

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. Sathiam Ram

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

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From the President's Desk



Education is the Key: Rotary Nagar

As old as our independence, Rotary Nagar is a project being nurtured by the Rotary Club of Madras. This project is located behind the Queen Mary's College, along the MRTS and adjacent to Lighthouse train station.

History has it that the residents of this low income tenement migrated to erstwhile Madras (now Chennai) from neighbouring areas, especially from Andhra. A community centre was built and the low income tenement was christened "Rotary Nagar".

From providing basic amenities to "Arivoli lyakkam", night school, tailoring classes and beautician's course, Rotary Nagar has benefited from the commitment of Rotarians over the years. With passage of time, the Club's intervention is also undergoing a sea change.

Rtn. C.N. Ramdas, I.A.S. (Retd.) has played a pivotal role in setting up a police booth and in ensuring old age pensions are disbursed by the government authorities to the residents. Provision of drinking water, clean roads and a library were all possible thanks to the intervention of Rtn. Ramdas.

Today, the Rotary Nagar committee has added a new dimension to existing programmes. The thrust is towards education and welfare of young boys & girls from this area. Computer education and avenues for gainful employment are being offered to the students. Special tuition is being organized for the young boys and girls so that they perform well in their Board Examinations.

Bright students are being offered scholarships so that they continue with their academics. The young boys and girls are also being offered nutritious supplements during the special tuitions. Recently, a medical camp was successfully coordinated by Rtn. Sai Srujan and Rtn. Sessa Sai. A record turnout of 175 people availed of the various health check-ups offered during the medical camp.

With support from Members, the Vocational Training Centre will soon get a face lift and new computers will also be installed. Thanks to heightened participation by our Members, Rotary Nagar is now a picture of high energy. Predominantly, the adults work as scavengers for the corporation or for a private agency. However, with Rotary Nagar children being encouraged to concentrate on education, we may expect a total transformation in the years ahead.

Lend a hand in creating a bright future for the young children of Rotary Nagar!

Cheers and have a great week ahead!

Rural Marketing...

Rtn. PP. R. V. Rajan, Chairman of Anugrah Madison Advertising Pvt Ltd., the Rural Division of Madison Communications addressed the Club on 'Rural Marketing'.

The Speaker with an advertising career of over 4 decades has been associated with rural marketing & communication for over 35 years. He was recognized with the Lifetime Achievement from Rural Marketing Association of India in 2009.

Rural India offers the greatest hope to Indian marketers seeking growth for their products and services with 73% of Indian population living in the villages of India (this is 12% of world population). Low penetration of many products makes rural markets important and vital. Challenges lie in reaching out to these markets and in communication.

While there is no cookie-cutter approach, rural initiatives that are sustained over a period of time are the ones that ultimately succeed in the market.

Rural markets are gaining prominence because of the positive rural GDP growth, higher disposable income, lower expenses and increased non-agriculture based income. The rural pyramid includes the rural rich, aspiring middle-class and the bottom of the pyramid.

The growing breed of educated, upwardly mobile middle class with aspirations, exposure to mass media and with purchasing power almost akin to their urban counterparts offer tremendous opportunities for existing and new brands to enter rural markets. This market is estimated at Rs.1,73,000



crores per annum and is growing at 15%. More than 50% of the sales of FMCG & consumer durable companies are from rural India.

Rural markets also exhibit high levels of brand loyalty and this translates to a good first mover advantage. Customization, building empathy & relevance, recognition, distribution through melas, post offices & public distribution system, word of mouth publicity including opinion leaders, customized events with focused communication etc all contributes to this goal.

Perceptions, traditions and values vary from region to region. Simple communication in the local language / dialect and the use of analogies are effective tools.

Mr. Rajan concluded by saying that Managers will have to shed their urban mindset and will have to think the rural way before embarking on a long marketing journey into rural India.



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BEACON Recognition for Annettes

Dear Rotary friends,

Rotary Greetings!

All of you are aware that the Rotary Club of Madras recognizes outstanding achievement and contribution of individuals and institutions to Society, Education and Literature, Sports and Performing Arts and other spheres by giving several awards like 'Life time Achievement Award', ' Educator Extraordinaire Award', ' Corporate Social Responsibility Award', ' For the Sake of Honour Award', ' Vocational Excellence Award', 'The Young Achiever Award' and 'Employer-Employee Relationship Award'.

It was decided in the meeting of the Board of RCM that we should also recognize outstanding achievements of Annette's of our Club by conferring on them 'Beacon Recognition' Award.

I invite all the Members to kindly send their nominations for Beacon Recognition for the Annette's of our Club with a brief description of the exceptional achievement achieved by them in the field of sports, academics, arts, social activity, literature, entrepreneurs or any other sphere of relevance.

A small committee consisting of the President and a few representative Members would select the Annette's with an outstanding achievement and for conferment of Beacon Recognition. There is no number restriction to the Beacon Recognition to be conferred. The contribution or achievement has to be truly world-class and outstanding.

Please do send in your nominations for Beacon Recognition Award before 28th of February 2011 to any of the following.

President Guna
Director Vocational Vivek
Chairman Awards Committee Srikanth
Rotary Secretariat Sridhar

~ Rtn. Vivek Harinarain IAS ret'd,
Director - Vocational Service

A matter of minutes

Sgt-at-Arms IPP. George B. Cherian Scollared President S. Gunashekar who called the meeting of the Rotary Club of Madras to order, followed by a silent invocation.

The minutes of the 1st Feb'11 meeting was duly confirmed.

President welcomed the Guest Speaker of the afternoon Rtn.R.V.Rajan of RCM South. President welcomed guests introduced by members. Rtn.G. Ravindran welcomed the visiting Rotarians.

President handed over mementos to the bridging Presidents Rtn. G. M. Krishnamurthy, RC Gummidipoondi, Rtn. B. Murali, RC of Chennai Galaxy who had come on invitation and conveyed our greetings to their Club.

President welcomed the Rotaractor Inder of Rotaract Club of Madras and Ann. Shanthi Suresh.

President extended birthday and anniversary wishes to Rotarians and Anns celebrating this week and thanked them for their sunshine contributions.

Rtn. Kishor Dhandeker invited members for his son's

reception on 26th Feb'11 at 7.30 pm at Accord Metropolitan, who is getting married in Pune on 22nd Feb'11 and bless the couple. President thanked Rtn. Kishor for his kind donation of Rs. 25,000 to RCMCT.

Rtr.Inder, Rtr Club of Madras recounted his visit to Ambur and handed over a cheque to President Guna along with Pres Sharen (grandson of late Rtn.PP. Parthasarathy Reddy, 92-93).

PP. N.K. Gopinath handed over the flag of RC London collected during his recent to the Club that is celebrating its Centenary this year.

President exchanged flags with visiting Rtn. Sabapathy Kanagasabai from Campbelltown, South Australia.

President thanked PP. K.V. Shetty for his donation of Rs.10,000 towards the BTS for his



reception on 26th Feb'11 at 7.30 pm at Accord Metropolitan, who is getting married in Pune on 22nd Feb'11 and bless the couple. President thanked Rtn. Kishor for his kind donation of Rs. 25,000 to RCMCT.

Rtn. PP. Paul K. Jacob, Director, Club Admn requested support and sponsorships for the Shillong Chamber Choir fund raising event on 26th & 27th Feb'11.

Rtn. Dr. S. Ashok requested members to attend with spouse the Full Club Fellowship in memory of his Late father PDG. Dr. S. Sundararaman on Sunday at 7 pm on 13th Feb'11. President added that RCM has invited

birthday. President thanked Rtn. Dr. S. Ramachandran for hosting the GSE Team, USA & UK and taking them around Ragas Dental College.

Secretary Dr.Arulmozhi Varman informed members that the next weekly meeting will be on 15th Feb'11 at the same venue.

Rtn. D. Hari Krishna introduced the speaker Rtn. R. V. Rajan. President presented a memento and our Club's A Timeless Legacy book to the Speaker.

Rtn. Rita Chaudhari proposed the vote of thanks.

The meeting was then declared closed.

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Club activities roundup

An opportunity to 'Bridge the Continents'

During the week commencing on Jan 30, our Club scored another 'first' by hosting all the ten members of the two visiting GSE Teams from RI Dist 1220 from UK and RI Dist 5220 from U.S.A. Rtn. PP Christine Daly, the leader of the team from U.S. highlighted a project undertaken by her Home Club, R C of Sonora Sunrise setting up a community library for Senior citizens and children. During my subsequent discussions with her, I took the liberty of suggesting that we would like to place at that community library some books on India, its land and people. She was very happy and appeared excited at my proposal. (For me a 'first' in fifty years to have a lady excited at any of my proposals !!!). Rtn. Daly has very kindly agreed to take a few books with her on her return to Sonora.

As you are aware, February 23, 2011 is the 106th Anniversary of Rotary's Birthday. Thanks to our Rtn 'visionaries' Anjali and Sai Srujan, the Children of

Rotary Nagar have already started rehearsals for a fitting celebration scheduled at 5.30 p.m. on that day. Rtn. PP Christine Daly has accepted our invitation to be present at that function to receive the first set of books bearing the inscription "from the Children of Rotary Nagar, Chennai India to their Friends in Sonora" signed both in English and Tamil by some of our children.

I sincerely request all my fellow Rotarians to participate in this meaningful program by donating a few books relevant to our cause. If you could bring some books to our meetings on the 15th and the 22nd, it will be of great help to our cause. Each book will bear the name of the Donor. You have my assurance that the second consignment will be carried by me on my planned visit to the RI Convention at New Orleans in May 2011.

Gratefully, looking forward to your support.

~ Rtn. PP. Christopher Devapragasam

Snippets from the past

◆ RTN. RITA CHAUDHURI

Vocational Service

Vocational Service offers Rotarians the opportunity not just to run an ethical business but to make a qualitative difference to the lives of many. History shows that the Rotary Club of Madras has always treated Vocational service as both the individual and collective responsibility of club members. As early as the 1960's, the club conducted career guidance seminars in schools, had members deliver "My Job Talks", held club meetings at members' factories, and instituted awards to honour the best professionals.



The 10 member Group Study Exchange team from Nottinghamshire, UK and California, USA visited Ragas Dental College. The UK team was headed by Mr. James Pinder and the USA team was headed by Mrs. Carl.

The team visited the Dept of Implantology

GSE Team Visit to Ragas

where a briefing about the treatment protocol followed by our institute was explained by Dr Veerabahu, Prof and HOD, Dept of Oral Surgery, along with Dr. Vikraman and Dr. Venget.

This was followed by a speech by Dr S Ramachandran, Principal, Ragas Dental College where he highlighted the growth of this institute and also about the various public outreach activities carried out by us. Dr NR Krishnaswamy, Vice Principal also addressed and interacted with the visiting team.

Dr P D Madan Kumar, Dept of Public Health Dentistry, who was a GSE team member to UK in

Sept 2010, coordinated the GSE team visit. The gist of their thoughts from their Chennai blog is summarized below.

"My team and I thoroughly enjoyed our rather short visit to your Dental College today. I was most impressed by the equipment that you have which seemed, to my eye, to be right up in the top league. The lunch, together with the generous gifts, will augment our friendship" ~ Rtn. James Pinder

"I was very impressed with your buildings and think you maybe provide more and better services than we have!" ~ Hollie Venn

~ Rtn. Dr. S. Ramachandran

MEMBERSHIP PROPOSAL

The Board, at the meeting held on 8th February 2011 approved the following proposals for Membership to the RCM.

S.No.	Name	Office Address	Proposed by Rtn.	Classification
1.	K.K Raman	DLF India Ltd, 3rd Floor, Chalam Towers 113, Dr. Radhakrishnan Road, Mylapore, Chennai - 600004	Rtn C.N Ramdas	Building & Construction Property Development
2.	K. Jayaramakrishnan	Tata Consultancy Services 17, Cathedral Road, Chennai-600086	Rtn M. Balasubramanian	Computer - Software Development

Objections if any, may be sent to the Honorary Secretary in writing within 10 days.

Rtn. Dr. Arulmozhi Varman, Honorary Secretary



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Club Corner



Rtn. Anand Rengaswamy

Q IF YOU WERE GIFTED A MAGIC WAND, WHAT WOULD YOU CHANGE:

- A a. In Rotary..... Nothing really
b. In the society..... People's callous attitude to the rule of law.
c. At your work place..... Inability to manage time
d. At home..... Taking good health for granted

Q WHERE WAS SCHOOLING? ANY SPECIAL MEMORIES OF SUMMER HOLIDAYS DURING SCHOOL DAYS?

A Boarding school- Lawrence School, Lovedale-Ooty

Special memories are the ones I spent with my grandfather during my younger days and the care-free days I spent with my cousins in Kandy, Srilanka, every year for my summer holidays.

Q HOW MANY SIBLINGS? A FAVOURITE GAME THAT YOU USED TO PLAY WITH THEM?

A I am the only one- Will always remain the apple of my parents' eyes!

Q IF NOT FOR THIS WORK PROFILE, WHAT LINE WOULD YOU CHOOSE?

A Would have most certainly become a film-maker.

Q TELL US:

A a. **What you enjoy about your work?**
The challenge to take up new projects.

b. What is it about work that you rather postpone?

I am a firm believer in the saying "What can be done today should not be postponed till tomorrow".

c. You are passionate about?

Travelling and discovering new places.

Q YOUR DREAM COME TRUE WOULD BE?

A To own a villa in the exotic locales of the French Riviera or the South of Spain by the side of azure waters, would truly be a dream come true.

~ Ann. Padmavathy

From the bottom of our hearts

On behalf of each member of The Rotary Club of Madras, we wish to thankfully acknowledge the 'Block Donations' received from the following Donors towards establishing some specified facilities that will form the basic infrastructure of the visionary project 'Create'.

THE CHERIAN FOUNDATION
(Rtn PDG Benjamin Cherian and Rtn IPP George Cherian) Rs 51 Lakhs

D J AGARWAL TRUST
(Rtn Aditya Agarwal) Rs 41 Lakhs

Rtn Balakrishna Rao Rs 51 Lakhs

We are pleased to inform you that the First Phase will soon be commissioned. It will provide good quality residential facilities to approximately 100 boys and will facilitate effective conduct of as many as five Certified Vocational Training Courses providing opportunities for approximately 200 boys.

Gratefully,
~ Rtn. Nimish Tolia, Chair CREATE Committee

ROTARY QUOTE

"Clearly, we are moving toward a future that will be characterized at once by desperate needs and vast potential. We Rotarians are especially well-positioned to serve as a bridge between the problems and the possibilities. We have a strong presence in nations that are technology-rich as well as in countries that can barely meet even the most basic human needs. Let us use that presence - and the unique perspective it affords us - to create the vibrant spirit of Rotary...and extend it to every part of the globe." — Rotary 2000, THE ROTARIAN, July 1999

Forth-coming events



Weekly meeting 1:00 pm Tue Feb 15, 2011 at the Taj Connemara, **Speaker:** Mr. A. Vellayan, Chairman of Murugappa Group of Companies will talk to us on 'Professionalizing Family Owned Companies'.

BirthDay

Rtn.M.V.Ananthakrishna – 15th Feb
Rtn.K.Krishnan – 15th Feb
Rtn.Punkaj Sachdev – 18th Feb
Ann's birthday
Ann.Rajeshwari – 18th Feb (Rtn.H.A.Eswara)
Ann.Jyothi – 19th Feb (Rtn.Ashok Bajaj)
Ann.Niyati – 20th Feb (Rtn.Abhay Mehta)
Ann.Sangeeta – 19th Feb (Rtn.Vijay Dugar)
Ann.Reena – 20th Feb
(Rtn.Rajasekar Gorantla)

Wedding Anniversary

Rtn.Markhand Desai – 15th Feb
Ann.Sunitha
Rtn.R.K.Jhaver – 15th Feb
Ann.Kiran
Rtn.Ramakanth Akula – 16th Feb
Ann.Niharika
Rtn.M.S.Nagarajan – 17th Feb
Ann.Savithri
Rtn.Prasanna Shenoy – 18th Feb
Ann.Vandana
Rtn.Ravee Malhotra – 19th Feb
Ann.Meenakshi
Rtn.M.V.AnanthaKrishna – 21st Feb
Ann. Padma

Sunshine

Rtn.P. Suresh – Rs.2000
Rtn. Vikram Jalan – Rs.1000
Rtn.T.V. Sai Srujan – Rs.1000
Secy Dr. Arulmozhi Varman – Rs.1000
Rtn. Sathiararam Ram – Rs. 1000

Donation

Rtn.Kishor Dhandekar – Rs.25,000
PPK.V.Shetty – Rs.10,000 - BTS

EDITORIAL COMMITTEE

Rtn. Sathiararam 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

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