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NEXT MEETING

Wednesday
21st August 2024
at 7.30 PM
at Monsoon Empress,
Palarivattom
Charter Anniversary



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TRANSFORMING WASTE MANAGEMENT: INSIGHTS FROM MS. SHOBHA RAGHAVAN'S SPEECH ON SAAHAS ZERO WASTE



In a compelling speech, Ms. Shobha, a leading voice in environmental sustainability, shed light on the transformative journey of Saahas Zero Waste, a pioneering social enterprise in waste management. Her address, which captivated the audience, highlighted the evolution of waste management in India and the significant role that Saahas Zero Waste has played in this space.

The Evolution of Waste Management

Ms. Shobha began by recounting the early days of Saahas Zero Waste, founded by Wilma Roderick. She described a time when the understanding of waste was rudimentary, and waste management was often dismissed as the work of “garbage agencies.” However, Saahas Zero Waste has spent over a decade shifting this perception. As Ms.

Shobha emphasized, the organization has not only transformed the language around waste but also the approach to managing it, integrating nature, people, and technology in ways that were unimaginable when they first started.

A Social Enterprise with a Purpose

Drawing on her extensive experience in the field, Ms. Shobha explained how Saahas Zero Waste operates as a social enterprise. It balances a for-profit model with a strong social mission. This dual approach is essential because, as she pointed out, waste management is not a charity; it requires sustainable, daily operations. The impact of Saahas Zero Waste is profound, both environmentally and socially. The organization provides dignified employment to former

ragpickers and scavengers, offering them a new lease on life while contributing to a cleaner, healthier environment.

Addressing the Environmental Crisis

Ms. Shobha's speech also touched on the environmental urgency that drives Saahas Zero Waste. She spoke passionately about the fires that frequently break out in waste dumps, such as those in Brahmapuram and Bangalore, and the severe health and environmental hazards they pose. These fires, releasing toxic emissions and contaminating water sources, are symptomatic of deeper issues in waste traceability and management. Ms. Shobha underscored the importance of Saahas Zero Waste's work in this context, particularly its efforts to mitigate such crises by improving waste management practices.

Advancing Sustainability

Sustainability was a recurring theme in Ms. Shobha's speech. She highlighted how Saahas Zero Waste collaborates with the Confederation of Indian Industry (CII) to conduct sustainability assessments for companies, ensuring they meet rigorous environmental standards. Additionally, as a True Zero advisor, the organization helps businesses worldwide achieve zero waste by promoting total resource utilization and efficiency. Ms. Shobha noted that these initiatives are vital in advancing the global sustainability agenda.

Circular Economy and Zero Waste

A significant portion of Ms. Shobha's address focused on Saahas Zero Waste's role in fostering a circular



economy. She described how the organization has helped create zero-waste campuses for major corporations like Accenture and Microsoft, as well as residential communities. By promoting waste segregation, providing necessary infrastructure, and processing food waste on-site, Saahas Zero Waste ensures that waste is diverted from landfills and instead used as a resource.

Ms. Shobha emphasized the importance of meticulous waste sorting, which is central to the circular economy. She detailed how different types of waste, particularly plastics, require specific recycling processes, and how Saahas Zero Waste ensures that recyclers receive properly sorted materials. This process is critical for transforming waste into valuable resources, she noted.

Tackling Emerging Waste Challenges

In her speech, Ms. Shobha also addressed the challenges posed by emerging waste streams, such as textile and electronic waste. She shared how Saahas Zero Waste is proactively setting up facilities to manage these materials, preventing them from ending up in landfills. With the rise in fast fashion and electronic consumption, proper management of these waste streams is more

critical than ever, a point Ms. Shobha emphasized to highlight the organization's forward-thinking approach.

Innovation in Recycling

Innovation, according to Ms. Shobha, is at the heart of Saahas Zero Waste's operations. She proudly spoke of the organization's creative solutions, such as producing furniture, roofing sheets, and even boats from recycled materials. These innovations, she explained, not only reduce the need for virgin resources but also offer practical and sustainable solutions for various sectors, including education and housing.

Collaboration and Future Goals

Ms. Shobha concluded her speech by reflecting on the power of collaboration and innovation in tackling the global waste crisis. She expressed optimism about the future, outlining Saahas Zero Waste's goals to expand its impact further, push for industry status for circular economy businesses, and develop new solutions to emerging waste challenges.

Through her insightful address, Ms. Shobha painted a vivid picture of how Saahas Zero Waste is not just managing waste but reimagining the entire waste ecosystem, ensuring that both people and the planet benefit from this essential work.

RI TRUSTEE CHAIR'S MESSAGE: AUGUST 2024

I love our many Rotary traditions, especially our emblem: the wheel. Whenever I put on my Rotary pin, admire a new club's logo, or spot the emblem on a volunteer's T-shirt, I am inspired by the possibilities that wheel represents.

Early in Rotary, our predecessors envisioned it as a gear, part of a sturdy machine making great things happen. It remains that, and much more. To me, it also symbolizes cycles and movement on our journey of doing good in the world.

August is Rotary's Membership and New Club Development Month, and I encourage you to think about the cyclical connection between membership and The Rotary Foundation.

When we have engaged members in dynamic clubs, The Magic of Rotary happens. Members — both new and experienced — deepen their commitment to each other and their communities. And that local engagement attracts attention and more members.

Gradually, the new members realize their club is part of a powerful organization that is making lasting



change in the world. They learn about the Foundation, support it, and perhaps apply for a grant. They see themselves as part of the movement that will eradicate polio.

As our members' experience deepens, so does their commitment to Rotary at all levels. The public sees our impact, making Rotary irresistible. New members join, new clubs are formed, and the cycle continues. With each turn of the wheel, we grow Rotary and our Foundation.

There are countless ways this magical connection between clubs

and our Foundation can unfold. For instance, 100% Paul Harris Fellow Clubs, where every member is a Paul Harris Fellow, showcase how engaged clubs are directly connected to the Foundation. Some clubs even up the ante, like the Rotary Club of Crescent (Greensboro), North Carolina, whose 125 members are all Paul Harris Fellows, Benefactors, and Sustaining Members simultaneously.

But you do not need to be in such a "triple crown" club to make a difference.

I am asking all Rotary members to remember this month's goal for what I'm calling Mark's Magical Markers: Please make the personal commitment to contribute what you can to the Annual Fund by 31 August. Do it right now, before you forget, at rotary.org/give. While you are there, set up a recurring direct donation.

With your help, we can keep that great wheel of Rotary and its Foundation rolling in the right direction, moving toward something greater tomorrow than we can even imagine today.

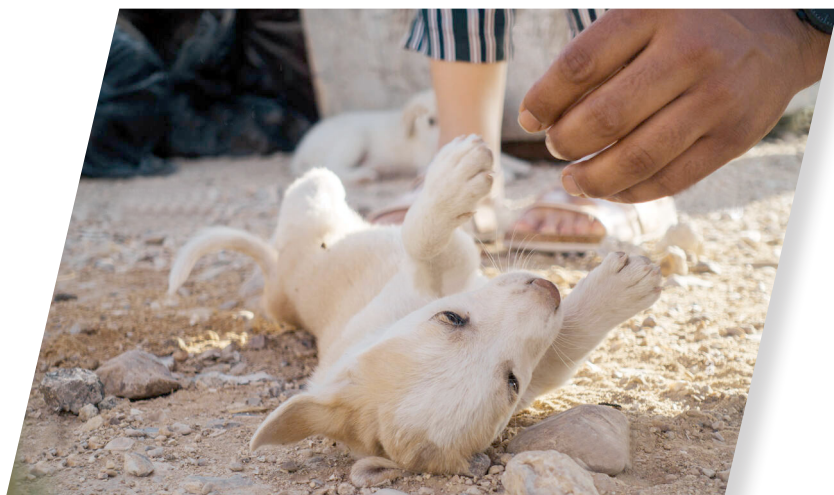
Mark Daniel Maloney
Trustee Chair 2024-25

THE PUPPY

It was a cold autumn evening,
when I heard the whimpering,
as I wandered my weary way home,
of a puppy with doleful eyes,
shivering all alone behind a garbage bin.

I felt the tug in my heart for a kindred soul,
as I stretched out my hands;
at first gingerly, then on the bound,
sweetness and love was on my chest,
secure, father and child, in eternal embrace!

By Rtn. John Chiramel



ROAD RAGE: UNDERSTANDING AND MANAGING THE GROWING MENACE

Road rage has become a common and concerning phenomenon on our roads today. With the increasing number of vehicles, congested traffic, and the stresses of daily life, tempers often flare, leading to dangerous situations. Road rage isn't just about anger; it's an aggressive behaviour that can escalate into violence, endangering lives. As responsible citizens and members of the Rotary, it's essential to understand road rage, its causes, and, most importantly, how to manage it effectively.

Understanding Road Rage

Road rage is characterized by aggressive driving behaviour that include tailgating, honking excessively, making rude gestures, and in extreme cases, engaging in physical confrontations. The root causes of road rage are often linked to stress, frustration, impatience, and even a sense of competition on the road. Factors like traffic congestion, running late, or feeling provoked by another driver's actions can trigger such behaviour.

The Consequences of Road Rage

The repercussions of road rage can be severe. It can lead to accidents, injuries, and even fatalities. Beyond the physical dangers, road rage also has psychological impacts, creating a culture of fear and hostility on the roads. Moreover, legal consequences can follow, as many countries have laws against aggressive driving and endangering others.

Strategies to Manage Road Rage

1. **Stay Calm and Composed:** The first step in managing road rage is to remain calm, even in stressful situations. Deep breathing and maintaining a focus on safety can help keep emotions in check.
2. **Plan Ahead:** To reduce stress, plan your journey with some extra time for unexpected delays. Being late can heighten frustration, so leaving early can make a significant difference.
3. **Practice Empathy:** Remember that everyone on the road is dealing with their own challenges. A little empathy can go a long way in preventing aggressive responses.
4. **Avoid Eye Contact:** If confronted by an aggressive driver, it's best to avoid eye contact. Engaging with them can escalate the situation. Instead, focus on your driving and stay on course.

5. Use Soothing Music:

Playing calming music or listening to a podcast can help keep your mind off the stress of traffic and reduce the likelihood of reacting aggressively.



6. **Don't Take It Personally:** Often, road rage is not about you. Another driver's aggressive behaviour may stem from their issues, not anything you've done. By not taking it personally, you can avoid the impulse to retaliate.

7. **Report Aggressive Drivers:** If you encounter a driver who is endangering others, it's important to report them to the authorities. This can help prevent potential accidents and hold dangerous drivers accountable.

8. **Educate and Spread Awareness:** As members of the Rotary, we have a platform to educate others about the dangers of road rage. Organizing workshops, distributing informative materials, and encouraging safe driving practices can contribute to a safer driving culture.

Road rage is a serious issue that requires our collective attention. By managing our emotions, staying patient, and promoting a culture of respect on the roads, we can reduce the instances of road rage and make our roads safer for everyone. Let's use our influence as Rotarians to advocate for responsible driving and to ensure that our roads are not battlegrounds but pathways to safer, more connected communities.

By Rtn. Prathik Nayar



Rtn Maya Mohan
PP VN Venugopal
PP MA John

15 Aug
20 Aug
21 Aug



Rtn. Razin Rahman / Rtn. Tanya
PP V Adm R.P. Suthan / Rtn. Beena
Rtn. Adv. K. Anand / Rtn. Latha
Rtn. Thomas K. Jacob / Rtn. Anna Thomas

16 Aug
20 Aug
21 Aug
21 Aug