

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.: 22/2010-11 (4 Pages) ₹1/- NOVEMBER 30 2010

www.rotaryclubofmadras.in

*From the
President's Desk*

Of Fellowships & Head Count!



Invitations are sent out for fellowships, programmes of the Club and for awards functions with a tag line, "R.S.V.P." RSVP is an acronym drawn from French "répondez s'il vous plaît", which means "please respond". When an invitation carries the dreaded 4 - letter word the guests are expected to respond whether or not they intend attending the party!

Sample this: Invitations were sent out to the Full Club Fellowship held on Sunday, 28th November 2010 "Ghazal Nite". We had 15 Members (of 220!) respond to the RSVP request boldly printed on the invites. Yet, we had 145 guests participating at this fellowship.

Well, do we attribute this lack of response to ignorance of the term RSVP? Is it sheer indifference? The hosts need a definite head count and by a certain deadline. This is the essence of RSVP. Hosts tend to play safe and order out more food and make elaborate arrangements for entertainment. Their plans are put paid when fewer guests turn up at the event/dinner. A larger than expected turnout will also create problems for the hosts.

Imagine the situation when you are playing host! The frustration, in not receiving responses, can drive one up the wall.....so, what applies to the goose applies to the gander!

RSVP also requires the guest to indicate whether he/she is coming with the spouse or other guests. It is also appropriate to indicate meal preference, as vegetarian or non - vegetarian. Worldwide, not responding to RSVP invitations is considered extremely rude. RSVP etiquette requires a response from the invitee!

Next time you see the 4 - letter acronym, R.S.V.P., pick up your phone and respond! No procrastination!!

Cheers and have a great week ahead!

Corporate Social Responsibility Award 2010-11 to Britannia Industries

The Rotary Club of Madras recognized the exemplary efforts of Britannia Industries Limited in fighting child malnutrition by conferring the RCM Corporate Social Responsibility Award on Britannia.



Ms. Vinita Bali accepted the award with great pride & humility. She said that product development for biscuits several years ago focused on taste and mass appeal but Britannia soon realized that biscuits could be a great medium to provide the necessary nutrition to growing children.

Ms. Bali shared Britannia's journey and recalled their involvement with the UN food program in Afghanistan which triggered the action for doing something in India.

This thought started partnerships with NGO's by enriching the food with micro-nutrients.

Ms. Bali admired the wonderful work carried out by RCM and was enthusiastic about the pilot experiment of providing nourishment to 2000 students in Chennai through RCM. The recipient was confident that this mission will be worth the efforts in changing the lives of children.

Ms. Bali expressed her gratitude on behalf of Britannia for bestowing this honour and expressed her keenness to partner with Rotary in this and other initiatives.

Continued on page 2

DECEMBER
FAMILY OF
ROTARY MONTH

Abirami Agro Industries

Packaged Drinking Water

Perungavoor
Chennai - 600 114.

With best compliments from:

A matter of minutes



District News

International Nite

Dear Rotarians,

I am glad to inform you that our Rotary District 3230 is organizing for the first time an INTERNATIONAL NITE from 7.30 p.m. to 10.00 p.m. on Wednesday, 15th December 2010 at Taj Coromandel Hotel.

This will be a gala event filled with fun through entertainment, cocktails and dinner in great ambience. The entertainment will be Fusion Music by the world renowned percussionist (drummer), Mr. Sivamani with Mr. Balabhaskar at the violin and Mr. Stephen Devassy at the keyboard. Cocktails will be exotic and the cuisine will consist of dishes from different parts of the world.

The INTERNATIONAL NITE will be graced by diplomats from various Consulates and leading industrialists, film artistes and other elite citizens of Chennai. Our Rotarians will thus have a great opportunity to mingle with them.

Rotarians Ahluwalia, Balu (AVM), Nalini, Sudha Shivkumar and Tareen who are the organizing committee members from our club are working tirelessly to make INTERNATIONAL NITE linger in your memory for a long time to come. Donor tickets at Rs.5000/- per head (Rs.10000/- per couple) can be had from them or from me and cheques are to be made in favour of R.I. District 3230 Charitable Trust. A part of the collection will go towards the District Polio Eradication Fund and we shall thus have Service along with Fellowship.

As only 200 tickets are planned to be distributed in the entire District, please get back to us with your cheques immediately as it unfortunately has to be 'First Come First Served' for want of space.

Do not miss the opportunity to enjoy a great evening! Do not miss the fun and frolic and regret later!

Yours in Rotary,
Rtn.PP.Dr.B. SHIVKUMAR, Chairman –
International Nite, R.I. Dist. 3230
Mobile:98409 09060 or 98410 90068

Sgt-at-Arms Rtn. V. V. Mohindra collared President S. Gunashekar who called the meeting of Rotary Club of Madras to order, followed by a silent invocation.

The minutes of 23rd Nov'10 meeting was duly confirmed.

President welcomed Ms. Vinita Bali, Managing Director, Britannia Industries Limited, the Guest of Honour for the function DG. G. Olivannan, Rtn.Nagendra Babu District Secretary, Assistant Governor Rtn. P. L. Muthiah, Rtn. Praveen Mehra - Dist Chair Vocational Services. President welcomed visiting Rotarians, Inner Wheel Club President Sanyuktha Gill, IPP of the IW Club Anitha Srinath and first lady Padmavathy.

President welcomed the Probus Club members and the members of the press.

President extended birthday and anniversary wishes to the Rotarians and Ann's celebrating this week and thanked them for their sunshine contributions.

Rtn. Vivek Harinarain, IAS ret'd., Director, Vocational Service informed members about the visit to Chennai Port Trust on 4th Dec'10, Saturday.

President on behalf of the fellowship committee informed about the soul-stirring Ghazal Nite full club fellowship and thanked all the hosts who contributed to this nostalgic evening.

President acknowledged with thanks Rtn. Markhand Desai's and Rtn. S. Ravi's contribution of Rs.1 Lakh each towards the RCMBT Corpus and the

interest will go to educate boys at Gummidipoondi. He also acknowledged the kind contribution of Rs. 10,000/- by Rtn. Suresh Kumar.

Secretary Rtn. Dr. Arulmozhi Varman announced that the next meeting will be on 7th Dec'10 at the same venue.

Rtn.S.N.Srikanth Chair, Awards Committee gave an overview of Corporate Social Responsibility Award 2010-11 being bestowed on Britannia Industries Ltd ,which was received by its Managing Director, Ms. Vinita Bali.

The Award Citation titled 'Reflecting Responsibility' was prepared and read by Rtn.Vivek Harinarain IAS ret'd, Director, Vocational Service.

President S.Gunashekar presented the CSR Award on behalf of RCM to Britannia Industries amidst applause. A specially made memento was also presented to Ms. Bali by Secretary Dr. Arulmozhi Varman on behalf of RCM.

DG. G. Olivannan inaugurated the RCM-Britannia Foundation Nutrition initiative and addressed the gathering.

The recipient Ms.Vinita Bali gave her acceptance speech and thanked RCM for recognizing Britannia Industries.

Secy Dr.Arulmozhi Varman thanked Ms.Vinita Bali and the Britannia team for accepting the award and others who contributed towards the award.

The meeting was then declared closed.

From page 1

Rtn. G. Olivannan, District Governor – RI District 3230

It is a happy occasion because RCM – CSR Award today is given to a great Industry – Britannia Industries.

This is a wonderful program which will definitely pave way for the children to continue their education and improve literacy levels. Still 50% of the world's population does not have access to even one square meal. Ordinary people like us join together and do extraordinary things, like this wonderful programme to the community. RCM is certainly building communities. I wish that this program continues every year and becomes a model program for every Rotary Club in the district to emulate.

Rtn. S. N. Srikanth, Chair, Awards Committee

The Indian Story has received much publicity in recent times for its vibrant economic growth. There is another India story that we try not to speak about, one in which millions of children in our country are undernourished. In India, statistics say that 43% of children under the age of 5 are undernourished.

This year the Awards committee chose to give Rotary Club of Madras's Corporate Social Responsibility Award to a company that is doing something about this problem and settled unerringly on Britannia Industries and its dynamic head Ms.Vinita Bali. Britannia Nutrition Foundation caught our attention as they are focused on eradicating the malady of child malnutrition in India.

The RCM-Britannia Nutrition Initiative will be the beginning of a lasting service initiative. The initiative will target school children suffering from iron deficiency. Britannia will provide these iron fortified biscuits as a part of our midday meal programme totally free of charge.



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

Club activities roundup

▶▶ INNER WHEEL NEWS ◀◀

Visit of the District Chairman to the Inner Wheel Club of Madras

The Presidents and members of the IW Clubs of Central Adithya and Madras North, joined the members and the officials of the IW Club of Madras, to welcome and host the official visit of the District Chairman of IW District 323, Mrs. Kala Ravichandran.

This was held on Tuesday the 23rd November, 2010 at the Alumni Club of Chennai at 4p.m. Paying tributes to the President, Sanyukta, and the other committee members of the Club, Chairman Kala said that everyone in the District, looked up to the IW Club of Madras. She spoke well and appreciated all the Club Projects especially the on-going ones. During this occasion a cheque of Rs. 18,000/ was handed over from the Club to the Child Cancer Ward of the Egmore Hospital, to help the cancer struck children below the poverty line, who needed immediate attention. This cheque was handed over



my District Chariman Kala and was received by Meera Menon on behalf of the Hospital. Earlier, last month, the Club had donated a two door fridge to the same Child Cancer Ward of the Egmore Hospital.

The day's function that was attended by a good gathering of members ended with the serving of tea and snacks to all.

~ Ann Nirmala Santhanam

Mark Your Calendars

The next Full Club Fellowship is on Sunday 19th December at the Madras Club hosted by the members of the Madras Club.

~ Rtn. P.E. Nandita Krishnan



INTERACT
▶▶▶ NEWS ◀◀◀

Boys Town Visit - Face to Face

Thirty Interactors of Sri Sankara Vidyashramam, Thiruvannamiyur visited Boys Town, Selaiyur on Saturday, 20th Nov 2010. Rtn. PP. Christopher Devapragasam had addressed the Interact Club members earlier in Nov 2010 and explained to us the purpose and the modalities of the exchange programme. Accordingly, Interactors designed activities to suit the needs of Juniors, Seniors & Super Seniors. The themes for the juniors and seniors were:

Juniors: Family Values, Vocabulary Building, Numerical Ability & Environment

Seniors: Self improvement, Team spirit &

Good Communication Skills.

Super Seniors: Time Management, Focusing on Studies, Raising Performance Index & Reducing stress

The students of Std X and XII concentrated on academics.

The girls from Girls Town also joined us and our Interactors had a great time sharing their experiences & motivating their friends to participate in various games. After the tasty lunch that was arranged by the coordinators, Mr. Kannan and Mr. Arumurugam, a session of music and dance followed. Interactor

Nandagopal from Gummidipoondi highlighted the activities of his club.

Our Interactors had no idea when they left school in the morning despite the heavy downpour that their visit to Boys Town was going to be so enjoyable and mutually beneficial. They brought back memories of the spick & span quarters, total discipline and a spirit of enthusiasm on the part of the Boys - Some of the valuable lessons they learnt from their friends.

~ Interactor Nithilam, President, Interact Club of Sri Sankara Vidyashramam

Snippets from the past

◆ RTN. RITA CHAUDHURI

The CLASSIFICATION principle of membership is the basis upon which a Rotary Club is established and maintained. The Classification system of Rotary is simple, but not so simple as to be understood at a glance and some thought needs to be given to the selection of the correct title.

What is the basis of our Classification Principles?

- Provides an inclusive rather than an exclusive membership, embracing all services
- Broadens the member's acquaintance with the accomplishments and problems of other occupations
- Develops fellowship based on diversity instead of similarity of interest
- Obviates business and professional jealousies
- Encourages mutual helpfulness
- Stimulates pride in the dignity of one's occupation



Nalli[®]
CHINNASAMI CHETTY
Since 1928

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

☞ Variety Unlimited in Silk Sarees ☞

Know your Rotarian



Rtn. Gopalan Kannan

Q HAS COMPUTER SOFTWARE ALWAYS BEEN YOUR PASSION?

A No, my passion has always been in business development/sales and marketing. To provide wholesome solutions for organisations that require it is what I have been involved in. It also provides an ideal opportunity to interact with the leaders of various global corporations and thereby learn what makes the best, and also what it takes to remain at the top!

Q WHAT DID YOU ENJOY ABOUT SCHOOL? WHERE WAS IT?

A School was Hindu Senior Secondary School, Chennai and I thoroughly enjoyed the company of my friends and all the fun that school life has to offer.

Q HOW LONG HAVE YOU BEEN IN HCL? IS IT VERY LONG HOURS AT WORK?

A Three years. My job profile requires me to work across international time zones so naturally, it can be round-the-clock, demanding, and also highly satisfying to bring global solutions on to the table. I enjoy working... including the travel and long hours.

Q DO YOU BELIEVE IN GHOSTS?

Yes, which is my conscience!

Q ONE WORD YOU WOULD ASSOCIATE WITH EACH MEMBER OF YOUR FAMILY?

A 1. parents: Easygoing
2. In laws: Caring
3. Sujata: Sincere
4. Tara: Two words!! -- Cheeky and Delightful

Q WHEN DID YOUR RELATIONSHIP WITH ROTARY BEGIN?

A Nearly 4 years ago when PP (PHF) Dr. B. Biswakumar proposed my name. Rotary is truly a great endeavour that has crossed many milestones by enriching so many lives. This is one of the finest and frankly, most comfortable ways in which we, hailing from the kinds of families that we do, can reach out and make a difference as one team. One person can never achieve what a movement can and this is the way it should be.

Q HOW DO YOU THINK ROTARY HAS CONTRIBUTED TO YOUR LIFE?

A Rotary has helped me to not just become aware of the less fortunate now and then, but to be in constant touch with their realities in an effort to constructively make a change for those who need it. I have also come to know so many people -- the more 'golden generation' and peers alike, and lucky enough to have made some like-minded, good friends, who make fellowships memorable.

~ Ann. Padmavathy

Corner Club

Birthdays

7th Dec - Rtn.Bharath B.Mohindra
9th Dec - Rtn.Dr.S.Krishnan Col
10th Dec - Rtn.M.Gopalakrishnan
12th Dec - Rtn.H.A.Eswara
13th Dec - Rtn.Jacob Kurian

Ann's Birthday

1st Dec - Niharika
(Rtn.Ramakanth Akula)

Wedding Anniversary

10th Dec -
Rtn.Dr.V.Ramasubramanian
Ann.Aruna
11th Dec -
Rtn.Rajiv Khanna - Ann.Dolly
12th Dec -
Rtn.R.Gowri Shanker - Ann.Jaya
Rtn.PP.N.K.Gopinath - Ann.Jayanthi
Rtn.Nirmal Chandra - Ann.Uma
13th Dec - Rtn.S.Suresh Kumar
Ann.Nanda

Sunshine

Rtn.Kishor Dandekar - Rs.1000

ROTARY QUOTE

"Real genuine friendship and the laws governing friendships provide the truest basis for all forms of enterprise. If Rotary can materially contribute to the development of friendship between individuals, businesses, professions, and nations, and if the individual is willing to make friendship the basis of his job or vocation, then we have an ideal of service being applied in ways that should make all of us happy." — What Constitutes Vocational Service?, THE ROTARIAN, November 1927

Forth-coming events



Weekly meeting 1:00 pm Tue Dec 7, 2010
at the Taj Connemara,
Speaker: Ms. Sudha Ramesh will speak
to us on 'The Life and Time of Nobel
laureate Subramaniam Chandrasekhar'

The 4-Way Test

Of the things we think, say or do

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?

An Anecdote

At Penn State University, there were four sophomores taking chemistry and all of them had an 'A' so far. These four friends were so confident that the weekend before finals they decided to visit some friends and have a big party. They had a great time but, after all the hearty partying; they slept all day Sunday and didn't make it back to Penn State until early Monday morning.

Rather than taking the final then, they decided that after the final they would explain to their professor why they missed it. They said that they visited friends but on the way back they had a flat tire. As a result, they missed the final.

The professor agreed they could make up the final the next day. The guys were excited and relieved. They studied hard that night for the exam.

The next day the Professor placed them in separate rooms and gave them a test booklet. They quickly answered the first problem worth 5 points. Cool, they thought! Each one in separate rooms, thinking this was going to be easy, turned the page. On the second page was written...

For 95 points: Which tire? _____

~ Rtn. Mahitha Suresh

EDITORIAL COMMITTEE

Rtn. Sathiam Ram, Rtn. Rita Chaudhuri,
Rtn. Mahitha 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

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

NIPPON PAINT
Your World. Your Colour.

Toll Free No.: 1800 425 3636 SMS NIPPON to 53636

