



CHARTER NO. 4377
23RD AUGUST 1937
R.I. DISTRICT 3201

OFFICE
ROTARY CLUB OF COCHIN
BALBHAVAN
PANAMPILLY NAGAR, KOCHI- 682 036
PHONE: 0484 7963023
email: rotarycochin2013@gmail.com
website: www.rotarycochin.com

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NEXT MEETING

Wednesday
11th September 2024
at 7.00 PM
Online meeting

Speaker:
Mr. Dimitrov Krishnan



BULLETIN OF THE ROTARY CLUB OF COCHIN

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THE COCHIN ROTARIAN

UNVEILING THE WRITER: RTN. VIJAY NARAYAN GOVIND'S LITERARY JOURNEY



In a recent conversation between Rtn. Vijay Narayan Govind, a distinguished poet and author, and President Rajesh Nair, attendees delved into Vijay's literary journey, exploring the intersection of his corporate career and creative expression. Vijay's story exemplifies the rare blend of corporate discipline and artistic passion, bridging two seemingly disparate worlds.

A Tale of Two Worlds: From Corporate Corridors to Creative Writing

Vijay began his career far from literary circles, navigating corporate corridors where his and other prominent names, like Vivek, often intersected. Despite this professional background, his passion for writing, nurtured from childhood reading, eventually took center stage. A chance encounter with Vivek on a flight rekindled Vijay's interest in literature, sparking a journey from avid reader to recognized author.

From Reader to Writer: The Spark of Literary Passion

Initially shaped by popular children's literature and classic crime novels, Vijay's reading evolved to include the humor of P.G. Wodehouse and expansive fantasy worlds. His diverse influences

laid the foundation for his distinctive style, blending crime, humor, and speculative elements. His early writing for small publications served as training grounds, gradually leading to his first book in 2018 after nearly a decade of honing his craft.

Crafting White-Collar Crime Fiction: A Unique Niche

Drawing from his background as a Chartered Accountant and Certified Fraud Examiner, Vijay found his niche in white-collar crime fiction—a genre he calls the “gentleman's crime.” Unlike traditional crime fiction, which often centers on violence, his novels like “A Maze of Deceit” explore the subtler, more insidious wrongdoings within corporate environments. His narratives offer a fresh, authentic perspective on financial deceit and ethical dilemmas.

Balancing Corporate and Creative Worlds

Vijay balances his demanding corporate career with writing by dedicating evenings to his craft. Discipline is key, with a goal to write at least a thousand words per session. His approach, combining spontaneous creativity with

meticulous planning, reflects the structured discipline of his corporate background, allowing him to stay productive amidst professional obligations.

Navigating Writing Challenges: Character Development and Consistency

Writing presents its own set of challenges, such as maintaining consistency in character voices and concluding complex storylines. Vijay embraced these hurdles, particularly when developing female protagonists in his sequel, "Follow the Wall." Despite the proliferation of entertainment options, Vijay finds joy in bringing his characters to life, driven by a commitment to his craft.



The Future of White-Collar Crime Fiction

Optimistic about the genre's future, Vijay sees endless potential in white-collar crime fiction, fueled by evolving corporate frauds. His work not only entertains but also educates readers about the complexities of financial deceit, highlighting the societal impacts of these crimes.

A Legacy of Inspiration

As the conversation concluded, Vijay expressed a desire to inspire

aspiring writers. His journey underscores the resilience and passion needed to pursue a literary career, balancing professional and creative demands. Vijay's story is a testament to writing as a continuous process of learning, adapting, and finding one's voice. Through dedication and creativity, he has made a significant mark in the literary world, reminding us that the power of words can transcend boundaries and transform lives.

THE THREAT OF CLIMATE CHANGE IS REAL

All of us are still glued to our screens on the Wayanad tragedy. While we will debate the fallible policies, gaps in administration, how we often ignore early signals at our own peril, the moot point is here to stay and clear like the bright sky – we have to account for climate risks in whatever we do. The threat of climate change is one of the most pressing issues of our time, posing significant risks to the environment, economies, and societies globally. As the reality of these impacts becomes increasingly apparent, it is crucial for organizations and individuals to recognize the importance of integrating Environmental, Social, and Governance (ESG) principles and sustainability into their strategic frameworks. Addressing sustainability and climate risks must be integral to any organization's strategy to ensure long-term viability and resilience.

The Reality of Climate Change

Climate change is not a distant threat; it is a current reality. Rising global temperatures, melting ice caps, increasingly severe weather events, and shifts in ecosystems and wildlife patterns are among the undeniable signs of a planet under stress. Scientific evidence from the Intergovernmental Panel on Climate Change (IPCC) and numerous other research institutions underscores the rapid acceleration of these changes due to human activities, particularly the burning of fossil fuels and deforestation.

The Role of ESG in Addressing Climate Change

Environmental, Social, and Governance (ESG) principles offer a comprehensive framework for assessing and managing an organization's impact on the environment and society. Integrating ESG con-



siderations into business strategies is essential for mitigating climate risks and promoting sustainability.

Environmental Considerations:

- Organizations must monitor their carbon footprint, reduce greenhouse gas emissions, and adopt energy-efficient practices. This involves transitioning to renewable energy sources, optimizing resource use, and minimizing waste.

Social Factors:

- Responsible companies recognize the social implications of their operations. Ensuring fair labor

practices, investing in community development, and promoting equitable access to resources are vital aspects of social responsibility.

Governance:

- Strong governance structures ensure accountability and transparency in ESG initiatives. Boards and leadership teams must prioritize sustainability, set clear performance metrics, and report progress honestly.

Sustainability and Climate Risks in Strategic Planning

Sustainability and climate risks need to be integral to any organization's strategy to achieve long-term success and resilience. Companies that ignore these risks may face severe financial, operational, and reputational consequences.

Risk Mitigation:

- Organizations must identify, assess, and mitigate climate-related risks. This involves conducting thorough climate risk assessments to understand potential vulnerabilities in operations, supply chains, and markets. Developing strategies to address these risks can include diversifying supply chains, investing in resilient infrastructure, and establishing contingency plans for extreme weather events.

Innovation and Opportunity:

- Climate change also presents opportunities for innovation. Companies that invest in sustainable technologies, develop eco-friendly products, and adopt circular economy principles can gain a competitive edge. Embracing sustainability can lead to the creation of new business models, improved efficiency, and reduced costs.

Investor Expectations:

- Investors are increasingly prioritizing sustainability and ESG considerations in their investment decisions. Companies that fail to address these aspects may find it more challenging to attract capital. Transparent and comprehensive ESG reporting can enhance investor confidence and support long-term growth.

Regulatory Compliance:

- Governments around the world are implementing stricter regulations to combat climate change. Organizations must stay ahead of regulatory requirements by adopting proactive sustainability measures. Compliance not only avoids legal repercussions but also demonstrates a commitment to responsible business practices.

Reputation and Consumer Trust:

- Consumers are becoming more

environmentally conscious and prefer to support companies that align with their values. By prioritizing sustainability, organizations can build trust, enhance brand loyalty, and differentiate themselves in the marketplace.

The Moral Imperative

Beyond the strategic and financial benefits, there is a moral imperative to address climate change. The impacts of climate change disproportionately affect vulnerable populations and future generations. Organizations have a responsibility to contribute to global efforts to mitigate these impacts and ensure a sustainable future for all.

The threat of climate change is real and demands urgent action. Integrating ESG principles and sustainability into organizational strategies is essential for addressing climate risks, seizing opportunities, and ensuring long-term success. Companies that embrace these principles demonstrate leadership, responsibility, and a commitment to building a resilient and sustainable future. By taking proactive steps today, organizations can help mitigate the impacts of climate change and contribute to a healthier planet for generations to come.

By Rtn. Rajesh Nair

ROTARY MEMBERS UNITE TO ADDRESS GLOBAL ORGAN SHORTAGES

Anil Srivatsa, a media entrepreneur and Rotary member, has taken on an extraordinary mission to combat one of the world's critical health challenges: organ shortages. Driving across India in an SUV plastered with messages promoting organ donation, Srivatsa seeks to educate the country's 1.4 billion people about the importance of this

life-saving act. His journey, spanning weeks each year, is part of a broader effort by Rotary members worldwide to address the dire need for organ donors and to tackle the cultural and systemic barriers that impede progress.

A Personal Crusade

Srivatsa's dedication to this cause is deeply personal. Ten years ago, he

donated his left kidney to his brother, Arjun Srivatsa, a neurosurgeon and Rotary member from the Bangalore Club, who was battling chronic renal failure. Since then, Srivatsa has committed himself to spreading awareness about organ donation, often speaking at Rotary clubs across India and beyond. His travels have

taken him to over 58 countries, where he has addressed more than 270,000 people, often in Rotary gatherings, advocating for the cause that transformed his family's life.

The Challenge in India

India's organ donation rates are among the lowest globally, hindered by a lack of awareness, inadequate medical infrastructure, and cultural hesitancy. Many potential donors and their families are apprehensive about how organs will be used, and myths and fears often deter them from making the life-saving decision. Srivatsa addresses these fears directly, stating, "Love gets thwarted by fear, and I believe fear comes from unanswered questions. What I'm trying to do is answer those questions."

Rotary members in India have been particularly proactive in this arena, organizing rallies, educational sessions for students and factory workers, and public events encouraging people to pledge their organs. They have also confronted regulatory challenges; Srivatsa's NGO, the Gift of Life Adventure Foundation, successfully challenged state-level restrictions that previously limited deceased-donor organ transplants to residents of the same state. These legal victories, alongside ongoing educational efforts, have started to make a significant impact.

Global Efforts and Innovations

Rotary's commitment to organ donation extends well beyond India. In Korea, members have led initiatives to train surgeons in Myanmar and Mongolia on advanced transplant techniques using deceased donors—an underutilized but crucial source of organs. In Mexico, Rotary clubs have been instrumental in helping patients afford kidney transplants, working with local and international partners to secure funding through global grants. This support is vital in a country where chronic kidney disease is on the rise, largely driven by increasing rates of diabetes and hypertension.

Recent innovations, such as the introduction of a chatbot in Delhi by the Interact Club of Venky Yoda, co-founded by Srivatsa, aim to make information about organ donation more accessible. These tools help dispel myths and answer common questions, encouraging more individuals to consider donating.



Overcoming Legal and Cultural Barriers

Legal hurdles have also posed significant challenges. In Gujarat, India, Prashant Ajmera, a member of the Rotary Club of Ahmedabad Metro, faced obstacles when trying to secure a kidney transplant for his wife, Hemali. The state's residency requirement prevented her from registering for a transplant, a barrier that was ultimately ruled unconstitutional after a judicial petition. With support from Srivatsa's foundation,

similar residency barriers were challenged at the national level, leading to a landmark policy change in March 2023 that removed domicile restrictions and lifted the age limit for recipients of deceased-donor transplants.

A Call to Action

Despite these strides, the World Health Organization estimates that transplants meet only about 10% of the global need. Rotary members, fueled by their personal connections to the cause, continue to push for systemic changes and greater public awareness. "Rotary has helped me in all my life, connection after connection, doctor after doctor, all because of wonderful Rotary," says Ajmera, who remains a vocal advocate within the community.

Anil Srivatsa's efforts underscore the power of individual action paired with global community support. His travels and talks aim not just to inspire donations but to lay the groundwork for lasting change in attitudes and policies. As he continues his journey, Rotary members around the world are called to join the cause, using their unique positions within communities to educate, advocate, and ultimately, save lives.

This article was adapted from a story By Neil Steinberg that originally appeared in the August 2024 issue of Rotary magazine.



Rtn. Dr. Mayuri Mohan Rajapurkar

10 Sept



Rtn. Alex K. Babu / Rtn. Nithya

09 Sept