

Recipe for Success

Mansher Dhillon and Abhaas Shah interview Lord Karan Bilimoria, who gave a talk on Leadership and Entrepreneurship in the AV Room on March 27



DSW: Why did you launch a brand when there were already so many brands in your sector in the UK?

Lord Karan Bilimoria (LKB): The UK is one of the most competitive markets in the world. However, I came up with an idea for a product that had a distinctive flavour. I was looking at it from the consumer's perspective. Our recipe was special and unique. I was confident that my product was going to be different and better, and that I could possibly change the marketplace that I was entering, forever. I had spotted a gap in the market and a market in the gap.

DSW: How did you come up with the name 'Cobra?' LKB: We needed a name that was short, powerful and punchy. My partner and I had originally thought of the name 'Panther.' We had designed labels for 'Panther' and we had also given the artwork to the printer in Bangalore. Days before the shipping, my partner in London called me saying that he had tried pre-selling the product and the customers didn't like the name 'Panther.' At that point, I had two options: either I listened to the customer and changed the name, or I stuck with 'Panther.' I thought of changing the name to something else. I asked my partner, "What was the second-choice name we had in mind?" and he reminded me that it was 'Cobra.' And so the next morning I told him to see what the customers thought and I ran off to the printer to see if they had put it off to the last minute as people usually do. And luckily they had! I literally ran in shouting "Stop the presses!" By the evening my partner in London phoned me back and told me that the customers just loved the name 'Cobra.' So that's how we came up with the name Cobra! The lesson I learned as an entrepreneur is that you come up with the idea but you never go forward without checking the idea with your customers first.

DSW: What was your childhood like?

LKB: I come from a military background. I used to be transferred frequently in my childhood. I had studied in Ooty. My family were mostly Doscos. My father was a

Dosco; my mother's brother was a Dosco. I sat my Entrance and got my place at Doon, at my father's old house, Kashmir House. I don't remember the school number I was allocated but I got in! I finished my schooling with O Levels at Hebron School in Ooty, and skipping my Plus Two, I went straight to university in Hyderabad, aged sixteen. After graduating, I left India, and then qualified as a chartered accountant with Ernst and Young in London, and graduated in Law from Cambridge University.

DSW: Tell us your 'recipe' for success.

LKB: Success is not a destination – it's a journey. My favourite saying of Winston Churchill's is "Never, give up, never, ever give up." If you are proud and passionate about your product; if you have the vision and you are able to take people on a journey along with you, there is nothing that you cannot achieve. We have always looked to do things differently, to do things better, and to change the market-place forever. My great-grandfather had a motto which I am proud to say my company adopted. Our motto is, "To aspire and achieve against all odds with integrity". When you think about it, that is a definition of entrepreneurship – you come up with an idea, and you want to get somewhere with that idea, but the odds are stacked against you, and you have little or no means, but you go out there and you make it happen and you do it with integrity.

DSW: What are your plans for Cobra in India?

LKB: *Cobra* was first manufactured in Bangalore. Its story has been an example of a true Indo-British partnership and as the Chairman of the UK India Business Council, I am proud to say that I practise what I preach. Today it is manufactured in the UK, Belgium, Poland and seven locations in India. We feel that our sales in India will, within two years, overtake our sales in the UK. India is one of the fastest growing economies in the world today. I don't remember many physics formulae from my time at school. However, I do remember the formula – mass x velocity = momentum, and with 1.1 billion people x a GDP growth of 9% - that is true momentum. India is without doubt an emerging global economic superpower.

DSW: Describe your House of Lords' experience.

LKB: Well, if you're not a resident of the UK, then you must represent a place with which you have the most relations; in my case, Chelsea. In the House of Lords, there are many eminent figures. The debates and discussions. make it an invaluable learning experience. I feel that I learn something every time I enter into a debate there.

News-in-Brief

WELCOME

We welcome the following to the School faculty:

Biren Chamola takes on the Housemastership of Hyderabad House and resumes teaching Mathematics; **Deepa Das** will assist students with English in the SATs and in the Career Counselling Department;

Praveen Dwivedi has joined the Economics, Commerce & Accounts Department.

We wish them all a fruitful tenure.

STUDENT EXCHANGE

We welcome George Carey and Jock Nowell-Usticke from **Wanganui Collegiate School, New Zealand.**We wish them both a pleasant stay.

BLACK BLAZER

Ankur Saxena has been awarded the Scholar's Blazer. Congratulations!

CHECKMATE

The results of the **Inter-House Junior Chess Competition** are as follows:

1st: Hyderabad House **2nd:** Oberoi House **3rd:** Tata House Congratulations!

RECITAL RESULTS

The results of the **Vikram Seth Junior Statesman Poetry Recitation Contest** are as follows:

Junior CategorySenior Category:1st: Vatsal Khandelwal1st: Salil Gupta2nd: Arjun Badal2nd: Mansher Dhillon

Congratulations!

Unquotable Quotes

This time, there is a very good milk.

Shreyvardhan Swaroop, the laughing cow.

Bag a seat with me.

Shreyvardhan Swaroop makes reservations.

Shahaan, am I the dignity to see you changing?

Devansh Khaitan, dignity personified.

Can I have some bugs, man?

Chandra Narayan Deo, at the tuck shop.

The practicals are getting compiled up.

Kartic Sharma procrastinates.

We were tearing a bunches of paper.

Jayant Mukhopadhaya confesses.

Ask RMR how to teach you.

Jayant Mukhopadhaya wants better education.

Open a fresh new page.

PBR wants to start afresh.

The precipitate does not insoluble in excess NaOH.

AKM explains.

Who is Philadelphia?

Aman Dhar enquires.

Just a sec, I'll look up the dictionary.

Animesh Gupta solves the problem.

Look at here.

PKN demands attention.

Career Call

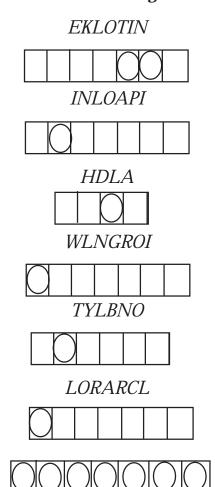
The **Careers' Notice Board** will focus on **Environmental Sciences** in the coming week. All interested should check it out.

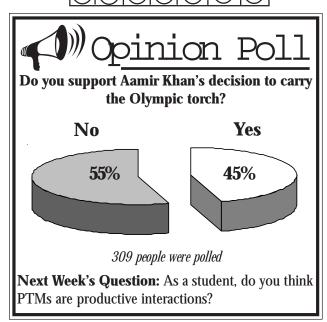


J **L**BUME

Each of the jumbled words, when unjumbled, forms a children's writer's name. Unjumble the words and use the circled letters to form the name of a famous character, created by one of these authors. Entries to be submitted in the Weekly box in the Main Building. The winner will be decided by lottery and will be treated to a Hot

Chocolate Fudge





The Minutes of the School Council Meeting

Held on 21 Feb 2008, 6:20 PM, in the Nandlal Kilachand Library

The following members were present:

Dr. Kanti Bajpai Headmaster (Chairman)
 Mr. Phillip Burrett Dy. Headmaster

3. Dr. M.C. Joshi Dean of Social and Community Service

Mr. P.K. Nair
 Mr. D.K. Sharma
 Mr. Gursharan Singh
 Dean of Studies
 Dean of Sports
 Dean of Activities

Mr. A. Qezilbash
 Mr. K.V. Arjun Rao
 Mr. Rashid Sharfudin
 Mrs. Amrit Marbaniang
 Abhimanyu Chandra
 Dean of Students' Welfare
 Housemasters' Representative
 Teachers' Representative
 School Captain

11. Abhimanyu Chandra
12. Akshit Batra
13. Chini Batra
14. Chini Batra
15. Chini Batra
16. Chini Batra
17. Chini Batra
18. Chini Batra
19. C

Sujai Banerji
 H' House Senior Representative
 Ankur Saxena
 Vihaan Khanna
 Ujjwal Dahuja
 H' House Junior Representative
 H' House Junior Representative

17. Ayyappa Vemulkar 'J' House Senior Representative (Secretary)

18. Mansher J Singh Dhillon 'J' House Senior Representative Varun Gupta 'J' House Junior Representative 19. 20. Zorawar Whig 'J' House Junior Representative 21. Shiwaj Neupane 'K' House Senior Representative 22. Rajat Gangwar 'K' House Senior Representative 23. Udai Bothra 'K' House Junior Representative 24. Tushar Gupta 'K' House Junior Representative 25. Chetan Kaul 'O' House Senior Representative

25. Chetan Kaul
26. Vivek Santayana
27. Abhinav Mittal
28. Spandan Gopal Agarwal
29. O' House Senior Representative
29. O' House Junior Representative
29. O' House Junior Representative
29. O' House Junior Representative

29. Salil Gupta "T' House Senior Representative
30. Amit Gupta "T' House Senior Representative
31. Shashvat Dhandhania "T' House Junior Representative

32. Vikram Kejriwal 'T' House Junior Representative

1. Election of the Secretary of the School Council

The Chairman welcomed the Council and introduced the first issue on the agenda – electing the Secretary of the School Council. There were three nominees – Salil Gupta (Tata House, nominated by Amit Gupta), Mansher Dhillon (Jaipur House, nominated by Rajat Gangwar), Ayyappa Vemulkar (Jaipur House, nominated by Abhimanyu Chandra). Voting by secret ballot followed. Ayyappa Vemulkar was appointed Secretary of the School Council for the year 2008-2009.

2. Review of the Scholar's Blazer Point System

The Chairman brought to the notice of the House the need to review and modify the scheme for the Scholar's Blazer, which was out of date. Mr. P.K. Nair decided to form an ad hoc committee, consisting of Mr. H Dhillon, Mr. P Joshi, Mr. V Pandey, Mr. M Farooqi, Abhimanyu Chandra, Akshit Batra, Vivek Santayana and Ayyappa Vemulkar to present a draft of a new point system.

3. New Games' Stockings

Mr. D.K Sharma brought before the house a few samples of games stockings that were to be introduced with the new uniform. It was decided that the Reebok samples seemed suitable, while the colour of the stockings was to be decided from the following options:

- 1. Dark blue stockings with a white band
- 2. Completely blue stockings
- 3. Dark blue stockings with a gray band

4. Review of the Doon School Cup

The Chairman brought to the notice of the house that the Doon School Cup was to be reviewed by the Council three years after its introduction, and as this year is the third year running, the House would have to review the scheme and functioning of the Cup in the meetings to come.

(contd. on page 4)

(contd. from page 3)

5. Editing of the Codes and Policies Book

The Chairman felt that the Codes and Policies Book might need editing. He asked the members of the House to go through the codes and policies, and to bring forward any corrections that are required. He emphasized that the codes and policies had been passed by the Council and therefore only minor stylistic, grammatical and typographical errors could be modified.

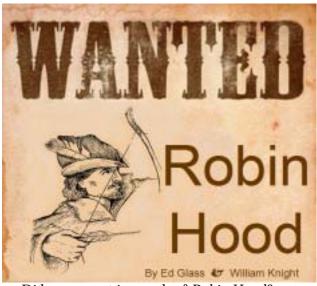
6. Review of the School's Education Policies

The Chairman informed the House of the Board of Governors' objective to review the School's education policies. He also mentioned the possible involvement of a few members of the Council in the review process. As there were no other matters to be tabled, the meeting was adjourned.

Secretary Chairman (Ayyappa Vemulkar) (Dr. Kanti Bajpai)

Robin Hood: Found!

Sreemoyee Banerjee reviews the Junior English Summer Production



Did you go out in search of Robin Hood? Robin Hood?

Yes, Robin Hood. He had suddenly become the most 'wanted' person on the Doon School campus. Whoever found him was promised a hefty cash reward.

Did anybody find him? Did anybody get the prize? As a matter of fact, almost all of us found him on the evening of April 2, in the heart of our own Rose Bowl. But curiously, at the end of the day, none of us thought about the cash reward.

But why?

Because the junior summer production of *Robin Hood* was a reward in itself.

Our eyes feasted on its plethora of colours. Our ears luxuriated in the richness of its melodies. And last, but not the least, our hearts responded to all of its diverse emotions...

The reward, if any, should actually go to the director, Anuj Ray, and the producer, Arjun Rao.

The adaptation of the original was such that it acquired a compact wholeness of its own. The plot line was well-adjusted with the actual time of the performance so as to be entirely convincing to the audience. The music (directed by Priya Chaturvedi) played an equally important role in maintaining this unity.

All the actors brought proof not only of their tal-

ent but also of their sincerity and hard work. Thus, every character acquired a concreteness and tangibility of its own.

The Sheriff, played by Arjun Singh Badal, was a strong presence all through. His voice, as well as the spontaneity of his gestures, lent credibility to the character. One could risk saying that he might have overshadowed Robin Hood almost entirely had it not been for the scene in the jail. Vatsal Khandelwal who played Robin Hood must have enthralled many with his song in the jail. The poignant, wistful longing of Robin Hood for Maid Marian was communicated extremely well through the maturity of Khandelwal's voice and his absolute involvement with the character.

However, both Badal and Khandelwal must be commended for their poise. Both of them exercised a certain amount of control over their expressions throughout the play. At no point of time did either of them cross the limit beyond which they might have appeared excessive.

Personally, I found the scene in the jail most interesting. For one thing, it was open to a number of visual interpretations. The depiction of a dream or the juxtaposition of reality with dream must have been a really difficult task considering the here and now of the stage.

But the intended effect was achieved superbly through the perfect synchronization of lights and sounds – of the visual and the aural.

Rishabh Nautiyal was, on the whole, charming as Maid Marian. But at certain unguarded moments the Dosco crept in. At these very moments the 'lady's' gait did not succeed in disguising the 'man.' However, this is understandable and can be overlooked in the light of his otherwise convincing depiction of the role.

The action was enriched by brief episodes of humour. The Nurse, played by Raghav Puri and Friar Tuck, played by Avanindra Singh, deserve mention in this regard. Their humour kept overt sentimentality at bay without belittling the play's predominant emotions.

So if you, for whatever reason, did not go out in search of Robin Hood, you surely missed something!

4. The Doon School Weekly Saturday, April 12

GRAFFITTI GENOMES

Nargish Khambatta discovers that fine dining and designer genes make for a unique experience

Choosing a restaurant to have dinner on a weekend is as simple as deciding what outfit to wear for your spouse's boss' engagement party! What cuisine does your heart desire? That would be easy if there was one heart that was desirous of Pastafarian or Chettinad, Northwest Frontier cuisine or Iranian, irrespective of political leanings. When four hearts desire, in true Leacockian style, the discussion was bound to 'get on a horse and ride off in all four directions.'

So it's best to take it in turns to decide, we decided, and today, it was yours truly who was going to make that decision. Matters of the heart are never easy, so I left it to the whimsical diktat of my taste buds. The drool deliberated before dribbling...the taste buds desired Italian fare and so that was that. The restaurant was one we had not sampled fare from and we were delighted when we walked into a warm, cheerful atmosphere, where two of the chefs, who were known to sing well, were entertaining a family celebrating a birthday.

Our table was tended by William and he reached out for a crayon from the set of four placed in the centre and wrote his name on the virgin sheets of paper that were spread out instead of a tablecloth. Raised eyebrows were quickly replaced by lowered guards as one by one we reached out for the crayons. A game of noughts and crosses turned into a battle of wits and the clever conversational inputs meant to distract the opponent soon gave way to hearty appreciative pats on the back as we saw what Junior had done at her end of the table. The resplendent flower she had drawn unleashed childhood memories and soon the place mats were filled with the 'sun setting behind the mountains, birds flying home' scenes of Miss Massey's grade four art classes.

Art, they say, is therapeutic. Perhaps it is, but it is also a clever way to make time fly and not complain about the delay before the starters arrive! The Peach Soda and Tuscany Lemonade seemed to conjure up nature and drawings of flowers and splendid scenes emerged from the tips of the crayons. The Mint Blackberry Punch, on the other hand, seemed to stir the soul and the allegorical outline of the Mahatma sprang forth. Between mouthfuls of garlic bread and antipasti, we chewed on Sarkozy's cavorting in Cairo and savoured a discussion on a possible cruise on the Nile for the upcoming holidays. 'Tag-along' William appeared as if on cue to ask, 'How's the food, Madame? Would you like some more cheese on your pasta?"

Junior had stopped munching on her stone-fired four-cheese and mushroom pizza, and was drawing again. It looked like a ladder.

Was it a ladder?

I put my fork down, surprised. "What is that?"

The innocent question drew a typical teenage response – ignore the question.

"What is that?" Parental persistence elicited another typical teenage response – exasperation!

"What are you drawing?"

The authoritative tone got the desired teenage response – an answer!

"Why, it's DNA."

To which, even the diners across us looked on curiously.

"DNA?"

"Yeah. I read recently that scientists are going to make designer genomes, and alongside the article, there was this kind of a drawing. Designer genome indeed – what next! As if it's Stuart Weizerman designing a pair of shoes for the Best Actress to wear at the next Oscars!"

The lady at the next table joined it. "I agree. Imagine having designer babies and being able to decide what genes to add or subtract from your genome. With scientists playing God, what is our world coming to?"

Junior's ladder had succeeded in bringing together Lebanese, Indians and Iranians, and the tiramisu and coffee were "on the house," the singing chefs declared, when they too got drawn into the discussion.

"What's that now?"

All eyes were on Junior again.

"Oh, it's just graffiti genome," she said nonchalantly, surprised at all the hullaballoo her drawings were creating.

"Graffiti genome?" The question was written all over everyone's face.

"Well, graffiti is the sign of our times – a reflection of society. Some scientists should work on graffiti genomes, too, along with designer genomes. I'm sure the outcome will be less perfect, but far more interesting."

When we waved our goodbyes and walked back to our cars, sucking on the mints handed out by the smiling waitress, one thought that was on everyone's mind was...graffiti genomes.* * *

Letters To The Editor

Colour Compliment

I just saw the *Weekly's* Holi edition (online). It is very attractive, and if, as you mentioned, it is the first time that colour has been introduced, my compliments for the novel idea. However, it would have been even better if the contents too had been a little more colourful, in keeping with the spirit of Holi. Keep up the good work!

(S.K. Pitty)

South to Antarctica

I was delighted to read the article on the Antarctica in the last *Weekly*. This is just to let you know that I was the first Dosco (ex-491 HA, '75) to visit the Antarctic in 1997/98. I was part of the scientific expedition that built India's second base at Maitri – 110 km into the continent at about 71 degrees south, and spent six months there. That's not to steal the thunder of Mr Robert Swan, but to let you know that one of your own has already been there! You will find some Krill samples in the Bio Lab that I brought back from the Southern Ocean.

(Rakesh Wahi)

Death of an Artist

Dilsher Dhillon

I've played a role too many a time, And now it's killing me. Oh, how I wish to walk off the stage, And live free.

I've played a role too many a time, And criticism is all I've received. I think it's time for the curtain call, Because I'm the one being deceived.

My mistakes always haunt me, Reminding me of my worthlessness. My laurels have disowned me, And now it's killing me.

Play the role of an adult now, I was told. But I'm still a torn kid, Wanting to reconcile with my past, If only I felt it was worth it.

Every rose gives me thorns, And every thorn gives me scars. Every scar gives me tears, And those tears fall on the ground.

Be who you are, It's not a cliché, It sounds cooler than Any 'illegal' thing you've ever done.

I've played many roles,
Some good, some bad and some ugly.
But, there's still one role that seems to elude me,
It's the role of myself.

Everything has become artificial, There's nothing left that's real, Which is why I'm living to die, Rather than dying to live.

Out with the good, and in with the bad, Is what has happened over here, And the only one who saw it coming, Was crucified some time ago.

I've never been true to myself, As if that ever bothered me, But all I want now, is the truth, But good things don't come free.

Lost Love

Saurav Sethia

She is dead, Her face, shrouded; the white cloth Muffled the words she would want said. Possibly in heaven, she faced God's wrath.

I cried,
Thinking of the recondite void
That is death,
Maybe a flawed shibboleth.

He was born,
The David Copperfield of this lifetime,
The wall, only his mother's portrait would adorn:
The difference between David and this eureka of
mine

I wept and wept and wept. There she lay: languid and still, And a sudden realization crept In my heart that had forebodings ill.

I didn't do a 'Ballad of Reading Goal', She lay supine, pale; I loved her well; Loved her more than words can tell.

> She has left me To cross Styx, the sea. After life's long peregrination, Can she bear the separation?

I gaze; at the stars that light the sky
And I think of you, I begin to cry.

"What's mine is yours and what's yours is mine".

Together, life was indeed sublime.

"Death, be not proud," it is said, I look at her, on her deathbed. She does not move, does not stir, Death is the ultimate leveller.

Our son-- he was silent, Calm as a placid pool, Knowing not what this night meant, Knowing not what death took.

Death weighed down her eyes,
Fixated on her was my gaze,
I am now left only to surmise
If she will bask in Elysium or rot in Hades' shade.

Online Edition: http://www.doonschool.com/magazine

weekly@doonschool.com

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