



GREETINGS FROM PRESIDENT

Dear RCMEians, Anns, and Annettes,

The past month has been truly inspiring as we continued to make significant strides in our service journey across various avenues. Together, we have brought smiles, hope, and positive change to many lives, embodying the spirit of Rotary. In the health and community service avenues, we successfully conducted a blood donation drive and hosted **Project Dhrishti** to provide eye care services to those in need. Our polio awareness campaign demonstrated our unwavering commitment to the eradication of this disease, while the **World Heart Day** celebration reminded us all of the importance of cardiovascular.



Under the **Sarvodaya Project**, we empowered women through skill training sessions, equipping them with essential skills to enhance their livelihoods. In youth service, we proudly installed the YMCA Rotaract Club, and our flagship youth initiative, **Wings to Fly**, has soared to new heights, reaching the finals with remarkable enthusiasm and dedication. Club service continues to thrive, with our weekly meetings featuring dynamic and engaging speakers. The special **Power Speaker meeting** was a highlight, enriching our members with powerful insights. On the fellowship front, the Diwali celebration brought warmth and joy to our members, while the fellowship tours to Japan and the spiritual journey to Ahobilam were both enriching and memorable experiences, strengthening the bonds of our Rotary family.

However, amidst these accomplishments, it is with a heavy heart that I share the sad news of the sudden demise of our beloved Rotarians Govindarajan and Venkatadri. Their loss is deeply felt by our entire community. I sincerely appreciate the noble gesture of our members who, in their memory, contributed generously to the Vasthiram Project in honor of Rtn. Govindarajan and to Annapathiram in honor of Rtn. Venkatadri. Their legacy of service and kindness will live on through these meaningful contributions. These achievements were made possible by the dedication and tireless efforts of all our Board of Directors, who have been instrumental in driving these impactful projects. I also extend my heartfelt gratitude to all our RCMEians, Anns, and Annettes for your unwavering support, enthusiasm, and involvement.

Together, we are creating meaningful change and setting the stage for many more exciting initiatives in the months to come.

Yours' in Rotary
Rtn. Muthu P

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FROM THE EDITOR'S DESK



It has been a busy quarter at the Eastern Bridge editorial desk with travel reports, temple trail diaries and project launch updates

This issue we have introduced two member sourced columns on business and a slice of life. We invite more members with a flair for writing to send in their notes to be featured.

We also plan to start a **"letters to the editor"**. Do share your thoughts on the newsletter, what more you would like to see and we are happy to go through and share! Looking forward to reading your comments at anuradha.prashant@yahoo.com.

The festive season and the year end promise to be sporty, musical and beautiful. We wish all the members a wonderful run up to wrapping up a successful 2024.

Work hard alright, but party harder!

Rtn. Anuradha Prashant

Asst. Secretary



THE EDITORIAL TEAM

Rtn. P.E. Ramakrishnan

Rtn. Sudarsan Ranganathan

Rtn. Ramya Subramaniam





PROJECT DRISHTI

SEPTEMBER 09, 2024

September 9th 2024, mark it as the independence day in our Rotary calendar!! Perplexed? 100 visually challenged beneficiaries diminished in sight, yet filled with insight, assembled at Sri Ganapathi Sachidananda Ashram, Velachery at 9 am, with excitement, enthusiasm and eagerness, looking forward to a transforming future in a few hours!

In its 4th year, the project has touched 2500 beneficiaries till date at a value of INR 6.5 crores. Each of the recipients receive an AI enabled smart vision glass, that enables them to embark on the path to lead an independent life filled with respect and dignity.

PARTNERS

The success of the project can be attributed to the coming together of 3 forces -

CSR partner: International Seaport Dredging Corporation

Health care partner: Aravind Eye care Hospital

Enabler – Rotary club of Madras East

Supported by Sri Ganapathi Sachidananda Ashram

Rtn. Dr. Sandhya Arunkumar
Director, Health



E-SHALA 2.0: FROM CHALKBOARDS TO SMART BOARDS

GETTING CLASSROOMS FUTURE READY

Rtn. Divya Siddharth

Director, Youth Services

Project e-Shala 2.0 was launched by esteemed dignitaries – *Rtn. Mark Daniel Maloney* – The Chairman of the Trustees of the Rotary Foundation and Past RI President and *Rtn. Dr Bharat S Pandya* – TRF Trustee 2022-26 at an exclusive event in Chennai on 25th September 2024.

Why e Shala

Even before the pandemic struck, RCME saw a huge potential in integrating technology into traditional classrooms using digital screens and smart boards. A pilot project was commissioned in 2019 and 2020 where the infrastructure was donated to 2 schools. The results from the pilot hugely supported our intuition on the positive impact of technology in learning. The impact of COVID leading to virtual classrooms resulted in an increased request from schools for support and thus was born Project e-Shala.

e Shala 1.0

Project e-Shala was one of our largest Global Grants done in the year 2021–22 at a value of USD 1,75,500 aimed at enabling Digital Smart learning across 100 classrooms. The beneficiaries identified were the 8 schools under the aegis of Vivekananda Educational Society.

Vivekananda Educational Society, established in 1972, manages 25 schools all over Tamil Nadu catering to about 35,000 households from lower middle-class backgrounds. They employ over 1500 dedicated teachers, with over 700 of them trained to help children with learning disabilities. Fulfilling a vision of using technology to impart inclusive education, the project also provided dyslexia remedial resource rooms in 2 schools and pedagogy training for teachers.

Reach and Impact

The success of e-Shala 1.0 lies in its acceptance and delivery by the proactive teachers and management at VES Schools, leading to an impactful reach to more than 8000 students.

e-Shala 2.0

The success and impact of e-Shala 1.0 is what propelled us at RCME to accept the request of VES to empower one more school with Interactive Flat Panels. The beneficiary school – Sri Ram Dayal Khemka Vivekananda Vidyalaya, Thiruvottiyur.

The school located in the Northern Suburbs of Chennai caters mainly to first generation learners.

An institution committed to literacy goals for over 5 decades, this school was Inaugurated by a former President of India and spans 48,000 square feet. Boasting a student strength of 3000, it employs 134 teachers who have dedicated themselves to the cause of empowerment through education. At a project value of USD 35,500, GG# 2570301 -e-Shala 2.0 has delivered 25 Interactive BENQ Flat Panels and sponsored Dyslexia Training for 50+ Teachers.

This global grant project is benefitted by Term Gift of **USD 35000** by PP Rtn. Srinivasa Rao and executed in partnership with our strong international partner RC Irvine.





RCME GOLD SPONSOR

The Rotary Club of Madras East was the gold sponsor of Rotary District 3234's World Heart Day celebration, held on 26th October at Dr. MGR – Janaki College of Arts and Science. Several members of our club attended the event. The event took place in a packed auditorium with several dignitaries from the Rotary world

The speakers at the event included District Governor Rtn. N.S. Saravanan, DG Elect Rtn. Vinod Saraogi, DG Nominee Rtn. Suresh Jain and President Rtn. G. Chella Krishna. RCME President Rtn. P. Muthu also addressed the gathering. The World Heart Day celebration was coordinated by Rtn. Dr. Ravi Varma, Chair of District Community Services Health and executed by a team of committed Rotarians from several clubs.

The event included a Health Walk, a yoga demonstration, talks by eminent cardiologists and a CPR demonstration session. Importantly, the event also marked the district-wide launch of RCM's flagship project, "HPVAX." A short awareness movie was played to highlight the importance of HPV vaccination in cervical cancer prevention.

The District Governor also launched the "Healthy Rotary Club" Challenge which aims to encourage Clubs to focus on their members' health and fitness, and challenges clubs within the district to compete and excel in this area.



TEMPLE TRAILS

Rtn. Revathi Sanjeev
Director, Club Services

SEPTEMBER 4, 2024

Continuing on the temple series, we had Dr. Chithra Madhavan, Temple historian of repute addressing Rotarians on **“Ancient temples of Tamil Nadu”**.

An eye opening talk on how the past blends itself into our present through these mammoth structures that are an identity to not just our geography but individually in our cultural practices.

The session was akin to a trip down in history peppered with tales of valor, victory driven by ambitious conquests.

Presided by PP Rtn. Babu Krishnamurthy the session was a fact filled exploration that kick-started the festive months of September-October.



OCTOBER 23, 2024

Rtn. Archana Raghuram's captivating speech on the topic, **“Hidden Science in Our Secret Art,”** once again mesmerized the audience, reigniting a deep admiration for the wisdom embedded in our centuries-old culture.

She began her presentation with an insightful scientific explanation of the moon's movement around the earth. Blending astronomy and mythology she highlighted two significant points in its orbit, Rahu and Ketu.

Unravelling the science behind the art-full statue of Gangadhar at Kanchipuram, she showcased the intricate relationship between art and science in ancient Indian culture.

The session concluded with a quick quiz, which was enthusiastically received by the audience.



A SPIRITUAL ODYSSEY: ROTARY EXPLORES THE DIVINE ABODES OF AHOBILAM

WHERE THE LION ROARED: Our journey began in Ahobilam, a place that reverberates with the powerful legend of Lord Narasimha, the fourth incarnation of Lord Vishnu. Nestled amidst the rugged beauty of the Nallamala Hills, Ahobilam is where the divine took on a fearsome form to protect the innocent and uphold dharma.

The story of Narasimha and Prahlada is deeply ingrained in Hindu mythology. A powerful reminder of the triumph of good over evil and the unwavering protection offered to those who surrender to the divine. This legend permeates every corner of Ahobilam, making it a potent pilgrimage site for devotees seeking to connect with Lord Narasimha's fierce yet compassionate energy.

THE SPLIT MOUNTAIN:

Adding to the mystique of Ahobilam is the dramatic landscape itself. The mountain range is strikingly split in two. The lush green hills, the flowing waters of the Bhavanasini River, and the diverse wildlife create a serene environment that complements the spiritual atmosphere. We were captivated by the harmonious blend of nature and divinity, a testament to the interconnectedness of all creation.

These experiences serve as a reminder of the timeless wisdom embedded in our traditions and the profound impact they can have on our lives.

Rtn. Archana Raghuram

This remarkable journey would not have been possible without the meticulous planning and dedication of our organizers. A heartfelt thanks to Rtn. Muthu, our president, for initiating and organizing this trip. We deeply appreciate Rtn. Magesh for bringing our group together and fostering such a wonderful sense of camaraderie. A special thanks to Rtn. Neelakantan for expertly arranging the darshans at all the temples, and especially for securing the rare and auspicious Vishwaroopa Darshana at the Prahlada Varada Temple. We also extend our gratitude to Valli Achi for the delicious snacks and food that nourished us en route to the temples. Of course, Rtn. Sai whose energy and humour was no infectious that it kept all of us in high spirits throughout the trip.



KONNICHIIWA JAPAN

Ann. Nandini Rajendran

RCME's tour to the Land of the Rising sun,
Was full of companionship & a whole lot of fun.
With the magic spell she cast & the beautiful web she spun,
Japan made this trip of ours, a truly enchanting one.

Organized and astoundingly clean, is the country of Japan;
No litter on their roads, not even a trash can.
The people are system-driven, their toilets even more so,
Their gadgets may seem bewildering, but are user friendly, though.

In our first place of entry, which was Tokyo City,
We visited Asakusa Temple, The Royal Palace & The Sky Tree.
Interspersed among the sightseeing, was a mini shopping spree;
“Get back in 60 minutes” was our guide Keisho's decree.

Mount Fuji chose to play “Hide & Seek” with us;
Veiled by the fog, we couldn't spot her, despite the trail by bus.
TeamLabPlanets, on the other hand, was an amazing experience,
A museum of immersive artworks, which wowed the audience.

Riding in the famous Bullet Train, on our way to Kyoto,
Mount Fuji, for a fleeting second, her vision did bestow.
Unique and light on the tummy, was our first Japanese meal,
Some were a little wary, while some attacked it with zeal.

Hiroshima and the museum, with its stories of destruction,
'Twas heartbreaking to see, those scenes of devastation.
But you've got to hand it to the Japanese, their resilience is remarkable,
Like the Phoenix they arose, their growth was unstoppable.

Enroute to Osaka, we visited a shrine and a brewery;
Sake, fermented rice wine, was a Japanese discovery.
After a tea ceremony and some incomplete shopping made complete,
We departed to our homeland with our purses deplete.

To all the members of the Japan Tour Committee,
To the Albatross team & the RCME family,
For the efforts taken, the planning & the execution too,
Arigato, Nandri, Dhanyawad & Thank You!!!

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HEAR FROM HAPPY RCMEians

"The sound of laughter echoed throughout the bus, and the fun we had made the time fly by. These moments brought us closer together, creating lasting connections that will be cherished for years to come. This fellowship tour wasn't just a trip; it was a celebration of friendship and the spirit of Rotary."

Ann. Jalpa Vinod

"What I will always carry back is the humility and kindness in a forward bend posture to thank you for your service "Arigato Gosaimas". Yes, to be truly humble, you must be great, as are the people of Japan. Wonderful Fellowship and companionship of Rotary further enriched the experience."

PP. Rtn. Babu Krishnamoorthy

"One of the highlights of my trip was the traditional Kimono wearing experience and the Shinkansen train ride making the wonderful reels and what else can you ask when you have a great time with your friends with all the grand sweets snacks murukku, seedai etc. Ofcourse Kyoto, where ancient temples and shrines transported me to a bygone era. As I departed Japan, I knew that a piece of my soul remained, forever connected to this enchanting land."

Ann. Latha Param

"I probably had the courage to travel with a 1.8 yr old infant and 5 yr old child, only because I knew I could count on RCME. And as expected, everyone (especially my blue bus people), were not just extremely accommodating but they also went above and beyond to engage and entertain my kids whenever possible. To sum up, Japan to me, is a Sophisticated impeccable country yet culturally Rich and rooted in a strong value system. An unforgettable experience for my whole family!"

Annette Hasini

D/o Rtn. Uma

"The 2024 RCME fellowship to Japan was an amazing experience for both Vishnu and me. It was our first trip with the RCME group and was great to meet so many new people. We felt very welcomed and had a lot of fun."

Annette Harika

D/O Rtn. Venu

MEET THE ROTARIANS

If you are looking for an unique design in jewellery
Nathella is the place to be
With expertise in gems and stones
He also brings customer service perfectly home!

Running cycling and badminton
Are a few of the games he engages in
Welcoming, **Prasanna** as an RCMEian



Digital marketing strategies is her domain
The young entrepreneur with a vision of scale
Mom, a leader and a wonderful friend
To be a catalyst for positive change
her life's goal and mission.
One cannot miss her smile, it can light
up a stadium
Meet the trendsetting **Chitra Subramanian**

THE FOUR WAY TEST OF ROTARY

Of the things we say, think or do

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

WEDNESDAYS WITH ROTARY

MARGAZHI RANG IN A LITTLE EARLY AT ROTARY THIS SEASON,
WITH MUSICAL EVENINGS ON WEDNESDAYS.

Rtn. Revathi Sanjeev
Director, Club Services

Two young and enterprising artists in their domains shared their journey in the world of music. **Ms. Ganga** enthralled the audience with a free wheeling chat on her journey into music, songs and experiences of singing along with stalwarts. Her transition into TV programs, upcoming talent and finally an appeal to hobbyists to continue singing for the sheer joy of music.

Amidst requests for a few classic numbers and her personal favorites the audience were swayed by lilting melodies of the 90s and 2000s. The program, chaired by our own singer, Rtn. Sudha Sudeep was a befitting bonjour to the group that left for Japan the following day.

October began with a session by enterprising Carnatic musician, **Sikkil Gurucharan**, for an insightful and engaging session on the topic **Jannal Orum**.

He delved into how the concept of Jannal Orum was born and the instrumental role played by social media mogul Sudhakar in mentoring and guiding him to become a Carnatic music influencer during the pandemic.

The evening took a delightful turn when Gurucharan treated the audience to a unique remix of Kamal Haasan's intro song from the original Vikram movie. He cleverly set it to the thalam of Veera Vikram inspired by the climax scene of the latest Vikram movie, creating a memorable musical moment.

Rotarian Venkatesan did a stellar job as the moderator, skillfully posing questions that ranged from technical insights to personal anecdotes, even touching upon a few controversial topics. The audience was captivated throughout.



WEDNESDAYS WITH ROTARY

Rtn. Revathi Sanjeev
Director, Club Services

On November 20, 2024, the Rotary Club of Madras hosted a vibrant musical event that witnessed over 70 participants coming together for an evening of fun and camaraderie. Spearheaded by event chairman Rotarian Sadasivam (Sada), the event was meticulously planned, with moderators, like Rotarians Ramakrishnan and Latha Balamukundan from the singing community of Rotary lending their expertise.

from the singing community of Rotary lending their expertise.

The spirited performances and tough competition kept everyone engaged. Ultimately, the Red Team emerged victorious, showcasing exceptional teamwork and talent. The evening left attendees eagerly anticipating the next Rotary musical celebration.





The pride of RCME's youth services program – Wings to fly, entered phase two with an engaging two day classroom session. The sessions were an interactive one, modeled on smaller groups in a classroom setting. The batches were divided into two juniors and seniors based on age.

Eminent speakers from diverse fields engaged the students, and sparked their entrepreneurial ideas. Duraiswamy Rajan Palani, Founder & CEO-Archimedis Digital, young budding entrepreneur and TedX speaker -Vinusha MK Founder & CBO, Four Seasons Pastry, Rajashekar Pachai – the first Tamil to scale the Mount Everest, Squadron Leader Mr. Unni Nair who regaled the group with tales of valour while urging them to look beyond risks at opportunities.

Our President, Muthu also addressed the audience on his journey as an entrepreneur and critical success elements.

The groups also had a guided industry visit as phase 3 of the project to see in action how ideas are transformed into products with a structured organization as an enabler. The students visited MBI Kits International, Perungudi which is into manufacturing salt test kits which test the amount of Iodine in Iodised Salt and Multivista Global unit at Kelambakkam where they also participated in a tree plantation drive.

The 64 students were also asked to present their key takeaways from Phase 2 and 3 from which 32 finalists were selected – 16 from Juniors and 16 from seniors. The grand on stage finale is scheduled for the first week of December and we encourage RCMEians, Anns and Annettes to show their support with their presence



WINGS TO FLY Phase 2 & 3



POWER SPEAKER SERIES

How does one spend over 4600 crore rupees? For **Mithun Sacheti, founder of CaratLane**, it's about making smart investments, like buying a private plane and renting it out to keep the funds circulating. This insight set the tone for an engaging conversation at a recent event where Mithun was in conversation with Vinay Kamath, Senior Associate Editor of The Hindu Business Line.

In this power series, the audience were regaled by Mithun on his journey of business transformation of a deep rooted family jewellery business to making fine accessible, affordable fine jewellery retailed through the power of technology. CaratLane was groundbreaking, entering a space where the trustworthiness of in-store jewellers was seen as irreplaceable. Yet Mithun recognized a shift in consumer behavior. Younger generations were looking for convenience, variety, and competitive prices, and he knew that e-commerce was the way to fulfill those demands. By addressing these changing expectations, CaratLane pioneered a fresh approach to jewellery shopping that resonated with modern consumers across India.

Mithun's candidness was refreshing during the conversation; he didn't shy away from personal questions and was upfront about the challenges he faced. His success story reflects how the Indian business landscape is evolving, and how innovation is taking the place of traditional methods in many sectors. As he shared his journey, Mithun made it clear that India's future is bright for entrepreneurs willing to think outside the box. Beyond his professional life, Mithun has a few passions that keep him balanced. An avid badminton player, he's not one to sugarcoat his opinions—he dismisses golf as “not a sport.” And despite his fast-paced life, he's become a true Chennai local, starting his mornings with a filter coffee from Sangeetha in RA Puram.

Mithun Sacheti's journey from traditional roots to digital disruption reflects a new wave of Indian entrepreneurs who are bold, innovative, and unapologetically true to their vision. With CaratLane, he has not only redefined the jewellery industry but also set an example for future generations on how to blend legacy with modernity in a way that resonates with contemporary India.

Rtn. Revathi Sanjeev

IN LOVING MEMORY...

RCMEians bade a tearful farewell to two of the respected and much loved friends- Rtn. K. Govindarajan and Rtn. S Venkatadri whose lives embodied the Rotary motto, "Service Above Self" little bit of body text.

Rtn. Govindarajan, KG as he was fondly referred to by friends, was a dedicated management professional, loving head of the family, known for his cheerful encouragement as the chairperson of TerryFox run and for his happy feet on every dance floor. He joined the Rotary family in 2018 bringing to the community his visionary leadership and unwavering commitment to projects. He will continue to live on in our memories as the free spirited KG, running barefoot on the Chennai shoreline holding aloft the Indian flag as we sing the anthem closest to our heart.

We fondly also remember **Rtn. Venkatadri**- a top notch cotton expert with a passion for languages, he was proficient in 6 languages)

A Rotarian from Coimbatore, who joined RCME in the year 2000, his collective tenure as a Rotarian exceeds 50 years. He was our go-to man when a task had to be accomplished to perfection. A fitness maven whose hallmark discipline saw him walking ramrod straight but with the most warm and magnetic smile that instantly won hearts over.



Together, Rtn. Govindarajan and Rtn. Venkatadri represented the finest qualities of Rotary fellowship: integrity, compassion, and a relentless drive to make the world a better place. Their loss leaves a void that cannot be filled, but their legacy will continue to inspire us to serve with purpose. Our deepest condolences go out to their families, loved ones, and the entire Rotary community. Let us honor their memory by continuing their mission of service and making a difference in the lives of others. May their souls rest in peace.

Between Navrathri



and Diwali....



we created bonds...

Project Vignettes

Flag Exchange

Rotary Club of Meenambakkam hosted the vocational training team from Nigeria for an evening of fellowship. PP Rtn. Srinivasa Rao – Asst Governor for the club and Rtn. Radhika-Dist team of TRF, exchanged RCME flag at the event with Rtn. Solu from RC Ota, Nigeria



Installation of Rotaract club at YMCA

We are pleased to have the Rotaract club installation at YMCA, Chennai on October 1st 2024 by RCME President Muthu and Dr.Udhayashankar, Chairperson – Rotaract Club. Special mention to the efforts of Rtn. Mansoor and Rtn. Sujatha to have this club on boarded in the magic year of Rotary.

Tiny Hearts – Apollo Hospitals

The visit to Apollo Children's Hospital along with the CSR corporate donor was an heartwarming experience. We salute the service by team Apollo Children's Hospital headed by Dr Neville and Dr Muthu. Ms. Lalitha Holla, Principal CSR-LTIMindtree- the CSR corporate Donor, Rtn. Madhavan Chairman, Healing Tiny hearts and Rtn. PP Srinivasa Rao, went as a team to visit the Healing Tiny hearts today.



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 as of October, 2024.

Annapathiram 18590 individuals at a value of Rs. 464750/-

Vasthiram 601 individuals at a value of Rs. 146400

Idhayaganam 139 events over at homes spreading priceless joy.

Blood Donation at Omega with over 572 units donated.



YOUNG ACHIEVER AWARDS

CELEBRATING PASSION AND EXCELLENCE

What does an award or a citation offer an awardee? ask many. The Young achiever award sponsored by PP. Rtn. Murugavel Selvan, presented by RCME, is one that recognizes the passion, perseverance and dedication of the young achiever and their family on the road to creating remarkable achievements.

The awardee, this year is a 15 year old young artist from Karnataka. While children of her age play with games on the computer, Ms. Tulsi Hegde has her eyes firmly set on taking the ancient performing art form of “Yaksha Gaana” to global platform.

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children of her age play with games on the computer, Ms. Tulsi Hegde has her eyes firmly set on taking the ancient performing art form of “Yaksha Gaana” to global platform. With more than 800 performances on stage she is also the recipient of a number of awards/records at regional and national level.

With more than 800 performances on stage she is also the recipient of a number of awards/records at regional and national level.

Over the last 14 years, Young Achiever Awards at RCME, have been recognizing this passion in tomorrow’s achievers by providing a platform to inspire, motivate and encourage them as they embark on great journeys.

Join us in wishing Ms. Tulsi Hegde many more performances and achievements.

Rtn. Sujita Arvind
Chairperson, YAA 2024

BUILDING BLOCKS FOR SUCCESS

UNDERSTANDING COMPOSABLE ORGANISATIONS

RTN. SUDARSAN RANGANATHAN

The concept of plasticity refers to an organization's capacity to effectively transform and evolve in accordance with its surroundings. In contrast, a composable organization is intentionally fashioned to possess inherent adaptability.

It is constructed from interchangeable components and can be reconfigured or repurposed as warranted. This modular structure allows for swift responses to market fluctuations, the seizing of emerging opportunities, and the management of disruptions.

Consequently, composable organizations offer a multitude of advantages, including:

1. **Flexibility:** They possess the agility to easily modify and adjust to changing demands and expectations.
2. **Efficiency:** Composable organizations can streamline processes and operate with optimal effectiveness.
3. **Scalability:** As the needs of an organization change, its modular setup allows for easy scalability through with organizational performance can be greatly improved.
4. **Risk Management:** Composable organizations prioritize security and minimize risk.
5. **Market Agility:** With a composable approach, time-to-market can be expedited.
6. **Team Building:** Collaboration and autonomy are fostered within composable organizations, promoting cross-team success.
7. **Resilience:** Composable organizations are resilient and equipped to handle unpredictable situations.
8. **Culture of Innovation:** A key benefit of a composable organization is the potential for innovation, as the combination of interchangeable components can lead to ground breaking solutions or products.

With these advantages, companies can remain competitive in a rapidly changing business landscape. This allows them to swiftly adapt to any new obstacles or possibilities that may arise, while building trust and achieving desirable outcomes along the way.

BUSINESS BUZZWORDS

PHCC

The Paul Harris Cricket Carnival (PHCC) truly seems to weave an intricate tapestry of emotions and excitement. For a non-cricketer tasked with chairing such an event, it feels like an enigma. A nominated President needs to chair this carnival first, helping him or her gain experience, shows the sustenance plans our rcme veterans had for this carnival.

The success of PHCC in its 37th year is a testament to the strong bonds and camaraderie within RCME over four decades. It's indeed incredible to note that Rtn Lanka has been supporting PHCC for 20 plus years and his company Lanson Toyota as Title sponsor for 8 plus years. The owner driven teams came into being 12 years back and supporting us since then have been Lanson Knights (rtn Lanka) VGP Rockers (rtn VGP Ravidas) Gold Earth Panthers (Rtn Sudhakar) . Following them are Leo Legends (Rtn Leo Srini) and Trans Pelicans (Rtn Neelu) who came in the following year and all these 5 have been static in the PHCC scene giving PHCC a solid ground to sustain. A big shout out to all the 12 team owners today for upping their stake with PHCC in many ways and being very supportive of all plans.

Similarly, the ANNS of rcme must be spoken in the same breath as PHCC, for their delivering some sumptuous food during match days since 1993-94.

Back to the future and what do we have? Simply put - We have 12 teams - 276 players - 66 clubs -25 matches - across 6 days of January with finals in February. Come January 5th, the PHCC team is all set and ready to #dhoolkelappu every sunday . This hashtag is thanks to Krishna spouse of Rtn.Kinnera and should help all players record phcc on social media for posterity. PHCC is alive and kicking this year on social media, thanks to her.

Our registration process was more systematised - thanks to the efforts of Rtn.Ravi Venkataramani our secretary who doubled up on this role. The selection committee worked odd hours- due to their travel and busy schedules. Seamless, unpretentious, but poring over the data of all players to make the team distribution of the 275 odd players as equitable as possible while keeping the process transparent. A big shout out to IFCR past Chair Rtn Jagan, current chair Rtn Gopi and Rtn Gaurav Jain.

There are 40 rtns as hosts who always make the difference for one major PHCC event. This year was no different and without their support, the event wouldn't have happened.

CURTAIN RAISER

The curtain raiser team deserves special mention and put up a brilliant afternoon. Rajesh Jayaraman, the Curtain raiser Chair, had worked on all the details before handing it over to Co-chair Divya (due to his work related travel) who seamlessly continued to stitch it together along with Kinnera and Srini Rao. Rtn Shanta Kumar and Rtn Dr Krithika Dutta as MCs for the day, made the afternoon lively and fun, interspersed with so much information. The Legendary MS Dhoni, signed bats as mementos would be cherished by the team owners. Rtn Madhavan's incredible gesture in getting this done was a 'Dhoolkelappu' moment. The moment of truth was the unveiling of the teams through a racy video set to the caricature theme and words describing the owner(s) put together by Rtn Harish another PHCC player.

This spirit of PHCC trophy as the more coveted trophy stood a higher ground exemplifying fair play, camaraderie, and respectful conduct on and off the field. Wishing all the PHCC players to forge many more happy and wonderful relationships, which in turn will be a harbinger to do bigger things in rotary, harnessing each other's strength. We at PHCC will be super proud to carry such a legacy. **Lets get set to #Dhoolkelappu**



**Rtn Radhika Sathyanarayana
PHCC Chairperson**



Out of the PARK

'A dual density EVA midsole with air units fore and aft provides stability while a gel-insert absorbs shock'. That's an ad copy for a sport utility shoe as they are called. Indians walk 1000 k.m. never marking even a passing remark of any discomfort.

My computer keyboard has 102 keys which seems awfully generous. I can choose between three styles of brackets and two styles of colon. Over on the right hand side of the keyboard there is a whole community of keys that I seldom use but the ones I do very often are thoughtlessly placed. Worse still that between laptops the position of the critical keys like 'delete' and 'enter' are changed that I accidentally deleted a complicated formula on an xl sheet by pressing the wrong key.

The designer who thought of placing two vowels beside each other takes the trophy for the most bizarre location.



It can be as nightmarish when you get helpful running messages while you are at the bottom right corner. Imagine reading critical dimensions of a drawing, or a worksheet you are gazing at when a noxious message threatens to empty your bank balance in a swoosh or something that ominous.

But here is what gets me. Out of all the 102 keys I don't find the fraction $1/2$. To access it I have to bring down the font menu and call up a directory and hunt through many subdirectories until I happen upon the particular one "typographic symbols".

This is simply pointless. But then most things in life seem pointless to me. If you are my age you must remember flying the old 737-200 that Indian airlines had pressed on service in most sectors. These were the ones which had cigar-shaped engines. The plane had an open stowage running over the seats with no doors much like on trains! You could only place stuff there after the flight had reached cruising altitude and rush to pick them back when they announce imminent arrival.

You get what I mean?

Rtn. P.E. Ramakrishnan