

# Friends ♀ of WIT

Reaching Out 40

## A BRIGHT AND BEAUTIFUL NEW YEAR

WIT warmly welcomes 2018!

The year when WIT turns Fifty and celebrates its Golden Anniversary with great pride and joy.

There is a grand Founder's Day celebration on 14 February 2018 at the Kamila Tyabji WIT Centre, Panvel, which also coincidentally marks the 100th Birth Anniversary of our Founder-Chairman Kamila Tyabji.

Another gala celebration is slated for 4 April 2018 with Dinner at the Crystal Room, Taj Mahal Palace Hotel Mumbai, a fund-raiser for all WIT's educational activities.

**Do Save the Dates** and join us in making this major milestone a memorable one.

The year gone by has been rewarding in many ways, with global IT firm Capgemini adopting WIT as its CSR partner for the Nursing courses; an infusion of fresh ideas from younger, more energetic and creative members joining hands with the Governing Body, and the recognition of WIT's valuable contribution to the empowerment of women in the form of an Award, details of which are mentioned in this Newsletter.

The year also saw WIT struggling to keep its head above financial waters as it grappled with the effects of demonetisation. Soon thereafter GST brought WIT product sales to a standstill for a couple of weeks. It also entailed installing new billing machines at a cost of over Rs. 1 lakh.

Living, surviving and thriving for fifty years has meant inevitable ups and downs. And so WIT moves on, celebrating all the positive aspects over the span of half a century... and looking forward to the next fifty golden years of changing lives in a changing world.



# 50 YEARS

This issue sponsored by



WIT sincerely thanks HSBC for their spontaneous and generous support - always

# ANOTHER AWARD FOR WOMEN'S EMPOWERMENT

An award for Women's Empowerment was presented to WIT at the 6th Global Economic Summit 2017 on Women's Empowerment for Entrepreneurship, Innovation and Capacity Building. The Award recognizes the important role WIT plays in empowering women by ensuring access to education, training, job skills and a livelihood. Held jointly by the World Trade Centre (WTC) and the All India Association of Industries, the Summit was inaugurated by Dr Mukhisa Kituyi, Secretary General of the United Nations Commission of Trade and Development (UNCTAD), Geneva. Delegates from a number of countries, including Ministers, UN officials and WTC members attended the 2-day Conference in Mumbai on 27-29 March, 2017. Eight awards were given to women entrepreneurs, NGOs and achievers.

The 330 Indian delegates and 60 International delegates discussed topics such as redefining the role of the new woman in trade and business, empowering women through skill development for economic inclusion, women's

contribution to the small business sector through entrepreneurship and innovation and women's role in transforming rural economy.



*Abha Mundra (Hon Treasurer), Dhanoo Khusrokhan (Chairperson), Dolat Kotwal (Chairperson Emeritus) and Shyamala Nath (CEO) at the 6th Global Economic Summit for Women's Empowerment*

## FONDLY REMEMBERED ON FOUNDER'S DAY



*Chief Guest Dr. Pheroza Godrej*

Every year the New Year begins with a much-awaited celebration, Founder's Day, for the occasion affords a chance to all the staff, members of the Governing Body and guests to meet, mingle, network and bond in a relaxed atmosphere at Panvel. It is held especially to honour and remember Founder-Chairman, Kamila Tyabji, who was born on 14 February.

It also showcases the achievements of WIT's women workers, staff and students to all the invitees.

Invariably a prominent woman achiever is invited to be the Chief Guest. This year Founder's Day was celebrated on 16 February 2017, at the Kamila Tyabji WIT Centre, Panvel, with Dr. Pheroza Godrej, well-known philanthropist, art expert and cultural connoisseur as Chief Guest.

Special invitees included an intelligent and keenly aware group of Indian and foreign women from Culturally Curious,

an association with a rather curious title, but aptly suitable. Ten ladies, with varied backgrounds and from various countries, were acquainted with WIT's activities. Many also attended a Workshop where they tried their hand at block-printing, a very creative experience that leaves you with amazing memories.

The delightful performance by students was one of the highlights of the morning topped by a sumptuous lunch.



*The Culturally Curious group try their hand at block printing!*

It's hard to pick a favorite, but I'm partial to WIT's Tomato and Raisin Chutney. It's sweet, tangy and spicy all at once...gives such a delicious zing to my sandwiches and waffles.  
-Hansa Pardiwalla



# SIMPLY THE BEST WIT FOODS

WIT is known primarily as a producer of top quality Marmalade, Jams, Jellies, Chutneys, Pickles and Squashes and we have received many accolades for this range.

WIT Foods are really special, only natural ingredients and the best quality fruits are used, no artificial flavours and no synthetic colours are added. WIT has always had a competitive edge simply because the products are so superior and enjoy a niche market, with most of our customers residing in Sobo. Food sales to Mumbai retailers comprise 51%, of which 40% are generated by Sahakari Bhandar and Nature's Basket outlets.

In an effort to widen the market, forays into the suburbs and upcountry have been made, with very good results. Several supermarkets, malls, health food outlets, standalone stores and Club shops have been added to the WIT list.

WIT is happy to report that through the efforts of a few Governing Body members, the CEO, and a new Marketing Manager appointed barely a year ago, the Foods Division has achieved positive growth, exceeding last year's turnover.

WIT has relaunched classic variants like Apple & Ginger Jam and Pineapple & Ginger Jam. WIT now also produces a range of Chutneys for Nature's Basket under the Desi Nature brand.

For the festive season remember to gift WIT Foods... a wonderful selection of sweet and spicy that is suitable for all occasions and any gift recipient. A great way to show family and friends how much you care.

## What Our Customers Say



WIT is a great place for modern & traditional table linen. The fabrics and block prints are beautiful and really last long.  
-Salome Roy Kapur

There's always a great selection of bright, happy prints at WIT...plus you're supporting a good cause.  
-Sunita Kedar



For bulk orders WIT is happy to customize your gifts



Kamila Tyabji was a good family friend and we always had WIT products in our home. Even today you'll find WIT Jams, Marmalades and Chutneys on my table...the same top quality and same irresistible taste. Kamila would have been so proud!  
-Katie Engineer

"This morning I purchased a Gooseberry Jam from Gangar Stores, Dadar. I would like to inform you that it's the most amazing jam I've ever eaten...the texture and taste is just out of this world.

I am glad you started this venture and are doing such an awesome job... keep up the good work. I have become a fan of your products.

Love and prayers always."

-Shabana D'souza

# STORIES Old & New



## Geeta Suvarna

### Senior Block Printing Artisan

In 2007, newly-married Geeta and her husband travelled from Mangalore to Mumbai to look for work so that they could support themselves and educate their young son. They believed that only a good education could give him the opportunity to grow, learn, play and realize his full potential



On hearing of other women working for the WIT Centre, Geeta came to Panvel to see if she could get a job with WIT. Since she had no skills, WIT enrolled her as a Trainee in the Block Printing department. After a 6-month training period Geeta was inducted as an artisan.

Women block printers are scarce in this day and age. Geeta however, has used her 10-year training and experience to become a skilled artisan and her block printed products are in great demand.

Geeta's husband now works in Pune and saves as much as he can by living in employee quarters while Geeta and her son live with her aunt in Panvel so that she can save for their son's education.

She first completes all the domestic chores for her aunt and family before she begins her day job as a highly skilled artisan at WIT. Her work at WIT involves printing bed spreads, table cloths, napkins, cushion covers, bags among others items found at the WIT Shop.

Even though she has had to battle against many odds in the past year, she is back doing what she loves...creating beautiful block printed bed and table linen that bring colour and joy to homes.

We wish Geeta and her family a joyful life ahead.

## Vijay Ghadi

### Office Assistant

It's been 29 years since Vijay started working at WIT. He has a responsible position helping with the purchases and quality control of the home linen product line; he also does the



banking. WIT considers him an asset, a loyal worker whom they can trust.

It was not always like this. Vijay's father was a mill worker and his mother was a domestic help. Vijay dropped out of school after 9th grade and he got his first job at 17 as a packing boy to help his family.

At 19 Vijay joined the WIT Tardeo shop as an office boy and has moved forward ever since. He got married and now has a daughter in college and a son in 9th grade. Vijay wants to give his children a better life than he had and is always on the lookout for scholarships to supplement his own payments towards their education.

His wife does 'piece rate' work at home taking on orders like pasting stickers, labelling and the like. The whole family gets involved in this work for a few hours each day to add to the 'education kitty'.

The WIT shop is close to where Vijay lives and the hours of work are good. He is so happy when he hears customers admiring the items in the shop and so proud of his role in bringing quality goods to people. Remember Vijay and his life the next time you visit the Mahim shop.

Another WIT story with a happy ending.



## Designer Classic

### Zehra for WIT

The iconic WIT symbol was created by Zehra Tyabji, internationally acclaimed graphic designer whose extensive portfolio also involves designing pavilions for trade and world fairs apart from designing books and film titles. A graduate of the Royal College of Art London, Zehra's simple but powerful design for WIT is timeless.

Zehra explains, "The concept of the WIT identity explores Indian woman power and features the auspicious red vermilion mark, the *bindi* which adorns the forehead of every woman who runs a household. Its boldness symbolises the confidence of the woman, who having acquired newer skills is now able to make a living by her own initiative and industry".

# NEWS BITS & BYTES

- The partnership with NIIT Foundation continues for Nursing, Paramedical and Teacher Trainees providing 6 WIT students this year with computer skills and equipping them with IT skills needed in their field of work. Students will receive NIIT Certificates on successful completion of the course.
- The Computer Lab is equipped with 10 computers, a printer and internet facility to ensure appropriate learning.
- WIT has tied up with Teach India for spoken English classes for Teacher Trainees and some artisans. The 'Kings Learning' partnership for Spoken English for WIT students continued this year as well. A special Mobile and Computer app has been provided to the students to keep them in practice and to increase their levels step by step.



*WIT faculty has developed an innovative Capacity Building programme for YMCA Balwadi Teachers*

- A Capacity Building programme for YMCA Balwadi teachers in Mumbai has been developed by WIT faculty. This Programme aims to strengthen the skills of working pre-primary school teachers. The identified workshops will train teachers on developing Teaching Aids from local low-cost readily available materials with methodical training in the latest teaching techniques and focus on engaging children effectively. Sessions are being held on Teaching Aids, Music and Movement, Play, Positive Practices and Parent Teacher Meetings.
- A Job Readiness workshop was held in March for all students of Teacher Training, Paramedical and ANM courses. They were taught to write effective resumes and attend mock interviews. Grooming and Personality Development were also taught. This was conducted by Mitu Samar, Director of Eminence, and Sangeeta Singh, Partner of

Sanguine Consultants, both on the Steering Committee of Indian Women Network.

- A Motivation and Counselling session was conducted for ANM and Paramedical students by Aarati Savur, educationist and CEO of Parisar Asha.
- On campus placement and interviews were held at Panvel for students from all the courses. Nightingale Bureau, Usha Piramal Foundation among others briefed students on their requirements. Interviews were also held the same day.



*Students are briefed for placement requirements by a prospective recruiter*

- WIT conducted a very successful six-month Tailoring and Embroidery course for the women at Powai in association with Rotary Lakers at Powai.
- WIT also completed a six-month customized Tailoring and Embroidery Course for the women from the various villages in and around Panvel in association with Bethany Trust, funded by Voltas.
- WIT exports included block-printed bags, bed spreads and table linen to Singapore and runners and table linen to the US.
- WIT installed CCTV cameras for the Balwadi and Day Care Centre in accordance with the directives of the police, at a cost of Rs. 2 lakhs.



*At the Job Readiness workshop L to R: Sangeeta Singh, Mitu Samar, WIT CEO Shyamala Nath and Sneha Sohaani from CII*

# CAPGEMINI AND CSR

Global IT Company, Capgemini, continued this year to support a number of educational courses at WIT.

The most successful courses, namely the Auxiliary Nursing and Midwifery course, the Paramedical course, now in its third year, and the SNTD Teachers Training course, have all greatly benefited and been improved through their large-hearted Corporate Social Responsibility Programme.

Laboratories in the Nursing School have been equipped with specialised teaching aids, simulator models, cupboards, etc. The Nursing Hostel, has also been fitted with cupboards, study tables, chairs, dining tables, beds, TVs and more, thus making living conditions more comfortable for students.

The ANM students have all passed with Distinctions and First Classes, while the SNTD Teachers Trainees have scored hundred per cent with four Distinctions and four First Classes. They are all employed with good jobs and good salaries.

Students can now avail of better learning facilities before being sent for clinical training to various hospitals and villages. It's heartening to note the feedback from these hospitals: "WIT students are better trained than others".

A Big Thank You Capgemini!



*The Capgemini team at the launch of the ANM Programme*

## R & R AT PANVEL

WIT is deeply indebted to the A H Wadia Trust for their wholehearted support and generous grants over the last two years towards repairing and renovating the buildings comprising the Nursing Students Hostel and the A H Wadia Wing at the Kamila Tyabji WIT Centre, Panvel, now almost thirty years old.

Urgently needed repairs to these structures were completed during the year. New drainage systems were installed and water-proofing of the terrace is now in progress.

Words don't come easily to express our appreciation and gratitude for their overwhelming support.

WIT thanks the A H Wadia Trust for their faith in our cause.

## GIVING A BOOST TO EMOTIONAL HEALTH

Dr. Swati Kini, Emotional Healing Expert, gave an illustrated talk on Emotions and their Effects on the Body at the Kamila Tyabji WIT Centre on 26 October, 2017.

There were fifty women present from all the departments including students from the Teaching and Nursing schools.

Dr. Kini presented slides with a wealth of information and translated them into Hindi showing how different organs are affected by emotions. She spoke about anger, fear, and worry and how these emotions can

trigger health issues from headaches, backaches, stomach and digestion problems to blood pressure, heart ailments and cancer.

She demonstrated two simple techniques for dealing with emotions; a Japanese method of finger holds and EFT (Emotional Freedom Technique) which is tapping parts of your face and fingers to release energy blockages and ease emotion and pain.

By the end of her talk spirits were uplifted and the audience was happy with the discovery that better emotional health was literally at their fingertips!



# EXHIBITIONS & SALES



The number of additional sales-days, apart from sales at WIT's three outlets, held during the festive season and otherwise, helps to enhance WIT's turnover and gives it extra exposure and publicity.

The WIT staff rises to the occasion each time and spends long hours preparing and manning these sales.

Thank you one and all for inviting WIT to participate in your prestigious events.



## UPDATED & UPGRADED WIT Online Shop: [www://wit.org.in](http://www://wit.org.in)

Do visit the recently redesigned WIT website to learn more about our mission, impact and various training and livelihood programmes. The WIT Online Shop has also been upgraded to make it more user-friendly. It features products made by women who have been trained at WIT. The hand-crafted items are unique and make excellent gifts.

Go to the WIT online shop at [wit.org.in](http://wit.org.in) and let your fingers do the shopping. Pick and choose from a wide range of bags, home linen, toys, kitchen linen and paper products.



## GOVERNING BODY NEWS

This past year brought a bonanza to the Governing Body in the form of three accomplished member-invitees: Ferzana Khanna who has spearheaded the upgrade of WIT's website, Gool Udwadia who has a flair for designing and Indu Sehgal who has helped with quality control, setting up display stalls and more.

The rest of the team continues to devote valuable time to WIT, under the enthusiastic leadership of Dhanoo Khusrokhana. CEO, Shyamla Nath, with WIT for more than a decade, was instrumental in sourcing valuable CSR funds and more importantly implementing the projects as spelt out.

### Governing Body Members

**Indu Shahani** President

**Vidya Ranadive** Vice Chairperson

### Members

**Dinoo Parakh**

**Shama Phadke**

**Dhanoo Khusrokhana** Chairperson

**Abha Mundra** Hon Treasurer

### Invitees

**Ferzana Khanna**

**Dolat Kotwal** Chairperson Emeritus

**Nandita Singh** Hon Secretary

**Gool Udwadia**

**Indu Sehgal**

### Home Sales

Dina Daver  
Prabha Nair  
Abha Mundra

### Corporate Sales

Fulcrum 405  
Upper Crust  
Sattva  
Capgemini  
Lanxess India  
Kotak Mahindra Bank  
Novartis India  
L&T Holdings  
Marico  
Bank of India  
Sanofi  
Percept Limited  
L'Oreal India  
HSBC Bank  
IL&FS Financial Services Ltd  
Bank of Baroda  
Khaitan & Company  
Centrum Retail Services  
Standard Chartered Bank  
Oracle Park  
Tikona Infinet

Multi Commodity Exchange

### NGO Melas

Indus International  
Planet Godrej Tower  
Ruchika Club  
South Bombay  
Mahila Samiti  
Shaila Trust  
Tata Trusts  
World Trade Centre  
Help your NGO.com  
Cusrow Baug  
Rustomjee Central Park  
Women Graduates Union

### Institutional Sales

Narsee Monjee  
Institute of Management Studies  
Sophia College  
The Cathedral and John Connon Senior School  
Bombay Gymkhana



# THANK YOU DEAR DONORS

Please accept our warmest heartfelt thanks. We are grateful for all you have done. Thank you for being such a good friend to WIT.

A H Wadia Trust  
Capgemini  
Samson Maritime Limited  
M K Tata Trust  
United Way of Mumbai  
Pirojsha Godrej Foundation  
Homi Khusrokhhan  
Dhanoo Khusrokhhan  
Bai Alamai & Seth Ardeshir  
Talati & Seth Sarosh B Mody  
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DMC Bank Ltd  
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Nadir Godrej  
Pheroza Godrej  
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Divaliba Charity Trust  
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Mistry Charitable Trust  
Shubhada Mundul  
Jeroo Zaiwalla  
Ratnakar Desai  
K V Kamath  
Chandra Singh Lodha  
Minnie Dastur  
Niloofer Sawhney  
Rukibai Sahijram Hasasing  
Gidwani Charitable Trust  
Thakur K Bhatia Niwas and  
Thakkar V M Chawl Trust  
Dr Rumi Jehangir  
Nikhil Bhandare  
Eknath Kshirsagar  
Phiroze Kharas  
Kaizer Warden  
Veera Udwardia  
Shireen Sethna  
Kavas D Patel  
Indu Sehgal  
ICG Consultants P Ltd  
Aseem Dasgupta  
Roshan Batliboi  
Usha Bhandarkar  
Malika Bhandarkar



WIT's Marathon Musketeers

**Marathon 2017 Donors**  
**Three Cheers for Hilloo Damkevala, Dhanoo Khusrokhhan, Abha and Hari Mundra for once again participating in the Standard Chartered Marathon! They raised an amount that exceeded all expectations!**

Keki M Elavia  
B S International  
Anu Aga  
Anita Jarvis  
Khorshed Antia

Bharat Shah  
Divyani K Kothari  
Jyoti Kapur  
Jehangir Patel  
Pravin Gandhi  
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Hemendra Kothari  
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Fatima Colaco  
Hari Mundra  
Gev Karkaria  
R Gopalakrishnan  
Shirzad Khusrokhhan  
Usha Thorat  
Salem Lakshmanan  
Ganapati  
Farrokh Khodaiji

Join Our Family



I would like to renew my membership/ become an Ordinary/ Life Member of Friends of WIT.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Tel. No. \_\_\_\_\_  
Mobile No. \_\_\_\_\_  
Email ID \_\_\_\_\_

I enclose Cash/Cheque for ₹ 500/- Annual Membership, ₹ 5,000/- Life Membership.

Please make out your cheque in favour of WIT, Women's India Trust and forward it to 23, Bombay Market, Tardeo, Mumbai 400 034.

✉ witardeo@gmail.com

🌐 www.wit.org.in



A donation of ₹5,000/- would help sponsor a WIT student for one year.



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Design Courtesy  
Nidhi Srivastava