

BOND | BUILD | BRING CHEER



Blood Donation Drive at Loyola College





Dear RCMers.

Blood cannot be stored indefinitely, meaning there is a constant need for donations. Regular donations are required to ensure there is always a supply for those in need.

RCM's Blood Donation initiatives in focus this week.



Rtn.Shivkumar Eashwaran Editor

Rtn.A.R.Raghunandan Chairperson

Mr.Madhu Mathen

Co-Chairperson



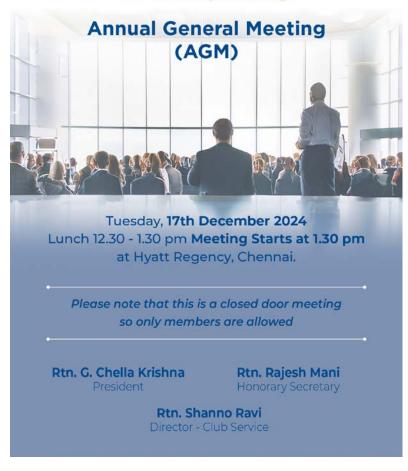






Rotary Club of Madras

24th Weekly Meeting



IGHTHOUS

President

BOARD 2024-25

Rtn. G. Chella Krishna

Honorary Secretary

Rtn. Rajesh Mani

Immediate Past President

Rtn. S. Ravi

President - Elect

Rtn. Nikhil Raj

President - Nominee

Rtn. S. Balakrishna

Director - Community Development

Rtn. Dr. Anuradha Ganesan

Director - Club Service

Rtn Shanno Ravi

Director - Vocational Service

Rtn. Sanjay Rao Chaganti

Director - Youth Service

Rtn. Balaji Chinni

Treasurer - Club Funds & RCM BTS

Rtn. Asha Mathen

Asst. Secy./ Bulletin Editor

Rtn. Shivkumar Eashwaran

Director - CSR

Rtn. Ganesh Ananthakrishnan

Director -

Rotary Foundation & International Service

Rtn. Sabina Narayan

Director - Community Health

Rtn. A.M. Visvanathan

Treasurer - RCMCT

Rtn. A. Gooch Kumar

Director - Fund Raising & PR

Rtn. Prasanna Rajagopalan

THE LIGHTHOUSE COMMITTEE

Editor: Rtn.Shivkumar Eashwaran Chairperson: Rtn. Akur Raman Raghunandan Co-Chairman: Mr.Madhu Mathen Mentors: Rtn.PP.N.K.Gopinath Rtn. PP.Indra Subramanyam

COMMITTEE MEMBERS

Rtn.E.Aswath Kumar Reddy, Rtn.Himanshu Budhia Rtn.Vummidi Shailesh Raj, Rtn. Bhaswar Mukherjee Rtn.Indrani Krishnaier, Rtn.Shri Shakthi Girish Rtn.Reji Joseph, Rtn.Maya Thiagarajan Rtn.Fharzana Siraj, Rtn.Dr.M.Parkavi, Mr. Vikrm.S.Eashwaran, Rtn.Govind Parikh Rtn.Rakesh Jaiswal, Rtn.Dr.Rama Narasimhan

EDITED & PUBLISHED BY

Rtn. Shivkumar Eashwaran, Asst. Secretary Rotary Club of Madras, RAYALA TOWERS, 2nd Mezzanine Flr., 158, Anna Salai, Chennai 600 002 Phone: +91 44 2859 1020

CONTACT THE EDITOR AT:

editor@rcmlighthouse.com

Bulletin Design: CHARIS MEDIA WORKS

Visit RCM's official website www.rotarymadras.in

CONTACT RCM SECRETARY AT:

office@rotarymadras.in



Rotary Club of Madras (RCM) Minutes of the 23rd Weekly Meeting held on 10th December

at Hyatt Regency, Teynampet, Chennai

Call to Order

The meeting commenced at 01.30 PM.

Sergeant at Arms, Rtn. Jayant Hemdev collared President Rtn. G. Chella Krishna, who then called the 23rd weekly meeting of the Rotary Club of Madras to order and requested all members to rise for a silent invocation.

Confirmation of Previous Minutes

The President sought confirmation for the 22nd weekly meeting minutes, passed and adopted by the members.

Welcome Address

The President extended a warm welcome to the visiting Rotarians, Probians, and other guests.

Special acknowledgment was given to Probian Kandasamy .M, Probian Nelson .P, and speaker Mr. Nitin Chordia, India's 1st Chocolate Taster.

Announcements

- Rtn. Shivkumar Eashwaran highlighted the achievements of the Shivsu Warriors, winners of the International Fellowship of Cricket-Loving Rotarians tournament. He also announced the upcoming RCM Premier League, including marquee player selections and auction details.
- Rtn. Shanno Ravi announced the Christmas Full Club Fellowship on Friday at the Madras Club and urged RSVPs. She also shared experiences from a fellowship trip to Mumbai, including a notable interactive session with Mr. Anand Mahindra.
- Rtn. PP. George B. Cherian reported on successful blood donation drives, including one at Loyola College, where 428 units were collected. He also acknowledged contributions from the Cancer Institute and Voluntary Health Services.

Recognitions and Donations

Rtn. V. Sp. Sakthivel Raja contributed \$2,000 to The Rotary Foundation.

Appreciation was extended to the Loyola College management and volunteers for their efforts during the blood donation camp.

Secretary's Announcements by Rtn Rajesh Mani

Birthdays and anniversaries of Rotarians and their spouses were announced.

Sunshine contributions made during the meeting:

 1. Rtn. PP. N.K. Gopinath
 - Rs.1000/

 2. Rtn. Jacob Kurian
 - Rs.2000/

 3. Rtn. Gowri R. Shanker
 - Rs.4000/





The next meeting, an Annual General Meeting (AGM), was scheduled for 17-12-2024.

Fundraiser Update by Rtn. Asha Mathen

Rtn. Asha Mathen provided an update on the fundraiser, "Jaya," scheduled for Sunday with two shows.

She announced that all costs have been covered by sponsorships; ensuring ticket sales directly supports Rotary projects.

Guest Speaker Introduction

- Mr. Nitin Chordia, a renowned chocolate taster, was introduced by Rtn. Himanshu Budhia and appreciated for his unique career in chocolate tasting.
- Mr. Nitin Chordia then took the audience through the interesting and sweet world of Chocolates.
- The Rotarians were also made to experience chocolate tasting with four different kinds of Chocolates.

Closing Remarks

The President thanked all members and guests for their participation and adjourned the meeting.

Birthdays (16th Dec. to 22nd Dec 2024)				
Rtn. Rajesh Shankar				
Rtn. S. Subramaniam				
Rtn. K. Dhananjaya Das				
Spouses' Birthdays				
Ann. Naga Prasanna, Spouse of Rtn. Govind Vasanadu				
Ann. Meera, Spouse of Rtn. P.S. Jagdish				
Ann. Supriya, Spouse of Rtn. Vikram Chesetty				
Ann. Deepthi Prasanna, Spouse of Rtn. Prasanna Rajagopalan				
Wedding Anniversary				
Rtn. Mahul H. Shah & Indraprabha	20/12			
Rtn. Mehul Uday Nanavati & Anisha				





The Lighthouse | 15 December 2024





























WHEN EQUITY MARKETS CORRECT,

DON'T STOP YOUR SIPs.

#BeNonStop

An investor education and awareness initiative by Franklin Templeton Mutual Fund.

1. One-time KYC (Know Your Customer): One-time KYC registration is mandatory to invest in mutual funds. You can complete the same by submitting the required documents at any of our branches or collection centres. Copies of all documents submitted must be self-attested by the applicant and accompanied by originals for verification. You may also avail our Online KYC Registration facility while opening an online account with us. For more details please visit our website www.franklintempletonindia.com. 2. Details of SEBI registered Mutual Funds: Investors must deal/invest only with SEBI registered Mutual Funds. Details available on the SEBI website www.sebi.gov.in. 3. Complaint Redressal: Investors can reach us on our toll-free helpline 1800 425 4255 OR write to us at grievanceredressal@franklintempleton.com. For escalation, write to us at headofcustomerservice@franklintempleton.com or lodge your grievance with SEBI through their SCORES (SEBI Complaint Redress System) Portal at https://scores.gov.in or you may file any complaint on the Smart ODR on https://smartodr.in/login

Follow us on: $(f) \bigcirc (x) (in) \bigcirc (y)$







Olitical may to Faste Chocolate

n the spirit of the holidays and festivities, our Programs Committee organized an apt and sweet afternoon on Tuesday, December 10, 2024. We had the privilege of hosting India's first chocolate master, a pioneer who has tasted 3,000 varieties of chocolate during his 15-year journey in FMCG retail and chocolate.

He is also credited with establishing the world's first eco-friendly, zero-waste chocolate factory. The session began with him engaging the audience through a poll on favourite chocolates, with choices ranging Coimbatore's local Chitram to the exotic and worldrenowned Amedei Porcelana, reflecting discernina and eclectic crowd.

The Journey of Chocolate

The session featured an informative video titled The Journey of Chocolate. The video explained the chocolate-making process, starting from the cocoa flower, which matures into pods that grow up to the size of a papaya. The pods come in various shapes and

colours, turning from green to yellow (or purple to green for different varieties) as they ripen.

The video highlighted Indian cocoa farms in South India. When the fruit is opened, it resembles a custard apple or mangosteen, with a delicious pulp tasting like a blend of lychee, mangosteen and pineapple. However, the seeds are bitter and undergo a transformation to become chocolate.

The process includes:

- Fermentation: The fruit pulp is fermented at 50°C for seven days, converting its sugar into alcohol.
- 2. **Drying:** The beans are shadedried for ten days and then sundried to reduce moisture.
- 3. Roasting and Grinding: The dried beans are roasted like coffee and ground with sugar to create a liquid mixture.
- 4. **Tempering:** The mixture is tempered to manage the fat content, derived naturally from cocoa beans, which serves as a flavour carrier.

Good chocolate is almost like dark gold and is expensive, priced at ₹1,000 per kilo and appreciates in value over time.

The speaker emphasized that milk chocolate can contain up to 45% sugar, exceeding even Indian sweets. He recommended eating only 1 gram of chocolate to enjoy its flavour fully. Mass-market chocolates often include palm oil for stability, a





compromise on quality. He advised reading ingredient labels. Highquality chocolate has minimal, natural components.

Cocoa fruit pulp can also be made into cacao juice, though it is not yet hygienically processed in India, but can be bought in tetra packs overseas.

Lessons for Entrepreneurs

Mr. Nitin Chordia shared his entrepreneurial journey, transitioning from working Godrei's Nature's Basket to founding his own venture. He noted that India's chocolate market was nascent compared to Europe's, presented which а unique opportunity. His business advice was universally applicable:

- 1. Have the right mindset.
- 2. Don't fear the road less travelled.
- 3. Bold decisions lead to unique opportunities.
- Start small: Many people think "go big," fuelled by media portrayals of large empires.
- 5. Solve a problem: If a business

doesn't solve a problem, i shouldn't exist.

- 6. Understand what the customer wants and start from there.
- 7. Turn challenges into opportunities.
- Be obsessively customer-centric, assessing their needs for today and tomorrow. Targeting and identifying the right customer helps foster loyalty.
- 9. Innovation drives differentiation. This helped them stand apart from many brands in the market, even as an incubation unit.
- 10. Have a bias toward action: He hasn't forgotten what was taught in his Master's in retail business and states that without action, it remains merely a conversation.

His company incubates startups, helping them avoid reinvention and accelerates time-to-market. This niche approach has earned him accolades, including recognition as the world's most sustainable brand. Their "no paper, no plastic" policy has saved 350 tons of plastic and earned them an award in Amsterdam.

- Chocolate is best tasted at room temperature.
- Black-coloured chocolates often indicate poor quality.
- Using your olfactory senses enhances the tasting experience.
- Place the chocolate on your tongue—don't bite! Shape and design often influence consumption behaviour.

Chocolate Tasting Tips:

The session concluded with a hands-on chocolate-tasting session. Members learned that:

- Chocolate is best tasted at room temperature.
- Black-coloured chocolates often indicate poor quality.
- Using your olfactory senses enhances the tasting experience.
- Place the chocolate on your tongue—don't bite! Shape and design often influence consumption behaviour (e.g., Toblerone's sharp edges encourage biting, which can inhibit satisfaction when consumed more).

The tasting included four samples:

- 73% Dark Chocolate (Tanzania):
 Floral aroma, smooth texture, paired with non-fruity red wine.
- 45% Milk Chocolate (Nicaragua): Heirloom variety, but milk nullifies antioxidants.
- 3. 65% Dark Chocolate with Earl Grey: Includes sugar, Nilgiri tea leaves, and bergamot oil, with a distinct bitter taste.
- 4. Filter Coffee Chocolate: A nod to South Indian Flavors, combining coffee, milk, and chicory.

The audience engaged actively, asking insightful questions. Suggestions included using 100% dark chocolate for baking and exploring the role of chocolate as an energy source.

Mr. Chordia keeps it simple, no additives to his chocolate and no advertising of his products. He however does have some PR budget. His passion for the craft, knowledge of his product and customer-centric approach are the reasons for his success.

No doubt the product being chocolate makes any customer a happy customer!

- Rtn. Dr. Rama Narasimhan

Blood Donation Camp at Loyola College

he Rotary Club of Madras in association with Loyola College and the Loyola Alumni Association organized a Blood Donation Drive, "Give Blood Save Life," on December 5, 2024. This blood donation drive was organized to commemorate Loyola's Centenary Year.

Inauguration of the Event:

The inauguration of this life-saving initiative took place at the Sauliere Hall (Hostel) at Loyola College Campus from 9.30 am to 10.00 am, and the drive was conducted from 10.00 am to 4.00 pm.

The event was inaugurated by Rtn. G. Chella Krishna – President Rotary Club of Madras, Rtn. Rajesh Mani – Secretary and by Rtn. George B. Cherian – Chairperson of the RCM Blood Donation Committee and Convenor of Loyola Centenary Celebration.

The event was graced with the blessings and endorsement of Rev. Dr. A. Louis Arockiaraj SJ – Principal of Loyola College, Rev. Dr. A. Louie Albert SJ – Director of Loyola Alumni Association (LAA), Dr. G. Viswanathan



 President of Loyola Alumni Association (LAA) and Mr. J.
 Balamurugan – Secretary, of Loyola Alumni Association (LAA).

This camp, conducted during Loyola College's designated "Joy of Giving" month, was unique due to the participation of the Rotarians, Rotractors, faculty, alumni, and Jesuits.

Since the event was coordinated by Rtn. George B. Cherian, the Chairperson of the RCM Blood Donation Committee, who also happens to be the Convenor of Loyola Centenary Celebration, it had the full-fledged support of the Dean of Students Dr. J. Justin Rayappa -Shift 1 and Prof. A.R. Tipston - Shift 2.

Venue for the Event:

The drive was conducted at two venues within the Loyola College Campus to avoid crowding:

- 1. Student Common Room (Main Building)
- 2. Sauliere Hall (Hostel)

All donors were well taken care of by the doctors from Voluntary Health Services (VHS) Hospital and Adyar Cancer Institute (WIA). The entire event was coordinated with the support of the Rotaract Club of Loyola, led by President Rtr. J. Felix and Mr. Yathreen Saka, President Youth Red Cross Loyola College.

Special Guests:

The special guests of the event were Rtn. Dr. M.S. Ravi Varma – Dist Chairman Community Service Health RI Dist 3234, Rtn. Ghanesh Palanivel – Dist Chairman Rotary Public Image and Rtn. A.M. Visvanathan–Director of Community Service 2 Health Initiatives.

Rtn. Dr. M.S. Ravi Varma shared certain facts about how people with













rare blood groups need to be aware of the fact and donate blood accordingly. He also mentioned that blood has four main components:

- 1. Plasma
- 2. Red Blood Cells
- 3. White Blood Cells
- 4. Platelets

He also highlighted that everyone who donated has donated to a very noble cause.

Rtn. Ghanesh Palanivel shared interesting facts on the Blood Donation, which made it very interesting and inspiring.

- 1.. Mr. Charles Richard Drew was an African-American surgeon and researcher in the field of blood transfusion and blood storage. He is known as the "Father of the Blood Bank."
- 2. India's first blood bank was set up at the School of Tropical Medicine in Kolkata.
- 3. India's biggest donor is Mr. Suresh Kumar Saini, who has donated blood more than 130 times.
- 4. June 14th is celebrated as World Blood Donor Day.

The doctors of Voluntary Health Services (VHS) Hospital, Adyar Cancer Institute and the Blood Donation staff were appreciated for their exceptional dedication in staying back to achieve the maximum collection in a single day. Special appreciation was extended to the volunteers who remained until 6:30 to 7:00 pm to conclude the numbers for the drive.

A special certificate was jointly introduced by the Loyola Alumni Association and the Rotary Club of Madras to commemorate the event. This certificate serves both as encouragement and as a meaningful addition to the students' profiles.

Appreciation was also extended to the Hostel Director Rev. Dr. Louie Albert SJ, who not only motivated the students to participate in the blood donation drive but also led by example by donating blood himself and delivering a powerful message on the importance of blood donation.

Achieving the Total Units:

The target for the blood donation drive was set at 500 units, a goal that required significant effort behind the scenes. The Deans of Loyola College, the Rotaract Club of Loyola and the Loyola College Society were acknowledged for their remarkable contributions, including organizing street plays and campaigns.

Additionally, posters were circulated to raise awareness about the Blood Donation Drive, scheduled for 5th December. While the initial pledge was for 500 units, the drive successfully achieved 428 units.

Special recognition was given to the Chennai Volunteers, led by Rtn. Rinku Mecheri, for her relentless commitment. She ensured that the Blood Banks fulfilled their responsibilities until the very last minute and facilitated a seamless process for blood collection.

Blood to the Deserving:

The collected blood units would be distributed to deserving individuals. A 'Letter of Commitment' was received from Dr. G. Deepa Devi, Assistant Professor and Head of the Blood Center at Adyar Cancer Institute, and Dr. V. Mythil Director of the Blood Center at VHS Hospital, confirming that the collected blood units would be used for the treatment of underprivileged and deserving patients.

RCMers Honored at the Rotary Institute Kochi

he Rotary Club of Madras received exceptional recognition at the prestigious Rotary Institute held in Kochi. Rtn. M.K. Jain and Rtn. IPP. S. Ravi both distinguished members of the RCM, were honoured for their contributions to the club and The Rotary Foundation. Their dedication and leadership have significantly impacted the community and inspired fellow Rotarians.

IPP Ravi was commended for his visionary leadership, which contributed remarkably to the club's success during the previous Rotary year. It was a singular honour for the club. Under his stewardship the club achieved notable milestones in supporting The Rotary Foundation (TRF).

Reflecting on the event, Ravi shared:

"I'm honoured to have shared our Rotary Club's remarkable 96-year journey with RI President Stephanie A. Urchick. We also discussed our exciting plans for the future, leading up to our centennial celebrations!

I'm thrilled to have captured an exclusive photo with President Stephanie, commemorating this special moment. I am looking forward to our club's continued growth and service!"

Rtn. M.K. Jain, a dedicated member of the Rotary Club of Madras for over 20 years, was honored for his remarkable contributions to The Rotary Foundation (TRF), earning a place in the prestigious Arch Klumph Society.

In his speech, M.K. Jain highlighted the legacy of the Rotary Club of Madras, the third oldest Rotary club in India, chartered on July 19, 1929, and the oldest in South India.



Diagnosed with cancer in 2007, he emphasized the transformative power of early detection and credited his recovery to the unwavering support of his family and friends. This life-changing experience deepened his commitment to service, leading him and his family to focus on aiding cancer-affected patients.

"I understand that caring for serving others is the best way to live and lead my life because it changes not only other people's lives but also our own." – Rtn. M.K. Jain

His contributions include constructing a floor of the Dharamshala at the Cancer Institute in Adyar, Chennai, to provide free accommodation for underprivileged patients during treatment. Additionally, he has donated medical equipment such as mammography

machines, mobile screening buses, ambulances and blood donation vans.

His recent contributions to Rotary supported two critical causes: maternal and child health, enhancing healthcare for mothers and children in need and providing homes for the homeless for the Narikuravar Tribal Community, a region deeply meaningful to them.

"Supporting The Rotary Foundation (TRF) through our club has brought immense joy and fulfilment to my family. Knowing that our contributions make a tangible difference in people's lives is deeply rewarding." – Rtn. M.K Jain

In his speech, Jain highlighted the Rotary Club of Madras's remarkable achievements during the 2023-24 Rotary years as part of District 3232:



- Ranked as the number one club in Zones 4, 5, 6, and 7.
- Contributed an impressive \$1.35 million to the Rotary Foundation.
- The club became the thirdhighest giving club globally to the Rotary Foundation.
- Secured the top position worldwide for CSR grant project contributions.

Acknowledging the unwavering support of his wife and children, Jain shared that his family aspired to continue and expand their charitable initiatives through their enterprise, Access Healthcare. He expressed gratitude for the opportunity to serve the community and reaffirmed his heartfelt appreciation for the Rotary's role in enabling transformative change.

As the club approaches its centennial celebrations, these achievements by both our





distinguished members pave the way for even greater milestones. With a legacy rooted in compassion, empathy and community impact, the RCM continues to inspire Rotarians worldwide.

- Rtn. PP. N.K. Gopinath





Issue 23: Best Captions

- 1. Sandhya :- Dai...nee rowdy na, naa periya rowdy kathhi kaamikkada *Rtn. Archana Shri Sanjay*
- 2. "Teamwork at its finest: one narrates, one listens and one sneaks the last bite!" *Rtn. N.K Bhatia*
- 3. "Motai bas your weapon is no match for my kung fu" Rtn. Sanjay Rao Chaganti
- 4. Sandhya : "Ae Rowdy! Mind it! Mindfully..." Rtn. Asha Mathen

Rotary Nostalgia

James Wheeler Davidson's First Visit to Madras

adras was the birthplace of British India and is, therefore, of great historical interest. British contact with India dates back to the 9th century.

In 1639, a settlement was established, enclosed by a strong wall named Fort St. George. It later took on the name Madras. These British adventurers, representatives of the original East India Company to which Queen Elizabeth had granted a charter, led a heroic existence, surrounded by foes from within and without.

They fought the Portuguese, Dutch and French, had many enemies in England who constantly endeavored to undermine their influence, and were often in conflict with the native Mughals and the Marathas. Yet, with all these challenges, these hardy settlers kept their eyes on trade and their true purpose for being there, and in doing so, they established the foundation for one of the greatest ventures in commerce the world has ever seen.

As many volumes record,



Madras was crowded with history for 300 years. As the East India Company grew in wealth and influence, Madras, its headquarters, kept pace.

I cannot resist mentioning the campaign conducted against Tipu Sultan, a powerful Indian ruler who had built many great fortifications in southern India and had become a menace to the British.

The warfare that followed was no trifling conflict and one is astonished at the large forces available to the East India Company at such an early date. We read that the attacking force in 1791, sent out from Madras, consisted of 19,000 British soldiers and 29,000 Indian troops, to which a further 9,000 soldiers were later added.

This army of 57,000 men was opposed by Tipu Sultan's force of 5,000 cavalry and 40,000 to 50,000 infantry. The British were ultimately successful in 1799, and Tipu Sultan was killed.

Penned by: James Wheeler Davidson Our Founder Sourced by: Rtn. PP. Gopinath N.K







Fireside hosted by Rtn Nikhil Raj and Laura

Fireside hosted by Rtn Vijay Kumar Kadel and Pratibha Kadel

RCM Premier League			
S.No	Team Name	Owner Names	Marquee Players
1.	Uma Eye Champions	Rtn. PP. Dr. N.V. Arulmozhi Varman	Rtn. Mohanakrishnan
2.	Chennai Gurus	Rtn. Rajesh Somasundaram	Rtn. Saisivakumar Raya
3.	Thalaivars	Rtn. S. Balakrishna	Rtn. Prashanth S. Kharche
4.	South Super Stars	Rtn. R. Ashok Thakkar	Rtn. Hamir Sampat
5.	India Winners	Rtn. Bharat Shivkumar	Rtn. Gaurav Jain
6.	Shivsu Warriors	Rtn. Shivkumar Eashwaran	Rtn. Jagannathan Maraimalai
7.	Go Colors Super Kings (GSK)	Rtn. Rahul Saraogi	Rtn. Shyam Sundar
8.	Reliance Knight Riders	Rtn. IPP. S. Ravi	Rtn. K. Arunodaya Reddy



GO COLORS!

Leggings | Joggers | Ethnic | Palazzos | Jeggings | Pants | Denim | Culottes & more