

# TEXCITY TIMES

2023/24

Issue No. 10

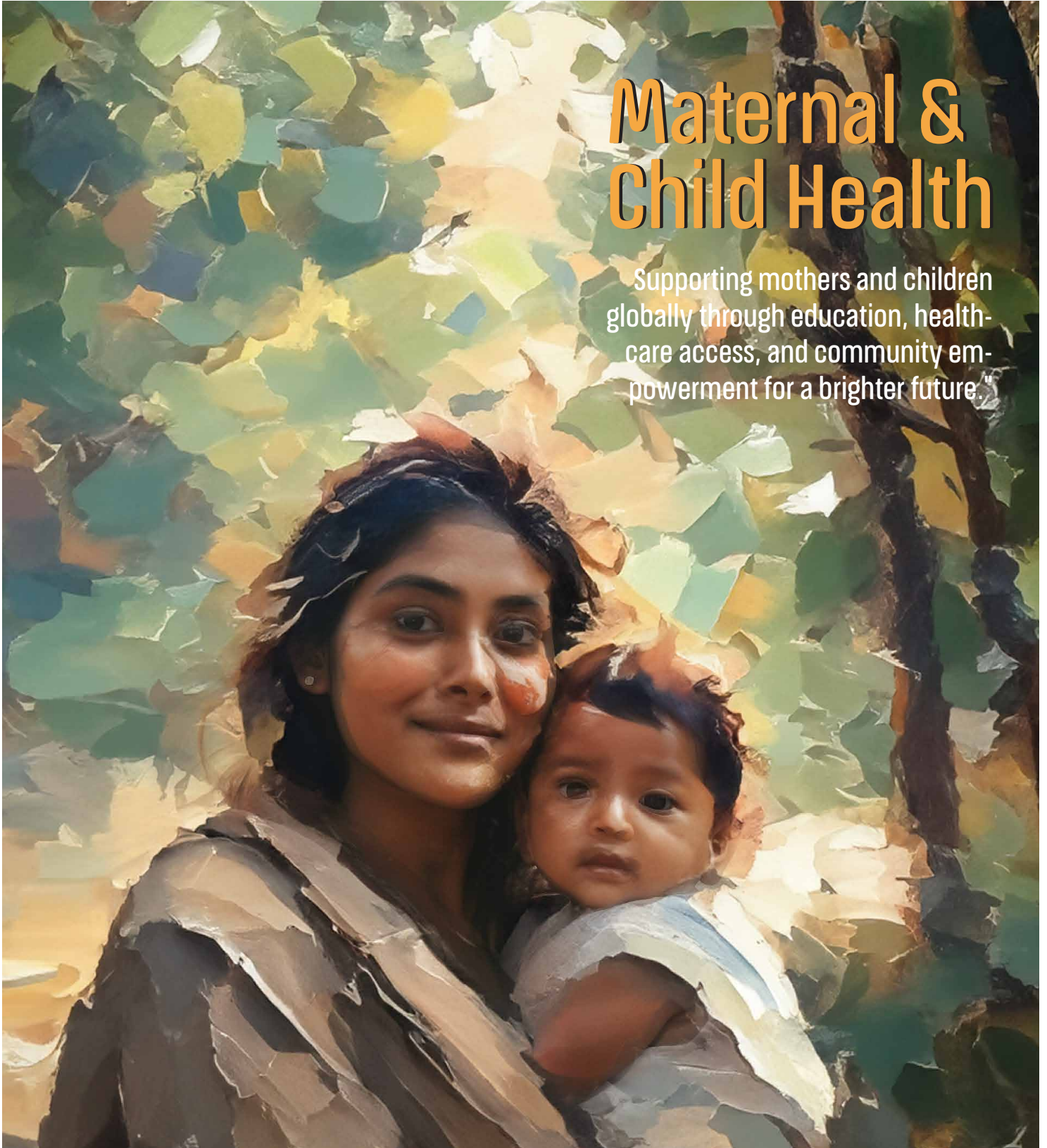
April 2024

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

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

## Maternal & Child Health

Supporting mothers and children globally through education, health-care access, and community empowerment for a brighter future."



# PRESIDENT'S MESSAGE

Dear Textcitians,

Greetings!

What a bustling month it's been! With the official visit from District Governor Rtn T R Vijay Kumar, Texcity once again shone brightly. From the captivating theme party to engaging projects and insightful discussions with the DG, our community thrived. I'm pleased to highlight the admirable contributions of Rtn. Maruti's \$ 10000/- contribution to take him to third level major Donor. Rtn Aravinda Kumaran \$ 5000/- and PP Rtn Ramesh Nichani's \$ 1000/-, became Major Donors to TRF with this contribution. Yours truly has also donated \$ 13000/- to become a second level Major Donor.

In this issue, you'll find detailed coverage of the Governor's visit, so I'll refrain from elaborating further. Our sister club, Rotary North, honored Rtn Jose C Abraham with the Vocational Excellence Award, and recognized Rtns K P Brijesh, Jude Alex, and Dr. Senthil Raju with Vocational Service awards for their outstanding contributions across various domains—a moment of immense pride for Texcity.

Heroes are those who perform extraordinary feats in the midst of ordinary life, and Texcity is blessed with many such heroes. Allow me to recognize a few for their remarkable endeavors this month:

Rtn Rajesh Jagadeesan, for conceptualizing and bringing the Time Travel theme to life at the Governor's visit. Rtn K P Brijesh, for his meticulous compilation and printing of the impressive report presented to the DG. Rtn Arvind, for his expedited construction of the Spine Society building, completing it in just 65 days to meet the handover deadline. Ann Pavithra, Anns Chair, for swiftly raising funds to provide hospital beds and wheelchairs to the Spine Academy. Dr Chitra and Dr Ramamurthy, for their significant CSR contribution of Rs 30 lakhs, turning the Spine Academy project into a reality.

Our Rotaractors, for providing water beds to the Spine Academy. Rtn PP Senthil Kumar, who, despite a personal loss, remained committed to anchoring the entertainment at the Governor's visit. Ann Janaki Badri, for her stellar performance as the female lead in the Time Travel show alongside Senthil.

Our talented dancing Anns, Preetha, Sumi, Deepa, Anu, Valsa, Padmini & Nithya, who nostalgically recreated the dance, taking us on a journey down memory lane. Rtn Sandeep of Covai Anganan Biryani, for curating and providing an unforgettable breakfast for the DG at my residence. Rtn Devi Maruti, the efficient Secretary of Texcity, for her outstanding planning abilities that have made my role smoother. Stay tuned for more stories of heroism from within Texcity!

**Rtn. MD Vijaykumar Sivanaesan**  
President 2023-24.



## FROM THE EDITOR

Jalaleddin Rumi was one of the great spiritual masters and poetic geniuses of mankind, and the Mevlevi Sufi order was founded to follow his teachings. He was born in 1207 in Balkh in present day Afghanistan to a family of learned theologians.

Rumi, the mystic poet often invites readers into a world of spiritual exploration and poetic beauty, drawing them in with his profound wisdom and captivating imagery. Rumi's words have a timeless quality, touching the depths of the human soul and inspiring seekers on their journey of self-discovery and divine love.

Once he was asked, "What is poison?" He replied with a beautiful answer - anything which is more than necessary is poison. It may be power, wealth, hunger, ego, greed, laziness, love, ambition, hate or for that matter anything.

What is fear? Non acceptance of uncertainty he said is fear. If we accept uncertainty, it becomes adventure. Finding his answers profound he was further asked, what are envy and anger? He replied, non-acceptance of good in others, is envy. If we accept the good it becomes inspiration. Non acceptance of things beyond our control is anger. If we accept them, it becomes tolerance. Finally, he was asked what is hatred? Isn't it obvious, he said, non-acceptance of a person as he is results in hatred. The moment we accept a person unconditionally, it becomes love. Such was his profound thinking.

Jalaleddin Rumi's teachings resonate deeply with Rotary's commitment to fostering understanding, goodwill, and peace. Like Rotary, Rumi sought to inspire individuals to embrace diversity, cultivate compassion, and pursue common humanity. His timeless wisdom reminds us of the importance of acceptance, tolerance, and love in building bridges of understanding across cultures and communities. As we reflect on Rumi's profound insights, let us reaffirm our dedication to Rotary's ideals and continue working together to create positive change in the world.

**Rtn. Ramesh Nichani**  
Editor - Texcity Times



# ANNS CLUB

I would like to extend my heartfelt gratitude to Rtn Natesan Anna and Ann Shanthi akka for hosting and sponsoring such a wonderful dinner at Priya Mess. The food was absolutely delicious, and the hospitality was truly exceptional. Thank you for your generosity and for providing us with such a memorable dinner.



The Anns Club, with the generous support of Ann Lana Jose, has taken a step forward in enhancing the learning environment for the special students of Infant Jesus School for Deaf and Mute. Understanding the crucial need for consistent electricity, our club has provided the school with a significant gift—a brand-new inverter worth ₹50,000. This contribution is not just a piece of equipment; it's a beacon of hope and comfort for the children who rely on a stable supply of power to aid their education, especially during the crucial evening study hours. Power outages are no longer a barrier to the school's commitment to nurturing the minds of their students. This initiative by Anns Club, propelled by the kind heart of Ann Lana Jose, is a testament to our dedication to supporting and uplifting communities. Together, we celebrate the uninterrupted journey of learning and growth at Infant Jesus School for Deaf and Mute, lighting a path toward a brighter and more inclusive future for all children.

## OUR ANNETS CONTINUE TO ROCK

The Annets Club visited the Government School for the Blind. Here there are children between the ages of 5 and 15 who don't have vision. We gave them towels, water bottles and snacks. We got them tender coconuts to help counter the summer afternoon heat. The children were as usual excited and happy to have us there.



This project was sponsored by Annet Arjun Vakil. Annet Arjun was working part time and expressed his desire to do a charitable act for his birthday from his earnings. Thank you, Padmini, for this thoughtful gesture. Little acts of kindness are eye openers and teach us to emulate their generosity. The Annets Club is proud and happy with Arjun's thoughtful gesture.



# A GOV LIKE NO OTHER

Rotary Club of Coimbatore Texcity, on 27th of March, hosted a mesmerizing GOV with a theme that transcended the boundaries of imagination— Time Travel. Members and guests were whisked away on an unforgettable journey through the annals of history and into the boundless realm of the future.

At the heart of the event was a whimsical make-believe time machine, accompanied by awe-inspiring sound effects and LED screens. The atmosphere crackled with anticipation as members eagerly awaited to what was to unfold. Guided by Rotarian Senthil Kumar and Ann Janaki Badri, the time machine took its occupants on a whirlwind tour of Rotary Coimbatore Texcity's landmarks in the past. Through captivating visuals displayed on the LED screens, attendees relived pivotal moments in the club's history, from its inception to its most celebrated achievements, projects, and theme parties.

But the journey didn't stop there. With each leap forward in time, the script took on a humorous and witty tone, as participants attempted to predict the future of the club. From envisioning the next generation of leaders to pondering the possibilities of technological advancement, the experience was as thought-provoking as it was entertaining. One of the most memorable aspects of the evening was undoubtedly the clever and engaging script. Filled with laughter and wit, it kept attendees on the edge of their seats, eagerly awaiting each twist and turn in the time-traveling adventure.

In the end, the Time Travel party proved to be a resounding success, leaving attendees with memories to cherish and stories to share for years to come. It was a testament to the creativity of Rtn. Rajesh Jagadeesan who always stretches the boundaries of imagination to present amazing events. The camaraderie that defines the Rotary Coimbatore Texcity was also in play as the past presidents were invited on the stage when the time travel took us to their period and the impromptu conversion added to the witty evening. It reminded us all that even in the vast expanse of time, the bonds of fellowship endure. The Anns of Rotary Coimbatore Texcity too, rose to the occasion by recreating the same dance on stage which they performed many years ago when the time machine took us back to that period.

The District Governor Rtn.T.R.Vijay Kumar and the first lady Ann Asha were amazed by the show as surely they had not witnessed anything close to this at their numerous other official visits.

The time travel episode was followed by the usual welcome address by Texcity President Rtn. Vijaykumar and the secretary's report by Rtn Devi Maruti. As the LED screen once again lit up with the photos and statistics of the year gone by, each Texcitian felt a sense of pride and satisfaction as to what we had achieved together, as a Rotary Club.

The Dist Director Rtn. Gokulraj and The Dist Governor were very vocal in their appreciation and said that there was no other Rotary club like ours in the district. Anns Chair Pavithra Arvind and Annet's Chair Leya Jude got their opportunity to showcase their achievements and thank the people who went above and beyond in supporting them. The club bulletin was also released by the First Lady who handed over the first copy to the Dist. Governor. The meeting ended with a vote of thanks by the secretary and the National Anthem. The whole show was well conducted by the masters of ceremony Rtn Suresh Lund and Ann Amrita Lund. The floor was opened for the Rotary family including guests, to let their hair down on DJ Channi Singh's music. The fellowship counter had a variety of mocktails and cocktails to choose from. The Residency Towers had an impressive spread for the attendees to indulge in and enjoy.

As we reflect on the success of the Time Travel party, let us also look ahead with excitement and anticipation to the future of our club. With innovation, fellowship, and a touch of imagination, the possibilities are endless



# Vocational Excellence & Service Awards

Rotary International places a significant emphasis on vocational service and excellence as part of its mission to promote humanitarian service and foster high ethical standards. Vocational service focuses on leveraging one's professional skills and talents to address community needs and improve the quality of life for others. The organization believes that individuals should use their expertise and experience to serve others, both within and outside their professions.

Rotary recognizes the importance of honoring individuals who demonstrate outstanding vocational excellence and service through various awards and recognition programs. These awards not only celebrate individual achievements but also inspire others to follow suit and contribute to their communities through their vocations. By recognizing and promoting vocational excellence and service, Rotary aims to encourage ethical behavior, professional development, and a commitment to making a positive impact in the world. It was a matter of pride and immense satisfaction when a sister club, The Rotary club of Coimbatore North, choose Rotarians from our club to confer on them Vocational excellence and service awards. Rtn Jose Abhram founder and MD of Fortune Wealth Management, the only brokering firm in the city, who have a portfolio management license from SEBI was chosen for the Vocational Excellence award. While Rtn Brijesh K P for his contribution to Brand Building, Jude Alex

for his realty expertise and Dr. Senthil Raju for his pain management skills.

The awards were given at the Hands of PDG Rajashekar, who delivered an address, emphasizing the pivotal role of vocational excellence and service in Rotary's mission of fostering goodwill and peace. His insightful words resonated with the audience, reaffirming the importance of individual commitment towards collective progress.

Annet Amu, introduced her father the recipient of the excellence award. The introduction was a tribute by a child to her parent and had many people in the audience in awe of her. The other recipients were introduced by the vocational chair of Rotary Club of Coimbatore North.

Through their exemplary actions, the awardees embody Rotary's core values and inspire others to follow suit, embodying the spirit of service and community building. The awardees in their respective acceptance speech promised to do more and use this award as a motivation to reach newer heights.



## Vocational Excellence Award **RTN. PP.MD. JOSE ABRAHAM**

Rtn. Jose was born and raised in Muvattupuzha, a small town in Kerala. He completed his schooling and graduation there. His interest in business led him to pursue a Master's in Business Administration from the School of Management Studies at Cochin University of Science and Technology. He began his career at the Federal Bank, where he worked for thirteen years gaining valuable experience, including serving as the foreign exchange dealer.

Driven by his entrepreneurial spirit, Rtn. Jose left his job at Federal Bank to pursue his own business interests. In 2003, he became a member of the Coimbatore Stock Exchange. In 2004 he joined the National Stock Exchange and Bombay Stock Exchange, founding Fortune Wealth Management Co I P Ltd. He also became a depository participant of the Central Depository Services Ltd in 2006. Fortune Wealth Management Company, under Rtn. Jose's leadership, experienced significant growth and is now recognized as one of the leading stock brokers in South India. It is the only SEBI registered Portfolio Manager in Coimbatore.

On his personal front, Rtn. Jose is married to Lana for 39 years, who is also actively involved in the business as Director. They have two daughters named Mary and Megha. Additionally, Rtn. Jose enjoys spending time with his grandsons Riaan and Aryan.

Rtn. Jose is a member of the Rotary Club of Coimbatore Texcity since 2001, where he contributes as a Major Donor and supports various social causes both individually and through the CSR funds of Fortune. Beyond his professional and philanthropic endeavours, Rtn. Jose is an avid golfer. His dedication to the sport is evident in his commitment to improving his swing and mastering the fairways. Rtn. Jose Abraham's journey from a small-town upbringing to becoming a prominent figure in the financial sector is truly inspiring. Rtn. Jose Abraham's story exemplifies hard work,

determination, and a commitment to both professional success and giving back to the communities. In the dynamic area of Finance, the profound relevance and importance of the stock market in today's business must be underscored. The stock market serves as the beating heart of economic activity, fostering growth, facilitating investments, and driving prosperity on a scale never witnessed in human history.



# Vocational Service Excellence Award

## RTN.BRIJESH K P

Born in Calicut, Rtn. Brijesh did his schooling at Coimbatore and pursued his graduation at PSG College of Arts and Science. Brijesh's entrepreneurial drive led him to Co found Signatures, a firm that specializes in business design consulting. This decision stemmed from his desire to carve out his own path in the business world and make a meaningful impact through his work. Since its inception, Signatures has grown to become a reputable entity with a client base that spans across India and overseas. Brijesh's leadership and entrepreneurial acumen have played a crucial role in the expansion and success of Signatures. Through strategic initiatives and a focus on client satisfaction, he has been able to establish strong relationships with clients both domestic and internationally.

With a commitment to excellence and a dedication to delivering high-quality services, Brijesh has positioned Signatures as a trusted partner for clients seeking solutions in various domains. His ability to navigate the complexities of the business landscape and adapt to changing market dynamics has been instrumental in the company's growth and continued success and propelled them to a glorious and successful 25-year Signature journey. Signatures' focus on understanding client needs and staying updated on global trends also reflects its dedication to continuous improvement. By constantly evaluating and refining their processes, services, and offerings, Signatures ensures that they remain relevant and competitive in a rapidly evolving business landscape.

Rtn.Brijesh has been married to Sindhu for the last 23 years and they are blessed with 2 children Danush, currently pursuing his Masters in Film and Television at University of Birmingham and Anushka studying in std 11 at CS Academy. He is passionate about Formula1 enjoys cricket and photography too giving him the right doses of excitement and creativity. He likes to spend his time with likeminded people thus making deeper connections and his leisure time more meaningful.

Digital design and branding are critical in today's digital age, serving as the virtual storefronts and interfaces that connect businesses with their audience, and Brijesh's expertise is invaluable in crafting compelling, user-friendly experiences that drive engagement, conversions, and brand recognition.



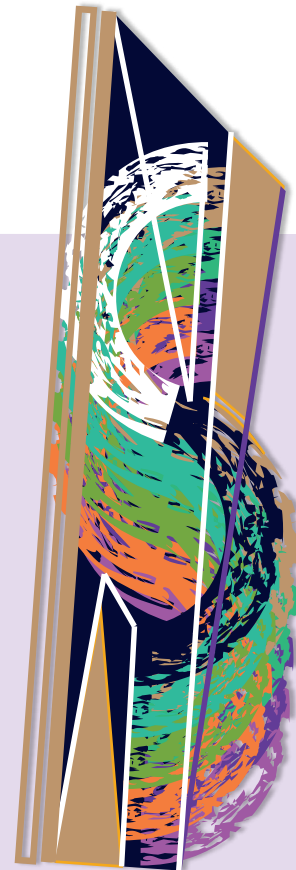
# Vocational Service Excellence Award

## RTN.MPHF.JUDE ALEX

Jude Alex, born in Kottayam, pursued his schooling in the Nilgiris before graduating in mathematics. He then embarked on a career journey that took him into the realm of real estate. His initial career at Ooty specialized in promoting property sales where his expertise and proficiency enabled him to attract clients from 24 different countries.

His experience and expertise led him to establish Synergy Business Ventures in Coimbatore. Through this venture, Jude has facilitated numerous significant transactions, including rentals, joint ventures, and sales of substantial properties. Jude recognised the importance of real estate in an individual's life and chose to align his work accordingly. His success can be attributed not only to his ability to create direct relationships with real estate leaders but also to his ability in understanding and catering to their diverse real estate needs. This combination of skills and relationships has undoubtedly contributed to his accomplishments in the real estate industry. Jude's ability to identify opportunities, build relationships, and cater to the unique requirements of clients has been instrumental in the success of Synergy Business Ventures. By combining his passion for real estate with his entrepreneurial drive, Jude has established a thriving enterprise that continues to make significant contributions to the real estate market in Coimbatore and beyond. Jude also recognised the importance of real estate in every individual's life thus wanting to pursue it. Jude is a passionate sports enthusiast, engaging in a variety of sports, thus displaying his versatility. Jude is married to Valsa for the last 23 years and is blessed with 2 children Alex, doing his graduation in Computer Science and Statistics and Leya who has completed her Class 12.

Real estate is the cornerstone of economic development, and Jude Alex, as a realtor, plays a pivotal role in facilitating property transactions, fostering growth, and shaping vibrant communities.



# Vocational Service Excellence Award

## RTN.MPHF.DR.SENTHIL RAJU

Rtn.Dr.Senthil Raju, born in Adrampattnam, Thanjavur, hails from a lineage deeply rooted in the medical profession, with his father being a doctor. Dr. Senthil Raju pursued his academic journey at Annamalai University, where he earned both his MBBS and MD degrees, laying a strong foundation for his future endeavors.

Driven by a passion for medical service and a thirst for diverse experiences, Dr. Raju embarked on an enriching journey that took him across continents. He ventured into the Caribbean Islands, starting as a Registrar at Mount Hope Hospitals in Trinidad and Tobago, where he honed his skills and gained invaluable clinical experience over two years. He further moved to Barbados, where he served as a Senior Registrar, contributing significantly to healthcare delivery.

His journey continued to Bridgetown, where he joined the prestigious Queen Elizabeth Hospital, adding depth to his medical expertise. Seeking to broaden his horizons and specialize in pain management, Dr. Raju then made a pivotal move to Canada. In Toronto Western hospitals and Mount Sinai hospitals, he underwent rigorous training, immersing himself in one of the world's foremost centres for pain care. The experience gained during his tenure in Canada enriched his understanding and proficiency in managing complex pain conditions, solidifying his reputation as an expert in the field. Driven by a desire to contribute to healthcare back in Trinidad, Dr. Raju returned briefly before charting a new course back to his homeland, India. In 2016, he joined Apollo Hospitals Trichy, where he continued his journey of medical excellence. Later, he moved to Coimbatore, started Atlas Pain Care, where he continues to serve the community with dedication and compassion.

Dr. Senthil Raju joined Rotary Texcity in 2016. Beyond his professional pursuits, Dr. Raju believes in the importance of holistic development and community engagement. His involvement with Young Indians provided him with a platform for personal growth and

meaningful interactions, enriching his journey as a healthcare professional. His contributions during COVID 19 has been invaluable from sourcing vaccines for Rotarians at Coimbatore, to setting up the 250 bed care centre at Codissia to organising beds for patients during the Delta wave and many more.

His passion for community engagement is further exemplified by his enthusiastic participation in Coimbatore Vizha, an annual event celebrating the cultural richness of the region, where he has been an active contributor, showcasing his love for this event. Throughout his career, Dr. Senthil Raju has exemplified a commitment to excellence, compassion, and continuous learning. His tireless dedication to advancing medical care and his unwavering commitment to serving communities stand as a testament to his remarkable journey in the field of medicine.



## BUILDING FOR SPINE INJURY VICTIMS

The Rotary Coimbatore Texcity project aimed to construct a building dedicated to housing 20 accident victims of spine injuries for the Spine academy run by the Dawn Trust, at Annur which is already looking after 54 patients. This initiative was driven by the need to provide specialized care and support for individuals facing such challenges.

The project received generous sponsorship from Dr. Chitra and Dr. Ramamurthy of the Eye Foundation, utilizing their Corporate Social Responsibility (CSR) funds. Their contribution played a pivotal role in making this project a reality. The Anns club, under the chairmanship of Ann Pavithra Aravind, will provide 20 motorised beds for the facility.

The total project cost amounted to 30 lakhs, encompassing various aspects such as the construction of the building, renovation of the kitchen facilities, and provision of motorised cots, air mattresses and wheel chairs, for the patients. These components were essential for ensuring a comfortable and conducive environment for the residents.

Rotary Texcity President Vijaykumar and Secretary Devi Maruti provided leadership and oversight throughout the project's execution.

Rtn. Aravindh Kumaran served as the Project Chairman, spearheading the planning and implementation efforts and completed the building in record 65 days.

The official handover function marked the culmination of the project, with Rotary District Governor T.R.VijayKumar gracing the occasion as the Chief Guest where Dr Ramamurthy handed over the keys of the new building to Mr Ravichandran who is the managing trustee and founder of the Dawn Trust. Also present were The Dist Director: Rtn. Gokulraj, Dist Community Chair Rtn. Varadaraj, club community chair Rtn. Ramesh Ponnusamy. This event symbolized the collective effort and commitment of the Rotary community towards serving those in need.

The Rotary Coimbatore Texcity project exemplifies the power of collaboration and philanthropy in addressing pressing societal issues. Through the dedication of sponsors, project members, and community leaders, a significant impact has been made in improving the lives of spine injury victims. This initiative serves as a testament to Rotary's enduring mission of 'Service Above Self.'



# THE ART OF THINKING CLEARLY

## THE MYTH OF LIKE-MINDEDNESS

# FALSE - CONSENSUS EFFECT



Which do you prefer: music from the 1960s or music from the 1980s? How do you think the general public would answer this question? Most people tend to extrapolate their preferences on to others. If they love the 1960s, they will automatically assume that the majority of their peers do, too. The same goes for 1980s aficionados. We frequently overestimate unanimity with others, believing that every- one else thinks and feels exactly like we do. This fallacy is called the false-consensus effect.

Stanford psychologist Lee Ross hit upon this in 1977. He fashioned a sandwich board emblazoned with the slogan 'Eat at Joe's' and asked randomly selected students to wear it around campus for thirty minutes. They also had to estimate how many other students would put themselves forward for the task. Those who declared themselves willing to wear the sign assumed that the majority (62%) would also agree to it. On the other hand, those who politely refused believed that most people (67%) would find it too stupid to undertake. In both cases, the students imagined themselves to be in the popular majority.

The false-consensus effect thrives in interest groups and political factions that consistently overrate the popularity of their causes. An obvious example is global warming. However critical you consider the issue to be, you probably believe that the majority of people share your opinion. Similarly, if politicians are confident of elections, it's not just blind optimism: they cannot help overestimating their popularity.

Artists are even worse off. In 99% of new projects, they expect to achieve more success than ever before. A personal example: I was completely convinced that my novel, Massimo Marini, would be a resounding success. It was at least as good as my previous books, I thought, and those had done very well. But the public was of a different opinion and I was proven wrong: false-consensus effect.

Of course, the business world is equally prone to such false conclusions. Just because an R&D department is convinced of its product's appeal doesn't mean consumers will think the same way. Companies with tech people in charge are especially affected. Inventors fall in love with their products' sophisticated features and mistakenly believe that these will bowl customers over, too.

The false-consensus effect is fascinating for yet another reason. If people do not share our opinions, we categorise them as 'abnormal'. Ross's experiment also corroborated this: the students who wore the sandwich board considered those who refused to be stuck up and humourless, whereas the other camp saw the sign-wearers as idiots and attention seekers.

Perhaps you remember the fallacy of social proof, the notion that an idea is better the more people believe in it. Is the false-consensus effect identical? No. Social proof is an evolutionary survival strategy. Following the crowd has saved our butts more often in the past 100,000 years than striking out on our own. With the false-consensus effect, no outside influences are involved. Despite this, it still has a social function, which is why evolution didn't eliminate it. Our brain is not built to recognise the truth, instead its goal is to leave behind as many offspring as possible. Whoever seemed courageous and convincing (thanks to the false-consensus effect) created a positive impression, attracted a disproportionate amount of resources, and thus increased their chances of passing on their genes to future generations. Doubters were less sexy.

In conclusion: assume that your worldview is not borne by the public. More than that: do not assume that those who think differently are idiots. Before you distrust them, question your own assumptions.

- ROLF DOBELLI