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NEXT MEETING

Wednesday
19th February 2025
at 07.00 PM
at Rotary Balbhavan



BULLETIN OF THE ROTARY CLUB OF COCHIN

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THE COCHIN ROTARIAN

ADOPTING AI: FLEXIBLE APPROACHES FOR EVERY BUSINESS

By Mrs. Mia Kynadi



Artificial Intelligence (AI) is no longer a concept of the future—it's here and transforming industries across the globe. But how can businesses, particularly small and medium enterprises (SMEs), harness AI effectively? In her recent talk, Mrs. Mia Kynadi shared practical, flexible strategies that businesses of all sizes can adopt.

Demystifying AI: What It Is and What It Can Do

AI can be broadly categorized into three types:

1. **Narrow AI:** Systems designed to perform specific tasks—like ChatGPT, which excels at text generation, coding, and content creation within its training scope.
2. **General AI:** Still under development, this type aims to handle any cognitive task a human can perform.
3. **Super AI:** A future concept where AI surpasses human intelligence across all areas.

Today, AI powers applications from computer vision in driverless cars to natural language processing in chatbots, generative AI for content creation, predictive analytics for forecasting, and robotics for automation.

Three Practical Ways to Engage with AI

Mrs. Kynadi outlined three levels of AI engagement, catering to varying business needs and readiness.

1. Off-the-Shelf Solutions: Quick Wins

For businesses looking for immediate benefits without technical expertise, off-the-shelf AI tools are the easiest entry point:

- **Chatbots** like ChatGPT and Claude for content creation and coding support.
- **AI-powered search engines** like Perplexity for more accurate information retrieval.
- **Marketing tools** like Jasper for content creation and grammar checking.
- **Voice and music generation tools** like Eleven Labs and Suno.
- **Productivity tools** for transcription, slide creation, and social media management.

The secret to maximizing these tools is **prompt engineering**—giving clear, precise instructions to get the best results. For example, Coca-

Cola achieved a **90% reduction in content creation costs** using AI tools, while Limna transitioned its codebase from C to Python with AI assistance.

2. Targeted AI Implementation: Tailored Solutions

This approach involves leveraging your company's data to develop AI solutions for specific challenges:

- **Knowledge-Based Management Systems:** AI-driven chatbots that help employees or clients navigate internal documentation, as implemented by JP Morgan.
- **Predictive Analytics:** Using historical data to forecast outcomes—from predictive maintenance in manufacturing to fraud detection in banking.
- **AI Agents:** Autonomous systems capable of handling complex tasks. Klarna's AI agents, for example, manage customer relations, performing work equivalent to 700 human agents.

Other success stories include **Procter & Gamble**, which saved **\$1 billion** using AI in logistics, and **J.P. Morgan**, which saw a **450% increase in click-through rates** through AI-optimized marketing content.

3. AI-First Strategy: Transforming Business Models

For companies ready to fully integrate AI, an AI-first approach restructures operations around data-driven decision-making:

- **Building a Data Hub:** Centralizing data from various departments to enable comprehensive AI analytics.
- **Scaling AI Solutions:** Starting with pilot projects and gradually expanding AI across the entire organization.

A standout example is **Ant Financial**, which serves **over 1 billion customers** with fewer than **20,000 employees**, outperforming traditional banks like **Bank of America** through its AI-first strategy.

Key Considerations for AI Adoption

- **Identify Opportunities:** Explore how AI is already benefiting businesses in your industry.
- **Assess Data Readiness:** Ensure your data is clean, structured, and ready for AI applications.
- **Develop a Strategic Roadmap:** Begin with simple tools, move to targeted implementations, and eventually consider an AI-first approach.

AI for Everyone: A Call to Action

AI offers **unprecedented opportunities** for businesses willing to embrace it and poses **challenges** for those who resist. Even **Micro, Small, and Medium Enterprises (MSMEs)** in Kerala can leverage simple AI tools to enhance productivity and stay competitive. The journey to AI integration doesn't require a giant leap—just small, thoughtful steps that can lead to transformative outcomes.

TRUSTEE CHAIR'S MESSAGE

February 2025

By some measures, great progress has been made in building more peaceful societies around the world. Yet the reality of ongoing regional wars, skirmishes, and violence globally reminds us how far we still have to go. These conflicts affect the humanity of us all, whether they occur far from us or in our own communities.

So, what can Rotary do to build peace?

As a global force for peace and conflict prevention, Rotary addresses the root causes of conflict. Our role at the 1945 United Nations charter is a testament to this enduring commitment.

Another cornerstone of this work is the Rotary Peace Centers program. Through The Rotary Foundation, these seven centers provide fully funded fellowships, empowering individuals to address the complex challenges of conflict and development.

More than 1,800 alumni now work in over 140 countries as champions of peace, creating lasting change in their communities. Consider alumni like Pablo Cuevas, a 2015 peace fellow who leads the Paraguay office of the International Organization for Migration, aiding those displaced by crises. Leni Kinzli, a 2023 graduate, advocates for Sudan's humanitarian needs with the United Nations World Food Programme. Yuki Daizumoto, a 2007 peace fellow, supports life-changing agricultural and livelihood projects in Afghanistan with the Japan International Cooperation



Agency. These individuals embody Rotary's investment in peace.

This month, the Foundation Trustees will consider a plan to establish our eighth Rotary Peace Center, in Asia, as part of our vision to have peace centers on every inhabited continent by 2030.

But our commitment extends beyond the peace centers. Through Rotary's partnership with the Institute for Economics and Peace, we have trained over 300 Positive Peace Activators from 60 countries. Our forgiveness and social cohesion curricula help members heal communities. Through our Foundation grants and service, Rotary members are fostering peace by engaging with youths, strengthening civil society, and resolving core issues that

can lead to conflict.

At President Stephanie Urchick's Peace Conference in Istanbul this month, we will celebrate this work and the first class of the Otto and Fran Walter Rotary Peace Center at Bahçeşehir University.

Remember that you are also ambassadors of peace through service projects, exchange programs, and as supporters of The Rotary Foundation.

My wish for 2025 is for peace to take root and flourish ever more widely, with Rotary playing an increasingly meaningful role in that noble pursuit.

Source :<https://my.rotary.org/en/trustee-chairs-message>.

Mark Daniel Maloney
Trustee Chair 2024-25

ROTARY ECO SAVEUS QUIZ – A GRAND SUCCESS!



The Rotary Eco Saveus Quiz was held on 8th February, expertly conducted by quizmaster Rajiv D'Silva. The event saw enthusiastic participation from 17 teams, with Vidyodaya emerging as the well-deserved winners.

A heartfelt thank you to PP Shweta Vasudevan, PP Raveendra Krishnan, and Rtn. Gautam for their presence and support during the event. Special appreciation goes to Mr. Prasad (brother-in-law of PP Raveendra Krishnan), PP Susheel Aswani, Varghese Eapen, and Sec. Gayatri Krishnan for their invaluable assistance, which ensured the event ran smoothly and successfully.

The event was a wonderful blend of knowledge, teamwork, and Rotary camaraderie, leaving everyone inspired and eager for more such initiatives!



Rtn. PP V Adm M.P. Muralidharan

13 Feb

Rtn. Sibi Mathew

17 Feb



Rtn. John Chiramel / Rtn. Anita

15 Feb

Rtn. PP Joseph Philip / Rtn. Bava

18 Feb



Rtn PP Shweta S Vasudevan exchanged club flags with Rtn. IPP Sharath of Rotary Club of Bangalore West, RID 3192