The Consumer's Voice

Value for Price, People, and the Environment

CGSI participating in the World Standards Day Celebrations by BIS

Keemat Wishes its Readers a Very Happy & Prosperous New Year 2016!
**FSSAI – MILK STANDARDS – FOR MAHARASHTRA**

<table>
<thead>
<tr>
<th>Class of Milk</th>
<th>Designation</th>
<th>Milk Fat</th>
<th>Milk Solids Not Fat (S. N. F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cow</td>
<td>Raw, Pasteurized, boiled, flavored, and sterilized</td>
<td>3.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Buffalo</td>
<td>Raw, Pasteurized, boiled, flavored, sterilized</td>
<td>6.0</td>
<td>9.0</td>
</tr>
<tr>
<td>Goat or Sheep</td>
<td>Raw, Pasteurized, boiled, flavored, and sterilized</td>
<td>3.5</td>
<td>9.0</td>
</tr>
<tr>
<td>Mixed</td>
<td>Raw, Pasteurized, boiled, flavored, and sterilized</td>
<td>4.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Standardized</td>
<td>Pasteurized, flavored, and sterilized</td>
<td>4.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Recombined</td>
<td>Pasteurized, flavored, and sterilized</td>
<td>3.0</td>
<td>8.5</td>
</tr>
<tr>
<td>Toned</td>
<td>Pasteurized, flavored, and sterilized</td>
<td>3.0</td>
<td>8.5</td>
</tr>
<tr>
<td>Double Toned</td>
<td>Pasteurized, flavored, and sterilized</td>
<td>1.5</td>
<td>9.0</td>
</tr>
<tr>
<td>Skimmed</td>
<td>Raw, Pasteurized, boiled, flavored, and sterilized</td>
<td>Not more than 0.5</td>
<td>8.7</td>
</tr>
<tr>
<td>Full Cream</td>
<td>Pasteurized, and sterilized</td>
<td>6.0</td>
<td>9.0</td>
</tr>
</tbody>
</table>

Lactoscan Milk Analyzer is now available with CGSI to test Milk Quality

*(See Page 3)*

If class of milk is not indicated then the standards of buffalo milk shall apply.
One can observe in Mumbai, most of the public spit shamelessly while walking on the street. What is the reason? They put in the mouth, chewing tobacco containing supari, kattha, lime etc in powder form, every now and then and start chewing. When the mouth is full, they spit on the road. There are vendors on the corners of footpath, preparing pan masala and public line up, including car owners. The spitting goes on the compound walls and on the plants surrounding the footpath or anywhere. Public are not aware that saliva is precious for good health and the spit containing pan masala gets mixed with dust and in dry form goes in the atmosphere and every one inhales leading to chest infection and even lung cancer. In addition, the cigarette buds thrown also get broken down into powder form is another source of toxic material getting into the lungs.

One way is to create awareness among public to stop the chewing habit adopted mostly by workers, watchmen, drivers and even women. Shops selling tobacco products and cigarettes are not permitted near educational institutes but even schoolchildren are buying, which must be stopped by the regulators. At traffic signals when vehicles stop it is not possible for the police to fine as one can see drivers and owners spit on the road. This needs strict implementation. The recent increase in Tuberculosis in the city may be due to spitting which spreads infection. It is a good idea for the social networking to show on various TV Channels, how oral cancer originates, lung cancer, tuberculosis spreads due to spitting in the environment we live in. Tobacco-pan chewing is addictive and youngsters try to imitate the elders. Hence, in the schoolchildren must be taught the hazards of chewing tobacco, supari, kattha, & lime and to maintain cleanliness and hygiene both in the school and the public roads. This may result in avoiding use of tobacco products during lifetime.

Public Health and Family Welfare Department, Government of Maharashtra proposes to introduce Anti-Spitting Act and needs public suggestions and feedback to formulate an effective Anti-Spitting Act for the health benefit of the public and one can send email on arogya.maha@gmail.com. This is a good move and all should cooperate in the success of this Act. There are Many acts in India but implementation is questionable.

--- Original Message ---
From: gopal shetty
To: Hul, Pureit, Ce: Dr Kamath
Sent: 11/27/2015 10:54 AM
Subject: Complaint No. C157190682

This is in response to your SMS saying above complaint has been attended. I want to make it very clear that my complaint has not been attended. I am very disappointed that you have sent such emails twice before without verifying at your end whether the grievance has actually been attended.

I give here below backgrounder to my complaint for your ready reference.

I received an SMS dated 26/1/2015 “Dear Customer, Ur order RFS/10412651 is booked in delivery man had called me around 5 pm same evening saying he will come around 9 pm to deliver the GKK. Further, your delivery men are very well known to me as they have been coming to deliver GKK for almost ten years to the same address.

I am not interested in any free GKK. I made this complaint to see whether companies do really fulfill the solemn promise they make. I must confess I am solely disappointed, as this promise has been made by a towering multinational Hindustan Unilever Limited, (HUL). It is all the more sad that I have had to make so many complaints and telephones to you and your LSP to remind you of your solemn promise.

Yours truly,
Gopal Shetty,
Email: gopalshetty@gmail.com
In Jan 2014, I had a dispute with a furniture store in Manpada, Thane (Mumbai). The completed sofa was defective in many ways and the sales person had agreed to replace the defective sofa with a new one, instead, he demanded more money and harassed me over a period of time. Because of this, on Dec 15, 2014 with the help of International Consumer Rights Protection Council (ICRPC) located in Thane, I filed a case in Consumer Disputes Redressal Forum, in Thane against the furniture store Proprietor. ICRPC does not represent their clients in the court and deal with their clients only by email correspondence. President of ICRPC took the required fees from me. On Admission Hearing date, Judge asked me why the details of the defects in the sofa were not included in the case papers. When I told the President of ICRPC that in the court, judge was asking me why the details about the list of defects in the sofa were not included in the case papers? President said everything is not to be disclosed ahead of time. After some email discussions, ICRPC President told me they would not handle my case anymore. It was my understanding that ICRPC will help me until the end of my case. However, they took the fees, and soon after the case was admitted in the court, ICRPC did not want to handle my case.

After that, I did some internet search and found Consumer Guidance Society of India (CGSI) located at Block "J", Azad Maidan, Opposite Cama Hospital, Mahapalika Marg, Mumbai 400 001. Initially, in Jun 2015, I had contacted CGSI by phone and Ms. Aishwarya Sandeep; advocate had provided me some legal guidance in the case matter by email. In Aug 2015, I visited CGSI office and my case was assigned to Mr. Rajiv Kakade, advocate who provided me legal guidance in the case and made several attempts by emails and phone calls to contact furniture store Proprietor to arrange mediation meeting to settle the matter. On Oct 26, 2015, mediation meeting was set up at CGSI office through their Mediation Cell but the opposite party did not show up and later on gave several excuses for not showing up at mediation meeting.

On Oct 28, 2015 at Thane court hearing, judge gave final chance to settle the matter or else, the court case will continue from the next hearing date. Even after that, opposite party did not cooperate for settlement. On Nov 17, 2015 at court hearing, opposite party settled the matter in the court. I agreed to it because lot of time was wasted since the case was filed on Dec 15, 2014 and no progress was made in court proceedings. It was just lot of waste of time, efforts, and money. On Nov 24, 2015, case was disposed off in Thane Consumer Court.

Based on my experience, I would like to make other consumers aware of the organization like ICRPC, who took money from me but did not help me in the case until the end and left my case soon after it was admitted in the court. In sharp contrast to this, CGSI helped me resolve my case without expecting any financial or other kind of gain. A benevolent Act indeed in this day and age and it should be commended. I would like to give credit to CGSI and Mr. Rajiv Kakade, advocate for their time, efforts, and dedication to help me in my case. In my opinion, CGSI is providing good community service by supporting and guiding consumers in their time of need by providing selfless service. I support, encourage, and wish lots of success to CGSI and people who work there. All the best to you, CGSI, in your future undertakings. Job Well Done by CGSI. GOD BLESS!

Yamini Mehta
Email: ymehta1234@hotmail.com

---

To,
The Consumer Guidance Society of India
Block "J", Azad Maidan, Opp. Cama Hospital,
Mahapalika Marg, Mumbai-400001.

Dear Sir,

Reg. Complaint against M/s Thomas Cook India Limited for deficiency in service.

At the onset, I, on behalf of the entire Group, convey our sincere thanks for your efforts in getting Ms Thomas Cook India Limited to realize that there was deficiency in service on their part and for getting them to make part refunds on our complaint. No. 531, dated 16.06.2015. In appreciation of the same, most of the members of the Group have decided to donate a fraction of the refunds to the Consumer Guidance Society of India. The details of the donations are given as under:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name and address of the donor</th>
<th>Cheque details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mr. MANU RAMIDI, ICON Formulation Pvt. Ltd., Plot no.442, H. No.5-3/2/101, 1st Floor, Padmavathi Colony, Boduppal, Hyderabad-500 002.</td>
<td>Cheque no. 681344 dt. 13.11.2015 of AXIS Bank</td>
<td>Rs.0.00/-</td>
</tr>
<tr>
<td>2.</td>
<td>Mr. SWAMINATHAN, Appaswamy Real Estates Limited, 3, Mangesh Street, T Nagar, Chennai – 600 017.</td>
<td>Cheque no.000120 dt.13.11.2015 of Standard Chartered Bank</td>
<td>Rs.3.00/-</td>
</tr>
<tr>
<td>3.</td>
<td>Mr. P. RAVINDRANATH, Station Road, Hospet- 583201, Karnataka.</td>
<td>Cheque no.916044 dt.29.10.2015 of Kotak Mahindra Bank</td>
<td>Rs.3.00/-</td>
</tr>
<tr>
<td>4.</td>
<td>Mr. VAIBHAV, Keshav Industries, Delhi Gath Road, Pipkhar, Dist Harip, Pin 245304.</td>
<td>Cheque no.000538 dt.17.10.2015 of Bank of Baroda</td>
<td>Rs.2.00/-</td>
</tr>
<tr>
<td>5.</td>
<td>Mr. DEEVESHARACHARYA, Chandranethu Gems &amp; Jewels, H-3, Double storey, West Patel Nagar, New Delhi- 8</td>
<td>Cheque no.000135 dt.17.11.2015 of HDFC Bank</td>
<td>Rs.2.00/-</td>
</tr>
<tr>
<td>6.</td>
<td>Dr. SUJIT SANKHE, 404/A Wing, Fortuna, Lodhi Paradise, Majiwada, Thane (West)- 400610.</td>
<td>Cheque no.139038 dt.18.11.2015 of IDBI Bank</td>
<td>Rs.2.00/-</td>
</tr>
<tr>
<td>7.</td>
<td>Dr. DHARAM PRAKASH BHANTI, B-102, Kalmia Habitat, Near KES School, Sunder Nagar, Kalina, Santacruz East, Mumbai- 400098.</td>
<td>Cheque no.106043 dt.22.11.2015 of ICICI Bank</td>
<td>Rs.2.00/-</td>
</tr>
<tr>
<td>8.</td>
<td>Mr. RAJEEV KUMAR MISHRA, 70, Rish Residences, Badwar Park, Colaba, Mumbai-400005</td>
<td>Cheque no.267646 dt.28.11.2015 of ICICI Bank</td>
<td>Rs.4.00/-</td>
</tr>
</tbody>
</table>

Total | Rs.25,000/-

The cheques are enclosed herewith. Kindly acknowledge receipt. It is requested that the receipts and the tax exemption certificates, as applicable, may please be mailed to each of the above donors, individually.

Thanking you,

Yours faithfully,

Email: ymehta1234@hotmail.com

Yamini Mehta

KEEMAT: January – February 2016
A lot of us would have invested our savings in equities at some point in time—either to make a quick buck or to save some tax or sometimes just because we hear about a good ‘tip’ from someone who is an ‘expert’ in this field. Different people would have had different experiences of investing in the equity markets at different point in time, for few the experience would have been good, few would have burnt their fingers....sometimes even hands and would have resolved never to invest in equities ever again! And for few equities help them feel the adrenaline rush within their body!

Fact of the matter is that equity is like a double-edged sword you have to be very careful about where you are investing. Having said that, it is also one of the best asset class to invest in, provided you choose the right instruments and you are PATIENT!

Let us see how equity as an asset class has performed over the years and why it is the best option available to create LONG TERM WEALTH.

For starters, BSE Sensitive Index (popularly known as SENSEX) was started in 1979-80 with a base value of 100, it comprises of 30 well established and financially sound companies which are representative of various industrial sectors. Currently, there are 10 sectors which make up the BSE SENSEX index with top 3 comprising a little over 50% weightage, these top 3 sectors include Banking and Finance (30%), IT (15%), FMCG (10%).

So, now we know that the SENSEX has been around for more than 35 years and people have been tracking it ever since, but do we know what is the annualized return given by the index in the last 35 years? What is the annualized return, given by other asset classes that we as Indians invest in gold, bank fixed deposits, PPF, LIC policies? See the table.

A detailed look at the above table gives out the following observations:

1. Equity (SENSEX) has given more than 17% annualized returns in the last 35 years.
2. It is the best performing asset class even after adjusting for inflation.
3. It has been able to outperform other financial as well as physical investment avenues despite it giving negative returns in 11 out of 35 years in the past.
4. It has rewarded investors who have been patient and stayed put even when the markets were in a downward trajectory. Look at the returns given by the market in subsequent years after it has given negative returns. (1988-’89), (1993-’94), (2003-’04), (2009-’10).

We, as Indians love our bank fixed deposits and LIC policies, statistical data released by the Reserve Bank of India on Household Savings and Investments 2015 revealed that in the year 2012-’13 Indians put 56% of their savings in bank fixed deposit, this number increased to 61% in the year 2013-’14.

If one were to compare the returns delivered by bank fixed deposit and SENSEX in these two years, one will realize that SENSEX although delivered 1 percentage point less compared to an FD in the year 2012-’13, it has given 10 percentage points higher in the subsequent year. The return on bank fixed deposit remains constant at 9% for both these years, however, if one were to do a simple average calculation of the returns generated by SENSEX in the year 2012-’13 and ’13-’14 it comes to 13.5%.

From the above table and the observations enlisted it is very clear that over longish period of time equity is the only financial asset which has the potential to deliver better inflation adjusted returns, so make equity a part of your overall portfolio today and start investing in a systematic and disciplined manner.

Happy Investing!

**Word of Caution:** The total equity exposure in the portfolio should always be in line with your risk taking ability and long term financial goals. Reach out to your financial planner/advisor who will help/guide you in building a well diversified portfolio after taking into account factors like your age, time horizon for the investment, number of dependents in the family, financial milestones, liquidity requirement etc.

The Japanese after much effort have succeeded in producing a very superior camera with such fast shutter speed that it is capable of taking pictures of women with their mouth shut.
Do & Don’ts for an Ideal Housing Society
Jayakumar Jivraj Shah, Email: jayakumarjshah@gmail.com

Housing society should keep the society building and premises clean, green and in hygienic condition all along with full participation and co-operation of all its members.

GARBAGE MANAGEMENT: Irrespective of any directions from corporations, society must make arrangements to separate dry and wet garbage. For total cooperation from all its members, society should give two garbage bags daily free one for dry garbage and another for wet garbage and two additional bags free every week or as and when required, one for collection of broken glass material and second for any electronic material.

Wet garbage must be converted into compost. Dry garbage will be picked up by our excellent bhanger system. Broken glass bag to be disposed in the broken glass dump at nearest glass shop. Bag with electronic waste material to be disposed at designated places. (To be very frank I do not have any idea of any of such locations.)

KITCHEN GARDEN: All available areas and terrace should be used for growing organic vegetables from compost generated by converting wet garbage. Terrace to be waterproofed by acrylic polymer based flexible membrane system for 100% water tightness.

PLANTS: Do not plant trees against the periphery of the building. Water your plants in balcony in such a way that not a single drop of water trickles down in flats below.

SAVE DRINKING WATER: We all know how we waste water. Even then, it is difficult for us to change our habits. Hence, consider and make all efforts to install water meter/meters to every unit and see the difference. Once every unit has to pay for every drop of water they use like electricity automatically the consumption of water will drastically come down.

Provide automatic four way, sensor in both over head as well as in underground water tanks to save water which otherwise gets wasted due to overflow. Harvest rainwater.

MOPPING ONLY: Strictly no washing by pouring water. Presently, sweeper even does not sweep the stairs by broom first, but pushes the garbage (kachara) by water, requiring more water and leaving dirt and water behind in depressed pockets. Even floors also should be mopped only. A class of people think that if floors and stairs are not cleaned by pouring water they do not get cleaned. This mind set has to change. In fact the correct method is to sweep first by broom, then vacuum clean (one vacuum cleaner is not a big expense at all only our mind set has to change) and finally mop.

With vacuum cleaner handy, one can clean ceilings and walls also without dirt falling on our body. Recycle wastewater from kitchens, baths and washing machines and use this for gardening and car washing thus reducing the requirement of processed water.

UNDER GROUND WATER TANK: Ensure that this 100% water tight or else external dirty water will enter the tank and contaminate your drinking water. Regularly clean and sanitize the water tanks.

STAIRS AND COMMON AREAS: These are used to keep shoe racks/waste material. This should not be allowed. These must be kept free of any material for smooth movement of people and as fire escape in case of fire in the building. Discourage false ceilings in this area.

SPITTING: Ensure that no body spits in and around the society premises by appropriate scheme. This makes society dirty and spreads diseases.

PEST CONTROL: This should be carried out on regular basis.

TV ANTENNA: Do not fix this to any part of the building. Fix them on top of parapet after fixing stone over the top of the parapet. Best is to provide a frame over suitable location (either headroom top, lift room top) and fix all antennas of entire society over this frame.

ELECTRICAL/TELEPHONE WIRING: This has to be done strictly as per rules, in an organised manner and preferably should be open and not concealed.

AIR CONDITION CONDENSED WATER: Provide exclusive suitable down take pipeline at locations near to air conditioners and discharge condensed water from all Air Conditioners (AC’s) in this pipeline, to reuse it.

REGULAR MAINTENANCE, REPAIRS, FIXING LEAKAGE, WATERPROOFING: Regularly attend to above. Appoint an experienced civil engineer on permanent basis like a family doctor and attend to any problem on regular basis.

ELECTRICAL METER ROOM AND PUMP HOUSE: this should be used exclusively for the purpose they are provided. It is a common practice to house watchmen/pump man in these rooms. This should be strictly stopped. Both should be water tight without any leakage.

FIRE EXTINGUISHER EQUIPMENT: provide and keep in condition for any eventuality.

RENOVATION: Society should ensure that during renovation the flat owner does not tamper (chip the concrete or drill holes) any of the RCC members – columns, beams, slabs. New partition walls must be placed only over existing beams and not on slabs. All wet areas after renovation should be watertight. Use of inflammable material like wood/plywood should be as minimum as possible. If the building is around 30 years old or above false ceiling should be discouraged. Consider providing uniform weather sheds in ferro cement to all flats.

CCTV CAMERA: Install this from safety considerations. Provide garden with amenities for children to play, car parking, two wheeler parking & cycle stand with proper arrangement.

CONCLUSION: For exhaustive details as to how and why on any of above points refer my books on repairs, waterproofing and durability. Fix anything & everything in the building by suitable anchor fasteners only. Main sickness in the building is leakage, seepage, dampness and side effect is distress to RCC members. Society has to attend both in totality and as and when required immediately. Over and above material arranged by society for regular maintenance, society needs one vacuum cleaner and minimum one foldable aluminium ladder to open up to required height for proper maintenance of society building and premises.

You will not be punished for your anger; you will be punished by your anger! – Gautam Buddha

अमीर: मोटीली, मेरी बीवी का कुनाया है की देस सुरक्षित नहीं है, क्या ये सही है?
मोटी: पहले मैंने ध्यान देना था और दोस्त, इसलिये कभी औसत्तिया, कभी जापान, कभी चीन, कभी अमेरिका, कभी कनाडा, कभी नेपाल, कभी सिंगापुर, और न जाने कौन से देश होके आया, हिंदुस्तान से अच्छा और सुरक्षित देश कौई नहीं है, इसलिये अगर बदलना हि है, तो मेरी सलाहा मने, और एक बार बीबी बदले, देश नहीं।

KEEMAT: January – February 2016
Be Assertive Not Aggressive!
Dr. Sitaram Dixit – Chairman, CGSI

CONFLICT RESPONSES & ASSERTIVENESS

<table>
<thead>
<tr>
<th>Avoiding</th>
<th>Accommodating</th>
<th>Compromising</th>
<th>Collaborating</th>
<th>Competing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive</td>
<td>Assertive</td>
<td>Assertive</td>
<td>Assertive</td>
<td>Assertive</td>
</tr>
</tbody>
</table>

If we look at the world around us, we will find that people nowadays are naturally becoming more and more aggressive in their behaviors and actions. Typically, aggressiveness manifests itself in knee-jerk intolerant actions that we noticed among our writers, actors, filmmakers, scientists, ex-soldiers, politicians, and the likes in the recent past with an explicit view to enforce their beliefs, on their perceptions of the growing intolerance of others. Tolerances are a giving and take phenomenon, and it is necessary that each one on their part have to be a little more tolerant to accept and understand the other’s point of view. Only when we are willing to respect an opposing ideology with an open mind and then willingly argue out its inadequacies if any, with a suitable logic, we can consider ourselves tolerant and not otherwise. Doing this alone will truly make us, non-aggressive and help us clearly exhibit our point of view, assertively and effectively to a logical conclusion, acceptable to all the stakeholders concerned.

The English Dictionary states that the word Assertiveness is a derivative of the verb “to assert”, which means, “to state an opinion, claim a right, or establish authority”. If we assert ourselves, we “behave in a way that expresses our confidence, importance, or power, earning our respect from others”. Aggressiveness means, “characterized by aggression: inclined to behave in an actively hostile fashion”. We all know the difference between claiming a right and being actively hostile. The approach one uses to get better results will depend on one’s personality.

Principally, we can say that assertiveness is being firm, but polite. Aggressiveness in contrast, is firm but impolite, pursuing one’s own aims or interests forcefully, selfishly, and sometimes excessively. An aggressive person seems, self-righteous, intimidating, physically threatening more like a bully, humiliating, ignoring others feelings, and views. A person need not be intimidating or act threatening, but can still be an aggressive person. Such ‘passive-aggressive’ individuals are uncomfortable to share their true feelings and agree with others in public but complain or disagree behind their backs, damaging relationships, and losing mutual respect.

Frustration is due to deep chronic lack of confidence and displeasure arising from unsettled problems, or discontentment of underlying issues. It does not occur overnight but over a long period. When the person feels frustrated, and their emotions threatened, they ignite and explode. Aggression caused by frustration in most instances becomes a forceful argumentative act, displaying harmful, destructive behavior, primarily to dominate another individual causing great harm. Another dimension of this behavior is being passive/non-assertive. Non-assertiveness is polite (considerate of other people’s perspectives), but not firm, i.e., unwilling to stand up for one’s own needs. Non-assertive people need to understand the differences between assertiveness and aggressiveness so that when they step forward to get their needs met they do not go overboard and step on everyone else.

Assertive behavior is the happy median between gross aggressiveness and absolute passivity. An assertive person understands the needs and is able to express and communicate feelings effectively in a very normal conversational tone, without ever disregarding the opinions of others or becoming overbearing or sounding accusatory. Assertive communications means typically saying, “I disagree” rather than saying, “You’re wrong”. In other words, Assertiveness means standing up for one’s own viewpoint and defending one’s rights, with politeness combined with firmness, but without walking over, other people, causing injury, destruction, or arguments. It is better to be assertive by exercising higher levels of consideration of others viewpoint, in tune to the individual nature, by developing a genuine desire for patient listening.

The assertive person by being a professional, firm but polite, improves one’s self-esteem, earns the respect, and cooperation of others much faster with more commitment, than an aggressive person does. Assertive people are better to state an opinion, claim a right, establish authority, and look at the big picture. When we are assertive, we understand better, can maintain eye contact without glaring or intimidating, improving self-esteem, and creating mutually respectful relationships by demonstrating a willingness to resolve all impending conflicts.

Diplomatic behavioral style, improves communication and decision-making skills, thereby creating a win-win situation. Some research even suggests that being assertive can help people cope with mental health problems, such as depression, anorexia, bulimia, social anxiety disorder, and schizophrenia. Aggressive personal behavior is indicative of extreme stress. A “Behavioral Neuroscience” study suggests that the same hormones that respond to stress may also play a role in aggressive behavior. Only our reaction to a person’s aggressive behavior will decide the situation from escalating out of control. Sometimes it is better not to overreact, avoid confrontation, by remaining calm and reasonable, thereby giving the person some space to think rationally again after an opportunity to calm down. Many a time empathizing and giving attention to the angry person is sufficient to alleviate anger and control the situation.

A person’s communication style develops over a lifetime and he or she may not be even aware that they are aggressive. If people seem to dread or fear to interact with us, or if we are quick to become judgmental blaming others for problems and mistakes, then we are aggressive. It is time to recognize these signs and work for a solution by toning down the style to begin conversations positively with empathy recognizing the other person’s feelings, making a conscious effort to recognize one’s own anger or frustration and keeping our aggressive behavior under control.

An assertive response is obviously the most desired one. Some people are naturally assertive, and learning it oneself takes time and practice. It will not happen overnight. In the face of high-flying emotions, that are difficult to control and respond, just being aware of the different ways we can approach a difficult situation, is by itself the first step to a positive outcome, and bring the impending change.

ANGER is the root cause of all that is undesirable. It enslaves one to the world and destroys one’s PIETY. Hence, give up ANGER.

KEEMAT: January – February 2016
Policy on junk food takes shape

CRACK DOWN

Food safety regulator aims to control rising obesity-related diseases among teenagers

Zia Haq
zia.haq@hindustantimes.com

NEW DELHI: The Food Standards and Safety Authority of India has issued a set of draft nutrition rules on junk food, which could soon become national policy, amid rising obesity-linked diseases among teens.

The rules aim to limit marketing and sale of unhealthy snacks, such as burgers and pizzas, within 50 metres of a school, in line with similar curbs on tobacco products already in place.

The draft says foods such as burgers, pizzas, fries, chocolates, ice-creams, sugary drinks, which are hurting children’s health, “must be eaten sparingly”.

For the first time, restrictions are also being considered on traditional deep-fried foods such as samosas. “Type 2 diabetes (not requiring insulin treatment) is increasing being reported in children. The leading risk factor for kids is being overweight, often connected with unhealthy diet and lack of physical activity,” the guidelines state.

According to the draft, public or private schools must have a canteen policy to provide healthy food which is colour-coded according to its nutritional value. About 90% of the food served in schools must fall in the green category, or food low in salt, fat and sugar and largely based on whole-grains, dairy or fruits.

IRREGULAR SLEEP PATTERNS
RAISE CANCER RISK

Irregular sleep patterns have been “unequivocally” shown to lead to cancer in tests on mice, reports a study in the journal Current Biology. Studies in people have linked higher risk of heart disease and breast cancer in erratic sleep patterns of shift workers. Researchers from the Netherlands who did the study said women with a family risk of breast cancer should never work shifts. However, they cautioned that further tests in people were needed to assess the impact.

SUGARY DRINKS MAKE THIN PEOPLE DIABETIC

Having sugary drinks every day raises the chance of developing type 2 diabetes, even for people who are not overweight, reports a study in the British Medical Journal. The link between obesity, sugar-sweetened drinks and diabetes is well established, but there was scant evidence whether thin and otherwise healthy people who have a lot of sugar are at risk. Diabetes affects an estimated 65 million people in India and 382 million worldwide.

FOOD FOR THOUGHT

The draft rules are a significant progress towards policy action to reverse an alarming increase in obesity-related problems among school-goers.

In 2011, a study in the Journal of Nutrition and Metabolism estimated that more than 15 million children in India were overweight and four million abnormally obese in urban India. The draft rules also require education policymakers to introduce chapters on healthy diets in school curricula and recommend plenty of outdoor physical activity.

The guidelines follow a pyramid model with burgers and pizzas at the top and foods to “eat sparingly”; oils, fats, meat, fish and eggs in the “eat moderately” category; and fruit, vegetables, milk, cereal in the eat “adequately or liberally” group.

EAT SPARINGLY
Burger, patty, sugary drinks, cola, pizzas, samosas, ice creams, fries

EAT MODERATELY
Oils and fat, fish, meat and eggs

EAT LIBERALLY
Fruits and vegetables

EAT ADEQUATE
Cereals, millets, pulses, milk

MEN GAIN WEIGHT AFTER BECOMING DADS

Doctors pay attention to the weight gain of new moms — both before and after pregnancy, but a new study shows dads put on two to three kilograms after the birth of their child, irrespective of whether they live with the child or not. One reason could be that after they become fathers, their whole life changes. They may sleep less, exercise less, and experience more stress — all of which can lead to weight gain. For their work, the researchers tracked the health of adolescents over two decades, comparing weight changes in the 3,400 who became dads and the 6,800 who didn’t. The study was published in the American Journal of Men’s Health.
‘Net friend’ cheats woman of ₹30L

CYBER CRIME Accused befriends Andheri resident on social networking site, fleeces her on pretext of setting up business

Vijay Kumar Yadav

Mumbai: In the latest case of cyber criminals befriending people on social networking sites and conniving with them, a 57-year-old Andheri resident was cheated of ₹30 lakh.

The con man posed as a London-based businessman, befriended the woman on a social networking site and on various false pretenses made her deposit money in several bank accounts.

In her statement to the police, the complainant, who earlier worked with a private firm, said a person named Frank Robert sent her a friend request on a popular social networking site around two months ago.

After she accepted his friend request, they shared their contact details and kept in touch over a mobile messaging app.

Police officers said people should not believe anyone who claims to be from the customs department. “A customs officer would ask any person to deposit a penalty or fine in his personal account. They will never ask for any penalty to convert foreign currency into Indian currency,” said a police officer.

According to a police source, the woman had a British account, told her of his plan to set up a business in India for which he was ready to make a huge investment. He told the complainant he was looking for a local to help him set up the business, offered her the chance to become his partner and she agreed, the source added.

The man later told the victim that he would come to India to meet her and discuss the business strategy.

On October 8, he told the woman that he was at Delhi airport and had been detained by customs officials. She then received calls from people claiming to be customs officials. A woman caller told her that Frank was caught entering a country with foreign currency worth around ₹2 crore. They then asked her to deposit a penalty in a bank account to get him released.

Between October 9 and 10, the woman deposited ₹30.66 lakh in different bank accounts on several pretexts.

She realised she was conned after the accused started avoiding her calls and messages when she insisted on meeting him, and finally approached the police.

“We have registered a case under the relevant sections of the Indian Penal Code and Information Technology Act for cheating and identity theft. We are probing all possible angles,” said Ramesh Khadri, senior inspector, Amboli police station.

DIETARY SUPPLEMENTS MAY TRIGGER EATING DISORDERS

Widespread consumption of over-the-counter body-building supplements is emerging as an eating disorder, warns a study. Of the 195 men that were surveyed in the 18 to 65 age group, more than 40% said their use of supplements increased over time, 22% replaced regular meals with dietary supplements and 29% were concerned about their intake. About 3% were asked by their physicians to reduce or stop intake, and 3% were hospitalised for kidney or liver problems. The study was presented at the American Psychological Association's annual convention, in August.

OBSESSING OVER WEIGHT COULD MAKE IT WORSE

If you worry a lot about your weight, there is a chance that you could be making it worse. According to researchers from University of Liverpool, people who thought they were overweight were more likely to report overeating in response to stress. Researchers studied the lives of 14,000 people in the US and Britain, and analysed data from the time they were children till they reached adulthood, in order to gauge their perception of their own weight. The paper was published in the International Journal of Obesity.

PILL MAY OFFER PROTECTION AGAINST WOMB CANCER

Use of oral contraceptives, usually referred to as ‘the pill’, even for just a few years, gives substantial long-term protection against endometrial or womb cancer, and the longer the pill is used the greater the reduction in risk, according to a detailed re-analysis of available evidence, published in The Lancet Oncology journal.

Researchers from the Collaborative Group on Epidemiological Studies on Endometrial Cancer estimate that in the past 50 years (1963-2014) about 400,000 cases of endometrial cancer have been prevented by oral contraceptive use in high-income countries, including about 200,000 in the last decade (2005-2014).
1. What is Cheque Truncation?

Truncation is the process of stopping the flow of the physical cheque issued by a drawer at some point by the presenting bank en-route to the paying bank branch. In its place, an electronic image of the cheque is transmitted to the paying branch through the clearing house, along with relevant information like data on the MICR band, date of presentation, presenting bank, etc.

Cheque truncation thus obviates the need to move the physical instruments across bank branches, other than in exceptional circumstances for clearing purposes. This effectively eliminates the associated cost of movement of the physical cheques, reduces the time required for their collection, and brings elegance to the entire activity of cheque processing.

2. Why Cheque Truncation in India?

As explained above, Cheque Truncation speeds up the process of collection of cheques resulting in better service to customers, reduces the scope of loss of instruments in transit, lowers the cost of collection of cheques, and removes reconciliation-related and logistics-related problems, thus benefitting the system as a whole. With the other major products being offered in the form of RTGS and NEFT, the Reserve Bank has created the capability to enable inter-bank and customer payments online and in near-real time. However, cheques continue to be the prominent mode of payments in the country. Reserve Bank of India has therefore decided to focus on improving the efficiency of the cheque clearing cycle. Offering Cheque Truncation System (CTS) is a step in this direction.

In addition to operational efficiency, CTS offers several benefits to banks and customers, including human resource rationalisation, cost effectiveness, business process re-engineering, better service, adoption of latest technology, etc. CTS, thus, has emerged as an important efficiency enhancement initiative undertaken by Reserve Bank in the Payments Systems arena.

3. What is the status of CTS implementation in the country?

CTS has been implemented in New Delhi, Chennai, and Mumbai with effect from February 1, 2008, September 24, 2011, and April 27, 2013 respectively. After migration of the entire cheque volume from MICR system to CTS, the traditional MICR-based cheque processing has been discontinued across the country.

4. What is the new approach to CTS implementation in the country?

The new approach envisioned as part of the national roll-out is the grid-based approach. Under this approach, the entire cheque volume in the country which was earlier cleared through 66 MICR Cheque Processing locations is consolidated into the three grids in New Delhi, Chennai, and Mumbai.

Each grid provides processing and clearing services to all the banks under its respective jurisdiction. Banks, branches and customers based at small / remote locations falling under the jurisdiction of a grid would be benefitted, irrespective of whether there exists at present a formal arrangement for cheque clearing or otherwise.

The illustrative jurisdiction of the three grids are indicated below:

- **New Delhi Grid**: National Capital Region of New Delhi, Haryana, Punjab, Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, and the Union Territory of Chandigarh.
- **Mumbai Grid**: Maharashtra, Goa, Gujarat, Madhya Pradesh, and Chhattisgarh.
- **Chennai Grid**: Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Odisha, West Bengal, Assam, and the Union Territory of Puducherry.

5. What are the benefits of Grid Based CTS over Speed Clearing to the customer?

Even though Speed clearing hastens the process of cheque collection as compared to outstation cheque collection, it requires the presence of the paying bank branch in the clearing house location. In comparison, grid-based CTS, is a superior system as it encompasses a larger geographical area and the chances of paying bank not having presence in the grid location is seldom.

Under grid-based Cheque Truncation System clearing, all cheques drawn on bank branches falling within in the grid jurisdiction are treated and cleared as local cheques. Cheque collection charges including Speed Clearing Charges should not be levied if the collecting bank and the paying bank are located within the jurisdiction of the same CTS grid even though they are located in different cities.

6. Is it possible to briefly explain the entire process flow in CTS?

In CTS, the presenting bank (or its branch) captures the data (on the MICR band) and the images of a cheque using their Capture System (comprising of a scanner, core banking or other application) which is internal to them, and have to meet the specifications and standards prescribed for data and images. To ensure security, safety, and non-repudiation of data / images, end-to-end Public Key Infrastructure (PKI) has been implemented in CTS. As part of the requirement, the collecting bank (presenting bank) sends the data and captured images duly signed digitally and encrypted to the central processing location (Clearing House) for onward transmission to the paying bank (destination or drawee bank). For the purpose of participation, the presenting and paying banks are provided with an interface / gateway called the Clearing House Interface (CHI) that enables them to connect and transmit data and images in a secure and safe manner to the Clearing House (CH).

The Clearing House processes the data, arrives at the settlement figure, and routes the images and requisite data to the paying banks. This is called the presentation clearing. The paying banks through their CHIs receive the images and data from the Clearing House for payment processing.

The paying bank’s CHIs also generates the return file for unpaid instruments, if any. The return file / data sent by the paying banks are processed by the Clearing House in the return clearing session in the same way as presentation clearing and return data is provided to the presenting banks for processing.

The clearing cycle is treated as complete once the presentation clearing and the associated return clearing sessions are successfully processed. The entire essence of CTS technology lies in the use of images of cheques (instead of the physical cheques) for payment processing.

7. What type of instruments can be presented for clearing through CTS?

It is preferable to present instruments complying with CTS-2010 standards for clearing through CTS for faster realisation. Instruments not complying with CTS-2010 standards will continue to be accepted but will be cleared at less frequent intervals i.e. once a week (every Monday).

8. Will there be any change in the process for the customers?

No. There is no major change in the clearing process for customers. Customers continue to use cheques as at present, except to ensure the use of image-friendly-coloured-inks while writing the cheques. Of course, such of those customers, who are used to receiving the paid instruments (like government...

---

KEEMAT: January – February 2016

(Courtesy – Reserve Bank of India)
departments) would also receive the cheque images. Cheques with alterations in material fields (explained in detail later) are not allowed to be processed under the CTS environment.

9. What are the benefits of CTS to customers of banks?
The benefits are many. With the introduction of imaging and truncation, the physical movement of instruments is stopped. The electronic movement of images can facilitate reduction in the clearing cycles as well. Moreover, there is no fear of loss of instruments in transit. Further, limitations of the existing clearing system in terms of geography or jurisdiction can be removed, thus enabling consolidation and integration of multiple clearing locations managed by different banks with varying service levels into a nation-wide standard clearing system with uniform processes and practices.

Under grid-based Cheque Truncation System clearing, all cheques drawn on bank branches falling within in the grid jurisdiction are treated and cleared as local cheques. No outstation cheque collection charges/Speed Clearing charges to be levied if the collecting bank and the paying bank are located within the jurisdiction of the same CTS grid even though they are located in different cities.

CTS also benefits issuers of cheques. The Corporates if needed can be provided with images of cheques by their bankers for internal requirements, if any.

PTS thus brings elegance to the entire activity of cheque processing and clearing. The benefits from CTS could be summarized as follows –
- Shorter clearing cycle
- Superior verification and reconciliation process
- No geographical restrictions as to jurisdiction
- Operational efficiency for banks and customers alike
- Reduction in operational risk and risks associated with paper clearing
- No collection charges for collection of cheque drawn on a bank located within the grid.

10. What are the benefits of Grid Based CTS to the banking system?
Grid based CTS provides significant cost savings. Consolidation of clearing locations into a few grids minimise the investment in MICR machines and the related AMC costs. Banks will benefit from economies of scale as the grid CTS obviates the need for establishing inward cheque processing infrastructure at various clearing locations. With the merger of many local clearing houses with CTS grids, the settlements which were earlier spread across numerous clearing house locations have been subsumed into a single settlement, thereby significantly reducing the liquidity requirements for the banks.

CTS will also result in other benefits in terms of reduction in the cheque processing fee, reduction in operational overhead, elimination of clearing differences and reconciliation issues etc.

11. If a customer desires to see the physical cheque issued by him for any reason, what are the options available?
Under CTS the physical cheques are retained at the presenting bank and do not move to the paying banks. In case a customer desires, banks can provide images of cheques duly certified/authenticated. In case, however, a customer desires to see/get the physical cheque, it would need to be sourced from the presenting bank, for which a request has to be made to his/her bank. An element of cost/charge may also be involved for the purpose. To meet legal requirements, the presenting banks which truncate the cheques need to preserve the physical instruments for a period of 10 years.

The solution encompasses Image Quality Assessment (IQA) at different levels. The presenting bank is required to perform the IQA during the capture itself. Further IQA is done at the gateway before onward transmission to clearing house. The images are captured with digital signatures of the presenting bank and thereafter transmitted to the paying banks through the Clearing House. Further, the paying banks, if not satisfied with the image quality or for any other reason, can demand for the physical instrument before making payment of the instrument.

Further, the new cheque standard "CTS-2010" prescribes certain mandatory and optional security features to be available on cheques, which will also add to the uniqueness of the images.

12. How would be the uniqueness of a physical cheque be captured and imparted to the cheque image?
CTS in India mandates the use of prescribed image specifications only. Images that do not meet the specifications are rejected. As the payments are made on the basis of the images, it is essential to ensure the quality of the images. To ensure only images of requisite quality move in the CTS processing cycle, there is a rigorous quality check process at the level of the Capture Systems and the Clearing House Interface (of the presenting bank).

13. What are the image specifications in CTS in the Indian context?
Imaging of cheques can be based on various technology options. The cheque images can be Black & White, Gray Scale, or Coloured. These have their associated advantages and disadvantages. Black & White images are light in terms of image-size, but do not reveal all the subtle features that are there in the cheques. Coloured images are ideal but increase storage and network bandwidth requirements. Gray Scale images are mid-way. CTS in India use a combination of Gray Scale and Black & White images. There are three images of each cheques that need to be taken - front Gray Scale, front Black & White, and back Black & White.

14. How are the images of cheques taken?
Images of cheques are taken using specific scanners. Scanners also function like photo-copiers by reflecting the light passed through a narrow passage on to the document. Tiny sensors measure the reflection from each point along the strip of light. Reflectance measurements of each dot are called a pixel. Images are classified as black and white, gray-scale or colour based on how the pixels are converted into digital values. For getting a gray scale image, the pixels are mapped onto a range of gray shades between black and white. The entire image of the original document gets mapped as some shade of gray, lighter or darker, depending on the colour of the source. In the case of black and white images, such mapping is made only to two colours based on the range of values of contrasts. A black and white image is also called a binary image.

15. How the image and data transmitted over the network is secured?
The security, integrity, non-repudiation, and authenticity of the data and image transmitted from the presenting bank to the paying bank through Clearing House are ensured using the Public Key Infrastructure (PKI). CTS is compliant to the requirements of the IT Act, 2000. It has been made mandatory for the presenting bank to sign the images and data from the point of origin itself. PKI is used throughout the entire cycle covering capture system, the presenting bank, the clearing house, and the paying bank. The PKI standards used are in accordance with the appropriate Indian acts and notifications of Controller of Certifying Authority (CCA).

16. What is Cheque Standardisation and what does CTS 2010 Standard mean?
Standardisation of cheque forms (leaves) in terms of size, MICR band, quality of paper, etc., was one of the key factors that enabled mechanisation of cheque processing. Over a period of time, banks
Consumer Education Series – Payment Systems – Cheque Truncation System (CTS)

have added a variety of patterns and design of cheque forms to aid segmentation, branding, identification, etc., as also incorporated therein a number of security features to reduce the incidence of cheque misuse, tampering, alterations, etc. Growing use of multi-city and payable-at-par cheques for handling of cheques at any branches of a bank, introduction of Cheque Truncation System (CTS), increasing popularity of Speed Clearing, etc., were a few aspects that led to prescription of certain common minimum security features in cheques printed, issued and handled by banks and customers uniformly across the banking industry.

Accordingly, certain benchmarks towards achieving standardisation of cheques issued by banks across the country have been prescribed like – quality of paper, watermark, bank’s logo in invisible ink, void pantograph, etc., and standardisation of field placements on cheques. In addition, certain desirable features have also been suggested to be implemented by banks based on their need and risk perception.

The set of minimum security features would not only ensure uniformity across all cheque forms issued by banks in the country but also help presenting banks while scrutinising / recognising cheques of paying banks in an image-based processing scenario. The homogeneity in security features is expected to act as a deterrent against cheque frauds, while the standardisation of field placements on cheque forms would enable straight-through-processing by use of optical / image character recognition technology. The benchmark prescriptions are collectively known as "CTS-2010 standard".

All banks providing cheque facility to their customers have been advised to issue only ‘CTS-2010’ standard cheques. Cheques not complying with CTS-2010 standards will be cleared at less frequent intervals i.e. weekly once from 1 Nov 2014 onwards.

17. What is the prescription relating to alterations / corrections on cheque forms?
The prescription on prohibiting alterations / corrections on cheques has been introduced to curtail cheque related frauds. No changes / corrections can be carried out on the cheques (other than for date validation purposes, if required). For any change in the payee’s name, courtesy amount (amount in figures) or legal amount (amount in words), fresh cheque leaves should be used by customers. This would help banks in identifying and controlling fraudulent alterations. This prohibition is applicable to cheques cleared under the image based Cheque Truncation System (CTS) only. It is not applicable to cheques cleared under physical exchange of instruments.

18. What are the precautions required to be taken by the banks / customers to avoid frauds?
Banks / Customers should use "CTS 2010" cheques, which are not only image friendly but also have more security features. Customers may request/insist their banks for cheque forms that are compliant with the "CTS 2010" standard. They should preferably use image-friendly coloured inks while writing cheques and avoid any alterations / corrections thereon. Preferably, a new cheque leaf may be used in the event of any alterations / corrections as the cheque may be cleared through image based clearing system.

Banks should exercise care while affixing stamps on the cheque forms, so that it does not interfere with the material portions such as date, payee’s name, amount, and signature. The use of rubber stamps, etc., should not overshadow the clear appearance of these basic features in image. It is necessary to ensure that all essential elements of a cheque are captured in an image during the scanning process and banks / customers have to exercise appropriate care in this regard.

HEARTBURN?

Many people believe that HEARTBURN (an acidic burning feeling in the chest) is the result of sour or spicy food going down the food pipe. However, that does not explain why even the sweet food like the chocolate causes the heartburn in some people. The fact is the burning sensation does not come from anything in food, but stomach acidity leaking upwards into the food pipe. Stomach acids are powerful enough to burn skin, bleach colored cloth, or remove paint. A tight valve normally keeps the acid in the stomach, which is suitable to withstand its action, but in certain conditions, the valve fails, allowing the acids to creep into the food pipe.

Here are some conditions that can drive the acid write through the valve: over eating; wearing clothes that are tight across the tummy; lifting heavy objects or doing hectic exercise or lying down soon after a big meal. Certain foods, even non-spicy ones, cause production of extra acid or loosen the valve. The usual offenders are coffee, tea, carbonated drinks, tomatoes, peppermint, chocolate, buttery or oily food, onions, and heavy milk deserts. Anyone can suffer heartburn, but it is commonest in pregnant women and overweight middle-aged men. Cigarettes, alcohol, and erratic eating seem to make it worse. Experts together have put some preventive tips: Drink water with or after meals to rinse acids out of food pipe and dilute stomach acids. Stay upright after meals; let gravity hold the acids down. If you must lie down after meals, lie on your left side; this pinches the valve shut and make it difficult for the acids to come up. Eat small meals to avoid overflow. If the heartburn is worst when you lie down, raise the whole head-side of the bed by propping it on bricks. Do not consume unlimited antacid pills. Too many will block even normal acid, production, giving you indigestion.

Courtesy: The Sunday Review
Before we go to select the right insurance product, we need to get some basics right. For example, first we need to get a handle on the amount of insurance cover you require. So we will first calculate the value of the insurance that you require. Let’s face it. All of us are going to die. When we are young, we have this idea about death: people are born; they grow up, study, get married, have a family, have kids, grow old, retire, grow older, get sick, and die. Yes, all of us are going to die. The question is, what is the guarantee that all of us are going to die in old age after retirement?

The grim truth is that death can strike anytime and in 100 different ways. School kids die. College kids die. Newlyweds die. So the moment we have someone in our life dependent on our income (wife, children, parents, we must have a plan in place. If I die today, how will my spouse/kids/parents manage their day-to-day expenses? It is not my duty to ensure they receive a corpus upon my death with which they could generate income. What about my kid’s education? Some portion of this corpus ought to be put away, to be used later for education. So I should have an insurance policy that will payout a lump sum to my dependents with which they could manage their expenses and other goals.

If we agree on this, we will also agree that we will have to answer two natural questions:

1. What should the sum assured of the policy be?
2. What kind of policy should we buy?

The insurance value will depend on your present and future income & expenses, your age, your responsibilities towards your family (especially spouse and children). In technical jargon, this is known as Human Life Value.

Let attempt to answer this question by considering an example. Vishnu is a 30 year old with an unemployed wife and a 5-year-old son. He calculates the value of the insurance policy (the sum assured) in the following way. The family’s current expenses are approximately Rs. 40,000 a month. Let us assume that his family could make do with an income of Rs. 30,000 if Vishnu died today. This income will of course increase depending on inflation in lifestyle expenses school fees etc. For the moment will ignore inflation. Vishnu’s son is now 5. It will take him another 20 years to earn a decent salary.

So Vishnu has two choices. He could opt for a sum assured which will provide Rs. 30,000 per month for the rest of his wife lifetime or he could opt for sum assured, which will provide an income that increases in step with inflation for the next 20 years. That is until his son starts earning. For simplicity, we will ignore inflation and calculate the sum assured required for a constant monthly income of Rs. 30,000. We will assume as we did before an annuity rate of 5%. That is 5% of the sum assured will be paid out each year to Vishnu’s spouse for the rest of her life.

Therefore, Yearly payout needed: 12 x 30,000 = Rs. 3,60,000
Annuity Rate 5%
Corpus required: 3,60,000/5% =Rs. 72,00,000. or Rs. 72 lakhs

Now Vishnu will have to provide for his sons education. He would like to have a sum of Rs. 60 lakhs available for college expenses. Assuming a rate of return of 8%, a sum A (obtained from the insurance policy) invested for 20 years should yield Rs. 60 lakhs. Therefore, 6000000 = A x (1+8%)^20

Here (1+8%) has been ‘raised to the power of 20’. That we multiply A with (1+8%), 20 times!

A = 6000000/(1+8%)^20 = Rs. 12.87 Lakhs. or Rs. 13 Lakhs approximately.

Putting it all together, Rs. 72 Lakhs is needed for providing regular income to his family Rs. 13 Lakhs is needed to be invested for funding his son’s education. Therefore the insurance must pay out Rs. 85 lakhs, or shall we say, Rs. 90 Lakhs if Vishnu dies today.

As mentioned before, this illustration assumes a regular income after death, ignoring inflation and plans only for one child. A more general calculator suitable for a family with two children can be found here:


Now that we have discussed the way in which the value of the insurance is calculated, we are now ready to answer, what kind of policy should we buy? Download the spreadsheet, calculate with your own numbers, and note it down below:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Insurance requirement Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monthly expenses at present</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Children’s responsibilities</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Assets</td>
<td></td>
</tr>
</tbody>
</table>

But with hundreds of insurance plans available, selecting the right plan will take some effort from you. We will talk about how to select the right insurance later.

Squirming actually helps hyperactive kids learn

"The message isn’t ‘let them run around the room,’ but you need to be able to facilitate their movement, so they can maintain the level of alertness necessary for cognitive activities," Rapport explained.

"The findings suggest that a majority of students with ADHD could perform better on classroom work, tests and homework if they are sitting on activity balls or exercise bikes, for instance. The study included 82 boys aged eight to 12. Twenty-nine of the children were diagnosed with ADHD and the other 23 had no clinical disorders and showed normal development. Each child was asked to perform a series of standardized tasks designed to gauge ‘working memory,’ the system for temporarily storing and managing information required to carry out complex cognitive tasks such as learning, reasoning and comprehension. ‘What we have found is that when they are moving the most, the majority of them perform better," Rapport said. By contrast, the children in the study without ADHD also moved more during the cognitive tests, but it had the opposite effect: They performed worse. The study appeared online in the Journal of Abnormal Child Psychology."
77-yr-old loses ₹1.9 lakh after credit card cloned, used in UP

ALARMING Card was with the victim when payments were made in two hardware outlets in Moradabad

Vijay Kumar Yadav

MUMBAI A 77-year-old Malabar Hill resident lost nearly ₹1.94 lakh after her credit card was cloned and used for shopping in Moradabad, Uttar Pradesh.

The senior citizen was in Ahmedabad when she received SMS alerts, stating payments had been made at two hardware dealer shops in Uttar Pradesh through her card.

The woman is a housewife and lives with her 88-year-old husband in the Napeen Sea Road area. She has an account with a nationalised bank.

The Malabar Hill police, which registered an FIR on March 10, said the complainant had gone to Ahmedabad in January for some work. On January 3, she received four SMS alerts, stating her credit card was used to make payments worth ₹1,93,845.

"The senior citizen immediately contacted the bank's helpline and was informed that unauthorised transactions were done using her credit card. She was shocked as the card was in her possession. She got her card blocked immediately," said a police officer.

The bank executives told the victim they would take 60 days to get the complete details of the fraudulent transactions, said the officer. Later, the complainant was informed by the bank that the four transactions were made at two hardware dealer's shop in Moradabad.

Her card was to expire 26 days after the incident.

"You may have shared your PIN or your card details while shopping at retail stores, outlets. This can later be used by fraudsters to compromise your card. Always be very careful while sharing details of your credit and debit cards," said Police Officer, on condition of anonymity.

KEEP YOUR CARD SAFE

- Always lock for a small additional gadget attached to the card-reading slot of the swipe machine. It could be a jamming device
- While keying in your PIN at an ATM, cover the keypad with your hand
- Ensure you get SMS alerts on withdrawals from your account

TO COMPLAIN:
Email: cybercell.mumbai@mahapolice.gov.in
Telephone: 022 - 26554008

Developer fined ₹18 lakh for delay in handover of flat

‘AGREEMENT VOID’

Consumer forum orders Mahindra Lifespaces to compensate buyers for 16-month delay

Kanchan Chaudhari
kanchan.chaudhari@hindustantimes.com

MUMBAI: A developer has been ordered to pay over ₹18 lakh for failing to hand over a flat in Bhundup to its buyers for about one-and-a-half years.

The additional district consumer forum for Mumbai suburban district directed Mahindra Lifespaces to pay interest at the rate of 10% a year on the ₹18.11 lakh paid by the buyers, Charkobori V Kindoipalli and his wife Sothaa, for the period of the delay. The forum also directed the developer to reimburse the ₹1.80 lakh that the couple had spent on rent during the period and ₹32,000 for litigation costs.

The couple had booked a 1,560-square-foot flat in a project by Mahindra Lifespaces at Bhundup and paid about 16% of the cost of the flat—₹2.06 crore—in August 2009. The purchase agreement was executed the next month and possession of the flat was to be given by October 31, 2010. Although the couple had paid the remaining ₹1.90 lakh by then, Mahindra Lifespaces delayed the possession of the flat and ultimately gave them possession in February 2012.

The couple then approached the consumer forum seeking interest on the money they had paid at the rate of 12% a year for reimbursement of the amount they had paid during the delay and compensation for mental agony and the cost of the litigation. The developer contested the complaint, contending that the complaints had repeatedly asked them to make changes to the flat and at one point even asked them to change the entire flooring, claiming this was what caused the delay. Mahindra Lifespaces also objected to paying compensation, on the ground that there was a specific provision in the flat purchase agreement that prevented the buyer from seeking compensation on account of delays in handing over possession.

The forum, however, rejected the developer's contentions, noting that a unilateral clause in the agreement—which empowered the developer to change interest on late payments but restrained the buyer from seeking compensation—was contrary to the law.

"Agreements contrary to public policy are void," said the bench, comprising forum president SS Vyshnare, forum president, and SV Kalal, member.

HOW TO FILE A CONSUMER COMPLAINT
Your petition should ideally be typed out and must include:

- Your full name and address
- The name and address of the opponent (respondent)
- The amount of the claim
- The nature of the complaint and details of it
- Compensation you are seeking

WHERE TO FILE IT

Mumbai city (Colaba to Sion)
Bomaby District Consumer Disputes Redressal Forum
Piet CS No. 4/226, Administrative building
1st Floor, SS Rao Road, Near Mahatma Gandhi Hospital, Pearl East, Mumbai 400012
022-24171330

Mumbai suburbs
(Bandra to Dahisar and Chemburhatti or Kurla to Mulund)
Bomaby Suburban District Consumer Disputes Redressal Forum
New Administrative Building
3rd Floor, Bandra (East), Mumbai 400051
26551025

Thane
Thane District Consumer Disputes Redressal Forum
The Collector Office Building
1st Floor, Thane, Thane District
26345042 or 26344069

Consumer forum orders Mahindra Lifespaces to compensate buyers for 16-month delay

KEEMAT: January – February 2016

14
Cyber crooks con wife of navy commander out of ₹9 lakh

TRAP One of the suspects pretended to be a British national, the other posed as a customs officer

CUSTOM OFFICIALS NEVER CALL; RBI DOESN'T SEND EMAILS

According to the police, individuals should not believe a caller who claims to be a customs official. "No customs official will ask a person to a fine or fine money in his personal bank account," said a crime branch officer.

Also, Reserve Bank of India never sends emails to individuals. "Emails claiming monetary gains on form of lottery or bonus with RBI logos are fake," the officer added.

WHILE USING SOCIAL NETWORKING SITES...

Do not accept all friend requests as not every request is genuine. If you do not know a person, do not add them to your list

Do not provide personal information on your social networking profile as the information can be misused. There is also a risk of identity theft

Always log off from social networking sites and email accounts as people might download or post objectionable content or play pranks

Install anti-virus software as several viruses can use your contacts list to spread itself

Cops ask Nigerian embassy for info on cyber scam suspects

HT Correspondent

MUMBAI: Mumbai crime branch officials, who have arrested three Nigerians over an online matrimonial scam, said they have informed the Nigerian embassy of the arrests and sought information on the details of the three suspects.

The officials said these details will help ascertain the country the suspects visited before coming to India and thus whether the passports seized from them are genuine or fake. Investigators are still trying to find out how many people were defrauded, and of how much. They believe at least 12 women have been cheated by the gang of which the three were members, and that many more suspects remain at large. Investigators are also trying to track an Indian woman, Neha Singh, believed to be associated with the gang.

"The accused would dupe people after getting in touch with them via matrimonial websites or through phishing (fraudulent emails). They used the money to buy cars, laptops, high-end phones and SIM cards from overseas operators," said a crime branch officer.

RISKS OUTDOOR PLAY GOOD FOR CHILDREN'S HEALTH?

Risky outdoor play is not only good for children's health, but also increases creativity, social skills and resilience. Children who are more physically active, and who opt for climbing and jumping, rough and tumble play, have greater physical and social health, shows a study by the University of British Columbia. The positive results reflect the importance of supporting children's outdoor play opportunities as a means of promoting children's health and active lifestyles, say researchers in the International Journal of Environmental Research and Public Health.

WISHING YOU A HAPPY NEW YEAR
Sitting at PC for hours can cause harmful blood clots

E-THROMBOSIS Condition is similar to deep vein thrombosis that fliers experience

POTENTIAL E-BURDEN

WHAT IS E-THROMBOSIS?

E-Thrombosis is a medical condition where blood clots are formed in the body as a result of sitting in front of the computer for long hours. It is a variant of deep vein thrombosis (DVT), a condition which is commonly seen in people who regularly take long haul flights.

Doctors said the condition can be near-fatal if there is a massive clot because the clot damages the right side of the heart which is naturally weaker than the left side of the heart. When a person has a heart attack, there is some time for intervention. In case of thrombosis, where the clot is massive, there is a risk of permanent damage to the organs, said doctors.

HOW TO PREVENT E-THROMBOSIS?

- Do not sit for long hours on your seat.
- Walk around the office to communicate with colleagues instead of using the intercom or emailing.
- Drink water during work as it will force you to walk at least to the washroom.
- Every two to three hours, people should stretch their body, especially legs, back and hand to avoid clot formations.
- Stop using elevators and climb stairs instead.

HOW WAS THE TERM COINED?

In 2003, doctors had reported a case of a 32-year-old man who had developed e-Thrombosis as a result of sitting in front of the computer for hours. The case reported in the European Respiratory Journal saw authors state that long periods represented a major risk factor for his life-threatening venous thromboembolism (obstruction in blood vessels as a result of blood clot which can dislodge from one place to another).

Authors also remarked that in view of the widespread use of computers, the potential burden of e-Thrombosis may be considerable.

Two men on the ninth tee are tired of waiting for two women to get off the fairway. One man approaches them but before he reaches them does an abrupt U-turn, explaining to his partner that one of the women is his wife and the other is his girlfriend. The second man agrees to go but also does a U-turn before reaching the women and explains his partner on returning, "Small world isn't it!"
Mumbai: A 65-year-old businessman from Sion was cheated of Rs.3.55 lakh by cyber fraudsters who misused his credit card details. The police are baffled by the fact that the fraudsters had even changed the mobile number and email ID of the victim that had been registered with the bank, and used the card to book tickets online. The complainant, Mukesh Parekh, has been using a credit card of a private bank for the past 15 years at shopping centres, salons and hotels. In his statement to the police, he said that around a fortnight ago he received his credit card statement.

"Parekh was shocked to find out that his card had been used for six unauthorised transactions of Rs.3.55 lakh towards booking tickets on a website called Yatra Online Private Limited, Gurgaon," said an officer from MRA Marg police station.

Parekh was surprised that he did not get bank SMS alerts of the transactions. Parekh then checked the statement thoroughly and realised that the fraudsters, who used his card details had changed his mobile number and even his email ID registered with the bank.

A different mobile number and email ID had been printed on the statement. Parekh then approached the MRA Marg police and lodged an FIR.

Another officer said the possibility of the involvement of a bank insider could not be ruled out as the accused not only changed the businessman’s details registered with the bank but also increased the spending limit on the card, which was earlier set at Rs1 lakh.

TO BE CONTINUED...
A woman receives a call that her daughter was sick. She stops by the pharmacy to get medication, goes back to her car, and finds that she had locked her keys inside. The woman finds an old rusty coat hanger left on the ground. Looking at it says, "I don't know how to use this" asking God to send her help.

Within 5 minutes, a motorcycle pulls up. The man gets off his cycle and asks if he could help. She says, "Yes, my daughter is sick. I have locked my keys in my car. I must get home. Please, can you use this hanger to unlock my car?"

He says "Sure". He walks over to the car, and in less than a minute, the car is open. She hugs the man and through tears says, "Thank You SO Much! You are a very nice man."

The man replies, "Lady, I am NOT a nice man. I just got out of PRISON yesterday; I was in prison for car theft.

The woman hugging the man again says, "Oh, thank you God! You even SENT ME A PROFESSIONAL!"

A man walking along Bournemouth beach was deep in prayer. Suddenly the sky cloud above his head and, in a booming voice, the Lord says, "Because you have TRIED to be faithful to me in all ways, I will grant you one wish."

The man says, "Build a bridge to France so I can drive over anytime I want."

The Lord replies, "Your request is very materialistic. Think of the enormous challenges for that kind of undertaking. The supports required to reach the bottom of the Sea! The concrete and steel it would take! It will nearly exhaust several natural resources. I can do it, but it is hard for me to justify your desire for worldly things. Take a little more time and think of something and ask for a boon that would honor and glorify me."

The man thinks about it for a long time. Finally, he says, "Lord, I wish that I could understand my wife. I want to know how she feels inside, what she's thinking when she gives me the silent treatment, why she cries, what she means when she says nothing's wrong, and how I can make a woman truly happy."

The Lord replies, "OK, you want two lanes or four on that bridge?"

- What is the difference between in-laws and outlaws?
  Outlaws are wanted!
  **A fine is a tax for doing wrong.**
  A tax is a fine for doing well!

Archeologist is someone whose career lies in ruins and is the best husband any woman can have. The older she gets, the more interested he becomes in her!

Two kinds of people do not say much. One those who are quiet and second those who talk a lot.

They say that alcohol kills slowly. So what, who is in a hurry?

There was a man who said, "I never knew what happiness was until I got married... and then it was too late!"

Indian: I have 4 sisters and 3 brothers. How about you?
American: I have no sister or brother, but I have 4 moms from my 1st dad and 3 dads from my 1st mom.

Daughter: Sorry dad, I got married yesterday, forgot to invite you.
Dad: It is OK, naughty girl, but do not forget it next time around.

A nice thing about egotists: They do not talk about other people!

- Bachelor: A man who has been able to avoid the opportunity of making some woman miserable; a man who is said to be foot-loose and fiancée-free; a bad boy who intends to cheat some poor girl out of her alimony; a person who believes in life, liberty, and happiness of pursuit; the only man who has never told a lie.
- Bride: A girl with great prospects of happiness behind her
- Compromise: A nice little arrangement between husband and wife whereby they both fully agree to let her have her way.
- Diplomat: A man who is able to convince his wife that a fur coat would make her look fat.
- Gentleman: A man who notices his wife drooping her knitting and immediately kicks it over to her so that she can easily pick it up.
- Housework: What a wife does without anyone noticing it until she does not do it.
- Husband: Man who has decided to give up privileges he never knew he had: A person who controls the house and everyone in it, and is allowed by his wife to say so.
- Joint Account: A great option, which allows a wife to beat her husband to the draw.
- Love: An obsessive delusion easily cured by a wedding.
- Mother-in-Law: A woman who slowly destroys a man's peace of mind by telling him what is on hers.
- Mrs.: A job title involving long duties, very light earnings and zero recognition.
- Spouse: Someone who will protect you, and help you solve all the problems you would not have had if you stayed single.
- Wife: A partner who is always complaining that she does not have a thing to wear, but at the same time, complains about not having enough room in the closet.

Man to super beautiful airhostess: "What's your name?"
Airhostess: "Eva Benz"
Man: "Lovely name...any relation to Mercedes Benz?"
Airhostess: (Smiling) "Maintenance cost is same"

Wife: How much do you love me?
Husband: I love you so much, I cannot measure.
Wife: No just, tell me in.
Husband: Okay, I am like a cell phone. You are my SIM card. I am nothing without you.
Wife: Wow that is so romantic!
Husband (saying to himself): Thank God, she does not know about China phones, with four SIM cards............Hahahahaha!

One truck driver doing his usual delivery to IMH (Institute of Mental Health) discovers a flat tyre when about to go home. He jacks the truck to take the flat tyre down. When he is about to fix the spare tyre, he accidentally drop the spare tyre, he accidentally 

Before marriage, a man yearns for the woman he loves.
After marriage, the 'Y' becomes silent!

On 11 Sept, Musharraf calls Bush: Mr. President, I would like to express my deep condolences to you. It is a real tragedy. So many people, such great buildings, I would like to ensure that we had nothing in connection with that.
Bush: What buildings? What people?
Musharraf: Oh, What time is it in America now?
Bush: It is eight in the morning.
Musharraf: Oops! Sorry, I will call you back in an hour!
Why should we avoid high-heeled shoes?

Pump bump
The rigid backs or straps of high heels can irritate the heel, creating a bony enlargement also known as Haglund's deformity.

Ankle injuries
High heels impair balance; a wearer is at a greater risk of falling, which could lead to a sprained or broken ankle.

Metatarsalgia
High heels force the body's weight to be redistributed. Prolonged wear can lead to joint pain in the ball of the foot.

Posture
High heels push the center of mass in the body forward, taking the hips and spine out of alignment.

Pressure
High heels may make legs look longer, but as the heel height goes up, so does the pressure on the forefoot.

Pressure increases on forefoot when wearing:
- 3-inch heels
  - Correct: +76%
  - Altered: +57%
  - Correct: +22%

The calf
Calf muscles contract and adjust to the angle of the high heels. Muscles may shorten and tighten.

Morton's neuroma
Heel height and a narrow toebox can create a thickening of tissue around a nerve between the third and fourth toes, which can lead to pain and numbness in the toes.

Achilles tendon
When the front of the foot moves down in relation to the heel, the Achilles tendon tightens up.

Bunions
Tight-fitting shoes can cause a bony growth on the joint at the base of the big toe, which forces the big toe to angle in toward the other toes, resulting in pain.

Hammertoes
A narrow toebox pushes the smaller toes into a bent position at the middle joint. Eventually, the muscles in the second, third and fourth toes become unable to straighten, even when there is no constricting shoe.
YOUR LIFE-SAVINGS GET A LIFE
WHEN YOU DIVERSIFY YOUR INVESTMENTS.

Do your groundwork, make sure the company is reliable, the balance sheet looks good
and the management is sound before investing.

Call 022 22728097 to report any market irregularity.
Issued in Public interest by BSE Investor Protection Fund.

The World’s Fastest Exchange with a speed of 6 Microseconds.
Website: www.bseindia.com | Follow us on: /BSEIndia | @BSEIndia | /BSEIndia
Disclaimer: Issued in public interest by BSE investor protection fund.