



**DEC-FEB 2025**





# GREETINGS FROM PRESIDENT

Dear RCMEians, Anns, and Annettes,

Belated Happy New Year to each of you! I hope that 2025 is bringing you health, happiness, and continued inspiration.

As we start this new year, I am filled with gratitude for all that we've accomplished together and the positive impact we continue to have on our community and beyond. Looking back at the past months, I'm incredibly proud of the projects we've completed. From a hugely successful PHCC, wings to Fly, Project Drishti, Project Vidhya Shakthi and Project Swaasam, we've made a significant difference reflecting the spirit of Rotary—serving others and improving lives.



Thank you to all Rotarians, Anns and Annettes who have dedicated their time, skills, and energy to these initiatives. Our fund-raising initiatives were well received and supported, and our project Vasthram, Annapathiram and Idhayaganam march from strength to strength.

Recognizing achievements through our awards saw the coming together of the rotary family to honour Arvind Eye care with Dr. KVT award for excellence in medical field. We also celebrated the vocational service excellence award to our fellow Rotarian -Sumeet Sanghvi at the District level for his passionate and continued service in producing world class athletes for India.

In the upcoming weeks, we'll be hearing about the success of the 'House of Friendship' at the district conference in the first week of March and our women entrepreneur of the year award. I look forward to welcoming each one of you at all our upcoming events.

Together, we will continue to serve our community, strengthen our club, and carry out the important work that Rotary is known for. Thank you for your continued support. Let's make 2025 another year of meaningful service and positive change!

**Yours' in Rotary**

**Rtn. Muthu P**

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## FROM THE EDITOR'S DESK



A year well begun is a year well ended. After a January that refused to end, came a super fast February and we are speeding into what promises to be a sizzling Summer of 2025.

This issue focuses on all the projects which RCME has executed, which have impact well beyond Chennai, reaching out into global shores.

We welcome readers to write in if they have had a “Maha-Kumbh” experience—either in Prayagraj or at the Coldplay concert.

Keeping the spirit of humanity in us alive through service to community. Let that be a mantra to keep us going into the year strong!

Best wishes for the balance sheets to ace the art of balancing, and the scorecards to look exemplary.

Cheers!

**Rtn. Anuradha Prashant**  
**Asst. Secretary**



## THE EDITORIAL TEAM

**Rtn. P.E. Ramakrishnan**  
**Rtn. Sudarsan Ranganathan**  
**Rtn. Ramya Subramaniam**





# PROJECT DRISHTI

## An Impactful Drishti Yet Again!

30 visually challenged beneficiaries from across India came together at the Voluntary Health Services, Taramani, Sanjivi auditorium to receive their life-changing devices – Smart Vision Glasses. **Mr Susmit Das Head (HRS) South**, was the Chief Guest for this event and **Dr Parthasarathi, Head of Department Ophthalmology VHS** served as the Guest of honour.

These glasses serve as the THIRD EYE for the visually challenged. The glasses promote their safety while travelling, help in converting book scripts to audio that facilitates to get equipped with knowledge and information, identify people, and much more. These glasses are chargeable through mobile cords.

The total project is valued at ₹48,00,000, that is made possible through the generous contribution of **Bharat Petroleum Corporation Limited**. 30 beneficiaries received the Smart vision glasses as a part of this MOU between RCME and BPCL in Chennai. The other part of the project are scheduled at Calicut, Coimbatore and Trichy.

Rotary Club of Madras East (RCME) is proud to announce the successful execution of yet another impactful Project Drishti at **Deogiri College, Aurangabad, Maharashtra**.

- Project Value - ₹48 Lakhs
- Donor - Indian Oil Corporation Limited (IOCL)
- Beneficiaries - 150 visually challenged students embarking on a bright career.

A heartfelt thank you to PP Rtn. Srinivasa Rao for his dedicated coordination and seamless execution of this initiative. His efforts ensured the smooth implementation of the project, bringing the gift of vision to many.

**Rtn. Dr. Sandhya Arunkumar**  
Director, Health





# FINALE-WINGS TO FLY

**Rtn. Divya Siddharth**  
**Director, Youth Services**

Rotary Club of Madras East, in collaboration with the Greater Chennai Corporation, has been conducting this program for students across 211 Corporation schools for the last 9 years and this year is the 10th edition of Project “Wings to Fly”. The 10th edition of Wings to Fly this year, is about Entrepreneurial skills for teens. “Teenpreneurship” program aims to introduce entrepreneurship to teenagers along with helping them identify their strengths and acquiring basic skills.

The Chairperson for this year is **Ann Sudha Raghuraman** and **CO Chairperson – Ann Haritha Nalluru**. Our Knowledge Partner is Miyagi learning Solutions for this year.

A 3 day workshop was conducted in September first week to impart knowledge on the subject matter through a combination of theoretical inputs by qualified experts, audio visuals, group discussions and experience sharing sessions by successful entrepreneurs.

After the 3 day workshop, 64 semifinalists were chosen and taken on a field trip to visit two industries, MBI Kits International Perungudi which is into manufacturing test kits which test the amount of Iodine in Iodised salt. The students also visited Multi vista Global, Kelambakkam - a large printing company.

Based on the field trip, vivas were conducted to select the top 32 students. These 16 teams were mentored to present their business idea on stage to a panel of judges.

December 4th, 2024 the grand final – **Teenpreneurship** challenge held at Vani Mahal, T Nagar where the 16 teams presented their business idea to a panel of judges. And the final 8 Winners were chosen who will be taken on a fully funded educational tour to Singapore in May 2025.





It is about  
making ideas  
happen





# CHRISTMAS' CAR'NIVAL & TREASURE HUNT

A lovely day of carrally from  
YMCA to VGP, great food, weather  
music and hospitality to wind the  
year 2024 and dance









# PHCC

## A Grand Finish!

As the Paul Harris Cricket Carnival draws to a close, we celebrate not just the winners but the incredible spirit of the game! From thrilling matches to unforgettable moments, this tournament has showcased teamwork, determination, and sportsmanship at their finest. Huge congratulations to the Leo Legends for lifting the championship trophy and to the SV Sixers for putting up an incredible fight in the finals!

We were honored to have **Vidyut Shiv** as our Chief Guest for the evening. With his extensive experience in domestic and IPL cricket, Vidyut's journey is a true testament to dedication, versatility, and sportsmanship. His achievements as both a top-order batsman and left-arm bowler inspire cricketers everywhere. His leadership and integrity make him the perfect role model to celebrate the spirit of the game at this carnival.

A heartfelt thank you to all the teams, players, organizers, and supporters who made this event a grand success. Your passion and dedication keep the cricketing spirit alive!

Until next time, keep playing, keep cheering, and keep the cricket fever going!





# PHCC





**Project Vidya Shakti****An Initiative to Provide Education to 20 Villages of  
TN Through Digital Infrastructure and Trained Teachers**

Chief Guest:

**Prof. V. Kamakoti**

Director, IIT Madras

Together we can empower rural Tamil Nadu with digital infrastructure and trained teachers

# PROJECT VIDYA SHAKTHI

**RTN. BHARAT BHATTER  
CHAIRPERSON**

The Rotary Club of Madras East in collaboration with CavinKare Pvt. Ltd., launched on 9 December 2024, Project Vidya Shakti, a CSR project that shall provide education in underserved villages of rural Tamil Nadu.

The implementation partner of this initiative is the Open Mentor Trust, whose objective is to promote and advance the cause of education in the country by continuous skilling. They have been conducting similar projects in Andhra Pradesh, Varanasi District and Arunachal Pradesh. Open Mentor conducts its initiatives under the guidance of IIT Madras and IITM Pravartak Technologies Foundation.

This **CSR project that has been generously funded by CavinKare Pvt. Ltd.** with a contribution of Rs. 20 Lakhs.

Under the guidance and oversight of the Rotary Club of Madras East, the project has set up Rural Interaction Centres in 20 villages of Cuddalore and Vellore Districts.

Project Vidya Shakti shall focus on bringing the best teachers to rural students in Classes 5 to 8 using technology.

The Project was launched and inaugurated by **Professor V Kamakoti, Director, IIT Madras**, at the IIT Madras Research Park on 10th December 2024. Professor Kamakoti stated that if India strives to become an academic power house, then developing rural India is the way forward. He also felt that his work would not be complete unless a Rural Interaction Centre is established near every one of the 155,000 Post Offices in India. Project Vidya Shakti is about to go live in early December.



# BOLLYWOOD VS KOLLYWOOD

A NIGHT OF QUIZ & BEATS!



**Entry Fee:**  
**₹2500**  
 (₹1500 Redeemable at venue)  
PROCEEDS FROM THIS EVENT WILL SUPPORT GIRL CHILD EDUCATION.

**QUIZMASTER ABHISHEK**  
**DJ ODIN**

**SIN & TONIC**

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**Rotary**  
Club of Madras East

**kriyadocs**

The fundraiser which brought together quizzing aficionados and trivia masters together for a fun evening dedicated the proceeds of the event to support the cause of girl child education. The funds raised through ticket sales and event sponsorship supported the development of schools and programs for girls to pursue their education.

The quiz was conducted by the renowned quizmaster Abhishek Bharat Kumar and focussed on Kollywood and Bollywood—covering music, movies, actors, and more. The quiz was held at Sin and Tonic, T Nagar. The participants were a mix of members from varying clubs and also first timers who joined in through active promotion.

The quiz master engaged the audience with trivia and kept the grey cells alive and kicking for the whole event. The evening concluded with an energetic DJ session that left the participants energized for the weekend that followed.

Immense gratitude to our title sponsor I.P.L. Products and associate sponsor Kriyadocs for supporting the project and the cause.

**You Quiz, Shewins**  
**Education for every girl: An RCME fundraiser**





# P R O J E C T S W A A S A M

The Rotary Club of Madras East, in collaboration with the Institute of Thoracic Medicine (ITM), Chetpet, and the Greater Chennai Traffic Police, has launched **Project Swaasam—a 90-day initiative** dedicated to safeguarding the lung health of Chennai's traffic police force.

Recognizing the need for preventive healthcare, the Institute of Thoracic Medicine has taken the altruistic step of offering free TB screening and Pulmonary Function Tests (PFTs) to all 3,000 traffic police personnel. The project was formally inaugurated on January 29, 2025, at the Institute of Thoracic Medicine, by Shri R. Sudhakar IPS, Additional Commissioner of Police, Greater Chennai Traffic Police.

President Rtn Muthu of Rotary club of Madras East was the ideator of this humongous project. The program includes daily screenings and awareness sessions, with educational materials provided in the regional language for better comprehension.

A dedicated healthcare team from ITM, supported by Rotarians from the Rotary Club of Madras East who visit the sessions to create awareness, ensures seamless execution. To date, nearly 280 traffic police personnel have undergone screening, marking a significant step toward improved lung health for our city's frontline enforcers.





# STEM CELL LAB

**Rtn. Poonam Gaglani**

Rotary Club of Madras East (RCME) proudly inaugurated its first STEM lab on January 10, 2025, at **Kesari High School, T Nagar**. This initiative was made possible through the generous support of our **CSR partner, Bahwan CyberTek**.

The STEM lab which has been launched at a cost of approximately Rs 11 lakhs is designed to provide students with a hands-on learning experience, equipping them with essential skills in coding, robotics, and scientific experimentation. This state-of-the-art facility will serve as a hub for fostering creativity, innovation, and critical thinking among young minds.

The inauguration ceremony was attended by esteemed guests from BCT digital, school teachers and administrators, and RCME members. The event marked a significant milestone in RCME's commitment to promoting education and community development.

We extend our sincere gratitude to Bahwan CyberTek for their invaluable support and to Kesari High School for partnering with us on this groundbreaking initiative.







## RECOGNISING MEDICAL EXCELLENCE

### DR. KVT AWARDS

The Rotary Club of Madras East (RCME), chartered 40 years ago, stands as a premier Rotary institution known for its impactful and sustainable service projects. The club also has instituted a number of prestigious awards to recognize excellence in multiple disciplines. Amongst them, is the Dr. K V Thiruvengadam award which celebrates individuals who have made extraordinary contributions to the field of medicine. This award, instituted in 2006 and sponsored by **Kauvery Hospitals**, pays tribute to the legacy of Dr. K V Thiruvengadam (Dr. KVT)- a renowned medical professional and educator whose dedication to advancing medical knowledge and compassionate patient care remains unparalleled.

This year, the Dr. K V Thiruvengadam Award is **presented to Aravind Eye Care System**, founded in 1976 by Dr. Govindappa Venkataswamy as an 11-bed eye care clinic. Guided by the mission to “eliminate needless blindness,” Aravind

has set global benchmarks in providing high-quality, affordable eye care to all.

Aravind Eye Care System has handled over 84.5 million outpatient visits, performed more than 9.4 million eye surgeries, expanded to 14 eye hospitals, 7 outpatient examination centres, and 114 primary eye care facilities. The centre conducts over 7.2 lakh eye surgeries annually.

The award ceremony held on 4th February, 2025 was presided by **Thiru Mangat Ram Sharma, IAS, Additional Chief Secretary to Government, Public Works Department, Government of Tamil Nadu. Rtn. N.S. Saravanan, District Governor (2024-25), Rotary International District 3234, was the Guest of Honour.**

Through this prestigious recognition, Rotary Club of Madras East continues to celebrate and support those who dedicate their lives to transforming healthcare and uplifting communities.



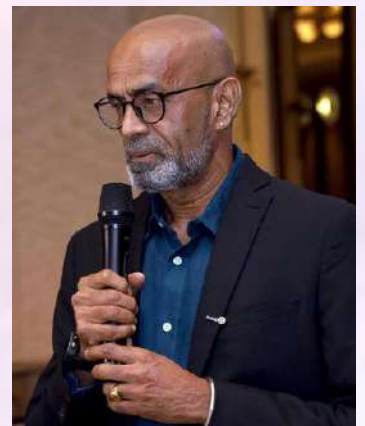
# MEET THE ROTARIANS

Between SFO and Chennai flies this young entrepreneur Tech wizard and founder of many a venture. Graduating from Annette to an RCMEian Welcoming **Mithun Vijayasekar** as a fellow rotarian.



With interests that speak volumes of the gentleman He heads personal care of a leading FMCG brand. An Annette who comes into the fold of rotary family With a vision of contributing something valuable to society. Say hello to **M. Muthu Valliappan**

Cycling, running and trekking are his passion From finance to fitness coaching, he made a smooth transition. Building a community around goals of a fitter society Welcome to RCME, **Sairam Ramaswamy**





# WEDNESDAYS WITH ROTARY

## ALL ABOUT AI

At our latest Rotary Club of Madras East meeting, we had the pleasure of listening to an insightful session on AI in Business: Simple Solutions for Big Impact. The speaker, Mr. Premkumar Kora captivated the audience from the very beginning with a relatable example of a small Chennai retailer who used AI-driven sales predictions to optimize inventory, reducing waste and increasing profits. It was a simple yet powerful reminder that AI is not just for tech giants—it's a game-changer for businesses of all sizes.

Breaking down AI in the simplest terms, the speaker explained, "AI is simply technology that helps machines think, learn, and make decisions like humans, but faster." The most engaging part of the session was the exploration of practical AI applications. We learned how chatbots are revolutionizing customer service, predictive analytics is helping businesses

make smarter decisions, and AI-driven personalized marketing is enhancing customer experiences.

One of the key concerns addressed was the misconception that AI is expensive or too complex. We were surprised to learn that many AI tools are either free or highly affordable, and most don't require any technical expertise to implement.

The discussion on ethics and data privacy also stood out, reminding us that responsible AI usage is just as important as its adoption.

The session concluded with a thought-provoking call to action: Try one AI tool this month and see the impact for yourself. The final words left a lasting impression—"The question is not whether AI will impact your business; it's whether you'll embrace it before your competition does."







# SINGALONG AT COMMUNITY COLLEGE-IDHAYAGANAM

Ann. Rekha Lakshman

A high energy afternoon panned out at the Community College where our students enjoyed the music from the word go.

The students at the Community College come from very difficult backgrounds, in spite of which they show great promise and eagerness to learn. They learn skill sets like paramedical courses, accounting programs like GST and Tally, spoken English and also make time to study for their school exams of Stds 10, 11 and 12. They are very enterprising and hardworking students.

The RCME family brought their Idhayaganam to this inspiring venue. The main purpose being to entertain the students and the faculty and give them a great experience. Rammoorthy made the performances happen as smoothly as a whistle. Sada, in his inimitable style, brought a lot of liveliness through his wonderful singing.

Sudha Sudeep sang a great duet with a student that encouraged many other students to come forward and perform.

The family of singers, Kannan, Lakshmi and their son, the budding cricketer Rishi, sang beautiful lilting songs, and kept the audience glued to their seats.

Krithika's 'Ek do teen char paanch' was so peppy, that the students took to the floor and did an impromptu dance.

The function was attended by our President Rotarian Muthu and family, Rotarian Manoj and Rotarian Lakshman.

Our Rotarian Mrs Renuka Mohan Rao, who is the pillar behind the Community College gave the vote of thanks to all the members and their families and above all, to the students and the faculty.

The college graduates have been excelling in their vocation and bringing in laurels back to their alma mater. The Community College is filled with optimism, purpose and dedication. Looking forward to opening admissions for a new bunch of enthusiastic students to join in.



Rotary Club of Madras East  
Presents

# Symphony of Peace

Federally acclaimed cellist

## SYMPHONY OF PEACE

On February 17, 2025, the Rotary Club of Madras East hosted Symphony of Peace, an enchanting evening where music transcended borders and united hearts.

The concert featured three extraordinary artists: **Diego Carneiro** – The internationally acclaimed Brazilian cellist and conductor. He is also a part of the Rotary Action group for peace - travelling around the world on this mission.

**Charulatha Chandrasekar** – A child prodigy on the Veena and

**Surya Nambisan** – A Maestro on the Mridangam

The evening became a celebration of peace, unity, and the boundless power of music. Diego's cello transported the

audience to the Amazon, Charulatha's veena brought the spirit of Carnatic tradition, and Surya's mridangam grounded the fusion in rhythmic brilliance.

Together, they proved that music truly knows no boundaries. The night was a true testament to music's power to foster peace and unity. In recognition of his contributions to music and humanitarian efforts, Diego Carneiro was honoured as a Paul Harris Fellow (PHF) by the Rotary Club of Madras East.

As the evening drew to a crescendo, with the playing of the national anthem, the guests stood in mesmerized awe of patriotism towards nation and a larger goal of peace and unity.





# Project Vignettes

## Republic Day

A proud moment as we celebrated the 76th Republic Day at Greater Chennai Corporation Community College, Alwarpet.

The event was graced by Rtn. Dr. Aravindan Selvaraj, Co-Founder of Kauvery Hospital, and a huge supporter of this community college.

In the memory of Rtn. V. Mohan Rao, and his mother, Mrs. Kamalabai, trophies along with cash awards and Rolling Shields were presented to meritorious students.



## Rotary District 3234 - Vocational Excellence Awards

A proud moment as our Rtn. Sumeet Sanghvi was awarded the Vocational Excellence Award by the Rotary District for his exceptional role in creating a world class pistol shooting team for the country.

## Joy of Daan

RCMEians came together as a community and donated for charitable causes to mark their special days or remember loved ones. A snapshot of charities done under the various heads **for the months of Dec and Jan 2025.**

**Annapathiram** 5800 meals at a value of Rs. 145150/-

**Vasthiram** 135 individuals at a value of Rs. 47000/-

**Vidyadaan-** Rs. 54600/- for 14 girl children.

**Blood Donation** at ATOS



# Out of the PARK

Rtn. P.E. Ramakrishnan

By noon on Sunday the 15th December, I was driving out to Parthasarathi Swami Sabha where Arusuvai Arasu was putting out the most revered saappadu in commemoration of the season. Music and dining are intricately woven inexplicably. Banana leaf was spread and we were waiting for the ceremony to start. Sitting facing others waiting for food to be served is the most awkward moment for me. For most others it does not seem so as they studiously adjust the creases on the leaf, position the water tumbler at a strategic place for easy reach, the car key away from where it could get wet and so on.

With the customary droplet of payasam at the right corner the celebration started. When a spoonful of ghee dropped down on steaming hot rice, the appetite reached a point of noreturn and the indulgence commenced unabashedly. Looking around me I could discover many who were

my accomplices in the exercise were articulating in Hindi.

The talk did not have any remote connection to music or the artists. I could discover they were the vegetarian loving Chennaivaasis who wait

11 months patiently for the maargazhi razmataz of saappadu gratification.

Ambling out of the hall, I drove to Music Academy where the list of artists this year looked rather insipid as did the coffee. I usually end a heavy lunch with a hot cuppa embracing the yet unconfirmed law of science that caffeine promotes digestion. The strains of someone elaborating the alaap on Khambodi was muted through those padded doors except occasionally when the doors got opened to allow someone escape for the needed nourishment.

I sat through the performance for the next hour mostly was lingering

in a corner of my mouth. Post 3.30 p.m. there was hardly anyone in the hall and I instinctively knew that if I did not dash for the catering area, there would not be a seat left. I caught an enviable spot, paid for the evening's special – pala pazha bhaji and keera vadai.

The first one was a fancy and I had my trepidation but when a familiar voice in staccato Hindi endorsed that it was awesome, I was glad my adventure was worth the taking.

I am now waiting for the Dance Festival that happens in the first week of January. Snacks in the ticketed events are my favourite when dance aficionados would saunter to the canteen dressed in their best.

Do not mind them talk at length of alarippu and ara mandi, theermanam and tripataka, these vernacular words are peppered to enhance the articulation value of their chinwag.

By late evening I was asking myself the question if I would be this ardent to fashion myself as a devotee of classic art and music if I were not helped along the way by culinary exploits. I could not get an honest answer.