

# The Lighthouse



Bulletin of the Rotary Club of Madras - India

President:  
Rtn. S. Gunashekar

President Elect:  
Rtn. Nandita Krishnan

Immediate Past President  
Rtn. George B. Cherian

Secretary:  
Rtn. Dr. Arulmozhi Varman

Assistant Secretary:  
Rtn. Sathiaran Ram

District: 3230 | Inaugurated: 10-05-1929 | Chartered: 19-07-1929 | Charter No.: 3186 | Club No.: 15860

No.: 34/2010-11 (4 Pages) ₹1/- FEBRUARY 22 2011

www.rotaryclubofmadras.in

## From the President's Desk



### Corporate Social Responsibility

Rotary Club of Madras is managing large community service projects for several decades. Rotary Nagar, Boys Town, Sembakkam, building of public conveniences, scholarships, nutritious supplements scheme and other noteworthy programmes are a few examples.

It is heartening that some of the key projects are growing in stature and impacting more and more people, especially, young children. The various projects / programmes are touching & transforming lives.

Year on year, the Club is required to fund ongoing community service projects, also accounting for growth. Though the task is daunting, Members have contributed significantly in meeting challenges on the ground. The various fund raising programmes also provide requisite comfort in planning for growth.

This year, the support extended by Rtn. Neeraj Sharma, his colleague, Ms. Sreelakshmi Menon and by Rtn. Sanjay Tulsyan is exemplary. Both have tied – up their Corporate Social Responsibility with noteworthy projects of the Club.

At the National Level, there are moves to bring in legislation about the role of Corporates towards society. It is proposed that 2% of the net profits of each company be deployed towards its corporate social responsibility. In fact, Bill Gates, Warren Buffet and other luminaries have set high standards in CSR by embracing various causes and by donating large sums of money for charity. This is being emulated by Indian business houses.

Rotary Club of Madras may approach leading business houses in the country to get a sizeable share of such funds earmarked for CSR activities. "Early bird gets the worm"! The Club is already off the blocks and will do well to harness the first mover advantage in securing support from large corporates.

True that many large business houses have their own charity foundations. However, the sheer size and impact of Rotary's projects & programmes will also stand a high chance of being supported by Corporate India.

Cheers and have a great week ahead!

## 2G Spectrum Allocation

If the former Telecom Minister, Mr. A. Raja, had only listened to the earnest advice that was coming to him to auction the licenses for the 2 G telecom services in September 2007, he would not be where he is today. Explaining to members of the Rotary Club of Madras at a luncheon meeting on February 22 as to why the circumstances at the time were appropriate for auctions, Mr. K. Venugopal, Joint Editor, Business Line, said that there was a considerable rush for licenses. There were many more players, both new and existing service providers, than there was frequency spectrum for the government to distribute. Demand was greater than supply, and in such conditions, governments have always chosen to tender or auction the asset.

Mr. Venugopal traced the background of how the government dealt with the various bands of the frequency spectrum over the years and how the valuation of each of them varied. He noted how some bands, such as the AM radio band which is reserved for All India Radio, have always been



used only by arms of government. While recently the FM band was opened for use by the private radio stations through open auction, it was the rapidly rising popularity of the cellular phones that changed dramatically the value of the air waves.

This was a point that the ISRO arm Antrix ignored when it went ahead and did a private deal with Devas Multimedia, which was brought into the public gaze by revelations in the Business Line and The Hindu, Mr. Venugopal noted.

The speech was followed by an interactive Q&A session.

FEBRUARY  
WORLD  
UNDERSTANDING  
MONTH

RiteSteel

RiteSteel Industries (P) Ltd.  
Ph.: 044 2432 2204, Mobile: +91 93617 48300

Striking the Right Balance  
through the Science of Steel.



RiteArc 500  
Double Refined EQR Bars

RiteArc 500  
Double Refined TMT Bars

RiteKraft  
A Customized Reinforcement Solution

# A matter of minutes

## RI NEWS

### Donor Recognition Totals

With the important contributions of these generous donors, The Rotary Foundation is fulfilling its promise of creating a polio-free world, helping children and families live healthier lives through Rotary's Humanitarian Grants Program, and educating young people about cultures worldwide. Rotary World Peace Fellows are engaging in the study of peace building, which may allow them to participate in resolution efforts in some of the world's most challenging situations.

Below are totals as of 31 December 2010.

- Arch C. Klumph Society Members -- 298
- Major Donors -- 13,557
- Bequest Society -- 7,444
- Benefactors -- 84,962
- Paul Harris Fellows -- 1,266,626



Sgt-at-Arms PP. M. C. Shanker collared President S. Gunashekar who called the meeting of Rotary Club of Madras to order, followed by a silent invocation.

The minutes of 15th Feb'11 meeting was duly confirmed.

President welcomed the Guest speaker Mr. K. Venugopal, Editor – The Hindu Business Line.

Rtn. Dr. Vijayabharathi welcomed the visiting Rotarians. President handed over a memento to the Bridging President Rtn. B. A. Sridhar of RC Tambaram, who had come on invitation. President requested him to take our greetings to his Club.

President welcomed guests introduced by members. He then welcomed Ms. Maria Edelman, Assistant District Governor of District 1600, Rotary Club 's-Gravenhage – Zuid, Netherlands and exchanged flags. President welcomed DRR. Suresh and Sri Lakshmi of Kone.

President extended birthday and anniversary wishes to the respective Rotarians and Anns celebrating this week and thanked the donors for their sunshine contributions. The cake was cut amidst applause. President brought to the attention of Rotarians that Rotary was celebrating its Birthday on 23rd Feb'11.

Rtn. Vivek Harinarain (IASret'd), made a passionate appeal for the Shillong Chamber Choir Fundraiser on the 26th & 27th Feb'11. He gave a background on this unique Choir and a 2 minute audio video presentation was shown. Rtn. Vivek requested members to contribute in whatever means and to support this fund raiser and make it a resounding success.

Rtn. K. Krishnan, Director Community Service informed members that the Combined Community Service meeting is being held that evening at Madras Cricket Club and requested members to attend. Rtn. Kirshnan also announced that at Rotary Nagar, plans were on to have a small cultural function on 23rd Feb'11 organized by the children of Rotary Nagar. The program will also include the award of scholarships to 10 students who had progressed by the evening tuition classes held by RCM. This is to encourage them to attend the evening tuition.

Rtn. Dr. V. Ramasubramanian, Chair, Polio Plus informed members about the second session of Polio Plus program on 27th Feb'11 Sunday and requested members to participate

at 7.30 a.m at Gosha Hospital. He thanked Rtn. Anand Rengaswamy for his continued support in providing the morning breakfast for the event.

Rtn. M. Srinivasan informed members that the Golf Tournament will be on 12th March'11 and said that there is plenty of opportunity to support this event. He requested support for the fundraiser through sponsorships, tee boxes banners, ads etc.

Rtn. Neeraj Sharma announced that Kone has decided to partner with RCM for one project - helping education in Rotary Nagar by providing support to the tune of Rs.8.5 lakhs. President thanked Rtn. Neeraj for the generosity extended to one of our oldest projects at a crucial juncture.

### Induction of new members

#### President invited

Rtn. C. N. Ramdas (IAS ret'd.), to introduce Mr. K. K. Raman

Rtn. M. Balasubramanian to introduce Mr. K. Jayaramakrishnan

They were inducted into the Club after President S.Gunashekar pinned the lapel pin appraised them about Rotary, its activities and



its ideals. All members rose and greeted the new Rotarians amidst a round of applause. President thanked the new members for their donation of Rs.15,000 to the Rotary Club of Madras Charitable Trust.

Secretary Dr. Arulmozhi Varman announced that the next weekly meeting will be at the same venue on Tue 1st March, 2011.

Rtn. Sandhya Sridhar introduced the Guest Speaker Mr. K. Venugopal, Joint Editor, Business Line.

President presented a memento & a copy of 'A Timeless Legacy' book to the Speaker.

Rtn. Kamal Chadda proposed the vote of thanks. The meeting was then declared closed.



**Nalli**  
Since 1928  
**CHINNASAMI CHETTY**

**Panagal Park,  
T.Nagar, Chennai - 17.  
Ph : 24344115 / 42604567**

Variety Unlimited in Silk Sarees

# Club activities roundup

## Educator Extraordinaire Award to Anand Kumar of Super 30 on Mar 1

On Tuesday, March 1, 2011 our Club will have the privilege of conferring its Educator Extraordinaire Award on an individual who is extraordinary indeed - Mr. Anand Kumar, founder, Super 30.

Super 30 is a Bihar based initiative that helps poor children chase the IIT dream. Amazingly, in each of the last 3 years, all 30 students in the batch have made it to the IITs!

The students of Super 30 - children of brick kiln workers, rickshaw pullers, landless farmers, roadside vendors and the like - are provided coaching, lodging and food, all totally free of charge. Anand Kumar does not take financial support for Super 30 from any government or private agency. Newsweek

magazine has termed Super 30 one of the 4 most innovative schools in the world.

We will, of course launch a service initiative as a follow up of this award (it's become a habit now!). Anand Kumar has agreed to select two poor students from Chennai for Super 30 - and fund them! Our Club will be the facilitator. In due course we will see how this initiative can be enlarged.

Please attend the award ceremony on Mar 1 with your spouse and children who might be interested. The meeting will be - as usual - at the Connemara at 1.45 pm. Lunch, however will start at 12.45 pm itself.

*Rtn. S.N.Srikanth*  
Chairman, Awards Committee  
(+91 98410 13095)

### Snippets from the past

◆ RTN. RITA CHAUDHURI

### Community Service

In April 1906, a principle that is core to the heart of Rotary was enunciated by Donald Carter: "The Club has great possibilities only if it can do something to benefit other people besides its own members." And the Constitution of Rotary was amended to include the objective of Civic Service.

Rtn. Parsons was the First Director of Community Service Committee of the Rotary Club of Madras. By 1932, 'Ragdays' were organized where used toys and clothes were collected and then distributed to the needy. Orphans were taken on outings and cinema shows were organized for them. These early acts of kindness created the culture of caring in our Club.

## Factory Visit to Ford India

I am happy to inform that as part of Vocational Services, an industrial visit has been organized to Ford India on Saturday, 19th March 2011 by the Rotary Club of Madras.

### Our programme is as follows:

09:00 hrs	Assemble at Connemara
09:15 hrs	Departure Connemara
10:15 hrs	Arrive Ford India
10:15 to 10:30 hrs.	Plant visit presentation
10:30 to 12:15 hrs.	Visit to the Plant
12:15 to 12:30 hrs	Q&A session
12:30 to 13:00 hrs.	Lunch
13:00 hrs	Departure Ford India & Arrive Connemara

Please find below some guidelines for the plant visit. Please ensure that the same are adhered to:

### Guidelines:

Visitors (both men & women) are required to

wear fully covered footwear and those not wearing such shoes will not be permitted inside the shop floor.

Visitors should not be clad in synthetic/nylon clothes.

Visitors should not be clad in loose-fitting clothes.

Cameras/Camera phones are strictly not allowed inside the premises.

This is to invite all of you and we would be grateful if you could send in your confirmation for the visit to either President Guna at [sgunashekar@airtelmail.in](mailto:sgunashekar@airtelmail.in), Rtn. Sankara Narayanan at [asnarayanan123@gmail.com](mailto:asnarayanan123@gmail.com), the Rotary office at [rotaryclubmadras@vsnl.net](mailto:rotaryclubmadras@vsnl.net) or me at the earliest for facilitating a meaningful and well informed visit.

*Vivek Harinarain*  
Director, Vocational Services  
([vivekharinarain@everonn.com](mailto:vivekharinarain@everonn.com))

## RI Policies and Procedures

The RI Constitution, RI Bylaws, and Standard Rotary Club Constitution provide the foundation for RI's policies and procedures and can be changed only through a Council on Legislation. Every club and district is entitled to propose amendments to constitutional documents by submitting legislation to the Council on Legislation. Some of Rotary's most important work results from Council actions. The constitutional documents can be found in the Manual of Procedure.

Club and district leaders can use the Manual of Procedure to better understand Rotary and the policies and procedures relevant to their responsibilities. The RI Board of Directors also issues policy decisions that are compiled in the Rotary Code of Policies.



WITH BEST COMPLIMENTS

**A.V.M LIMITED**  
AVM STUDIOS COMPOUND  
# 38, Arcot Road,  
Vadapalani, Chennai - 600 026.

# Club CORNER

## Know your Rotarian



**Rtn. Dr. V. Ramasubramaniam**

**Q THE QUALITY THAT IMPRESSES ME MOST IN PEOPLE IS:**

**A** Compassion

**Q BOOKS I RECOMMEND OTHERS TO READ:**

**A** Tuesdays with Morrie and Tipping Point

**Q WHAT WAS THE WORST NICKNAME YOU HAD AS A KID?**

**A** "Sottai"

**Q WHEN AND WHERE DID YOU MEET ARUNA?**

**A** At a cousin's wedding

**Q WHAT CRAZY ACTIVITIES DO YOU DREAM OF TRYING SOMEDAY?**

**A** Hike into Amazon or Freeze overnight at an Ice Hotel

**Q HOW INTERESTING AND CHALLENGING IS YOUR FIELD IN MEDICINE?**

**A** It's depressing and exhilarating at the same time. Scary when you understand the human helplessness!!

**Q HOW ACTIVE WERE YOU AS AN ANNETTE IN ROTARY?**

**A** Used to help my father in his entertainment programs for the Rotary. Spend hours listening to the Polio plus and Measles campaigns

~ Ann. Padmavathy

## Communications on Yahoogroups

For any email communication to be sent to the Yahoo group, kindly address your email to this ID [rotaryclubmadras@yahoo.com](mailto:rotaryclubmadras@yahoo.com) for release to all the members of RCM. Kindly note some of the email Clients may not deliver the copy of the email to the sender and hence there is a possibility that as the original sender you might not get the email sent through the Yahoo group.

Of course if you need to have specific delivery of email ensured to the recipient you may include these email ids in the CC column of your email client.

In case of any difficulty kindly reach out to Rtn. Aditya Agarwal or myself.

Rtn. Hiren B Shah  
+91-98400-71155

## Email Scams Targets Rotarians

Rotary International has received numerous complaints of e-mail scams targeting Rotarians. Rotary International does not solicit funds through e-mail, nor does it ask that personal information be updated by e-mail or other electronic means. RI encourages Rotarians and Rotary Clubs to avoid becoming victims of such scams by deleting any e-mail that appears suspicious.

## ROTARY QUOTE

"As one who has participated in sports all my life, I am a great believer in teamwork. In sports, one learns early on that teamwork is absolutely essential to a team's success....An individual star...will not assure victory unless there is coordination, cooperation, and a team spirit among the players....So is [teamwork] vital to Rotary...Rotary cannot achieve complete success without the participation and cooperation of all members of the team." — Teamwork — Indispensable to Rotary's Success, THE ROTARIAN, January 1982

## Forth-coming events



Weekly meeting 1:00 pm Tue Mar 1, 2011 at the Taj Connemara, Educator Extraordinaire Award will be presented to Mr. Anand Kumar

## Birthday

Rtn. Rajiv Khanna - 1st March  
Rtn. S. Srilatha - 1st March  
Rtn. R. Ravishankar - 2nd March  
Rtn. PDG. S. Krishnaswami - 2nd March  
Rtn. Amritha Vincent - 2nd March  
Rtn. Dr. S. Ashok - 5th March  
Spouse : K.Sridhar - 6th March  
(Rtn.Sandhya Sridhar)

## Wedding Anniversary

Rtn. N. Ramachandran - 3rd March  
Ann. Dr. Rekha  
Rtn. S. Srinivasan - 3rd March  
Ann. Prabhavathi  
Rtn. Neeraj Sharma - 6th March  
Ann. Arundhoti

## Sunshine

Rtn. Archana Sanjay - Rs.500  
Rtn. Ramesh Daga - Rs.1000  
Rtn. A. K. Rajkumar - Rs.1000  
Rtn. N. Subramanian - Rs.1000  
President S. Gunashekar - 1000 RMB  
Rtn. S. A. Kharche - Rs.10,000 (Donation)

## OBITUARY

With deep regret and sorrow we announce the sad demise of our former Rotarian Mr. R. Sivaramakrishnan (formerly with Chemplast Sanmar) on Feb 13, 2011. Our heartfelt condolences to the members of the bereaved family.

### EDITORIAL COMMITTEE

Rtn. Sathiaran Ram, Rtn. Rita Chaudhuri, Rtn. Mahita Suresh, Rtn. Sandhya Sridhar, Ann.Padmavathy Gunashekar, Ann.Soundarya Ramji, Ann. Tanuja Paul, Ann Sujata Tarakesan, Mr. P S Sridharan

Contact us at [lightrotary@gmail.com](mailto:lightrotary@gmail.com)

### EDITED AND PUBLISHED BY:

Rtn. Asst. Secretary, Rotary Club of Madras 'Rayala Towers', 2nd Mezzanine Floor, 158, Anna Salai, Chennai 600 002. Ph: 28591020.

### With best compliments, printed at:

NPT Offset Press Pvt. Ltd., New No.111, Avvai Shanmugam Salai, Chennai 600 014. Design: [www.studiodescience.com](http://www.studiodescience.com)

**NIPPON PAINT**  
Your World. Your Colour.  
Toll Free No.: 1800 425 3636 SMS NIPPON to 53636

