



SPB

Sports and Recreational Activities



Submitted by
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from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
May 29th, 2025
at the
Virtual Platform – Google Meet

Secondary Avenues

- Membership Development and Retention

Description

"Indha thegam maraindhaalum isaiyaai malarven...." (Even though this body disappears, I will blossom as music...)

Some voices are more than just heard; they are felt, lived, and forever remembered. The legendary playback singer, S. P. Balasubrahmanyam (SPB), is one such voice. With over 40,000 recorded songs in multiple languages, SPB's music transcends generations, languages, and emotions. Whether it's the pain of heartbreak, the joy of love, the serenity of sleep, or the hope in despair, there's always an SPB song that resonates.

In memory of this eternal legend, we hosted Endrendrum SPB'25, our third annual tribute to the voice that shaped our emotions. This year, we wanted to make it even more special by collaborating with a wider circle of Rotaract Clubs, including the Rotaract Club of Colombo Fort, Rotaract Club of Jaffna Midtown, Rotaract Club of Kilinochchi Town, Rotaract Club of Trincomalee, Rotaract Club of Mannar Town, Rotaract Club of Matale, and Rotaract Club of Chunnakkam. By combining our efforts, we amplified the love and respect we collectively hold for this icon.

Although our initial plan was to host a physical event, we decided to go virtual due to financial constraints as the Rotaract year neared its end. We chose Google Meet for its accessibility, familiarity, and ability to host a large audience without complications.

The session began at 7:10 PM, after a brief waiting period to allow more participants to join. With over 50 people attending and more than 45 staying actively until the end, the success of this virtual session exceeded our expectations.

The evening started with our enthusiastic hosts, Rtr. Yazeed from the Rotaract Club of Colombo Fort and Rtr. Anojan from the Rotaract Club of Jaffna Midtown warmly welcomed the attendees. They began with a beautiful introduction to SPB and the legacy we were honouring. To evoke the emotion, they invited participants to share their memories and thoughts about SPB. What followed was a flood of heartfelt recollections – songs that helped them fall asleep, music that supported them through failure, love, and loneliness. It was clear that SPB had touched every soul present.

We were honoured to feature Kannadasan Indrajith, a well-known participant from Zee Tamil's SaReGaMaPa, who gained recognition for singing SPB's classics throughout the competition. His presence enhanced the entire session. He began with the song, "Kadalilae mazhaiveezhndhapi, Endha thuli mazhai thuli... Kaadhalil adhupola naan kalandhitten kaadhali...", immediately captivating every listener.

The club performances that followed were truly magical:

Rtr. Christina from the Rotaract Club of Trincomalee sang "Thaamarai melae neerthuli pol, Thalaivanum thalaiviyum vaazhvaadhenna..." beautifully transporting us into the song's scenes.

Rtr. Narmathan from the Rotaract Club of Wellawatte sang "Nilaave vaa...", touching hearts with the iconic line "Enai nee thaana pirinthaalum ninevaale anaipaan..." – lyrics that capture our enduring connection with SPB even in his absence.

We welcomed Indrajith back, and he performed "Idho idho en pallavi..." – a performance that brought tears to many eyes.

A surprise request was made to Rtr. Jeimoshan from the Rotaract Club of Matale, and after enthusiastic encouragement, he performed "En kadhale en kadhale..." – a few heartfelt lines that left a deep impact.

The Rotaract Club of Kilinochchi Town presented a heartfelt video tribute, created by a devoted fan of SPB, celebrating his timeless legacy.

Rtr. Roy Justin from the Rotaract Club of Jaffna Midtown then took the virtual stage and stunned everyone with his remarkable talent. His performance included the moving line “En idhayathai vazhiyil engeyo maranthu thozhainthuvittea...”, a sentiment we all felt during his performance.

We also played a pre-recorded performance by Rtr. Thanushan from the Rotaract Club of Fort, which was touching and soulfully rendered.

Between performances, our hosts kept the energy high with facts about SPB’s illustrious career, from his first song to his Guinness World Records, reminding us of the man behind the voice.

As a grand finale, all participants unmuted their microphones to sing together “Sangeetha megam thean sindhum neram...” – a surreal and harmonious ending to a night that felt like a shared dream.

This session gave us more than just music. It gave us connection, healing, and a few hours of peace in our busy lives. It reminded us that SPB is not gone. He’s in every song, every lyric, and every memory we cherish.

We concluded the session with sincere thanks to Indrajith, our enthusiastic participants, and our partner clubs. We promise to bring this project to life physically next year, the way SPB’s music deserves to be celebrated: together, in harmony.

Through this tribute, we didn’t just honour a legend; we brought people together across regions, clubs, and emotions to sing, to feel, and to remember. As long as hearts beat to his music, SPB will never be forgotten.

He may have left the stage, but the concert continues in us, through us, and forever.

Objectives

- To honour the memory and musical impact of Padma Bhushan Dr. S. P. Balasubrahmanyam, whose music continues to resonate.
- To offer a comforting environment for Rotaractors and the community to share memories and connect through SPB’s music.
- To foster unity among Rotaract clubs through collaborative celebration.
- To give Rotaractors a platform to display their musical talent by performing SPB’s songs.

Goals

SDG Goals

- 10 - Reduced Inequality
 - 10.2 Promote universal social, economic and political inclusion.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Peace and Conflict Prevention/Resolution

Other focus Areas

Project Chair

Name	Volunteer Hours
Yazeed Ahamed	107 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	97 Hours (Appox.)	Project Secretary & Coordinator
	Total Hours	204 Hours

Club Participation

Club Name	Count
Rotaract Club of Mannar Town	6
Rotaract Club of Wellawatte	8
Rotaract Club of Kilinochchi Town	5
Rotaract Club of Trincomalee	8
Rotaract Club of Matale	10
Rotaract Club of Colombo Fort	5
Rotaract Club of Chunnakam	6
Rotaract Club of Jaffna Midtown	4

Other Organization Participation

Organization Name	Organization Type	Count
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District Steering Committee Participation

Name	Designation
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Manusha Wickramaratne	Joint Director - Public Relations
Alocius Anojan	Zonal Rotaract Representative (Zone 6B)
Keerthana Vairavan	Joint Director - Community Service
Sridharan Praveena	Joint Editor
Chandramohan Sajeewan	Joint Director - Public Relations

Budget

Income

Description		Amount
Total Income		0 LKR

Expenses

Description		Amount
Total Expense		0 LKR
Total		0 LKR

Project Planning

1. Project Objective:

To pay tribute to the legendary playback singer S. P. Balasubrahmanyam (SPB) through a virtual musical event, while promoting emotional well-being, club engagement, and inter-club collaboration through the universal language of music.

2. Initial Conceptualisation:

The idea was inspired by the overwhelming success and emotional response to previous editions of Endrendrum SPB.

The 2025 edition aimed to be more collaborative, inclusive, and interactive.

Emphasis was placed on keeping the session heartfelt, lighthearted, and nostalgic.

3. Planning Timeline:

Date	Task
Early April 2025	Initial discussion to plan the project
Mid-April 2025	Meeting to finalise project theme, format, and budget
20–25 April 2025	Outreach to other Rotaract Clubs for collaboration
End April 2025	Confirmation of performer slots and guest appearance by Indrajith
1–10 May 2025	Poster design, promotions, social media rollout
15–19 May 2025	Finalising run-order and script for hosts
20 May 2025	Execution of the virtual event via Google Meet

4. Partner Clubs Involved:

Rotaract Club of Colombo Fort
Rotaract Club of Jaffna Midtown
Rotaract Club of Kilinochchi Town
Rotaract Club of Trincomalee
Rotaract Club of Chunnakkam
Rotaract Club of Matale
Rotaract Club of Mannar Town
Rotaract Club of Wellawatte

5. Platform Chosen: Google Meet

Chosen for its ease of access, user familiarity, and support for larger audiences.

No technical difficulties were encountered during the session.

Enabled smoother interaction with singers and active participation through chat and screen sharing.

6. Roles & Responsibilities:

Role	Assigned To
Overall Project Lead	All 9 clubs
Hosts	Rtr. Yazeed (RAC Colombo Fort), Rtr. Anojan (RAC Jaffna Midtown)
Performances Coordination	Rtr. Sajeevkanth (RAC Trincomalee)
PR Materials	Rtr. Savishkar & Team (RAC Matale)
Documentation & Write-up	Rtr. Kugaleshani Ravirajah (RAC Wellawatte)
Inter-Club Liaison	Rtr. Sajeevkanth (RAC Trincomalee)
Guest Artist Coordination	Rtr. Narmathan (RAC Wellawatte)

7. Key Components:

- Live singing performances by Rotaractors and guest Indraajith
- Video tribute dedicated to SPB's life and songs
- Open mic participation
- Interactive session with collective singing
- Emotional sharing and memories related to SPB's influence

8. Risk Management:

- Contingency Plan for Tech Issues: Backup link shared in advance
- Performer No-shows: Maintained a standby list of performers
- Participant Drop-off: Kept the energy alive with interactive hosting and emotional engagement

9. Monitoring and Evaluation:

- Participant engagement tracked through Google Meet attendance and chat activity
- Post-event feedback collected via WhatsApp and club groups
- Positive testimonials and requests for a physical edition in 2026 noted

10. Budget:

Minimal cost due to virtual nature; primary expense was time investment in planning, rehearsals, and creative content development.

Public Relations Plan

Our objective is to build suspense, emotional resonance, and awareness for Endrendrum SPB'25 through a layered, music-inspired PR campaign. The strategy focused on touching hearts with SPB's legacy while maximizing engagement and collaboration visibility across multiple platforms.

1. Teaser Phase: “Guess What’s Coming?”

April 28, 2025

- Flyer: “Coming Soon” teaser flyer (no event name revealed)
- Visual: Animated SPB clipart to evoke curiosity
- Caption: "Ennai nee than pirindhaalum ninaivaale anaipen..." - A subtle emotional hook was used to hint at SPB and draw the audience in without revealing the theme.

2. Reveal Phase: “It’s Endrendrum SPB”

May 10, 2025

- Flyer: Event name revealed – Endrendrum SPB
- Caption: "Indha thegam marainthalam, isaiyai malarven..." - The caption directly paid tribute to SPB’s immortal musical legacy.

3. Details Phase: Date, Time & Platform

May 13, 2025

- Flyer: Full event details – Date, Time, Platform (Google Meet)
- Caption: "Nilavu thoongum neram, ninaivu thoongidaathu..." - This poetic line emphasized SPB’s timeless presence.

4. Guest Singer Reveal

May 19, 2025

- Flyer: Guest performer reveal – Indrajith
- Caption: "Kannukul nee than..." - Built anticipation by associating the singer with a deeply emotional line from SPB’s hits.

5. Final Push: Day-of Promotion

May 20, 2025

- Flyer: “Happening Today!” post
- Caption: "Ilamaiyenum poongatru..." - An energetic, uplifting lyric to attract last-minute attendees and set the nostalgic mood.

Real-time engagement:

- WhatsApp reminder blasts
- Instagram Stories with behind-the-scenes setup visuals
- Google Meet link shared.

6. In-Event Live PR

Live Story Updates:

- Screenshots of participants singing, chat reactions
- Snippets of memorable performances
- Tagging each participating club and guest artist
- Use of interactive elements (polls, sliders, song requests)

Special PR Material:

- A tribute video to SPB created by RAC Killinochchi Town was showcased during the event and promoted on social media post-event as well.
- Added strong emotional value and gave credit to contributors.

7. Post-Event Publicity

May 26, 2025

- Post: 3-grid thank you post

PR links

<https://www.instagram.com/p/DJwR38BMa1l/?igsh=MTI0bWkzMWZic2F1aA==>

<https://www.instagram.com/p/DJ2KeYiqiC/?igsh=MWo3anQwaTNicnZtdA==>

<https://www.instagram.com/p/DJ4ANZNsi43/?igsh=Y3JqeHdqOTFmYWVWz>

<https://www.instagram.com/p/DKO-6mMIPM5/?igsh=bjZ2eG12eHdycXpx>

https://www.instagram.com/p/DKO_H5dz4Cf/?igsh=MWJybW5xZWpvcWE0dQ==

https://www.instagram.com/p/DKO_K6fT8UT/?igsh=MW9zd2pmaWldG5yMA==

<https://www.facebook.com/share/p/19VVvLgfZL/>

<https://www.facebook.com/share/p/16YpfwWoiF>

<https://www.facebook.com/share/p/16eTuPkBSi/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_endrendrums25-kadhalrojave-spbtribute-activity-7330511964013514752-ute0?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACtGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_endrendrums25-spbtribute-fewhourstogo-activity-7330567292864430085-TRlw?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACtGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_endrendrums25-spbtribute-virtualconcert-activity-7333916105519808513-glri?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACtGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfo&utm_campaign=copy_link

Beneficiaries

- Participants of Endrendrum SPB

Partners

-

Outcomes

Short-Term

1. **Emotional Connection Fostered:** The event successfully created a heartfelt atmosphere, allowing participants to relive and celebrate the timeless melodies of SPB. It evoked strong emotional responses and nostalgic reflections among attendees.
2. **Wider Community Engagement:** Over 45+ participants attended virtually, including Rotaractors from multiple clubs, community members, and music enthusiasts. The collaborative nature of the event enhanced visibility and inclusivity.
3. **Effective Cross-Club Collaboration:** Nine Rotaract clubs collaborated in planning, promotion, and execution, strengthening bonds and improving inter-club communication and coordination.
4. **Recognition of Local Talent:** The featured guest singer was given a platform to showcase their talent while honouring SPB's legacy and promoting musical appreciation within the Rotaract network.

Long-Term

1. **Preservation of Cultural Legacy:** The event instilled a deeper appreciation for the works of S. P. Balasubrahmanyam among the younger generation, helping preserve his cultural and musical legacy in Rotaract history.
2. **Strengthened Rotaract Identity through Art:** Endrendrum SPB showcased how Rotaract can go beyond service to embrace arts and culture, inspiring future projects centred around music, storytelling, and creative expressions.
3. **Foundation for Annual Tribute Series:** The success of this virtual event sets a precedent and paves the way for an annual or recurring tribute series to legendary figures, promoting continuity and tradition in programming.

Areas of Improvements

While Endrendrum SPB'25 was a heartfelt and emotionally rich tribute, there are a few areas where the project can be further enhanced in future editions:

1. Expand Audience Reach

Despite good participation, the event could have benefited from a broader audience beyond Rotaract members, including families, music enthusiasts, and SPB fans in the general public. Collaborating with music clubs, Tamil cultural groups, or university societies could help bring in more diverse listeners and increase external visibility.

2. Strengthen Technical Delivery

Although Google Meet was accessible and easy to manage, future sessions could explore enhanced platforms like Zoom Webinar or StreamYard for better audio quality, spotlighting performers, and reducing lag during musical performances.

3. Pre-event Engagement

More engaging lead-up activities like a countdown series, interactive quizzes, or "Guess the Song" challenges on Instagram stories could have built greater anticipation and interaction leading up to the event.

Gallery



