

THE LIGHTHOUSE

WEEKLY BULLETIN OF THE ROTARY CLUB OF MADRAS
ISSUE 34 | MARCH 12, 2024

BUILDING RESPONSIBLE COMMUNITIES

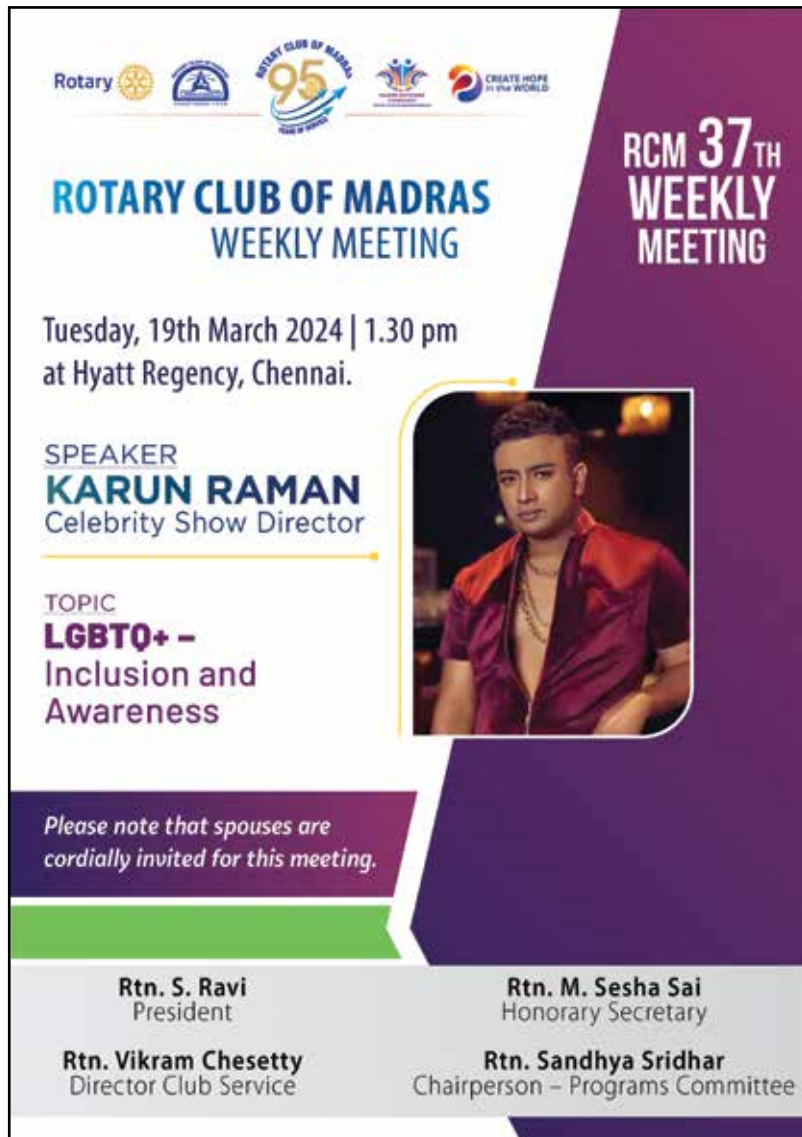


Dear RCMers,

Presenting to you the 34th edition of Lighthouse. As we go into mid March we look forward to an action packed week ahead.

Yours in Rotary,

Rtn. Sunita Suresh



ROTARY CLUB OF MADRAS
WEEKLY MEETING

RCM 37TH WEEKLY MEETING

Tuesday, 19th March 2024 | 1.30 pm
at Hyatt Regency, Chennai.

SPEAKER
KARUN RAMAN
Celebrity Show Director

TOPIC
LGBTQ+ –
Inclusion and Awareness

Please note that spouses are cordially invited for this meeting.

Rtn. S. Ravi
President

Rtn. M. Sessa Sai
Honorary Secretary

Rtn. Vikram Chesetty
Director Club Service

Rtn. Sandhya Sridhar
Chairperson – Programs Committee

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Send in your articles, news and stories for consideration in the Lighthouse bulletin to:
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Stay updated with our very own RCM magazine!

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Minutes of the 36th Weekly Meeting of Rotary Club of Madras

held on 12-03-2024 at Hyatt Regency, Teynampet, Chennai.

PP Rtn. Mohan Raman collared President Rtn. Ravi Sundaresan who formally called the meeting to order followed by invocation.

1. Call to Order and Invocation:

Rtn. Ravi Sundaresan called the meeting to order at 01:30 PM.

Silent Invocation was observed.

President Ravi Sundaresan formally commenced the meeting and welcomed all attendees.

2. Confirmation of Minutes:

President Ravi Sundaresan requested confirmation of the minutes of the 35th weekly meeting, which was **duly acknowledged**.

3. Announcements:

Various announcements were made regarding:

Introduction of guest speaker Mr. Ishmeet Singh Chandiok.

Inauguration of a wash project and digital learning program for schools.

Training program in basic life support and first aid for first responders in Pondicherry.

Medical initiatives and upcoming events.

International Rotary Convention in Singapore.

Initiation of the Isthiri project with rotary clubs in Hyderabad.

Celebration of International Women's Day and Graduation Day.

RCM Premier League cricket tournament.

Upcoming speakers and birthdays/anniversaries of members.

4.Rtn. Dr.Anuradha Ganesan :

I am pleased to inform you about two important upcoming events organized by our club.

1. WASH Project and Digital Learning Programme Inauguration:

Date: March 13th

Time: 9:30 AM

Location: Govt Higher Secondary School, Nemmeli Chengalpet.

Details: We will commence our program at the Govt Higher Secondary School in Nemmeli Chengalpet, followed by visits to three other schools. Transportation will be provided from Nemmeli to the other schools by van due to navigation difficulties. After the visit, we extend a warm invitation to join us for lunch at the Vinayaka Mission Campus at Payyanur, which is approximately 10-15 minutes away from the project site. Your presence and support are invaluable. Please RSVP to me if you plan to attend.

2. Training Programme in Basic Life Support and First Aid:

Date: March 14th - 16th

Location: JIPMER, Puducherry

Details: This training program, conducted in partnership with Aarupadai Veedu Medical College, Pondicherry, aims to equip first responders with essential skills to handle emergency situations and potentially save



lives. The program covers topics such as CPR, AED usage, hemorrhage control, and more. It will be conducted in both English and Tamil, with assessment and certification provided. No medical background is required to undergo this training. Participants include police personnel, NCC cadets, NSS volunteers, security personnel, and members of the public. We expect over 3000 participants, with sessions held from 8:30 AM to 8:30 PM. Registration is required. Thank you for your attention, and I look forward to seeing many of you in Pondicherry. Please feel free to contact me for further details.

5. Announcement by Rotaractor Sashi:

I am grateful for the opportunity to share my journey with you all. It all began in 2013 when I started my freelancing business, and RCM played a pivotal role by providing my first business opportunity. From there, I have grown to run two businesses successfully. Moreover, my journey from being a Rotaractor to becoming a DRR has been possible because of the mentorship and support I received from RCM, particularly from Parkavi mam, Rtn Ravi sir, and Rtn Balaji Chinni. Coming from a lower-middle-class background and facing personal challenges, RCM has transformed my life and provided me with opportunities beyond my imagination. I am proud to address you today as a leader and share my experiences, including training sessions in the Philippines and heading a team in the US. For the upcoming year, my theme is "Opportunity to Transform" (OTT), and I seek your support in achieving our goals together. Thank you once again for your invaluable mentorship and support.

6. Announcement by Rtn. Bharat Pujara:

I am pleased to inform you about the upcoming medical initiatives organized by Community Services 2.

1. Medical Camp for Women:

- Date: March 16th
- Time: 9:30 AM
- Location: Rotary Nagar
- Details: A medical camp for women will be conducted in partnership with Kauvery Hospital. This initiative aims to provide healthcare services to women in need.

2. Expressive Art Event:

- Date: March 16th

- Time: 4:00 PM - 6:00 PM
- Location: Hotel Maris

Details: An expressive art event curated by Ann Harsha Ganeriwala will take place at Hotel Maris. This event is managed by the Wellness Holistic team and offers a creative outlet for participants.

Additionally, we have ongoing projects such as the donation of dialysis machines and an upcoming event to donate an ambulance van to RSRM Hospitals on March 19th. Your presence and support in these initiatives are greatly appreciated.

7. Announcement by Rtn. Sabina (International Director):

Invitation to attend the RI Convention in Singapore from May 25th - 29th.

Stall for RCM at the convention.

Request for payment towards the PHF for newly minted green Rotarians.

8. Announcement by Rtn. Rani Muralidharan:

Successful celebration of International Women's Day at Bharatiya Vidya Bhavan.

Graduation day celebration with over 500 participants.

Thank you for the opportunity.

9. Announcement by Rtn. Shivkumar Easwaran:

Introduction of RCM Premier League Cricket Tournament.

Acknowledgment of sponsors and participants. Congratulations to the winners.

10. Announcement by Rtn. Sessa Sai (Honorary Secretary):

Upcoming events and celebrations for members and spouses.

11. Introduction of Guest Speaker by Rtn. Vikram:

Introduction of Mr. Ishmeet Singh Chandiok, a distinguished hospitality professional.

Mr. Ishmeet Singh Chandiok, a distinguished hospitality professional, addressed the attendees and shared insights about his entrepreneurial journey with Hawley's Corner, India's pioneering ready-to-eat dog food market.

12. Vote of Thanks by Green Rotarian Vijay Narayanan:

- A vote of thanks was extended to all attendees, followed by the adjournment of the meeting by President Ravi Sundaresan.■



Delivering Doggie Dabbas the World Over!

On March 12th, 2024, we had the pleasure of having our invited speaker, Mr. Ishmeet Singh Chandiok, Entrepreneur and Founder of Harley's Corner, a unique and one of a kind canine food supplier and delivery business. Mr. Ishmeet Singh had the innovative idea of starting a prepared, packaged wholesome wet food for canines.

“Logic will get you from A to B. Imagination will take you everywhere.”

- Albert Einstein

The brainwave was sheer serendipity. Having trained and while working in the hospitality industry for prominent and leading brands like the Hyatt and Marriott and with a culinary background, a chance encounter with a litter of puppies at a construction site led to the adoption of a dog and thus began his journey.

Mr. Ishmeet Singh likes to believe his dog chose him, and with his new-found love, began exploration and learning and scientific training of canine nutrition and the technology of preserving the food and the inherent nutrition. His friendly gesture of sharing his pet's food with other pet owners and neighbors, was met with such

tremendous interest and demand that he realised, that perhaps this was an unexplored business opportunity as well.

He took the bold decision to quit his lucrative job and set on a new path. It was a whole new world for him. No doubt his background in human culinary training gave him a head start and an advantage. But above all, two things that were unique and helped him stand out: were his multicultural roots with a Sikh and Parsi

background and exposure to a blended cuisine growing up, and his inherent love for dogs and his desire to keep them alive healthily longer.

Any pet owner would agree that a pet is another family member akin to another child. So, as Mr. Singh likes to elucidate: the natural order of life would be that the offspring outlive the parents. But sadly, the pets

precede in passing before the "parents".

He dedicated his time researching the macro and micronutrients specific to canines. At the outset, while he was in Mumbai, just by word of mouth, the demand for his home-cooked dog food was growing and expanding so that he had to use the much acclaimed Dabba- Wallas to deliver the food.

“Genius is 1% inspiration, and 99% perspiration.” - Thomas Edison

Once he decided to incorporate this into an enterprise, in itself and studied the market as a consumer himself, he realized most of the supply and knowledge is driven by his competitors who make the dry, ready to eat, packaged dog meals. Breaking the barriers of ease, opening a bag to feed the dog, to the myths of preprocessed dry food being better for your dogs to the support the multimillion industry has garnered over the years with the canine health care providers was far more complex and daunting and challenging.

“Entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life like most people can't.” - Warren G. Tracy's student

So, Mr. Singh started from the basis of the chain: i.e. the consumer basis. He began by educating the market consumer about the benefits of wet wholesome food. He redefined his retail space by moving it online, to reduce the margins and overheads and directly to pet owners. In order to stay relevant, he also made dog cakes and personalised food. He floated a subscription plan for periods of time with discounts. It took patience, perseverance and dedication, but above all, his eye was on the welfare of the true end consumer: aka the dog. Ultimately, his own users were his brand ambassadors, whom he incentivized with their engagement and assistance. So, it was a simple, low-cost and yet powerful marketing strategy.

"Every act of kindness creates a ripple effect."

Not all of his endeavors are purely motivated by monetary gain. His love for dogs shines through his other engagements and his goal of trying to add at the very least 2–3 years extra good years to the life of a pet. He uses human grade meat and good produce that he sources from very reputable suppliers which humans also buy from. He challenges/ invites the owners to actually taste the food themselves before feeding the pets. He also caters to renal and cardiac canine patients.

He spends a sizable amount feeding stray dogs with the motive that well-fed dogs are less aggressive and thus reduce the "menace" of street dogs.

He has liaised with veterinary doctors and with corporate companies as part of their CSR initiatives by providing his food at 50% of the cost for stray dog feeding programs.



His love for dogs shines through his other engagements and his goal of trying to add at the very least 2–3 years extra good years to the life of a pet

He has employed a Nutritionist from the Netherlands who has a background in orthomolecular nutrition for canines and balancing nutrition at the microlevel. He is awaiting a patent on his meal plan and production and preservation technology.

He has also launched a range of supplements for dogs whose owners still continue to feed dry food or even their own food.

What started as a pastime and a hobby to cater to his own beloved pup, is now a successful company with an online market listing on Amazon and Mr Singh is in negotiations with Walmart, Pet smart, Amazon.com and Pet co. He is the first Indian B2B company to participate in this arena of business in Germany with a dedicated stall in 2024.

Through all his successes, which is through his ardent love for dogs and his own pet. The company is named after his first canine love: Harley, whom he picked up: or, as he says, Harley picked him. Sadly, Harley passed away after serving as the Chief tasting officer for 12 years and adding cuddles, warmth, happiness and paving a new way of success for Mr. Ishmeet Singh. However, Harley remains as a tattoo on Mr Singh's arm and also as the name of his company.

"Happiness is a warm puppy." – Charles Shultz (cartoonist, Peanuts)

- Rtn. Dr. Rama Narasimhan ■



CELEBRATION OF INTERNATIONAL WOMEN'S DAY BY ROTARY CLUB OF MADRAS!

We the Rotary Club of Madras, hosted our flagship event "AZHAGU" on 8th March 2024 at Bharatiya Vidya Bhavan, Chennai to celebrate International Women's Day.

The Rotary Club of Madras is the 3rd oldest Rotary Club in India and the oldest Rotary club in South India. Rtn Sundaresan Ravi is the 95th President of Rotary club of Madras and the event was held under his leadership.

Noted movie and TV Series actor, Ms Vidyullekha Raman was the chief Guest, First lady of Rotary International Dist. 3232 Ms. Shobana Ravi was the Guest of Honor, First Lady Elect Ms. Bharti Saravanan Dist. 3234, and Chairperson Inner wheel Mrs. Usha Sarogi were the special Guest for the day.

Director Vocational Services Rtn Vijay Balaji, and Chairpersons Rtn Rani Muralidharan and Rtn Rajib Hota along with Immediate Past President Rtn. Jayashree Sridhar and Director Community Services Rtn Dr. Anuradha Ganesan and other Ro-



tary club of Madras members participated in the event.

The event featured inspiring speeches, captivating music, and enchanting dance performances.

We honoured all our women Student members & our teachers

from our Vocational Skill Centres at Rotary Nagar & Selaiyur / Sembakkam by awarding certificates in Tailoring, Aari & Embroidery and Digital Literacy. The Teachers in these centres were also honoured.

A total of 450 women received certificates on Women's Day.

RCM's two main Vocational training Centres are at Rotary Nagar (which is 8 decades old started in the year 1943) and Selaiyur / Sembakkam (which is 3 decades old).

The courses for which Vocational services are being offered run free of cost and the students find jobs in the neighbourhood or they run a home-based business. Young women from Rural areas





are given training in Hospital administration courses and they get 100 percent placement on completion of the course.

At the Rotary Club of Madras, we believe it's very important for women to prioritize self-care and carve out time for personal growth. By valuing their well-being and making conscious choices, women can lead fulfilling lives and positively influence their families and those around them. Empowering women, especially those from the poor backgrounds has been a priority for RCM. And we at the Rotary Club of Madras are committed to supporting this endeavour for years to come.

Rtn. Vijay Balaji ■



Join us this month by participating in the e-waste collection drive. This initiative not only addresses the mounting issue of electronic waste but also promotes responsible disposal and recycling. We accept a wide range of electronic items, like old computers, laptops, smartphones, tablets, printers, monitors, keyboards, mice, cables, and other peripherals. Additionally, household appliances like refrigerators, washing machines, and microwaves are accepted. The goal

is to divert these items from landfills, ensuring they are recycled or disposed of in an environmentally responsible manner to reduce the environmental impact of electronic waste.

#ewastecollectiondrive | #cleanerplanet | #Reduceewaste

Drop off point: **Wasted 360 Solutions**, T.Nagar, Chennai: 600017

Google Map Link: <https://maps.app.goo.gl/zDrpausVv9fCcZ97>

Do fill the google form once you send for our team to quantify and know you participated:

<https://forms.gle/WB4LfjahdsLYpi59A>

Thank you so much!

Rtn. Gautam Reddy & Rtn. Dr. Vani Vijay,
Environment Committee

BIRTHDAYS

March 11th - **Rtn. Rajesh Somasundaram**
March 12th - **Rtn. Suresh Amirapu**
March 13th - **PP Rtn. Vijay Krishna**
March 14th - **Rtn. Manasa T Pillai**
March 16th - **PP Rtn. Ravi Katari**
March 17th - **Rtn. Masud G.S.K.**

March 12th - **Ann. Shamantha**, Spouse of **Rtn. B.V. Gautam**
March 13th - **Ann. Jai Subramaniam**, Spouse of **Rtn. Hemu Ramaiah**
March 13th - **Ann. Anuradha**, Spouse of **Rtn. Punkaj Sachdev**
March 17th - **Ann. Jyothsna**, Spouse of **Rtn. Srinivasa Garapati**

WEDDING ANNIVERSARIES

March 11th - **Rtn. Girdhar Hemdev & Asha**

From the 36th Meeting of Rotary Club of Madras March 12, 2024







The 9th -10th of March was designated for the Group & Final matches of the RCMPL1 cricket league at the Sri Venkateswara Medical college grounds and went off beautifully without a hitch and was appreciated by all who were a part of it.

As it is, practice matches were held on the 23/24th Feb in these pristine surroundings with great ground support and 5 group matches on the 25th. The 20'x8' LED display with live commentary & YouTube broadcast was the trendsetter and uniqueness personified. The stage for the event was set!

It was an early start, 7 am on Saturday (9th) when 6 matches were to be held, back to back. It went off like clockwork and was a mixed bag of high & low scores, some fabulous batting, bowling and fielding and indifferent performances. It was cricket all the way. Under the scorching sun, it wasn't exactly a picnic to play out 20 overs of a match. As a mere spectator under the tent for 2 full match days, by the end of it all, I was completely exhausted and, even under the shade, came out feeling like dried fish in the Kasimedu market! Kudos to the players who were able to go through the whole exercise with relative ease. It shows the fitness levels of the young & old and their love for the game. Cricket is hard work, and we should never begrudge the millions that professionals are paid to entertain us!



Back, to RCMPL, the matches were exciting, gripping, last ball / over finishes, mundane or one-sided, but there was complete involvement.

One of the Semi-Finals was a close affair, with India the Winners of our Rtn. Bharat Shivkumar winning off the last ball Six, a la Dhoni!

Many congratulations to "India Winners" owned jointly by Father & son team of Bharat Shivkumar & PP. Rtn. Shivkumar for winning the prestigious RCMPL Trophy. Special mention must be made of Rtn. PP. Shivkumar who displayed the energy of a 15-year-old, running around and managing his team.

As teams go, the surprise package was Rajesh Shankars IVS Leading Lions, who were the Runners-Up, were of unknown quantity as their Marquee player was injured and had to drop out. They came out of nowhere to reach the final,

defeating all teams in sight. Their captain and star player, Mohanasundaram displayed massive cricketing abilities both with bat and ball to claim the “Most Valuable Player” of the tournament. He was the recipient of the award of 2 tickets to Bangkok and back, sponsored generously by our Co-chair, Bobby Balakrishna. A big thanks to him.

Then there were awards galore. The best player in each category, Batting, Bowling & Fielding, Fairplay, Fellowship, thank you sponsor plus medals for the winners. A Certificate of participation was given to all those who were a part of this wonderful event. There was even an award for “Best Whistle Podu Team” in honour of our own CSK! One must congratulate our Chair, Shivkumar Eashwaran, for being so inclusive, and ensuring that everyone who participated was given due recognition. That’s a rarity.



Many thanks to Rtn.B V Gautam for being the Title Sponsor for unloosening his purse strings, Canadian Crystalline for assuming the role of the Gold sponsor and Sundaram Motors for displaying their latest C200 D -Benz at the venue.

Thanks to Santosh of ONE EVENTS, Srman the Rotractor, Dr. Parkavi of ISSM were most forthcoming with their support where it mattered. To the RI district, DGE, Rtn. Saravanan, DGN. Rtn.Vinod Sarogi for being a part of the event from start to finish. They were there through and through, from the unveiling until the prize distribution.

Special thanks to DG. Ravi Raman who made the effort to drop in with the first lady during the final and spend some time at the venue.

And most of all, to RCM & President. Ravi Sundersan for supporting & for letting this happen and the RCM staff, Manjushree & Others for their Admin support.

Not to forget Rtn. Shailesh Vummidi, our Treasurer for keeping track of chaotic numbers and of receipts and payments despite having to be a part of a domestic function. Thank you!

And many thanks to all the RCMers, Gopi, Linesh, Jaiswal, Bhatia ji, who turned up in support, braving the heat & humidity.

This year was good. But the coming years could be better. This can be as much a pull and an event of opportunity as any, as a fund-raiser. We must give it serious thought. And work on it to make it happen.

Thank you, All & God Bless!

Rtn. Raghunandan Akur Raman ■





From the land of KULCHAS, KRIPANS, KARTARPUR SAHIB and more!!!

As a Green Rotarian initiated into the fold only twenty days earlier, when the four-day trip to Amritsar and Kartarpur was announced, I was all in. After all, not many people I know can say that they have spent time in Pakistan—albeit for a few hours.

The trip itself was a smorgasbord of everything: some thrills (the entire immigration process and the crossing of the border from India to Pakistan and the multitude of regulations that came with it), some chills (the weather being the biggest of them all) and plenty of laughter.

During our visit to both the Harmandir Sahib and the Darbar Sahib (Kartarpur), what impressed me the most was the ease and grace with which the pilgrims devoted their time to community service at the temple. Whether it was cleaning the grounds of the temple, storing the footwear of the visiting devotees, or serving food and cleaning the Langar that is the community kitchen, the pride that they took in their work and voluntary was admirable.

We were lucky to make it in time for the daily prayer call at the Darbar Sahib. The energy in the air had an undercurrent of something wholly positive and stirring as the priest recited the prayers from the Adi Granth.





No account of a trip to Punjab is complete without paying tribute to the delicious food. I can confidently say that everyone's workout and dietary routines went for a toss those four days as we sampled—gorged on—the wide array of kulchas, butter chicken, jalebis, lassi, chole etc. While the food at the Langar was



soul-nourishingly simple, it was so tasty that it made you want to say “Waheguru” with every mouthful.

This first trip with RCM as a Green Rotarian has been etched into my mind and heart as a core memory. Not only was the experience fabulous, but it also brought me closer to about forty people from RCM, all of whom I can now confidently and happily call: family!

- Rtn. Vijay Narayanan ■



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