

THE LIGHTHOUSE

BOND | BUILD | BRING CHEER



The Net Effect

From Tsunami Relief to Lasting Transformation



Dear RCMers,

RCM's Suleri Kattukuppam project is more than just nets and boats; RCM is reeling in Education and Empowerment. With every refurbished classroom and donated boat, hope continues to set sail.



Rtn.Shivkumar Eashwaran
Editor

Rtn.A.R.Raghunandan
Chairperson

Mr.Madhu Mathen
Co-Chairperson

Rotary Club of Madras

44th Weekly Meeting

Topic:
Your legacy & succession

Moderator:
Karthikeyan Balakumar,
Associate Director at Client Associates

Speaker:
Neeraj Aggarwal
Regional Commercial Head for the Middle East, India, Africa, and Mauritius at Apex Group Ltd.

Tuesday, 6th May 2025 | 1.30 pm
Lunch : 12:30 - 1:30 pm
at Hyatt Regency, Chennai.

Please note that spouses are cordially invited for this meeting

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

BOARD 2024-25

- President**
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.As swath 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

Send in your articles, news and stories for consideration in the Lighthouse bulletin to:
editor@rcmlighthouse.com Stay updated with our very own RCM magazine!

Rotary Club of Madras (RCM)
43rd Weekly Meeting held on 29-04-2025
 at Hotel Hyatt Regency, Teynampet, Chennai

Call to Order:

President Rtn. G. Chella Krishna called the meeting to order and requested all members to rise for a silent invocation.

Confirmation of Minutes:

The President sought confirmation for the 42nd weekly meeting minutes, which were passed and adopted by the members.

Welcome Address:

President Rtn. G. Chella Krishna extended a warm welcome to the Chief Guest, Mr. Dhimant Parekh, Founder & CEO of 'The Better India.' He also welcomed the visiting Rotarians, Probud Club members, spouses and other guests present.

Announcements:

Rtn. PP. S. Gunashekar shared highlights from the recent Rotary trip to Kenya, where a collection of wildlife photographs captured by Rtn. Karthik Srinivasan, brand ambassador for the Sony Alpha camera series, was showcased. Proceeds from the sale of these high-resolution images, priced from ₹20,000 onwards, will support the initiatives of the Rotary Club of Madras Charitable Trust. A brochure featuring 93 of these photographs will be released shortly. Members were encouraged to contribute. Rtn. Karthik Srinivasan was recognized for his exceptional photographic talent.

Induction of a New Member:

Rtn. Sunita Suresh inducted Miss. Sheetal Bhatt as the 296th member. Rtn. DGND. Dr. Vijaya Bharathi Rangarajan graciously facilitated the induction ceremony.

Community Service Update:

Rtn. PP. N.K. Gopinath and Rtn. Dr. Anuradha Ganesan, Director of Community Services, were recognized for their efforts in the Suleri Kattukuppam project. As part of the initiative, fishing nets worth ₹10 lakhs were handed over to the local fishermen, continuing the club's ongoing support to the community since the tsunami.

Secretary's Announcements:

- Rtn. Rajesh Mani announced birthdays and anniversaries for the week.
- Sunshine contribution of Rs. 2000 received from Rtn. Rachna Muralidharan and Sunshine of ₹5,000 from Rtn. Anand Rengaswamy.
- The upcoming meeting will be held on Tuesday, May 6, 2025, in the afternoon at the Hyatt Regency on the topic of "Your legacy & succession."

Guest Speaker Session:

Mr. Dhimant Parekh, Founder & CEO of 'The Better India,' shared insights on The Power of Positive Storytelling and spoke about highlighting unsung heroes and community-driven innovation. President Rtn. G. Chella Krishna praised the initiative, highlighting its role in transforming lesser-known good deeds into widely shared inspirational stories.

Vote of Thanks:

The meeting concluded with a vote of thanks by Rtn. PP. Rani Muralidharan.

Adjournment:

The President Rtn. G. Chella Krishna adjourned the meeting.

Birthdays 28th April to 04th May 2025	
Rtn. Ganesh Ananthakrishnan	5/5
Rtn. Madhav Sehgal	7/5
Rtn. Hari Venkatesan	8/5
Rtn. Sanjay Kumar V.R.	9/5
Rtn. Visvanathan A.M.	9/5
Rtn. Nagarajan M.S.	10/5
Rtn. Raghu Kailas	11/5
Spouses' Birthdays	
Ann. Sowmya, Spouse of Rtn. Arjun Ananth	6/5
Ann. Anupama, Spouse of Rtn. Shivaraman .T	8/5
Ann. Sangeeta, Spouse of Rtn. Balakrishna. S	8/5
Ann. Usha Sukumar, Spouse of Rtn. Sukumar. N	10/5
Ann. Shruthi Palaniappan, Spouse of Rtn. Arunachalam Palaniappan	10/5
Wedding Anniversary	
Rtn. Geetha Nagu & Nagu Chidambaram	6/5
Rtn. Krishna Kishore & Pavithra	7/5
Rtn. Goenka S.B. & Sudha	10/5
Rtn. Ashish Ahuja & Shalini Ahuja	10/5
Rtn. Balasubramanian.M & Lalita	11/5
Rtn. Dr. Rajan. K & Selvi	11/5
Rtn. PP. Satyan C. Bhatt & Parul Bhatt	11/5





Speak *with* **Heart,** **Change** **Can Start**

In a world often overwhelmed by negative news, our recent Rotary session offered a refreshing and inspiring perspective. We had the privilege of hosting Mr. Dhimant Parekh, Founder and CEO of The Better India — India's largest platform dedicated to showcasing positive, solution-driven stories.

Mr. Parekh traced the journey of The Better India from its humble beginnings as a small experiment 15 years ago to its present stature as a powerful agent of social change. What began as a simple initiative to share inspiring stories has today:

- Transformed government policies,
- Brought systemic changes at the grassroots,
- Helped farmers out of poverty,
- Raised millions for slum schools and
- Took social enterprises global.

On sustaining the platform,
Mr. Parekh spoke about maintaining
their purpose-driven vision
by partnering only with brands
and organizations whose causes align
with their values – such as Unilever
(on sustainable packaging)
and Niti Aayog
(on technology-driven social change).

A few memorable examples shared:

- In Vidarbha, Maharashtra, an article about farmers using WhatsApp as a mental health support system inspired the District Collector to scale the idea to over 1,200 farmers.
- In Nagapattinam, Tamil Nadu, a drought-hit district saw a turnaround when volunteers, inspired by a Better India story, restored neglected water bodies, making the area water-surplus.

- Coverage of innovative solutions like edible cutlery made from millet (to replace plastic) helped social entrepreneurs find widespread visibility and support.

Mr. Parekh highlighted how authentic, solution-focused storytelling can not only inspire individuals but also influence policy decisions at the highest levels. He shared how The Better India's stories have been referenced by bureaucrats, politicians across the spectrum, the judiciary and even CBSE and IGCSE textbooks to instill a solution-oriented mindset among students.

On sustaining the platform, Mr. Parekh spoke about maintaining their purpose-driven vision by partnering only with brands and organizations whose causes align with their values — such as Unilever (on sustainable packaging) and Niti Aayog (on technology-driven social change).

A particularly inspiring fact shared by Mr. Anand Mahindra himself is an investor in The Better India, a testament to the platform's credibility and impact. The session is a powerful reminder that stories can change the world. When shared with authenticity and heart, they create ripples of positive action across sectors, geographies and generations.

- Rtn. Sanjay Rao Chaganti



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 6th May.

Issue 44



Issue 43 : Best Captions

1. Aswath: meet the guy who can smuggle anything through Mumbai port –
Rtn. Deepak Chander
2. "Deal closed. Rtn. Aswath mentally invoicing his commission." - *Rtn. N.K. Bhatia*
3. Meet our dashing, dazzling, spirited, swashbuckling, sporty, stylish, energetic, and exuberant (word limit exceeded...)
– *Rtn. Asha Mathen*



Learn and Try, **"Bid" Sugar Highs Goodbye!**



On February 19, 2025, the Rotary Club of Madras and Rotary Club of Del Mar Solana Beach, in association with the Indian Council for Child Welfare (ICCW) – Tamil Nadu, organized an event at TTV High School, Sowcarpet.

Seventy-seven students from grades 8-10 participated in the event, which began with the prayer. Mr. Kaliappan, Headmaster of TTV School, delivered the welcome address.

Rtn. Abdul Kareem Sait addressed the gathering on the importance of diabetes awareness, balanced diets, physical activity and RCM initiatives in the health system. He also presented the awareness poster to the headmaster.

Ms. Abirami from ICCW-TN, a seasoned social worker with over 10 years of experience, was the resource person, her presentation covered diabetes, its types, modernization, obesity, calculating BMI, maintaining a healthy diet, burning calories and the importance of physical activities.

The students actively participated by asking questions and sharing their positive feedback. The Vice Principal delivered the vote of thanks. Healthy almond snacks were distributed to the students at the end of the event.





Hooked on Humanity

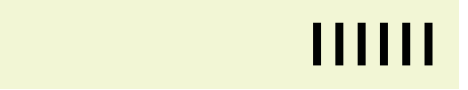
RCM's unwavering support keeps the fisherfolk of Suleri Kattukuppam thriving beyond crisis.

Our bond with the fisherfolk of Suleri kattukuppam remains strong even after more than two decades. The devastating tsunami that struck the coast of Tamil Nadu on December 26, 2004, left communities across India in a state of shock. In response, the Rotary Club of Madras promptly mobilized to provide relief to those affected, with a special focus on the fisher folk of Tamil Nadu.

After the initial relief efforts, the club recognized the need for a more sustainable approach to uplift the living standards of the affected communities. Among the various fishing hamlets we surveyed, we selected Suleri kattukuppam, located approximately 45 kilometers from Chennai.

In this hamlet, we built 146 houses and established a school, a cold storage facility and a community hall. Additionally, we donated 44 mechanized boats equipped with nets and life jackets to support their fishing vocation. Today, over 20 years later, the





fisherfolk of Suleri kattukuppam remain closely connected with us and we continue to support them through various initiatives. On April 27, 2025, we donated 54 sets of fishing nets, valued at approximately ₹9 lakhs and refurbished the school, which included the addition of an e-learning classroom at a cost of about ₹5 lakhs.

RCM President Rtn. G. Chella Krishna accompanied by several members, including PDG. Rtn. Benjamin Cherian, Rtn. PP. Vivek Harinarain, Secretary Rtn. Rajesh Mani and Director Rtn. Dr. Anuradha Ganesan visited the hamlet to oversee the handover and it brings us immense pride to maintain such a strong relationship with the fisherfolk, who continue to place their trust in our guidance and support. This tsunami relief project remains one of the most significant initiatives undertaken by our club, with a total investment exceeding Rs. 7 crores over the years.

It was heartening to see several other Rotarians join us, including Rtns. N. Prakash, Rtn. P.B. Prasad, Rtn. Abdul Kareem Sait, Rtn. Karthik Srinivasan, Rtn. Divya Poduval Menon, Rtn. Dr. Karthik Mathivanan, Rtn. Bikram Shivkumar and Rtn. A.M. Visvanathan.

Special thanks go to Rtn. Rajesh Somasundaram and his spouse, Midhuna, for their warm hospitality in welcoming us to their beautiful home early morning and treating us to a wonderful breakfast spread.

- Rtn. PP. N.K. Gopinath





Prof. Ashwin Mahalingam,

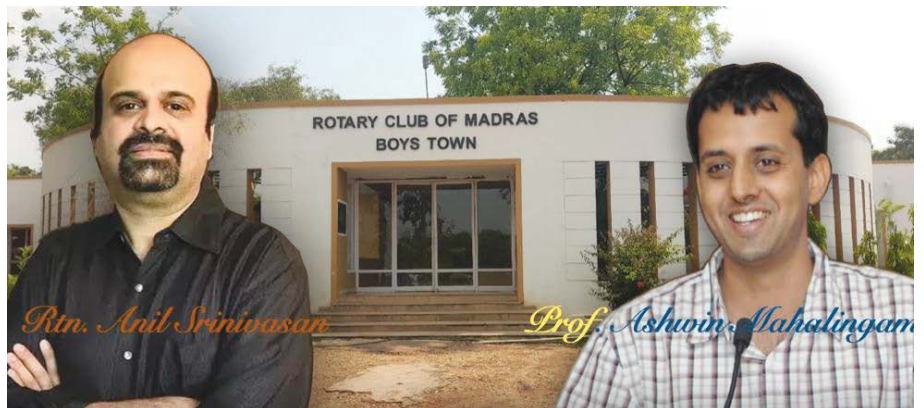
Dean at IIT Madras, recently donated a full-sized digital piano to the Boys Town Society. The donation was made at the suggestion of his childhood friend, acclaimed pianist and Rotarian Anil Srinivasan, as part of their shared commitment to music education and community service.

This donation wasn't part of a formal campaign or event; it was an act by shared values and a deep respect for the role of music in shaping young minds.

In recent years, research has increasingly pointed to the benefits of music as a vital component of a well-rounded education. Studies show that children who engage with music perform better in core subjects like math and language. A 2019 study published in *Frontiers in Psychology* found that schoolchildren exposed to music training showed significantly improved memory and attention compared to their peers. Moreover, music helps develop emotional intelligence and creativity, all critical skills for success in the 21st century.

In environments like BTS, where children often face emotional and socio-economic challenges, music becomes more than a subject. It offers a space for healing and expression. It gives children a voice that goes beyond words.

The donated piano will be used in music classes conducted under the





Rhapsody Music Foundation, founded by Rtn. Anil Srinivasan in 2013. The Foundation was established to integrate music meaningfully into mainstream school curricula, not just as an extracurricular pursuit but as a tool for cognitive and creative development.

Rhapsody works with over 400 schools across India and has reached over 500,000 children. Its curriculum, designed by musicians and educationists, is evidence-based and age-appropriate on skill-building and emotional well-being through structured music learning. Rhapsody's approach goes beyond singing or playing an instrument; it teaches children how to think musically and use music to understand the world around them.

When Prof. Mahalingam expressed his interest in contributing to a music initiative, Anil suggested that the support go towards BTS, where Rhapsody has been conducting classes for several years. The piano now serves both the music teacher and the students. For many of these boys, this is their first interaction with a high-quality instrument.

In the long story of education, some chapters are written not in chalk and tests but in rhythm and musical notes. A single piano may not rewrite the script, but it adds a new voice. Music may not solve structural challenges in education, but it adds depth, balance, and joy to learning, especially for children who rarely get the space to explore the arts. Thanks to this thoughtful gesture by Prof. Ashwin Mahalingam, the students at BTS now have one more way to engage with the world, not just through words and numbers but through sound.

Rotary Nostalgia

Did You Know?

RCM's First Rotary Scholar

Gwendolyn Matthews Sieck was the first female Rotary Scholar sponsored by the Rotary Club of Madras, India. After completing her studies in the United States, Gwen settled near Chicago, where she became a U.S. citizen, married and started a family. On January 10, 1991, Gwen Sieck became a Charter Member of the Rotary Breakfast Club of Rolla. She remained actively involved in the club until her health issues arose in 2005.

In a gesture of gratitude for the RCM's sponsorship in 1950, Gwen sent \$2,000 to the club in the fall of 2010. Through subsequent correspondence, she learned that her contribution was designated for a special project: a drinking water facility at the New Residential Complex for Boys, part of the Boys Town facility under construction. This complex would accommodate sixty boys and provide vocational training for 200 others. The completion of the



building was anticipated for February 2012, at which time the drinking water facility was installed along with a plaque honoring Gwen as the donor. The New Residential Complex for Boys, established by the Rotary Club of Madras outside Chennai, was officially dedicated on Sunday, March 11, 2012, alongside the newly installed drinking water facility.

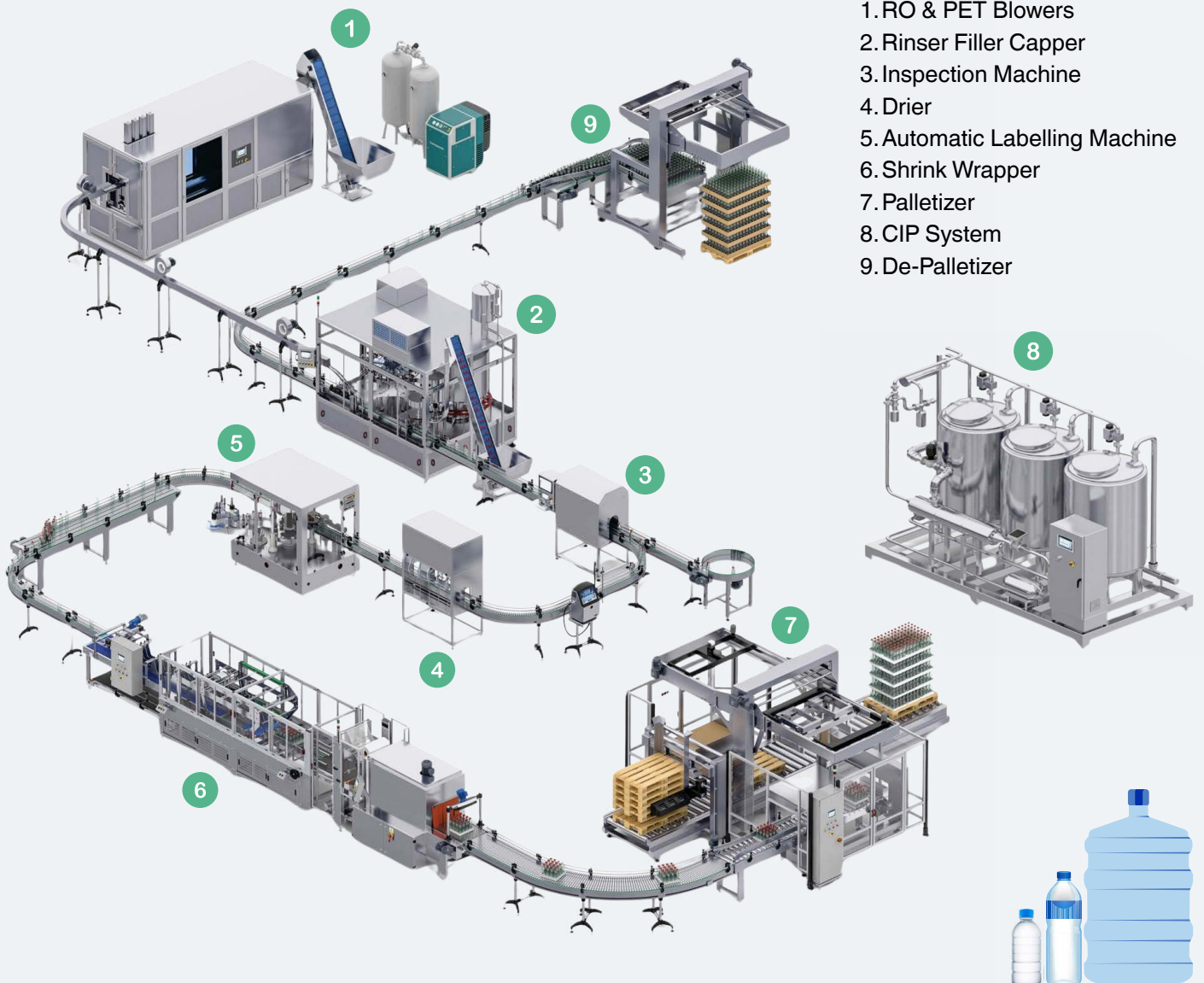
- Rtn.PP.N.K.Gopinath

Start High - Profit



Business as Franchise

All Leading Packaged Drinking Water Brands are executed by us!
Big Brands, Bigger Opportunities...Don't Miss it!!



1. RO & PET Blowers
2. Rinser Filler Capper
3. Inspection Machine
4. Drier
5. Automatic Labelling Machine
6. Shrink Wrapper
7. Palletizer
8. CIP System
9. De-Palletizer

CANADIAN CRYSTALLINE WATER INDIA LTD

No. 7, Paarivakkam Road, Leelavathy Nagar, Chennai - 600 056,

Ph : +91-44-28362461 - 71, Toll Free : 1800 425 20000

E-mail : info@canadiancrystalline.com | Website : www.canadiancrystalline.com