

ROTARY CLUB OF MADRAS

RI Dist. 3234

(In Service Since 1929)

ANNUAL REPORT

Rotary Year 2024-25

*Showcasing Impactful Projects and Initiatives
Executed through*

**Rotary Club of Madras Charitable Trust
&
Rotary Club of Madras Boys Town Society**



Table of Contents

Rotary Club Of Madras: An Overview	1
Our Journey So Far	2
Our Approach.....	3
Regulatory Compliance And Governance	4
Impact At A Glance – July'24-June'25	9
Community Development.....	11
Community Health	22
Vocational Services	32
Youth Service.....	38
Our Road Map Forward	45
Heartfelt Gratitude To Our Partners And Team	47

Rotary Club of Madras: An Overview

The Rotary Club of Madras, founded on May 10, 1929, and chartered on July 19, 1929, proudly holds the legacy of being South India and Sri Lanka's pioneering Rotary Club. As the third-oldest Rotary Club in India, after Calcutta and Bombay, our members have consistently demonstrated a steadfast commitment to selfless service. Over the years, their tireless efforts have transformed the lives of millions in disadvantaged and marginalized communities.

A significant milestone in the journey of philanthropy was reached in 1971, when The Rotary Club of Madras Charitable Trust was formally registered under the Societies Registration Act XXI of 1860. This pivotal step marked the institutionalization of the Rotary Club of Madras's charitable endeavors, laying the foundation for a legacy of service that continues to uplift communities. Building on this commitment, the Rotary Club of Madras inaugurated the Boys Town project in 1988, further deepening its impact on society.

Additionally, we are registered with the Ministry of Corporate Affairs, facilitating our participation in Corporate Social Responsibility (CSR) initiatives. As an FCRA-registered organization, the Rotary Club of Madras is eligible to receive foreign contributions, enabling us to partner with global organizations and individuals to support our projects.

Our trust is duly registered under Section 12 AA of the Income Tax Act, 1961, and holds 80G status. This enables donors to avail tax benefits, making their contributions go even further in supporting the causes.

This partnership enables us to collaborate with like-minded organizations, amplifying our impact and creating a lasting difference in the lives of those we serve.

As we continue on our journey of giving, we invite you to join hands with us. Together, let us create a brighter future for our communities and make a lasting impact through our philanthropic endeavours.

Our Journey So Far

1929

The Rotary Club of Madras was chartered, marking the beginning of a legacy of service and leadership

1971

Rotary Club of Madras Charitable Trust established and officially registered as an organization

1981

and thereafter

Exploration and expansion of vocational service training, health vaccination initiatives for measles and polio, and support for the Boys Town Society

1991

and thereafter

Community development efforts grew with the introduction of educational scholarships

2001

and thereafter

Launched CREATE (Centre for Rural Education, Advancement, Transformation, and Empowerment) and contributed to Tsunami relief efforts

2011

and thereafter

Progress in water and sanitation, restoration of water bodies, flood relief operations, the establishment of a Haemodialysis and Diagnostic Centre, and the launch of "His & Her Place"

2021

and thereafter

COVID rehabilitation, Save a Little Heart program, and the donation of mammogram machines to support women's health.

2024 - 25

Home for the Homeless, Cervical Cancer Vaccination, WASH and digital learning initiatives, First Responders Training, and many more in the pipeline.

Our Approach

The Rotary Club of Madras carries forward its vision of service through two key entities — the Rotary Club of Madras Charitable Trust and the Rotary Club of Madras Boys Town Society. These institutions serve as the operational arms for implementing a wide spectrum of impactful initiatives.

The Rotary Club of Madras Charitable Trust structures its activities around four core pillars: Community Development, Health Initiatives, Youth Service, and Vocational Service. These pillars are carefully designed to address real and urgent needs at the grassroots level.

Whether it's building resilient communities, enhancing access to healthcare, nurturing young leaders, or enabling sustainable livelihoods, the Trust's work is rooted in sustainability, community participation, and long-term empowerment. Each initiative is guided by Rotary's core values, ensuring a hands-on and holistic approach to service.



Regulatory Compliance and Governance

The Rotary Club of Madras and its associated charitable trusts remain fully compliant with all applicable legal, statutory, and financial regulations. We adhere strictly to the guidelines issued by relevant government authorities, including the Income Tax Department, Ministry of Corporate Affairs, and the Registrar of Societies/Trusts.

- The organization is registered under the appropriate legal framework and has maintained up-to-date filings with statutory bodies.
- All financial transactions are audited annually by a certified chartered accountant.
- The organization holds valid registrations under:
 - ✓ 12A (for income tax exemption)
 - ✓ 80G (for donor tax exemption)
 - ✓ FCRA (if applicable, for receiving foreign contributions)
 - ✓ CSR (to receive funds from corporates under the Companies Act)
- CSR contributions are utilized in strict accordance with Schedule VII of the Companies Act, 2013, and reports are submitted to CSR partners in compliance with their internal and statutory requirements.
- Regular board meetings are conducted, and governance protocols are documented to ensure responsible decision-making and transparency.

Navigating Change: The President's Message



“Bond . Build . Bring Cheer”

Dear Stakeholders,

It gives me immense pride and gratitude to present to you the Annual Report of the Rotary Club of Madras for the Rotary year 2024–25. This document is more than a summary of our initiatives—it is a testament to our shared purpose, our spirit of service, and our commitment to transparent and impactful community development.

Community Development

At the heart of our mission lies the promise of dignity and upliftment. This year, through the Homes for the Homeless project, we provided secure, well-equipped housing to vulnerable Irular families. More than just a shelter, these homes symbolize stability, pride, and a future. We also advanced our efforts in educational infrastructure—from constructing Anganwadis to upgrading sanitation in schools—ensuring children can learn in safe and healthy environments.

Health & Well-being

Through our HPVax campaign, we took critical steps toward preventing cervical cancer by vaccinating adolescent girls and building widespread awareness. Initiatives like Save the Little Heart, which funded life-saving pediatric heart surgeries, and the installation of diagnostic equipment in underserved hospitals, reaffirm our belief that healthcare is a right, not a privilege. Our outreach touched over [insert number] lives this year through screenings, camps, and critical care interventions.

Vocational Services

Our vocational skilling centres in Rotary Nagar and Selayur offered real-world skills in tailoring, digital literacy, and eldercare—empowering women and youth from underserved communities to build meaningful livelihoods.

Projects like Caring Hands and Meals for Wheels are breaking gender barriers and creating new income pathways for many.

Youth Service

The vibrancy of our Interact and Rotaract programs reflected in thousands of hours volunteered and hundreds of service projects, cultural exchanges, and leadership engagements. Our young members continue to demonstrate that age is no barrier to meaningful impact.

This Annual Report is also a cornerstone of governance. It represents our unwavering commitment to transparency, accountability, and structured impact measurement. By documenting not just financials but the stories behind the numbers, we hold ourselves answerable to our donors, partners, and—most importantly—the communities we serve.

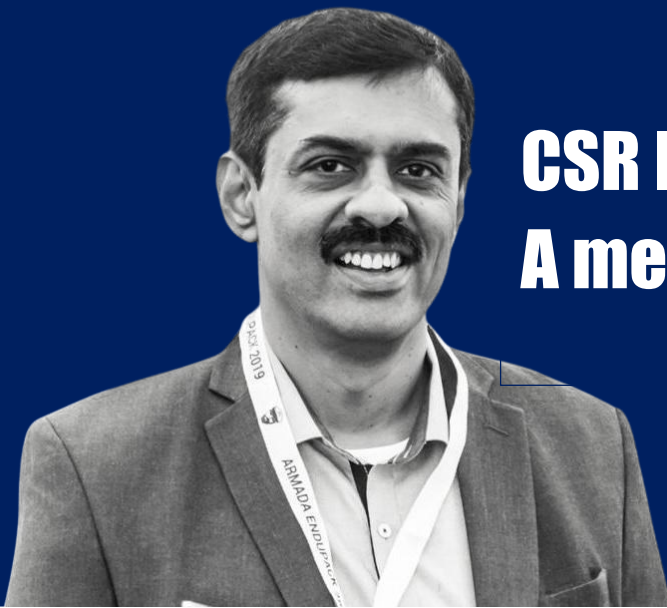
We are proud to share that this year:

- We have successfully executed projects worth Rs. 17 crores through our charitable arms – Rotary Club of Madras Charitable Trust and Rotary Club of Madras Boys Town Society.
- We have projects worth Rs. 8.1 crore that are in various stages of execution.
- Over 1 lakh+ beneficiaries got benefitted across all initiatives.

As we move toward our centenary year in 2028–29, this report will serve as a marker of the journey travelled and a compass guiding us forward. I thank Director Ganesh Ananthakrishnan and the CSR team for compiling this landmark report and all our members, partners, and donors for your continued belief in our mission.

Sincerely,

G Chella Krishna



CSR In Action

A message from the Director

- Ganesh Ananthkrishnan

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It gives me immense pride to reflect on this Rotary year, which has been a year of extraordinary impact, collaboration, and generosity. The Rotary Club of Madras has once again demonstrated the true spirit of “Service Above Self” through impactful projects that have touched countless lives.

As Director of CSR, I am delighted to share that we were able to mobilize significant CSR contributions, both from corporates within our own Rotary family and from corporates outside the club, who placed their trust in our ability to deliver meaningful, high-impact projects. Their faith in our work has been both humbling and inspiring.

This year has been particularly special not just because of the quantum of funds raised, but because of the remarkable execution of projects across various avenues. I would like to extend my deepest appreciation to the Directors of Community Service (Dr. Anuradha Ganesan), Health (A.M. Visvanathan), Vocational Services (Sanjay Rao Chaganti), and Youth Services (Balaji Chinni) for their tireless dedication and exemplary execution capabilities. It is their leadership and commitment that transformed ideas into action and ensured every project achieved its purpose.

I also wish to place on record our heartfelt gratitude to all our donors—both corporate donors and individual contributors from within the Rotary Club of Madras. Every donation, whether as part of a CSR initiative or as a personal contribution, has played a critical role in enabling us to serve the community.

Additionally, I must specially commend the outstanding fundraising initiatives undertaken by our members beyond CSR. The Golf, Art Auction, A Play, and Rotary Club of Madras Premium Cricket League organized this year was not only creative and engaging events, but also served as fundraisers, with all proceeds directed towards our charitable projects. It reflects the ingenuity and passion of our members to support service in every possible way.

I would also like to place on record our deep appreciation for the exemplary leadership of President Chella Krishna, whose vision and guidance have been pivotal throughout the year. A special word of thanks goes to our Treasurers, Gooch Kumar and Asha Mathen, for their meticulous efforts in ensuring that all financial compliances were fully met and that utilization certificates were submitted on time to all our donors. Their dedication has been fundamental in upholding the highest standards of transparency and accountability.

This Annual Report is more than just a record of activities—it is a celebration of partnerships, shared values, and the power of collective action. Together, we have set a high benchmark for service and impact.

As we look ahead, I am confident that with continued collaboration and goodwill, we will scale even greater heights in our mission to serve.

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Transparency in Action

Treasurer's Note

- **A. Gooch Kumar**

Rotary Club of Madras Charitable Trust

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It is with immense pride and gratitude that I present the financial summary and key achievements for this Rotary year on behalf of the Rotary Club of Madras Charitable Trust (RCMCT). This year, marked by challenges and opportunities alike, has reinforced our unwavering dedication to transparency, fiscal discipline, and transformative community service.

Impactful Project Execution

During the year, RCMCT embarked on over 75+ impactful projects, committing a total budget of Rs. 24.4 crore. Of this, Rs. 16.3 crore worth of initiatives reached successful completion, while the remaining Rs. 8.1 crore projects are progressing steadily through various phases. Our efforts spanned critical areas including:

- Healthcare (Rs. 10.9 crore): Enhancing access to quality medical services and preventive care.
- Housing and Anganwadis (Rs. 5.2 crore): Providing safe and dignified living spaces for vulnerable communities.
- WASH – Water, Sanitation, and Hygiene (Rs. 4.5 crore): Promoting health and well-being through improved sanitation infrastructure.
- Skill Development (Rs. 3.2 crore): Empowering individuals with vocational skills to foster sustainable livelihoods.

These initiatives have positively impacted numerous communities across Chennai and North Tamil Nadu, embodying the Rotary spirit of “Service Above Self.”

Robust Financial Stewardship

Our treasury funds were strategically invested across reputable banks, balancing liquidity, security, and returns to ensure the sustainability of our mission. We maintained impeccable compliance with all statutory requirements—including GST, Society returns, Income Tax, and FCRA filings—demonstrating our commitment to exemplary governance standards.

Further, we upheld transparency by issuing utilisation certificates to our CSR partners within 45 days of the financial year's close, reinforcing our accountability and trustworthiness.

Advancing Institutional Excellence

We continue to maintain all requisite registrations and are excited to work towards registering ourselves with the Social Stock Exchange platform of the National Stock Exchange (NSE). This milestone will elevate RCMCT's stature as a leading charitable institution, enhancing transparency, credibility, and access to innovative funding avenues.

Operational Efficiency and Volunteer Spirit

Our administrative expenses were impressively contained at just 1.73% of the executed project value for the FY 2024-25, a testament to the extraordinary voluntary contributions of 299 Rotarians. Their selfless dedication, including personal time, business network support, and bearing travel and operational costs, has been instrumental in maximizing the impact of every rupee spent.

Heartfelt Appreciation

As Treasurer, I extend my deepest appreciation to our Board, dedicated 299 volunteers, committed staff, generous donors—including our CSR partners—and our auditors, SNS & Associates. Your unwavering support and collaboration have been pivotal in turning goodwill into tangible, measurable change.

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Together, we continue to build a legacy of hope, empowerment, and lasting community transformation!

Balancing Purpose and Numbers: Treasurer's Note

- **Asha Mathen**

Club Funds, Boys Town Gummidipoondi
and Selaiyur Skilling Centre



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As Treasurer of the Rotary Club of Madras, I have been entrusted with oversight of three key financial portfolios—Club Funds, Boys Town Gummidipoondi, and the Selaiyur Skilling Centre. My focus has been on ensuring fiscal discipline, transparency, and alignment with our broader mission of service.

Financial Governance: Our finances have been managed with prudence and accountability. We successfully completed statutory audits and maintained full compliance with all tax and GST regulations. Timely filings and payments have ensured that the Club's financial standing remains robust and credible.

Donor Stewardship: The Boys Town Gummidipoondi project, primarily supported by CSR contributions from Wärtsilä India Pvt. Ltd., has seen meticulous financial reporting and compliance with CSR mandates—helping reinforce donor trust and ongoing support.

Hands-on Engagement: Recognizing the importance of field-level insight, I ensured active participation on the core committees of both the Boys Town and the Selaiyur Skilling Centre. This allowed me to align budgeting closely with on-ground realities and evolving needs.

Commitment to Purpose: Every rupee has been channelled with a purpose—towards sustainability, capacity-building, and meaningful social impact. The financial stewardship of these initiatives has not only ensured operational continuity but also laid the groundwork for scalable growth in the future.

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Impact at a glance – July'24-June'25

75+ New Projects

100000+ People Reached

45+ Partnerships Grown

A Message from the Director of Community Development

- Dr. Anuradha Ganesan



“

Reflecting on the past year, I have realised that every project is ultimately about restoring dignity, nurturing hope, and empowering lives.

I am moved by the lives we've touched and the quiet transformations we've been privileged to witness. Behind every wall built, every toilet inaugurated, every classroom restored — is a story of dignity regained, hope rekindled, and futures reimagined.

Whether it was a child stepping into a clean toilet with joy and confidence, or a fisherman setting out to sea with new nets, or a mother moving into a safe home for the first time, or a toddler being welcomed into a Balwadi that offers both nourishment and care. As we begin reviving the lakes, it's about bringing life back to a space that once sustained a community, and offering future generations a cleaner, greener tomorrow. These are the moments that stay with us. These are the reasons we serve.

What made this journey truly meaningful was the spirit of collaboration — our project chairpersons who led from the front, committee members who gave their time and heart, and a Board that supported each step, our RCM members who encouraged our work and partners who collaborated with us. At the centre of it all, we've had a President who inspires us not just with leadership, but with humility and purpose.

In every initiative — from housing to hygiene, education to environment — we've aimed not just to build structures, but to restore self-worth and strengthen communities.

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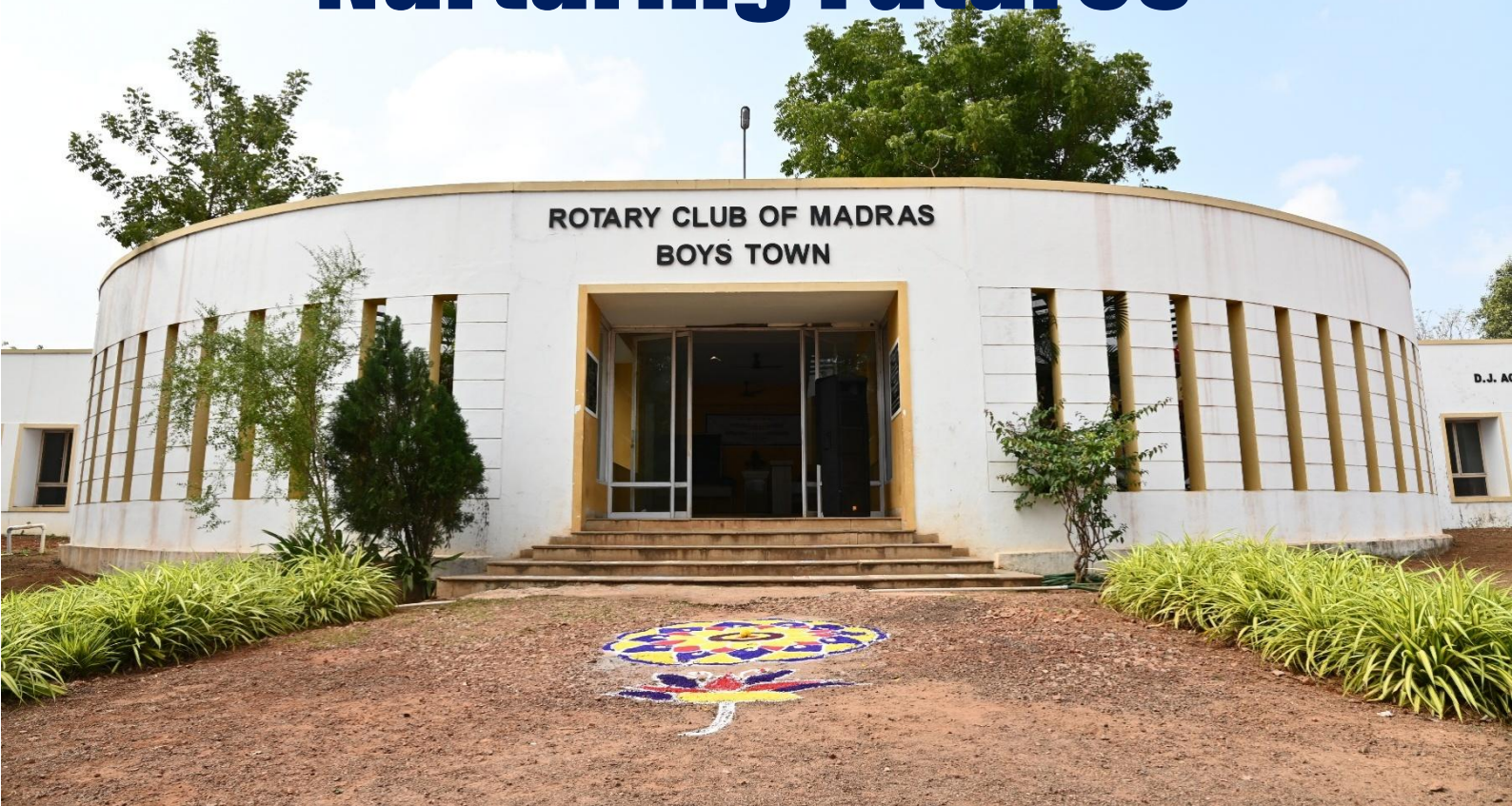
The joy lies not just in what we have done, but in how deeply we've done it – together!

COMMUNITY DEVELOPMENT

1000+ Families Touched

41 Infrastructure Created

Nurturing Futures



Objective

Established in 1988, the Boys Town Project aims to provide a safe, nurturing, and empowering environment for economically disadvantaged boys from grades 6 to 12. Located on a 34-acre green campus near Gummidipundi in Thiruvallur District, the project supports approximately 100 children annually. Funded by Wärtsilä and approved by relevant government authorities, the program offers residential care, quality education, and holistic development opportunities.

Beneficiaries

The boys supported through this initiative come from highly marginalized backgrounds, with little access to education, healthcare, or stable family environments. Many have faced neglect or abandonment, making the need for a structured, compassionate support system essential to their well-being and growth.

Impact (2024–25)

In the reporting year, 80 boys benefited from the project's comprehensive support. They received nutritious meals, uniforms, safe accommodation, and free transport to nearby Government schools. In addition to formal education, digital classrooms, subject-specific tutoring, computer literacy, and spoken English classes enhanced their academic learning.

Regular counselling sessions addressed mental health and career guidance. The project also continued its commitment to long-term support by providing college scholarships to deserving alumni, empowering them to pursue higher education and self-reliant futures.

Academic Highlights

The Boys Town Project has maintained an impressive academic record. In 2023–24:

- 100% pass rate was achieved by all 11 students in Class XII.
- 14 students in Class XI and 17 students in Class X passed with merit.
- 16 graduates from the 2022–2024 batches secured admissions in reputed Arts, Polytechnic, and Engineering colleges across Tamil Nadu.

These milestones reflect the program's commitment to academic excellence and continuity in higher education.

Beyond the Classroom

The project prioritizes holistic development. Boys actively participated in a range of enrichment activities, including:

- Educational and recreational camps to build confidence and teamwork
- Inter-school competitions in academics, sports, and arts
- Workshops, awareness sessions, and cultural events that broaden perspectives

Through these engagements, students gain life skills, exposure, and a strong sense of identity and achievement.

Project Budget: Rs. 6047062

Funding Partner: Wärtsilä

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)





Home *(Hope)* for the Homeless

The objective of this initiative is to provide safe, sanitary, and dignified housing for marginalized Irular tribal families, thereby laying the groundwork for a model village and significantly enhancing their overall quality of life. The project directly benefits 76 families—comprising over 270 individuals, including men, women, and children—living in a remote rural hamlet in the Chengalpattu District. Through this effort, the initiative aims to bring lasting change by ensuring stable living conditions and promoting social inclusion for one of the region's most underserved communities.

Project Details

- Each home measures 340 sq. ft.
- Features: Kitchen, Thinnai, Toilet, Water Connection, Kitchen Garden, Fans, Lights, and Cupboard
- Designed for sustainable rural living and better hygiene practices
- Each house is constructed at a cost of Rs. 4,35,000.

Impact (2024–25)

The Home for the Homeless project has brought about a transformative shift in the lives of the Irular families. The provision of secure, well-equipped homes has instilled a renewed sense of safety, dignity, and stability among the beneficiaries. Access to toilets and clean water has significantly improved hygiene and sanitation practices, contributing to better health outcomes. The project has also fostered community pride and cohesion, marking a vital step toward the creation of a model village and setting the stage for long-term social upliftment.

Voices from the community

"I don't have to worry about going hungry anymore. Even if I cannot go to the market, I will still have vegetables to eat as we have a kitchen garden set up in front of the house. I have a place to stay comfortably now – and that is the biggest relief!"

— **Chinnaponnu**, Beneficiary of Home for the Homeless project

New Beginnings : Chandru & Jaya's Story

"Chandru and Jaya, a newlywed couple, recently moved into their new home in Irumbedu and shared their happiness with the upgraded living conditions. Jaya expressed immense relief at having an attached toilet, a facility missing in her native village. Chandru proudly spoke about their home's layout, which includes a separate hall, bedroom, and kitchen—a major improvement from their previous accommodation. The couple is excited to begin their journey together in a safe and dignified space, and look forward to building a bright future."

Work Progress

Rotary Year 2024–25

- 31 homes constructed and handed over

Planned for 2025–26

- 24 additional homes to be constructed

All homes to include basic amenities ensuring safe, sanitary, and dignified living conditions

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 1,10,25,000
Implementation Partner: AID India
Funding Partners: Access Healthcare Systems Pvt. Ltd.
Coromandel International | Multivista Global

WASH in Schools

Learning in a safe Environment



Project Location

Sri RKM Sarada Vidyalaya Matriculation School, T. Nagar

Beneficiaries

735 students

Project Overview

As part of our commitment to enhancing health and hygiene in educational settings, we undertook the renovation of toilet blocks and the installation of handwash stations at Sri RKM Sarada Vidyalaya Matriculation School. This initiative aimed to create a cleaner, safer, and more dignified environment for students, particularly in a high-footfall school setting.

Impact

The improved sanitation infrastructure has significantly contributed to a healthier school atmosphere. It has led to a noticeable reduction in absenteeism and positively influenced students' overall engagement. The availability of proper hygiene facilities has also helped instil better hygiene practices among children.

Strategic Focus

Investing in school infrastructure is a vital part of our broader strategy to improve educational outcomes. By addressing foundational needs such as water, sanitation, and hygiene (WASH), we aim to remove barriers to learning and ensure that every child has the opportunity to thrive in a safe and supportive environment.

Project Budget: Rs. 490000

Funding Partner: Usha-Vinod Saraogi Foundation

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)

3 GOOD HEALTH AND WELL-BEING



6 CLEAN WATER AND SANITATION



Project Location

RK Math National Primary School, Mint, Parrys

Beneficiaries

Over 150 primary school children

Project Overview

The Rotary Club of Madras constructed a Noon Meals Kitchen, toilet block, and a staircase to address the nutritional, sanitation, and accessibility needs of students. These vital facilities contribute to creating a healthy, dignified, and supportive learning environment.

Impact

- Improved student nutrition through daily meals
- Increased attendance and classroom participation
- Better hygiene and health outcomes
- Enhanced focus and academic engagement
- Improved access and safety through the completed staircase

Strategic Focus

This initiative is part of our broader commitment to holistic education support—ensuring students not only attend school but thrive in it. With the completion of the staircase, the Club now plans to construct additional classrooms to further strengthen the school's infrastructure and its capacity to serve the community.

Project Budget for Noon Meal Kitchen and Toilet Block: Rs. 6600000

Funding Partner: Access Healthcare Services Pvt. Ltd.

Project Budget for Staircase: Rs. 24,53,538

Funding Partner: Supported through our fundraiser events



Infrastructure Support to Government Adi Dravidar High School, Melakottaiyur

Overview

Recognizing that education is the foundation for a brighter and more equitable future, the Rotary Club of Madras undertook a comprehensive infrastructure development project at the Government Adi Dravidar High School in Melakottaiyur, Kanchipuram District. This initiative focused on enhancing learning conditions and promoting dignity and hygiene for students from economically disadvantaged communities.

Scope of Work

- Construction of a New Classroom Block to accommodate more students and reduce overcrowding
- Construction of a Toilet Block to improve hygiene and sanitation, particularly benefiting girl students
- Renovation of the Existing School Building to ensure a safer and more conducive learning environment

Beneficiaries

The direct beneficiaries of this initiative are the students of the Government Adi Dravidar High School, most of whom come from underprivileged backgrounds in and around Melakottaiyur. The improved infrastructure supports not just current students but will benefit future generations as well.

Impact

- Improved access to quality education in a safe and welcoming environment
- Better student attendance and retention, especially among girl students
- Enhanced hygiene and sanitation, contributing to overall health and wellbeing
- A renewed sense of dignity and pride among students, teachers, and the local community

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 29,78,626
Funding Partner: Data Patterns





Anchoring Hope in Suleri Kattukuppam

Project Location

Suleri Kattukuppam, a coastal village located approximately 45 km from Chennai, is home to a resilient fishing community that depends on marine-based livelihoods.

Background & Ongoing Engagement

In the aftermath of the 2004 tsunami, permanent housing was constructed for affected fishermen in and around Nemmeli. This marked the beginning of Rotary Club of Madras's long-standing relationship with the fisherfolk of Suleri Kattukuppam. Even two decades later, we remain actively involved in initiatives that enhance their quality of life.

To support the economic stability of the village, 54 sets of fishing nets were donated to local fishermen, valued at Rs. 9,07,200. These nets are critical tools, enabling the community to pursue their traditional livelihoods with greater efficiency and sustainability.

Recognizing the importance of education, we also refurbished the village school and introduced an e-learning classroom, enhancing the learning environment for local children. This upgrade, costing Rs. 4,50,000, ensures that students have access to modern learning tools and digital resources.

Impact on the Community

These combined efforts have brought tangible improvements to the lives of Suleri Kattukuppam residents—boosting economic opportunities for fishermen and providing better educational experiences for students.



Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Smart Classrooms, Smarter Futures

A fully equipped computer lab with 25 new computers was installed and inaugurated at Rajshree Sugars Ramakrishna Vidyalaya Matric Hr. Sec. School, Mundiampakkam, enhancing digital learning access for students. This initiative, implemented at a total cost of Rs. 10,32,500 donated by Access Healthcare Services Private Limited, marks a significant step toward strengthening technology-driven education in the school.



Building Blocks of Childhood

Project Overview

750 sq. ft. Anganwadis were constructed in Kanathur, Padur, and Thazhambur Karanai equipped with basic amenities crucial for a child's early development. The centres are designed to support the most critical phase of a child's life—from birth to age six—ensuring access to nutrition, hygiene, and learning.

Facilities & Features

Each Anganwadi is equipped with child-friendly infrastructure, safe and hygienic amenities, and early learning tools, offering a nurturing space that meets government ECCE (Early Childhood Care and Education) standards. Key highlights include:

- Bright, colourful walls with alphabets and numbers
- ECCE-aligned visuals for early learning
- Child-sized furniture and learning tools
- Kitchen and toilets
- Natural light and ventilation

Impact

- Safe learning spaces for children aged 0–6
- Better health and nutrition outcomes
- Empowered caregivers and mothers
- Increased enrolment and attendance

Beneficiaries

- 40+ young children
- 50+ families in the community

Construction of Anganwadi Centres in Kanathur and Padur



Project Budget: Rs. 4200000

Funding Partner: Aptus Value Housing Finance India Limited

Implementation Partner: ExNoRa International

Construction of Anganwadi Centre in Thazhambur Karanai



Project Budget: Rs. 2100000

Funding Partner: Raj Charitable Foundation

Implementation Partner: ExNoRa International

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Counselling and Multipurpose Hall

At GOS Bala Vihar, Kilpauk

Established in 1953, GOS–Bala Vihar is a residential home for intellectually challenged children and adults, functioning under the aegis of the Guild of Service (Central), Chennai. Located in Kilpauk, the home provides dedicated residential facilities for 129 intellectually challenged individuals — 61 boys and 68 girls, aged between 7 and 30 years.

The residents are provided with comprehensive, round-the-clock care, including nutritious meals, healthcare, clothing, special education, physiotherapy, occupational therapy, speech and yoga therapy, music therapy, and vocational training. The accommodation is thoughtfully designed in the form of cottages with dormitories, promoting a nurturing and community-oriented environment.

However, a critical need was identified — the absence of a dedicated space for counselling sessions. One-on-one counselling is essential to support the emotional and psychological development of the residents, and the lack of privacy and dedicated infrastructure posed a significant gap.

Beneficiaries

- 129 intellectually challenged residents - 61 boys and 68 girls, aged between 7 to 30 years
- 118 students receiving special education and therapy services
- 50 dedicated staff members involved in care, education, and therapy
- Therapists and counsellors, who now have a dedicated space to provide focused one-on-one and group support
- Parents and caregivers, who benefit indirectly through improved well-being and development of the residents

Impact

- Improved emotional well-being of residents through regular, structured counselling sessions in a private and safe environment
- Enhanced therapeutic outcomes with dedicated space for speech, occupational, and behavioural therapy sessions
- Increased comfort and hygiene through the addition of modern toilet facilities
- Supportive environment for group activities, peer interaction, and vocational training in the new multipurpose hall
- Reduced stress on staff and caregivers through better infrastructure to manage behavioural and psychological needs
- Empowerment of therapists and counsellors to deliver quality services without space constraints
- Overall upliftment of the institution's standards of care, aligning with best practices in inclusive and special education

Project Budget: Rs. 20,41,400

Major Funding Partner: Century Flour Mills Private Limited

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Rejuvenation of Old Perungalathur Lake

Overview

The Old Perungalathur Lake, once a degraded and neglected waterbody, has undergone a transformative restoration. This initiative is a critical response to the challenges of water scarcity, urban flooding, and environmental degradation. By restoring the lake's natural ecosystem, the project has contributed to improved groundwater recharge, enhanced biodiversity, and created a clean, green public space that encourages environmental awareness.

Scope of Work

- Cleaning and Dewatering: 12,553.72 sq.m
- Fencing with Gate Installation: 1,013.19 meters
- Bund Strengthening: 9,862.52 sq.m
- Dredging and Desilting: 15,151.30 cubic meters

Beneficiaries

Approximately 50,000 people reside in the immediate vicinity of Old Perungalathur Lake. These residents benefit directly from improved environmental conditions, enhanced groundwater recharge, and reduced waterlogging. However, the lake's larger regional impact extends well beyond the adjacent neighborhood. An estimated 150,000+ individuals across surrounding areas benefit indirectly.

Impact

- Enhanced Groundwater Recharge through deepened lakebed and improved percolation
- Improved Water Retention and flood mitigation during heavy rains
- Prevention of Encroachments through fencing and defined boundaries
- Revival of Aquatic Life and restoration of the lake's ecological balance
- Creation of a Clean and Accessible Public Space that fosters environmental stewardship among local residents

Post-Restoration Maintenance Plan

To ensure the longevity and sustainability of the rejuvenation efforts, a detailed maintenance plan has been implemented:

- Tree Plantation Maintenance (1 Year):
All saplings planted around the lake will be maintained for one year, with regular watering, mulching, and replacement of any failed plants.
- General Lake Maintenance (3 Years):
Dewatering and periodic upkeep will be carried out over a three-year period, with trained personnel and necessary equipment deployed to maintain cleanliness and ecological balance.

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 55,00,000
Funding Partner: Delphi-TVS Technologies Ltd | Rialto Enterprises Pvt Ltd
Implementation Partner: ExNoRa International

Other Community Development Initiatives

Boys Town's Technical Training Centre (TTC)

Objective

To educate, train, employ, and empower differently-abled youth from rural and economically disadvantaged backgrounds.

Target Beneficiaries

- Individuals aged 16 to 30 years
- Primarily Speech & Hearing Impaired and Orthopedically Challenged youth
- From rural and low-income communities

Establishment

- Launched in 2018–19 in collaboration with "Worth Trust"

Facility Features

- Fully functional industrial training center
- Equipped with high-end machinery and tools
- Designed to simulate real-world technical environments

Impact Focus

- Enhances skill development and job readiness
- Enables long-term economic independence and dignified employment
- Promotes social inclusion of differently-abled individuals

Current Status

TTC is actively operational and continues to train new batches each year.

Sustainability Fair 2025 – Igniting Community Climate Action

Sustainability Fair 2025, an initiative by the Rotary Club of Madras under the ICE (Innovation for Climate & Environment) platform, brought sustainability to the forefront of public engagement in Chennai. Hosted at Ampa Skyone Mall, the event served as a hub for climate-conscious learning, innovation, and community building.

With 350+ registered attendees, the fair spotlighted innovations in clean energy, waste management, water access, and sustainable living practices. Key highlights included:

- A hands-on waste management workshop attended by over 70 participants
- An art and slogan competition involving 80 school children, promoting awareness through creative expression
- Interactive exhibits by green entrepreneurs showcasing solutions in urban farming, vegan food, NFC networking, and water-from-air technology

Rooted in ICE's four key pillars — Energy, Water, Waste, and Agriculture/Forests — the fair was more than a one-day event. It fostered a growing community committed to practical, scalable climate solutions and encouraged active public participation in sustainability.

Green Schools Recognition 2024–25 – Cultivating Young Environmental Stewards

The Green Schools Recognition Program 2024–25, spearheaded by the Environment Committee of the Rotary Club of Madras (RCM), continued to champion environmental leadership among school communities across Chennai. This initiative is designed to encourage Interact Clubs and their host schools to implement impactful, student-led sustainability projects under the Green Schools framework.

Entries showcased a wide range of eco-conscious activities - action-oriented efforts toward sustainability, with projects focusing on waste management, water conservation, energy efficiency, and greening of campus spaces.

Based on the evaluation, the following schools were recognized as prize winners:

- Sri Sankara Vidyashramam Matric Hr Sec School, Thiruvannamiyur
- MCTM Chidambaram Chettyar International School
- Heartfulness International School (Omega Branch)
- Sri Sankara Senior Secondary School, Adyar

The results were announced on World Environment Day, June 5, with formal felicitation to be held at an upcoming Rotary Club of Madras weekly meeting. Additionally, Vidya Mandir Estancia was acknowledged for its enthusiastic participation.

Greening Communities – Tree Plantation Drives at Boys Town , Bommanjikulam, Perungalathur Lake

As part of its ongoing commitment to environmental sustainability and community development, the Rotary Club of Madras undertook tree plantation drives in two key project areas:

- Boys Town Pond Area, Gummidipoondi
- Bommanjikulam Home for the Homeless, Tiruvallur District
- Old Perungalathur Lake – Bund Strengthening

Expansion of Home for Homeless – Boomanjikulam Village

Housing for the Vulnerable

Recognizing the urgent need for stable shelter among homeless and low-income Irular families, additional three new permanent homes were constructed in Bommanjikulam during the year. Each home was built at a cost of Rs. 3,60,000, designed with basic amenities and a focus on durability, safety, and dignity. These homes offer a transformative shift for families previously living in temporary or unsafe conditions, providing a secure foundation from which they can rebuild their lives.

Early Childhood Development: The Anganwadi

In parallel, a fully functional Anganwadi (Early Childhood Care and Education Centre) was constructed at a cost of Rs. 4,12,000. This centre serves as a critical support hub for children aged 0–6, offering access to early education, nutritional supplements, and regular health checkups. The Anganwadi is expected to play a vital role in reducing early learning gaps, improving child nutrition, and fostering holistic growth during the foundational years.

A Message from the Director of Community Health

- A M Visvanathan



“

The Rotary Club of Madras over its 96 years of service to humanity, has consistently focused on the calamities faced by the underserved segments of society, and has strived to alleviate them to the maximum extent possible.

From eradicating polio to supporting the Government, the hospitals, and the citizens during the Covid pandemic; from supporting Dialysis to fighting Cancer; from dental and other medical camps for school children to treating the Irular and other tribal communities; the health initiatives of the club have been highly impactful and focused.

The Rotary Year 2024-25 was no exception and witnessed some High Impact projects being launched. One of them that is worth noting is the Vaccination to prevent Cervical Cancer. The club launched this ambitious project this year, and has not only successfully vaccinated school going girl children, we have learnt valuable lessons that will hold us in good stead as we aim to vaccinate an ambitious 1 million children over the next few years.

Cancer has been recognized as a major problem to be addressed; and our efforts include mammograms to detect breast cancer, conducting camps to screen for the incidence of cancer – both cervical and breast, and the vaccination project mentioned above. Through these programs, we aim to contribute our best towards the war against cancer.

It is the professionalism of the members combined with their passion to serve, that has helped the club achieve meaningful results year on year; and has given our donors the confidence of money well spent, and projects well executed.

This combination of generous donors and result oriented teams has the potential to play an even greater role in improving the health of the citizens of our country.

”

Jai Hind

COMMUNITY HEALTH

10000+ Lives Touched

15+ Medical Camps

5 Medical Equipment

HPVax

Protecting Her Future



A Mission to Eliminate Cervical Cancer

The Rotary Club of Madras launched HPVax, its flagship initiative to prevent HPV-related cervical cancer, in July 2024, in collaboration with the Cancer Institute, Adyar. This impactful program integrates both awareness creation and vaccination drives, aiming to address one of the most preventable yet prevalent cancers among women.

Strategic Community Engagement

Through extensive outreach in schools, colleges, and communities, the program has sensitized adolescents, parents, and women about the critical importance of early vaccination. These awareness sessions have helped dispel myths and promote vaccine acceptance, particularly among young girls and their guardians.

Expanding Reach Across Tamil Nadu

What began as a Chennai-based initiative has now expanded to reach districts across Tamil Nadu, with plans underway to scale the program to other states. This rapid growth reflects the urgent need for such interventions and the program's effectiveness in building public trust.

By the Numbers

- 1,634 individuals enrolled
- 2,057 vaccine doses administered
- Rs. 1,500 per vaccine dose
- Delivered in partnership with the Cancer Institute, Adyar
- Backed by CSR funding and growing institutional support



Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Funding Partner: HK Wentworth | Infosys Foundation | Multivisa Global
| Multiple Rotarians Funds

Strengthening Women's Healthcare

Digital Mammography in Tiruvannamalai



Project Overview

In a strategic collaboration with SBI Mutual Fund, the Rotary Club of Madras facilitated the installation of an advanced digital mammogram machine at the Preventive Oncology Centre of the Cancer Institute (WIA), Adyar – Tiruvannamalai Branch. Located at the Old Government Hospital on Chengam Main Road, this initiative addresses the pressing need for early breast cancer screening among rural women in Tamil Nadu.

Objective

To promote early detection of breast cancer in rural and underserved populations, enabling timely treatment and reducing mortality through improved access to screening technology.

Community Impact

- Provided life-saving diagnostic services to women with limited or no access to preventive screening.
- Enabled early detection and timely intervention, significantly improving treatment outcomes and survival rates.
- Strengthened the infrastructure of a rural healthcare institution, positioning it as a hub for preventive oncology care.
- Raised awareness about breast health and the importance of regular screenings in surrounding communities.

Project Budget: Rs. 1,04,16,000
Funding Partner: SBI Mutual Funds

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Strengthening Women's Healthcare

Donation of Laparoscopy Machine to RSRM Government Hospital

Project Overview

As part of its commitment to improving women's healthcare services, the Rotary Club of Madras, in collaboration with SBI Mutual Fund, donated a laparoscopy machine to the RSRM Lying-In Hospital, a leading government maternity hospital in Chennai. The contribution aims to enhance the hospital's capacity to provide advanced, minimally invasive surgical care for women.

Located in North Chennai, RSRM Hospital serves a large and densely populated area comprising communities from Tiruvottriyur, Manali, Madhavaram, Tondiarpet, and Royapuram, most of whom come from lower socio-economic backgrounds. With 550 beds, the hospital conducts over 12,000 deliveries annually and regularly performs gynaecological surgeries.

The equipment was formally dedicated to the hospital and has since been put to effective use, contributing to the hospital's surgical capacity and improved patient outcomes.

Objective

To strengthen the infrastructure of a public maternity hospital by introducing minimally invasive surgical capabilities, thereby enhancing patient care and supporting safer, more efficient medical interventions.

Community Impact

- The hospital handles a high patient volume, with an average of 370 outpatients and nearly 500 women admitted daily.
- The donated laparoscopy unit is already in active use and is playing a key role in improving the precision, safety, and efficiency of surgical procedures.
- As the hospital plans to expand its bed capacity, the availability of this equipment is timely, supporting the anticipated increase in surgical demand.
- The machine facilitates minimally invasive procedures, reducing patient recovery time, improving surgical outcomes, and enhancing overall healthcare delivery.



Project Budget: Rs. 94,00,000
Funding Partner: SBI Mutual Funds

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Save the Little Heart

Paediatric Cardiac Surgeries Across India



Project Overview

The Rotary Club of Madras, with CSR support from Redington Foundation, enabled life-saving pediatric heart surgeries for children from underprivileged backgrounds. Congenital heart defects, if left untreated, can lead to lifelong complications or even loss of life. Recognizing the urgency and impact of timely medical intervention, this initiative focused on providing accessible, high-quality care to those who need it most.

In collaboration with two leading healthcare institutions—Apollo Children's Hospital, Chennai, and Kokilaben Dhirubhai Ambani Hospital, Mumbai—the project facilitated access to advanced surgical treatment. A financial grant of Rs. 50,000 per child was extended, significantly easing the financial burden on families and ensuring that treatment was not denied due to lack of resources.

Bridging Gaps in Access

By collaborating with hospitals in both South and West India, the program bridged geographical and financial barriers, ensuring that children in need received timely surgical care regardless of their location.

Total Impact

- 120 children underwent successful heart surgeries
- Children hailed from diverse regions and socio-economic backgrounds
- The initiative restored health, hope, and normalcy to young lives

Outcome

This effort not only saved lives but also transformed entire families. Many of these children, once limited by poor health, are now leading active and healthy lives, able to return to school, play, and pursue their dreams.

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 60,00,000
Funding Partner: Redington Foundation





Improving Urban Sanitation

Public Convenience Building in Puzhithivakkam

With the CSR support of Redington Foundation, a modern public convenience building was established in Puzhuthivakkam, Chennai. This initiative underscores our shared commitment to enhancing sanitation, inclusivity, and accessibility in public infrastructure.

Inclusive and Accessible Design

- Separate facilities for men, women, transgender individuals, and differently-abled persons
- Designed to ensure safety, hygiene, and user comfort
- Strategically located near public transport points, schools, and local marketplaces

Community Impact

- Promotes public hygiene and reduces open defecation in urban areas
- Restores dignity for all users, particularly vulnerable and underserved groups
- Enhances daily convenience for commuters, residents, and local vendors
- Boosts community engagement through a clean, safe, and accessible environment

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 35,00,000
Funding Partner: Redington Foundation



Strengthening Maternal Healthcare

Donation of Ultrasound Machine to RSRM Hospital



To enhance diagnostic capabilities at one of Chennai's busiest government maternity hospitals, the Rotary Club of Madras facilitated the donation of an advanced ultrasound machine to RSRM Hospital, Royapuram. This government-run facility serves thousands of women each month, many from underprivileged communities with limited access to quality prenatal care.

The addition of the ultrasound machine has significantly improved the hospital's ability to provide early, accurate, and timely diagnosis, leading to better monitoring of high-risk pregnancies and safer outcomes for both mothers and babies. This initiative not only strengthens public health infrastructure but also reinforces our commitment to ensuring equitable access to maternal healthcare.

Impact at a Glance

- 150–200 women per day now benefit from timely ultrasound diagnostics
- Reduced patient wait times and better management of high-risk pregnancies
- Enhanced diagnostic accuracy, improving outcomes for both mothers and babies

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 24,00,000
Funding Partner: Redington Foundation

Supporting Special Needs

Donation to Institute of Child Health



The Rotary Club of Madras donated a specialized therapy kit to the Autism Department of the Institute of Child Health and Hospital for Children. The kit includes: Auditory stimulation board, Balance beam, Bolster swing, Bubble tube (with and without mirror), Infinity mirror, and Therapy mat

Children with special needs at the hospital, particularly those with autism, now benefit from improved therapy resources.

Project Budget: Rs. 1,00,000

Medical Camp

Promoting Oral Health in Children

As part of our preventive health outreach, dental camps were conducted in schools across Chennai. The initiative aimed to raise awareness on oral hygiene and identify dental issues at an early stage.

Impact

- 71,000+ children screened
- Free dental check-ups
- Early intervention and referrals facilitated for children in need

Project Budget: Rs. 6,00,000

Funding Partner: Suryoday Small Finance Bank



Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Tribal Medical Camp

Reaching Underserved Communities



A dedicated health camp was organized for a tribal community near Adyar, focusing on the well-being of the community members and elderly from marginalized backgrounds.

Impact

- 60+ screened for general health
- Awareness created on nutrition and preventive care
- Early signs of health concerns identified and addressed.

His & Her Place

Monthly Health Camp



In collaboration with Sundaram Medical Foundation, regular health camps were conducted at His & Her Place in T. Nagar, providing consistent medical support to children in need.

Impact

- 100+ children screened every month
- General health check - ups and nutritional assessments
- Ongoing medical support and follow - up care facilitated

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



A Message from the Director of Vocational Services

- Sanjay Chaganti



“

This year marked a pivotal shift for Vocational Services (VS) at the Rotary Club of Madras—toward greater professionalism, strategic partnerships, and sustainable impact. Our initiatives responded to changing times: rising skill demands, discerning learners, and the need for dignity over charity.

A core transformation was the move to fee-based vocational training, signaling commitment, accountability, and quality. Programs now feature upgraded infrastructure, certified faculty, and recognized credentials—delivered in partnership with reputed organizations like NIIT Foundation, Apparel Council, and Vidya Vidhai Foundation.

The Selayur campus has been revitalized into a growing Centre of Excellence, with zero dropouts across computer skills, tailoring, and spoken English courses—350 graduates this year, 500+ expected next. Inclusive training was strengthened through partnerships with Worth Trust and Swabodhini.

Strategic partnerships powered wider impact: ANEW enabled women to become nurse aides and electric auto drivers. We also piloted AI training and teacher-friendly digital literacy. A new community centre was completed and inaugurated at our long-standing Rotary Nagar centre.

From scholarships for tribal students to Partnerships in DEI, we remained anchored in inclusion—yet always with a lens of professionalization, dignity, and future-readiness.

”

The Vocational Service elephant continues its confident march—evolving with clarity, charging ahead with courage!

VOCATIONAL SERVICES

200+ Women Empowered

100+ Children Supported

50+ Women Entrepreneurs

Rotary Nagar Community Centre

A Hub for Learning and Growth

New Community Centre at Rotary Nagar

A new Community Centre in Rotary Nagar was established, aimed at empowering children, youth, and the wider community through education and skill-building programs.

Key Beneficiaries

- School Children (Grades 1–12): Receive structured academic support through after-school tuition programs.
- Students & Youth: Gain access to computer education, including digital literacy and Tally training.
- Community Members: Utilize the library and reading room for self-learning and personal growth.

Project Highlights

Educational Empowerment

- Tuition classes improve academic performance among schoolchildren.
- The library offers a quiet and resource-rich environment for focused study.

Digital Literacy & Vocational Training

- Computer classes equip youth with essential tech skills. Tally training and basic digital courses enhance employability.

Community Development

- The center acts as a local hub for learning and engagement.
- Encourages lifelong learning across age groups and social backgrounds.

Project Budget: Rs. 9770729

Funding Partner: Rialto Enterprises Pvt Ltd and other donors

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)





Enhanced Apparel Training Program

In partnership with the Apparel Council (National Council on Skill Development), the tailoring and embroidery training program was upgraded to meet industry standards.

- **New Infrastructure:** Modern sewing machines and equipment were procured to support hands-on learning.
- **Trainer Development:** Existing trainers were upskilled, and new professionals were inducted to ensure quality instruction.
- **Professional Certification:** Trainees now receive nationally recognized certification, enabling them to start their own ventures or seek employment in the garment industry.

Upgraded Computer Training Courses

Starting October 2024, the center introduced NIIT Foundation-accredited computer training programs, focused on equipping youth with essential digital skills.

- **MS Office Applications:** Hands-on training in Word, Excel, and PowerPoint for everyday business use.
- **Tally Accounting:** Practical training in computerized accounting, improving job readiness for entry-level finance roles.
- **NIIT Certification:** Students who successfully complete the program receive certification from the NIIT Foundation, enhancing their credibility in the job market.

Spoken English Training

- Helps build confidence and communication skills
- Prepares students for interviews and workplace conversations

Impact

- Women and youth in Selaiyur now have access to professional training that boosts their confidence, skills, and employment prospects.

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



Caring Hands

Nurse Aide Training for Women



Objective

To skill and certify women from underprivileged backgrounds to become professional nurse aides, offering compassionate, in-demand care services to the elderly in home settings.

Program Highlights

Batch Strength: 25 women enrolled in the first phase

Training Partner: ANEW, a reputed NGO with experience in healthcare skilling

Focus Areas:

- **Basics of Nursing and Personal Care:**
Trainees are introduced to foundational healthcare practices including personal hygiene, grooming, monitoring basic health indicators, and administering non-invasive care. Emphasis is placed on maintaining hygiene standards and patient dignity.
- **Elderly Care and Hygiene Support:**
With an ageing population and rising demand for in-home support, participants are trained in managing geriatric care—assisting with daily routines, preventing bedsores, and ensuring nutritional and hygiene needs are met.
- **Home-Based Health Assistance:**
Trainees learn to provide support in home environments, including assisting bedridden patients, managing medication schedules, maintaining sanitary conditions, and responding appropriately to emergencies.
- **Patient Mobility and Communication:**
The program covers techniques for safely lifting, transferring, and assisting patients with reduced mobility, while also developing soft skills in patient interaction, empathy, and clear communication.
- **Emotional Care and Companionship:**
Recognizing that caregiving goes beyond physical needs, the training includes modules on providing emotional support, companionship, and building trust with patients and their families.

Outcomes

- **Empowerment through Employment:** Women are now job-ready and equipped to work as home nurse aides or caregivers
- **Support for Elderly Care:** Addresses the growing need for trained eldercare professionals in urban households
- **Social Impact:** Promotes dignity of labor, financial independence, and gender-inclusive livelihoods

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Project Budget: Rs. 3,95,000
Implementation Partner: ANEW NGO



Meals for Wheels

Empowering Women as Auto-Rickshaw Drivers

In an effort to promote women's empowerment through skill-building and income generation, the Rotary Club of Madras, in partnership with ANEW (Association for Non-traditional Employment for Women), launched a transformative initiative to train women as licensed auto-rickshaw drivers. This pioneering program supports 20 women from economically disadvantaged backgrounds, equipping them with the skills and confidence to enter traditionally male-dominated sectors such as public transport and last-mile delivery services.

The comprehensive training covered:

- **Driving Skills and Traffic Rules:** Practical driving lessons combined with classroom instruction on road safety regulations, licensing procedures, and urban navigation.
- **Vehicle Maintenance Basics:** Essential knowledge on auto-rickshaw upkeep, minor repairs, fuel efficiency, and preventive maintenance—crucial for long-term self-reliance.
- **Customer Service and Communication:** Training in interpersonal communication, professional behavior, and handling different passenger needs—particularly important in urban mobility services.
- **Safety and Self-Defense Awareness:** Empowerment-focused sessions to help women travel and work with confidence, including basic self-defense techniques and situational awareness.

Outcomes and Impact

This initiative is more than a vocational training program—it is a step toward economic freedom, gender inclusion, and social change. By entering the transportation sector, these women gain:

- **Financial Independence:** The ability to earn a stable income while supporting their families.
- **Enhanced Mobility:** Both literal and metaphorical—breaking free from limited roles and expectations.
- **Community Impact:** Serving as safe and reliable drivers for the public, especially for women, children, and the elderly.
- **Last-Mile Delivery Potential:** Creating new avenues for participation in growing sectors like logistics and e-commerce.

Project Budget: Rs. 3,14,000
Implementation Partner: ANEW NGO

Our Impact & Alignment with the UN Sustainable Development Goals (SDGs)



A Message from the Director of Youth Service

- Balaji Chinni



“

As I wrap up my two-year stint as Youth Service Director, I can't help but smile looking back at this journey. Spending time with Interactors and Rotaractors, the real game-changers of tomorrow, has been nothing short of amazing. Their energy, fresh ideas, and genuine drive to make a difference kept me inspired every single day.

Planning and running projects for their growth felt less like work and more like a shared adventure. From leadership sessions to community projects, each initiative became an opportunity to see their creativity and passion in action. Honestly, I ended up learning as much from them as they might have from me!

What stood out the most was the bond we built, based on trust, teamwork, and a common purpose. Watching them take charge, think differently, and work with such heart made every effort worthwhile.

Now, as I step aside, I'm excited to see how far they'll go next. I have no doubt they'll keep dreaming big, thinking bold, and leading with heart.

Proud to have been a small part of their journey and cheering them on always!

”

Wishing them nothing but the best in all their future adventures!

YOUTH SERVICE

15000 Beneficiaries

1880 Interactors

1755 Rotaractors

27 Interact Clubs

10 Rotaract Clubs



Youth Service : Impact in Numbers and Values

This year marked an inspiring chapter in youth-led community transformation. Across schools and colleges, the spirit of service came alive through the remarkable efforts of our young leaders. A total of 738 Interact projects and 1,006 Rotaract projects were successfully conceptualized and executed—each one rooted in empathy, innovation, and a desire to make a difference.

With a dedicated budget exceeding Rs. 40 lakhs, these initiatives addressed a wide spectrum of social, environmental, educational, and health-related challenges. From tree plantations and food drives to awareness campaigns and creative advocacy, our Interactors and Rotaractors translated ideas into impactful action—touching countless lives across communities.

This journey of service has not only strengthened Rotary's outreach but also nurtured the next generation of ethical leaders, problem-solvers, and changemakers. Their commitment and creativity reaffirm our belief that when youth are empowered, communities thrive.



Unify 2025: A Grand Beginning

Unify, our flagship event, returned for its much-anticipated second edition, reaffirming its place as a cornerstone of youth engagement within our movement. The event brought together an impressive gathering of over 650 Interactors from 25 Interact Clubs across the city, uniting under one roof at the iconic Rani Seethai Hall.

This grand installation ceremony was more than just a formal event — it was a vibrant celebration of youth leadership, shared purpose, and renewed commitment to community service. The atmosphere buzzed with energy as new office bearers took oath, marking the official beginning of their term with dignity and pride.

Unify served as a powerful platform to foster inter-club collaboration, build leadership capacity, and ignite a collective vision for the year ahead. As the curtain fell on this remarkable gathering, it left behind a renewed spirit of purpose and a shared resolve among the Interactors to lead with empathy, innovate with courage, and serve with integrity.

Streetscape by the Little Lords

A Cleaner, Greener Tomorrow

The Rotary Club of Madras spearheaded a vibrant Streetscape Initiative aimed at promoting environmental preservation and civic responsibility among school students, with an active and enthusiastic response from 20 Interact Clubs.

This dynamic project engaged students in activities such as cleanliness drives, street beautification through mural art, garbage segregation awareness, tree plantation, and road safety education, all focused on revitalizing the neighbourhoods around their schools. The initiative not only aimed to create cleaner, greener public spaces but also to nurture a sense of ownership and accountability among the youth toward their local environments.

The initiative was strongly supported by 10 Rotaract Clubs, all operating under the umbrella of the Rotary Club of Madras. To facilitate the execution of activities, RCM supplied key resources such as clean-up kits, wall paints, informative signages, garbage segregation bins, and tree saplings, empowering the youth to take ownership of their surroundings and lead impactful change.

What made this initiative truly impactful was the way students extended their efforts beyond the school premises. From planting saplings in their own neighbourhoods to transforming public walls into vibrant canvases of environmental art, the youth displayed creativity, responsibility, and leadership.

This project stands as a testament to the belief that when youth lead, communities transform. By fostering environmental consciousness at an early age, the Streetscape Initiative not only beautified urban spaces but also empowered the next generation to become proactive agents of change.

Youth in Action

Interact Clubs Making a Lasting Impact

The Interact Clubs under the Rotary Club of Madras (RCM) continued to demonstrate exceptional leadership, compassion, and creativity throughout the year, actively translating Rotary's values into real-world community action. From environmental stewardship to media innovation, their contributions exemplify the Rotary Four-Way Test—**Truth, Fairness, Goodwill, and Benefit to All**—inspiring both peers and communities alike.

Highlights of Interact Projects

Environmental Awareness & Sustainability

- Shri Shankara Vidyashramam, Thiruvannamiyur led a mission toward a greener future through tree plantation drives, ozone awareness sessions, and fundraising for environmental initiatives.
- Chandrodaya Interact Club took environmental advocacy to the next level with their One Million Tree Fundraiser, and their impactful Scrapped Smiles Project converted recycled paper into resources for those in need. Their tree plantation at Agaramthen Lake contributed to ecosystem restoration.
- AMJ School engaged in tree plantation and beautification drives, while also reaching out to the elderly through care home visits.
- Sri Sankara Senior Secondary School, Adyar brightened public spaces with mural painting and participated in extensive green initiatives.

Food Security and No-Waste Advocacy

- MCTM Interact Club championed a No Food Waste Drive, ensuring surplus meals were redirected to those in need.
- Children's Garden School, Mylapore hosted a food feast, serving parents and teachers with warmth and gratitude, reinforcing the value of sharing.
- Sooryodaya Interact Club carried out food donation drives, including the successful Daan Utsav initiative, which collected 270 kg of rice for underprivileged families.

Creative Expression & Media for Social Impact

RCM Youth and Vocational Services organized a Media Competition on the Rotary Four-Way Test, inviting Interactors to explore ethics, empathy, and service through short films.

- The compelling short film "Vidhai" emerged as the winner, powerfully depicted the issue of food waste and hunger.
- A media workshop was conducted by Mr. Ravishankar of Wide-Angle Creations and Rtn. PP Mohan Raman, enriching participants with insights into visual storytelling and ethical messaging in media.

Health, Hygiene & Awareness Campaigns

- Sooryodaya Interact Club led a Breast Cancer Awareness campaign, educating communities on early detection and support.
- Vidyamandir, Estancia organized a cancer awareness rally from VME to Zoho Campus, supported by a successful blood donation camp in collaboration with Hindu Mission Hospital.
- Vidyamandir, Mylapore hosted a blood donation camp that saw an impressive 120 donors step forward.

Waste Management & Social Responsibility

The Sherwood Interact Club launched a newspaper fundraising drive, collecting 26 kg of newspaper to support a charitable cause. They also conducted community cleanups and awareness sessions on waste management.

Exposure & Learning

Students from Interact Clubs participated in an industrial visit to Kwaliti Milk Foods Limited, gaining hands-on exposure to manufacturing processes and industry standards.

Their works served as a creative reflection of Rotary values, reaching audiences beyond the classroom!

Voices of Change: What Our Interactors Say

"Being part of Interact Club, has been truly life-changing. Whether it was planting trees, organizing clean-up drives, raising awareness about health issues, or participating in food donation campaigns, we discovered the power of service and teamwork. Leading these initiatives taught us how to plan, communicate, and take responsibility—skills we know will stay with us for life. The mural paintings, recycling projects, and Four-Way Test short film contest gave us a platform to express ourselves creatively and ethically. The media workshop and field visits exposed us to real-world learning. Most importantly, we learned that when we lead with purpose, we don't just transform communities—we grow into stronger, more confident individuals ourselves."

- Combined reflections from Interact Club members across RCM-supported schools

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



Service in Action

The Rotaract Impact

The Rotaract Clubs under the Rotary Club of Madras have consistently demonstrated the power of youth-led service through thoughtful, impactful, and compassionate community engagement. This year, their projects spanned a wide spectrum—ranging from environmental initiatives and cultural empowerment to health access, disaster relief, and social equity. With leadership, creativity, and collaboration at their core, these projects are a true embodiment of Rotary's ideals in action.

Highlights of Rotaract Projects

Environment, Education & Empowerment

- Rotaract Club of Chennai brought 200 children into nature through *Kidz Payanam 2024*, organizing immersive learning visits to Guindy National Park and Chetpet Eco Park.
- Their flagship cultural fundraiser, *Glitz'24*, not only reached 2,200 beneficiaries but also helped fund girls' sports empowerment programs and set up a library for an underprivileged school.
- Rotaract Club of New College focused on sustainability and learning. Their *Green Campus Initiative* promoted eco-friendly practices, while *Project Shiksha* provided educational materials to underserved children.
- Rotaract Club of AVIT launched with ignition, a graphic design workshop that benefited 120 students, including 20 from underprivileged backgrounds.

Health, Hunger & Dignity

- In the wake of the Chennai floods, *Glitz Payanam* by the Rotaract Club of Chennai distributed 450 food packets to affected areas.
- Rotaract Club of Madras launched *CaneAble*, gifting 137 walking sticks to individuals with mobility challenges, restoring both independence and dignity. They also raised awareness on autism through community outreach.
- Rotaract Club of GSS Jain College for Women organized *Porvai 3.0*, distributing 45 blankets to the homeless, and *Plastic to Penny*, a unique drive that converted waste collection into food aid.
- Rotaract Club of AVIT launched *Community Vision*, delivering warm, nutritious meals to roadside workers, and *ReuseHub*, which repurposed surplus materials for families in need.
- Rotaract Club of Jeppiar Engineering College created *Nenje Ezhu*, giving 30 children with cancer a joyful, laughter-filled day, while *Carols of Joy* brought music and happiness to children in orphanages.

Health Awareness & Substance Abuse Prevention

- Rotaract Club of SDNB Vaishnav College for Women launched *The Power of No*, educating 200 students on drug abuse prevention, while their *Breaking the Silence* campaign raised critical awareness about sexual abuse and consent.
- Rotaract Club of Loyola College organized *Inaivom*, a human chain campaign to amplify anti-drug messaging and encourage youth accountability.
- Rotaract Club of AVIT delivered *Detox*, an engaging campaign using creative media to highlight the dangers of substance abuse.
- *Health for All* by the Rotaract Club of New College delivered essential medical camps to marginalized communities, ensuring access to preventive healthcare.

Festive Cheer & Inclusion

- *Diwali Utsav*, led by the Rotaract Club of Jeppiar Engineering College, lit up Chennai Central Station with festive lights and joy.
- *Shalom* by Rotaract Club of Loyola College supported transgender entrepreneurship, promoting inclusion through economic empowerment.
- *Pagirvom Amirtham* saw the Loyola team serving breakfast to railway workers, recognizing their often-overlooked contributions.
- Rotaract Club of Jeppiar University celebrated *Christmas with a Cause*, bringing warmth and joy to 80 children in shelter homes.
- Their project *Her Rise* empowered 30 women through entrepreneurship training, helping them gain confidence and livelihood skills.
- Rotaract Club of AVIT also launched *Vision for the Visionless*, spreading awareness about eye donation to promote organ donation advocacy.
- Rotaract Club of SDNB Vaishnav College initiated *Oru Kai Pidi*, a heartfelt program that served warm meals to 30 orphaned children.

Together, these Rotaract Clubs have proven that service combined with innovation and empathy can truly create ripples of change across the city. Through their diverse and purpose-driven initiatives, they are not just volunteers—they are changemakers shaping a better tomorrow.

"From organizing community clean-ups and awareness rallies to serving meals, hosting cultural events, and supporting children and the elderly—we saw how even the smallest actions can spark meaningful change. Each project challenged us to lead, to listen, and to act with empathy. We learned how to manage teams, handle real-world problems, and step out of our comfort zones to serve with purpose. More than volunteers, we became changemakers—driven by compassion, bonded by teamwork, and committed to building a better tomorrow. Rotaract gave us the platform to grow not just as leaders, but as responsible citizens who care."

- Reflections from Rotaractors across RCM-affiliated clubs

Our Impact & Alignment with
the UN Sustainable Development Goals (SDGs)



One Walk, One Hope

Uniting Chennai Against Breast Cancer

In a powerful demonstration of unity, compassion, and advocacy, the Rotary District 3234, in partnership with CanStop, hosted the annual “One Walk, One Hope” Breast Cancer Awareness Walkathon in Chennai. This large-scale public event saw the participation of over 1,000 individuals—including students, healthcare professionals, Rotarians, and concerned citizens—who came together with a common purpose: to raise awareness, reduce stigma, and inspire hope in the fight against breast cancer.

The walkathon transformed the city's streets into a moving canvas of pink, symbolizing both solidarity and strength. Participants held placards, wore themed attire, and engaged with onlookers, effectively spreading critical messages about early detection, regular screening, and the importance of supportive care for those affected.

Beyond its symbolic value, “One Walk, One Hope” served as a vital platform to:

- Educate the public on risk factors, self-examination, and the importance of timely diagnosis
- Celebrate survivors and honor those who have lost their battle
- Foster a culture of preventive healthcare and community engagement
- Mobilize youth and volunteers to take active roles in public health campaigns

Each step taken was not just a physical act of participation, but a powerful gesture of support—a reminder that early action saves lives, and awareness can be the first cure.

Our Road Map Forward

Join Us in Creating Change

As we look ahead with purpose and clarity, our roadmap is rooted in sustainable impact, inclusivity, and community empowerment. The path we've charted for the coming year reflects not just our aspirations but also our deep commitment to those we serve. However, none of this is possible without the strength of meaningful partnerships. We invite our donors, sponsors, and well-wishers to walk alongside us in this journey—to invest not only in projects, but in people, in possibilities, and in the promise of a better tomorrow. Your continued support enables us to transform intent into action and vision into lasting change.

Major Projects on the Horizon

Rotary Year – July'25-June'26



...and many more purpose-led endeavours in development!

In Every Frame, A Story



Heartfelt Gratitude to Our Partners and Team

Thank you to our CSR Partners/ Donors

Your partnership powers our purpose

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The Rotary Club of Madras is deeply grateful to its individual contributors, whose generosity and belief in our mission played a crucial role in sustaining our service endeavours. Their support—both financial and moral—has been instrumental in enabling us to reach those in need and continue our journey of meaningful community transformation.

Appreciation to Our Implementation Partners

We extend our sincere appreciation to our implementation partners whose dedication and on-ground efforts have been crucial to the success of our initiatives. Their unwavering commitment, expertise, and collaborative spirit ensured that each project was executed with impact, integrity, and efficiency. Our appreciation to partners – **AID India, ANEW (Association for Non-Traditional Employment for Women), Chennai Volunteers, Chudar Education, ExNoRa International, Swabodhini Charitable Trust, Vidya Vidhai Foundation** and the many local community organizations who played a pivotal role in bringing our vision to life. Your partnership has helped us reach deeper into communities, respond more effectively to needs, and deliver real, measurable change.



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