

Rotary CROSSROADS

by Rotary Club of Singapore

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Lifetime Achievement Award Winner for 'Best Bulletin in District 3310'



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YSC & RACSG Joint Visit to Orphanage

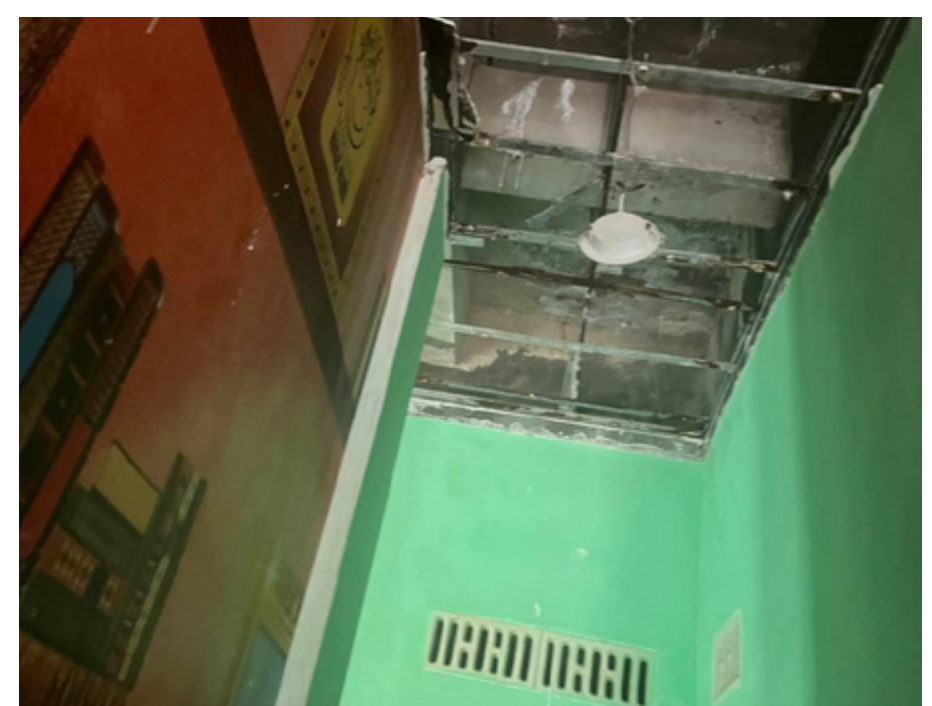


On 12th April 2025, the Youth Service Committee (YSC) and the Rotaract Club of Singapore (RACSG) made a joint visit to Bethesda Orphanage in Batam. The project known as Project Bethelax saw strong participation from both YSC and RACSG coming together for a very good cause.

The participants from RACSG included Rotaractors and their organising committee :

- Neeza (Project Bethelax Director)
- Lius (Project Bethelax Vice-Director)
- Caedmon (Project Bethelax Committee Member)
- Justin (Project Bethelax Volunteer)
- Celia (RACSG President)
- Yun Chuen (RACSG Events Director)

The purpose of the visit was to build friendships with the children and youth at the orphanage—engaging with them in conversations to better understand their needs, concerns, and challenges. The visit included fun Easter-themed activities such as games, arts and crafts, a sing-



along session, and the distribution of goodie bags containing snacks, stationery, and handwritten notes. Additionally, a discussion was held with the orphanage management team to gain deeper insight into their current situation and explore ways we could offer material support (e.g., addressing roof leaks, and providing essential items like toothpaste, soap, and detergent). The visit also helped us gather information to better tailor the upcoming online workshops on English, financial literacy, and digital skills scheduled for May.

These activities provided the 50 beneficiaries (orphanage children and youth) with emotional support, joy and new friendships through meaningful interactions and fun experiences. By listening to their concerns and understanding their needs, we were able to foster connection with the orphans. The discussions with the management team also paved the way for targeted support, ensuring their basic needs are met. Additionally, the upcoming workshops on English, financial literacy, and digital skills will equip the orphans with knowledge and tools useful for their future and professional development.



ISC Meeting



The committee convened for the 10th ISC meeting at the Hard Rock Café and approved Project Agos, a proposal submitted by RC Marbel. This initiative aims to provide water service connections to over 70 underserved households in the Koronadal City region. The project will be funded using the SGD 10,000 previously donated by RCS in June 2024.

PP Mark provided a brief on his recent visit to Colombo with Rtn Varun and Rtn Suresh H. During the trip, RCS collaborated with RC Colombo West to execute a joint project, distributing school supplies to over 500 children. They also engaged with members from RC Kandy and RC Colombo, exploring potential future collaborations.

Rtn Vinit shared insights from a recent fellowship exchange in Macau and Hong Kong, attended by DG Dr Yap, DG Nigel Lo (District 3450), PP Mark and spouse Tracey, Rtn Frank Pao and spouse Fancy, and Ambassadorial Member Rtn Roland. They connected with members from our Sister Clubs and participated in key events:

- RC Macau's Annual Charity Gala – 5th April 2025
- Sister Club Lunch with RC Macau – 6th April 2025
- RC Wanchai Lunch Meeting – 7th April 2025
- RC Golden Mile Lunch Meeting – 9th April 2025

PE Sonali gave an update on the Kolkata trip with DGE Dr Shahul and PP Tapan, which included engagements with RC Belur and RC Kolkata. The delegation visited long-standing project sites such as the Hooghly Eye Hospital and Joynagar Eye Hospital, and also reviewed the mobile cancer screening bus under Global Grant #2459982 with RC Calcutta.

The committee had a thoughtful discussion on the approach to disaster relief fundraising. It was agreed that a set of guidelines will be drafted and presented for approval at the next ISC meeting.

Director Navaneeth provided an update on the upcoming Sister Club event. A total of 110 overseas guests have registered, and the venue has been shifted from the Tanglin Club to the Singapore Swimming Club to better accommodate the group.

Food From the Heart

Last 19 April, the RCS CSC hand delivered food items from Food from the Heart (FFTH) to 102 beneficiaries.

Although most of the regular RCS volunteers participated in the major project activity in the Rotary Teen Challenge Stadium, the service work did not waver. Through the leadership of Rtns Shaun and Grace Roache, volunteers from various Interact Clubs (Nanyang JC, Tanjong Katong Girls School, Victoria JC, and NPS International School) and 2 volunteers from RC Tanglin heeded the call of volunteerism.

The FFTH volunteers were also treated to a surprise visit from the Honourable Denise Phua, MP for Kampong Glam. She took time out of her very busy schedule to drop by and spend time to know more about FFTH and speak with the Interact volunteers.

Looking forward to everyone's enthusiastic support and participation in the next FFTH activity on 17 May!



The 30th Weekly Meeting



WELCOME OF GUEST

By Rtn Kishin Aswani

ROTARY TOASTS

By Rtn Grace Roache



TO Rotary International

EXCHANGE OF BANNERS



Sonia Quintero from RC



PP Mark, Rtn Vineet and Rtn Frank on behalf of RC Wanchai and RC Kowloon

PHF Pin Presentation

BUSINESS IS THE SCIENCE OF HUMAN SERVICES.
One Profits Most Who Serves Best



PHF Pin Presentation



Mukundan A P
PHF+7



Vineet Iyengar
PHF+5 & 6



Subhash Pritmani
PHF+3



Adnan Ansari
PHF+2



Rajesh Prabhakaran
PHF



NEWLY INDUCTED MEMBERS



CIO APAC and Director Global GenAI lab at Heineken

Dr Ralph Ostertag



How Heineken is brewing success with Generative AI

By Rtn Deepa Navaneeth
Wednesday April 16th

Our distinguished speaker, Dr. Ralph Ostertag, APAC Director of Digital & Technology at Heineken, began his presentation by highlighting that Heineken is currently the number one brewery in Europe and ranks second globally. He then walked us through the brewing process, detailing each stage from start to finish. It begins with grinding the malt, followed by mixing it with water. The mixture is then boiled with hops, after which the wort is clarified and cooled to around 9°C. Yeast is added at this stage to begin fermentation. The process continues with maturation, filtration, and finally, the beer is packaged and ready for distribution.

He went on to share Heineken's ambitious vision: "We have a dream at Heineken - to become the best-connected brewery in the world." Currently, Heineken operates 10,000 connected breweries, leveraging over 4,500 connected machines and more than 20,000 operators. These operators utilize advanced technologies such as drones and cleaning robots to enhance efficiency. In the event of any technical issues, machines are digitally diagnosed using fully automated diagnostic tools. Partnering with Boston Dynamics, Heineken has even introduced dog-like robots to further support operations and maintenance.

As the Director of Digital and Technology at Heineken, Dr. Ostertag elaborated on the company's digital architecture, breaking it down into frontend and backend components. The frontend focuses on creating a digital route to the consumer and leveraging data-driven insights and foresights to drive digital business transformation. On the backend, the emphasis is on simplification and automation, building a secure digital backbone, and evolving into a digitally enabled organization, all while

modernizing and streamlining backend operations.

Heineken also harnesses the power of AI across various facets of its operations. Machine learning is used to deliver personalized recommendations, while deep learning powers virtual assistants that support the sales team. AI is further employed in forecasting, transport optimization, data-driven sales, revenue management, and enhancing overall commercial effectiveness, demonstrating Heineken’s strong commitment to digital innovation and efficiency.

He went on to share that his journey with Generative AI started back in February 2023, when Heineken rolled out Power BOT - their internal version of an OpenAI-powered chatbot to employees around the world. Since then, they’ve also adopted Microsoft Co-Pilot. Today, GenAI is being used across Heineken in various ways, including intelligent dashboards, knowledge management through their Heifi platform (which supports finance, commerce, and supply chain), and even in generating creative content for marketing.

"With GenAI, we're even able to create expert talks and podcasts," says Dr. Ostertag. It was truly exciting when he showcased two AI agents discussing the Annualized Report and then seamlessly joined the conversation himself. The entire room was stunned by how natural and realistic the interaction felt, especially with virtually no noticeable lag.

Heineken is pushing the boundaries of innovation with a fun twist by experimenting with a digital twin of Dr. Ralph Ostertag. They've cloned his voice, visuals, and vast knowledge, creating an AI-powered version of him that’s always ready to jump into conversations, deliver expert talks, or even crack a joke. It’s like having Dr. Ostertag on-demand, but without the need for him to leave his desk.

The meeting wrapped up with a lively Q&A session accompanied by a well-deserved glass of Heineken beer, of course. President Tom posed a thought-provoking question: Can AI replace someone more effectively than a human? Would this lead to job losses, especially with new companies leveraging AI to deliver similar quality?

Dr Ralph smiled and replied, “AI isn’t here to replace people. It’s here to empower them. But those who know how to use AI effectively will outpace those who don’t. It’s not about man versus machine, it’s about man with machine versus man without. As for job losses, yes, some roles may evolve or even disappear, but that’s always been the case with every major technological leap.”



The Four-Way Test

Of the things we think, say or do:

- 01. Is it the **TRUTH**?
- 02. Is it **FAIR** to all concerned?
- 03. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 04. Will it be **BENEFICIAL** to all concerned?

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