

TEXCITY TIMES

2023/24

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

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



President 2023-24. Texcity Times



President's Message

It's an honour bestowed upon me by you, my dear Texcitians, having chosen me to be the one to be "first among equals", of this prestigious club. As always along with the honour comes a great deal of responsibility.

I am secure in the knowledge that each one of you is with me every step of the way.

IPP Rtn. C R Vijay and past Secretary Rtn. Prof. Nanjan Balu, along with their team have raised the bar high and laid the foundation for the club to achieve even greater heights. I would like to take this opportunity to let you know that the incoming team will not let you down.

Our Rotary international president Rtn. Gordon R. McNally's theme for the year is, Create Hope in the world. He urges members to promote peace in troubled nations, help those affected by conflict, and maintain the momentum of initiatives begun by past leaders. I would love to know from all of you how we can achieve this objective.

Our Dist. Governor Rtn. T.R. Vijaykumar, has given us directions with the help of an acronym - Smiles, under which all the district programs come. (The details of the same are being shared in the subsequent pages of this bulletin.) Your incoming board has had a brain-storming session and we have short listed a few projects to kick start the year and with ideas from all of you, we shall do much more as the year goes along.

To start with we are going to support The Swarga foundation to help them set up a state-of-the-art physiotherapy centre to help the underprivileged to rehabilitate. In the past we have seen the stellar work done by the Shanti Ashram, we propose to partner them in helping the marginalized Kanum KOVAI is a project of tree planting in Govt reserve sites. A lot of preliminary work has been done by our Rtn. Maruti and we in principle will adopt a few of the reserved sites and transform them for the general good of the public. Two matching grant projects are in the pipeline - The Eyeserve project and Project Tiny feet, which is to strengthen and equip the public health centres to be more effective for the community in large.

We also propose to build 4 more classrooms continuing from where PP Kamal Kumar let off. All ongoing projects will also continue. Our USP is that we are a family club, and keeping in line with this many trips are being planned during the year with one international trip to Turkey in the month of September.

I challenge you to bring new members to our club, cause if we don't grow, we stagnate. Would like to leave you with a thought to ponder over: "Excellence is not a goal, it is a habit "

Yours in Rotary

Rtn. MD Vijaykumar Sivanaesan
President 2023-24.



Editorial

The Rotary wheel has once again gone full circle. A great tenure of IPP Rtn C R Vijay & Rtn. Prof. Nanjan Balu has come to an end. No doubt it has been an exemplary one and new standards set for the incoming President and his team. We look forward to another interesting and defining Rotary year under the leadership of Rtn. Vijaykumar and Rtn. Devi Maruti

Happy to be once again the editor of our club bulletin and I take this opportunity to ask for your contributions to the monthly bulletin - your stories, ideas, analysis, etc will go a long way in making the bulletin a collector's issue.

Recently I came across a phrase I loved: Mental liquidity. It means that the ability to quickly abandon previous beliefs when the world changes or when you come across new information. But as you realise, mental liquidity is so rare. Changing our mind is hard because it is easier to fool oneself into believing in a falsehood than to admit a mistake.

Beliefs take effort and investment. For a lot of things in life - particularly Politics, Investing and Relationships, we do not necessarily want the truth. We want certainty. So, changing our mind becomes that more difficult because it means admitting that the certainty that we once believed in, is in fact an illusion. In life the path of least resistance is to cling to beliefs. A good self-checking technique is to ask ourselves what we have changed in our mind in the last decade. If our

answer is nothing, then it is the surest sign of our ignorance and stubbornness. A belief is not dangerous until it becomes an absolute. That is when we start ignoring information that will give us an update and a new perspective. We must be open enough to abandon some of our beliefs if necessary.

We need to be careful of those beliefs that become a part of our identity. Religion and politics are contentious because we are not just dealing with ideas and philosophies but with tribes and belonging.

We are also wired with infinite capacity to believe things, because beliefs are advantageous for us to hold to. When we look at things analytically only few fields have laws which govern them, while most have rules, theories, and ideas. Hence, we must remember what Einstein once said - the few laws that govern the universe are important but everything else is just a theory of maybes.

Rtn. Ramesh Nichani



Board Members attended District Assembly on 17th June 2023 @ Adlux convention centre, Angamaly.





- S** School support
- M** Mental health
- I** Infant & mother health
- L** Livelihood
- E** Environment
- S** Smile Plus



RI President

Gordon R. McNally,

2023-24.

Even as we face new and serious challenges, Rotary takes care of its members and those we serve, works to build lasting peace, and embeds belonging and inclusion in everything we do. That is why I am asking everyone in Rotary to Create Hope in the World.

This year, we're prioritizing projects to support mental health. This effort is deeply personal to me. I know what it's like to see someone suffer in silence. I have also witnessed the power of personal connections, the value of discussing emotional and mental well-being, and the lifesaving impact of preventive care and treatment. Research shows that performing acts of kindness is an effective step any of us can take to protect our well-being. And by building peace within, we become more capable of bringing peace to the world.

Building peace is the essence of Rotary. Many of our service projects foster the conditions for Positive Peace. We work tirelessly to overcome barriers and create new connections. This year, we'll promote virtual international exchanges for members to strengthen those vital connections.

Peace isn't a dream, and it's not passive. It's the result of working hard, earning trust, and having open conversations that may be difficult. Peace must be waged persistently — and bravely. Everything we do across our areas of focus has the potential to foster the hope that can make peace possible. The spirit of connection and purpose should inspire every Rotary member. When club leaders focus on offering an excellent club experience, we retain more members and attract more prospective members. We must make our clubs as welcoming and as engaging as we can.

Our goal is to create a sense of belonging, from our club meetings to our service activities. We need to continue creating inclusive, welcoming environments where everyone can be their authentic selves. All people of action need to be able to imagine a place for themselves in Rotary — it's up to us to ensure they can do so.

Over the next year, I will be putting a focus on continuing our journey in diversity, equity, and inclusion — ensuring that Rotary reflects the communities we serve and continues to take significant steps toward accessing the full range of human talents and experiences, so that we can better serve humanity. And we will continue to empower women and girls by helping them unlock the potential already within them.

As we begin this journey together, I take inspiration from Scotland's national poet, Robert Burns, who in the 18th century spoke of all the world becoming kin, promoting "sense and worth, over all the earth." This has long been my call to action, and I share it now with you. Let us build peace within and spread it freely. Let us create belonging and imagine the future of Rotary afresh. Let us work together joyously and Create Hope in the World.



SCHOOL SUPPORT

- Adoption of school
- Scholarships
- Water Purifiers
- Classrooms & Smart Classes rooms
- Toilets
- Health care - Eye, Hearing & Dental



Mental Health

- Support to mental health centers
- De addiction Programs
- Support of special Children Schools
- Learning disability
- Sensory Parks
- Counselling



Infant Care & Mother Health

- Nutrition & health checkups, counselling
- Support to infants, and mothers
- Crèche and nurseries
- Supporting Maternal Health
- Immunization




Livelihood

- Job fairs
- Employment for differently abled
- RCCs and micro finance
- Vocational training
- Career counselling



Environment

- Adoption of villages
- Adoption of Roads/Streets
- Awareness Program on Environment
- Water conservation including Check dams, rainwater harvesting etc.
- Tree planting, micro forests, kitchen gardens.



Smile Plus

- Surgeries to correct facial deformities and create beautiful smiles.
- Wish of Children

District Governor 2023-24.

Rtn MD T. R. Vijaykumar was born to the founder of Elite group, Rtn. T.R.Raghavan and Rtn. Yamuna Raghavan. He is a graduate in electrical engineering from the National Institute of Engineering. Under his leadership the Elite group now has diversified and has many verticals like supermarkets, distilleries, packaged food, flour mills, bakery products, textiles, and pharmaceuticals.

A Rotarian since 1987, by virtue of membership in Rotary club of Trichur and later as a member of Rotary Club of Trichur Central, he has served Rotary in many capacities. Club president, Assistant Governor, District Director to name a few. He has been at the helm of many a district events and has been the chair for the District Assembly twice. Has attended many international Rotary Conventions. He has executed two major global grants projects - Asha Kiran (A flood relief low-cost shelter which resulted in 34 homes being constructed) and Nectar of life (A human milk bank project). He is a Paul Harris Society member, a second level Major Donor and a benefactor.

A multi-faceted individual he is the PP of Tennis Trust, Trichur. Past secretary of Regency Club Thrissur. Chairman of Narayana old age home. He is the chairman of T.R.Educational Charitable trust, which supports medical and educational challenges of deserving people. Being the multi-faceted man that he is, he has been a Managing Committee member of Bharatiya Vidya Bhavan and the Chairman of Navaneetham trust which promotes Indian culture and dance.

His business acumen has made him the President of the Kerala Distilleries and Bottlers Federation. He has also been a Past President of the Chamber of commerce, Thrissur, and a member of Thrissur management Association. His hobbies are acting and script writing. He loves horse riding and badminton. He is married to Rtn. Asha. Blessed with two sons, Ravi Krishnan, a business graduate from Western Michigan University with an PG degree in Business Analytics and Intelligence from IIM, Bangalore, and Raj Krishnan a graduate of Western Michigan University and a PG from the University of Edinburgh. His children are members of the Round Table and Rotary. DG T.R.Vijaykumar is always in the pursuit of excellence.



*Thanksgiving hosted by outgoing **President Rtn. C R Vijay** at Coimbatore Cosmopolitan Club*



Board Members



Rtn. Vijayakumar Sivanesan
President



Rtn. C R Vijay
Immediate Past President



Rtn. Prasanna K
President Elect



Rtn. Badrinath Kota
President Nominee



Rtn. Senthil Mysamy
Jr. Sergeant at arms



Rtn. Brijesh KP
Director Club Service &
Chairman Project Shanthi ashram



Rtn. Antony K Johnson
Director Service Project



Rtn. Ramesh Ponnusamy
Chairman Community



Rtn. Kamal Kumar
Chairman TRF



Rtn. Dr. Z Mohamed Irfan
Chairman Eye Serve & PHC



Rtn. Dr. Karpagam M
Chairman Infant Care &
Mother Health



Rtn. Nagaraj AN
Chairman Livelihood



Rtn. Mohamed Shafi
Chairman School Support



Rtn. Ashok
Chairman Mental Health



Rtn. Senthil Kumar
Chairman RYLA



Rtn. Rajesh J
Chairperson TPL



Rtn. Jose Abraham
Advisor



Rtn. RS Maruti
District Councillor



Rtn. C R Vijay
GGR



Rtn. Dr. Nanjan Balu
Speaker Bank-Zonal Chair



Rtn. K Senthil
Zonal Chair-Eye Care

2023-24.



Rtn. Devi Maruti
Secretary



Rtn. Vinod Kumar
Treasurer



Rtn. Narayanan S
Jt. Secretary



Rtn. Gigi Eapen Cherian
Sr. Sergeant at arms



Rtn. Palanivel
Chairman Vocational



Rtn. Dr. Nanjan Balu
Chairman Youth



Rtn. RS Maruti
Chairman International &
Project Swarga Foundation



Rtn. C Karthikeyan
Chairman Public Image



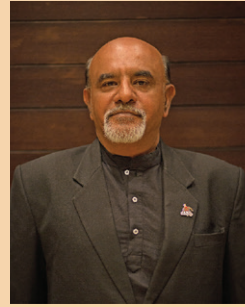
Rtn. Adv. Ilangovan
Chairman Environment



Rtn. Dr. Senthil Raju
Chairman Smile Plus



Rtn. Aravintha Kumaran
Chairman Membership & C S R



Rtn. Suresh S Lund
Director District
Priorities (SMILES)



Rtn. Ramesh Nichani
Editor - Texcity Times



Ann Pavithra A
Anns Chairperson



Annet Leya Jude
Annettes Chairperson



Rtn. PDG. Dr. KA Kuriachan
Advisor



Rtn. Brijesh KP
Press & Media Management-District



Rtn. Suresh S Lund
Club Bulletin-Zonal Chair



Rtn. Antony K Johnson
RYLA- District



Rtn. Kamal Kumar
Rotary International Friendship Exchange

*DISTRICT
OFFICERS
FROM
ROTARY
COIMABTORE
TEXCITY*

The Art of Thinking Clearly

IF 50 MILLION PEOPLE SAY SOMETHING FOOLISH, IT IS STILL FOOLISH

You are on your way to a concert. At an intersection, you encounter a group of people, all staring at the sky. Without even thinking about it, you peer upwards too. Why? Social proof. In the middle of the concert, when the soloist is displaying absolute mastery, someone begins to clap and suddenly the whole room joins in. You do, too. Why? Social proof. Social proof, sometimes roughly termed the herd instinct, dictates that individuals feel they are behaving correctly when they act the same as other people. In other words, the more people who follow a certain idea, the better (truer) we deem the idea to be. And the more people who display a certain behaviour the more appropriate this behaviour is judged to be by others. This is, of course, absurd. Social proof is the evil behind bubbles and stock market panic. It exists in fashion, management techniques, hobbies, religion, and diets. It can paralyse whole cultures, such as when sects commit collective suicide.

A simple experiment carried out in the 1950s by legendary psychologist Solomon Asch shows how peer pressure can warp common sense. A subject is shown a line drawn on paper, and next to it three lines-numbered 1, 2 and 3 -one shorter, one longer and one of the same length as the original one. He or she must indicate which of the three lines corresponds to the original one. If the person is alone in the room, he gives correct answers - unsurprising, because the task is really quite simple. Now five other people enter the room; they are all actors, which the subject does not know. One after another, they give wrong answers, saying 'number 1', although it is very clear that number 3 is the correct answer. Then it is the subject's turn again. In one third of cases, he will answer incorrectly to match the other people's responses. Only a few cases come to mind where social proof is of value. For example, if you find yourself hungry in a foreign city and don't know a good restaurant, it makes sense to pick the one that's full of locals. In other words, you copy the locals' behaviour.

Comedy and talk shows make use of social proof by inserting canned laughter at strategic spots, inciting the audience to laugh along. One of the most impressive though troubling, cases of this phenomenon is the famous speech by Nazi propaganda minister Joseph Goebbels, delivered to a large audience in 1943. (See it for yourself on You Tube.) As the war went from bad to worse for Germany he demanded to know: 'Do you want total war? If necessary, do you want a war more total and radical than anything that we can even imagine today? The crowd roared. If the attendees had been asked individually and anonymously, it is likely that nobody would have consented to this crazy proposal.

The advertising industry benefits greatly from our weakness for social proof. This works well when a situation is unclear (such as deciding among various car makes, cleaning products, beauty products etc. with no obvious advantages or disadvantages), and where people 'like you and me' appear. So, be sceptical whenever a company claims its product is better because it is 'the most popular'. How is a product better simply because it sells the most units? And remember novelist W. Somerset Maugham's wise words: 'If 50 million people say something foolish, it is still foolish.'

- Rolf Dobelli

*Hundreds of studies have been conducted on the vast majority of cognitive and behavioural errors. We all are victims of various biases that we have acquired over the years. This impedes our thinking. We shall bring to you some of the biases that most of us have and how do we identify and overcome them by bringing to you excerpts from the book *The Art of Thinking Clearly* by the Swiss author*

Awards & Recognition



- Best in Class Award
- Rtn. CR Vijay President
- Outstanding performance in GOV
- Excellent Leadership
- District chairman community service - Rtn. RS Maruti
- Leadership for District RYLA
- Rtn. Antony Johnson
- Best club for Youth service
- Best in class for public image
- Excellent Leadership
- Freedom from fear project
- Rtn. Devi Maruti
- Excellent Leadership-Project WINS
- Excellent Leadership
- Annet Adarsh Prasanna

Certificates of merit:

- Community service - Cancer care
- Freedom from Fear project
- TRF Contributions
- Rainbow Inclusion - Marathon for the physically challenged project
- Rainbow Youth power
- YUVA India Project
- Public Image -
Say no to drugs project