

THE EASTERN BRIDGE

THE OFFICIAL NEWSLETTER OF THE ROTARY CLUB OF MADRAS EAST

August 2025



Greetings from the President 2025-26

Greetings to my RCME family members. It is with immense pride and humble joy that I write to you as 41st President of our esteemed Rotary Club of Madras East. This letter reflects our ongoing journey and invites each of you to continue shaping the future of RCME and the communities we serve.

Over the past 40 Years, RCME has demonstrated the transformative power of unity, service, and unwavering commitment. Through the collective efforts of all our PDG, past Presidents and members, we have brought meaningful change to countless lives. I'm especially proud of how we've embraced Rotary's core values; fostering fellowship, encouraging diversity, and promoting integrity. Every project, meeting, and event stands as a testament to the passion and dedication that define RCME.

This year is particularly historic, with Rotary International led by the accomplished Rtn. Francesco Arezzo, under the inspiring theme Unite for Good. In that spirit, let's Unite for Good to drive change, uplift families in the community, and spark the next level of growth for RCME. Our District Governor, Rtn. AKS Vinod Saraogi has laid out ambitious plans for the year, and is supported by a dynamic team of officials. It promises to be a year of energy, innovation, and impactful service.

We are fortunate to have a stellar board and dedicated Committee Chairs this year; an inspiring mix of experience and youthful enthusiasm, including 6 first time board members. I am confident that we will Unite for Good to execute every initiative with responsibility and care. Looking ahead, we will focus on youth empowerment, and initiatives to enhance community wellness, health, and development. We also aim to strengthen collaborations with international Rotary clubs, prioritising sustainable environmental progress. Membership development remains a key priority, and we encourage every member to actively engage in our events. The launch of a new Vocational Center and skill development initiatives will be central to our efforts.

I urge all members to participate actively, support our committees, and contribute to The Rotary Foundation. If you have suggestions for new projects or partnerships, please reach out. Let us embrace the opportunities this year brings, and continue our legacy of impactful service.

Thank you for entrusting me with the privilege of serving as your President. I look forward to a year of growth, service and fellowship.

With gratitude and Rotary spirit,
Rtn. Balaji Sreenivasan
President of RCME

From the Editor's desk

A new Rotary year brings with it fresh energy; new leadership, new initiatives, and a renewed commitment to service.

This newsletter is your bridge to the heart of Rotary action, showcasing the inspiring work of our dedicated Rotarians, Anns, and Annettes, and capturing the spirit of our fellowship.

I'm honoured to take on the responsibility of sharing our stories with you each quarter. This special Installation Issue covers the formal beginning of our Rotary year and highlights the activities of our new board through July.

A heartfelt thanks to President Rtn. Balaji Sreenivasan for entrusting me with this role, and to Rtn. Anuradha Prashant for setting such a high bar as the previous editor. Happy reading!

Rtn. Vijay Prabhat Kamalakara
Assistant Secretary

Event round-Up: June-July 2025

The Unite for Good board began the Rotary year with a bang, with over 31 scheduled engagements in the very first month!

Here's a sneak peek into all that RCME was up to in July after a stellar installation ceremony on 28 June 2025 - the weekly meetings, projects, community service and a whole lot more!



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Installation of the 41st RCME President

Then new RCME board for 2025-26 took over at a glitzy ceremony on 28 June, 2025

The RCME Board 2025-26

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A sneak peek into all that RCME was up to in the first month of the new board.

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A look at projects undertaken or initiated in July

Rotaract and Interact Clubs

A photo-summary of the installation events of Rotaract and Interact Clubs



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New Board Installation

On 28 June 2025, the new board of RCME was installed, ushering in the theme, “Unite for Good” for the year 2025–26. Rtn. Balaji Sreenivasan assumed office as the 41st President of RCME at a gala installation ceremony held at Welcomhotel, Chennai.

The event began with an invocation song by Annette Nanditha Kannan. Outgoing Secretary Rtn. Ravi Venkatramani presented the Club activity report, highlighting the work and achievements of the previous Rotary year. Outgoing President Rtn. Muthu expressed his gratitude to his board and all RCME members for their support throughout his tenure.

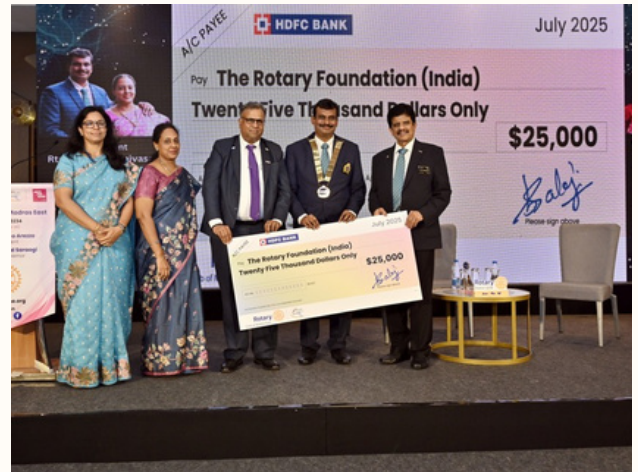
President Rtn. Balaji introduced the new board through a perfectly choreographed, Avengers-inspired presentation, transforming all board members into superhero characters. The work for the year commenced immediately after, with an MoU signed with Apollo Children’s Hospital for the Healing Tiny Hearts project. Other project announcements included a telemedicine initiative with Ramakrishna Mutt Hospital, Mylapore, and the construction of both a medical centre and a vocational training centre in Tiruvannamalai.

DGE Rtn. Vinod addressed the gathering, commending RCME for yet another stellar year and acknowledging the large contingent of RCME members serving on the district board. Secretary Rtn. Sujatha announced the upcoming events for the following week, and PE Rtn. Radhika delivered the Vote of Thanks. The event was well attended and ended with cocktails and a sumptuous dinner. Thanks to the Installation chair Rtn. Papa Rao for meticulously planning and overseeing a smooth installation ceremony.



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for more photographs

Board Members 2025-26

Rtn. Balaji Sreenivasan

President

A man of smiles and also one who is ever-willing to walk the extra mile, Rtn. Balaji Sreenivasan is the 41st President of RCME. He inspires with his careful planning and seamless execution; all done with a calm, cool demeanour. A consultant and a talented cricketer, he is passionate about building formidable teams. Welcoming President Balaji to this board that aims to Unite for Good.



Rtn. Muthu P

IPP

A first-generation entrepreneur and a self-made man, Muthu attributes his success to his “never say no to new experiences” attitude. Known for his self-discipline, he combines time management and teamwork as guiding mantras. Fitness and yoga are integral parts of his routine, complementing his passion for golf. With a keen interest in movies, he also makes time for family and friends across cities. Now in his 28th year at RCME, Rtn. Muthu proudly serves as the Immediate Past President.



Rtn. Radhika Sathyanarayana

President Elect

Ever resourceful and dependable, Radhika is always open to new ideas and experimentation. She plans carefully, thinks through the details and leaves nothing to chance. A wonderful team player, she is always ready with a word of encouragement for others. Radhika is the President Elect.



Rtn. Magesh Pattabhiraman

President Nominee Elect (RI Year 2027–28)

Magesh Pattabhiraman is the Founder & Managing Director of Powerchip Technologies India Pvt. Ltd., a Chennai-based Electronic Security Systems company. A devoted family man, he strongly believes in maintaining a balance between work, family and social life. An active Rotarian, Magesh finds joy in long road trips on his Enfield motorcycle and trekking in the mountains. His greatest happiness, however, comes from spending time with his beloved dogs, Kabali and Valli, named after characters from the iconic Thalaivar movie Kabali. Magesh is the President Nominee Elect.



Rtn. Flt. Lt. Sujatha G

Secretary

Sujatha is an engineer, MBA and an ex Airforce officer. As the topper of her batch, she won the ‘Chief of Airforce Trophy’ for best all round performance in her course. Known for her discipline and warm demeanor, she now runs an investment consultancy firm. Sujatha is the Secretary of RCME.



Rtn. C S Venugopala Rao

Treasurer - Admin

A serious Finance professional with a great sense of humour, Venugopala Rao is the Treasurer - Admn. He has been in the Private Equity industry for over 25 years. Venu is best known for his cheeky humour, and instant repartees that keep all his Whatsapp groups engaged and entertained.

**Rtn. Vijay Prabhat Kamalakara**

Asst. Secretary

Vijay went to a B-School, worked in the Banking and IT industries, and now tells stories for a living. He loves puns, history, stage, sarcasm, trivia, and words in general and is grateful that his work as the founder of Storytrails surrounds him with people who obsess about these even more. Vijay is the Asst. Secretary.

**Rtn. (PP) Gopalakrishnan T.R**

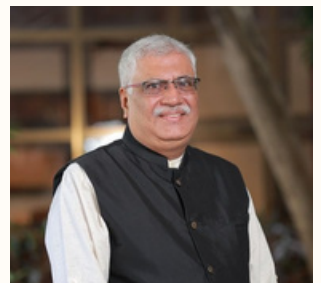
Club Trainer

A Rotarian since 2004, Past President T.R.Gopalakrishnan is the Club learning facilitator. A practicing CA by profession, he is the Trustee for the Foundation for Vocational excellence, chief partner at Kalyanasundaram and Associates, founder promoter of the Tandem Consulting Group and the KSA Trust. He plays Rotary cricket and owns a PHCC team by the name of Tandem Tigers. He rows at the Madras Boat Club and is a chess enthusiast.

**Rtn. (PP) Gurmukh L. Kinger**

Sergeant at -Arms

A dedicated and committed member since 1991. Gurmukh has in the past three decades, served at the club and at the District in several roles. He believes that Credibility, consistency and continuity are the key to success. A travel enthusiast, he loves fun, laughter and fellowship. He says that this is the ideal combination for selfless service. The senior most Rotarian of the board 2025-26, Gurmukh is Sergeant at-arms..

**Rtn. Sahit Kumar V.R**

Director - Club Service

A graduate in MA history and a professional in the printing and packaging industry, Sahit brings a balance of creativity, discipline, and adventure to RCME. A passionate Rotarian for over 7 years, Sahit also has a keen interest in yoga and trekking. Sahit is Director, Club Service.



Rtn. Kumar Narayanan

Director - Vocational Service

With over 23 years of experience in management positions across industries and countries, Kumar Narayanan now straddles the world of technology, manufacturing, and digital marketing. He is methodical, loves systems and order and brings structure to any organisation he associates with. Kumar is Director - Vocational Service.

**Rtn. Revathi Sanjeevkumar**

Director - Community Service - Development

An economics postgraduate with a passion for teaching, Revathi is the Director for Community Service - Development. An avid reader and a fitness enthusiast, she loves hiking, cycling, running and gymming. She's a planner and executor in equal measure and the person to go to for a fresh perspective on any project.

**Rtn. Dr. Sandhya Arunkumar**

Director - Community Service - Health

A dentist turned motivational speaker, Sandhya topped her class in both UG and PG Dental studies. Her love for academics made her a professor in dentistry and her ability to inspire others made her impact thousands of lives through her sessions and speaking engagements. Sandhya is Director - Community Service - Health.

**Rtn. Kalpana Karthikeyan**

Director - Community Service - Environment

An interior designer and manufacturer of modular furniture, Kalpana has a keen eye for aesthetics. With more than 15 years of industry experience, she has set out to support fresh and upcoming interior designers and architects gain a strong foothold as they start their entrepreneurial journey. Her passion for innovative and sustainable design solutions motivates her to contribute to the welfare of environment. Kalpana is Director - Community Service - Environment.

**Rtn. Venu Srinivasan**

Director - International Service

Venu Srinivasan is the CEO of Leo Coffee and also manages Little Flower Coffee Estates. A Rotarian for the past 4 years, he is committed to carrying forward a proud coffee legacy while focusing on quality, sustainability, and expanding the global presence of Indian coffee. Venu is Director - International Service.

**Rtn. Sudhan Muthupalaniappan**

Director - Youth Service

Sudhan is a first-generation entrepreneur with a strong commitment to engineering excellence and sustainable solutions. He leads two successful ventures specializing in innovative fabric tensile roofing structures and providing advanced water and wastewater treatment solutions. At RCME, Sudhan is Director - Youth Service.



Rtn. (PP) Murugavel Selvan

Director - The Rotary Foundation

With 15 plus years of Rotary Service, Past President Selvan has also been an Assistant Governor for our district. This year as Director, Rotary Foundation, his focus is going to be raising money for Rotary International. An IT Software company owner with offices in both US and India, PP Selvan is also an avid golfer and pickle ball player. His other interests are travel, music and reading books..

**Rtn. Sujitha Arvind**

Director - Membership Development

A fitness enthusiast who loves to hit the gym, run, cycle and trek, Sujitha is an Architect by training. She is passionate about writing and loves to design invites, backdrops and posters for Rotary foundation. Sujitha believes that every project, big or small, if handled well, can truly transform the world. Sujitha is Director Membership Development.

**Rtn. Chitra Subramanian**

Director - Public Image

Chitra is the founder and CEO of Evolve Media Solutions, and has over 11 years of experience in the media industry. Her work involves helping businesses tell their stories and connect with their communities. Her expertise in strategic communications and digital media has empowered countless organizations to expand their reach and impact. At RCME Chitra is Director - Public Image.

**Rtn. Shantha Kumar A.**

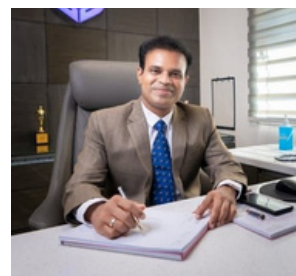
Director - Global Grant

Shantha Kumar, a MarTech entrepreneur with over 30 years of experience, has built digital marketing solutions for businesses in manufacturing, software, and FMCG. Armed with a Mathematics degree and an MBA in Marketing, he founded BlueOshan in 2014 after serving as Vice President-BD at QuScient Technologies. A former state-level cricketer for Tamil Nadu, he continues to pursue his passion for travel and sports. Shantha Kumar is Directory - Global Grant.

**Rtn. Dr. Udhayashankar S.**

Director - CSR and Fund Raising

A distinguished Orthopaedic Surgeon and the Medical Director of Bhalakh Medical Centre, he is known for his commitment to excellence in patient care and clinical leadership. His dedication to social impact complements his medical profession, making him a valued leader both in healthcare and community development. Dr. Udhayashankar is Director - CSR and Fund Raising.

**Rtn. SP Nachiappan**

Treasurer - Trust

A man of numbers, this financial sage loves to engage with numbers and spreadsheets. But he also comes with a sharp wit and a great sense of humour. And his Zumba moves can leave you mesmerised. A Chartered Accountant by profession, Nachiappan is Treasurer - Trust.





President's Acceptance speech

(Excerpt from the Installation
ceremony)

It is with deep gratitude and a profound sense of responsibility that I accept the honor of serving as President of our Rotary Club of Madras East for the coming year. I promise you that, from this moment on, I will put the dignity and interests of RCME above all considerations.

As thalaivar says..

"Naan oru thadava sonna, nooru thadava sonna madhiri".

(If I say it once, it's as good as saying it a hundred times.)

And today, when I say I commit myself to serve as your President with sincerity, energy, and commitment, I truly mean it, a hundred times over.

As I begin, I want to begin by acknowledging the incredible leadership of our outgoing president, IPP Rtn. Muthu. And Magic Board members for Your dedication, vision, and tireless service. Take a bow Muthu and the Magic Board Team.

I will be the 41st President, 40 PPs before me have left their mark; not in stone, but in the lives they touched, in the change they sparked. And today, I stand here, not on a pedestal, but on the strong shoulders of those leaders .

As I step into this role, I am reminded of the power of unity; how much we can accomplish when we come together with a shared purpose. That's why our theme for this Rotary year is "Unite for Good."

Behind every leader is a silent force, none other than our Board, Chairpersons and RCMEians. Let's unite for good. Through our collective effort, I will work to enhance the image and goodwill of RCME. I look forward to your support. Thank you.

Rtn. Balaji Sreenivasan

President of RCME

In Gratitude - Address by President 2024-25

(Excerpt from the Installation
ceremony)



As I stand here today, my heart is filled with gratitude. My sincere thanks to all RCMEians, Anns and Annets, our District Governor Rtn. Sara, District Secretary, our Assistant Governor, and of course, my committed Board of Directors.

A special mention to our Sergeant-at-Arms, Charter Member and Past President Rtn. PL Chidambaram, and my trainer, RCME's Silver Jubilee Year President Rtn. Balaraman—both of whom helped me stay grounded and composed throughout. Their steady support was a great strength to me.

Secretary Ravi often reminded me with a smile, “Neenga President... konjam amaidhiya irunga.” And that calm encouragement truly helped me in more ways than one.

I must also thank my family; my wife, who supported me unwaveringly, and my daughters Nithya, Ambika, and Shri, who stood by me throughout the year.

Many Presidents, when they demit office, say they've learned a lot. For me, the most valuable lessons have been about understanding people, managing different behaviours, and gracefully navigating egos. These experiences have shaped my leadership and deepened my perspective; and for that, I am truly thankful.

My only request to all RCMEians and fellow Rotarians: let us always Think, Do, and Speak with fairness to all concerned.

Thank you once again for your support, encouragement, and friendship.
Vanakkam.

Rtn. Muthu P
IPP

Weekly Meetings

Talk by Archana Kalpathi, CEO of AGS Entertainment
"The Producer's Vision: Balancing Creativity and Commerce"

On 2nd July 2025, the Rotary Club of Madras East hosted an engaging session with **Archana Kalpathi**, CEO of AGS Entertainment, on *"The Producer's Vision: Balancing Creativity and Commerce"*. Moderated by **Rtn. Dr. Rohini Rau** and **Rtn. Nagalakshmi**, the conversation offered deep insights into the challenges and opportunities in the film industry, the delicate balance between artistic vision and commercial success, and the evolving role of producers in modern cinema. The event was well-attended, sparking lively discussions and leaving members inspired by Archana's journey and perspectives.



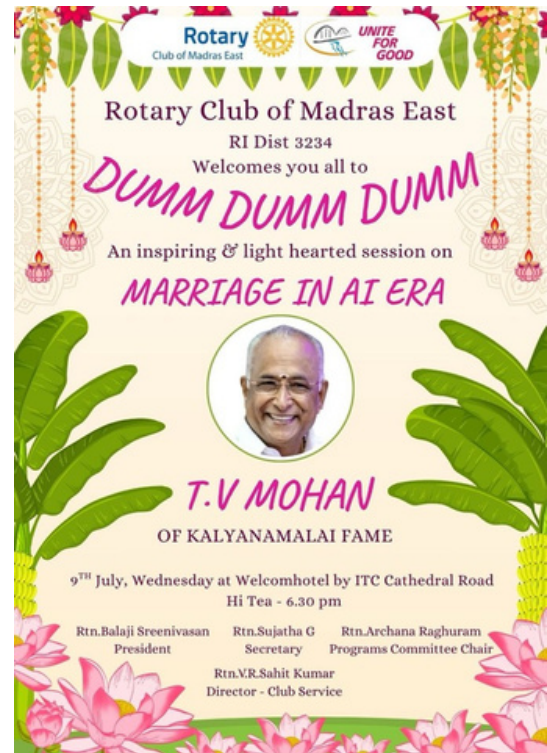
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for more photographs

Weekly Meetings

*Talk by T.V Mohan of Kalyanamalai fame
“Dumm Dumm Dumm – Marriage in the AI Era”*

On 9th July 2025, RCME hosted a lively and entertaining session titled “Dumm Dumm Dumm – Marriage in the AI Era” with T.V. Mohan of Kalyanamalai fame. Rtn. Ramki introduced the speaker, setting the tone for an evening filled with humor, insights, and anecdotes on how technology and AI are influencing matchmaking and marriage traditions. Mohan’s trademark wit and storytelling kept the audience engaged and entertained, making it a memorable and laughter-filled gathering.



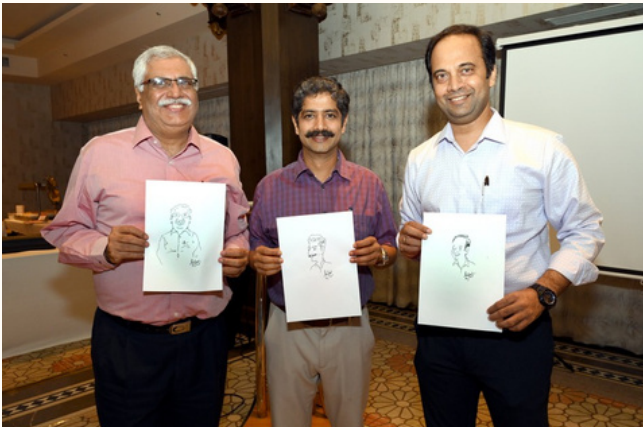
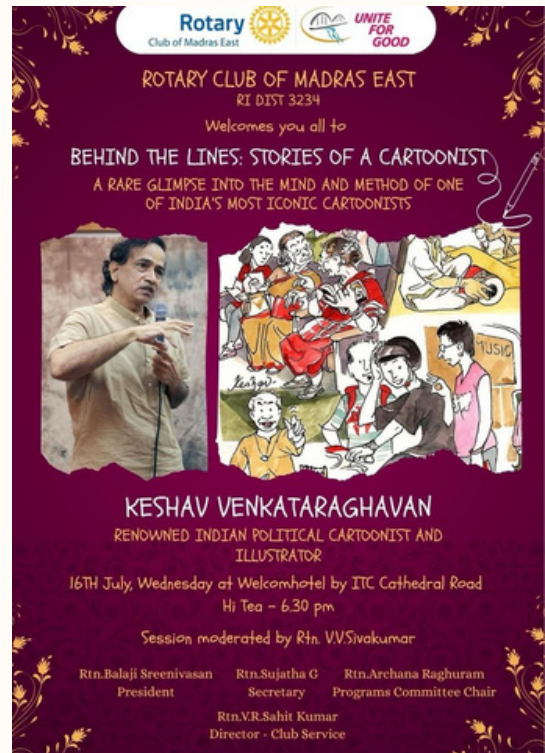
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Weekly Meetings

Talk by Keshav Venkataraghavan
"Behind the Lines: Stories of a Cartoonist"

On 16th July 2025, RCME hosted an inspiring session titled "Behind the Lines: Stories of a Cartoonist" with renowned political cartoonist and illustrator Keshav Venkataraghavan, moderated by Rtn. V V Sivakumar. He offered a rare glimpse into his creative process, sharing anecdotes, insights, and the thought process behind his iconic works. The evening was filled with humour, artistry, and inspiration. In a delightful finale, Keshav graciously created caricatures of a few audience members, leaving everyone with a memorable personal memento of the event.



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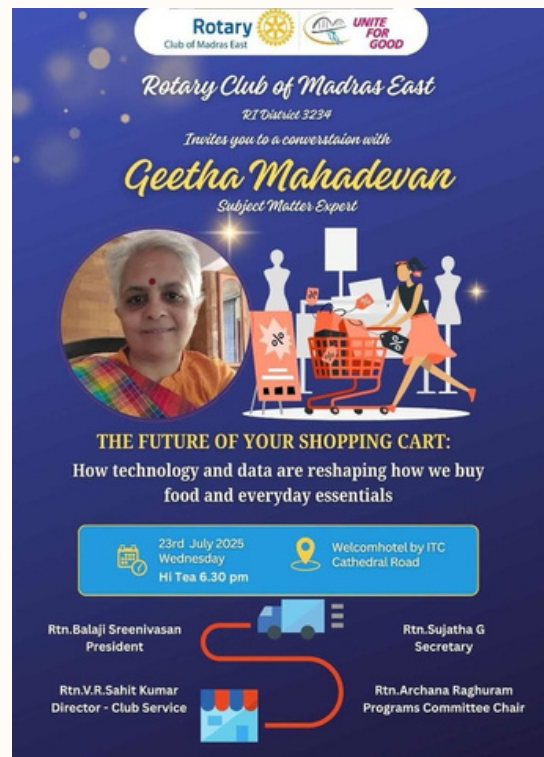
to view a recording of this talk

Visit us at www.RCME.org

Weekly Meetings

Talk by Geetha Mahadevan, Retail expert
“The Future of Your Shopping Cart”

On 23rd July 2025, RCME hosted Geetha Mahadevan, Subject Matter Expert, for a thought-provoking session on “The Future of Your Shopping Cart”. She shared valuable insights on how technology, data, and evolving consumer behaviour are transforming the way we purchase food and everyday essentials. The discussion shed light on trends shaping modern retail and e-commerce, leaving members with a deeper understanding of the digital shift in shopping patterns.



[CLICK HERE](#)

to view a recording of this talk

Visit us at www.RCME.org

Weekly Meetings

Talk by P C Balasubramanian, Cinephile and Author
“The Power of the Punch – Rajini’s Wisdom for Everyday Life”.

On 30th July 2025, RCME hosted an energetic and entertaining session with P.C. Balasubramanian, cinephile, cricket lover, and author, on “The Power of the Punch – Rajini’s Wisdom for Everyday Life”. Moderated by PP Babu Krishnamoorthy, his presentation was highly engaging, blending wit, life lessons, and inspiring takeaways drawn from the charisma and philosophy of Superstar Rajinikanth. Adding to the evening’s buzz, P.C. Balasubramanian’s books on display saw enthusiastic sales, making it a memorable and impactful event for all present.



Healing Tiny Hearts

Apollo Children's Hospital, Chennai

The 5th Edition of Healing Tiny Hearts, a flagship initiative of RCME dedicated to children born with congenital heart defects, was inaugurated by Ms. Archana Sahay, Global Head- ESG, and Ms. Lalitha Holla, Head- South Zone ESG, LTIMindtree Foundation.

Across India, numerous children are born with heart anomalies that demand timely surgical intervention. Unfortunately, many families are unable to access these life-saving procedures due to financial limitations. In response to this pressing need, the Rotary Club of Madras East, in partnership with CSR partner LTIMindtree Foundation and clinical partner Apollo Children's Hospital, launched Healing Tiny Hearts with a resolute vision: No child should be denied a chance at life due to lack of medical access.

The event was presided over by Rtn. Balaji Sreenivasan, President, Rotary Club of Madras East, District Governor 3234 Rtn Vinod Saraogi and Dr. Ilankumaran Kaliamoorthy, CEO, Apollo Children's Hospital.

Now in its fifth year, this life-transforming initiative continues to be powered by the unwavering support of LTIMindtree Foundation, whose commitment through CSR ensures that children battling congenital heart conditions are given a second chance at life.

Rtn. Dr. Sandhya Arunkumar
Director - Community Services - Health



Healing Tiny Hearts



Nourishing Mothers, Nurturing Hope



Nourishing Mothers, Nurturing Hope

A New Initiative at ICH, Egmore

At the heart of every recovery lies not just medicine, but care, comfort, and compassion. In a significant step towards supporting mothers of newborns admitted at the Neo Natal Intensive Care Unit (NICU) of the Institute of Child Health (ICH), Egmore, we are proud to launch Thaaai Nalam, a food donation initiative under Annapaathiram, that focuses on the well-being of mothers whose babies are undergoing critical care.

The NICU at ICH caters to some of the most vulnerable infants, many born underweight (as low as 500–600 grams), or with severe complications that require long hospital stays. These newborns come from across Tamil Nadu and beyond, and their mothers, often from economically disadvantaged backgrounds, find themselves in a stressful and unfamiliar city; emotionally drained, financially stretched, and deeply anxious.

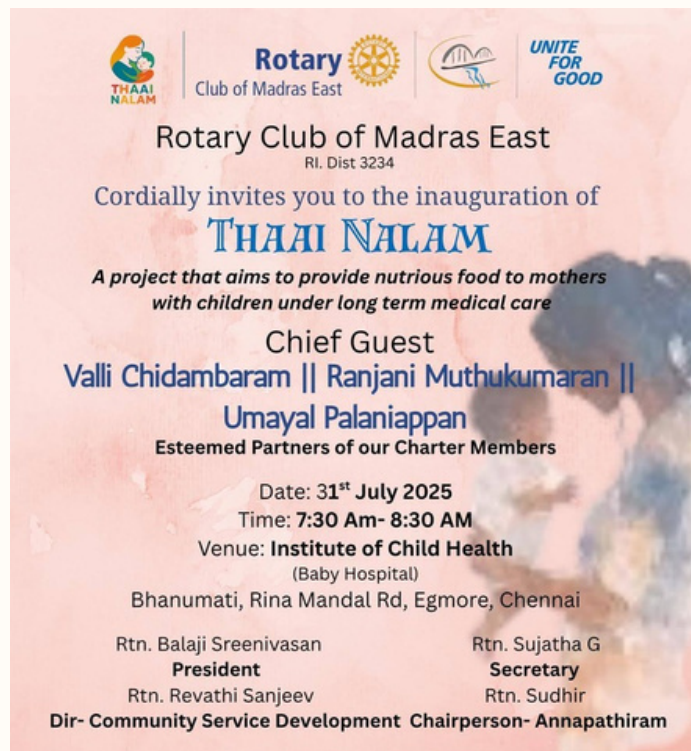
In such trying circumstances, food, though vital, often becomes the last priority for these mothers. Most rely on nearby restaurants or skip meals altogether, compromising their own health. This, in turn, affects their ability to provide postnatal care and breastfeed; both critical to the survival and recovery of their newborns.

Through Thaaai Nalam, we aim to feed an average of 70 mothers every day, offering them nutritious, freshly prepared vegetarian meals; a small gesture that we hope brings them comfort, strength, and the assurance that they are not alone. By taking care of the mother's well-being, we believe we're indirectly nurturing the fragile life she brought into this world.

This heartwarming project was inaugurated on July 31st, 2025, by Valli Chidambaram and Umayal Palaniappan, partners of the Charter Members of Rotary Club of Madras East, in the presence of President Rtn. A. Balaji Sreenivasan, First Lady Lakshmi Priya, and enthusiastic members of RCME, who reaffirmed their commitment to service through action.

This project is a tribute to the resilience of these mothers and an invitation for all of us to stand with them. Because in giving them strength, we give their babies a stronger chance at life. Thaaai Nalam—because a healthy mother is a baby's first medicine.

Rtn. Revathi Sanjeevkumar
Director - Community Services Development

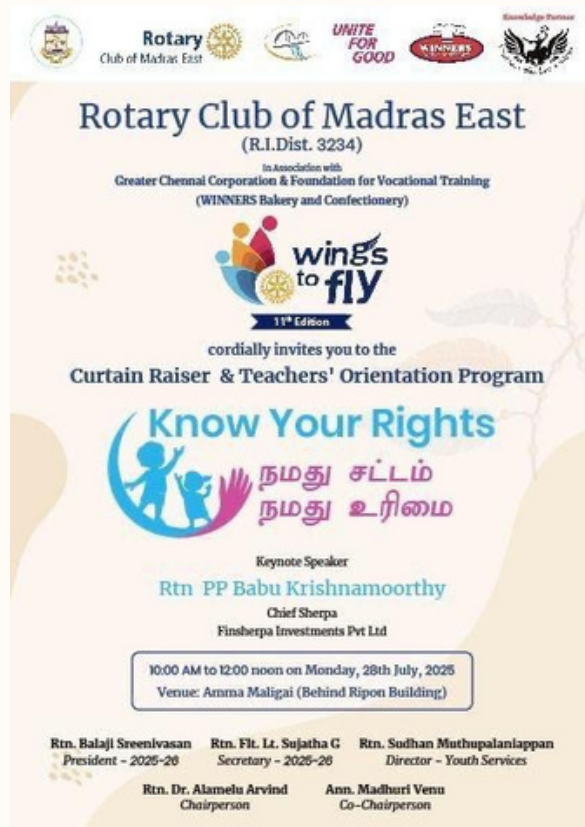


Wings to Fly

11th Edition

Wings to Fly is a flagship project of RCME along with Foundation for Vocational Training (FVT). It introduces underprivileged students from Greater Chennai Corporation schools to the wide range of opportunities available beyond their immediate world. The project seeks to spark curiosity, nurture passions, and guide students as they shape their futures. Each year, a theme is chosen, and RCME partners with experts to educate, train, and empower students with the relevant skills and insights.

The final round of the competition offers winners a chance to visit a key venue related to the topic in a foreign country. Past topics have included entrepreneurship, environmental management, climate change, space exploration, and more. The project runs for nearly eight months of the academic year.



This year, the topic is “Know Your Rights: Namadhu Sattam, Namadhu Urimai.” To kickstart the project, RCME, with the support of the Greater Chennai Corporation, organised a Teacher Orientation Programme for participating GCC schools at Amma Maligai on 28 July 2025.

Rtn. Sudhan Muthupalaniappan, Director of Youth Service was the emcee for the event. Rtn. V.A. Ramash, who has been associated with the project since its inception, spoke of the history and impact of the initiative over the years. PP Rtn. Babu Krishnamoorthy, delivered the keynote address, giving a crisp and powerful speech with relatable examples on the need to encourage inquiry in students. Rtn. Dr. Alamelu Arvind and Ann Madhuri Venu, the Chairpersons for this year's project, took teachers through the structure of the programme, the selection process and the timelines. Our knowledge partner, Mr. Sachin Raj of Chennai Justice Law Academy, highlighted the need for high school students to be aware of their constitutional rights and the means to protect themselves from exploitation. The session ended with an engaging Q&A. PN Magesh Pattabhiraman delivered a fitting vote of thanks to conclude the orientation programme.

As the Dalai Lama said, “Give the ones you love wings to fly, roots to return, and reasons to stay.” Wings to Fly is indeed a dream project that opens students' minds to opportunities, inspires them to pursue their dreams, and gives them wings to soar into the future. This year too, we hope it will help many children discover their passions.

Rtn. Sudhan Muthupalaniappan
Director - Youth Services

Wings to Fly



Growing Together for Greater Impact

A note from the Membership team



Membership is the lifeblood of RCME. Each new member brings fresh ideas, skills, and energy, while every long-standing member offers wisdom, experience, and connections. Together, they create the strength that allows Rotary to make a real difference in the world.

More members mean more hands for service projects, more voices for advocacy, and more resources to create sustainable change. A vibrant, diverse membership also reflects the communities we serve, making RCME more relevant and inclusive. These are the basic guidelines that membership team has envisioned:

- Engage, do not Just Enlist: New members stay when they feel valued and involved from day one.
- Focus on Diversity: Age, gender, profession, and cultural diversity which will make RCME more dynamic and effective.
- Mentor and Connect: Pair new members with seasoned Rotarians to build lasting relationships.

Membership growth is not just about numbers; it is about building a community of people committed to Service Above Self. When we invest in members, we invest in Rotary's future.

In July as part of membership engagement around 40 RCMEians watched the movie 'Sithare Zameen Par' a show sponsored by Ability foundation. The icing on the cake was watching the movie with the differently abled actors of the movie. The singing group, 'Yaadon Kee Baarat' have been active and meeting to enjoy singing Hindi songs.

AUGUST is Membership Month, and the planned and ongoing activities include:

- Bollywood dancing and dance workshop
- Build your personal branding through LinkedIn
- Hobi (hooked on to books in RCME) – book review and reading
- Fitness Boot Camp

Rtn. Sujitha Arvind
Director - Membership Development

Welcoming our new members

RCME welcomed two new members into its fold on 23rd July.

Rtn. Vijay Kumar is a senior corporate head with wide experience and is currently VP Human Resources in Brakes India P Ltd.



Rtn. Ganesh Kandasamy, a member who had left RCME, has returned to our family. He is MD, Triumph solutions Pvt Ltd.



Project Drishti (01 July 2025)



RO Plant dispenser donation (9 July 2025)



Breakfast at ICH (16 July 2025)



Project Drishti (18 July 2025)



Ability Fest - Movie screening (10 July 2025)



Inauguration of GST Tally Batch 8 (07 July 2025)



148th Idhayaganam at Little Sisters For Poor, Chetpet - Sponsored by Rtn. Leo Srini (19 July 2025)



Terry Fox Run (DRHM Bib distribution, 19 July 2025)



District Awards

RCME made waves at the District Awards ceremony, walking away with multiple honours. including the 'Club Excellence Award' for fostering a positive experience for its members. Congratulations to IPP Rtn. Muthu and his board on these well-deserved accolades.



Installation of Interact Club of GCCCC (05 July 2025)



Installation of Interact Club of Shraddha (09 July 2025)



Installation of Rotaract Club of Stella Maris (17 July 2025)



Installation of Interact Club of National Public School (21 July 2025)



Installation of Interact Club of Nalli Kuppuswami Vidyalaya (22 July 2025)



Installation of Interact Club of Little Flowers Matriculation School (24 July 2025)



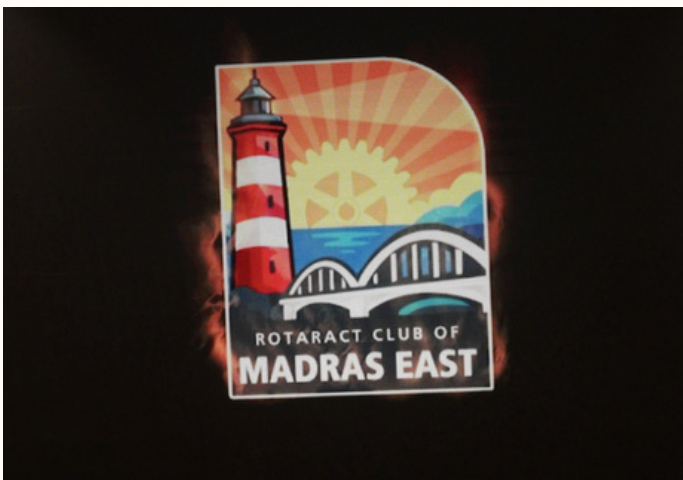
Installation of Interact Club of Nathella Vidhyodaya (29 July 2025)



Installation of Interact Club of GTA Vidya Mandir (30 July 2025)



Installation of Rotaract Club of Madras East (25 July 2025)





Rotary
Club of Madras East



UNITE
FOR
GOOD

Project Annapathiram

*Because no one
should go to
bed hungry*

Every day, hundreds of residents in old age homes and orphanages go without a wholesome meal. With your support, we can change that.

Your contribution = Their nourishment & hope

A warm plate of food can fill more than just an empty stomach - it can fill hearts with dignity, comfort, and care.



How you can help:

- Sponsor a meal for a day, a week, or a month
- Contribute in celebration of birthdays and anniversaries.
- Contribute in memory of a loved one
- Contributions begin at just ₹2,750/-

Join hands to make this an ongoing mission of compassion

For Contribution and further
details contact

Rn. Sudhir: 98400 50466

Rtn. Revathi: 9884044522

Bank Account details for

IMPS/NEFT/RTGS

RCME Trust Annapathiram

Bank Name: HDFC Bank

Current A/c no: 50200070628510

Cenotaph road Branch, Chennai

IFSC: HDFC0001216

Let's serve together.

*Because feeding the hungry is
the purest act of love.*



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TERRY FOX
 FOUNDATION

17TH TERRY FOX RUN CHENNAI 2025

TERRY STARTED A MARATHON AGAINST CANCER.
TOGETHER WE CAN END IT.

FINISH IT.

SUNDAY, 21ST SEPTEMBER 2025

RUN/WALK AND DONATE

3 KM AND 6 KM

TO RAISE FUNDS FOR CANCER RESEARCH

RUN STARTS AT 6:00 AM

VENUE : ISLAND GROUNDS, OPP WAR MEMORIAL



NO REGISTRATION FEE

VOLUNTARY DONATIONS ACCEPTED

NO AGE LIMIT

ALL ARE WELCOME

Idiated by

Akash Dube

Organised by

Rotary
Club of Madras East




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THE EASTERN BRIDGE

THE OFFICIAL NEWSLETTER OF THE ROTARY CLUB OF MADRAS EAST

August 2025

Mark your calendars...

03-Sep	Annette Chandana's marriage
04-Sep	1st Power speaker - Dr. A. Sivathanu Pillai (Founder and driving force behind Brahmos missile system)
10-Sep	2nd Power speaker - Dr. Palanivel Thiaga Rajan (Minister of Information Technology and Digital Services of Tamil Nadu)
14-Sep	150th Mega Idhyaganam
21-Sep	Terry Fox Run
24-Sep	Dronacharya award



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