

THE LIGHTHOUSE

BOND | BUILD | BRING CHEER

WEEKLY BULLETIN OF THE ROTARY CLUB OF MADRAS | ISSUE 34 | February 23, 2025



RCMPL2 **Bigger, Bolder, Better.**



Dear RCMers,

Sport acts as a powerful tool for building bonds and camaraderie between individuals by creating a shared experience where people must cooperate and work towards a common goal, a connection that often extends beyond the playing field.

RCMPL2 symbolises this emotion.



Rtn.Shivkumar Eashwaran
Editor

Rtn.A.R.Raghuandan
Chairperson

Mr.Madhu Mathen
Co-Chairperson

Rotary Club of Madras
Invites you and your spouse to the
33rd Weekly Meeting
presentation of the
**4 Way Test
VP Raman Award**
along with the Launch of
Annettes Club

Chief Guest
Rtn.N.S.Saravanan
District Governor 2024-25

Tuesday, 25th February 2025 | 1:30 pm
Lunch : 12:30 - 1:30 pm
at Hyatt Regency, Chennai.

Rtn. G. Chella Krishna President
Rtn. Shanno Ravi Director - Club Service
Rtn. Rajesh Mani Honorary Secretary
Rtn. PP. Rani Muralidharan Chairperson - Programs Committee

THE LIGHTHOUSE

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Rotary Club of Madras (RCM)
Minutes of 32nd Weekly Meeting held on 18-02-2025
 at Hyatt Regency, Teynampet, Chennai

Call to Order:

The meeting commenced at 01.30 PM. Sergeant at Arms, Rtn. Jayant Hemdev collared President Rtn. Chella Krishna G. who then called the 32nd weekly meeting of the Rotary Club of Madras to order and requested all members to rise for a silent invocation.

Confirmation of Minutes:

The President sought confirmation of the 31st weekly meeting minutes, which were passed and adopted by the members by way of acclamation.

Welcome Address:

President Chella Krishna G. welcomed visiting Rotarians, as well as Probian Anushiya Desi and Probian Dr. Ramaiah Desi. He also acknowledged the presence of spouses and expressed gratitude for their participation.

Guest Speaker Introduction:

Rtn. Past President S. N. Srikanth was introduced as the guest speaker for the meeting. President Chella Krishna G. extended appreciation for his presence.

District Conference Announcement:

District Secretary Rtn. Vidya Raghu provided an update on the upcoming district conference, scheduled for March 1st and 2nd.

Key highlights included:

- Extensive planning and coordination across clubs.
- Participation from senior Rotarians and visionaries.
- Record-breaking registrations exceeding 2,500 attendees.
- Contributions from the Rotary Club of Madras, particularly in program development and entertainment.

A call for members and their spouses to attend and support the event.

Rotary Foundation Contributions:

- Rtn. R. Narasimhan contributed \$1,000 to TRF.
- Rtn. Asha Mathen and Mr. Madhu C. Mathen contributed \$5,000 to TRF.

Annette's Club Revival:

- Rtn. Nikhil Raj announced efforts to revive the Annette's Club.
- Invitations would be sent to eligible children of Rotarians for participation in various activities.
- Members were encouraged to support and involve their children.



Generative AI Workshop:

- Rtn. Mehul Uday Nanavati facilitated a workshop on generative AI, which was conducted on Saturday at Sheraton Velachery.
- Rtn. Dr. B. Ramachandran praised the workshop as one of the best he had attended, emphasizing its immediate practical applications.
- A request was made for more such learning opportunities, including a full-day session.

Induction of New Member:

Rtn. Past President S. Kapil Chitale introduced Bharat Shetty as a new member.

The President then requested Rtn. PDG S. Krishnaswami to come forward to pin the lapel on Rtn. Bharat Shetty.

Secretary Announcements:

Rtn. Rajesh Mani announced birthdays and anniversaries for the week.

Rtn. Deepak Chander made a Sunshine Contribution of Rs.2000/-

Next Weekly Meeting: 25th February 2025 at Hyatt Regency.

Guest Speaker Highlights:

Rtn. Past President S.N. Srikanth delivered an insightful session on behavioural change, focusing on how people's habits and ingrained beliefs influence their actions. He elaborated on strategies to drive meaningful change in society and shared findings from his study conducted during COVID-19. Additionally, he discussed a case study on behavioural change, highlighting key factors that impact societal transformation.

Acknowledgment and Closing Remarks:

The President expressed gratitude to Rtn. Past President S.N. Srikanth for his exceptional address, emphasizing how his insights on behavioural change could be applied beyond sanitation to various aspects of Rotary's mission.

Adjournment:

The meeting was formally adjourned.



A Classy Narrative on a Difficult Subject

He is currently a Director of WASH-RAG (Water, Sanitation & Hygiene-Rotary Action Group), the most crucial of RI's services to society. He is recognized as a pioneer & foremost expert in this area. Rtn. PP. S.N. Srikanth continues his untiring and unenviable drive in this transformation all over the world. PP Srikanth excels at this. This was termed to be an inspiring session and so it was. But he was not speaking on WASH RAG. He was talking about people and their behaviour.

He educated the audience in no uncertain terms about how people conduct themselves in their day-to-day lives and how their behaviour impacts the world that we live in. He explained how steeped we are in the pattern of doing things we are used to and the adverse effect this has on society and

the environment. PP. Srikanth talked about the behavioural changes that are imperative to make the world a better place.

He opined that the most difficult thing was to challenge the ideas that people hold dear and have been habituated to. Behaviour can be defined as how someone acts to make something happen. It is also a product of individual and collective action.

Why is Behavioural Change required?

What can bring that about?

How will that make the world a better place?

This was the message from PP Srikanth. Since this is a vast subject, he enunciated a few

examples of his study and experience to highlight the need for all of us to participate and be a part of the changing process.

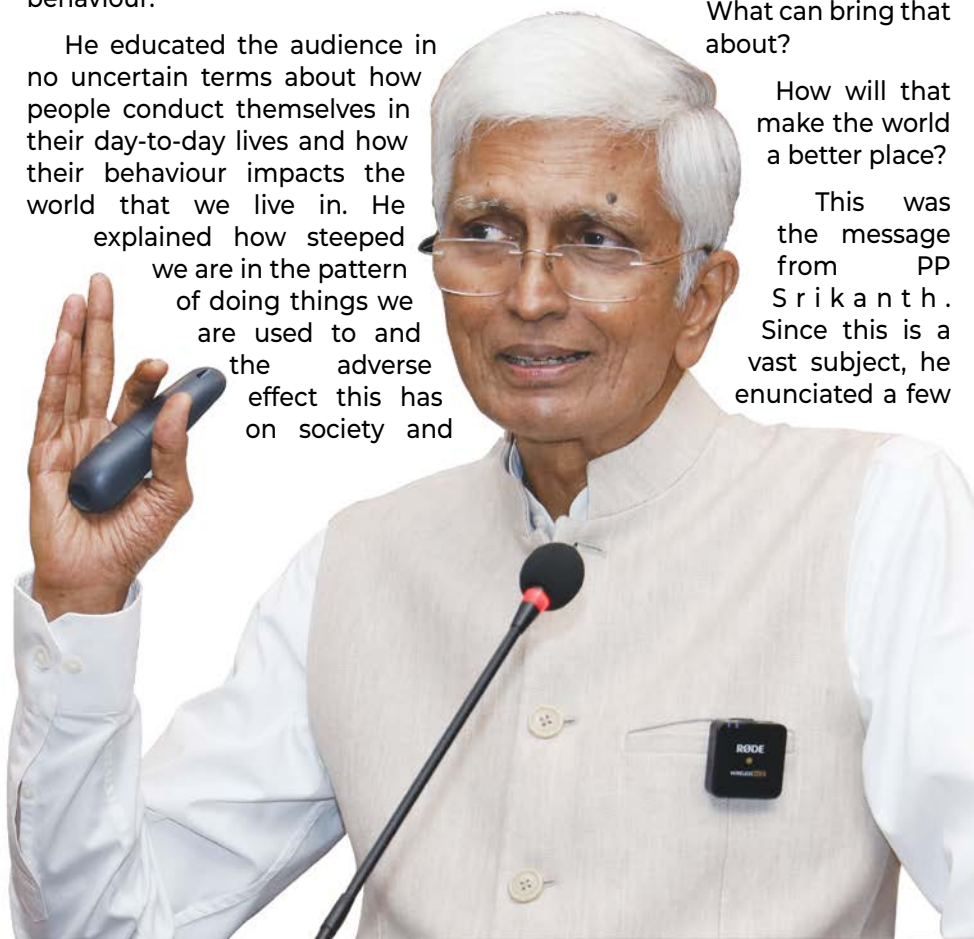
He said the most obvious of generally perceived factors, like education, risk awareness, etc., are not necessarily the catalysts of behavioural change. The populace is too fond of their beliefs to jettison them outright. I must add my own two bits here. We are also creatures of habit. Our habits are so ingrained in us that it is difficult for us to change.

So, what can help us to change? He says, there are several approaches. One is a perceived threat-susceptibility to a perceived problem. As an example, during COVID-19, the younger population thought they were beyond it. That influenced their behaviour. One needs to highlight tangible & personal benefits rather than intangible & societal ones arising from the change to bring it about. Also, the facileness of the change is a major factor. Anything overtly difficult must be avoided.

There are also other constructs. One of them is self-efficacy. Are you capable of effecting the change? The other is cues to action. For example, having a heart attack. That is internal and brings about an automatic lifestyle change for self-preservation. Or external cues that the Government or society forces on you through collective action.

He quoted the example of how the US spent 12 billion dollars to develop the vaccine for COVID-19 and ended up with a bill of 49 billion dollars instead of developing simple, efficient face masks, where hardly a pittance was spent.

Washing hands and social distancing were not on anyone's radar during COVID-19, at least in





India. All of the population, or the majority, ignored it, as it was impossible to achieve, especially here. These were barriers to change. Hand sanitizers were a better solution on a smaller scale.

Another approach is called Social Cause Marketing. It is the marriage of behavioural science & commercial marketing. Government Policy is the 5th P of marketing.

He quoted Bangladesh's family planning program from the 70s as an example. The message was that birth control leads to better quality of life by reducing pressure on resources through a smaller population. So, contraceptives were issued to men. However, there was no effect, as men did not believe in the concept. The program was a failure.

The Government changed the policy to appeal to women with contraceptives. Emphasizing less physical strain, a better life, and more resources. And the flip did the trick. It was the right track, and the appeal to comply was directed at the right audience. Benefits were changed from intangible to tangible. The right target and messaging achieved the objective.

Another practical experience of our faulty messaging was the sanitation project undertaken with 100 houses, 600 people, and one defunct toilet. As a result, the open defecation was rampant.

The Government's message is simple, don't do it in the open! If you don't your health will be better! We are spending too much on public infrastructure. This did not appeal to people! Despite toilets being built, there was no perceptible change in behaviour simply because the target audience did not correlate sanitation to better health.

Instead, it was the women who valued their time that were the answer. The safety of women and time-

saving were the messages that finally worked. The convenience for the elderly was another.

He concluded his speech with that. As the headline suggests, it was a classy and well-articulated delivery on a complex subject. It took me nearly four hours to analyse the narrative and present it in a clear and coherent manner, at least, I hope so.

Rtn. PP. Srikanth is a fine human and an erudite one. It is a pleasure to be able to write about his service to our club, RI and to society overall. The man walks the talk. His continuing effort to contribute to the well-being of fellow citizens is an act to follow. It is people like him, who make the world a better place to live in. And I, on behalf of all of RCM and RI, thank PP Srikanth for his continued efforts and for being a part of the Rotary ecosystem to guide & lead the way!

- Rtn.A.R.Raghuandan
Chairperson Lighthouse Committee

Birthdays	24th Feb to 2nd Mar 2025
Rtn. Justice. Dr. M. Jaichandren	25/2
Rtn. Siddharath Hande	25/2
Rtn. Gururaj Rao	26/2
Rtn. Rajiv Khanna	1/3
Rtn. S. Srilatha	1/3
Rtn. PDG. S. Krishnaswami	2/3
Rtn. R. Ravishankar	2/3
Spouses' Birthdays	
Ann. Mansi Kharche, Spouse of Rtn. Prashanth S. Kharche	27/2
Wedding Anniversary	
Rtn. Mukund Subramanian & Gayathri	24/2
Rtn. Vijay Kumar Kadel & Pratibha Kadel	24/2
Rtn. Manish Mardia & Payal	24/2
Rtn. Masud G.S.K. & Suraiya Masud	26/2
Rtn. N. Subramanian & Umagowri	26/2
Rtn. R. Ashok Thakkar & Dr. Nandita	27/2
Rtn. V. Murali & Priyadarshini	28/2
Rtn. Dr. T.S. Chandrasekar & T.C. Sharmila	28/2
Rtn. Bikram Shivkumar & Vidya Venugopalan	28/2
Rtn. Asha Mathen & Madhu C. Mathen	29/2

Great News from Our NIIT Partnership in Selaiyur!

It's exciting to share three fantastic updates:

1. Our first batch of students successfully completed their Computer Applications & TALLY Accounting training and assessment this week under the guidance of an NIIT trainer.
2. The students were graded based on performance, proving that the certification has a strong merit-based system.
3. Those who completed the TALLY certification have been invited to register on a portal for employment opportunities.

These are three big wins in professionalizing our offerings.

- Team Vocational Services



Suggest the most quirky, whacky or creative caption/blurb for this photo (Maximum 15 words). The best entries will be reproduced in the next week's edition of Lighthouse.

Mail your captions to editor@rcmlighthouse.com on or before 25th Feb.

Issue 34



Issue 33 : Best Captions

1. Didn't I tell you the cane tastes sweeter this way... - **Rtn. Rajib Kumar Hota**
2. "Breaking news: The Great Sugarcane showdown! Who will chew their way to victory—enthusiasm, experience, or sheer determination? Stay tuned for juicy updates" - **Rtn. N.K. Bhatia**
3. You might have sticks, but don't mess with the Veshti-Man. - **Rtn. Sanjay Rao Chaganti**
4. Sugarcane showdown! - **Rtn. Asha Mathen**



RCMPL 2

THE BATTLE FOR GLORY BEGINS





Under the blazing summer sun, RCMPL 2 kicked off with an electric atmosphere, as Rotarians came together not just for a game, but for a celebration of fellowship and passion. The tournament, now in its second season, has grown into more than just a competition, the motive is to make all district players come together, compete and have fun through the spirit of the competition.

The inauguration was led by RCMPL Chairman Rtn. Shivkumar Eashwaran, welcoming RCM President Rtn. G. Chella Krishna, District Governor Rtn. N.S. Saravanan, Past President Rtn. S. Ravi, team owners, players and fellow Rotarians. Reflecting on last year's success, he acknowledged the learnings and improvements made, while expressing appreciation for the dedicated efforts of everyone who brought this year's tournament to life.

Taking the stage, President Rtn. G. Chella Krishna spoke of his pride in witnessing the event take shape, highlighting its role as both a fundraiser and a unifying force within District 3234. He applauded the organizing team for their dedication and vision, highlighting how RCMPL is more than just a game, it is a catalyst for impactful projects that will make a lasting difference.

The Chief Guest for the event is District Governor Rtn. N.S. Saravanan, visiting the tournament for the second time, was impressed by its scale and organization. He noted that while last year's edition had already set a high standard and doesn't need any improvement, he praised Shivkumar Eashwaran for organizing this year's to another level. Cricket, he remarked, is more than a sport in India, it is a passion, a religion and a language that brings people together. RCMPL, in his view, is a shining example of this, giving Rotarians a reason to come together, compete and create lasting

(This article provides an overview of the matches played on February 15 and 16 at SRMC cricket ground. From nail-biting chases to dominant victories, read on to relive the key moments and see how the teams battled for glory!)





memories. With excitement running high and the hues of competition in the air, RCMPL 2 was officially declared open by District Governor Rtn. N.S. Saravanan, this year promising an IPL level season of matches, deepening friendships and a celebration of fellowship like never before.

The RCM Premier League matches were held over two days, on February 15 and 16, 2025, at the Sree Ramachandra Medical College Cricket Ground. The opening match was between Chennai Gurus and Uma Eye Champions. Uma Eye Champions won the toss and chose to field first. The match began promptly at 7:51 AM, with Chennai Gurus setting a target of 88/9. In response, Uma Eye Champions chased it down comfortably, scoring 90/2, securing victory by eight wickets. P. Arumugam was named Man of the Match for his outstanding performance.

The second match of the RCM Premier League saw South Super Stars take on India Winners. Winning the toss, South Super Stars opted to bat and got off to a solid start, scoring 51 runs in 4.5 overs, eventually posting 91/4 in 10 overs. India Winners responded aggressively, reaching 50 runs in just 4.2 overs, aided by 15 extras. A strong third-wicket partnership between Gaurav Jain (23 off 13) and Rangarajan (14 off 13) helped them finish at 95/2 in 8.1 overs, securing a comfortable



victory. Rangarajan remained unbeaten on 20, while Anand TG was yet to score as the match concluded.

The third match of the day featured a showdown between Thalaivars and Chennai Gurus. Chennai Gurus won the toss and opted to field first. Thalaivars started steadily, reaching 50 runs in 6.4 overs and finishing their innings at 86/4 in 10 overs, with Satish Ganesan (26 runs) and Srinivasan M (1 run) contributing. Their innings ended at 12:15 PM and the chase began at 12:24 PM. Chennai Gurus responded with a strong start, scoring 52 runs in 5 overs, supported by 3 extras. Despite losing wickets, they successfully chased the target, reaching 88/6 in 8.4 overs, with Rama Gopal (11 runs) and Sivachandran (11 runs) making key

contributions. Chennai Gurus won the match by 4 wickets, securing a hard-fought victory.

In a high-energy match under the scorching sun, Reliance Knight Riders faced off against Go Colors Super Kings. Winning the toss, Go Colors Super Kings opted to field first. Reliance Knight Riders started strong, scoring 51 runs in 5.1 overs, with 17 extras. Their momentum continued, reaching 103 runs in 8.5 overs, supported by 23 extras, and they closed their innings at 118/5 in 10 overs, with Alex contributing 6 runs. In response, Go Colors Super Kings began aggressively, scoring 50 runs in just 4.1 overs, with 9 extras. However, despite their efforts, they could only manage 93/6 in 10 overs, with Prakash Amazon (1 run) and Anantha Padmanabhan J (1 run) at the crease at the end of play. Reliance Knight Riders secured victory by 25 runs, as both teams showcased commendable performances despite the intense heat.



The last match of the day featured Thalaivars taking on Shivosu Warriors. Shivosu Warriors won the toss and chose to field first. Thalaivars started strong, scoring 51 runs in 5.2 overs, with 12 extras. They continued their momentum, reaching 103 runs in 9.4 overs, aided by 14 extras and finished their innings at 108/6 in 10 overs. Chasing 109 for victory, Shivosu



Warriors put up a solid effort, scoring 50 runs in 5.1 overs, with 6 extras. However, they fell short, managing only 87/5 in 10 overs. Thalaivars won the match by 21 runs, with Satish Ganesan being named Player of the Match for his outstanding performance.

With each match providing valuable insights, teams refined their strategies for the upcoming games. The second day of RCMPL 2 began on 16-02-2025 with a face-off between Go Colors Super Kings and Uma Eye Champions. Uma Eye Champions won the toss and opted to field. Go Colors Super Kings started strong, scoring 52 runs in 4.4 overs, with 10 extras. They maintained their momentum, reaching 102 runs in 9.1 overs, and finished their innings at 107/3 in 10 overs, with Raghu (2 runs) and Karthikeyan P (2 runs) at the crease. In response, Uma Eye Champions began their chase aggressively, reaching 51 runs in just 3.3 overs, with 6 extras. They continued their dominance, scoring 102 runs in 8 overs, with an additional 14 extras. Ultimately, they secured victory, finishing at 109/4 in 8.3 overs, with Dhaya (6 runs) and Loganathan (12 runs) remaining unbeaten. With this 6-wicket win, Uma Eye Champions claimed their second victory, proving they are on the right track and a strong contender in the tournament.

The second match of the day featured Thalaivars against South Super Stars. Thalaivars won the toss and opted to bat first. They started strong, scoring 51 runs in 5.1 overs, with 12 extras and continued their momentum to reach 103 runs in 8 overs. By the end of their innings, Thalaivars posted an impressive 126/2 in 10 overs. In



response, South Super Stars struggled to keep up with the required run rate. They managed 50 runs in 5.4 overs, with 6 extras, and by the end of their innings, they finished at 80/6 in 10 overs. With a dominant performance, Thalaivars secured a convincing 46-run victory.

The third match of the day was between India Winners and Reliance Knight Riders. India Winners won the toss and chose to bat first. They started strong, scoring 56 runs in 5.4 overs, with 11 extras, but lost wickets towards the end, finishing at 89/6 in 10 overs. Chasing 90 for victory, Reliance Knight Riders built a steady innings, scoring 51 runs in 5.1 overs, with 10 extras. They reached the target in 9.1 overs, finishing at 92/6. With this 4-wicket victory, Reliance Knight Riders secured their second win of the tournament, proving themselves to be a strong and promising team.

The fourth match of the day was between Shivsu Warriors and Uma Eye Champions. Shivsu Warriors won the toss and opted to bat first, with the match starting at 1:16 PM on February 16. They got off to a steady start, scoring 51 runs in 5.5 overs, with 6 extras. By the end of their innings, they posted 93/7 in 10 overs. Uma Eye Champions began their chase at reaching 50 runs in 5 overs, with 3 extras. They successfully chased down the target in 8.5 overs, finishing at 95/3, with Prabhu Shanmugam (3 runs) and P. Arumugam (16





runs) guiding them to victory.

With this 7-wicket win, Uma Eye Champions secured their third consecutive victory, completing a hat-trick of wins in the tournament.

The final match of the evening was between South Super Stars and Reliance Knight Riders. South Super Stars won the toss and chose to bat first. They started steadily, reaching 50 runs in 5 overs with 3 extras, but struggled to accelerate, finishing their innings at 79/9 in 10 overs, with Loganathan (1 run) at the crease. Reliance Knight Riders began their chase making 51 runs in 5.2 overs, with 17 extras. They comfortably reached the target in 8.1 overs, finishing at 83/2, with Yeshwanth (6 runs) and Marido (16 runs) guiding them to victory. With this 8-wicket win, Reliance Knight Riders secured their third consecutive victory, completing a hat-trick of wins in the tournament.

As the dust settles on the thrilling matches played on February 15th & 16th, RCMPL 2 has already delivered intense competition, standout performances and unexpected twists. With each team showcasing skill, strategy and determination, the tournament is shaping up for an exciting finish.

As we move towards the next phase of RCMPL 2 on March 8th & 9th, the competition will only get fiercer. Will Uma Eye Champions and Reliance Knight Riders maintain their unbeaten streaks? Or will another team rise to challenge them?

Join us at the ground and be part of the action!
Venue: SRMC cricket ground

Dates: March 8 & 9. Come cheer for your favourite teams and witness the excitement live!

Let's make this RCMPL tournament even more electrifying with your support! See you there!





Know Your Teams

South Super Stars



Hamir Sampat
(Captain)

Uma Eye Champions



Mohana Krishna
(Captain)

More than a match, it is about a fellowship event, right? How is it?

The RCM Premier League has always been great. This is the second season and an excellent fellowship where we can meet eight teams of 20 people each. It is great.

Which team do you consider the toughest?

All teams are well-balanced this year. The auction was very well organized, allowing each team to select five platinum players along with a mix of other players. With such a fair distribution, every team is strong and we hope the best team wins—hopefully, that will be us!

Is there any specific player you hoped to get in the auction, a platinum player and did you get them?

Well, I was the only team captain or marquee player who got five platinum players whom I wanted. So, I was lucky enough to get all of them. I am happy with my team.

How confident are you about winning?

See, cricket is a game where you can win or lose. But I am sure we will make it to the knockouts very soon.



Uma Eye Champions won the first match of RCMPL. How do you feel?

We are feeling great and excited to play RCMPL. Most of our players are from last year, so we are excited to play. We are probably looking to win most matches like today and are looking forward to the finals.

It is more than just a match; it is a fellowship event where teams from different districts come together. Have you had the chance to mingle with members from other districts?

Yes, of course! We have a fellowship called IFCR and almost everyone here has played in it. We play cricket throughout the year, so most of us already know each other. It is a great experience to come together and play in RCMPL.

Following the auction, is there any specific player you hoped to get and did you get them?

Yes, we marked almost 20 players and we got 10 players from that list, including our man-of-the-match players, Arumugam and Hari. We planned and got them.

How confident are you about winning RCMPL?

We are very confident, but we cannot predict anything as of now because this is just the start. We need to go match by match and will see what best we can do.

Which team is the toughest competition here?

I would say Shivu's team, Shivsu Warriors. This is a 10-over game and every team is a tough team. We need to go match by match. We cannot say any individual team is the strongest. Since it is only a 10-over game, it starts and finishes quickly. We need to take every team as a tough competitor and play the match—fingers crossed.



Rotary Nostalgia

Did You Know?

IN 1956, the community service committee of our club finalized the project of putting up a Picnic Centre for children at Edward Elliot's Beach. A plot of one acre of land was kindly leased to the Rotary Club of Madras by his Grace, the Archbishop of Madras. A hall with sanitation and a well was also constructed for a picnic centre.

For several years, the club's annual children's party was held at the Picnic Centre, which was also rented out to groups interested in sunbathing. As a picnic resort, this centre was very popular with all the institutions in Madras until a few years later, when the property was acquired by the Madras Government for the development of a housing colony. The Picnic Centre was inaugurated by Rotary International President Clifford A. Randall during his visit to Madras on December 6, 1958.

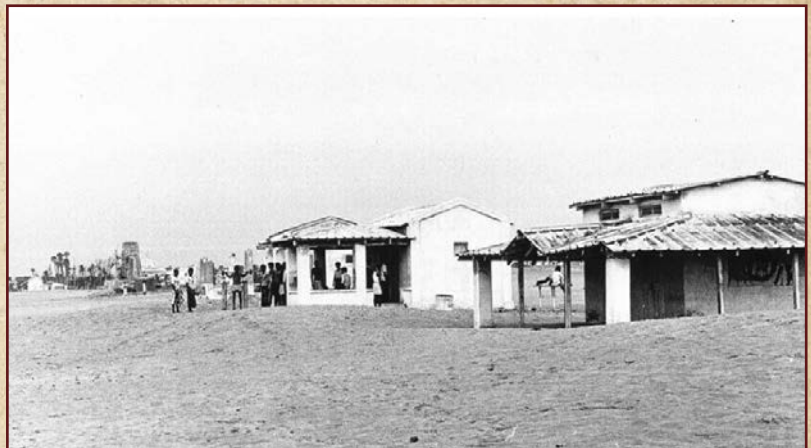
In 1959, the club found that there was an orphanage at Walajabad, run by a group of selfless social workers, taking care of over 600 students in a hostel-

cum-school arrangement. The club donated a projector and also a couple of sewing machines for the institution.

During Rotary International President Joseph A. Abey's visit to Madras for flood relief, a sum of Rs. 6001 was collected through voluntary contributions from the club members and was presented to the Minister for Revenue, Government of Madras.

The community service committee had also sustained the 'Edwina Mountbatten Memorial Fund' for children's welfare, advancement of nursing and the St. John's Ambulance.

- Rtn.PP.N.K.Gopinath





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