

VOICE

of RID 3233



YOUTH VIBES
Great
Rotaractini
Sanjana

Bothrá Ji

Tirukkural to
Transformation

PDG CM

The Time-Keeper's
Tale

NATION
Story of
Indian Navy

FINANCE
Tips on tax
planning

LIFESTYLE
Give a facelift
to your car

WEALTH
Why buy a
(g)old house

New to Rotary?
Here's Your
First Step to Success!"
Get inspired and
connect with others
at

வளர்பிறை

Join us on Dec 22, 2024
9 a.m. to 1:30 p.m.
Mohan Gardens, Korattur

Register now and be part of
something extraordinary!



Take the first step in your Rotary journey with Valar Pirai!
A day of learning, celebration, and meaningful connections awaits.
Discover how Rotary can help you grow and make a difference.



VOICE of RID 3233

VOLUME - I
ISSUE - 5

Publisher
RI District 3233

Published & Owned By
RI District 3233

Feedback & Subscriptions
rid3233team@gmail.com

Follow us on



#rotary3233 #voiceofrid3233
#rid3233 #rotarydistrict3233

Disclaimer

The contents of this magazine is provided for information purposes only and RID 3233 does not guarantee or warrant the accuracy, reliability, completeness or currency of the information or its usefulness in achieving any purpose.

RID 3233 will not be liable for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on the information from this magazine.

Design, Production & Execution

District Communication Team
& praanha.com

DISTRICT COMMUNICATION TEAM



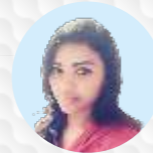
Rtn. Sashikumar VS
Editor
RC Chennai Crown



Rtn. Kesavan Srinivasan
RC Madras Downtown



Rtn. PHF B. Bhuvanewari
RC Alandur



Rtn. M. B. Sathya Priya
RC Chennai Crown



Ann V. Rajalakshmi
Rotary Club of Guindy



Rtn. Sangeetha .A
RC Chennai Celebrities

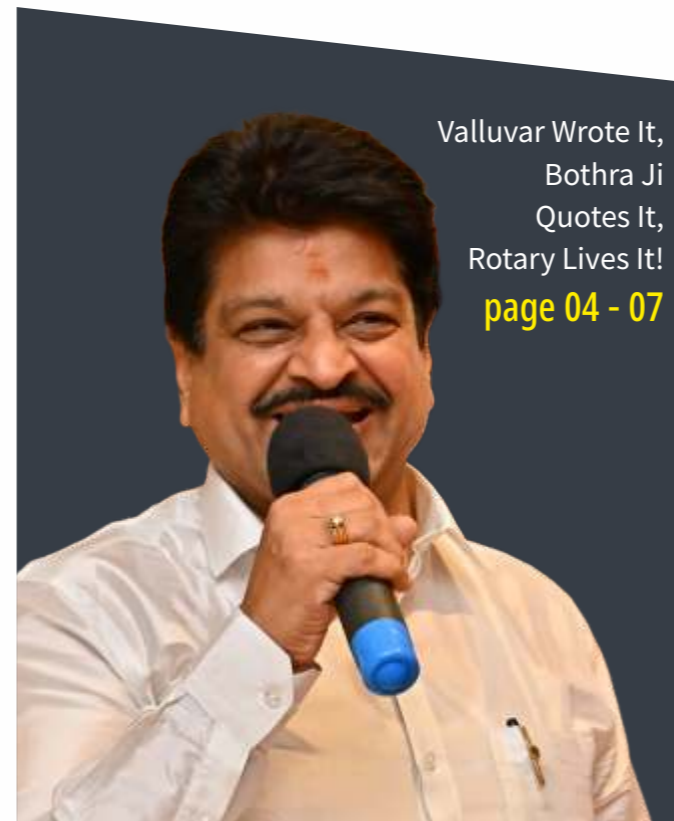


Rtn. Surendra Kumar Segu
RC Agaram

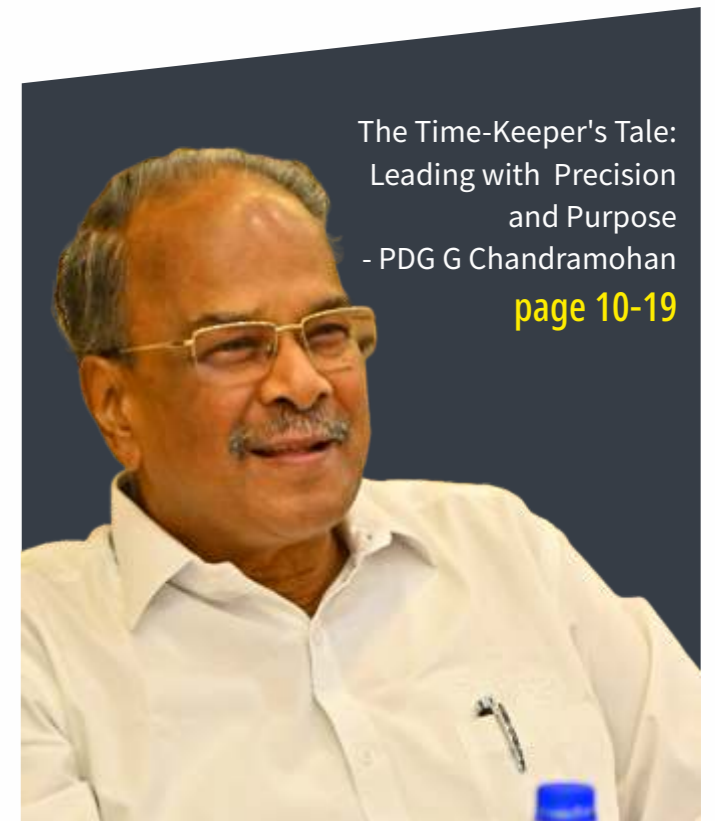


Pictures Courtesy
Ashokan
Photographer
ashokan75@gmail.com
98411 45109

Inside



Valluvar Wrote It,
Bothra Ji
Quotes It,
Rotary Lives It!
page 04 - 07



The Time-Keeper's Tale:
Leading with Precision
and Purpose
- PDG G Chandramohan
page 10-19

- | | | | |
|-----------|---|-----------|---|
| 09 | From Editor's Desk | 28 | Five Irresistible Reasons to Fall for Resale Properties in Chennai
by Rtn. Siva Sankari |
| 20 | Confessions of a Forever Rotaractor: Dancing Between Service & Shenanigans
by DRR Sanjana | 29 | Tax Tips from Your Fellow Rotarian's Desk: Notes from Vaarahi Consulting
by Rtn. Elango |
| 21 | Car Detailing: What It Is and Why It Matters
by Rtn. N. Rajenderan | 30 | Seeds of Change: A Rotarian's Path to Educational Leadership
by Rtn. Jeyalatha Martin |
| 22 | A Taste of Tradition : My Mother's Special Adai Recipe
by Rtn. Santhana Lakshmi | 31 | Market Outlook for November 2024
by Rtn. Sathish Kumar |
| 23 | From Coast Guard to Blue Water: The Evolution of the Indian Navy
by Rtn. L. Radhakrishnan | 32 | The Billion-Dollar Boundary: IPL's Marketing Masterclass
by Rtn. Ravi Narayanan |
| 24 | | 33 | |
| 25 | | 34 | |
| 26 | | 35 | |
| 27 | | 36 | |
| | | 37 | |

வள்ளுவர் Wrote It, Bothra Ji Quotes It, Rotary Lives It!

- DG Mahaveer Bothra

Ever wondered what happens when ancient Tamil wisdom meets modern Rotary magic? That's exactly what unfolded when I chatted with our smiling Governor Bothra Ji! Between his infectious laughter and perfectly timed Tirukkural quotes, I discovered how this unique blend creates service excellence. Warning: His positivity is highly contagious!

- Rtn.Sashi



Vanakkam, Bothra Ji! It's a pleasure to have you with us today. As the District Governor of RI District 3233, your contribution to Rotary has been immense. Could you please share with our readers what Rotary means to you?

Vanakkam, Sashi! For me, Rotary is not just an organization – it's a way of life. As Tirukkural says, “அன்போடு இயைந்த வழக்கென்ப ஆருயிர்க்கு என்போடு இயைந்த தொடர்பு.”
“Just as life flows when body and soul unite, true impact flows when love and service unite.”

In Rotary, it's this union of hearts that creates the biggest ripple effect. So, yes, Rotary isn't just about meetings; it's about that extra mile we go that transforms lives, one project at a time.

You're known as a great advocate of Tirukkural. How does this ancient Tamil text guide you in your Rotary journey?

Tirukkural is like a personal coach! As it says, “அற்றார் அழிபசி தீர்த்தல் அஃதொருவன் பெற்றான் பொருள்வைப் புழி.”
“True wealth is stored in the joy of feeding the hungry.”

That's the essence of Rotary, isn't it? Wealth isn't in the bank; it's in the smiles we bring to people's faces. The Tirukkural reminds us to keep our 'savings' in the hearts we uplift. Now, that's an investment strategy Rotarians can get behind!

That's a profound quote, Bothra Ji. Could you share another Tirukkural verse that resonates with you as a Rotarian?

Absolutely! One of my favourites is, “புணர்ச்சி பழகுதல் வேண்டா; உணர்ச்சிதான் நட்பாங் கிழமை தரும்.”
“Friendship doesn't require constant meetups; it's built on shared understanding and purpose.”

Isn't that exactly how we Rotarians are? We are 1.4 million friends across the world, working towards the same goal of 'Service Above Self.' No need to meet everyone – we are connected by our purpose, not just proximity!



You're known for your grand and innovative events. What inspires you to think big and go beyond the ordinary?

Haha, you know me too well, Sashi! I follow this Tirukkural,

“உள்ளுவ தெல்லாம் உயர்வுள்ளல்; மற்றது தள்ளினும் தள்ளாமை நீர்த்து.”

“Let your thoughts always aim high; even if fate intervenes, hold on tight!”

In Rotary, there's no room for small thinking! Whether it's a past-presidents' conclave or an awards night, we go big or go home. The goal? To make every project a spectacle that lifts others' spirits and sets a new bar for service.

I couldn't agree more, Bothra Ji. Let's talk about your infectious smile and positive attitude. How do you maintain this spirit, even in the face of challenges?

The secret to my smile, (pause and smiles) You all know this popular Tirukkural,

“இடுக்கண் வருங்கால் நகுக; அதனை அடுத்தார்வது அஃதொப்ப தில்.”

“When troubles come, greet them with a smile; nothing works like that!”

I believe in seeing the big picture, and in Rotary, that means trusting that every challenge is just a stepping stone to a bigger impact. Besides, a smile costs nothing but does wonders – both for us and for those we serve! So keep smiling.

That's an inspiring perspective, Bothra Ji. Now, you've achieved phenomenal membership growth in your district and are World number two. What's your secret?

Again, the secret lies in Tirukkural,

“தெரிந்த இனத்தொடு தேர்ந்தெண்ணிச் செய்வார்க்கு அரும்பொருள் யாதொன்றும் இல்.”

“Nothing is out of reach for those who plan well and work with the right team.”

In Rotary, it's all about teamwork! Do your homework, plan smart, and choose dedicated leaders, and you'll watch growth happen as naturally as a smile at a Rotary meeting. With the right people, anything's possible!



You recently recognized 400+ Past Presidents at the Kalankarai Vilakku – Past-Presidents' Conclave. What inspired you to focus on them?

Ah, a great lesson from Thiruvalluvar! He says, “தம்மிற் பெரியார் தமரா ஒழுக்குதல் வன்மையுளெல்லாந் தலை.”

“The greatest power lies in associating with those who are truly great; their strength becomes yours.”

Our Past Presidents are the unsung heroes of Rotary. They've led with passion, and they hold the wisdom and experience that can take us to the next level. These are the powerhouses we can tap into – it's like having a fleet of seasoned captains steering our ship toward greater growth and impact!

Usually, Rotary awards are given at the annual function, but you conducted a quarterly awards gathering with 1000+ Rotarians last month. What inspired you to do that?

Bothra Ji (laughs) Well, you don't need Tiruvalluvar for this one, Sashi!

We all need recognition – especially in a volunteer organization like Rotary, where people serve with 'Service Above Self' as their motto. Why wait a whole year to applaud hard work? Let's celebrate every quarter! Our Rotarians deserve it. After all, we're known for our big hearts, not just in giving service but in giving appreciation too. Let's not go stingy on the applause – because every Rotarian deserves to shine!

Beautifully said, Bothra Ji! What advice would you give to young Rotarians who are just starting their journey?

It's quite simple, Sashi – follow the Tirukkural:

“ஆக்கம் அதர்வினாய்ச் செல்லும் அசைவிலா ஊக்க முடையானுழை.”

“Wealth and success follow the one with unstoppable energy and action.”

I'd tell young Rotarians – don't stop, don't quit! Perseverance is the real game-changer. Whether it's climbing the career ladder or leading avenues in your clubs or district, your relentless drive and focus will bring success right to your doorstep. Stay energized, and success will have no choice but to follow!



Share Your Flair, Show You Care!

Welcome to "Voice of RID 3233" - your platform to shine! We invite you to contribute your articles, photos, poems, drawings, or any creative work. Share your passion and expertise with fellow Rotarians. Please include your picture and contact details and send your contributions to rid3233team@gmail.com



Help us grow our Rotary family
by sharing this magazine with your non-Rotarian friends

Let's inspire them to join us and make a difference together.

Send your contributions today and be a part of our vibrant community
rid3233team@gmail.com

Hello, Rotarians!

Welcome to the fifth edition of Voice of RID 3233! If this magazine were a dinner party, this issue would be the feast! We've packed it with stories, insights, and enough surprises to keep you flipping those virtual pages.

First off, a big thanks to our District Governor for sharing a Tirukkural-inspired interview, squeezed in between his whirlwind of Rotary responsibilities. It's a gem of wisdom that I'm sure you'll enjoy!

This issue also features the incredible journey of PDG G Chandramohan. From Dindigul to IIT to the helm of Rotary, his story is an inspiration for anyone with big dreams and a heart for service. Get ready to be amazed and inspired.

And then, there's the ever-energetic DRR Sanjana! Her "raging" interview is bound to bring a smile to your face. Sanjana's fire and passion shine through, and I'm sure you'll be cheering along with her.

Of course, this edition is full of goodies for everyone. Whether you're in the mood for a nostalgic Adai recipe with a dash of mom's love, curious about the preschool business, or looking for smart tips on buying a home, saving on taxes, or even the latest on the stock market, we've got it covered!

I'd be remiss not to give a big shoutout to Ann V. Rajalakshmi from RC Guindy. Her sharp eye and proofreading prowess have kept us error-free, ensuring you get a smooth, enjoyable read.

Keep sending us your articles, stories, and quirky ideas—your voices make this magazine vibrant and diverse. And remember to share Voice of RID 3233 with friends, family, and anyone who needs a little Rotary inspiration.

Happy reading, and here's to another fabulous issue!



From the Editor's Desk: The Fifth Issue of Voice of RID 3233

Rtn. Sashikumar VS

District Chairman - Communications

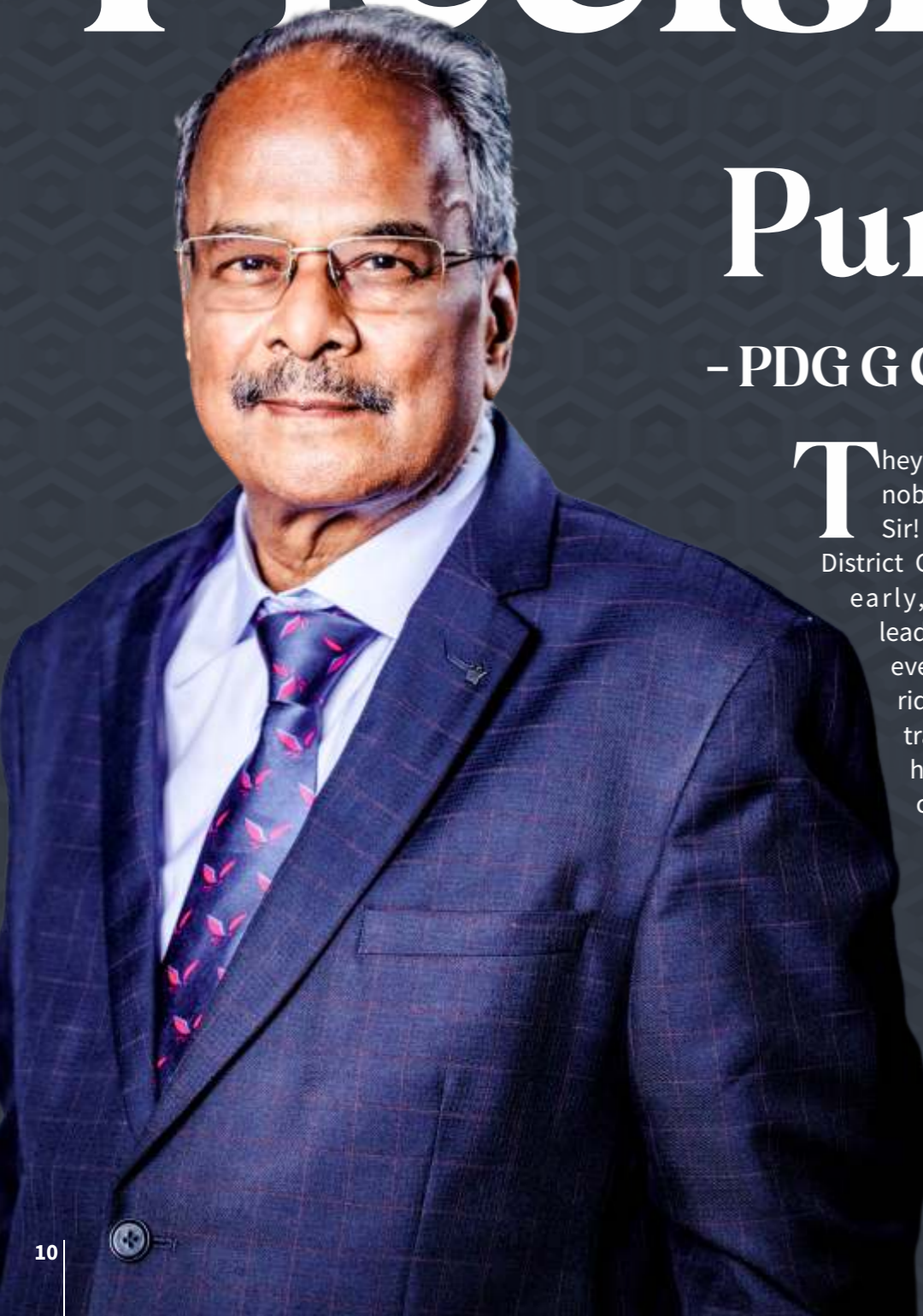
Editor, Voice of RID 3233



The Time-Keeper's Tale:

Leading with Precision & Purpose

- PDG G Chandramohan



They say timing is everything - and nobody proves this better than CM Sir! When I sat down with our past District Governor (precisely 10 minutes early, naturally), I discovered a leadership journey that would make even a bullet train envious. From riding railway engines in Bhilai to transforming lives with Pink Autos, here's a man who turned every challenge into an opportunity.

With a sprinkle of Japanese precision and a generous dose of South Indian determination, CM Sir's story reminds us that when focus meets fire-in-the-belly, magic happens. Fasten your seatbelts for a masterclass in turning dreams into reality!

- Rtn. Sashi



Your journey from Dindigul to IIT Kharagpur is quite remarkable. Could you share your early life experiences and what motivated you during those challenging times?

My life story began quite differently from most. I lost my mother when I was just two years old, and I never got to see her. In those days, my grandparents took me in, and I grew up alongside my mother's younger siblings. As the most pampered child in the family, my early years were focused purely on studies and play - I was kept away from family troubles.

I came from Dindigul, which is now a corporation but back then was a medium-sized town nestled in the foothills of Kodaikanal. What's interesting is that neither I, nor my friends, nor even our teachers knew about the existence of the Indian Institute of Technology. That's how limited our exposure was in those days. But life has a way of opening doors - I eventually learned about IIT and developed a dream to study there.

The journey to IIT Kharagpur was particularly challenging. It was in West Bengal, a Naxalite-infested area at that time. I still remember fellow train passengers warning me not to travel to the campus at night. This was long before the era of computers, Google, or modern communication. For a young man

from Dindigul, going to Kharagpur was like travelling to a foreign country!

But you see, what makes this journey remarkable is not just the physical distance covered, but the mental barriers that were broken. Here was a small-town boy, with no mother, who could have easily remained confined to his comfortable, pampered life. Instead, the pursuit of education and excellence drove me to venture into unknown territories, face challenges head-on, and ultimately succeed.

I chose IIT Kharagpur specifically because it offered my preferred subject, even though I had options to study at IIT Madras or Kanpur. This early decision taught me an important lesson - sometimes you have to leave your comfort zone and travel far from home to pursue your dreams. There were no shortcuts, no Google Maps to guide us, no mobile phones to stay connected. It was pure determination and the hunger to learn that kept me going.

This journey from a small town to one of India's premier institutions shows that with focus, determination, and the courage to venture into the unknown, one can overcome any obstacle. Your background doesn't define your future - your aspirations and dedication do.

“
If you focus and
put in your best efforts,
you can overcome any challenge
”



You mentioned your experience at Bhilai Steel Plant and Mumbai in your early career. How did these experiences shape your professional outlook?

“You know, those early experiences at Bhilai Steel Plant and Mumbai were like going to two different universities of life (laughs). Let me tell you about Bhilai first.

Imagine a young man from Dindigul, going to this massive plant that employed 60,000 people! Everything was a challenge there – getting food, accommodation, travel, everything. I stayed in a

bachelor's hostel and just to have breakfast, I had to cycle 9 kilometres each way. It was a different life altogether.

But Bhilai gave me something magnificent – it showed me the massive scale of industrial operations. You know, one of my classmates was the transport-in-charge, and my daily transport was by railway engine! Inside the Bhilai Steel Plant, there were numerous railway tracks, and I would travel from plant to plant by engine. It was very interesting.

Then Mumbai (pauses and smiles) – for a small-town boy like me, Mumbai was like London or Paris! But let me tell you something – I learned much, much larger things in Mumbai than whatever I learned later in Japan or the USA. Mumbai's systems are fantastic. Take their local trains – they run like bullet trains in terms of time precision. Absolutely clear time consciousness.

You see, Mumbai is like 50% of any foreign country in terms of systems and time management. Their administration is far better than many other states I have seen. And working at Godrej, a Parsi-controlled company like the Tatas – very sophisticated people. Our mess used to be like a five-star mess.

These experiences shaped me fundamentally. They taught me about systems, about time management, and about handling challenges. You know, when you're young and faced with such situations, either you break down or you learn to swim. I chose to swim.

In Bhilai, I learned how to be resourceful – found friends who would cook in the night, learned to manage in a Hindi-speaking area. In Mumbai, I learned what world-class systems look like, what precision means in business.

(Leans forward) And let me tell you something important – these early challenges, they build your character. Today when I look back, I'm actually grateful for those experiences. They taught me that if you focus and put in your best efforts, you can overcome any challenge. That's what I've carried throughout my career – whether in industry or Rotary.”

What drew you to Rotary, and how has your journey from being a new member to becoming the District Governorevolved?

“My journey in Rotary began when Rotarian Thyagarajan, who was actually my junior in Tube Investments but senior in Rotary, introduced me to the Rotary Club of Madras Northwest. It was one of the finest clubs, led by KC Vijayan, who we called the father of polio – he was our charter president. Under his umbrella, we all grew very well.

What's interesting is that I took my growth in Rotary step by step, taking up one position every year. In 1998-99, I became the president of Madras Northwest along with what we called the 'dreamer presidents' batch – ISAK Nazar, Natarajan Nagoji, Venu Gopal of Guindy, Jacob Rajkumar of T Nagar. You know, those were different times – our PETS (President-Elect Training Seminar) wasn't in Sri Lanka or Malaysia like today, but right here in Chennai, at the Taj Connemara.

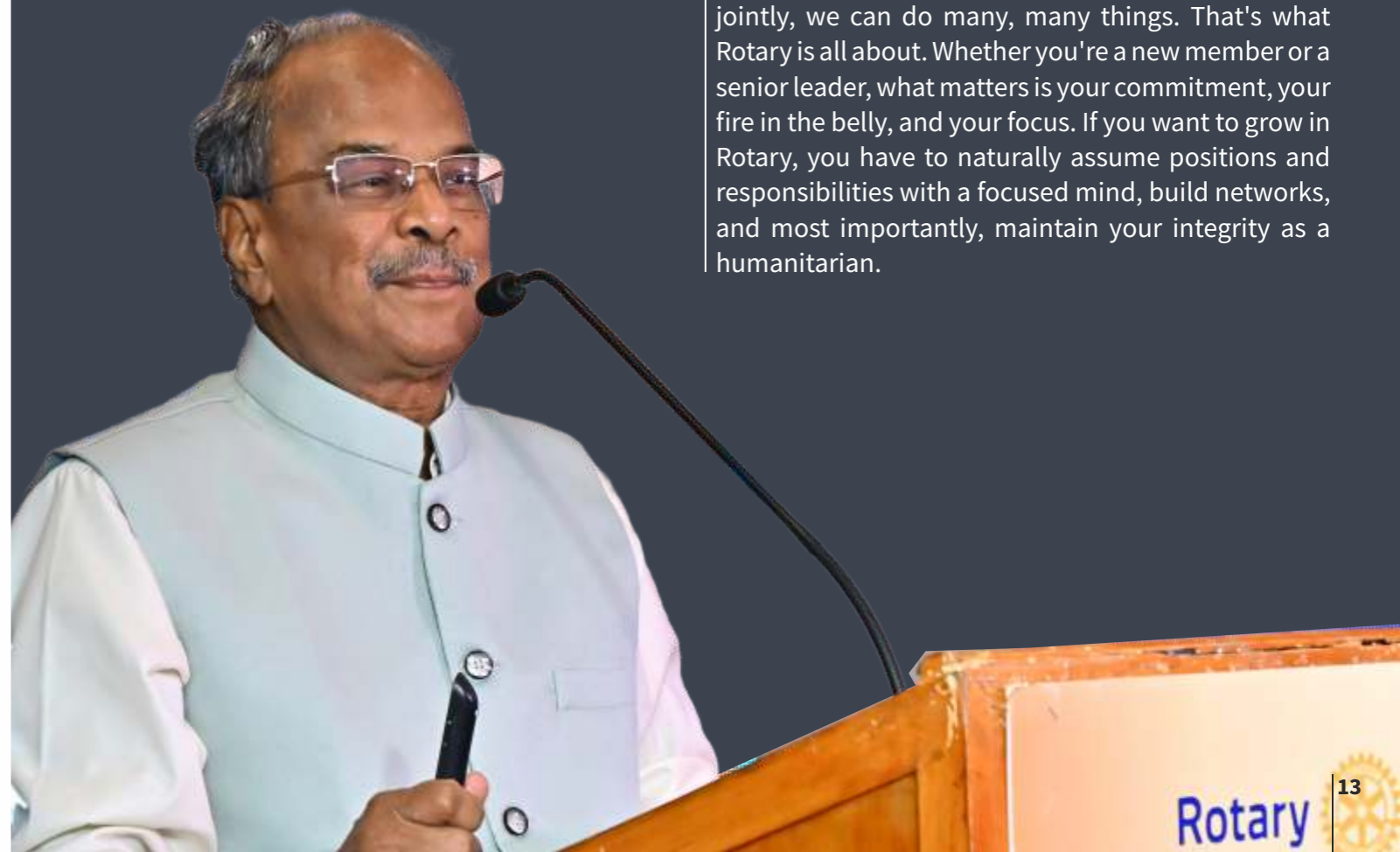
The beauty of Rotary is that it gives you opportunities to serve at different levels. After my presidency, I entered the district arena. My mentors were P.T. Prabhakar, who later became director, and Ram Kumar was the governor. I took up various district

roles – I was vocational service chairman, RCC chairman. You won't believe it – I used to drive alone to places like Vellore, Vandavasi, Tiruvannamalai to start RCCs (Rotary Community Corps). We even conducted an RCC conference!

The journey to becoming District Governor wasn't easy, I must tell you. I almost left it at one point because I had other interests in Freemasonry and Indo-Japan organization. But during AP Kanna's period, things changed. I became AG Admin – and let me tell you something important: when you take up any responsibility in Rotary, you have to put in all your efforts and do your best. You have to grab opportunities whenever they come.

Finally, I became the District Governor after two attempts – it was a tough election. But what a year it was! Our theme was 'Rotary Connects the World,' and we truly lived up to it. We had 118 clubs, and every day was important, from morning to evening. We collected 1.25 million dollars for the Foundation, started the Pink Auto project, and even took 120 people to Japan!

What drew me to Rotary and kept me going? It's simple – the opportunity to serve the community. As many people say, one man alone cannot do much, but jointly, we can do many, many things. That's what Rotary is all about. Whether you're a new member or a senior leader, what matters is your commitment, your fire in the belly, and your focus. If you want to grow in Rotary, you have to naturally assume positions and responsibilities with a focused mind, build networks, and most importantly, maintain your integrity as a humanitarian.



Could you tell us about the “Yellow Pages” initiative you spearheaded? What motivated you to take up this pioneering project?

“Ah, the Yellow Pages project – that takes me back to when Ram Kumar was our governor, after Rekha Shetty's period. You see, at that time, I was serving as a district chairman along with Nazar and Nagoji. We had this idea – why not create Yellow Pages for our Rotary community? It was something that had never been done before in Chennai Rotary.

Let me tell you something about my approach to projects – when I take up anything, especially back then when I was much younger, I wouldn't leave it easily. I believe in finishing what I start, and doing it in the best possible way. That's exactly how we approached the Yellow Pages project.

You know, in those days, we didn't have Google or all these modern dialling services and community directories that we have today. The Yellow Pages served a real purpose. It was a necessary tool for connecting our Rotary community. Of course, now with technology, such directories might seem redundant, and we have new initiatives like RMB (Rotary Means Business) and other networking tools.

What motivated me? I saw it as a way to bring our Rotary community closer together. When you have a directory of fellow Rotarians and their businesses, it strengthens our network and makes it easier for us to support each other. It's interesting to note that today, we might say 'business means Rotary' or 'Rotary means business,' but back then, we needed practical tools like the Yellow Pages to facilitate these connections.

The success of this project taught me something important that I always share with young Rotarians – when you take up a responsibility, you should be ready to put in all your efforts. No one will hand you work at higher levels; you have to see what needs to be done and do it. That's how people grow in Rotary, and that's how innovations happen.

This project was just one example of how, in Rotary, if you have a good idea and the commitment to see it through, you can create something valuable for the community. It's not just about having ideas; it's about

execution, about following through, about making it happen. That's what leadership in Rotary is all about.”

The Pink Auto project has been transformative for many women. What inspired this initiative, and what keeps you motivated to expand it further?

“Sometimes the most impactful ideas come to you in an instant. I was in Indore, Madhya Pradesh, and I saw this government program where they had given 100 auto rickshaws to 100 ladies. The moment I saw that, something clicked. I'm like that – when I make decisions, even when buying shirts from a readymade shop, it's within minutes. Yes means yes, no means no. This project was conceived just like that, within minutes.



We started by training 200 ladies to become auto rickshaw drivers, helping them get their commercial licenses. Initially, we managed to give out two or three autos, and then we were working on 20 when COVID hit. But you see, even during COVID, we didn't stop. We would give five autos at a time – people would come to my house, we'd hand over five auto rickshaws, then the next batch would come in the evening for another five.

What keeps me motivated? It's seeing the impact. Today, we have 115 auto rickshaws running, and right now, 30 more underprivileged ladies are undergoing training. I've already secured commitments from my



friends and individuals for another 50 to 60 autos. My goal is to train 100 more ladies this year.

You know what's really encouraging? The Tamil Nadu government has now announced a similar scheme – they're going to give 250 hybrid auto rickshaws to underprivileged ladies. This shows we were on the right track.

The project wouldn't have been possible without people like Chairperson Shanthi Selvam and her team, who handled everything from training to selection. My friends, my club members, and even my other organization ABK-AOTS stepped in to help. When you see everyone coming together for a cause, when you see these women becoming self-reliant, it gives you the energy to do more.

I believe when you take up responsibility, you must give results. That's what keeps me going – the commitment to complete what we started. From 111 auto rickshaws to 115, and now aiming for many more – we're creating a ripple effect of empowerment. Each auto rickshaw represents a family's transformation, and that's what makes it all worthwhile.”

You've mentioned the importance of taking responsibility as an Assistant Governor. What leadership lessons would you share with upcoming Rotary leaders?

“Let me share some crucial leadership lessons I've learned through my journey in Rotary, especially during my time as Assistant Governor and later positions.

First and foremost, when you take up a position like Assistant Governor, remember – you're not just another Rotarian or committee member. You have to differentiate yourself. You must take initiative; don't wait for work to be assigned to you. As I always say, 'You have to grab the opportunity whenever it comes.'

I strongly believe in taking full ownership of responsibilities. When you accept a position, you've accepted the complete responsibility that comes with it. Put in all your efforts and do your best. No shortcuts. During my time as AG Admin, I would make countless phone calls, write letters, and later emails to keep in touch with all AGs. Today you have WhatsApp – use these tools to stay connected.

Here's something very important I want to emphasize – you must learn to delegate. If you try to do everything yourself, you won't achieve much.

Focus is absolutely critical. Many don't achieve because they don't focus. Whatever task you take up, do it in the best way possible so that no one can question your ability or achievement. Your work should speak for itself.



Let me add – networking and relationships are vital. Build strong connections with your fellow Rotarians. Use these relationships to get work done. During my time, I would continuously keep in touch with people. The more responsibility you take, the more your importance grows.

And please remember – Governors may come and go, but your commitment should be to your conscience and your district's needs. That's how you grow and find true satisfaction in your service.

Lastly, integrity is non-negotiable. Whether in industry or Rotary, your honesty and integrity will always pay rich dividends. Be a person of integrity and humanitarian values – success will naturally follow.

These principles have guided me throughout my Rotary journey, from being AG to Governor, and I believe they can help any upcoming leader in their path of service.”



During your governorship, you achieved significant fundraising without major CSR support. What was your approach to this success?

“Yes, during my governorship year under the theme 'Rotary Connects the World', we managed to collect 1.25 million dollars. This was quite significant at that time – second only to Raja Srinivasan's record. What made this special was that we achieved it without any major CSR funding or single large donations like 100,000-dollar gifts.

Let me share what I believe made this possible. First, it was about personal commitment and continuous engagement. You see, I converted one floor of my building into an office dedicated to Rotary work. Every day was important – from morning to evening, there was always work to be done with our 118 clubs.

What I've learned is that when you show complete dedication to a cause, others join in. We had fantastic projects from clubs like Rotary Club of Madras, Guindy, Madras West, Metro, Midtown, East – all of them did remarkable work. It wasn't just about asking for funds; it was about creating meaningful projects that people wanted to support.

I believe successful fundraising comes down to a few key principles:

- Have clear, impactful projects that people can believe in
- Build and maintain strong relationships with all clubs
- Follow up persistently but respectfully
- Show complete commitment to the cause yourself
- Focus on execution and results

Remember, it's not just about collecting funds – it's about creating value and impact that makes people want to contribute. When you do that sincerely, support follows naturally.

And most importantly, whatever responsibility you take up, you must put in your best efforts. As I always say, you should do the job in the best way possible so that no one can question your ability or achievement. This applies to fundraising too – your sincerity and dedication must be visible in every action you take.”



Your work with the Indo-Japanese organization has been extensive. How has this cross-cultural experience enriched your perspective on leadership?

“My work with ABK AOTS, particularly as the national president overseeing eight organizations across India, has given me a unique perspective on leadership. AOTS is a Japanese government organization under their Ministry of Economy, Trade and Industry (METI), which is as powerful as our Finance Ministry.

What's fascinating is how this cross-cultural experience has taught me about perfect systems and administration. When you look at Japanese organizations, their attention to timing and precision is remarkable. I remember attending a world-level conference in Tokyo – if they say it ends at 6:15, it ends at exactly 6:14.5 seconds! This precision isn't just about being punctual; it's about respecting everyone's time and creating efficient systems.

Through our language training programs at ABK-AOTS Dosokai, we've helped thousands of Indian students find successful careers in Japan and Japanese companies. When I visit Japan now, many of these students come to greet us – it's immensely satisfying to see how this cross-cultural bridge has transformed their lives. I personally have sent around 150 people for training in AOTS.

The Japanese approach to leadership has reinforced my belief in two crucial principles: focus and systematic execution. Their way of doing things has shown me that leadership isn't just about giving directions; it's about creating systems that work with precision and purpose. Whether it's in Rotary or in our Indo-Japanese initiatives, I've learned that when you combine Indian creativity with Japanese precision, you can achieve remarkable results.

What's particularly enriching is seeing how this cross-cultural exposure has benefited our community. Our centres in India, especially the one in Nelson Manickam Road, have become bridges of opportunity. We're not just teaching a language; we're opening doors to new careers, new perspectives, and new ways of thinking about leadership and organization.

This experience has taught me that true leadership transcends cultural boundaries. Whether you're in

Chennai or Tokyo, what matters is your commitment to excellence, your focus on systematic execution, and most importantly, your ability to create value for others. That's what leadership is ultimately about – creating opportunities that transform lives.”

You've emphasized the importance of focus and commitment. Could you elaborate on how these principles have contributed to your success?

“Let me tell you something very important – in my entire journey, whether in industry, Rotary, or any other field, I've observed that many don't achieve their goals simply because they don't focus. It's a very easy statement to make, but it carries profound meaning.

Take my experience as AG Admin during AP Kanna's period. Once, Kanna jokingly asked me, 'CM, whether I am the governor or you are the governor?' You see, when I take up any responsibility, I put my complete focus into it. I believe whatever position one accepts; they should put all their efforts and do their best. It's not about just occupying a position; it's about owning it.

I've always believed in three principles. First, focus on what you're doing. Second, do the job in the best way possible – no one should question your ability or achievement. Third, when you take up responsibility, you're accountable for the results. Governors may come and go, but your commitment should be to your conscience and to the needs of your organization.

For the youngsters, I want to say – you need fire in the belly. Without that internal drive, nothing substantial can be achieved. Have a mentor, whether known or unknown to you. Study their methods, follow their path, and most importantly, maintain your integrity. Your honesty and integrity definitely pay a lot of benefits, whether in industry or any other career.

Remember, if one fails, no one can make them fail except themselves. Similarly, if one succeeds, it's because of their own commitment and focus. You have to want to succeed – that's all there is to it. When you combine focus with commitment and integrity, success will naturally follow. This is not just motivation talk; it's what I've lived and experienced throughout my journey.”

Time management and punctuality seem to be core values for you. How crucial are these aspects in leadership?

“These aren't just good habits – they're fundamental leadership principles that I've learned through my experiences in industry, Rotary, and life.

In industry, we call it 'timely supply.' If you don't deliver on time, you lose your business – it's that simple. But there's something even deeper here. When you're in a leadership position, your time management doesn't affect just you; it affects everyone around you.

Let me give you a practical example I often share: If a governor comes one hour late to a meeting where 150 people are waiting, he's not just wasting his one hour – he's wasting 150 man hours! That's the responsibility we carry as leaders.

Here's something I've learned and very strongly recommend: When you go to a meeting or event early, you own the event. But when you go late, the event owns you. You see, when you're late, even if you haven't missed much, your mental status tells you that you're not part of the real team.

And let me tell you about Rotary International's administration – it's one of the finest in the world. If one wants to learn administration and time management, one should go to Rotary International. Their planning, execution, schedules – everything is world-class. At any Rotary convention, everything runs to the precision of a minute – no more, no less.

Remember, people aren't interested in your long lectures or making them wait. It's about respect – respect for others' time, respect for commitments, and respect for the organization you represent. This is what separates good leaders from great ones.

And finally, time management isn't just about being punctual – it's about being efficient, being respectful, and being professional. When you master this, your growth is definite because you're seen as a disciplined person. In leadership, as in life, time management isn't just about managing time – it's about managing respect, trust, and your own reputation.”

Between your roles as Club President and District Governor, which phase was most fulfilling and why?

“This is a very interesting question that makes me reflect deeply. Let me put it this way – these were two different phases of my Rotary journey, each unique in its own way.

I would say my time as President was my most enjoyable period, while my governorship was my most satisfying time. Let me explain why I make this distinction.

As President of Rotary Club of Madras Northwest in 1998–99, we were called 'dreamer presidents.' It was truly a golden period. You see, at that time, everything was different – our PETS (President-Elect Training Seminar) would be in Chennai. It was simple, but our bonding was incredible. Even today, our batch's bonding is as good as or better than any other year's bonding. And here's what I learned – bonding isn't proportional to the distance we travel or the country we go to. It's about togetherness and networking.

Now, as Governor, it was a completely different ball game. The theme was 'Rotary Connects the World,' and truly, it connected me with so many wonderful opportunities and responsibilities. You see, when you're Governor, the responsibilities are huge. You're not just leading – you're orchestrating. You have to run conferences, network with districts, connect with Rotary International. Every day is an important day, from morning to evening.

During my governorship, we achieved remarkable things – we collected 1.25 million dollars for the foundation, initiated the Pink Auto project that gave opportunities to underprivileged women, and even took 120 people to Japan. But these achievements came with enormous responsibilities. If anything goes wrong, the Governor is ultimately responsible.

Let me tell you something important – when you're President, you can enjoy more because you're younger, more energetic. But as Governor, you derive satisfaction from seeing the larger impact of your work, from watching your projects touch thousands of lives.

So, while my presidency was filled with joy and camaraderie, my governorship gave me the deep satisfaction of creating lasting change in our community. It's like comparing the joy of winning a race to the satisfaction of coaching an entire team to victory – both are wonderful, but they fulfil you in different ways.

That's why I always tell young Rotarians – enjoy your presidency, learn from it, build those bonds. But if you aspire for governorship, understand that it's not about enjoyment – it's about dedication, interest, and the ability to perform at a higher level. You need to be ready to take that responsibility with full commitment. Because at the end of the day, it's not about which position is better – it's about how you use each position to serve others and make a difference.”

What advice would you give to young Rotarians who aspire to make a meaningful impact in their communities?

“To the young Rotarians who want to make a real difference, I want to share some fundamental principles that have guided me throughout my journey, my advice about focus might sound repetitive, but take this as a good reminder:

First and foremost, you must focus entirely on what you're doing. Many don't achieve because they don't focus. This is a very simple statement, but it's crucial. Whatever project or initiative you take up, you must do it in the best way possible. No one should question your ability or achievement.

When you take up responsibility, remember – you are responsible for delivering results. Governors may come and go, but you must work according to your conscience and your club's or district's needs. This is how you grow, and more importantly, how you find personal satisfaction. Forget about satisfying others initially – you must first satisfy yourself.

For those who want to grow in Rotary and serve in higher positions, you must grab every opportunity that comes your way. You can't just be happy attending dinners and meetings. Your attention, planning, scheduling – everything has to be with a focused mind. Build your network, make friends with many people, and learn to use these connections for

the greater good.

Most importantly, you need three things: commitment, fire in the belly, and focus. Without fire in the belly, no one will come forward to serve. Find a mentor – someone whose achievements inspire you. Follow their methods, learn from their journey. If you put in all your efforts, there's no way you won't succeed.

Remember, your honesty and integrity will pay enormous dividends whether in industry, career, or Rotary. Success will follow if you are a person of integrity and have a humanitarian outlook.

One final thought – one person alone cannot do everything. But jointly, we can do many, many things. That's the power of Rotary. So, focus on your goals, maintain your integrity, work with others, and start serving the community. The impact will follow.”



Confessions of a Forever Rotaractor: Dancing Between Service & Shenanigans - DRR Sanjana

Coffee with Sanjana turned into a delightful rollercoaster of puns, purpose, and pure Rotaract passion. As she juggled stories between her preschool management and service projects, I couldn't help but wonder: Where does she store all this energy? Probably in that magical cocktail she calls 'Wonder Mixer'! - Rtn.Sashi



If your life as a Rotaractor was a Netflix series, what would be its tagline?

From Service to Shenanigans: Where Every Episode is a Project.

If you could turn any Rotaract project into a viral Insta challenge, which one would it be?

The "Spontaneous Flash Mob for Social Good" challenge. Watch Rotaractors break into synchronized dancing while simultaneously planting trees!

If you had to create a dating app exclusively for Rotaractors, what would you name it?

RotaSwipe: Swipe Right for Change.

If your Rotaract journey was a cocktail, what ingredients would it contain?

It would be called as the Wonder Mixer: One part dedication, two parts gin, a splash of spontaneity, a dash of celebration and a twist of laughter — shaken, not stirred — and served over ice with a slice of adventure on the rim!

What's the funniest misunderstanding you've had when explaining Rotaract to a non-Rotaractor?

Tried explaining Rotaract to my old neighbour. She now thinks I'm part of an elite squad of rotating actors who fight crime with kindness. Honestly? I'm not correcting her.

If you had to describe your Rotaract leadership style using only emojis, which ones would you pick?



(Dramatic, fast-paced, shooting for the stars and juggling multiple roles!)

If your life balanced between ID Academy, Chiroptera Events, and Rotaract was a circus act, what would it be called?

The Great Rotaractini: Balancing Acts of Service, Sanity, and Spreadsheets.

What's the weirdest skill you've acquired that's surprisingly useful in both preschool management and Rotaract?

The ability to maintain a straight face while both toddlers and adults throw tantrums.

What's the funniest misunderstanding that's occurred due to Rotary/Rotaract jargon in your personal life?

Told my husband I needed more "engagement" - he thought I wanted another ring!

If your life as an entrepreneur and Rotaractor was a fusion cuisine, what impossible food combination would it be?

Rota-curry over a bed of spreadsheet noodles, with a side of event-planning popcorn.

What's the most outrageous excuse you've used to sneak out of a dinner with David for a Rotaract event?

Sorry honey, gotta dash! Just got an urgent call about... uh... a rogue Rotary wheel rolling through town!

On a scale of "mildly amused" to "uncontrollably cackling," how does your husband react to your Rotaract puns?

Let's just say he's invested in noise-cancelling headphones.

If you had to explain your journey from Stella Maris to Guindy Rotaract using only Kollywood movie titles, which would you choose?

Let's go Hollywood, Fast and Furious, the entire series.

What's your most creative excuse for why you're not "too old" for Rotaract yet?

I'm not too old for Rotaract, I'm just marinating in awesomeness a little longer than most!

On a scale of "cool aunt" to "fellow kid," where do you place yourself when hanging out with fresh-out-of-high-school Rotaractors?

I'm the Swiss Army knife of Rotaract - old enough to have wisdom, young enough to pull all-nighters, and just the right age to know all the best snack combinations for meetings.

Ever been mistaken for a Rotarian at a Rotaract event? What's your go-to response?

Thanks! It's my 'seasoned Rotaractor' disguise. Is it working?"

If you could design a "Rotaract - to - Rotary Transition" survival kit, what would be the most crucial item?

A magical auto-updating dictionary that translates between "back in my day" Rotarian-speak and whatever new slang the 2k kids are using this week. Yeet!



Car Detailing:

What It Is and Why It Matters

Car detailing goes beyond a simple car wash, aiming to enhance, restore, and protect every aspect of your car's appearance. At its core, car detailing involves meticulous cleaning, polishing, and preservation processes, both inside and out, leaving your car looking as good as new – or even better.



What Is Car Detailing?

Car detailing consists of two main parts: exterior and interior detailing. Exterior detailing focuses on restoring the shine and protecting the paint, often through washing, polishing, decontaminating and coating. It also includes cleaning wheels, tyres, and windows, with some services extending to paint correction and ceramic coatings. Interior detailing involves deep cleaning and reconditioning of upholstery, carpets, and hard surfaces, eliminating dirt, stains, and odours for a fresh, polished cabin.

Advanced tools and products, such as a polisher, steam cleaner, ozone air purifier, chemicals and conditioners are used to achieve results that surpass a standard wash.

Why Car Detailing Matters?

1. Enhanced Aesthetic Appeal:

Detailing restores the beauty of your car, enhancing colour, gloss, and even scent and is particularly effective for refreshing dull paint and ageing interiors.

2. Protection and Longevity:

Detailing adds layers of protection to your car, preventing paint fading, corrosion, and wear. Ceramic coatings, for example, protect from UV rays, dirt, and minor scratches, preserving your car's exterior for years.

3. Resale Value:

A well-maintained, detailed car can significantly boost its resale value. Buyers are often willing to pay more for vehicles that look fresh and well-kept, making detailing a smart investment for the future.

4. Healthier Interior:

Detailing removes dust, allergens, and bacteria from the cabin, creating a healthier environment for passengers, especially those with allergies or respiratory issues.

5. Enhanced Visibility:

Windshield polishing removes small scratches, water spots, and hazing, resulting in a clear windshield. This improves visibility, especially in adverse weather conditions like rain or fog, where clarity is essential for safe driving.

In a world where our vehicles are extensions of our personality and lifestyle, detailing is more than just upkeep: it's about preserving the pride and joy of car ownership. Whether you're preparing to sell or simply want to ride in style, car detailing provides value and satisfaction that goes beyond appearance.



Rtn. N. Rajenderan from RC Madras Central Aadithya is the founder of Goodly Cars, a Chennai-based automotive care specialist. His expertise in premium car detailing and vehicle aesthetics has made him a trusted voice in the automotive care community, educating fellow Rotarians and car enthusiasts through his active presence on YouTube and Facebook.

+91 9840027323 / hillsraj@gmail.com
 youtube.com/@goodly_cars
 facebook.com/goodlycars

A Taste of Tradition: My Mother's Special Adai Recipe

Rtn. Santhana Lakshmi

President, Rotary Club of Chennai Utsav

Dear fellow Rotarians,

There's something magical about family recipes, isn't there? They're not just instructions on a page; they're whispers of love passed down through generations. Today, I'm thrilled to share with you my mother's special Adai recipe – a dish that has warmed our hearts and filled our bellies for years.

Adai, for those unfamiliar, is a delightful South Indian breakfast that's both nutritious and delicious. It's perfect for those busy mornings or when you're craving a comforting meal. So, let's embark on this culinary adventure together!



First, gather your ingredients:

1 cup each of raw rice and boiled rice

1/2 cup each of toor dal and channa dal

1/4 cup each of moong dal and javvarisi (sago)

20 red chillies for that perfect kick

A pinch of asafoetida for depth

2 tablespoons of fennel seeds for a hint of sweetness

1 cup grated coconut

1 cup finely chopped shallots

A handful each of curry leaves and coriander leaves, chopped

Now, here's a little secret my mother swears by. Timing is everything! Soak the rice and dals separately for exactly three hours – not a minute more, not a minute less. As for the javvarisi, just an hour will do. Trust me, this precision makes all the difference!

When you're ready to cook, grind everything together, adding the chillies, fennel seeds, asafoetida, and a pinch of salt. But wait, we're not done yet! The magic happens when you fry those shallots in two tablespoons of gingelly oil until they're golden and fragrant, now add grated coconut and stir fry for couple of minutes then mix them into the batter along with the curry and coriander leaves. Oh, the aroma that fills the kitchen at this point is simply heavenly!

Now comes the fun part – cooking the adai on your dosa tava. Be generous with the oil (it's okay to indulge a little!) and watch as it turns a beautiful golden brown. Flip it over, and soon you'll have a crispy, flavourful adai ready to be devoured.

Serve it hot with coconut chutney or tomato kurma, and voila! You've got a meal that's sure to bring smiles all around.

Remember, dear friends, cooking is an act of love. So as you prepare this adai, think of the joy it will bring to your loved ones. After all, isn't that what we Rotarians are all about – spreading happiness and making the world a little better, one act of kindness (or in this case, one delicious meal) at a time?

Happy cooking, and even happier eating!



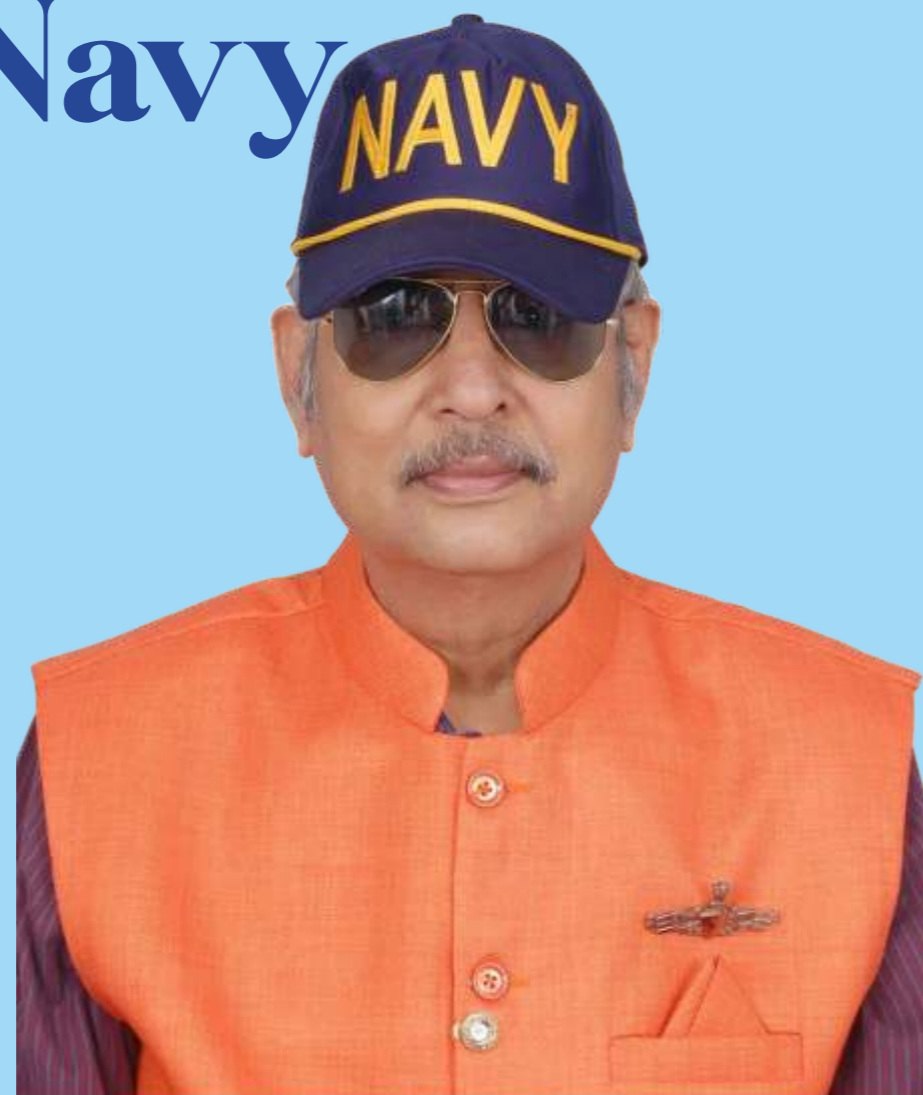


From Coast Guard to Blue Water: The Evolution of the Indian Navy

Rtn. L. Radhakrishnan
Retired Commander, Indian Navy
Past President, RC Chennai IT City

As a former Navy Commander with three decades of service, I've witnessed firsthand the remarkable transformation of the Indian Navy. Let me take you on a voyage through time, from our humble beginnings to our current status as a force to be reckoned with in the Indian Ocean Region (IOR).

Our story begins with the Indian Naval Mutiny of February 18, 1946. A group of brave sailors, calling themselves the "Indian National Navy," stood up against British rule. This act of defiance laid the foundation for what would become our modern naval force.



We celebrate our Navy Day on December 4th, commemorating the navy's valiant actions during the 1971 Indo-Pakistani War.

Back in 1947, our navy was barely more than a collection of hand-me-downs from the British — a few sloops, frigates, and trawlers that could hardly be called a proper naval force. We jokingly referred to it as our "Coast Guard Plus" back then. Interestingly, our first Chief of Naval Staff was Admiral Sir Edward Parry, a New Zealander! He insisted on acquiring HMS Achilles, which became our first flagship, INS Delhi.

Fast forward to today, and boy, have we come a long way! Our navy now boasts 150 ships and aircraft, including two nuclear-powered ballistic missile submarines. We've gone from coastal patrols to patrolling the vast blue waters of the IOR. It's like watching a small-town cricket team transform into world-class champions!

Tamil Nadu, my home state, has played a crucial role in this evolution. Let me give you a tour of our naval presence here:

- 1. INS Kattaboman in Tirunelveli:** Our Very Low Frequency (VLF) facility keeps our nuclear submarines connected 24/7, no matter where they are in the world's oceans.
- 2. INS Rajali in Arakkonam:** This air station boasts the longest military runway in Asia. It's home to our Poseidon and Albatross long-range reconnaissance aircraft — truly our eyes and ears in the IOR.
- 3. INS Parundu in Uchipuli, Ramanathapuram:** This air station operates our Advanced Light Helicopters for armed patrols and search and rescue missions in the Bay of Bengal.
- 4. INS Adyar in Chennai:** Providing crucial administrative and logistic support to our units in the Andaman and Nicobar Islands.
- 5. INS Pallava in Kalpakkam:** This facility plays a vital role in preparing our personnel for nuclear submarine service. It's where we train the crew who will man our most advanced underwater vessels.
- 6. INS Tuticorin in Thoothukudi:** A key logistic support base for the Navy. It even played a part in the Vande Bharat Mission, helping bring back stranded Indians from troubled countries.

From nuclear sub-communications to long-range

patrols, from helicopter operations to logistic support, Tamil Nadu hosts a diverse range of naval capabilities. It's like a microcosm of our entire navy right here in our state!

Looking ahead, the IOR is shaping up to be the next big naval playground. With China eyeing expansion and the USA looking to set up shop in Bangladesh, our navy is gearing up for the challenge. By 2030, we're aiming for a fleet of 200 warships and submarines. Talk about growth — we're going from being window shoppers to owning the whole darn store!

As I sit here in Chennai, having swallowed the anchor (that's navy speak for "retired"), I can't help but feel a surge of pride. From a novice cadet earning my NCC 'C' certificate to commanding ships and graduating from the Defence Service Staff College, I've seen our navy evolve from a modest coastal force to a blue-water navy capable of projecting power across the seas.

So, here's to the Indian Navy — may your ships sail strong, your submarines dive deep, and your glory continue to rise like the sun over the Bay of Bengal. From INS Kattaboman to INS Tuticorin, from nuclear subs to rescue ops, we've come a long way since Admiral Parry's days. Jai Hind!



5 Irresistible Reasons to Fall for Resale Properties in Chennai

As the founder and managing director of Infinity Red Real Estate Developers, I've had the pleasure of guiding countless clients through the labyrinth of the Chennai real estate market. And let me tell you, my Rotarian friends, the secret to unlocking your dream home or investment lies not in the shiny new developments, but in the often-overlooked world of resale properties.

Now, I know what you're thinking – new is always better, right? Well, allow me to challenge that notion and present you with five compelling reasons why resale properties in Chennai deserve your attention.

1. Competitive Pricing:

In a city where every penny counts, resale properties offer a distinct financial advantage. Compared to their brand-new counterparts, resale homes in Chennai come with a 30-40% negotiation margin – a veritable goldmine for the savvy buyer. Meanwhile, new constructions typically max out at a 10– 20% negotiation range. Do the math, my friends, and you'll see why resale is the way to go if you're looking to stretch your hard-earned rupee.

2. Established Neighbourhoods:

Let's be honest, we all crave the convenience of a well-developed area, complete with easy access to amenities, schools, and public transportation. Resale flats in Chennai have this advantage in spades, allowing you to settle in and start living life to the fullest from day one. No more patiently waiting for the infrastructure to catch up – with a resale property, the groundwork is already laid out for you.

3. Instant Gratification:

In a world of endless delays and uncertainties, resale properties offer a refreshing dose of immediate availability. Gone are the days of enduring lengthy construction timelines; with a resale home, you can simply pick up the keys and start making memories the moment the paperwork is complete. No more postponing your dream – it's time to move in and make it your own.

4. Architectural Charm and Spaciousness:

While modern constructions may boast sleek finishes, resale properties in Chennai possess a certain quality that simply can't be replicated. From distinctive architectural features to more generous living spaces, these homes ooze character and individuality, waiting to be transformed into a sanctuary that truly reflects your personal style.

5. Clarity of Documentation:

As a real estate professional immersed in the Chennai market, I can attest to the importance of transparent and hassle-free paperwork. With resale properties, the documentation process is typically straightforward and easily verifiable – a godsend for first-time homebuyers or those seeking to avoid unnecessary complications.

My fellow Rotarians, the writing is on the wall (or rather, the resale property listing): if you're in the market for a new home or investment in Chennai, the resale market is where the true gems lie. With its unbeatable pricing, established neighbourhoods, instant availability, architectural charm, and clear documentation, resale properties offer an unparalleled combination of value, convenience, and personalization that is simply too good to ignore.

So, take a step back from those shiny new developments, my friends, and let your eyes wander towards the resale listings. Trust me, your wallet and your inner interior designer will thank you.

Rtn. Siva Sankari, a Past President and current Regional Secretary, is the founder and managing director of Infinity Red Real Estate Developers, and can be reached at 84383 46368 for more information on the compelling advantages of resale properties in the city.



TAX TIPS

from Your Fellow
Rotarian's Desk:



NOTES FROM VAARAHİ CONSULTING

As I send my “Good Morning” messages to fellow Rotarians each day with tax updates, I'm often reminded of how tax planning is much like our Rotary projects – it needs careful thought, strategic planning, and timely execution.

At Vaarahi Consulting, we've been observing significant changes in India's tax landscape that I believe every Rotarian should know about.



Let me share what's brewing in our tax world, straight from my morning updates to you. First, some excellent news for many of our members – if your income is up to ₹7 lakhs, the new tax regime ensures you won't be paying any income tax. For my salaried friends in Rotary (and I know there are many of you!), this extends to ₹7.5 lakhs, thanks to the standard deduction of ₹50,000.

Here's something I've been advising my professional clients at Vaarahi Consulting: if you're running a professional practice with annual receipts under ₹50 lakhs (or ₹75 lakhs with 95% banking channel receipts), Section 44ADA might be your best friend. It offers a simplified presumptive taxation system – but remember, it's a five-year commitment!

For our Rotarians managing companies, I've been highlighting a choice you need to make carefully: opt for the reduced 22% tax rate (effective 25.17%) under

Section 115BAA, or stick with the traditional 30% rate. At Vaarahi, we've been analysing this extensively – if your company makes substantial charitable contributions, the traditional rate might actually serve you better due to Section 80G benefits.

Speaking of which, many of my morning updates focus on CSR activities. Remember, while CSR spending isn't directly linked to tax benefits, routing these funds through eligible charitable trusts can still qualify for Section 80G deductions – something worth considering for both your company and our Rotary initiatives.

As I tell my clients at Vaarahi Consulting, and now share with my fellow Rotarians – good tax planning is like our Four-Way Test: Is it the truth? Is it fair? Will it benefit all concerned? Will it build goodwill and better friendships? Let's make sure our tax decisions check all these boxes!

Rtn. Elango from RC Aarch City is the founder of Vaarahi Consulting, a Chennai-based financial advisory firm specializing in tax advisory for companies and treasury management services. Renowned for his daily "Tax Morning" updates, he provides fellow Rotarians and clients with clear and insightful guidance on navigating India's tax landscape.



Seeds of Change:

A Rotarian's Path to Educational Leadership

As Rotarians, we constantly seek meaningful ways to serve our communities and create lasting change. Among these opportunities, establishing and running a preschool stands out as a powerful avenue for service above self – one that shapes not just individual lives but entire communities.

The impact of early childhood education ripples through generations. When you step into preschool leadership, you're not merely managing a business; you're architecting the foundation upon which young minds will build their futures. Each day brings the joy of witnessing tiny breakthroughs – a child's first written letter, a shy toddler's confident smile, or the magical moment when curiosity transforms into understanding.

What sets independent preschool ownership apart is the freedom to craft an educational environment that truly responds to community needs. Unlike standardized approaches, you can blend proven teaching methodologies with innovative ideas that reflect your community's unique character. Whether it's incorporating local cultural elements into the curriculum or adapting schedules to support working parents, this flexibility allows you to serve families more effectively.

The journey of establishing a preschool aligns perfectly with Rotary's commitment to education and literacy. As a preschool owner, you become a crucial link in the educational chain, preparing children for formal schooling while fostering essential social and emotional skills. Your institution can serve as a community hub where families connect, support networks form, and early intervention makes a real difference in children's lives.

The business aspect of running a preschool need not be daunting. With expert guidance, particularly in areas like regulatory compliance and curriculum

development, you can focus on what matters most – creating an environment where every child thrives. This is where professional consultancy becomes invaluable, turning educational vision into practical reality.

Perhaps most importantly, running a preschool offers daily opportunities to embody Rotary's values. Each interaction with a child, parent, or staff member becomes a chance to demonstrate leadership through service. The relationships built within these walls strengthen community bonds and create a network of support that extends far beyond the classroom.

For Rotarians considering this path, remember that your business acumen combined with a service-minded approach creates a powerful foundation for success. You're not just opening a preschool; you're creating a legacy of learning that will benefit your community for years to come.

Rtn. Jeyalatha Martin

*Past President & Past Assistant Governor,
Rotary Club of Chennai Royals*



Rtn. Jeyalatha Martin is a Pre-School Specialist and Consultant. For expert guidance, visit Bambini Pre-School and Daycare, 117, OMR, Chemmancherry, Chennai 600119.

Contact: 9943215177 | Email: m_jeyalatha@yahoo.com

Market Outlook

for November 2024

In October, the Indian equity markets underwent a correction due to record outflows.

FPIs sold Rs 94,000 crore worth of stocks in October 2024, due to elevated stock valuations in India and attractive valuations in China.



Indian Equity market responded positively to Donald Trump's win.

India appears to be among the primary beneficiaries of Trump's Presidency concerning economic and foreign policy matters.

Following his victory in the 2024 US presidential election, Donald Trump is expected to implement a series of significant policy changes across various domains. Potential segments to look out for are Defence, Energy Dynamics, Trade, Manufacturing, and Technology.

The Chinese markets, however, are expected to face heightened volatility and uncertainty due to anticipated sanctions and high import duties.

A notable drop in global crude oil prices on international markets has positively influenced market sentiment and will play a positive role in containing inflation.

In the near term, all eyes are on the Federal Reserve's next move on rate cuts. It is widely expected that the Fed will cut the rates for a second consecutive time.

The next month is expected to be volatile. The upcoming year will likely see a bottom-up stock market, where sector rotation and stock picking are key. Over the next three years, a bullish market is anticipated.

The Indian economy and stock market are well supported by government Policies and strong micro and macro fundamentals that will continue to drive corporate capital expenditure, corporate earnings, and GDP growth.

Large-cap valuations appear reasonable and fair, while valuations for mid and small caps remain elevated.

The RBI enhanced domestic gold reserves by 102 metric tonnes between April and September 2024, raising the total to 510.46 metric tonnes.

Amid rising geopolitical tensions, India has shifted significant quantities of gold from the UK to domestic vaults, marking one of the largest such movements since 1991.

Overall, India remains on a strong footing with positive GDP growth momentum of 6% for the next 5 years and is projected to grow from a 3.2 trillion to a 5 trillion economy. This growth is further supported by a lower fiscal deficit, higher GST collections, and robust micro and macroeconomic fundamentals.

Rtn. Sathish Kumar
 Rotary Club of Madras Central Aadithya
 Crorepathi Creator, www.sathishspeaks.com



The Billion-Dollar Boundary: IPL's Marketing Masterclass

Remember when Yuvraj Singh sent six balls soaring into the stands, and a young MS Dhoni lifted the T20 World Cup? Little did we know these moments would spark a revolution that would make cricket executives worldwide go “Howzzat!”



Fast forward to 2024, and our beloved IPL has transformed from a cricket tournament into a marketing tsunami. The 17th season kicked off with a bang, drawing a whopping 16.8 crore unique viewers who spent – hold your breath – 1,276 crore minutes glued to their screens. That's more minutes than there are stars in our galaxy (well, almost!).

From its humble beginnings in 2008, IPL has muscled its way to become the world's second-richest sports league, trailing only behind the NFL. Not bad for a tournament that started as BCCI's blue-eyed baby, eh?

But here's the real googly – IPL isn't just about cricket anymore. It's where brands come to play their own match, armed with marketing strategies instead of cricket bats. Whether it's through Jio Cinema's digital wizardry or Star Sports' broadcast brilliance, brands are hitting sixes in the visibility game.

Speaking of visibility, the modern marketing playground has gotten quite interesting. Think WhatsApp Business and RCS messaging serving up customized campaigns like Virat Kohli serves up cover drives – with precision and style. Brands are now playing a T20 version of marketing – quick, impactful, and highly entertaining.

Want numbers that'll make your jaw drop? After a spectacular 2023 season, IPL's total brand value surged to US \$10.7 billion – that's a 28% jump that would make even Chris Gayle's strike rate blush!

From carousels that spin better than Shane Warne's legendary deliveries to limited-time offers that disappear faster than Dhoni's lightning-quick stumpings, brands are unleashing their creative arsenal. They're not just reaching audiences; they're creating experiences that stick longer than the memory of a last-ball victory.

In this grand stadium of opportunities, every brand gets a chance to swing for the fences. Whether through witty social media campaigns, eye-catching stadium branding, or merchandise that flies off shelves faster than a Bumrah yorker, IPL continues to prove that in the game of brand building, everyone can be a champion.

Now, that's what I call a perfect marketing innings!

Rtn. Ravi Narayanan
Rotary club of Velachery