it is.

5. You have just faced some negative feedback. How do you respond?

- a. Get angry and defensive.
- b. Listen carefully but come away feeling disappointed.
- c. Consider what you could change and how you could improve.
- d. Sigh and think. "Yeah that is me."

6. What does EQ mean to you?

- a. Nothing: it is a wishy washy management fad that hopefully will soon go out of fashion.
- b. It is an excuse to be allowed to a laugh on company time.
- c. It is a way of empathizing with how your colleagues may be feeling.
- d. That you should try to understand your boss's moods.

7. Faced with a problem to solve, what do you do?

- a. Come up with one solution and pronounce it correct.
- b. Generate a few possible solutions and ask others what they think.
- c. Brainstorm with a couple of nearby colleagues.
- d. Seek your manager's advice.

8. Your boss has asked you to do something that is beyond your abilities. Do you?

- a. Take it on with gusto (enjoyment, jest): you are up to anything.
- b. Give it your best shot: making a passing joke not to blame you if it goes horribly wrong.
- c. Agree to do the task: but ask for further direction and assistance.
- d. Stress out, calm up and finally confess that you just do not think you could manage it.

9. Is delegation:

- a. A waste of time: no one else will be able to do it as well as you so you might as well do it yourself.
- b. An easy way to share the workload.
- c. An effective way to create new learning opportunities for others.
- d. Something I am always on the receiving end of.

10. Change to you means:

- a. Something to be controlled.
- b. An opportunity where anything could happen.
- c. A chance to make progress.
- d. Some thing to go along with.

PARSI TIMES: DONATION DRIVE REGISTER TO RECEIVE CHARITIES WE LIKE

Parsi Times has received news that the Young Rathestars would not like contributions through the paper and so we would like to redirect our readers to the wonderful cause of the The New Bombay Zoroastrian Association Charitable Trust AGIARY Fund in our Donation Drive.

All our readers who have already sent in cheques for the Young Rathestars, we apologize for the inconvenience and will be contacting you shortly to redirect the funds. We hope you understand.

WZO TRUST FUNDS

The World Zoroastrian Organization Trust / WZO Trust Funds has, from its inception acted on behalf of and for the Zoroastrian Community worldwide.

The Fund holds multiple fund raising activities for relief efforts across the world and in India. Some of their international aid projects are the Pakistan Flood Relief Funds and the Sri Lanka and Thailand Tsunami Fund.

In India the WZO Trust Funds have spearheaded a movement to rehabilitate poor Zoroastrian farmers of South Gujarat since August 1990. WZO Trust Funds extend support to extricate the poor farmers from the mire of poverty and bring them back into the mainstream of society. This helps them create sustainable economic revenue streams. So far they have rehabilitates 419 families in 176 villages of Gujarat, expending Rs.53,683,651 in the

process. Some of their projects in India have included:



Providing decent residential facilities for poor farmers by converting their huts into cottages. Till end December 2010, 136 huts of poor farmers have been replaced into cottages.

- Establishing two centres for senior citizens at Navsari where 55 elders spend the evening of their lives in a happy and vibrant atmosphere, residing in peace and tranquility free from stress and worry.

The WZO Trust Funds uses the

funds through donations to:

- Provide relief from poverty to the old and infirm.
- Extend financial support in case of illnesses and hospitalization.
- Financially support the pursuit of higher education
- Support elderly and Young Mobeds.
- Send the elderly and the recuperating from illness for holidays.
- Organize Annual Gambhars.
- Encourage and supporting youth to taking up sports.
- Motivate achievers in education by giving them awards.

WZO Trust Funds extend interest free financial support towards promoting 'self employment' (micro credit) projects.

So far just over 700 Zoroastrians have been supported in this venture between 1995 and 2010.

The New Bombay Zoroastrian Association Charitable Trust Agiary Fund

The New Bombay Zoroastrian Association Charitable Trust, is in the process of building an Agiary/Dadgah and a Community Hall, Charitable Dispensary, Old Age Home etc. at Navi Mumbai to meet the religious and Social needs of our ever growing Zarthosti community.

They have been allotted a plot by CIDCO of 850 sq. metres for the same. The total cost of the plot works out to Rs. 63 lakhs (including Stamp Duty and registration). However, even if we extinguish all our investments and bank deposits, we will have with

us Rs. 42 lakhs. Sharukh Mahiar Doctor, the President/ Managing Trustee of the Fund has contributed Rs. 20 lakhs plus, The Framji H. B. Settna Legacy Trust through the good offices of Mr. Rustom J. Vakil has contributed Rs. 10 lakhs, The Sir Shapoorji Burjorji Broacha Charity Trust through the good offices of Mrs. Katy Mehta has contributed Rs. 1 lakh and the remaining has been contributed by the Zarthosti Residents of Navi Mumbai as well as sundry Zarthosti Humdin from all over the world.

A fellow Humdin has

assured them that he will construct the Agiary at his cost and manage and maintain the same provided we give his family name to the Agiary, which the Trust has agreed to do.

Today they fall short of Rs. 21 lakhs which has to go toward paying for the plot. They also say mention that no amount of donation is too small.

Parsi Times would love to help them build this sanctuary of religion and comfort for the Community members with the help of your donations as well.

THE ZOROASTRIAN TRUST FUNDS OF INDIA

The Zoroastrian Trust Funds of India was started in August 2009 as an initiative to streamline the funds correctly and appropriately for the welfare of our Community. The organization is extremely active and some of the areas of their work include:

- 1) Relief of the poor.
- 2) Education.
- 3) Medical relief.
- 4) Concessional or subsidized housing.
- 5) Amelioration, development



and socio-economic emancipation of Parsi/Irani Zoroastrian Community.

- 6) Social Audit including identification, monitoring and evaluation of charity projects.
- 7) Heritage conservation.

Some of their projects have included:

1. The Monthly Monetary Health Programme which gives doles to over 500 deserving people.
2. Feed a Family which is currently feeding over 30 families across Mumbai
3. Youth camps and Pilgrimage Trip to Udvada

The organization consists of a management committee, volunteers of all ages and the Trustees.

Dear Readers,

Parsi Times has taken a 'New Year Oath' to reach out to the less privileged people within our Community. We would like to offer our readers an opportunity to help us support a cause with a voluntary donation.

The minimum amount for the 'donation toward subscription' is Rs.51/- This includes 50 regular issue and 2 special issues (One in March and one in August). (Larger donation amounts are welcome too.) This subscription is valid for issues from our issue dated 3rd September 2011 to the last issue next August.

This amount will be forwarded by us to a charity of your choice from this list.

1) WZO TRUST FUNDS 2) NBZA AGIARY FUND 3) ZTFI

If you do not tick off a choice we will place your 'donation toward subscription', with any one of the above, at our discretion.

- The subscription offer is completely voluntary and is a gesture toward helping out in our Community where it is needed most.
- Here is what you have to do:

1. Please fill out the form on the right

2. You can get it to us in any of the following ways:

a. Mail it to Parsi Times, 102, Vikas Building, 11 Bank Street, Mumbai 400001

b. Drop it in our dropbox outside the office

c. Wait for a Parsi Times Staff Member to visit your home (if you reside in heavy Community pockets and Baugs) and collect it over the month ahead. Please note: Each Parsi Times Staff Member will carry an authority letter and a Parsi Times receipt for you.

3. The donations should be in cash or cheque favoring PARSİ TIMES.

Please do help us with this initiative and help Parsi Times do more for our wonderful Community!

Thank you

PARSI TIMES TEAM

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Name

Age

Sex

Other residents at the same address:

Contact Details

Address

Contact numbers

Email addresses

Feedback

Favourite section of the Parsi Times

Suggestions for the team

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HOW CAN YOU REMAIN YOUNG...



Noshir Daboo who is following the footsteps of his illustrious father who was responsible of moulding the life of many youths, especially of the needy villages and rural Gujrat children. Discipline, hard work, honesty and ambition were the key notes of their lessons and today many of these grateful youths

hardly walk... I use a walker when necessary, but my mind is young and alert so I can write — 'express my thoughts and deeds to make people aware of their religion. If any aged makes and effort and has a potential to learn something new, always remains young. Welcome life... not Death. Welcome

old age, be calm, loving and giving. Understanding is the key to success...

Not preaching all the time. These are such traits which do not allow us to be old. Retirement can be an opening to new adventures and challenges, a new road to health and happiness, dream come true and a desire to live life to the full in spite of old age problems. Health problems which can be a beautiful tonic to spend in bed or in an easy chair and expect others to cater to your needs... Be up and about in despite of everything... dispute, misunderstanding, monitory problems and mostly the negligence and indifference of the next generation. Understand their problems... forget yours.

Contd. from Pg. 9

When God is with you, who can be against you? You don't be against anybody... see their good points only and accept their indifference. Believe that they love you but they have their own problems to solve, their own life to live... Guilt complex, neglecting old senior citizens makes them aggressive sometimes. The world has changed and hard to live. Why not YOU laugh and the world will laugh with you. Weep and you weep alone. This sad old cash will borrow your mirth (I am sure your tiny grandchildren and children do) but elders have troubles of their own. May God be with you to guide your every footstep in sickness and in health, in joy and sorrow... Remember life is mostly froth and bubble... Two things stand

alone... Kindness in another's trouble. Courage in your own.

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The Front, Centre & Back pages
for the most ATTENTION
Front Page - @ Rs. 300/- per cc
Back Page-@ Rs. 250/- Per cc
Centre Page-@ Rs. 200/- Per cc

CLASSIFIED ADS

See our Special Rate on Pg. 17

CLASSIFIED
In full colour @
Rs. 10/- per word &
Rs. 15/- per CAPITAL WORD

CALL US FOR A DISCOUNT RATE

SAMPLE



The Lagan Lounge
For Rs. 201/- create a wedding profile that does justice to you, with 2 pictures and 400 characters.
(fits this standard box)

CAR & BIKE SPECIAL CLASSIFIED
Is @ Rs. 50/- for a maximum of 20 words

P.T. YOUR AD SPACE

FULL PAGE		
REGULAR (150 cc)	30 cm x 5 cc	Rs.22,500.00
FRONT	-	-
BACK (150 cc)	30 cm x 5 cc	Rs.37,500.00
CENTRE (150 cc)	30 cm x 5 cc	Rs.30,000.00
HALF PAGE		
REGULAR (75 cc)	15 cm x 5 cc	Rs.11,250.00
FRONT (65 cc)	13 cm x 5 cc	Rs.19,500.00
BACK (75 cc)	15 cm x 5 cc	Rs.18,750.00
CENTRE (75 cc)	15 cm x 5 cc	Rs.15,000.00
60 cc		
REGULAR		Rs.09,000.00
FRONT		Rs.18,000.00
BACK		Rs.15,000.00
CENTRE		Rs.12,000.00
40 cc		
REGULAR		Rs.06,000.00
FRONT		Rs.12,000.00
BACK		Rs.10,000.00
CENTRE		Rs.08,000.00
30 cc		
REGULAR		Rs.04,500.00
FRONT		Rs.09,000.00
BACK		Rs.07,500.00
CENTRE		Rs.06,000.00
Parsi Times Strip Special		
REGULAR	Rs. 1,500.00	Rs.04,500.00 Rs.03,000.00
FRONT		Rs.09,000.00 Rs.07,500.00
BACK		Rs.07,500.00 Rs.06,000.00
CENTRE	Rs. 1,500.00	Rs.06,000.00 Rs.04,500.00

Technical Details

- Full colour printing
- Offset Newsprint printing on Web offset machine
- Weekly published every Saturday
- Each issue contains English and Gujarati matter
- Complimentary scheme ongoing
- Size of printed page 30 x 5 columns
- No of columns per page 5 columns
- Column height 30 cms
- Column width 1 column = 4.5 cms
2 columns = 9.5 cms
3 columns = 14.5 cms
4 columns = 19.5 cms
5 columns = 24.5 cms

Terms and Conditions

- All advertising matter (ready for print) must reach **Parsi Times** by 5:30 pm on the Thursday before print. (Please note office timings as 10 am - 5:30 pm.)
- All final matter must be in one of the following formats: Corel (CDR-15), TIF, PSD and PDF, in CMYK.
- Payment for all advertising must be done in Cash / Cheque / Demand draft in favour of **Parsi Times**.
- No Classified advertising is accepted for the SPECIAL ISSUE. The rates are provided here only for reference and future use.
- In case a preferred page is unavailable due to space shortage or prior booking **Parsi Times** reserves the right to place the advertisement on any other page of the paper.
- The management reserves the right to:
 - Refuse publication of advertising material not in spirit of the publication itself.
 - Alter the advertisement shape to fit the general size / style of the publication.

UNDERSTAND YOUR AD SPACE

FULL PAGE
30cm x 5cc

HALF PAGE
15cm x 5cc

40 CC
10cm x 4cc

60 CC
30cm x 2cc
5cm x 3cc

60 CC
14cm x 4cc
12cm x 5cc

40 CC
20cm x 2cc

30 CC
15cm x 2cc
10cm x 3cc

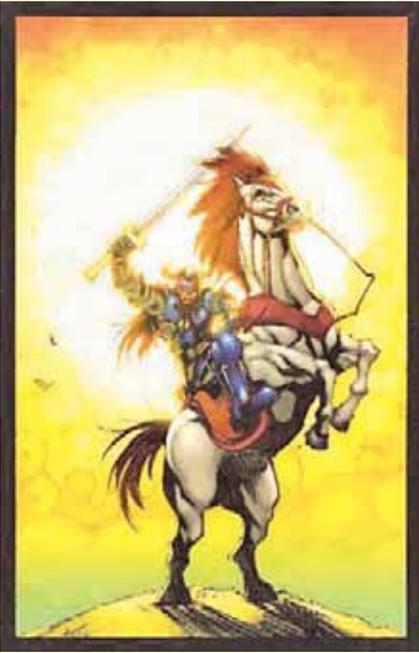
STRIP AD
24.5cm x 5cc

CLASSIFIED ADS
Rs. 10 per word
Rs. 15 per Capital Word
40 Words Max.

પારસી ટાઈમ્સ

જોરેમંદ

બાળ રૂસ્તમ



બપમ i pl Tpvf ehsd; i djsr fppb; p vj D' fns vj svfös Npep' p vj "u Sef' Xsu. s; MpfL Mps; ' ep' thep; ' pQ dpZkq Mpe s; s; "p" A"; Nps MpC S-s; p

ehsd ApLhfk "p' ep' thep; s; ' psp' p b' php S-s; p; lghp' kpdkhp' "p' Xp' p; S- vks; p; l s; s; ' p; JQp A"; dS-b; b; p; A"; DÄQ äLsf' u ' p' v; b; j' ärs; cp' l' ep' u s; p' v; d' u s; kuf' ' fsu l su. kpdkhp; Äep; bÖuk gnZp b; v; "i' d hmp Äep' thep; b; p; u Dilep!

Aq dprp b; mhp' tk! Aq dprp v; g' huf' sy Mj u Mfdu cep' A' i; g; b; p; Apepe' "p' S-s; dprp Tpg' p afTy; k fapT b; g; v; b; z; s' p b; v; p! s; p; S-s; p; c; X; u; f' A; thep' k; y; u; d; p; l; s; S- b; c; ep; " u. ehsd! sy l; p; v; g; p; e; s; p; m; b; mhp' b; p; p; "p A"; My; p; C; M; p; f; l; cep' R-s; S- N; s; d; p; l; s; S- b; d; g; p; A; p; h; Ä; X; v; f; Ä; f; p; h; f! My; p; p; l; s; p; d; l; p; d' l; s; f; R-s; l; s; d; p; r; p; Ä; g; "i; thep; A; p; h; e; s; p; m; y; A"; c; p; Ä; e; i; p; m; u; afS- y; s; ' p; l; s; e; j; k; p; d; k; h; p; "p; k; y; f; i; ä; v; k; k; p; c; m; u; ehsd; s; i; Ape; h; u; f; "i; " c; ep; A"; b; p; e; p; A; q; d; p; r; p; d; p; "h; s; p; S-s; p; l; g; h; p; "i; s; d; p; Ä; h; " c; f; Mj; f; l; Ä; f; l; s; d; p; r; p; s; p; M; d; d; p; s; d; p; r; u; b; y; " ep; s; u; S- S- b; c; ep; R; s; l; s; s; p; k; p; d; k; h; p; "p; Ä; l; s; r; k; "i; l; k; p; g; p; R; s; s; i; u; M; p; h; y; ' u; h; y; A; p; f; p; d; l; s; f; h; p; d; "i; N; d; s; y; " u; ' Z; d; "i; s; p; O; p; Ä; A; "i; Ä; " u; b; z; s; f; A"; l; s; p; l; s; u; f; A"; s; u; f; y; p; T; u; d; p; S- f; k; R; s; My; p; s; p; g; p; "i; d; p; r; u; b; y; Ä; u; R; s; l; s; S- y; g; p; d; p; r; p; A; "i; A; p; "p; Q; l; f; p; Ä; l; k; f; M; p; R; s; s; y; g; u; S- A; p; " u; i; f; d; v; S- h; p; d; v; " Z; d; p; r; p; d; p; l; p; e! A; s; s; i; Ape; h; u; f; Ape; "p; "i; R; p; s; u; A; i; v; p; b; u; l; s; h; s; p; N; p; g; p; ' f; N; p; b; u; O; p; "p; l; s; e; p; "

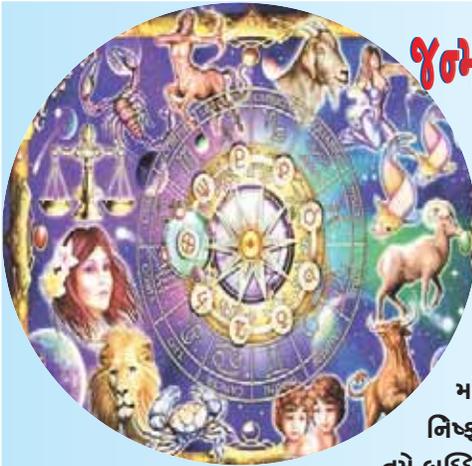
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k; h; p; f; Ä; g; S; f; A; p; h; p; s; Ä; Z; u; thep; i; ' p; s; p; " p; d; p; " u; s; p; l; p; ' u; p; d; thep; p; k; d; p; Q; p; f; i; v; M; u; ' ep. ' f; s; y; ' p; s; p; " p; a; f; T; v; s; u; i; f; d; v; s; " u; h; p; s; k; p; c; m; u; f; p; Ä; " p; f; X; ' C; N; e; p; ehsd; ' v; f; l; s; h; j; " p; ' ep; thep; i; r; s; p; Ä; g; l; s; y; b; v; f; i; f; p; s; " u; d; v; f; " N; u; A; "i; b; y; g; v; d; p; s; p; r; u; b; f; p; b; f; l; s; C; b; p; m; l; s; " p; ' ey; " u. s; p; r; p; h; u; f; b' p; h; p; k; p; d; k; h; p; f; A; "i; s; d; " p; r' s; p; h; u; f; " f; u; d; p; " ' Z; v; s; t; i; k; i; v; s; p; d; l; s; e; p; Ä; e; s; u; i; l; s; p; " t; l. d; l; s; e; p; " p; g; p; l; s; A; p; Z; p; r; h; f; i; u; R; s; A; i; d; l; s; e; p; d; p; ' p; l; s; i; n; A; p; b; o; v; s; R; s; s; i; u; thep; " p; g; p; l; s; d; l; s; e; p; M; p; g; s; p; S; > " u. h; u; f; " f; u; d; p; " i; ' Z; v; N; p; ' u; thep; d; p; r; u; " p; M; h; p; d; p; A; p; i; e; p; l; s; p; A; i; d; l; s; e; p; s; y; Ä; e; s; u; g; i; s; p; ö; h; N; e; p; s; p; r; p; b' p; h; p; " p; b; p; " i; i; p; s; d; m; i; !

Q; y; v; f; k; k; " l; s; i; g; C; ehsd; thep; N; e; p; v; s; t; i; k; i; v; s; p; A; S; e; d; l; s; e; p; Ä; e; h; e; p; l; s; f; p; p; l; u; r; p; d; p; Z; l; s; d; p; s; u; k; p; " y; e; s; y; d; l; s; e; p; d; p; u; d; m; i; e; y; e; h; p; " ehsd; A; S; e; d; l; s; e; p; Ä; e; s; u; i; A; p; i; e; p; thep; i; r' s; p; Ä; g; ' p; l; s; i; n; M; j; ' ep. d; p; s; p; f; p; p; b; i; u; A; p; M; p; d; p; ' p; s; p; " p; ' p; " p; f; p; d; l; u; M; j; p; g; u; " p; A; p; k; y; A; p; i; e; p; h; e; p; h; e; k; p; d; k; h; p; f; h; ^; p; C; d; p; l; s; u; i; p; l; d; u; " p; Q; l; f; d; " p; d; " d; p; l; s; e; p; "

- રૂસી ફ. બેસાનીયા (શાહનામાનાં સુંદર પ્રકરણોમાંથી)



જન્મ તારીખના આધારે ભવિષ્યવાણી

જો તમારો જન્મ ઓક્ટોબરની ૧૫ તારીખે થયો હોય તો..

તમે આર્થિક રીતે તમારી ગણતરી પ્રમાણે સફળતા મેળવશો. દલાલી કમિશનથી લાભ થશે. મિત્રવર્તુળ મોટું હશે. એમાં તમે લોકપ્રિયતા મેળવશો. તમારી મીઠી વાણીને લીધે વિરૂદ્ધ જાતિની વ્યક્તિઓ આકર્ષિત થશે. મહેમાનગતિ સારી રીતે કરી શકશો. પ્રેમસંબંધોમાં નિષ્ફળતા મળે. કડવા અનુભવોથી તમારું ઘડતર થશે.

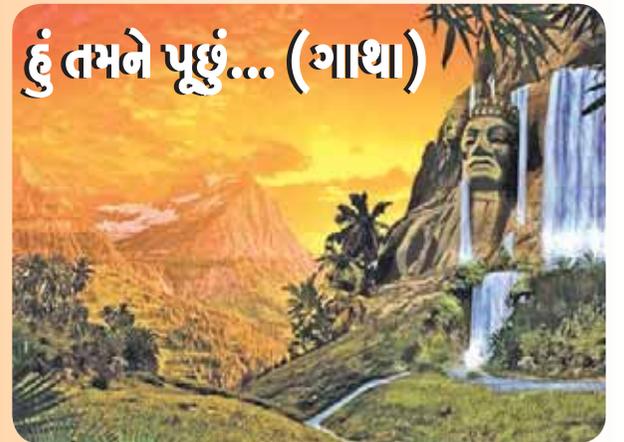
તમે બુદ્ધિશાળી સ્થિતિનો અંદાજ કોઈપણ વ્યક્તિ મેળવી શકશો નહીં. કળા, સાહિત્ય, ચિત્રકળા, શિલ્પકળા કે અભિનયકળાના

ક્ષેત્રથી નામ અને દામ મળશે અથવા એ ક્ષેત્રનું આકર્ષણ થશે. શારીરિક રીતે દાંત-ગળા કે માથાનો દુખાવો વગેરેની ફરિયાદ થશે.

શુભ રંગ: લીલો કે સોનેરી, શુભ નંગ: અંબર કે પોખરાજ આ વર્ષોમાં કોઈપણ યાદગાર બનાવ બની રહેશે. ૬, ૧૫, ૨૪, ૩૩, ૪૨, ૫૧, ૬૦, ૬૯.

- ગુપુર

હું તમને પૂછું... (ગાથા)



d; p; f; d; p; r; p; d; " u; N; p; h; Z; " p; D' p; e; l; s; C; " i; ' R; e; p; " u; u. d; X; v; f; " ' R; e; y; D; l; s; d; p; l; s; i; d; p; r; p; A; s; l; s; f; Z; " i; S; > (ö' p; s; p; A; p; f; d; C; s; u; - c; g; u; d; " i; " u; " i; Y; s; p; m; u; f; p; l; b; f; u; d; p; m; h; h; p; d; p; N; y; R; s; " p; l; ö; s; l; s; p; O; d; X; s; O; p; O; p; l; s; u; d; " A; l; s; m; p; e; R; s; d; " i; s; p; f; p; s; A; " i; q; v; s; O; v; s; d; l; e; f; p; d; l; u; Q; u; T; r; " ö; s; d; N; f; e; T; v; f; " A; v; s; i; f; S; > f; S; d; p; f; l; g; p; A; l; f; d; T; v; s; u; ' l; f; u; M; p; Ö; u; R; s; ' Z; ' X; s; f; " p; l; ö; s; l; s; " u; A; " l; s; p; e; l; s; " i; X; s; g; h; u; d; l; s; R; s; A; p; h; p; Z; u; R; s; A; l; s; e; l; s; " v; f; " u

My; p; " u; M; p; Ö; u
1) A; l; s; k; s; " i; ' Z; A; l; s; h; i; l; l; e; g; A; l; l; s; f; u; e; h; p; " i; ' R; e; y; d; " i; M; y; p; S; z; p; s; p; " u. b; ^; u; h; p; s; p; b; " p; h; u; l; s; y; s; i; N; m; i; D; s; f; s; u; " u. M; y; p; R; s; A; i; " u; M; p; Ö; u; i; u; f; u; s; i; ' p; e; ? k; s; i; A; p; M; p; t; h; Ö; u; ' R; e; y; ^; X; v; f; v; s; p; s; d; p; Ö; u; g; N; p; h; u; v; C; l; ö; e; p; e; h; p; " i; Q; d; O; d; p; l; s; u; a; f; e; p; s; l; s; f; u.

A; " y; c; h; " u; b; p; b; v; s
k; s; i; k; p; d; k; h; p; g; l; e; p; e; s; " i; v; M; p; h; p; R; s; A; i; d; " i; S; z; p; s; p; " u. l; p; d; d; p; " p; v; M; p; h; p; c; g; i; " S; f; i; " p; S; z; p; e; ' Z; A; " y; c; h; i; s; i; S; > Ä; Z; i; l; p. A; d; S; > M; y; p; R; s; A; " y; c; h; " u; S; > b; p; b; v; s; R; s; k; s; i; k; d; S; > A; p; u. e; h; p; " r; h; Ö; p; f; s; p; " C; N; e; p;

A; Ö; i; e; R; s; p; l; ö; s
2) d; l; p; i; e; l; A; p; S; > r; h; o; p; " p; S; > d; p; " p; R; s; v; s; i; h; u; ' f; M; y; p; l; p; d; Ä; l; f; ' s; p; " u; ? f; i; p; X; e; p; " f; A; d; " p; k; p; v; l; p; d; k; c; m; p; s; p; " u; ? k; s; i; l; s; y; l; h; p; " S; f; i; v; M; p; e; R; s; ? " l; u. R; s; p; A; i; ä; p; Z; h; e; y; S; > Ä; e; h; p; X; s; p; " u; ? f; i; p; X; e; p; v; s; i; h; u. A; p; f; i; r; h; N; f; i; " p; d; l; s; f; Z; p;

A; p; ' Z; u; A; p; k; ' p; k; R; s; S; > v; e; l; " l; s; f; e; s; p; S; z; p; e. A; i; i; l; s; e; g; p; l; s; p; l; s; y; M; Ö; p; Z; h; u; s; m; u; " u; i; l; s; e; S; z; p; s; u; " u. ' Z; A; " y; c; h; e; R; s; M; f; u. v; e; l; " N; S; e; f; u; R; s; e; h; p; " i; l; p; f; l; s; b; g; u; k; s; " i; " d; " l; e; j; S; f; ' y; " u; ' R; s; f; R; s;

1) S; f; ' p; ö; s; u; ^; d; l; e; p; D; i; s; h; v; s; N; p; p; d; p; M; y; s; " b; u; S; f; ' y; v; v; v; f; A; l; f; d; T; v; s; i; l; s; g; p; l; s; k; h; p; g; ' R; s; R; s; Ö; p; d; f; a; g; p; e; g; u; k; r; ö; s; p; l; s; Z; R; s; r; Ö; Ö; l; s; f; l; s; Z; R; s; Ä; v; N; f; ? A; p; k; ' p; k; " S; f; l; s; f; k; f; i; i; k; Ö; h; i; R; s; D; i; s; h; v; s; N; p; " p; " 44 d; p; l; p; l; s; i; e; u; Ö; r; ö; s; A; i; k; p; l; u; i; p; s; R; s;

A; l; f; p; " p; A; p; i; l; s; s; f; u; l; s; " b; u; S; f; ' y; A; " i; l; s; k; h; p; g; p; ' R; s; R; s; A; d; " p; e; l; s; " v; v; f; k; p; N; u; v; e; i; A; i; " p; S; h; p; b; r; h; Ö; p; f; h; p; k; Ö; p; " p; l; s; i; R; s; A; p; f; d; C; s; u; d; p; f; a; s; k; p; Ö; p; S; h; p; b; d; m; u; i; l; s; A; i; k; Ö; p; " p; A; N; Ö; e; " u; R; s; l; s; f; Z; S; h; p; b; Ä; l; f; " u. h; u; k; d; p; a; l; s; f; p; r; k; h; p; e; v; f; l; s; a; l; f; p; d; p; s; " i; l; s; " R; s; A; e; A; l; f; i; p; l; s; y; d; " i; k; p; Ö; u; l; l; s; l; s; l; s; i; A; d; Ö; p; y; k; h; p; g; l; s; f; R; s; (Ä; d; i;)

- નોશીર દાવુ (પ્રેરણા પ્રકાશમાંથી)

એક નજર પારસી મરણો ઉપર

Table with 5 columns: Deceased (df"pf), Age (D.h.), Date (spfuM), Address (f. V\$), and Relations (kNpCApi). It lists 11 individuals including Hilla Piloo Motiwalla, Parvez Jamshedji Bhatthana, Jehangir Bahadurji Zaveri, Gool Dara Nakra, Sarosh Firoz Paghdwalla, Dinoo Noshir Sethna, Dadi Spitman Parakh, Benaifer Soli Master, Rusi Burjor Patell, and Behroze Jehangirji Mistry.

દિલને ઓળખો દિમાગને જાણો

(Nep Aલ\$ u Opg)
Ap' Zp Sફ ppsu ^d@' Z D' f L\$ gp vફL\$
Mlouhs N૪Z"u kpnu Ap' j Rઃ A"i buA c૫\$
' Z Mpgj Rઃ Ap' Zp dNS>dp, Aલ\$ Ahu du"pC
i [લ\$ hkgu Rઃ Sઃ Ap' Zu SઃdpSઃd"u AઃZi
' fE Rઃ kફpi -eTવ\$ sિ"u frp Lફi Rઃ Sઃ"i ' Sઃ
Tફkલ\$ i bps" Lફi Rઃ Apbps" = N૪ sઃhdp,
Ap' Zp ApNgp Sઃdp"u cgpC kOhpegu Rઃ

Ap' Zu kb^"p Ap' Zp ^d@p bp' p Ap sઃh
' f ' psp"u i jC Nrs dલ\$ Rઃ sિ"u dNS> ^પિ
sઃ OZp kફpi r" Z@ gC i Lફ Rઃ Ap' Zu CbOuep
kફpi, A"i jC Lફdp, S> ' gપલ\$ i Lફ Rઃ ' Z
Aakpk, Ap S>dNS>dp, LફL\$ SઃX\$ s' ' Z fl u Rઃ
SઃX\$ A "pkફpi"u Nrs, LફL\$ bફpC "y sઃh fુy Rઃ
Sઃ"i gપ DNd N૪Z"i Yલ\$ vફ Rઃ dNS> vફ" epvફu
adpZi Opgi Rઃ Ap' Zi ' pલ\$ A "urs, ' pલ\$ L\$ V\$
Ap Mફbu Ap LફZi A' "phu gCAi
RઃAi dNS> ળલ\$ akgp Ap' u
vફ Rઃ sિ dસ> Ap' Zu ' pQ dલ f
CbOua Lફ Lફ Rઃ CbOua sઃ "pલ\$
Rઃ fપA Sઃd Lફ = dNS> Sઃd Lફpi
sિ S> Lફ Rઃ Dેપi Ad Rઃ Lફ i fufdp,
fપA Sઃhy Ap vલ\$ r" Z@ gપdp,
OZuhp cઃ Lફ bu bકi Rઃ "I] Lફphp
epAe Lફdp Ap i fuf ' pk; Lફpi Rઃ
A"i u bps" = N૪ i [લ\$ S> AઃZi Yલ\$ C
Ae Rઃ "pલ\$-lp" hp@pdp, Ae Rઃ
AeC Akbe bpgu bકi Rઃ A"i

Ahy S> buA b^p, ANq"y Rઃ Ap b^u C[બેp
cp" cઃgu Ar" sudp, kp' -kI Lફ Ap' i Rઃ
I hi Ap sbL\$ Ap' Zi vલ\$ "i AgmMui y
Ap b^y' pe Rઃ Dેપi - sિ S>hMs; qલ\$ dp, u Aલ\$
I, bpgu Ai Rઃ Ai. AઃZi Dેp, u Ap' Z" i LફL\$ Vલ\$
Rઃ, AVલ\$ Rઃ ' pCu Sઃhp Lફ Rઃ LફL\$ Ap' Zu
CbOua Ap' Zp Ip' ' N vલ\$ N "p Apv" "I]
dp"u ' pCu ' Z Ae Rઃ ' fsy vલ\$ Ndp, fl gu
Mફbu vલ\$ Lફhp gpN; Rઃ Lફ dpે\$ Lફ hy S> kપOy
Rઃ Apd Ap' Zi NQhpC S>CAi Rઃ Ai dNS> u
Opgl\$ ApNm Ap' Zu CbOuep rhh i ' C Ae Rઃ
" Aઃhp"y Aઃhp Rઃ " bpgp"y bpgpe Rઃ Apd
"I] Lફhp" p A "Lફ Lફ Ap' Zi Lફ Ai Rઃ Ai A"i
sિ"y cp" ' Z fપMsp, " u.
I hi Ap' Zp vલ\$ dp, Lફ Mbu Ap fl u Rઃ sિ Ap' Zi
AઃCAi qલ\$ dp, sઃ kપns vલ\$ A lfdTv\$ u
rQ" Nપu Sઃhu ળrj bલ\$ Rઃ Ap' i, vલ\$ sિ
fhp -bAp"pN-ળrj Sઃhp "I] vલ\$ Msp du"pC
Aj p" u bલ\$ Rઃ sdp, fhp" sઃ bલ\$, Rઃ sિ AN\$
" u ' fsy bAp"pN" p ળl\$ Cbkp" "i kvલ\$ ^
"i Cbkr" es bsphs fl i Rઃ hmu "p" u ' Z
vલ\$ "u S> rQ" Nપu ળrj Ap' Zpdp, hku Rઃ sિ u

Mપલ\$ ' pe sઃ qલ\$ Mૃ X\$ Mu i Lફ Rઃ kફpi, dpZ kપdp,
Ap X\$ M h^પi; Aઃvલ\$ I pe Rઃ sિ Asf" p X\$ M "p
gu"i dpZk ' ળsphs Lફ Rઃ A"i fપલ\$ "u fpl i hm;
Rઃ cઃg k૫પi Rઃ Apd Ap' i, vલ\$ vલ\$ -hkgy
Rઃ A l' vલ\$ p- "i bAp"y Ap fl vલ\$ Rઃ Ap' Zi
ApNm AઃC Nep, sિ dસ> Ap' Zp, vલ\$ pN ' f Sઃ
i jC Nrs Ap Dsf i Rઃ sિ Rઃ vલ\$ Ap' Zp vલ\$ dp, S>
kdpe Rઃ Lફ Z dNS> Ap' p dpલ\$ epAe fl vલ\$ Z
" u. Xલ\$ kpl b ળp dફT Ou"uhp"p i avલ\$
hp' fu Ai sઃ Ap' i, vલ\$ sઃ Mફi "u-MpZ Rઃ
Mફi vલ\$ du"pC ળl\$ i. Ai Mફi "p ળl\$ i Aઃhp
Rઃ Lફ ApM s"dp, afu hmu"i s" u Mફbu Ap
"pby\$ Lફ i Lફ Rઃ sિ u S> Ap' Zi cT e; Rઃ Ai
AઃpC fAp Mફi kQ, AઃpC sbhp ળspsd-
Aવલ\$ Lફ Mફi dp, s"dp, agpC Aઃh, Mફbu"i
I pલ\$ "i s" "i, ળl\$ dp" Lફ Apd Mફi -vલ\$ p
sfa" p du"pC ળl\$ i Lફ OZp vલ\$ " u, Ap' Zp,
vલ\$ dp, S> sઃ hkgp Rઃ Aakpk! 100 dZ "p
vલ\$ hm; Rઃ A"i Ap' Zp, s"dp, sઃ A, pે\$ S> Rઃ
gpMdp, Aલ\$ dp" h sિ ' fd ળl\$ i dmhu i Lફ Rઃ
(h^y Aphsp Aલ\$)
-d l pે\$ M afvલ\$ AXલ\$ Sઃ ep (fpl i fપોsu 3)

' pfku dfZ
dfTbp" AfQ bpલ\$uhp sિ dfl l Lફ"p Mપhવ\$ sિ
dfl l Af"phpT s' p AfQ bpલ\$uhp"p vલ\$ sિ dfl l
Apqdp s' p S> pNufAe Lફ C "p S>dpC sિ epōdu" afpM
vલ\$ s' p dfl l ' fku"p cpC sિ afpM"p kpgp s' p
eST bલ afpM vલ\$ p dpdp sિ Lફk LફpC s' p d l pે\$ Mફ e\$
Aલ\$ s"ef s' p dfl l Lફ, bપdu, vલ\$ "i pl, bAe, ' fu",
ળ"u, Mફ i vલ\$ p b"hu. D.h. 67. fપS> N૪hpવ\$ d l p Avલ\$
bl ps 1381 9-10-11 "i qલ\$ i Nલ\$ ep Rઃ f. Vલ\$ rho l
rhgp, 516, A; Apf. ' u. dkp" u fપલ\$ dp vલ\$, dpC 19.

પારસી ટાઈમ્સ Apfpd " u ' mppdp,...

ચવચવનો મુરબ્બો

* બિનસ્વાર્થી નેકીનાં કામો સુગંધી પુષ્પો જેવાંજ હોય છે, જે પરબ્રહ્મ પરમાત્માને અર્પણ કરી શકાય છે અને ખુદાના દરબારમાં એક અનમોલ ચીજ તરીકે તેનો આદર થાય છે. * કવખતે અને ભલતેજ ઠેકાણે બોલાયલા શબ્દો, ઉલટી જ અસર કરે છે. મરણની મિજલસમાં રમુજ કરીએ તો ઘપ્પા ખાઈએ અને લગ્નની સભામાં રૂદન કરીએ તો લાત ખાઈએ. * આપણો સાચો સ્નેહી તો એક પરવરદિગાર જ છે, બીજાં જુઠાં સ્નેહીઓ કે આપણી સાથેનો સંબંધ કમી કરી નાંખે છે, ત્યારે મુવા પછી તો આપણને કોણ જ યાદ કરનાર હતું? * જે તજતો નથી, તેની મનરૂપી કસતી, એક દિવસ દુર્ગુણોને ખરાબે લાઘ્યા વગર રહેવાની જ નથી. * મક્કમ મનવાળો એક ચોર પણ ઢ્યુપચુ મનવાળા શાહુકારથી ઘણોજ સારો ગણાય છે, કારણ કે ઢ્યુપચુ મનવાળો તો ભુંડૂ કે ભલું કોઈ પણ કાર્ય કરી શકતો નથી.

- આજની મનશનીમાંથી



સંપ વિનાની સ્ત્રીઓની હકીકત

યુ.પી.ના એક ગામડાના એક જાગીરદાર ગુજર પામ્યા ત્યારે વડા દીકરા એહમદ અને નાના દીકરા કદુને હસ્તક જાગીર થઈ. બન્ને પરણેલા હતા. થોડાક મહીના તેઓનો સંસાર સારી રીતે ચાલ્યો, પણ પછીથી બન્નેની સ્ત્રીઓએ ઘરમાં એવો તો કંકાસ જગાડ્યો કે ખાવું પીવું પણ બેઉ ભાઈઓને હરામ થઈ પડ્યું. અંતે વડાભાઈ એહમદે કહ્યું, કદુ! આપણી બાચડીઓ આપણને સુખે જીવવા દેતી નથી. માટે ચાલ આપણે જુદુ ઘરબાર માંડીએ. બેઉ ભાઈઓએ જાગીર સરખે હિસ્સે વહેંચી લીધી અને જુદું કામકાજ ચલાવવા લાગ્યા. મોટો ભાઈ અકકલમંદ હતો માટે એની મિલકત ખુબજ વધી ગઈ અને તે ઘનવંત થઈ ગયો, પણ નાનો ભાઈ કદુ ઉડાઉ નીકલ્યો, જેથી થોડાક વરસોમાં જ એની મિલકત ઇના થઈ ગઈ અને

ખાવા પીવાના પણ વાંધા થઈ પડ્યા. ત્યારે એક દિવસ કદુ ભાભીની પાસે આવ્યો (ભાઈ કામે ગયો હતો) અને બે રૂપિયાની માગણી કરી. પણ ભાભીજી તો છછણી પડ્યા અને કદુને હજાર સંભળાવવા લાગ્યા. કદુએ જોયું કે આ પાણીએ કાંઈ વાલ ચડે નહીં, તેથી એણે તો ઘરમાં ગોળની એક મોટી ચાકી પકેલી હતી તે ઉંચકીને ચાલવા માંડ્યું.

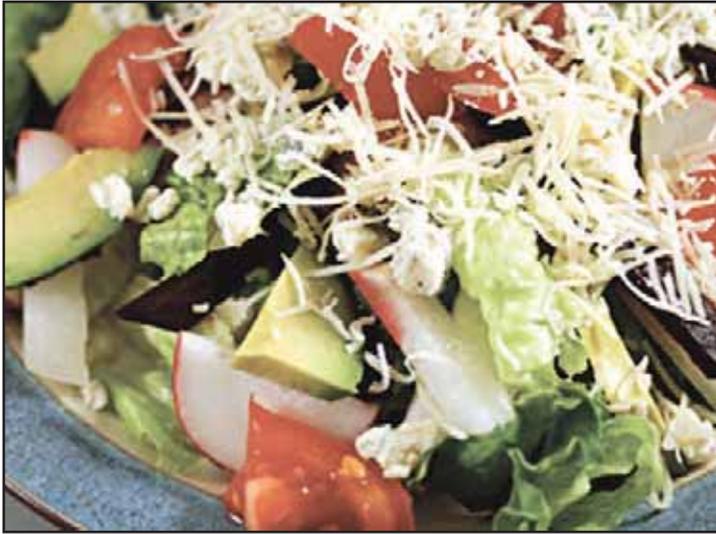
સાંજના એહમદ જ્યારે ઘેર આવ્યો ત્યારે તેની સ્ત્રીએ કદુની ખુબ ફરિયાદ કરી, ત્યારે એહમદે કહ્યું કે, અરે જવાદે, મારો ભાઈ જ લઈ ગયો કે કોઈ બીજું? બીજી વેળાએ કદુભાઈ પાછા પધાર્યા અને એક ગુણીમાં ત્રણ ચાર મણ જુવાર હતી તે માથે ચઢાવીને ચલાતા થઈ ગયા! ફરી પાછી ફરિયાદ થઈ પણ ભાઈએ કાંઈ દાદ આપી નહીં. ત્રીજી વેળાએ કદુ શેઠની નજર એક ઘીથી ભરેલા મોટા ઘડા ઉપર ગઈ! તે પણ ઉંચકીને ચાલતા થયા, ત્યારે એહમદની સ્ત્રીએ રાતના બહુ જ તોફાન કીધું. જેથી કંટાળીને એહમદે પંચાયતમાં ફરિયાદ કીધી.

પંચાયત જમા થઈ, જેમાં ગામના પટેલ અને ચૌધરી પણ હતા. કદુભાઈ પણ ઘાસ કાપવાનું એક કોઈતું લઈને આવી પુગ્યા પટેલે અને ચૌધરીએ કદુને ખૂબ દાટી કીધી, કેમ રે તું એવું ચોર તુંટાડનું કામ કેમ કરે છે? તુમેરી જાત કે પટેલ ઓર ચૌધરી કી અચસી તયસી, કદુ ઉખલ્યો, મને કહો કે તમારે દરવાજે હું કદી પણ કાંઈ માંગવા આવ્યો છું? મારા ભાઈનો માલ હતો અને તે ઉંચકી ગયો. પટેલ બોલ્યા, એહમદ, આ શું બકવાસ કરે છે? એહમદ બોલ્યો, એ ખરૂં જ કહે છે. ખુદાએ મને પુષ્કળ ઘન આપ્યું છે, પણ સ્ત્રીઓના કંકાસથી અમો ભાઈ ભાઈઓ સંપથી સાથે રહી શક્યા નહીં. એટલું કહી એહમદ કદુને ભેટી પડ્યો અને બોલ્યો કે ભાઈ, આપણે બન્ને પોતીકી સ્ત્રીઓને તલાક આપીને સાથે રહીશુ. પેલી કજીયાખોર બેઉ સ્ત્રીઓ એવી રીતે રવડી ગઈ. બન્ને ભાઈઓ ફરીથી પરણ્યા નહીં.

- આજની મનશનીમાંથી

AdqfL\$' äV\$kgpX\$

Ap
S
" u
hp
"
Nu



સામગ્રી: ૩ કપ કોબીજ બારીક કાપેલી, ૧ કપ કાકડી બારીક કાપેલી, ૧ કપ પાઈનેપલના કટકા, ૧ કપ સફરજનના કટકા, ૧૦૦ ગ્રામ લીલી દ્રાક્ષ, ૧/૨ કપ મેથોનીઝ, મીઠું, સાકર. સજાવટ માટે: ૪ પાઈનેપલની સ્લાઈસ, લીલી દ્રાક્ષ, ચેરી, સલાડનાં પાન, સફરજનની ચીરીઓ.

રીત: કોબીજ, કાકડી, પાઈનેપલના કટકા, સફરજનના કટકા, લીલી દ્રાક્ષ, મીઠું, સાકર અને મેથોનીઝ નાખી, હલાવવી, લંબગોળ સલાડ પ્લેટમાં સલાડના પાન ગોઠવી, તેમાં સલાડ ભરી, ઉપર પાઈનેપલની સ્લાઈસ, સફરજનની ચીરીઓ, લીલી દ્રાક્ષ અને ચેરીથી સજાવટ કરી, રેફ્રિજરેટરમાં મૂકી ઠંડુ કરી પીરસવું.

હસવાનું શું લેશો?



ડાર્લિંગ! આજે શું થયું ખબર છે? શું થયું? પત્નીએ પૂછ્યું, તારી મમ્મીનો ફોટો લઈને હું આવતો હતો. રસ્તામાં બે ડાકુ મળ્યાં બંધું જ લઈ લીધું પણ તારી મમ્મીનો ફોટો જોઈ પાછું આપી બોલ્યા, આ ચૂંડેલ જેવી સાસુવાળા જમાઈને શું તૂંટવાનો? ચૂંડેલ ઘરે કાચમ રહેતી હોય એટલે રોજ તૂંટાતો હશે. બિચારો જમાઈ, કહી ચાલ્યા ગયા. પતિએ હસતા હસતા કહ્યું.

એ...ઈ... ક્યારથી બેઠો છે ઘરે કેમ જતો નથી? પોલીસવાળાએ એક જણ સ્ટેશન પર બેઠો હતો તેને પૂછ્યું. પત્નીની જેવાં સાસુસસરા, ફાંગી આંખવાળી સાળી જેને અંગ્રેજીનો કક્કો ન આવડે એવો સારા અંગ્રેજી ધૂન વગાડ્યા કરે, આ લાવ તે લાવ હુકમ છોડ્યા કરે બોલો શું કરું? પેલાએ જવાબ આપ્યો.

બિચારો મારા જેવો જ દુઃખી છે, કહી ડંડો ઠોકતો પોલીસવાલો ચાલ્યો ગયો.

નરેશ: સિગારેટની બુરાઈ વાંચી બોલી ઉઠ્યો, છોડી દઈશ બિલકુલ છોડી દઈશ.

પત્ની: મારા કહેવાથી તો સિગારેટ છોડી નહિ, શું હવે વાંચીને છોડી દેશો.

નરેશ: મૂરખ, સિગારેટ નહિં, આવું નકામુ વાંચવાનું છોડી દઈશ.

-આબાન પરવેઝ તુરેલ (સુરત)

sdpfp QdL\$sp rksfpApj dpV\$SyApj' p" y" , 22



siZu OZu S>ql\$su RjSjI ;' pRjgC S&C füp;Rj

ApS>" pj kyhQpf

ઢીલું રાખીએ અંતઃકરણ,
મનને બાંધીએ તંગ;
દયાથી અંતર દાઝીએ,
લાલચથી કરીએ જંગ.

by Tarot Reader NUPUR



dj : sp. 21du dpQ® u 20du Arâg

sd' ; S>bu ajevâ dmsp l pe s; ajevâ gC gÂ; vfl \$ bpbosdp, Yep" fpmi p sâ sdq' ;
sdprfu ÂÇsu hōsy dmi" ; fl j ; sd" ; ApNm h^hp" p QpK dmi ; "hu S^epA;
dKpafu Lfu i L\$ p "hu bpbos b"u" ; fl j ;



Aries:- 21st March – 20th April (II of Wands & Justice)

Make sure you take advantage of the opportunities that you get. Keep working hard. You will definitely succeed. You might also explore new things or travel to new places.

h'c: sp. 21du Arâg' u 20du dj

Ap AllhpK&epdp, OZp gpl \$ sd" ; dmhp Aph i ; kp' ; kp' ; L\$CL\$ u kp' ; dscv\$ ' X
S ; s; sdprfu ' psp" u Âshmp kp' ; cpNw&f kp' bu dscv\$ ' Xi ; sdprfu L\$DL\$S" ;
' Xsp dL\$hp" u S^ep Qpgy fpmA ;



Taurus:- 21st April – 20th May. (V of Wands & VI of Coins)

This week your charm will work wonders and you will be able to convince anyone who comes in contact with you. You will have no problem in communicating what you want. You might get into a partnership but be cautious before you enter.

rd' y' : sp. 21dj' u 20du S'

Ap AllhpK&epdp, sd; S>bu bpbosdp, L\$ \$g fpmhp dpNi p sdq, h^y L\$ \$g fpmu i L\$ p
MOQpA p Mb S>h^u S ; s; sdq, S^ep, " I] ^pfg l pe shu S^epA; MQ^h^y L\$fhp ' X\$;



Gemini:- 21st May – 20th June. (Temperance & II of Wands)

The more you try to control things, the more they will get out of control. Expenses might occur any time, especially when you will think of saving.

L\$ sp. 21du S' ' u 22du S'gpC

buAAp" yYep" fpmi p sâ L\$CL\$ sdpe\$ Yep" fpmi ; b" ; sâ hpsq L\$fhp Dpfi; L\$fhp i av\$
bpgsp " I]. dulla hps Lfu" ; v\$g AEsu gj p AllhpK&ep" p A, sdq, sdprfu Of" u QuS-hōsy
' pR-m MQ^L\$fhp ' X\$;



Cancer :- 21st June – 22nd July (II of Coins & IV of Coins)

You want attention from people and you will definitely get it with your sweet talks. You will respond really well to witty people. You might go for shopping on the weekend.

tkl : 23du S'gpC' u 23du ApNō\$

Ap AllhpK&epdp, sd; sdprfu dKubosdp, l i p s; p fōsp i p^u i L\$ p b" ; sâ bl pfhggp" u
dv\$ \$ghp" yrhQpfs " I]. " pZpL\$e [ō' rsbu kpfu l p'p" u " p" u dj ubosq ' Kp" u dv\$ \$ u
vfl Lfu i L\$ p dp" -CAs-s dmsp fl j ;



Leo:- 23rd July – 23rd August (II of Cups & Moon)

Your judgment will be the best and everyone will believe you. Your hard work and struggle will give you wealth and power and the right to judge as well. Try and solve your problems on your own. Don't take outside help.

L\$ep: 24du ApNō\$ u 23du kâV\$bf

L\$DL\$S" u Avf hpsQus D' f Mb S>Yep" Ap' Â; b" ; sâ p' p'OTI " S>hp vC" ; L\$Cbu
hps" ; h^p'p'p v\$sp " I]. sdprfu sfa S>sdv\$ " I] Aph; sdprfu âp/Eh" d'p'bu dscv\$
' X\$hp" p QpK R ; s; u kp' ; L\$D D' fbu dscv\$ ' X\$;



Virgo:- 24th August – 23rd Sept. (IV of Swords & VIII of Cups)

Be practical and then make decisions at work. Try to come to a compromise when needed. Every time the judgment cannot be in your favor. Use other tactics to get things under control. This week might bring some difference of opinion in your love life and at work as well.

sgp: sp. 24du kâV\$bf' u 22du ApL\$V\$bf

Ap AllhpK&epdp, sdq S' p rhQpfi ; pR^ Aph i ; sd S> c'gpC Negp L\$Dp ; pR^ Qpgy
L\$fhp" p rhQpfi Aph i ; sdq ; S ; ep' e gpNi s; S> hōsy L\$fhp' s; sdq, sdq' ; i p's A" ;
apevâ bB; dmi ;



Libra:- 24th Sept. – 22nd October (4 of Cups & 6 of Cups)

You have many things on your mind and want to do all those things at the same time. You might feel like going out sometime but do it yourself without expecting anything from someone.

h'fōL\$ sp. 23du ApL\$V\$bf' u 22du " h'c'bf

Ap AllhpK&ep" u Avf b" ; sâ hX\$g hN^ydpN\$ @ ghpdp, L\$dp'sp' sp" u ' pk; dpN\$ @
ghpdp, ajevâdp, fl j p vfl \$ bpbos" u Avf d; S>dpV\$ Lfu i L\$ p s'bu sdprfu kde A" ;
kAN âdpZ; d; S>Lfi p



Scorpio:- 23rd October – 22nd November. (II of Coins & Hanged Man)

Take guidance from your parents or friends. You will be able to manage things on your own. Don't be negative. Enjoy yourself but also pay attention to your career.

^" : sp. 23du " h'c'bf' u 22du qX\$K\$bf

Ap AllhpK&epdp, b" ; sâ sdprfu kNpAq d'pV\$ L\$Cbu rhQp' Â; L\$Cbu iel'v\$ kp' ;
hpsQus L\$fhp dpNi Dpfi; sdprfu dV\$ Mf'p' l pe Dpfi; s; gpl \$ kp' ; hpsQus L\$sp " I].
sdprfu Np'kq D' f L\$byfpmA ; L\$Cbu rdO" yL\$D l pe sâ s; ; kur' p dmhp Qp'ep S>A ;



Sagittarius :- 23rd November – 22nd December (Fool & XI of Sword)

Try and do something for your relatives. Do not indulge in day dreaming. Your bad mood will make you short tempered and negatively affect your surroundings. Control your temper. If a friend needs your help then you should help him/her. You will get peace of mind.

dL\$: sp. 23du qX\$K\$bf' u 20du ÂpeyApfu

L\$CL\$ u kp' ; ' egp dscv\$; vfl Lfu i L\$ p ' pX\$ QOp' L\$fhp" u OZp ajevâdp, fl j p
sdq k'p'Qp R ; s; bshhp d'pV\$ A^ufp ôh'c'p" p b" u S>sp " I]. b" ; sâ sdprfu kp' ;
buA " p rhQpfi" u kp' ; buA " ; i y ÂCA; R ; s; rhQpfi d" dp, fpmA ; Dsp'hm L\$fhp" u
d'yl\$judp, Aph i p



Capricorn:- 23rd Dec. – 20th Jan. (Ace of Coins & 9 of Coins)

You will be able to come to a compromise with someone. A discussion will benefit you to a great extent. Argument with someone close might take place due to differences in opinion. Don't go to any extent to prove that you are right. Try to do what others want. If possible think of what others want. Don't be hasty.

L'c: 21du ÂpeyApfu' u 19du apjApfu

Ap AllhpK&epdp, sd; Api p " I] fpmq sâ ' Z ANDe" p L\$Dp ' C S ; ; Mpl\$ rhQpfi ;
vfl fl j ; g'p'p rhQpfi u " p'k'p" dp, " I] Aph; b" ; sâ b'p'QpAq kp' ; kde ' kpf L\$fhp ;
sdprfu Mpk Lfu" ; fA " p q'h'k'p'p, b'p'QpAq ; Ap" y'p'p, fpmA ; s; u vfl M ApR^ ' i ;



Aquarius:- 21st Jan. – 19th Feb. (Knight of Wands & II of Cups)

Opportunities will come your way when you stop expecting or hoping. Do not be negative. Spend time with your children, especially during the holidays. They expect a lot from you. The weekend might not be very relaxing.

du" : 20du apjApfu' u 20du dpQ®

Ap AllhpK&epdp, sd; S ; ; dmhp" u CÂR^ OZp kde' u fpmSp l i p s; iel'v\$ kpd; u
dmu S>hp" p QpK R ; s; iel'v\$ ' psp" p L\$D ; L\$fhp Z; sd" ; dmu i L\$u " l psu s; hps
s; ; Yep" dp, Aph i ; sd; S ; ^pfi p sâ s; L\$DL\$S> Mb S> kpfu fus; ' p\$ Lfu" ; buA " p
d'p'p b ; ^ \$ Lfu v\$ p



Pisces:- 20th February – 20th March (VII of Coins & IV of Cups)

You might find the person whom you are looking for since a very long time. Something that you have kept just for yourself might spring up . Work will be good if you want it to be good.

PARSI TIMES *Live a little*

Mutt



The Lockhorns



SUDOKU

8		5		2		6		9
	4	3	5		9	1	8	
2	7						3	5
1			7	4	5			6
4	6	2				5	9	7
5			9	6	2			1
3	2						5	4
	5	4	3		6	2	1	
9		1		5		7		3

SNEAKY CHEAKY

One letter stands for another in this substitution game. Replace it and complete the phrase to find the cheeky saying of the week!

Today's clue: *J equals O*

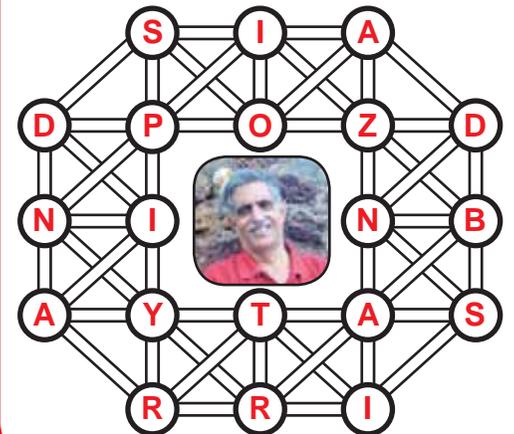
HLKHBL LSLPGCNLPL

DKZROJL CNUA ANLG PLUO

TZ ZLCJHUHLPJ CTAN ZLCJ

IN PERSON

Hidden in this criss-crossing network of passageways is the name of the well-known community personality shown in the picture. Select a starting letter and trace this name with a continuous line. At no time may any letter or passage be re-used.



SUDOKU

SOLUTION (8-10-2011)

5	7	2	4	1	9	3	8	6
6	9	1	8	7	3	4	2	5
8	3	4	5	2	6	1	9	7
9	4	8	3	6	2	5	7	1
2	5	7	1	4	8	9	6	3
1	6	3	9	5	7	2	4	8
4	8	9	6	3	1	7	5	2
7	1	5	2	8	4	6	3	9
3	2	6	7	9	5	8	1	4

BAWAJI BHEJA FRY

SOLUTION (8-10-2011)

S	U	R	E	S	T	D	E	S	P	I	S	E	S
I	E	H	B	N	H	A	C						
T	E	E	N	A	G	E	S	H	E	L	T	E	R
U	N	W	N	L	R	Y	E						
A	M	A	N	L	A	C	O	U	R	S	E		
T	C	P	F	V	Z								
E	N	T	A	I	L	R	E	V	E	R	S	E	
D	E	T	B	D	S	I	R						
U	D	W	A	D	I	A	B	A	T	T	L	E	
A	G	A	E	H	U	V							
L	A	M	B	A	S	T	I	N	G	C	A	F	E
I	E	I	H	D	C	T	N						
E	T	H	A	N	O	L	E	R	A	S	I	N	G
N	T	S	O	D	K	O	E						
S	T	A	R	T	I	N	G	D	E	N	N	I	S

Ha! Ha! Harder!

A three part series on the benefits of bursting out into rude, side stitching, tearful and humungous bouts of laughter with **Parsi Times!!**

Laughter is a strong and powerful force that has the most positive effects on the body. It improves breathing, lowers blood pressure, strengthens the immune system, relaxes muscles, releases stress and reduces pain. This supreme medicine needs no prescription and is free. We have had this effective force within us all time.

With an increasingly hasty society, our technology keeps getting better and makes life faster, thus making our lives seem rushed. There are always so many things to do and so little time and we feel more and more pressure to get things done. Whether we experience corporate stress or personal stress, stress is unhealthy and should be released. Meditation and yoga are reliable ways to release stress but there is another way to that is simpler, FREE!! And what's more you have it in your possession. Yes this may sound like a online shopping network advert but it true, this feel good technique is called laughter!

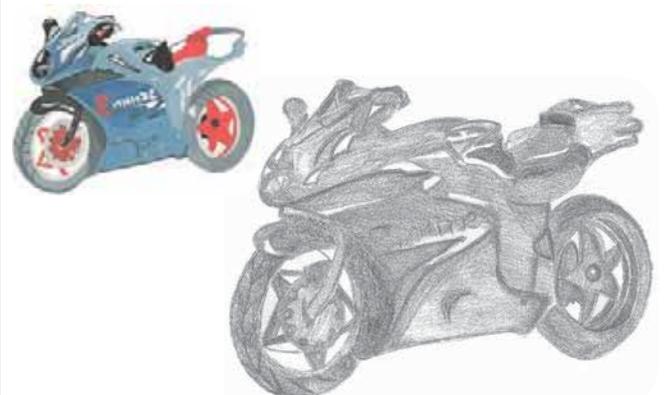
Laughter is a worldwide language that unites people, creates a blissful atmosphere and is therapeutic. There are so many benefits of laughter for the mind, body and soul, but how does laughter affect us physically?

Laughter decreases stress hormones (adrenaline, dopac, cortisol, epinephrine, growth hormone) that actually constrict blood vessels causing high blood pressure and heart problems. During stress the adrenal gland releases increased amounts of corticosteroids (converted to cortisol in blood stream) and it has a negative effects on the immune system such as immunosuppressive. Laughter lowers cortisol levels therefore protecting your immune system.

FROM OUR READER

BAWA RIDERS

After reading the article "Bawa Riders on the Storm" in our October 8,2011 issue and taking our advice ("Find a place downstairs in the baug and sketch a lovely landscape") seriously, Gamadia Colony resident Dinaz Aspi Driver sent us this drawing / painting. Herself a bike enthusiast who started riding her father Aspi's Yamaha RX100, the day she turned 18, Dinaz is an alumna of Nirmala Niketan acquiring a diploma in Commercial Arts.



Go Green!

In the heart of Vasai is a Parsi Colony where residents know their recyclables from their non-recyclables, their plastics from their papaya skins!

Because of a Solid Waste Management, they are helping create a progressive and environmentally friendly Baug for themselves and for the future generations. Parsi Times chats with Mr. Viraf Mehta of Green Technology Products and Services who put the cycle of good green thinking in place.

Q. How did you hit upon the idea of using Solid Waste Management programme (SWM) in colonies?

I had attended a CII conference about 2 years back in Hyderabad on Solid Waste Management and that is when the inspiration struck me to come up with our own SWM system in Baugs. I have tied up with Mr. Persis Billimoria of Earth Soul India Pvt Ltd. The company has a very basic purpose- to develop quality products which are environmental friendly and promote them as eco friendly products. We want to develop an eco friendly waste management system. It's like a CSR for us.

Q. Which colony did you start with?

We started with the colony which is managed by the Vasai Taluka Parsi Panchayat Charitable Trust. There are 4 buildings at Diwanman with around 50 flats and another 22 flats



Chulna, Bhabola in Vasai east.



The principal donors for the colony were the Jeejeebhoy Trust.

Q. Was the Trust that runs the colony supportive in your endeavor?

Yes everyone was very supportive.

Q. Are you planning to start SWM system in other Parsi colonies as well or have you presented it to anyone who can?

Yes. I am working on the possibility of presenting the idea to the BPP and to the Secunrabad Anjuman. I want to eventually take the concept to builders and construction companies.

Q. What is the cost of installation of this system?

We have observed that the cost of the SWM system installed in our Parsi colonies at Vasai, with a total of 72 flats over the past six

months including maintaining this system is around Rs.300 per month per residential flat which includes the manpower cost, the cost of bins and biodegradable kitchen bin liners.

Q. Who is the team behind this effort?

Right now it's only I, me and myself. The products of Green Technology Products and Services are hatke. I have been promoting the services since the past 6 months and the response seems to be good. We plan to supply these 100% biodegradable and compostable bags to kirana stores, grocery shops and also come up with a range of disposable cutlery and crockery.

/// We as a Community must create interest and awareness among people to stay green. We must make an effort to make the Baug residents environmental conscious. Say no to plastic bags & packaging materials in municipal waste! ///

Q. When did you start with your project first?

I started the Green Technology Products and Services in March 2011. By developing and promoting 100% bio degradable and compostable product alternatives in place of similar plastic products, we intend to achieve our goal to make the MSWM Landfills free from non biodegradable plastics to begin with and by developing and putting in action, Domestic solid waste management systems for housing societies and industrial townships, recycling of recyclable waste at source and composting biodegradable and compostable kitchen waste at source, we shall be able to



reduce further load on Landfills.

Recycling of any recyclable material has to be done scientifically and with thorough environmental engineering knowledge. Primarily, Recycling domestic waste at source and composting Organic kitchen waste will help us to reduce the load on MSWM Systems management and landfills & this in turn will reduce pollution of air, water and land, save greatly on fuel for transportation and reduce health hazards for human



complete package for products and services, to reach the ultimate goal for developing a litter free environment.



Big Hanna Composter

Who is Viraf Mehta?

A civil engineer by profession, Mr. Viraf Mehta has been working in the field of construction since the past 32 years. He started his career with the Taj Group of Hotels. He has garnered a multifaceted experience in the areas of construction, manufacturing, waste water treatment, oil-water separation and other systems. He began the Green Technology Products and Services as an initiative to prevent & control pollution of natural resources and atmosphere and save the Earth for our future generations.

Green Technology Products and Services provides solutions to control and eliminate pollution by designing and developing eco friendly products for a better tomorrow with an environment friendly & sustainable platform for a healthy, safe & greener earth.

