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WEEKLY BULLETIN OF ROTARY CLUB OF TRIVANDRUM CENTRAL

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MEDIA BRIEF



Francesco Arezzo,
R I President for 2025–26



Two Directors from India for the two year term 2025 - 27

Rtn.K.P.Nagesh, an entrepreneur and founder of UNIQ Security Solutions, a company that employs more than 10000 individuals. He is a member of the Rotary Club of Bangalore Highgrounds, Karnataka a Rotarian from 1995, and RI's Service above self awardee. and as DG, Dist: 3190, during 2015 - 16. Both Nagesh and his wife Uma are active supporter of Rotary Foundation as members of Arch Klumph Society Chair's circle.

Rtn. M.Muruganandam, widely known as MMM, or "Triple M" founder and chair of Excel Group of Companies which spans various markets, including health care etc, He is a member of the Rotary Club of Tiruchirappally, Tamilnadu, who began Rotary journey as a Rotractor at the age of 16, DG,Dist:3000, during 2016 -17, Both MMM and his wife Sumathy, support Rotary Foundation as Arch Klumph Society members.

**Flt.Lt.K.P.Nagesh,RI Director
for (2025–27).**



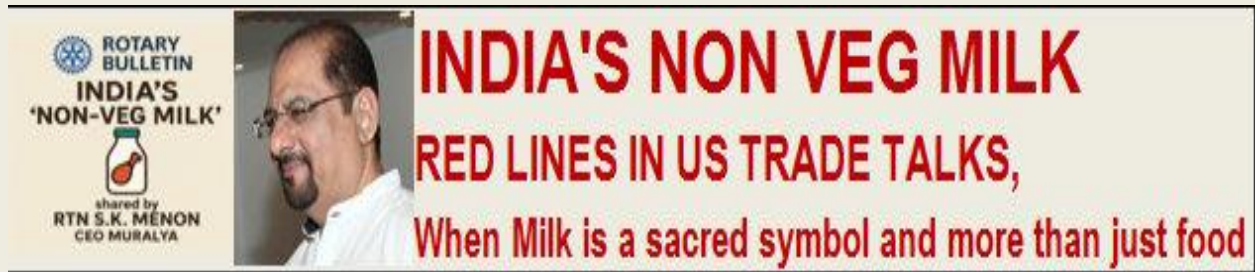
**M.Muruganandam, RI Director
for (2025-27)**



MURUGANANDHAM,SUMATHY & UMA,NAGESH



Rotarian Reflections



Milk holds a unique place in the Indian psyche. It's more than a staple—it's spiritual, emotional, and deeply woven into the cultural and religious fabric of the country. From childhood, Indians are raised on milk: it's in morning tea, in celebratory sweets, in temple offerings. It's part of sacred rituals in Hinduism, poured over idols during prayer, and offered to gods during pujas. In Ayurveda, milk is described as "sattvic"—pure, calming, and nourishing for both body and soul. It symbolizes health, motherhood, and divinity.

The spiritual reverence of milk also stems from the cow itself, which is considered sacred in Hinduism. The animal is not just respected; it's revered as a maternal figure, "Gau Mata." This reverence extends to everything that comes from the cow, especially milk. For millions, consuming dairy is not just a dietary choice—it's an act rooted in centuries-old traditions that combine health, devotion, and identity.

This sacred view of milk is a stark contrast to how it's treated in many Western countries, where it's primarily seen as an agricultural product. That fundamental difference sets the stage for a deep cultural conflict—one that comes to light in global trade negotiations.

The Clash of Traditions and Trade

Enter trade talks between India and the United States. On the surface, it's all about tariffs, imports, and certifications. But behind these sterile economic terms lies a battle of values. The core of the issue? Indian resistance to importing American dairy products unless they come from cows fed strictly vegetarian diets.

This isn't about nitpicking. It's about protecting a symbol of purity. To the Indian negotiators, allowing "non-veg milk" into the country is akin to tainting a sacred tradition. It's more than just a trade concern—it's a non-negotiable line in the sand. And it's one that the US finds hard to understand, let alone accept.

Inside India's 'Non-Veg Milk' Debate

To the average American consumer, milk is milk. It comes from a cow, it's packed with calcium, and it helps grow strong bones. But to many Indians—particularly Hindus, Jains, and some Buddhists—what the cow eats before it gives milk matters just as much as the milk itself.

In India, vegetarianism is not just a dietary preference—it's a principle. Many vegetarians avoid even indirect exposure to animal-based ingredients. So, when it's revealed that dairy cows in the US are often fed with meat-based protein supplements, blood meal, or animal by-products, it instantly disqualifies that milk from being "vegetarian" in the Indian sense.

This practice transforms something considered "sattvic" and pure into a product that is no longer spiritually clean. It becomes "non-veg milk," a term used to describe milk derived from animals that were not fed a vegetarian diet. Even if no meat particles remain in the final product, the idea that the cow consumed meat disqualifies the milk from being spiritually acceptable.

And this isn't a fringe belief. It's a mainstream sentiment among large sections of Indian society. For them, drinking such milk is akin to betraying their religious values. It's not an issue that can be solved with a label or a loophole—it's a deeply personal matter of faith.

The Religious and Cultural Significance of "Vegetarian-Fed" Cows

The cultural importance of a vegetarian-fed cow in India can't be overstated. In temples, only milk from such cows is used for rituals. Devout followers refuse to touch dairy from animals raised on non-veg feed. It's not just about food safety or ethical sourcing—it's about spiritual integrity.

In Jainism, the concept of ahimsa (non-violence) is practiced with incredible rigor. Jains go out of their way to avoid causing harm to even microscopic life. For them, feeding cows animal remains—even indirectly—violates

this sacred principle. Similarly, many practicing Hindus avoid even garlic and onions, which are considered tamasic (impure), so the idea of animal by-products sneaking into their milk supply is unthinkable.

Thus, the Indian demand for dairy to come from vegetarian-fed cows isn't just a bureaucratic condition—it's a form of spiritual hygiene. It's about keeping food clean, not just biologically, but cosmically. In this context, insisting on "veg milk" becomes an act of religious devotion, not political resistance.

US Dairy: Standards of making Feed& its cultural Impact

In the American dairy industry, efficiency and productivity are the cornerstones of operations. Dairy cows are often fed high-protein diets that may include animal by-products like blood meal or bone meal. These supplements are used to boost growth, improve health, and enhance milk yield. From a purely scientific and agricultural perspective, there's nothing harmful or unsafe about this practice.

In fact, the U.S. Food and Drug Administration (FDA) regulates what can and cannot be included in animal feed. As long as the guidelines are met, these methods are considered completely standard. American dairy farmers don't view these feeding practices as controversial. They are part of an industrial food chain that prioritizes yield, safety, and economic viability.

But what's normal in the U.S. is problematic in India. This cultural disconnect leads to frustration, especially when U.S. producers find their products rejected or restricted from Indian markets because of these feeding practices. For them, the idea of having to change long-standing methods just to satisfy a foreign belief system seems unreasonable, even absurd.

Why American Dairy Firms Find India's Standards Unreasonable

American dairy exporters argue that India's requirements are not only hard to meet but also vague and unscientific. There is no universally accepted way to prove that a cow has been fed only vegetarian materials throughout its life. Certification processes are difficult, and modifying feed protocols specifically for the Indian market would incur massive costs.

Moreover, from a trade law perspective, U.S. dairy lobbyists believe that these conditions may violate international norms. Under the World Trade Organization's rules, countries cannot impose regulations that amount to "disguised protectionism." And that's exactly how many in the U.S. dairy industry interpret India's demands—as a covert way to block foreign competition under the guise of religious or ethical concern.

This fundamental disagreement turns a simple issue of import regulations into a flashpoint in wider trade negotiations. And the deeper the values go, the harder it is to find a middle ground.

EDITOR'S DESK



Hello Rotary friends,

Greetings to you all as we start a new 'Peak to Peak' journey in the new Rotary year; a journey that we will undertake to move from success to success, serving humanity and serving to change lives. Hearty congratulations also to the team 2024 - 25, of RCTC for their dazzling performance, grand success and outstanding achievements.

Creating an interesting and informative Bulletin is enjoyable work for me. I hope the readers too will enjoy these bulletins. The Club Bulletin being a very effective means of external and internal public image, it should be like a mirror. All projects, programs and activities of the club along with District and RI projects are to be included in it. At the same time personalities and capabilities of members should also be reflected by it. For this, I invite all members to contribute to the contents of our bulletin. Poems, travelogues, interesting experiences, useful tips etc are most welcome. I am very keen to get contributions from new members. That will be their best introduction in the Club; it will develop fellowship and help them to assimilate in the group. I urge you to look through this bulletin, contribute where contributions are requested, and above all, smile, laugh and enjoy the Bulletin.

Regards

Rtn. Major Donor K. Janardanan Nair

Bulletin Editor

PRESIDENT'S MESSAGE



Dear Fellow Rotarians,

It is with immense pride and gratitude that I address you this week.

First and foremost, hearty congratulations to the Board of Directors 2024–25 for their outstanding achievements! Your dedication, teamwork, and innovative spirit were rightfully recognized during the recent Award Night, where our club secured multiple accolades. These honors reflect not just individual excellence but the collective strength and unity of our club. I also take this opportunity to express my sincere thanks to each and every member of our club for your continued trust and confidence in me. I am humbled and honored by your decision to elect me as the President for the Rotary year 2025–26. I accept this responsibility with a deep sense of commitment and assure you that I will strive to build upon the legacy of excellence set by my predecessors. Let us continue to work together with renewed enthusiasm, keeping fellowship, service, and integrity at the heart of all we do.

Warm regards,

Rtn.Col.Dr.K.E.Rajan,

President 2025 - 26

A MESSAGE FROM THE TREASURER Let's Keep Our Club Strong –



I express my sincere gratitude to our President, Board and all the esteemed members for reposing their faith in me by nominating me as the Treasurer for the Rotary year 2025 - 26. I am equally thankful for the unanimous support extended in passing the Club Budget for the year, especially with the thoughtful decision of not increasing the member dues, reflecting our collective commitment to financial prudence. I kindly request all members to ensure kindly transfer of their Rotary Dues to the designated Rotary Club account (details given below), which will greatly help in the smooth functioning and planning of our club's activities. Let us continue this journey of service together with transparency, responsibility, and unity.

(A/c No:17450200001368,IFSC FDRL0001745,with Federal Bank, Vattapara Branch.)

With regards,

Rtn.V.Balagopal,

Treasurer, RCTC

MOMENTS THAT MATTER MEETING UPDATE BY SECRETARY



Rotary Club of Trivandrum Central

Minutes of Weekly Meeting No.1798, Dated: Thursday, 18th July 2025

Venue: Hotel Horizon, Trivandrum, **Time:** 7:30 PM

1. Call to Order

The meeting was called to order by President Rtn.Col.Dr. K.E. Rajan, which was attended by 30 members and 9 Anns

2. Rotary Invocation

The Rotary Invocation was rendered solemnly by Rtn.Donn Thomas.

3. Presidential Address

President welcomed all members and guests.

He encouraged participation in the **LEADS - Rotary International Regional Conference** scheduled in Chennai on **23rd and 24th August**, and advised taking advantage of the **early bird offer**.

He urged members to remit their **annual membership fees** at the earliest.

4. Confirmation of Minutes

The minutes of the previous meeting (No. 1797), which had been circulated in advance, were approved without amendments.

5. Guest Speaker Session

Rtn.Dr.K.L.Jayakumar introduced the guest speaker, Professor. K. Gopalakrishnan, highlighting his vast academic experience and his contributions in the field of civil service coaching. Prof. Gopalakrishnan delivered an insightful talk on **“The IAS Examination: A Few Truths and Many Myths”**. He addressed various misconceptions around mindset.

6. Vote of Thanks

Rtn.S.K.Menon proposed the **Vote of Thanks**, expressing appreciation for the enlightening session by Prof. Gopalakrishnan and thanking all members and guests for their participation.

7. Announcements

There were no announcements, and the meeting concluded with the National Anthem.

9.Adjournment

The meeting was adjourned by the President at 8:30 p.m. for fellowship and dinner **Meeting Arrangements by:**Rtn.Dr.K.L.Jaya Kumar and Rtn.S.Sureshkumarthe exam, shared practical advice, and offered a motivational perspective on preparation and



Many members attended the Baptism ceremony of Hazel Valsa Tinu, beloved granddaughter of our member Rtn.Kurian Kuruvilla & Rytn.Prema Kuruvilla. The ceremony was held on 20th at Kottackattu Convention Centre, Nalanchira, Tvm. This was a joyous and memorable occasion graced by the presence of all their family members which concluded with sumptuous lunch.



Together we Meet: Upcoming Sessions

In connection with the District Award Night where we got a number of prestigious awards. On 25th July we will be celebrating a "Mini Award Nite" function together with our usual monthly Family get together. Distribution of awards and trophies to the recipients will be there. All members are warmly encouraged to attend along with Anns and Annettes to make this evening a truly joyful and memorable occasion



LETTERS TO THE EDITOR

Voices from the Heart

Dear Sir,

July issue "CENTRE OF THE WHEEL" clearly pedestals the significant activities of the club in a nutshell. Write up on RI President throws some new light of wisdom in the hearts of the "Rotarians in the real sense". Panoramic pictures add its own color and aura to the bulletin. Your enthusiastic efforts to bring out such a meaningful club bulletin must be appreciated to the core.

Gone through the next bulletins and in short, it's simply superb. Your rich experience in Rotary is visible in the overall outcome of the mouth piece of your legendary club. You could keep up the cult status of the legacy of RI District 3211 in general and Trivandrum Central in particular. Besides congratulating for your enthusiastic efforts in bringing out such a touch of class club bulletin, I use this opportunity to wish you all the very best in all your future endeavors.

Wishing you all the very best in all your future endeavors -

Love and regards,

Rtn.Major Donor.Prof.S.Gopinathan Nair,

Dist:Award Committee Advisor,2025-26,

Rotary Club of Alleppy.

TURNING SETBACK INTO COMEBACKS

10 Rules of IKIGAI

生き甲斐 IKIGAI

"reason for being"

KEY FEATURES

- Deeply personal and unique to each individual
- Brings satisfaction, happiness, and meaning to life
- Not necessarily linked to financial success
- Evolves with age, experience, and self-discovery

IKIGAI IN DAILY LIFE

May be:

- A career
- A creative pursuit
- Taking care of family
- Gardening, volunteering, or even a small joy like morning tea

A proud lawyer sold his well to a retired teacher. After two days, the lawyer came to the teacher and said, "Sir, I have sold you the well, but not the water in it. If you want to use the water, you will have to pay separately for it." The teacher said with a smile, "Yes, I was also going to come to you. I was going to tell you to drain your water from my well, otherwise from tomorrow you will have to pay for storing water in the well." On hearing this, the lawyer got scared and said, "Oh, I was just kidding!" The teacher laughed and said, "Son, I have taught so many children like you and made them lawyers!" **_A Guru is a Guru..!**

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