



Rotary



SERVE TO CHANGE LIVES

MID TOWN VIJAYAWADA ..... October & November : 2021 Edition

# FLASH magazine

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A BULLETIN FROM ROTARY CLUB OF VIJAYAWADA MIDTOWN



## Governor's Official Visit



Rtn. Pardha Saradhi Yadla  
President

Rtn. Kishore Gudipati  
Secretary

Rtn. Sarath Chandra Yadavalli  
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**Shekhar Mehta**



## RI President **Message**

A quarter of the Rotary year is now behind us. I am sure you are helping Rotary to *grow more* and *do more*. And I hope you have already done your part for the Each One, Bring One initiative by introducing one person to Rotary.

Do you ever think about your earliest days as a Rotarian? I often do — because those first moments of discovering the power of service shaped who I am today. When I joined my Rotary club, our efforts focused on India's rural communities, where people were living without toilets, getting their drinking water from the same pond they bathed in, and sending their children to outdoor classrooms set up under a tree. The nearest health care provider often was miles away — and the services were inadequate. But after Rotary clubs carried out some service projects, the villages had toilets, clean drinking water, a classroom for early learning, and a nearby health care center.

The spark that Rotary kindled within me forced me to look beyond myself and embrace humanity. It made service a way of life and led me to a guiding principle I still stand by: Service is the rent I pay for the space I occupy on Earth.

If you feel the need to reignite the spark of service in yourself or your club, October — Community Economic Development Month — is a great time to do so. When we work to improve the lives of people in underserved communities — through, for example, projects that provide vocational training and access to financial resources — we help build and sustain local economic growth.

The need is great. According to the United Nations, 9 percent of the world's population — that's 700 million people, a majority of them in sub-Saharan Africa — live on less than \$1.90 a day. By supporting strong community development as well as entrepreneurs, we can help improve conditions for people in that region and others.

Your club can also promote economic development in your own community by expanding vocational training opportunities through local schools and community colleges, partnering with lenders to improve access to financial services, or working with a non-profit that provides resources to entrepreneurs and connects them with the business community.

Of course, developing strong communities is impossible without strong public health. On 24 October, World Polio Day, we'll celebrate our tremendous progress in the effort to eradicate polio. But we also know the fight is not over. We still need your help raising funds and awareness to ensure that all children are immunized against polio. Please don't forget to activate your clubs on that important day and encourage them to donate here: [endpolio.org/world-polio-day](https://endpolio.org/world-polio-day).

Service has been rewarding for me throughout my life. I know the same is true for many of you. Join me this month in becoming a good tenant of our planet by helping others to better themselves and their communities. Together, we can *Serve to Change Lives*.



**Rtn. Pardha Saradhi Yadla**

## President Message

My Dear Rotarians, Anns & Annets,

Greetings to All

Friends, we have done lot of Festive events, Community Services and Regular meeting in a grand manner. Ours is only request to participate more members to encourage in organizing such events. However, we are taking care of all COVID 19 norms & precautions in each and every event

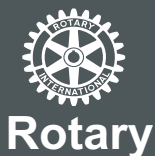
As quarter of the Rotary year is completed, we are sure that you are helping Rotary to *grow more* and *do more*. As I ask you to create history this year by making our club 1000 members, please take initiative to bring Each member get one member to our Mid Town.

Since October is Community Economic Development Month, we work to improve the lives of people in underserved communities through, for example have starting Baking Training to Women project and that will provide vocational training and access to financial resources — we help to build and sustain local economic growth.

You are the ones who contribute so generously to The Rotary Foundation. We are ones who have put the world on the brink of eradicating polio. We as a larger club we have to contribute towards Foundation.

Finally, our challenge to run such big size club, the subscription collection is a big herculean task. We request each and every member to cooperate and pay the subscription for the smooth running of the club. Thanks to one and all.

With Warm Regards  
**Rtn Pardha Saradhi Yadla**  
President 2021-22



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all concerned?



**Rtn. Sarath Chandra Yadavalli**

President 2017-18. Assistant Governor 2019-20

## Editors Message

Dear Fellow Rotarians,

A quarter Rotary Year is past, in the Month of October and November our President and team had lined jam programs during the festivity's months. At the same time balancing with service activities and a grand program of Governor Official Visit, Dandiya etc., Our club keeping in focus of membership development, recognizing the members who contributed to Rotary Foundation. On October 24<sup>th</sup> is being a World Polio Day, our club organized excellent Cycle Rally to bring awareness in public. Our vibrant President and Board Members, with all this back drop and many more events was conducted engage our members.

Wishing our Rotarians and Family members a Safe & Healthy life.

With Warm Regards  
**Rtn. Sarath Chandra Yadavalli**  
Editor

**ECLECTISM-definition:**  
the practice of deriving ideas, style, or taste from a broad range of sources.  
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**AR. NARESH KUMAR P.V**

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# CLUB

## Weekly Meetings

### 3-10-2021 Speaker Meet on Banking

Our Regular Speaker meet was held at Novotel Hotel and Guest Speaker is Sri Rangarajan Garu DGM – State Bank of India. President Partha Saradhi Yadla welcomed all the Members. The Guest Speaker Rangarajan Garu given an excellent overview about how the banking sector supports the entrepreneurs. Later he was felicitated. On this day we have inducted 10 New members into our MidTown Club.

Near about 100 members of Rotarians attended and Secretary Kishore proposed vote of thanks to all for making grand success of the program.




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# CLUB

## Weekly Meetings



### 3-10-2021 Speaker Meet on Banking



## 7 AREAS OF FOCUS



Basic Education & Literacy



Maternal & Child Health



Peace & Conflict Prevention/Resolution



Disease Prevention & Treatment



Water, Sanitation & Hygiene



Community & Economic Development



Support the Environment



# CLUB

## Weekly Meetings

### 7-10-2021 Medical Camp @ Kanaka Durga Temple

**For the First Time in our Mid Town,** On Occasion of Dussehra Festival, we have arranged FREE Medical Camp for all 10 days to treat Pilgrims at Sri Kanaka Durga Temple. During the Festive days near about 1800 plus pilgrims were treated with the help of more than 15 medical team. Near about 50k to 60k Pilgrims visited to the temple.



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# CLUB

## Weekly Meetings



### 10-10-2021 District Governor's Official Visit

On occasion of District Governor Rtn M Rama Rao Official Visit, our club had organized various programs to showcase our club's contribution towards the communities and following are the highlights of DG's Official Visit.



- Inaugurated the Midtown Reading Room
- Visited our Service project Free Medical Camp at Sri Kanaka Durga Temple.
- Inaugurated Four Midtown Wall of Kindness
- Induction of Few new Lady Members into our Midtown
- DG's official meeting and Club Assembly. During the Club Assembly President,
- Secretary & Various Directors presented the report and future plans.
- Evening Public meeting along with Gold Medal Dandiya Night celebrations.

During the DG's address, he appreciated our club's contribution Rotary and its vibrant nature. towards

### We Thank our Sponsors & Supporters :

Sri Praveenkumar jain– Gold Medal Sponsored Dandiya Night Our Special Thanks for putting up the Midtown Wall of Kindness to Rtn Namgiri Naresh, Rtn Gurjeet Singh Sahni, Rtn M Krishna Prabhu, Rtn Kishan @ GATES, Rtn PVVasanth Kumar





# CLUB

## Weekly Meetings

### 10-10-2021 District Governor's Official Visit



# CLUB

## Weekly Meetings

### 10-10-2021 District Governor's Official Visit





# CLUB

## Weekly Meetings

### 10-10-2021 District Governor's Official Visit



# CLUB

## Weekly Meetings

### 10-10-2021 District Governor's Official Visit



# CLUB

## Weekly Meetings

### 14-10-2021 Baking Training Classes – Inauguration.

On the Occasion RI President Rtn Sri Shekar Mehta Birthday, our club selected 4 Girls for Baking Training Course to encourage the Girl Empowerment and this was supported by Rtn Phani – MD, Seven Days Café. This Girls will be trained in making all types of bakery items and later this Girls will be given employment. During this training program there are supported with stipend.



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# CLUB

## Weekly Meetings

### 17-10-2021 Regular Meeting Cum Service Activities

On this day we have conducted Service Activities at Dwaraka Pride Layout project of our Rtn Chandra Sekhar a fellowship meeting. Later we have donated Ceiling Fans, Tube lights and other provisions to SKCV Prem Nivas Children.



# CLUB



## Weekly Meetings

### 21-10-2021 Miss Unique 2021

In association with Maris Stella College and our Club's youth Service team conducted Miss Unique 2021 at Maris Stella College. It was attended by our President Rtn Pardha Saradhi Yadla welcomed the gathering and expressed happiness in participating such platform which will bring inner talent of the students and also make them to learn the public addressing skills. This program was attended by Club Secretary and all our Youth Service Directors.



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# CLUB



## Weekly Meetings

### 24-10-2021 World Polio Day & Awareness by Cycle Rally

On Occasion of World Polio Day, we have conducted a Cycle Rally with title "Cyclothon". We have received excellent response from our Rotarians and local Cyclist by participating near 125 members. The 3 KM Cycle Rally was flagged off by President Pardha Saradhi Yadla along with Secretary Kishore and later breakfast and regular meeting was held.

We had a Wonderful End Polio Cycle Rally, Polio Fund Raising Program and Fellowship. Professional Cycling Clubs have participated and expressed their happiness and thanked Midtown for involving them in this Noble cause. Rally is conducted with proper Police Permission taking care of present norms.

Polio Fund raising was done in a New and Innovative way by selling Cakes Baskets, Tasty Sweets, Snacks and Attractive Fruit Baskets with End Polio Message. Thanks to Rtn Ashok Peddi, Rtn Phani (7days) and Rtn Swarupa for Sponsoring Cakes,Fruits,Sweets etc to raise fund. Thanks to Madhu Koneru for spending 1 full day for Police Permission. Thanks to Prakash and I Krishna Kumar

Extraordinary Planning of Polio Public Awareness Campaign and Polio Fund Raising program by Team Saradhi. We are Happy and Proud with the way our President steered this event with New and Innovative thoughts of Polio Fund Raising and by involving Cycling Clubs in Vijayawada for the Polio Rally. Hats off to the entire Team for displaying a nice Team Work for a Memorable End Polio Day Campaign. Polio Fund Raising was done differently by Selling Fresh Fruits Baskets Cakes and Cookies Kit Hygiene Homemade Sweets & Hot to our members and Cycle Club members.

Our Members Rtn Phani,Ashok Peddi and Swarupa sponsored these kits. Fruit Basket is Rs. 500/-, Cakes & Snacks kit Rs. 500/-. Items were so tasty and fresh we could Raise almost Rs. 25,000 in 30mins. Money collected in Polio Boxes.



# CLUB

## Weekly Meetings

### 24-10-2021 World Polio Day & Awareness by Cycle Rally





# CLUB

## Weekly Meetings

24-10-2021 World Polio Day & Awareness by Cycle Rally



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# CLUB

## Weekly Meetings

### # 30<sup>th</sup> & 31<sup>st</sup> October – Nirmal Mahila Bazar

For the First time in the History of Midtown, we have conducted an Exhibition with 45 stalls of Crafts, Apparels & Other products by Women entrepreneurs at Icon Public School. Nirmal Mahila Bazar was inaugurated by Vijayawada Mayor Smt. Bhagya Lakshmi, during inauguration she said that such exhibitions will give moral boost to Women Entrepreneurs and even state government taken lot initiatives to support woman Entrepreneurs. President Partha Saradhi Yadla, who visualized and inspired by his mother Late Nirmala garu to encourage women entrepreneurship we made excellent arrangements.

It requires lot of courage and determination for the women to pursue their dreams especially in Business. Nirmala Mahila Bazaar is a wonderful marketing platform for women to showcase their talent and make their dream come true. It's everyone's responsibility to encourage them, cheer them and support them. We at Midtown believe in Women Empowerment This project is designed in line with our RI President and Our District Governor's focus on Girl and Women Empowerment

Nirmala Mahila Bazaar is Super Success with lots of encouragement to Women Entrepreneurs and College Students. Stalls were charged only Rs. 2,000/- a bear minimum amount which made them to gain confidence and Exposure to the earn some profit in these 2 days and more importantly it.





# CLUB

## Weekly Meetings

# 30<sup>th</sup> & 31<sup>st</sup> October – Nirmal Mahila Bazar





# CLUB

## Weekly Meetings

# 30<sup>th</sup> & 31<sup>st</sup> October – Nirmal Mahila Bazar



## 1. Eat a healthy diet



Eat a combination of different foods, including fruit, vegetables, legumes, nuts and whole grains. Adults should eat at least five portions (400g) of fruit and vegetables per day. You can improve your intake of fruits and vegetables by always including veggies in your meal; eating fresh fruit and vegetables as snacks; eating a variety of fruits and vegetables; and eating them in season. By [eating healthy](#), you will reduce your risk of malnutrition and noncommunicable diseases (NCDs) such as diabetes, heart disease, stroke and cancer.

## 2. Consume less salt and sugar



Filipinos consume twice the recommended amount of sodium, putting them at risk of high blood pressure, which in turn increases the risk of heart disease and stroke. Most people get their sodium through salt. Reduce your salt intake to 5g per day, equivalent to about one teaspoon. It's easier to do this by limiting the amount of salt, soy sauce, fish sauce and other high-sodium condiments when preparing meals; removing salt, seasonings and condiments from your meal table; avoiding salty snacks; and choosing low-sodium products.

On the other hand, consuming excessive amounts of sugars increases the risk of tooth decay and unhealthy weight gain. In both adults and children, the intake of free sugars should be reduced to less than 10% of total energy intake. This is equivalent to 50g or about 12 teaspoons for an adult. WHO recommends consuming less than 5% of total energy intake for additional health benefits. You can reduce your sugar intake by limiting the consumption of sugary snacks, candies and sugar-sweetened beverages.

## 3. Reduce intake of harmful fats



Fats consumed should be less than 30% of your total energy intake. This will help prevent unhealthy weight gain and NCDs. There are different types of fats, but unsaturated fats are preferable over saturated fats and trans-fats. WHO recommends reducing saturated fats to less than 10% of total energy intake; reducing trans-fats to less than 1% of total energy intake; and replacing both saturated fats and trans-fats to unsaturated fats.

The preferable unsaturated fats are found in fish, avocado and nuts, and in sunflower, soybean, canola and olive oils; saturated fats are found in fatty meat, butter, palm and coconut oil, cream, cheese, ghee and lard; and trans-fats are found in baked and fried foods, and pre-packaged snacks and foods, such as frozen pizza, cookies, biscuits, and cooking oils and spreads.

## 4. Avoid harmful use of alcohol



There is no safe level for drinking [alcohol](#). Consuming alcohol can lead to health problems such as mental and behavioural disorders, including alcohol dependence, major NCDs such as liver cirrhosis, some cancers and heart diseases, as well as injuries resulting from violence and road clashes and collisions.

## 5. Don't smoke



Smoking tobacco causes NCDs such as lung disease, heart disease and stroke. Tobacco kills not only the direct smokers but even non-smokers through second-hand exposure. Currently, there are around 15.9 million Filipino adults who smoke tobacco but 7 in 10 smokers are interested or plan to quit.

If you are currently a smoker, it's not too late to quit. Once you do, you will experience immediate and long-term [health benefits](#). If you are not a smoker, that's great! Do not start smoking and fight for your right to breathe tobacco-smoke-free air.

## 6. Be active



Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure. This includes exercise and activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuits. The amount of physical activity you need depends on your [age group](#) but adults aged 18-64 years should do at least 150 minutes of moderate-intensity physical activity throughout the week. Increase moderate-intensity physical activity to 300 minutes per week for additional health benefits.

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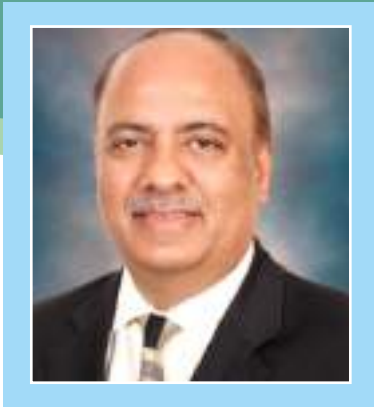
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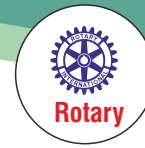
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A BULLETIN FROM ROTARY CLUB OF VIJAYAWADA MIDTOWN

NOV-2021  
EDITION



**Shekhar Mehta**



## RI President **Message**

I first discovered the value of service when I saw how a few simple acts can immeasurably change lives. It began when I joined others in my club for a project to bring toilets and clean drinking water to rural villages near our city. It moved forward when we promoted sanitation and provided opportunities for education across the country, thanks to generous gifts from supporters who believed in our projects as much as those of us on the ground did.

There is no better time of the year to be reminded of that generosity than November, which is Rotary Foundation Month.

As the charitable arm of Rotary International, The Rotary Foundation is the engine that powers so many Rotary projects throughout the world. The Foundation transforms your gifts into projects that change lives. It is the Foundation that helps us to get closer to our goal of eradicating polio, to show more people how we promote peace through tangible actions, and to demonstrate the impact our projects have in our areas of focus.

Consider some recent projects that were made possible by the Foundation:

- The Rotary clubs of Guatemala La Reforma, Guatemala, and Calgary, Alberta, received an \$80,000 global grant to organize a comprehensive plan to train nurses and rural health care workers to prevent and treat cervical cancer and to implement a sustainable system of referrals in seven regions of Guatemala.
- More than two dozen hospitals in Honduras received personal protective equipment for their medical staff thanks to a \$169,347 global grant sponsored by the Rotary clubs of Villa Real de Tegucigalpa, Honduras, and Waldo Brookside-Kansas City, Missouri.
- The Rotary clubs of Cotonou Le Nautile, Benin, and Tournai Haut-Escout, Belgium, received a \$39,390 global grant to provide agricultural training at an ecologically responsible permaculture mini-farm connected to a center for children in Sowé, Benin. This will help a new generation of farmers become economically self-sufficient.

I like comparing The Rotary Foundation to the Taj Mahal, a monument of one man's love for a woman. The Foundation is a dynamic monument of our love for all of humanity.

This month I am asking all Rotary clubs to bring attention to the Foundation. It is what connects all Rotarians worldwide and transforms our collective passions into projects that change lives. Visit [rotary.org/donate](https://rotary.org/donate); once there, you will have an opportunity to give directly to the program you're most passionate about.

Thank you for giving your all to Rotary. You are the reason that Rotary is able to *do more* and *grow more*. Let's continue to represent that important legacy this month, this year, and beyond as we *Serve to Change Lives*.



# CLUB Weekly Meetings



## 3-11-2021 Diwali Celebration with Orphans

On Occasion of Diwali festival, our President Partha Saradhi & team had decided to celebrate with orphan children and lightened happiness to those children who doesn't get to celebrate Diwali. During Celebrations Distributed sweets & Crackers to fire. Many of Rotarians participated and explained about the importance of Diwali to the orphanage children. Later children are served with delicious food.





# CLUB Weekly Meetings



## 6-11-2021 Pool Campus Drive for Placements

Our Club youth Service team, had initiated “POOL CAMPUS DRIVE” placements for Freshers in association with GATES Management Institute. It is a program had created a platform for job opportunities to Various College students. Near about 400 plus students registered and attended for interviews. Companies like Sarvani Group, Big C, VARUN etc., are participated for the Recruitment Drive. This program was held on 6<sup>th</sup> & 7<sup>th</sup> November.





# CLUB Weekly Meetings



## 7-11-2021 District Foundation Seminar

Our District 3020 had conducted District Foundation Seminar in Vijayawada to bring awareness & importance Foundation among all Clubs. At District level conducted competition and drive towards foundation and Our Midtown have Received Golden Club Award in the District Foundation Seminar at District Level.





# CLUB Weekly Meetings



## 7-11-2021 District Awards Nite-2020-21

Our Club Midtown Hosted the District 3020 — Awards Nite for the Rotary 2020-21 under District Governorship Rtn M Satish Babu. This Colorful festive Awards Nite is conducted by our President Saradhi with enthusiasm of all clubs of district, in the presence of various past district governors. DG Satish Babu recognized each and every Club in district and their contributions to Community and Rotary.





# CLUB Weekly Meetings



**14-11-2021**

## Big Hearts

Being November month is Foundation month, our club had decided to recognize the members who contributed to Rotary Foundation. For this they named program as “BIG HEART OF MIDTOWN” Vijayawada. All Endowment donors and Major donors are recognized and felicitated.

We have recognized all young doctors, those who are servered at DHUSSERA MEDICAL CAMP at Sri Durga Temple and helped in conducting one Million diabetes test drive by Rotary India. Few of New Members were Inducted into our Club and Launched MPL Logo. On this occasion all the MPL teams are Introduced.

### Big Hearts - Our Club Endowment Donors So Far:

- Rtn Chalavadi Mallikarjuna Rao – Donated 1 Lakhs Dollars
- Rtn Dr Vemuru Ravi
- Rtn Ravuri Subba Rao (Datta) Jyothimayi
- Rtn Venkata Brahmendra Babu Desu
- Rtn Gaddam Satyanarayana
- Rtn Mahesh Chand Jaju & Premalatha Jaju
- Rtn G Srinivasa Rao
- Rtn T Trinadh Raju & T Vani
- Rtn M Satish Babu & Mahathi

### Big Hearts - Our Club Major Donors So Far

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Rtn Kishan Babu T	Rtn T Chandra Sekhar
Rtn Vadit Tapadia & Vidhi Tapadia	Rtn T Ratna Srinivas
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Rtn Pardha Saradhi Yadla	Rtn Venkateswaralu Yaganti & Aparna
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Rtn T Trinadh Raju & T Vani Jyotirmayi	Rtn Ravuri Subba Rao (Datta) & Indwell Constructions Pvt Ltd



# CLUB Weekly Meetings



14-11-2021

Big Hearts







# CLUB Weekly Meetings



## 14-11-2021 Childrens Day Celebrations

On Occasion of "CHILDRENS DAY", we have celebrated the same at apple Orphanage and distributed various Games Items, Stationery Items and also provided Shoes and Shocks to all the students. Near about 100 students participated on this occasion.





# CLUB Weekly Meetings



## 21-11-2021 Fellowship – Induction of New Members and Service Activity

On this day we have inducted 15 New Members and also conducted New Members Orientation at Icon School. President Saradhi welcomed all the new members into our Club. After the regular meeting we have distributed near about 100 Rain coats to Rikshaw pullers, vegetable vendors and shop keepers with our Rotary Logo.





# CLUB Weekly Meetings



**28-11-2021**

**MPL Auction**

Our Midtown's one of the Iconic sports events is "Midtown Premier League" – MPL. Every year on year we are improving this event in big way. In this Mega 13<sup>th</sup> Edition is another Exceptional Event with 18 Teams are participating with more than 240 members are taking part in this sporting event. As part of this Cricket Event, we will conduct the players Auctioning and it is well organized by our president Partha Saradhi and MPL Chairman C R Mohan. Near about 400 plus Members were attended for program and Secretary Kishore proposed vote of thanks to all.



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SHADNAGAR | 54 ACRES  
DTCP RESIDENTIAL PROJECT  
EXIT NO.16  
BANGALORE HIGHWAY  
HYDERABAD

BIBINAGAR | 4.23 ACRES  
hmda RESIDENTIAL OPEN PLOTS  
EXIT NO.9  
GHATKESAR  
HYDERABAD

Fortune 99 Homes is a real estate plotting and construction company that has delivered several high quality projects across Andhra Pradesh and Telangana. The company has a formidable reputation of providing innate customer service and delivering innovative real estate solutions that are built on the foundations of integrity, service, and transparency.



**Mr. Rosi Reddy Madhirala**

MANAGING PARTNER

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