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## NEXT MEETING

Wednesday

31<sup>st</sup> July 2024 at 7.00 PM  
at Rotary Cochin Balbhavan

*Speaker:*

**Mrs. Vinodini Sukumar**

*Topic:*

**Entrepreneurship  
Education in Schools**



BULLETIN OF THE ROTARY CLUB OF COCHIN

Volume 89, Issue 04, 24<sup>th</sup> July 2024

# THE COCHIN ROTARIAN

## BUMBERRY: REVOLUTIONIZING PARENTING WITH INNOVATIVE CLOTH DIAPERS

### Bumberry: Pioneering a Sustainable Future in Diapering



this gap with its innovative and eco-friendly solutions. Recently, at the Rotary Club of Cochin, Bumberry's founder, Mr. Kutti Krishnan, shared the brand's inspiring journey, mission, and future vision, showcasing how they are redefining diapering for the 21<sup>st</sup>-century family.

In the ever-evolving landscape of modern parenting, convenience and sustainability often appear to be in conflict. However, Bumberry, a trailblazer in cloth diapering, is bridging



with reusable cloth diapers that can be washed and reused multiple times, significantly reducing their ecological footprint. "Each Bumberry diaper used is a step towards a cleaner, greener planet," Mr. Krishnan explained. "Our goal is to make sustainable choices accessible and appealing to all parents."

### Innovative Design and Functionality

Bumberry's cloth diapers are designed with both the baby and the parent in mind. Featuring a soft, absorbent inner layer and a waterproof outer layer, the diapers ensure maximum

comfort and leak protection. Adjustable snaps and elasticated leg openings provide a secure fit that grows with the child.

"Our design philosophy centers around the needs of both the baby and the parent," Mr. Krishnan shared. "We know parents need reliable, easy-to-use products that keep their babies comfortable. Our diapers are engineered to deliver just that."

The product line includes various types, such as pocket diapers, all-in-one diapers, and diaper covers, catering to different preferences and needs. Pocket

### A Commitment to Sustainability

At the core of Bumberry's mission is a profound commitment to sustainability. Traditional disposable diapers are a significant environmental burden, contributing massively to landfill waste and taking centuries to decompose. Mr. Krishnan highlighted this issue during his talk, stressing the urgent need for more responsible practices. "Our planet faces a waste crisis," he said. "Disposable diapers are a major part of this problem. At Bumberry, we create products that are not only convenient but also environmentally responsible."

Bumberry tackles this challenge



diapers come with removable inserts that can be adjusted for varying absorbency, making them suitable for both day and night use. “We offer choices that meet diverse parenting styles and needs,” Mr. Krishnan added.

### **Cost-Effective Parenting**

Bumberry cloth diapers also present substantial cost savings over time. While the initial investment may be higher compared to disposables, the long-term savings are significant. Parents can reuse the same set of diapers for multiple children, spreading the cost over several years and reducing the need for frequent purchases of disposable diapers.

“Investing in Bumberry diapers is investing in your child’s future,” Mr. Krishnan remarked. “You save money in the long run and contribute to a healthier environment for your child to grow up in.”

### **Comfort and Health Benefits**

Bumberry’s dedication to using high-quality, skin-friendly materi-

als ensures that babies experience optimal comfort. The breathable fabric minimizes the risk of diaper rash and other skin irritations common with disposable diapers that contain chemicals and synthetic materials. “Parents today are more conscious about what touches their baby’s skin,” Mr. Krishnan noted. “Our diapers are free from harmful chemicals and designed to keep the baby comfortable and happy.”

### **Catering to the Aging Community**

Bumberry’s commitment to care extends beyond infants to the aging community. The brand offers adult diapers designed with the same focus on comfort, functionality, and sustainability, providing a dignified solution for elderly individuals and those with special needs.

“Our commitment extends beyond infants,” Mr. Krishnan explained. “We recognize the challenges faced by the aging community and their caregivers. Our adult diapers are crafted to offer maximum comfort and protection, enhancing the quality of life for our elderly customers.”

### **Community and Support**

Beyond product offerings, Bumberry is dedicated to building a supportive community for parents. Their website and social media platforms provide valuable resources, including diapering tips, washing instructions, and troubleshooting advice. This community approach helps parents transition to cloth diapers with confidence.

“We see ourselves as more than just a product company,” Mr. Krishnan said. “We are a community. We are here to support parents every step of the way.”

In summary, Bumberry’s innovative approach to cloth diapers is transforming the parenting experience. With its focus on sustainability, functionality, and community support, Bumberry is not just a brand but a movement towards a greener, healthier future for families everywhere. Mr. Kutti Krishnan’s passionate address at the Rotary Club of Cochin underscored the brand’s mission and inspired many to consider the impact of their everyday choices on the world around them.

## **TELECOMMUNICATION REVOLUTION AND ITS IMPACT ON OTHER SECTORS IN INDIA**

The telecommunications sector in India contributed tremendously to the overall advancement and growth of the nation. Serving as a backbone to the economy, its presence in our lives has been bolstered by the sharp increase in digital adoption in India. It has led to the creation of subcategories that are thriving due to telecom. The adoption of new age technologies like 5G, IOT, M2M communication, Drone Technology, Big Data, Cloud computing, ML/AI, and robotics are growing on the bedrock of telecom.

During the last two decades we have seen an unprecedented growth in the number of telecom users in

the digital domain. Indian telecom industry is the second largest in the world with a subscriber base of 1.19 billion and an overall tele density of 85.7 % of which the tele density of rural area which is quite untapped is 45% and the gap between the rural and urban is getting bridged.

The industry’s exponential growth over the last few years is mainly driven by affordable tariffs, wider coverage, mobile number portability, expansion of 4G and 5G, the evolving consumption pattern of customers and the favourable regulatory environment.

India has currently 95.4 Crores of Broadband customers with a density

of 68.19%. Our Data consumption is one of the highest (24GB/month) and Data tariff is the lowest in the world. The quarterly data usage is 52,636 Petabytes in the last quarter and the average revenue per user is only Rs 153.

Kerala has 4.37 Crores of Telephone subscribers with a tele density of 121.69% and is the second highest in the country. Kerala has an average data usage of 66.4 GB/month which is the highest in the country.

It is estimated that a 10 percent increase in India’s mobile Internet traffic, delivers on an average of 1.6 percent increase in India’s GDP. The Digital eco-system which was con-

tributing only 0.2% of India's GDP in 1990 had grown to 4% in 2014 and reported as 16 % in 2022, and is further expected to rise to \$ 1 Trillion by 2025. 4 Million Jobs are created by this sector, 2.2 Million directly and 1.8 Million indirectly.

50 % of the Global real time transactions happen in our country on UPI and currently it has touched 11 Billion transactions a month. 420 million Indians use the UPI payment model

Software was another area which grew massively from 1 Billion USD in 1990s to 320 Billion USD by 2023. Hardware manufacturing was an area in which India was lagging behind and the country was importing all its telecommunication hardware as well phones until 2016. By now, India has emerged as the world's second largest exporter of mobile phones. We have mobile instrument manufacturing units by major manufactures like Samsung, APPLE, Xiaomi etc. The Telecom sector is the 4th largest sector in terms of Foreign Direct Investment (FDI) inflows thus contributing to 6% of the total FDI inflow.

5G, the fifth generation of wireless technology, offers significant advancements over previous generations, enabling ultra-fast internet speeds, low latency, and massive connectivity, paving the way for innovations in IoT, smart cities, and AI-driven applications. 5G can deliver peak data rates up to 10 Gbps, which is up to 100 times faster than 4G. Latency in 5G can be as low as 1 millisecond, essential for real-time applications like autonomous driving and remote surgery. 5G can support up to a million devices per square kilometre, enabling the proliferation of IoT (Internet of Things) devices. 5G offers improved capacity for data traffic, supporting more simultaneous connections and higher data rates.

**Role and Impact on Other Sectors**

The availability of high-speed internet and reliable communication

networks has enabled the growth of the IT and ITES sectors. India has become a global hub for software development, IT services, and business process outsourcing (BPO). IT& ITES revenue is around Rs 12500 Billion.

The growth of e-commerce platforms such as Flipkart, Amazon, and others has been fuelled by improved telecom infrastructure. Consumers can now shop online conveniently, and businesses can reach a wider audience. The market size is approximately Rs 700 Billion and online shoppers are 500 Million in number.

The telecom revolution has been instrumental in driving financial inclusion in India. Mobile banking and digital payment platforms like Paytm, Google Pay, and BHIM have made financial transactions easier and more secure. The Unified Payments Interface (UPI) has transformed the digital payments ecosystem, promoting cashless transactions. India is the second largest online market in the world. Mobile Banking Users are 750 Million with a Digital Transactions of Rs 40 Trillion per year.

Telecommunication industry has made a significant impact on healthcare through telemedicine and mHealth (mobile health) applications. These technologies enable remote consultations, diagnostics, and monitoring, thereby improving access to healthcare services in remote and underserved areas. Tele Medicine Consultations have reached 50 Million annually.

Telecommunication has empowered farmers by providing access to critical information such as weather forecasts, market prices, and farming techniques via mobile applications and SMS services. Initiatives like eNAM (National Agriculture Market) have improved market access for farmers, enhancing their productivity and incomes.

The availability of high-speed in-

ternet has transformed the entertainment industry. Streaming services, online gaming, and digital content creation have seen tremendous growth.

Telecom advancements have facilitated online booking systems, virtual tours, and better customer service. The tourism sector has been able to reach a global audience through digital marketing.

E-governance initiatives have leveraged telecommunications to improve public service delivery and enhance transparency. Services such as online tax filing, digital land records, and the Aadhaar-enabled Public Distribution System (PDS) have made government services more efficient and accessible. 1200 Government services are available online.

Enhanced communication networks have streamlined logistics and supply chain management. GPS tracking, online booking of transport services, and better coordination have improved the sector's efficiency.

The retail sector has adopted digital payment systems, online ordering, and home delivery services, enhancing customer experience and business operations. Online Shoppers have increased to 500 Million.

Telecommunication has revolutionized the education sector by facilitating e-learning and online education platforms. 3500 Ed Tech start-ups are established and the market size is Rs 800 billion. Online Learning Users are 250 Million.

The telecommunications revolution in India has been pivotal, driving economic growth, improving access to services, and fostering financial inclusion. Ongoing advancements like 6G and digital infrastructure development will continue to shape India's socio-economic landscape, solidifying telecommunications as a cornerstone of progress in the 21st century.

**By Rtn. Dr. P.T. Mathew**



## DRIVE SAFE IN THE RAIN: UNDERSTANDING HYDROPLANING, AQUAPLANING, AND SKIDDING

Driving in the rain can be a daunting experience for even the most seasoned drivers. Reduced visibility, slippery roads, and unpredictable weather conditions all contribute to a higher risk of accidents. To help you stay safe on wet roads, it's important to understand the concepts of hydroplaning, aquaplaning, and skidding, and how to handle these situations if they arise.

Hydroplaning and aquaplaning are terms often used interchangeably, both referring to the same dangerous phenomenon where a layer of water prevents the tires from making contact with the road. This occurs when the water in front of the tires builds up faster than the vehicle's weight can push it away, causing the vehicle to ride on a thin film of water.

Several factors contribute to the likelihood of hydroplaning. Higher speeds reduce the tire's ability to channel water away, increasing the risk. Worn-out or bald tires are less effective at dispersing water, making hydroplaning more likely. Deeper water on the road heightens this risk, as does having under-inflated tires that cannot cut through water as efficiently.

You might recognize hydroplaning if you experience a loss of steering control, where the steering feels light or unresponsive. The engine speed may rise without an increase in vehicle speed, and it may feel as if the vehicle is gliding or floating.

If you find yourself hydroplaning, the key is to stay calm. Panicking can lead to overreactions that make the situation worse. Gradually lift your foot off the gas pedal to ease off the accelerator. Avoid braking suddenly, as this can cause your wheels to lock up. Keep the steering wheel straight until you regain control; if you need to turn, do so gently.

Skidding occurs when tires lose traction on the road, leading to an uncontrollable slide. This can happen on wet, icy, or loose gravel surfaces. There are two main types of skids: oversteer and understeer. In an oversteer skid, the rear tires lose traction, causing the back end of the vehicle to slide out. This is more common in rear-wheel-drive vehicles. In an understeer skid, the front tires lose traction, causing the vehicle to continue straight despite attempts to turn. This is more common in front-wheel-drive vehicles.

Skidding can be triggered by excessive speed, sudden manoeuvres such as sharp turns or abrupt braking, poor road conditions, and worn or improperly inflated tires. To recover from a skid, if you're experiencing an oversteer skid, steer into the skid, turning the steering wheel in the direction of the slide. Avoid over-correcting,



which can cause fishtailing. If you're dealing with an understeer skid, ease off the accelerator to gradually reduce your speed and avoid braking suddenly, which can worsen the skid. Instead, gently steer towards the path you wish to follow.

In general, to drive safely in the rain, increase your following distance. Wet roads require longer stopping distances, so maintaining a greater distance between your vehicle and the one ahead is crucial. Use your headlights to enhance visibility, as rain can significantly reduce it. Avoid using cruise control, as it's safer to maintain full control over your vehicle in slippery conditions. Drive smoothly by avoiding sudden movements with the steering wheel, accelerator, and brakes. Regularly check your tires to ensure they have adequate tread depth and are properly inflated. Lastly, stay informed by checking weather forecasts and road conditions before traveling.

Driving in the rain requires extra caution and awareness. By understanding hydroplaning, aquaplaning, and skidding, and knowing how to respond to these situations, you can significantly enhance your safety on wet roads. By following these guidelines, you can navigate rainy conditions more confidently and reduce the risk of accidents. Stay safe and drive smart!

By Rtn. Prathik Nayar



Rtn Mohan Kurian

25 Jul

Rtn Saju Thomas

29 Jul