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# Amil Samachar

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## KEEPING OUR SINDHI LANGUAGE ALIVE

### Sindhi Language in Phonetic Roman Script

By Chandiramani, Kishor Lalwani & Poonam Malani :

There is a controversy going on about the script to be adopted for sindhi language. While discussing this, we must also realise that fewer and fewer people are using the language in daily use. We must do something about it.

Now if we analyse, we come to the conclusion that out of 100 persons, some know the Arabic script, some Devanagiri script but practically all of us know the roman script.

So why not make use of reality? Countless number of Sindhis in different parts of the world speak in sindhi but cannot read and write, So why not give them a chance to read and write in Roman Script? Why not also persuade others who are not able to learn Arabic or Devanagiri script to keep our language alive through the use of Roman Script?

Even a Muslim country like Indonesia with its Kawi Script which has been used for well over 1000 years,

decided to adopt Roman script and today Bahasa Indonesia unites all the 5000 islands into a compact unit.

Countless other countries in the world have done so to make their language prosper.

The only thing that has to be done is to adjust the Roman Script phonetically so that there is only one way of reading and writing and that there should be no confusion at all. With all this in view, I have tried to develop the roman script for Sindhis.

Keep the chart before you and you can read and write in 30 minutes.

Not only that but you can write any language in the world in phonetic language, maybe with an adjustment here or there.

**Suggestions are welcome .**

The Words like ض ط ذ ص ث ح have been omitted Even words like ع خ ق have been omitted for 90% of the Sindhis cannot pronounce it. 26 alphabets of the English have been retained for they are pronounced similarly like in Sindhi.

That only leave 13 alphabets to be memorised. Since they are also derivatives of the known alphabets it should not take more than a few minutes to understand them.

Another way to popularise the language is to bring out cassettes in the market. How many Sindhi cassettes are there in the market? Will anyone guide me?

The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor - Vince Lombardi

In every language of the world there are 1000 essential words which are made into short sentences and repeated again and again.

If you play these cassette before a child regularly, he will pick up the language so fast that you will be amazed. But this work has to be done quietly and efficiently by an institute or a sponsor and one person should be employed who does only this job.

Seminars and conferences will not help. Neither will any long winding speeches. This needs careful planning and execution. The Sindhi language should be put on video cassettes as well, so that one sees actually how the words are pronounced and written. Internet is a must.

It is not difficult at all to popularise the Sindhi language but we must do it very methodically. One definitely needs sponsors.

Chandiramani –

NEXT MONTH WE SHALL BRING ONE STORY IN ROMAN SCRIPT

*We invite comments from our readers about our concern for the language and our contribution from every individual to that effect.*

**Editor**

## VIVEK SINDHI KENDRA

**Summer Camp (Work shop)**

**For Sindhi Students**

- Date:** 1<sup>st</sup> May to 8<sup>th</sup> May  
**Time:** 11.00 A.M. to 1.00 P.M.  
**Venue:** Vivek Sindhi Kendra  
 5<sup>th</sup> Floor, D.B.C. Primary School,  
 Collector's Colony, Chembur,  
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**Aim:** To promote Sindhi Culture & Language  
**Age:** 5 Years to 12 Years  
**Fees:** Rs 60/- only

**For Registration Contact :**

**Mrs Heena Khithani**      **Ms Mohini Manchanda**  
**Vivek Sindhi Kendra**      **Vivek Sindhi Kendra**  
**Phone: 25531864**          **Phone: 25271286**  
    **Cell: 9821053174**

**Ms Shoba Sahetia**  
**National Sarvodaya High School**  
**Phone: 25531723**

## ART OF DOING NOTHING

By J. T. Lalvani

They say  
 I do nothing  
 Ready with a remark  
 And a small talk.  
 As I walk around  
 In my living backyard  
 Everyday  
 Observing each sprout  
 And every bud  
 Even slim blade  
 I see them growing  
 From moment to moment  
 From tiny leaves  
 To tender shoots  
 Then bushier and larger  
 With enchanting flowers  
 In various hues and colours.  
 Now fragrances sweet and mellow  
 Arise from my garden patch  
 Wafting through neighbor's yard  
 Along the narrow lane  
 Upward to blue sky.  
 A feeling of joy transcends  
 Soft and delicate  
 Invisible and rare  
 Permeating the mind  
 Peaceful and relaxing  
 Stress relieving  
 Soothing the body  
 Spiritually uplifting  
 Soul elevating.  
 They say I do nothing  
 Actually I am meditating

## A TRADE SHOW CHECKLIST

**AKHIL SHAHANI** takes you through the steps you need to follow to have successful participation in a trade show.

A trade show is an exhibition where companies with similar or related products serving the same markets showcase their latest offerings, meet customers, learn new trends and identify new prospects. For small businesses looking to succeed, trade shows can be effective promotional and sales tools.

Start by doing what is necessary, then what is possible, and suddenly you are doing the impossible  
 - St. Francis of Assisi

The process of participating in a trade show starts much the same way most business activities do with goal setting. But that's not the only thing - you need to be well prepared to get the maximum returns on your investment - and you will have to spend substantially on the event. There will be many expenses, including costs for space rental, display design and construction, telecommunications and networking, travel, accommodation, promotional literature and 'give away' items. So, proper budgeting is essential, in addition, you will need to pay particular attention to other operational details.

*The following checklist will serve as a useful ready reckoner.*

**Set clear goals :** What is it that you expect to gain from participating in a trade show? Is it publicity, the opportunity to launch new product, or increasing sales? You can have more than one goal but knowing your objectives at the outset will help you achieve them.

**Research :** Choose the trade shows that will best serve your purpose. Talk to colleagues who have attended earlier events before you make plans. You should choose a trade show that targets the audience that you want to reach and supports your participation goals.

**Plan your budget :** Did you ever face a situation when costs went out of hand? It can happen so easily if you overlook the hidden cost. Apart from the direct costs of participating in a trade show such as rental and display expenses, your budget should include travel expenses, ground transportation, accommodation, meals, snacks and giveaways.

**Book your booth space early.** Take advantage of early bird discounts on booth space and reserve one in a busy aisle that will attract lots of traffic. Once you book that space, find out everything you can about it, especially the physical conditions, to effectively plan your display.

**Advertise your participation :** Invite your clients, customers, suppliers and other business contacts to attend the show. If you have web presence, shout it out on your website!

Well here you are ready to participate in a trade show and raring to make a big impression! Is your job done? Not quite! Ultimately, it is the display that is going to draw the crowds. Here are some tips for setting up a display that will attract the audience you want.

**Visibility :** Make sure your booth is seen by all those who walk by. An attractive display will draw them in. The exhibits should be well-organised and tidy and preferably, have all the prices clearly marked.

**Crowd-Pulling display :** Use an interactive medium, such as a quiz or game on a computer, a contest draw or a scheduled demonstration to spark interest. Usually such tricks build a crowd, which in turn draws other visitors.

**Giveaway items :** Yeah! Nothing works as well as 'freebie' as a crowd puller. Small take-away items that people can use works as a wonderful reminder of your business - Such as magnets, desk calendars, pens and stress relievers. Place these items in such a way that people will have to walk into or through your display to get them.

**Easily accessible information :** Use signs and boards to make information easily visible. The information could include prices, minimum orders, shipping costs, or any basic fact visitors might need to know. After all, the idea behind participating in a trade show is to get people know you and your products.

**Promotional literature :** Maintain a good supply of brightly-coloured fliers and brochures, as well as order forms, price sheets and business cards that you can hand out. Have a press kit prepared and ready for the trade media. Get introduced to reporters covering the trade show and talk to them about your business.

Associate yourself with people of good quality if you esteem your reputation, for it is better to be alone than to be in bad company. - George Washington

**Ready for business :** Be prepared to conduct sales right there on the show floor. Nothing puts off a prospective customer more than being told that they will be contacted later to discuss business. Be prepared with order forms, pens, credit card slips, or anything else you need to conduct sales and keep track of people's orders.

**Presence at the booth :** Have your booth manned at all times. Having an empty booth is as good as saying that you are not interested in conducting business.

**Engage your visitors :** Be willing and ready to answer even the most inane question in a friendly manner. Be prepared with all important information about your product to answer specific questions. Chat informally and display friendly body language.

**Prompt follow up :** Once the event is over, your work begins in earnest. You have to follow up the leads that you got, send out mails and regular mail, and make phone calls. Try and get this done as quickly as possible while the memory is still fresh in people's mind.

Participating in a trade show can open new doors for your business. Make sure you've got the right key.

### MY AIMS, DESIRES, EXPERIENCES AND OBSERVATIONS IN MY LIFE

By Gul Partabraj Advani

1. Only money can't buy you real happiness!
2. In Bhakti there is always more Shakti!
3. Never give up anything you want to do. You can't be the last every time, sometimes you may win!

4. While giving the perfect duty to ailing, aged and needy persons, you always get complete satisfaction!
5. In life we win some we loose some!
6. One should always face the negative side with the help of positive side.
7. If you don't receive, try not to deceive.
8. Whatever you do, do it according to your own decisions. But not according to others desires!
9. Real happiness depends on what you have got, and not what you like to have.
10. We should always speak our minds to those who are very near and dear to us.
11. God is always very Dear and near to us, when we think he is far from us.
12. First speak then repeat and then only teach others.
13. We should not be in search of New Friends but should be satisfied with few old nice friends.
14. Life is such an important thing we should always try to make it more interesting.
15. We should always admire the abilities of others and not our own, it is for others to judge.

### *Khudabadi Amil Panchayat of Bombay* **Tribute**

*Paying Homage to the departed soul*

- |   |            |
|---|------------|
| 1. Shri Gulrajani Motiram R.                | - 22/02/07 |
| 2. Shri Makhijani Ram H.                    | - 25/02/07 |
| 3. Ms. Thadani Muli Dayaram                 | - 02/03/07 |
| 4. Shri Mirchandani Dilip Khanchand         | - 04/03/07 |
| 5. Shri Mansukhani Kishin (U.S)             | - 01/03/07 |
| 6. Shri Kripalaney Kishinchand Lokumal      | - 06/03/07 |
| 7. Shri Makhijani Mohan V.                  | - 09/03/07 |
| 8. Smt. Bhavnani Sundri Metharam (Sippy)    | - 10/03/07 |
| 9. Smt. Vaswani Saraswati Sujansingh (Kiki) | - 13/03/07 |

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I learned a long time ago never to wrestle with a pig. You get dirty and besides, the pig likes it. - Cyrus Ching