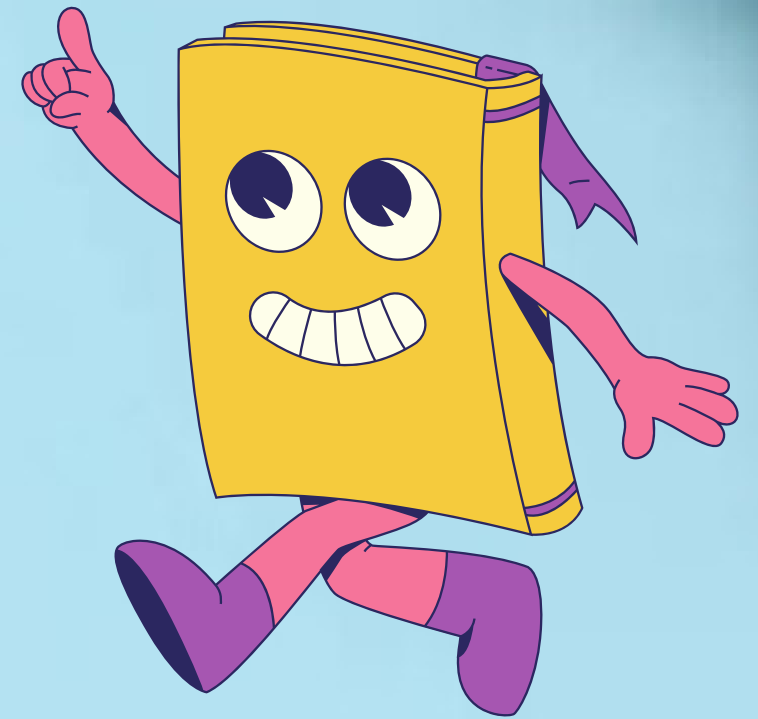
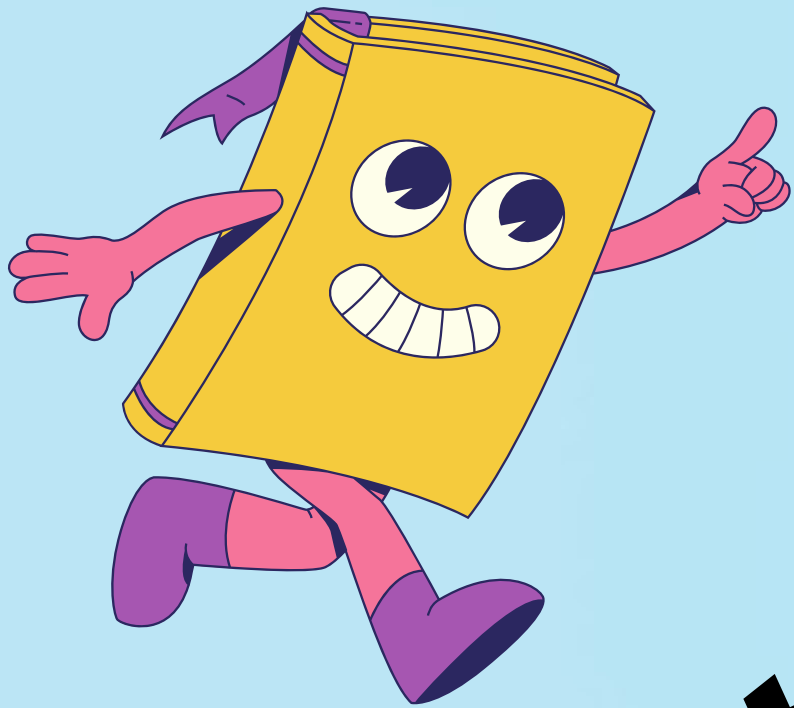


**September****Basic Education & Literacy Month****Visit our Websites**<https://rccennaibeehives.rotaryindia.org><https://rccbeehivetrust.org>



CHARITY  
DOESN'T  
DECREASE YOUR  
WEALTH

## AN APPEAL

**From Rtn R Venkataraman, Chairman & Managing Trustee  
The Rotary Club of Chennai Beehives Trust**



**Dear Fellow Rotarians,**

**You are aware that Income Tax Authorities have provisionally approved 80G, effective from 26.7.2023. Contributors to our Trust can avail 80G benefit against their payment to our Trust. Payments to Trust are to be made only through Cheque, Bank Transfer (NEFT, RTGS, IMPS) or through UPI to Trust account.**

**NO CONTRIBUTION on FOREIGN CURRENCY ACCEPTABLE. ALL CONTRIBUTIONS MUST BE ON INDIAN CURRENCY ALONE. (Indian Rupees)**

**Cheques are to be drawn in favour of "The Rotary Club of Chennai Beehives Trust".**

**No 80G benefit permissible for Cash Payments above Rs.2000/-.**

**Any cash contribution below Rs.2000/- can be made to Trust through RC Chennai Beehives or handed over directly to Secretary of the Trust Rtn R Seralathan or to Treasurer of the Trust Rtn.C.H.Sudarsanam and receipt obtained.**

**No direct cash remittance to Trust Account is permissible.**

**Details of Trust Account:**

**Beneficiary: The Rotary Club of Chennai Beehives Trust.**

**Bank: IDBI, Nanganallur Branch**

**SB Acct No: 0735104000052137**

**IFSC: IBKL0000735**

**Look forward to your liberal contribution, enabling the Trust to fund our club projects, approved by RC Chennai Beehives Board and letter of requisition received from President of the Club.**

**Rtn R Venkataraman**

**"LITTLE BY LITTLE,  
A LITTLE BECOMES  
A LOT"**



## Thanks to Donors

**Responding to my personal approach and appeal, the following Rotarians have liberally donated to our Trust.**

**Rtn Ram N Ramamurthy, RC Madras Mount**

**PDG Rtn R Srinivasan, RC East RA Puram**

**Rtn. Shriram Duvvuri, RC Chennai Capital**

**Rtn K S Srinivasan, RC Beehives**

**பயன்தூக்கார் செய்த  
உதவி நயன்தூக்கின்  
நன்மை கடலின்  
பெரிது.**

**Adjustment is not important in life...  
but understanding is more important in life**





## Shape & build an egalitarian society.

Many Greetings to my dear co-Beehivians, and my special Greetings to you all on the occasion of GANESH CHATHURTHI, celebrated on 18/09/2023.

As you all are aware, September is designated as 'BASIC EDUCATION & LITERACY' month by Rotary International. Rotary organizations world over are expected to strive hard and achieve the objectives laid down for the cause of imparting Basic Education to all sections of the society, particularly the downtrodden sections. Any steps initiated in that direction is bound to improve the Literacy rate not only among young children, but also among men & women of all age groups.

Education is acquired not only by studying in school, college, and by going in for higher studies and adding more and more qualifications after one's name. Such an education will only help in enhancing one's financial status so as to lead a materialistic life in this world. It is all the more necessary that one's thoughts and deeds are aimed at supporting fellow human beings, and respect for others is an indicator for the outside world to admit that one is educated.

Knowledge is Power, Knowledge is Asset, Knowledge commands respect – these are phrases which are important in the life of any human being. A person acquires knowledge not only through acquiring educational qualifications, but also through common sense, through various media tools, through friendship, fellowship, networking and so on, which makes him/her powerful. Also, Knowledge is priced possession and is not meant to be held back by anybody, but should be imparted to other individuals who are in need thereof. Any person with wide knowledge of worldly happenings is respected and revered by others readily.

We, as Rotarians have a major role to play in the community for widening the coverage of Basic education among the needy and downtrodden sections. We ought to act as catalysts for shaping their future and build an egalitarian society. Providing good and useful education, irrespective of the strata in the community a person belongs, and improving Literacy among fellow citizens should be our mantra for the development of the nation as a whole. Our Club can step in to support the cause of 'BASIC EDUCATION & LITERACY', which is one of the 7 Focus areas of Rotary, in any of the following ways:

- \*To provide Books, Note books, Stationery and other utility items to Primary School children ailing from poor, downtrodden sections.
- \*To provide food Free of cost to the school children of such poor families, irrespective of the class they are studying in.
- \*To extend financial support to poor school children for payment of periodical fees to the Institution.
- \*To organize special teaching sessions in schools, apart from the classes they attend during the normal school working hours.
- \*To provide financial and other assistance to poor children with physical disabilities, special children, mentally challenged ones.
- \*To impart knowledge to all school children in respect of our nation's Cultural heritage, various historical places, and I also take them along to different places of interest so as to enhance their knowledge.
- \*To organize Quiz Contests and other competitions among schools to improve their knowledge and to give them encouragement to face challenges.
- \*This is only an illustrative list of the methods we Rotarians may adopt to enhance the level of education in our society.

I, as your President for the current year, welcome your ideas and viewpoints for supporting Basic Education and improving Literacy in our society, so that we may plan and implement such Projects, thus signal our existence in service to society.

**Rtn.G.S.Suresh, President**

Feelings are the most delicate thing in life. Never hurt them when anyone truly loves you, because today it's me, tomorrow it's you.

## Public Image & Ideas for successful Campaign

### Brief Note by Rtn.R.Venkataraman

**Public Image in Rotary is designed by the actions of its members as well as the Involvement of the Rotary Club in Community Service Projects. The activity of the Members and the Rotary Club and publication of such community-based activity of the members and the Rotary Clubs in Print, Electronic media and Social media enhances the image of the Rotary in the eye of the public.**

**Clubs need to involve in all platforms like Social media, Print media and Electronic media to publish their community based activity to the public at large by giving the details of the activity the beneficiaries (including the number of people that the activity benefitted) of such activity, the man power involved and the time/amount spent both in kind and cash.**

**This kind of publishing of the activity on various platforms helps people replicate such activity with ease and brings in more transparency and accountability of the Club and its activity.**

**This helps clubs promote community service activity and its awareness that is done by Rotary.**

**Creating awareness of Rotary's activities helps a club increase its membership and involve general public participation in its activity. It opens opportunities for similar organizations partnering with Rotary, opens new opportunities for fundraising of Rotary activities. It promotes involvement of the Club members in the Club Projects.**

**The publication of Rotary Club's community-based activities and its other activities which are important for the community enhance the opportunity for exchange of ideas amongst members and the Rotary Clubs. It improves attendance of the members through participation and brings about more involvement of the members with the community and general public.**

**Including a public relations component in club project plan will help ensure club's projects and events get the attention and support they deserve.**

**The following ideas can help you create a successful campaign.**

**Know your local media Before sending stories to a journalist, get to know your audience.**

**Follow Face book and Twitter to identify where a Rotary story might fit.**

**Develop a media list and keep it current.**

**Get to know local journalists by inviting them to learn more about Rotary, your club, or a specific project.**

**Write a press release that journalists want to read Once you've developed a relationship with your local reporter, help them remember you through regular contact.**

**Share news about your club projects, fundraising events**

**Include the five words in the opening paragraph of your press release: who, what, where, when, and why**

**Keep it concise;**

**limit the press release to one page and paste into the body of your email rather than sending it as an attachment**

**Decide who will respond to media inquiries and include their contact information. Include visuals when you send to TV stations.**

**Let go of what's gone, be grateful for what remains and  
look forward to what is coming next**



## President Elects Training



PETS..1



The Presidents-elect Training Seminars (PETS) are informational programs that are planned and conducted by the district trainer under the direction and supervision of the governor-elect as provided in PETs Leaders Guide. Its purpose is to develop club presidents who have the necessary skills, knowledge, and motivation to:

PETs 1, was held on 9.9.2023 at GRT Convention Hall. Following the address of District Learning Facilitator 2024-25 Rtn S.Muthu Palaniappan, District Advisor 24-25, PDG Rtn R Srinivasan delivered introductory remarks. DGE Rtn Mahaveer Bothra spoke about his plan action for the year 24-25.

All President Elects, District Core Committee Team 24-25, Assistant Governors 24-25 were introduced.

Chief Guest of the event, PDG Rtn.Krish Rajendran, District 3230 spoke at length, gave ideas and proposal to President Elects to function effectively in the rotary Year 2024-25.

### Recognition to RC Chennai Beehives

**Our Club Mentor  
Rtn.R.Venkataraman is  
placed in the District Core  
Team 2024-25, as District  
Coordinator.He was  
introduced in PETs 1 on  
9.9.2023.**



**Always love people from your heart and  
not from your mood of needs**



## Vision of DGE Rtn.Mahaveer Bothra



**Rtn.Mahaveer Bothra, , a Leader with clear vision, committed, dedicated and hard working personality with great work ethic is assuming office as Charter Governor of our New District 3233 in Rotary Year 2024-25. In the recently concluded PETs 1, he vividly spelt out his plan action . We report below his speech, "A VIABLE VISION"**

**Dear Fellow Rotarians,**

**I have been crowned to be the Charter Governor of Rotary District 3233 that has been carved out from District 3232. We prepare to begin the New Rotary Year 2024-25. I thank one and all for the support and commitment to serve with me. Strongly and truly, I believe that genuine participation and sharing of knowledge alone can be the foundation for a successful Year of my term, which will be a Foundation to achieve goals and to step forward.**

**I cannot rest with a sense of happiness for having been crowned as Charter District Governor. With this onerous and incredible responsibility conferred, my mission and vision cannot and should not end with leading the clubs, inspiring members and enhancing the image of Rotary. I intend to sow the seed that provide a vibrant and conducive path way, helpful for successive years, atleast to a minimum of next decade of District 3233.**

**My basic concentration during my term will be on growth of Membership and to achieve it through enhanced Public Image.**

**The strength of District 3233 dwindle down to about 4000 due to separation of District 3232. My first and foremost concentration will be on the exercise of increasing the membership strength of District 3233, either by doubling it or atleast by ensuring 60% to of 75% of the present strength, aiming to induct more women and youngsters. This is achievable with the active and involved cooperation of President Elects and Members of the Clubs.**

**We are aware that Rotary strives its best to change the lives of others for the better. Our clubs invest volunteers and Financial resources in a broad range of service activities. But, we lack in propagating our activities which is possible through Public Image events. Public Image, the powerful weapon, is the key aspect and through it alone we can build a strong base. Let us expand our Public Image through innovative models in such a way to attract and welcome more participants into Rotary.**

**Let us jointly March forward with a clear vision and resolute determination to strengthen Rotary with an enhanced & meaningful Service Projects.**

**A successful relation does not depend on how good understanding we have? But it depends on how better we avoid "Mis-understanding"**



## RC Beehives Meetings



## Weekly Meeting

## Speaker

**Rtn.Dr.Sabitha Ramakrishnan**  
**Professor, MIT**



**The first weekly meeting of September 2023, was held under the President ship of Rtn.G.S.Suresh. The speaker of the meeting was our club member Rtn.Dr.Sabitha Ramakrishnan who is the Professor of MIT Chennai.**

**The speaker was introduced by Club Secretary Rtn.G.Vijendran. She spoke on the topic "Chandrayaan 3 Impossible (Possible).**

**Starting with ChandaMama of erstwhile years, she explained the journey of Chandrayaan 3 through powerpoint presentation.**

**She narrated the journey of Chandrayaan very beautifully and captivated the audience for about 40 minutes. Her speech enabled the members to get insight into the Pride of India. Members raised various points over the Journey of Chandrayaan and she briefly responded to the questions. She was honoured with shawl and memento that was presented by Rtn.Ezhilarasi.**

**With vote of thanks prposed by Club Service Director Rtn.M.R.Sudhashan, the meeting was adjourned.**

**Second Weekly Meeting was held on 28.9.23. It was members meeting. Club President briered about proposed projects of the club for the month of October 2023. Also intimated about the proposal of holding S V Ramani Memorial Trophy 6x6 cricket tournament. Rtn.Seralathan briefed about preparations and sought total cooperation of members to successfully execute the tournament. President appealed for donation to pulse polio and EREY contribution.**

**Life is not about the people who are sincere in front of you.  
Life is about those who are honest behind your back.**



## Beehivians Role

## நன்றி,நன்றி,நன்றி

10.9.2023 அன்று நடைபெற்ற வாராந்திர கூட்டத்தில், போலியோ ப்ளஸ் பற்றி விளக்கி அதற்காக குறைந்தபட்ச பொருளாதார உதவியாக குறைந்தபட்சம் ரூபாய் 200/- போலியோ நோய் ஒழிப்புக்காக வழங்கிட சங்க பவுண்டேஷன் தலைவர் Rtn.ஆர்வி விடுத்த வேண்டுகோளை ஏற்று Rtn.மாரிசெல்வமோகன் 25 டாலர் வழங்க இருப்பதாக வாட்ஸ்அப் செய்தியில் தெரிவித்துள்ளார்.

Rtn.எழிலரசி சேரலாதன் ரூபாய் 9000/-(100 டாலர்) போலியோ ஒழிப்பு நிதியாக 29.09.2023 அன்று ரோட்டரி பவுண்டேஷனுக்கு உனக்கனன அனுப்பியுள்ளார்.

இருவருக்கும் நன்றி தெரிவித்து மற்ற உறுப்பினர்களும் முன்வர வேண்டுகிறோம்.

## Laudable Service Activity by Rtn M R Sudharsan, Director Club Service

\*KARPI\*, a large scale book donation drive, was conducted by Rotary Club of Ambattur along with the support of few other Clubs. The event was held at Phoenix Market City over the weekend and subsequently the Valedictory function was held where DGE Rtn. Saravanan Sir was the chief guest.

Rtn.M.R.Sudharshan participated in the drive by donating various books ranging from school books to competitive exam books and other fictional books. India Book of Records awarded Rotary Club of Ambattur with a citation and a medal.

Sep. 30 - Oct. 06, 2023

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## பி எம் பல்நோக்கு மருத்துவமனையில் இலவச இருதய பரிசோதனை முகாம்

PRESS RELEASE



செப் 29 உலக இருதய தினத்தை முன்னிட்டு நங்கநல்லூர் பி எம் பல்நோக்கு மருத்துவமனையும், ரோட்டரி சென்னை பிஹைவ்ஸ் மற்றும் அப்போலோ மருத்துவமனையும் இணைந்து, பொது மக்களுக்கு இலவச இருதய பரிசோதனை முகாமை பி எம் மருத்துவமனை வளாகத்தில் நடத்தியது. பி எம் மருத்துவமனையின் நிர்வாக இயக்குனர் டாக்டர் தியாகராஜன் அவர்கள் தலைமையில் நடைபெற்ற இந்திகழ்ச்சியில் ரோட்டரி சென்னை பிஹைவ்ஸ் தலைவர் கரேஷ், செயலாளர் விஜேந்திரன், பொருளாளர் விநாயகமூர்த்தி மற்றும்

சுதர்சனம், ராஜ்மோகன், முகுந்தன் ஆகியோர் கலந்து கொண்டனர். அப்பல்லோ மருத்துவமனையின் சிறப்பு மருத்துவர்கள் பிரேமலதா, டாக்டர் அரவிந்த் ஆகியோர் கொண்ட குழுவினர் இலவச மருத்துவ முகாமினை நடத்தினர். முகாமில் கலந்து கொண்ட பொதுமக்களுக்கு இசிஜி, ரத்த பரிசோதனை மற்றும் மருத்துவர்களின் இலவச மருத்துவ ஆலோசனையும் வழங்கப்பட்டது. இதில் நூற்றுக்கும் மேற்பட்ட பொதுமக்கள் கலந்து கொண்டனர்.

Have a unique Character like a Salt. It's presence is not felt but it's absence makes things tasteless

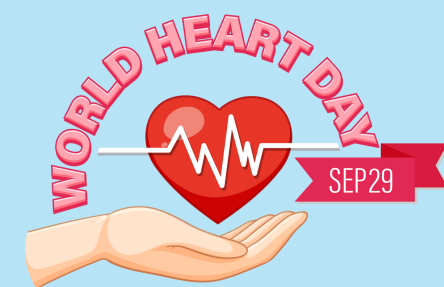


## RC Chennai Beehives Projects

**Provided Educational Assistane**

**The request of an Auto Rickshaw driver Sri.M.Prabhakar towards payment of school fees of his wards studying at Chellammal High School was approved by Trust Board in its meeting held on 5.8.2023.**

**Trust Board approved payment of Rs.5000/-against his request for Rs.15,000/- and directed to pay in September 2023, during the Basic Education&Literacy month of Rotary. Accordingly, payment was given on 1.9.2023**

**Beehives observed World Heart Day**

**World Heart Day was observed by our Club in association with B.M.Hospital, NANGANALLUR and Apollo Hospitals. On this occasion, a Free Cardiac Screening Camp was organized at B.M.Hospital from 9.00 A.M. to 1.00 P M.**

**About 60 individuals were screened during the Camp, in which Blood Test, BP, ECG were done and Doctors from Apollo Hospitals provided Medical Opinion on the reports.**

**The Club expresses its Thanks to our Club Member's for their co-operation for making this programme a Great Success, Thanks to B.M. Hospital and Apollo Hospital teams for associating with our Club for this programme.**

**Be bold when you lose.Be calm when you win. Changing the face can change nothing. But facing the change can change everything**





**RC Chennai Beehives  
Wishing the Rotarians,  
Anns & Annettes  
another wonderful  
year of  
Happiness & Joy**



**Ann Supriya w/o Rtn. Badrinarayanan ... 5.9.23**

**Rtn.M.V.Badrinarayanan ... 11.9.23**

**Annette Janakaranjani d/o Rtn B.Shankar ... 20.9.23**

**Annette Vishnuprasad s/o Rtn.Rajmohan ... 21.9.23**

**Ann Ramakrishnan h/o Rtn.Sabitha ... 23.9.23**

**Rtn.Arunkumar D.R ... 29.9.23**



**Happy  
Anniversary**

**Rtn.J.Nataraj & Ann Durgadevi... 4.9.23**

**Rtn.Vinayakamurthy & Ann Thangaselvi ...7.9.23**

**Rtn.C.H.Sudarsanam & Ann Padmavathi ...18.9.23**



**A person cannot achieve the real success & happiness until he learns  
the art of having tolerance, sacrifice, care and respect for others.**



## Beehives launch S.V.Ramani Memorial Trophy 6 x 6 Cricket Tournament

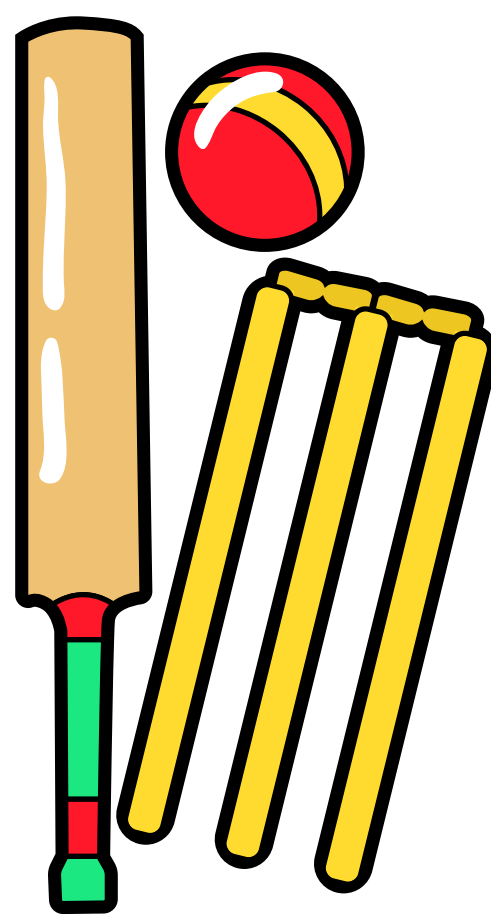
**In the Board meeting held on 28.9.2023, Club Board accorded approval to launch S V Ramani Memorial Trophy 6x6 Cricket Fellowship and Friendship Tournament on January 06 & 07 January 2024 at a Semi Indoor Stadium .Nolanbur.**

**Tournament committee for the event has been constituted with Rtn.Dr.V.Thjagaran as Chairman and Rtn R Seralathan as Vice Chairman with the following committee members.**

**Rtn.G.S.Suresh, Rtn.G.Vijendran, RtnA.C.Boopathy,Rtn.M.Vinayakamurthi, Rtn.T.Devaraj, Rtn.M.R.Sudharshan & Rtn.Sashaank.**

**Thiru A.P.Suresh, Ranji Trophy Player and Thiru.L.Venkatnarayanan, Cricket Cosch,TN have consented to be the Organising Officials.**

**Furthet details will be communicated by Club President and the Chairman of the Committe.**



**Don't try to hit hard in every situation, Just keep rotating, moving, and then look for that one Delivery and hit it as hard as you can.**