

# TEXCITY

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# TIMES

Dist. Gov. : Rtn MD T. R. Vijaykumar  
Secretary: Rtn. MD Devi Maruti

President : Rtn. MD Vijaykumar Sivanaesan  
Editor: Rtn. Ramesh Nichani



# FROM THE PRESIDENT'S DESK

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My Dear Texticians,

It was a great start to our Rotary year. I was very happy to see so many of you present in your best with your graceful Ann to honor the solemn occasion. I was able to make some significant announcements and commitments thanks to your support and generosity. We made quite an impression with our commitment of \$ 37,725/- to The Rotary Foundation, during the year and a promise to do more.

The editorial team has given a detailed report of the installation function. I would just like to use this opportunity to thank each one of you for your presence (physical or in spirit) and support. August is a month dedicated to Membership and extension. We have long been recognized as a force for positive change in local communities and beyond. We embody the spirit of service and altruism, promoting goodwill, peace, and understanding. However, in order to amplify their impact and adapt to changing times, it is imperative to continuously add members.

New members expand our pool of talents, skills, and resources. With a diverse and larger membership base, we can undertake more ambitious service projects and make a deeper and broader impact in society. New members bring fresh perspectives, expertise, and a wide range of networks, which can help us in identifying and addressing community needs effectively. Adding members promotes knowledge sharing and learning opportunities. Each new member brings their own set of experiences, expertise, & skills, creating a fertile ground for collaborative growth.

On 3rd August we kick off our project with Shanti Ashram. A camp and seminar is organized on mother's health and infant care.

On the 10th August its movie night. The Anns have managed to sell over 200 tickets for the new Rajnikanth Blockbuster Jailer. On 20th August we are collaborating with Decathlon for a cycle rally to bring awareness to our health and against drug abuse. We already have 400 plus registrations.

Our EyeServe Project is going on in full swing. The Eye Foundation have multiple camps almost every day of the month at various places in and around the city. In fact in 48 camps during the month they have screened 22,000 men, women and children. A mega Dental camp under the chairmanship of Rtn. Dr. Jagdeep Raju is in the planning stage. Details will be shared shortly. We have got good response to our proposed international trip to Turkey in the month of September. We are in talks with multiple tour operators to close on the most favorable deal for you members.

Rtn Kamal Kumar is busy working on a new global grant. His dedication is commendable.

Thankyou dear Texticians your participation and encouragement is fueling our journey. Together we can create hope in the world.



My Dear Texticians,

Hello!

What a scintillating Installation function was ours. (Detailed report and pictures in the following pages) As our elders have often said, "Well begun is half is half done." I am looking forward to see how this Rotary year unfolds. This time around I would like to bring to your attention a new word I came across - Zohnerism.

Zohnerism refers to a famous satirical experiment conducted by a fourteen-year-old student named Nathan Zohner in 1997. The experiment aimed to shed light on the gullibility and lack of critical thinking prevalent in society. Zohner presented his classmates with a petition urging the banning of a dangerous chemical called "dihydrogen monoxide." However, what made this experiment intriguing was that dihydrogen monoxide is simply a scientific term for water. Zohner's experiment revealed a startling truth about human behaviour and the ease with which people can be manipulated. Many of his classmates signed the petition without questioning its contents or conducting any research. The experiment highlighted the importance of critical thinking, scepticism, and the need to verify information before accepting it as true.

Zohnerism serves as a powerful reminder of the dangers of blind faith and the potential consequences of not questioning the information presented to us. In an era dominated by fake news, misinformation, and online hoaxes, Zohnerism has become even more relevant. It serves as a call to action for individuals to become more discerning consumers of information and to develop their critical thinking skills.

Moreover, Zohnerism highlights the need for media literacy. With the proliferation of social media and the rapid dissemination of information, it is crucial for individuals to distinguish between credible sources and dubious claims. Developing media literacy skills allows individuals to identify biases, evaluate sources, and separate fact from fiction.

This reminds me of a quote by Alvin Toffler who said "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn"

So, are we ready to learn, unlearn and relearn?

## AUGUST EDITORIAL

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# THE INSTALLATION

As the Rotary Calendar turns to 1st July every year, a new President automatically assumes office of his Rotary Club. However, for Rtn. MD Vijaykumar Sivanaesan, July 5th was a red-letter day as he was installed as the \_\_\_\_th President of Rotary Club of Coimbatore Texcity in a glittering function at the Ball room of The Residency Towers.

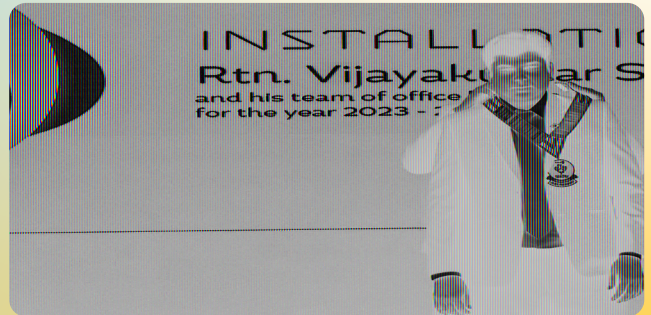
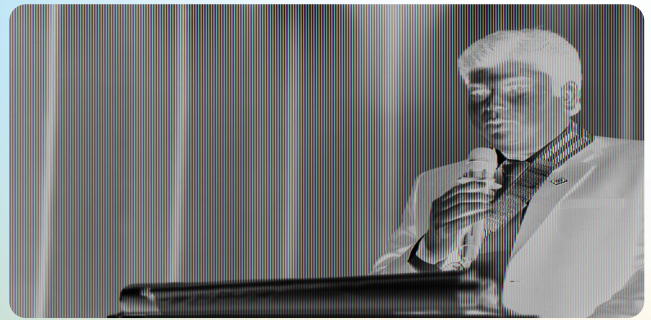
The moment you entered the ball room, you would be awestruck by the huge LED screen, which was the backdrop for the solemn function. Aditi & Nidhi (daughters of Rtn CR Vijay who was handing over the reins to the new president), performed a breathtaking invocation dance praising and thanking Lord Shiva for a great Rotary year by their dad. Also praying for another glorious year for the new president.

Rtn. Brijesh, the club admin., recited the Rotary prayer and the four-way test. After a brief welcome by Rtn. CR Vijay it was over to Rtn. Prof. Nanjan Balu, for the secretary's report. The LED screen lit up with mind boggling figures and photos of the wonderful work done during the past Rotary Year. A sum of Rs.3,00,000/- was spent on annadhanams while the youth service got the bulk of the spending - a whopping Rs.69,10,000/- Rs. 9,00,000/- was spent on health care projects and aid towards education, housing, etc. saw a sum of 8,96,000/- being spent. One must agree that those are really imposing figures. Well done, Rtn. CR Vijay, Prof. Nanjan Balu and team Texcity.

With a modest introduction of the incoming President, the collar and the gavel were exchanged and Rtn. Vijaykumar Sivanesan was installed as the new president of Rotary Texcity.

The out going secretary exchanged the club charter with Rtn. Devi Maruti, who is the new secretary for the year. Rtn.Gigi Eapen continues to be the Sergeant at arms for the year. In Rotary Coimbatore Texcity's tradition, the new presidents of the Ann's club, and the Annet's club, Rt.Ann Pavithra Arvind and Rt.Annet Leya Jude respectively, took charge of their office.

The President Vijaykumar in his acceptance speech laid out some of his plans for the year. The highlight of his speech being the commitment of \$ 36,250/- to The Rotary Foundation, which he had already got from his members. He said that no target set for Texcity is unachievable and by the end of the year he would reach the target of \$50,000/- set for him by the DG. He introduced his board and after the customary group photograph it was the turn of the Guest of honour to give her address.



Rtn Geetha Abraham, spoke about women empowerment and commended the club for its Ann's club and the work they do.

The assistant Governor Rtn.Sriramalu and the Dist. Director Rtn. Gokulraj offered their felicitations as did Rtn. Rohini Sharma, president of Coimbatore Smart City on behalf of the sister clubs of Coimbatore. The Monthly bulletin, The Texcity Times was also released by the GGR, our own past president Rtn. CR.Vijay and the first copy was received by the Chief Guest. Visiting Rotarians and District officers who were present in large numbers were recognized.

The Chief Guest Rtn. Chella Raghavendran, DGN of Dist.3201 also delivered a very motivating address, in which he individually named many Rotarians of the club for their unique talents and contributions. He was all praise for the achievements and functioning of the Club. He assured Texcity of his support and guidance if needed. The Function came to an end with a vote of thanks by the new secretary Rtn. Devi Maruti. The evening function was conducted in style and elan by our own master of ceremonies Ann Alka R Nichani. After the National Anthem, the crowd settled down for an awesome performance by a live musical band, cocktails, and dinner.





Rotary Coimbatore Texcity signed a memorandum of Understanding with Shanti Ashram a 30 plus year old NGO. Shanti Ashram is an International Gandhian Institute, which works with the downtrodden children, by screening them for various disease, mal-nutrition, etc. and providing them relief. They collaborate with various organisations to achieve their goals which also include adults below the poverty line.

To mark their 30th anniversary they established the International Centre for Child and Public Health (ICPH). Their goal to impact 50,000 children has been surpassed and in fact they have doubled their service footprint in the period 2017-23. Their synergistic approach is for:

- Provision of primary and preventive healthcare services
- Advancing public health theory and practice
- Capacity Building of care providers and end users
- Research and public policy

The scope of this collaboration includes contribution to strengthening and running of the physical infrastructure at ICPH that serves vulnerable children. Also participation in the community outreach which includes various kinds of screening for Anemia, low-vision and also immunization.

This collaboration will be for two years. The financial outlay is Rs.200,000/- annually.

# A MEMORANDUM OF COMPASSION



## ANNADHANAM

The new Rotary year was kick started by the Rotarians getting together to do some Annadhanam. It was decided to support Nilalmayam an NGO, with 25 kgs of rice every week (cost per Kg.Rs.50/-)

The rice would be made into a SambarSadam for which the Dal and vegetables also would be provided. An anonymous donor has sponsored the whole year's budget for this.

On 2nd of July again with the help of Nilalmayam over 1000 homeless people in an around the city were served breakfast. The budget for this project was Rs.20,000/-. This was made possible by the President Rtn Vijaykumar and Secretary Rtn Devi. Eleven Rotarians got together early morning to serve the needy at various locations in the city. Truly an auspicious beginning of The New Rotary year.



## SMARTER CLASSROOMS MEANS SMARTER CHILDREN

We at Rotary Texcity donated a computer to rural Government primary school in Pasur which lacks basic facilities.

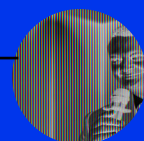


The cost of computer is  
**Rs.19,500/-**

No of Beneficiaries  
**159 Students.**

We thank our sponsor  
Rtn Maruti for the support.

This project is a part of District Priority  
"Smiles" - School Support - Smart Classrooms



# IN THE PURSUIT OF EXCELLENCE

National Accreditation Board for Hospitals & Healthcare Providers), abbreviated as NABH, is a constituent board of Quality Council of India (QCI), set up to establish and operate accreditation programme for healthcare organizations. Formed in 2005, it is the principal accreditation for hospitals in India.

It was indeed a proud moment for Nethra Jothi Trust which runs the Rajalakshmi Nethralaya, with whom Rotary Coimbatore Texcity has partnered for its EYESERVE global grant project for free Cataract and other major eye surgeries for the underprivileged, when the NABH certified that the Hospital meets the standards laid down by them.

This is a first for a charity hospital in the country. This was possible because of Rtn. Dr. Ramamurth, the founder and managing Trustee and a very valuable member of Rotary Coimbatore Texcity. We the members would like to place our thanks and appreciation for Dr.Ramamurthy, Dr.Chitra Ramamurthy and the entire team of The Eye Foundation, Coimbatore for their dedication and yeomen service



## ANNETS CLUB

### Project

The first project of the Annets Club was done on the day of Installation. We sponsored the school fees of Deshna R, a std 9 student of Saraswathi Vidyalaya Matriculation School, Chintamanipur, amounting to Rs.19800.

Deshna lost her father last year and her mother does not have a source of income. Rtn. Jude Alex has sponsored the fees. Deshna will be sponsored by Rtn. Jude till she completes her 10th std. Wishing Deshna all the best for her schooling



## ANNS MEET

### LAUGHTER: THE BEST MEDICINE

Texcity's First Anns Meet on Monday 24th July was held at UTSAVA hall, a lovely place with a pleasant ambience. 20 Anns were present. A session on Laughter Yoga by Arti Darra was an enriching one which demonstrated the power of laughter and its positive effects on the human body and mind. Projects planned for the Anns Club were discussed.

This was followed by a tastefully curated delicious lunch from The Chettinad Canteen hosted by our President, along with return favours from the President to his Anns. Thank you, President Vijay for hosting this meet. Thank you to all the Anns who took the time to be present. A lovely July afternoon indeed!!!



# HOME IS WHERE *THE HEART IS*

The joy of having a safe, secure home is beyond measure. Yesterday, two brothers Sajith and Sujith were able to enjoy that joy. Rotary Texcity was able to be a part of it because this house was sponsored by Texcity's own Rtn. Jose Abraham and Ann Lana Jose.

Sajith and Sujith are siblings who lost their parents in a fire accident at the age of seven and four. They were given refuge under the care of Rev.Fr.Paul Ramban at St.Thomas Ashram, Agaly. After completion of high school, their moved in with their maternal grandparents. Their grandparents approached Rambachan (Rev Fr.Paul Ramban) to build a house for these boys. Rtn. Jose and Lana readily agreed to build the house. The foundation was laid on March 10th and the work completed.

On July 27th 2023, the keys of this house was handed over to Sajith and Sujith by Adv.N. Shamsudeen - MLA Manarkkad. The house was blessed by Rev.Yohannan Ramban in the presence of Rtn.Vijay Sivanesan- President Texcity, Rtn.Devi Maruti -Secretary Texcity and other members of texcity.

Jose Ettan and Lana - your kindness has built more than walls and a roof. You have created a home filled with love and hope. Thank you for giving these orphans a chance to thrive and grow. Your kindness knows no bounds, your compassion is truly rare. Thank you for being a beacon of light and love in this world - Heartfelt thanks from the Texcity Family.



## PROJECT *EYESERVE*



Rotary Coimbatore Texcity in association with the Rajalakshmi Nethralya conducts eye camps through out the year at various locations in and around the city to identify people with eye problems in their earlier stage, so as to get them a cure at the earliest.



The camp schedule for the month of July was as under:

01.07.2023 DON BOSCO SCHOOL @ SARAVANAMPATTI  
CAMP 2 : BRINDHAVAN VIDYALAYA @ KAVUNDAMPALAYAM

03.07.2023 VALLALAR HOSPITAL  
CAMP 2 : ADWAITH SCHOOL @ SOWRIPALAYAM

04.07.2023 VENKATALAKSHMI SCHOOL @ SINGANALLUR  
CAMP 2 : CSI SCHOOL @ UPPILIPALAYAM

05.07.2023 VENKATA LAKSHMI SCHOOL

06.07.2023 - VENKATA LAKSHMI SCHOOL

07.07.2023 PADMAVATHI AMMAL SCHOOL @ PEELAMEDU

08.07.2023 - ANGAPPA SCHOOL @ KAVUNDAMPALAYAM  
CAMP 2 : AQUA CLAN @ SOMAYAMPALAYAM

09.07.2023 - DBCS CAMP @ SENGATHURAI

10.07.2023 KK NAIDU SCHOOL @ SITRA  
CAMP 2 : KRISHNAMMAL SCHOOL @ PEELAMEDU

11.07.2023 BHARATHI MATRICULATION SCHOOL @ VENKITAPURAM  
CAMP 2 : KRISHNAMMAL SCHOOL

12.07.2023 KRISHNAMMAL SCHOOL  
CAMP 2 : BHARATHI MATRICULATION SCHOOL

13.07.2023 - KRISHNAMMAL SCHOOL  
CAMP 2 : BHARATHI MATRICULATION SCHOOL

14.07.2023 KRISHNAMMAL SCHOOL



# PROJECT EYESERVE



15.07.2023 - SRI KRIBHA PARIWAR APPARTMENT @ SARAVANAMPATTI

16.07.2023 - HINDUSTHAN HOSPITAL @ NAVAINDIA

17.07.2023 ADHYANA SCHOOL @ THONDAMUTHUR RD  
CAMP 2 : CS ACADEMY SCHOOL @ KOVAIPUDUR

18.07.2023 RAGHAVENDRA MATRICULATION SCHOOL @ THONDAMUTHUR RD  
CAMP 2 : CS ACADEMY

19.07.2023 KENDRA VIDYALAYA SCHOOL @ SOWRIPALAYAM  
CAMP 2 : CS ACADEMY

20.07.2023 - KENDRA VIDYALAYA SCHOOL  
CAMP 2 : CS ACADEMY

21.07.2023 KENDRA VIDYALAYA  
CAMP 2 : CS ACADEMY

On most days multiple camps were conducted at different locations to benefit as many people as possible. Here are some photos for the various camps held.

**Total Camps: 49**

Screened **22,275** | Treatment Required **2722**

## THE ART OF THINKING CLEARLY

You leaf through a brochure that gushes about the benefits of the university's MBA degree. Your gaze sweeps over photos of the ivy-covered campus and the ultra-modern sports facilities. Sprinkled throughout are images of smiling students from various ethnic backgrounds with an emphasis on young women, young Chinese and young Indian go-getters. On the last page you come to an over-view that illustrates the financial value of an MBA. The \$100,000 fee is easily offset by the statistical extra income that graduates earn before they retire: \$400,000 - after taxes. Who wouldn't want to be up \$300,000? It's a no-brainer.

Wrong. Such an argument hides not one, but four fallacies. First, we have the swimmer's body illusion: MBA programmes attract career-oriented people who will probably earn above-average salaries at some stage of their careers, even without the extra qualification of an MBA. The second fallacy; an MBA takes two years. During this time you can expect a loss of earnings-say, \$100,000. So, in fact, the MBA costs \$200,000, not \$100,000. That amount, if invested well, could easily exceed the additional income that the brochure promises. Third, to estimate earnings that are more than thirty years away is idiotic. Who know what will happen over the next three decades? Finally, other alternatives exist. You are not stuck between 'do an MBA and 'don't do an MBA. Perhaps you can find a different programme that costs significantly less and also represents a shot in the arm for your career. This fourth misconception interests me the most. Let's call it alternative blindness we systematically forget to compare an existing offer with the next-best alternative.

Here's an example from the world of finance. Suppose you have a little money in your savings account and you ask your investment broker for advice. He proposes a bond that will earn you 5% interest. "That's much better than the 1% you get with your savings account," he points out. Does it make sense to buy the bond? We don't know. It's wrong to consider just these two options. To

## WHY IT'S NEVER JUST A TWO-HORSE RACE Alternative Blindness

assess your options properly, you would have to compare the bond with all other investment options and then select the best. This is how top investor Warren Buffett does things: 'Each deal we measure against the second-best deal that is available at any given time - even if it means doing more of what we are already doing.'

Unlike Warren Buffett, politicians often fall victim to alternative blindness. Let's say your city is planning to build a sports arena on a vacant plot of land. Supporters argue that such an arena would benefit the population much more than an empty lot - both emotionally and financially. But this comparison is wrong. They should compare the construction of the sports arena with all other ideas that become impossible due to its construction - for example, building a school, a performing centre, a hospital or an incinerator. They could also sell the land, and invest the proceeds or reduce the city's debt.

And you? Do you often overlook the alternatives? Let's say your doctor discovers a tumour that will kill you in five years. He proposes a complicated operation, which, if successful, removes the tumour completely. However, this procedure is highly risky with a survival rate of just 50%. How do you decide? You weigh up your choices: certain death in five years or a 50% chance of dying next week. Alternative blindness! Perhaps there is a variant of the invasive surgery that your hospital doesn't offer, but a hospital across town does. This invasive surgery might not remove the tumour altogether, just slow its growth, but is much safer and gives you an extra ten years. And who knows, maybe during these ten years a more sophisticated therapy for eradicating tumours will be made available.

The bottom line: if you have trouble deciding, remember that the choices are broader than 'no surgery or "highly risky surgery'. Forget about the rock and the hard place, and open your eyes to the other, superior alternatives.

- Rolf Dobelli