



SUMITHAN

"A WARM SMILE"



Major Donor Dr. G. Sumithran
District Governor

സുവിശേഷം



Governor's Monthly Letter
RI District 3211, 2023-24

CREATE HOPE
in the WORLD

GML ISSUE # 8, FEBRUARY 2024



DG Dr. G. Sumithran in Rajnikanth style at FIRE Grand Finale,
along with First Lady Dr. Smita Sumithran

RI PRESIDENT'S MESSAGE (Excerpts.....)

A Virtuous Cycle

More than 1,000 of you have responded so far to an ongoing survey by the Rotary Action Group on Mental Health Initiatives, offering your feedback on what Rotary can do to improve the personal well-being of members. The top suggestions are illuminating. Rotary members are asking for more fellowship, camaraderie, conversation, cohesiveness, and connection. They also want more recognition, validation, and integration. They are seeking more service opportunities, and they want more wellness activities, including mental health speakers, awareness efforts, and education.

Our members not only appreciate the greater focus on mental health, but they also believe that making more of the Rotary experience will materially improve their lives. I find it interesting that members are not asking anything dramatically new of their club — rather they want more of what we do best. For example, connection can be improved during meetings simply by reassigning seating to encourage people to speak with someone new.

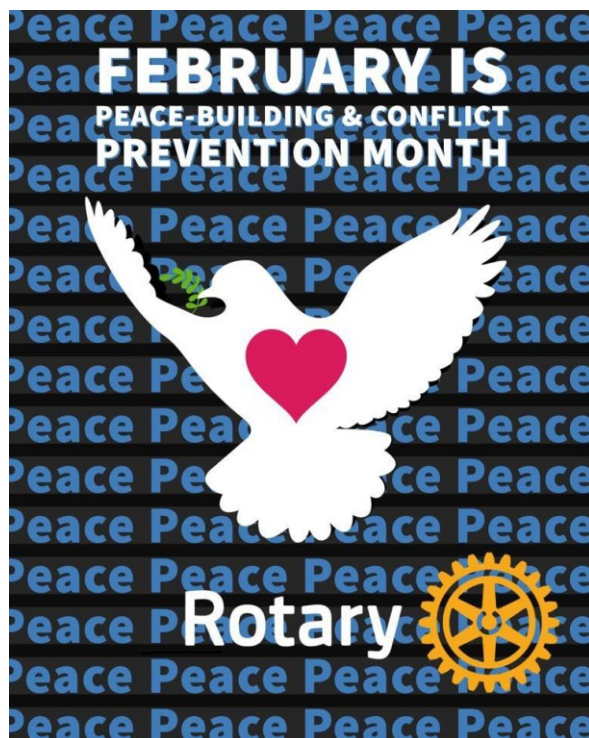
We need to acknowledge the importance of increasing belonging in our clubs and to encourage Rotary members to make the most opportunity for new and stronger connections. The increasing levels of loneliness has even been declared as an epidemic. Finding groups and clubs around common hobbies and interests is a strong way to create greater connectedness. This is what Rotary is all about. We need to make sure all of our members are fully engaged and that our communities are better aware of this inherent strength.

Everything you do to strengthen connections in Rotary, with each other and the people we serve, also helps improve mental health. And everything we do to improve mental health helps strengthen those connections. Let's continue this virtuous cycle.

- R.Gordon R McInally



23 February - Happy Birthday Rotary!!!
Rotary started with the vision of one man — Paul Harris. The Chicago attorney formed the Rotary Club of Chicago on 23 February 1905, so professionals with diverse backgrounds could exchange ideas and form meaningful, lifelong friendships.



FROM DG'S DESK....

My dear friends,

Greetings from Rotary Dist 3211 ! Seven months of utmost satisfaction by all means, just achieved through the yeoman services extensively extended by the passionate Rotarians. It's a moment of joy, as far as I am concerned, the state of absolute contentment for a Rotary leader. All our proposed projects proceed to hit the ultimate target. Dist project, SATRANGI, spreads its seven colours without leaving any of its verticals and is sure to reach the pinnacle of its glory and thereby registering a new record in the history of RI Dist 3211. Big salute to the sought after chairperson, Rtn.AKSM Dr.Meera John, for her overwhelming enthusiastic efforts put in towards the wonderful success of the unique project. By now we have completed 928 medical camps, Treatment support Rs 74,50,000, support to schools for Rs 17,42,830 and all health projects including Global grants worth Rs 4,21,00,745. Under Sahayi and Santhvanam projects we supplied 600 Artificial limbs and moving materials for differently Abled individuals. Congratulations to Quilon Rotary club, AKSM Krishnan G Nair and Rtn David Jacob for their tireless efforts.



With H.E.Sri.Arif Mohammed Khan, Governor of Kerala on the occasion of the 75th Anniversary Celebrations of RC Trivandrum, the oldest and senior most club in our District. The cheque for Rs 2.28 lakhs for upgrading the facilities of Rotary Institute for Children in need of Special Care was also released on the occasion.

TRF, one of the most vital elements of our great organization Rotary, is moving forward at maximum pace under the meticulous leadership of the mighty Chairman, Rtn.Major Donor Joseph Luckose. Thanks a lot to the dedicated chairman and his efficient team for the unparalleled attempts to create 2 AKS members and 17 Major Donors so as to motivate others to get into the aforesaid list of generous contributors.

As you know, my dear friends, Dist Conference, aptly named as **SYMPHONY**, aimed at building superlative friendship and fellowship among Rotarians and their family members, is scheduled to be held on **27th & 28th of April 2024** at the panoramic venue, Al Saj Convention Centre, Kazhakkootam. It's my sincere wish to have you all with your lovely family members to celebrate the spectacular event exclusively organised for your enjoyment only. Dear Presidents and Secretaries of our clubs are kindly requested to register maximum participation to the enchanting program.

Friends, February is the designated month for Economic and Community Development. Rotary creates opportunities to help individuals and communities thrive financially and socially. Rotarians train people to become resources for their community, offering networking activities, financial and management training. Rotarians make amazing things happen, like: breaking the cycle of poverty for women, skills development, business training, sustainable farming, etc. etc. So, my friends, it's my humble request to you to involve in any of the aforesaid programs and declare solidarity to the avenues of Rotary services.

Wishing you and your family all the very best,
Yours in Rotary

Rtn.Dr.G.Sumithran, DG, RID 3211



On the occasion of GOV at RC E-Club Dubai on Jan 20.

Rotary collaborates with BOSCH

RI Director Rtn. Raju Subramanian recently signed a momentous Memorandum of Understanding (MOU) with Mr. Guruprasad Mudlapur, the Managing Director of BOSCH Limited, in Bangalore. This collaborative effort aims to establish 100 Rotary - Bosch Skill Development Centers across India, implementing the Bosch's BRIDGE Program.

The BRIDGE Program is a short-term (3-month) training initiative focused on imparting soft and life skills to enhance employability among school and college dropouts. It also includes placement support for entry-level jobs. The partnership has the potential to create 10,000 job opportunities annually through the operation of these 100 centers. These centers are not only cost-effective to establish but also hold the promise of expanding across India, contributing significantly to employment generation through skill development.

TOP 15 ROTARY COUNTRIES			
As on Jan 1, 2024			
Rank	Country	#Clubs	# Members
1	U.S.A	7,231	2,72,216
2	India	4,580	1,70,247
3	Japan	2,204	83,794
4	S.Korea	1,672	67,010
5	Germany	1,141	58,065
6	Brazil	2,309	49,792
7	Italy	948	38,436
8	England	1,222	27,164
9	France	1,088	27,051
10	Australia	976	22,254
11	Canada	689	18,962
12	Netherlands	475	14,737
13	Sweden	369	14,673
14	Nigeria	512	13,888
15	Switzerland	220	13,196
WORLDWIDE		36,879	1,11,67,064

TEN IDEAS to Improve CLUB CULTURE

Clubs evolve over time in many directions. Is it time to re-evaluate how your Club operates? Keep what's working, expand it and show it off. Then commit to change those things that are not working. Here are some ideas to consider...

- 1. Remake Traditions.** Some traditions, like singing songs, ringing a bell, or reciting the Four-Way Test to start a meeting may be confusing and unwelcoming to guests. Try playing music in the background as members and guests arrive and socialize.
- 2. Update your lingo.** Consider changing how you talk about Rotary. You're more than just a Rotary "Club". Show prospective members you are more than meetings — share with them about your social events, service projects, networking and leadership development opportunities... and the FUN you have in Rotary.
- 3. Embrace social media.** It's where younger generations live and where they check in every day, even every hour. Create and maintain a social media presence for your Club that demonstrates to prospective members what you're doing and how they can get involved.
- 4. Reduce the cost.** The expense of Rotary membership can be challenging. Be transparent about the breakdown of dues to the Club, the District, and RI.... plus other costs such as meals. Lower your expenses by rethinking your venue, meal or other activities. Instead of an expensive meal, offer a la carte options or meet at a local pub.
- 5. Provide Flexible Attendance.** People are busy. Instead of requiring members to attend make-ups, encourage them to attend an online meeting or count their participation in a service activity. Take advantage of flexible meeting policies so members can participate even when their calendars are full.
- 6. Make it personal.** Acknowledge and celebrate family and personal events like weddings, children, and professional milestones or personal achievements. Make your Club family-friendly; consider offering child care or welcoming families to your Club events.
- 7. Assign Mentors.** Connect younger professionals with Club members that match their interests, skills, or professional background. Mentors also benefit by staying engaged, honing their leadership skills, and building meaningful connections with other members.
- 8. Meet and don't repeat.** Clubs have the flexibility to meet how and when they want so it's not the same old get-together week after week. Make it a unique experience, something exciting that can't be missed. Change up your meeting location, pique members' interest about a new, exciting topic, and people will pay attention.
- 9. Go Mobile.** Younger professionals communicate by text message and WhatsApp instead of via a phone call or email. After you've connected, stay in touch by text or WhatsApp. Everyone texts these days. You need to also.
- 10. More than Brochures.** Brochures and print materials are only part of your promotional plan. Include Digital communications that are inexpensive, fast, and reach a wide audience.

SATRANGI- THE RAINBOW OF HOPE

- Rtn.Dr.Meera John, District Chairman, Satrangi.



The success narrative of our District project, Satrangi, echoes the wisdom of the football legend Pele. Satrangi, the flagship project of RI District 3211, commenced modestly when our District Governor assigned me the role of District Chairman for a health-centric initiative. District Chief Advisor PDG Dr.John Daniel conceived the project, aligning it with RI President Gordon McInally's theme of "Creating Hope in the World," introducing the concept of seven verticals. Together we discussed, meticulously planned, designed, and actualized Satrangi through collaborative efforts. Numerous discussions with medical professionals, District Governor Dr.G.Sumithran, entire members of and help of Satrangi advisor PDG K P Ramachandran Nair, refined the program's skeletal framework, shaping it into a veritable beacon of hope.

Hope, a profound aspect of the human spirit, serves as the catalyst for aspirations, perseverance, and a brighter future. It is the intangible force breathing life into dreams and turning challenges into opportunities. Central to hope is good health, transcending the mere absence of disease; to encompass complete physical, mental, and social well-being.

Within this context, initiatives like Satrangi assume a pivotal role. Satrangi, meaning "rainbow" in ancient Sanskrit, emerges as a transformative health project committed to promoting well-being and inspiring hope globally. Founded on seven verticals, symbolizing vibrant colors of the rainbow, Satrangi addresses various facets of health, fostering the holistic well-being of individuals and communities.

These Vertical Encompass:

1. Cancer care
2. Cardiac care
3. Drug abuse prevention
4. Mental health care
5. Prevention of lifestyle diseases, including diabetes
6. Renal Care and support to schools
7. Student health and support to schools

Operationalized through four strategies:

Satrangi accommodates projects of all scales, from awareness classes to mega initiatives such as setting up surgical ICUs and supporting schools with e-learning facilities. Its success is attributed to the unwavering dedication, perseverance, and selfless teamwork of every Rotary Club in RI District 3211.

Half Yearly Progress Evaluation

In a comprehensive six-month evaluation (July 1st to Dec 31st), Satrangi achieved remarkable milestones, including 928 medical camps, 1876 awareness classes, support to schools amounting to Rs 17,42,830/-, treatment support totaling Rs 74,50,000/-, and mega projects, including global grant projects, amounting to Rs 4,21,00,745/-. Gratitude is extended to DG Dr. G Sumithran, the executive committee, Satrangi advisor PDG K P Ramachandran Nair, the entire Satrangi team, Revenue District Directors, and Assistant Governors for their wholehearted support.





Special recognition and thanks are offered to the true heroes at the forefront – the Presidents, Secretaries, and District Project Chairs of each Rotary Club in our district, instrumental in Satrangi's success. Let the vibrant colors of Satrangi illuminate our district, creating a historic legacy of compassion and service worldwide. Together, let us embrace the power of the rainbow and build a world where health and hope radiate brilliantly.

[All photos have not been included due to space restrictions. - Ed.]



SANTHWANAM ARTIFICIAL LIMB CAMP @ TRIVANDRUM - A LIFE TRANSFORMING PROJECT FOR 145 BENEFICIARIES

- Rtn.C.Suresh, Chairman, Santhwanam ALC @ Trivandrum.

Santhwanam Artificial Limb Project was initiated at the behest of RC Quilon, partnering with RC Wolverhampton, UK and with the help of a Matching Grant from The Rotary Foundation. The project with a value of Rs.35 lakhs envisages free distribution of 500 artificial limbs to needy persons in the five districts covered by RID3211. Earlier, three camps had been conducted in Changanassery, Vaikom and Alleppey.

The fourth camp was in Trivandrum, held as a week long project from Jan 17. It was indeed a landmark event with excellent Public Participation. The programme was inaugurated by Dr.Shashi Tharoor MP by handing over Token#1 to a beneficiary, a young girl. Our beloved District Governor Dr.G.Sumithran and Sri.V.K.Prasanth, MLA felicitated. The camp duration was extended due to registration of 145 beneficiaries (as against 100 planned) for both Above Knee and Below Knee amputation cases.

The key advantage of the limb provided is that not only is it lightweight, but also very rigid, being made from HDPV (High Density Poly Ethylene) material, which ensures comfortable use, durability and long life. The fitting process involves taking an accurate measurement of the limb, molding the material for precise fitting to the patient's limb, followed by a trial process where the fitting is fine tuned. The production of the limb takes place at site, molding and machining it into shape after melting the raw material inside a high temperature oven – a process which takes 2-3 days. The beneficiary has to visit the site twice – first to get the measurements taken and then for the trial fitment before he can actually start using it.

Quite a bit of logistics was involved from Rotary – public announcement, identifying the beneficiaries, following up with them to attend the two sessions of the camp, individual scheduling (since the patients cannot be made to wait for long), providing food, drinking water and toilet facility at site, arranging food and accommodation for the technicians manufacturing the limb at site and many more. Our club members willingly came forward to help me in every aspect of these. We were lucky to get a site in a prime location near Sasthamangalam junction. We got the site prepared, levelling the ground, erecting a shamiana, providing a genset for power (mainly to feed the oven), etc. The highlight was the active presence of our Rotary Anns who worked from the front, “manning” the registration counters, serving food to the patients, and many more – the classic hallmark of our 38 year old club's character.

Customer Feedback

Surprisingly a 17 year old boy who attended was the beneficiary of a similar camp we conducted way back in 2014. The boy had come back because he had outgrown the earlier limb provided to him - solid proof of the dictum “Proof of the Pudding is in the Eating”! He had words of high appreciation for this kind gesture by Rotary. Another beneficiary, who was a Sub Inspector of Police was on the verge of retirement when he met with a road accident which deprived him of one leg. He was forced to take premature retirement and was trying to get along with a small home based agriculture business. Though he had received a free artificial limb from another source, he was not happy with it since it was heavy and was chafing his legs. So he had to discard it. When we got him fitted with the new technology lightweight limbs, his happiness knew no bounds. He told me that his life has really transformed, he is able to do his work without difficulty and also take care of his personal needs without disturbing his wife.

Thanks to Santhwanam Chairman Rtn.Krishnan G Nair, for giving my club RC Trivandrum Central and our child club RC Kazhakuttom the opportunity to conduct this life transforming Camp to provide customized free Artificial Limbs for needy persons in Trivandrum district and around. Personally, I am having a deep sense of fulfilment at a job well done and changing 145 human lives for the better.



News Roundup

RC Pala implemented a TRF Global Grant Project partnering with RC Wolverhampton, UK with support from RC Trivandrum Technopark. PDG Richard Green (UK) handed over Surgical support Equipment worth Rs.26 lakhs to Govt. General Hospital, Pala on Jan 10.

RC Anchal installed a water tank along with accessories at Mallasery Anganwadi, Panayamchery on Jan 12.

RC Kottarakara donated a Water Purifier to Kottarakara Town UP School on Jan 25. Municipal Chairman Sri.S.R. Ramesh inaugurated.

RC Aranmula donated Drinking water Purification plant to S.V.G.V.H.S,Kidangannur on Jan 2, on the occasion of GOV.

RC Kollam Palace City handed over two Barricades to Kollam City Police as part of District Focus Project ROPE. The Function was inaugurated at the AR Camp, Kollam by DG Dr G Sumithran and the ACP Sri Pradeep Kumar received the same.

RC Shertallai inaugurated a Dialysis Centre in KVM Hospital Cherthala on Jan 28 by Sri.P.Prasad, Hon'ble Minister. Adv. A M Arif MP handed over the Multi-Para Monitor. DG Dr. G Sumithran, was Chief Guest of the event, with a galaxy of PDGs and senior rotarians present. The project is funded under a TRF Global Grant.

RC Kozhuvanal constructed a Home for a deserving family at Ramapuram under the District Project Abhayam (Home for the Homeless). The project was inaugurated by DG Dr.G.Sumithran on Republic Day, by handing over the key to the beneficiaries. Abhayam Chairman Rtn Anu Kurian, DSG Rtn Alex Koshy, AG Rtn Sano Jose and President Rtn Martin Jose were present.

RC Kollam Palace City organised an Awareness Programme on Mental health care for students on Jan 24 at SN Trusts Central School, Kollam. Classes on Drug Abuse Prevention by Rtn Dr.MP Radhakrishnan (Psychiatrist, Sankar's Hospital, Kollam) and on student health care & support to schools (cyber crime & road safety) by Sri.Vidyadharan S (Rtd ACP).

RC Cherthala Green City set a good precedent by donating food kits to the children of the Ammathottil in connection with the birthday of Rtn.Dr.Praakash's grandchild.





RC Trivandrum Technopark inaugurated project WoW (Wings of Wisdom), a joint project for Rs.25 lakhs, with RC Willowdale, Canada, aimed at setting up computer labs, providing digital education and mentorship at seven schools in tribal and under privileged areas on Jan 24 at VHSS Vithura. This is a Satrangi project under the Support to Schools vertical.

RC Alleppey, in association with Dist. Hospital conducted a Medical camp for National Highway (NHA) workers.

RC Vaikom Town distributed Hygiene Kits for girls on National Girls' Day (Jan 24) at Govt Girls' High School, Vaikom.



RC Paripally distributed equipment for disabled persons with the aid of ALIMCO (Govt of India).

RC Pathanapuram conducted a Cervical Cancer Detection Camp, inaugurated by Sri.Kodikunnil Suresh MP.

In response at an urgent call from Satrangi Chairman Dr.Meera John, individual rotarians from **RC Quilon**, **RC Puthupally**, **RC Sherthalai**, **RC Kazhakoottam** and **RC Kundara Central** generously contributed Rs 27,000 for treatment of an 8 year old kid with leukemia, who is fighting for his life, with a fair chance of survival.



RC Trivandrum celebrated its Diamond Jubilee Year 2024 at Hotel Mascot Trivandrum on Jan 27 which was inaugurated by Hon'ble Governor of Kerala Shri Arif Mohammed Khan in the presence of DG Dr G Sumitran. A Souvenir was released on the occasion. The veteran senior most past President Shri TKR Nair was honoured. The cheque for Rs 2.28 lakhs for upgrading the facilities of Rotary Institute for Children in need of Special Care was also released by Hon'ble Governor of Kerala on the occasion.

RC Kazhakuttom conducted Republic day celebration with differently abled children and gifts distribution at Govt HS School Kazhakuttom.

RC Poovar celebrated Republic Day with students of Santhi Niketan Educational Society. President Adv.Aji Kumar and Charter President Rajan Pozhiyoor participated along with rotarians of the club.



RC Karunagapally, in association with Winners PSC Coaching Centre, conducted a Seminar for PSC job seekers on Jan 6. About 130 aspirants participated and benefited from the seminar, which was inaugurated by ACP Sri.V.S.Pradeep Kumar, in the presence of DG Dr.G.Sumithran.

SUDARSHAN NEWS ...

RC Alleppey East: Under the vertical “Renewable Energy” of project Sudarshan, an EV was purchased by Rtn Biju Sathyan. Another member Rtn. Jayan Suseelan. also purchased an EV.

RC Alleppey Central: DG Dr G Sumithran inaugurated traffic blinker lights powered by solar panels, at Dutch Square and Karuthakali bridge. District Chairman Rtn Kumaraswamy Pillai, AG Rtn Anitha, Municipal Councillor Shri Reego Raju, President Rtn Nandakumar and rotary leaders were present. Solar panels producing a total of 11 KW electricity were installed at the houses of President Rtn D S Nandakumar, Rtn Vinod K S and Rtn Jaishankar Pramod. DG Rtn Dr G Sumithran inaugurated the project by switching on the plants.

RC Alleppey North: Organised a harvesting ceremony and recognising student farmers in association with the Manorama Nallapadam Club of Mannamcherry Government High School. Shri P P Chitharanjan MLA was the Chief Guest and AG Rtn Sunil Kumar P H gave away the awards.



പാരിഷത്തിന് റോട്ടറി ക്ലബ്ബ് ഭിന്നശേഷി വിഭാഗത്തിൽപ്പെട്ടവർക്ക് നൽകിയ സഹായ ഉപകരണങ്ങൾ ജി. എസ്. ജയലാൽ എം.എൽ.എ വിതരണം ചെയ്യുന്നു

ഭിന്നശേഷിക്കാർക്ക് സഹായ ഉപകരണ വിതരണം

ചാത്തന്നൂർ: പാരിഷത്തിന് റോട്ടറി ക്ലബ്ബ് ഭിന്നശേഷി വിഭാഗത്തിൽപ്പെട്ടവർക്കായി നൽകിയ സഹായ ഉപകരണങ്ങളുടെ വിതരണോദ്ഘാടനം പാരിഷത്തിന് പഞ്ചായത്ത് കമ്മ്യൂണിറ്റി ഹാളിൽ ജി.എസ്.ജയലാൽ എം.എൽ.എ നിർവ്വഹിച്ചു. റോട്ടറി ക്ലബ്ബ് പ്രസിഡന്റ് ഡി.ജയപ്രകാശ് അദ്ധ്യക്ഷനായി. റോട്ടറി ക്ലബ്ബ് മുൻ പ്രസിഡന്റ് വി.എസ്. സന്തോഷ് കുമാർ സ്വാഗതം പറഞ്ഞു. റോട്ടറി അസിസ്റ്റന്റ് ഗവർണർ അലക്സാണ്ടർ, മുൻ അസിസ്റ്റന്റ് ഗവർണർ സുരേഷ്, സെക്രട്ടറി പ്രൊഫ.സി.പി. കബീർ, ഡോ.ആതിര, പ്രസേനൻ തുടങ്ങിയവർ സംസാരിച്ചു. കേന്ദ്ര സർക്കാർ സഹായകരമായ അലിംകോയുടെ സഹകരണത്തോടെയായിരുന്നു പദ്ധതി നടപ്പാക്കിയത്. 30 ലക്ഷത്തോളം രൂപ വില വരുന്ന സഹായ ഉപകരണങ്ങൾ 151 പേർക്കാണ് നൽകിയത്. വീൽചെയർ, ശ്രോണസഹായി, കാലിപെർ, ബ്രയിലി കെയർ, എൽബോ ക്രച്ചസ്, സ്പോർട്ട്സ് റോളർ, ആക്സിലക്രച്ചസ്, സി.പി.വീൽചെയർ, കൈസൈക്കിൾ, വാക്കിംഗ് സ്റ്റിക്കുകൾ, റോളറേറ്റർ, ബെയിലി കിറ്റ് എന്നിവയാണ് വിതരണം ചെയ്തത്. അർഹരായവരെ ക്യാമ്പ് നടത്തിയാണ് വിതരണം ചെയ്തത്.

BUSINESS CONNECT A Business Initiative

Rotary Club of Trivandrum South celebrates golden jubilee

Past Rotary International President Shekhar Mehta inaugurating the Golden Jubilee celebrations of Rotary Club of Trivandrum South by lighting the traditional lamp. Rotary District Governor Dr. Sumithran, Past District Governor R. Reghunath, Club President Parvathy Reghunath, Golden Jubilee Celebration Committee Chairman Gandhimathi Balan, Rashi Mehta, and Dr. Smitha are nearby.

The golden jubilee of Rotary Club of Trivandrum South, which has completed 50 years, was celebrated yesterday. Past Rotary International president Shekhar Mehta inaugurated the celebrations. He expressed satisfaction with the club's work and congratulated the club for implementing various projects worth ₹5 crores in the golden jubilee year. A brief overview of the work undertaken by the club in 50 years was presented by Past Rotary District Governor R. Reghunath. The projects include 'Udaykiran,' which provides 50 houses for the homeless, free distribution of menstrual cups, 'iBreastExam' in association with S.K. Hospital, medical camps, and projects for the differently abled. RDG Dr. G. Sumithran, golden jubilee committee chairman Gandhimathi Balan, advisor Charlie John, past District Governors K.P. Ramachandran Nair, Dr. Shannugham, and N. Krishnan Nair were present.

KIMSHEALTH launches Ayurveda Wellness Centre

Drug Menace , Discord and Darkness - Breaking this cycle through Rotary

- Dr Bobby Thomas Kokkatt, RC Palai

Rotary theme for the month of February is Peace and Conflict Prevention or Resolution. This article is an attempt to address the drug menace (a major public health problem) with the theme of this month. The scope of this article is that it might help Rotary clubs in designing drug menace related community projects.



There are many success stories from Rotary Clubs across the globe. Here is a powerful success story showcasing Rotary's impact on both reducing drug related problems and fostering peace. The project is 'CHANCE' (creating hope and new chances for every one) : Transforming gangs into peace builders in Colombia, launched in 1993. Medellin was once notorious for the high homicide rate. After this project launch and till the year 2016 there was a 95% reduction in violence. More than 15,000 youth have benefited from gaining skills, finding employment and actively contributing to their community.

Impact of Drug Menace

Drug menace refers to the negative impact at individual, community and societal level resulting from harmful use or addiction of illicit substances and certain prescription drugs. Harmful use is a pattern of substance use that cause an actual damage to the physical or mental health of the user and frequently associated with adverse social consequences of various kinds.

Addiction refers to the overwhelming urge to use the drug (craving), physiological withdrawal state when substance use has ceased or been reduced, increased amount of drug use to get the same effect (tolerance), progressive neglect of alternate pleasures or interests because of drug use and persisting with substance use despite overly harmful consequences.

The physical and mental disorders due to substance use can lead to economic hardships and fuel financial conflicts, lost productivity and work and broken families. It can lead to violence and aggression including gang violence, drug production and trafficking.

Design of a Community project

Following its success, Project CHANCE has been replicated in over 20 countries. Some of the following approaches were implemented in the above project.

1. Collaboration. Rotary can Collaborate with the local government and law enforcement agencies, NGOs, Schools, Colleges, Institutions and work place settings. It can establish or associate with Anti-Drug Clubs in schools and colleges. These collaborations helps to leverage the resources and expertise. Rotary can raise awareness, train in life skills learning and early identification of drug use by conducting Workshops, Seminars, Training the educators and counsellors, Create and distribute pamphlets and Posters and conduct campaigns involving celebrities and social media.

2. Deal with Poverty and unemployment issues. Many a time, this is the root cause for the drug abuse. Rotary can Create opportunities for people develop skills through job training programmes, economic development projects initiating creation of jobs and entrepreneurship.

3. Deal with Inequality and social discrimination issues. Rotary can provide opportunities for meaningful engagement which can contribute to a sense of belonging and support which in turn can protect individuals from resorting to drugs.

4. Partner with Rehabilitation and Recovery. Rotary clubs can partner with treatment centres, support counselling programmes, provide financial assistance and resources to help individuals reintegrate into society,

5. Conduct sports events and Cultural fests. This will be a positive alternative to drug use in neglected areas.

6. Deal with Violence and conflict issues, Drug production and trafficking often thrive in places of violence and conflict. Rotary can train the leaders for conflict resolution and mediation, following the rule of law and human rights.

7. Seek Funding. Apply for grants and raise funds to support the club project.

8. Do culturally relevant and sustainable programmes. Tailor the project to the specific need of the community and ensure that they are culturally relevant and sustainable.

What are the Challenges?

It's a complex issue which needs a multifaceted approach to integrate drug menace with peace, conflict prevention or resolution. It needs a long term commitment, sustained funding and community engagement.

Conclusion

Drug menace affects people at different levels of their life. A multi-pronged approach is to be carried out tailored to the needs of the individual, community and society.



FIRE GRAND FINALE 2023-24
FAMILY INVOLVED ROTARY ENTERTAINMENT









EXPERIENCES AS FIRST LADY OF RI DISTRICT 3211

- Rtn. Beena Babumon, First Lady 2022-23

Warm greetings dear fellow Rotarians & families in Rotary! It's truly an honor to connect with you all through this medium as the Immediate Past First Lady of our esteemed District, with IPDG K Babumon. I extend our heartfelt gratitude to each one of you - District Officials, dedicated members, and your wonderful families for the unwavering love and support during his Governorship and our best wishes to DG Dr. G. Sumithran and First Lady Dr. Smitha for a year filled with meaningful impact, profound connections, and positive change.



Reflecting on the past year, serving as the spouse of a passionate District Governor was an immense privilege. Keeping up with the swift pace of a Rotary Governor is a really challenging task for a family person like me. Last year, our District formulated many unique projects covering multiple aspects of Rotary service to our community. So every single day of the year 2022-23 was devoted to Rotary as far as I was concerned. But I made it a point to accompany my husband to each and every one of his Rotary visits, putting aside all other matters of my household and family. As a result, I had the joy of visiting numerous clubs, traversing the district, meeting Rotarians and their families, forging incredible experiences and friendships along the way. Rotary International's recognition of District Governor spouses, offering leadership training both at national and international level, providing opportunities to meet & greet, exchange friendship, ideas & culture, Rotary Institutes, International Conventions and facilitating global connections has been invaluable.

We have near about 38 Rotary International Districts in India, Nepal, Sri Lanka and now I enjoy the treasure of a strong friendship with them. We are like close college Batchmates granting one another the privilege to connect and visit any corner of these countries. Our relationships are nurtured through reunions across various states, fostering a sense of homely connection. Special appreciation to my counterparts, our District's Council Of Governor's spouses, who are not just supporters but cherished well-wishers. Recently we had an unforgettable experience practicing with COGs & Partners for our "Celebrity" performance at the District FIRE Grand Finale. Special thanks to First Lady Dr. Smitha & DG Dr. G. Sumithran for the grand arrangements! In the end, our most valuable asset remains the unity and enduring friendship that binds us together.

Reflecting on cherished memories, the GOVs stand out as some of the most memorable moments. Exploring almost all the clubs across our District was truly enjoyable, marked by meticulous arrangements, a homely atmosphere, and valuable lessons learned from Rotarians and their families. The Rotary clubs transformed the Governor's Official Visits into lively carnivals and family pleasures; the love, affection, and warmth bestowed upon us remain firmly embedded in my mind and that of my husband. Even returning home late at midnight and diving into another project or club visit the very next morning never left us tired, thanks to the enduring warmth, respect, and affection received from our Rotary family.

Privileged to witness the impactful implementation of our touching projects like Amritam, Parinayam, and

Valsalyam. The last mentioned, dedicated to giving a helping hand and mentorship to MBBS and Civil service aspirants, among other focus projects, were at the forefront of initiatives by clubs for underprivileged students and elders, the results of which have given immense satisfaction. The gratitude and smiles on their faces affirmed that this journey fulfilled not only the desire to live and give for our community, but more importantly, the commitment to act and serve in meaningful ways.

District events have provided an incredible opportunity to connect with our members and their families, contributing to their engagement and retention. So dear fellow members, active participation in various projects and District activities, involving your families, not only boosts your confidence but also strengthens our organization. A humble request to the lovely ladies in Rotary: step forward, embrace responsibilities, and showcase your hidden talents with the support of your spouse. Rotary stands out as the unique International Organization promoting women's participation, development, and providing a platform filled with love, support, motivation, and respect. It's the magic of Rotary that creates hope in life.

I owe many thanks to Rotary and my better half, IPDG Babumon, for shaping who I am today. Lastly best wishes to our Vibrant District Conference Chairman AKSM Dr. Meera John and the entire "Symphony" team. Our sincere Appreciation and all good wishes to great Chief Editor, Rtn.R.Ravindra Kumar sir, for crafting "Susmitham" GML - an innovative, informative, stylish, and engaging source of timely issues. mGod bless & we both wish you all continued success, prosperity, and fulfillment in all your endeavors!

SELECTION OF ASSISTANT GOVERNORS

Q. How are the Assistant Governor Elects selected?

Ans : Assistant Governor Elects are appointed by the District Governor Elect.

Q. What are the duties of Assistant Governors ?

Ans : a) To motivate and support the designated Clubs under them to thrive and perform well, ensure their participation in District events and helping them to meet their District and RI administrative requirements, resolving conflicts and act as a liaison between the Clubs and the District.

b) Update the status of the Clubs to their successor.

Q. What is the minimum criteria in selecting an Assistant Governor?

Ans : a) Active member in good standing in a Club in the District for at least three years.

b) Served as President of a Club for a full term or as a Charter President for at least six months.

Q. What is the tenure of an Assistant Governor?

Ans. : Assistant Governors are appointed on an annual basis for a one-year term, subject to reappointment for a total of three years.

Note : In the previous Rotary Code of Policy an interval of two years in between the appointments were mentioned. This has been deleted in the 2023 Code of Policy. The term reappointment means the same person can be appointed as AG subject to the discretion of the next DGE. This is applicable to all the Districts under RI.

ADDENDUM TO DISTRICT CONFERENCE COMMITTEE 2023-2024

1. Chief General Advisor - PDG Suresh Mathew, RC Tvm Central
2. Chief General Coordinator - Rtn R Vijayakumar, RC Quilon East
3. Chief Counselor - Rtn Vijayalekshmi Nair, RC Alleppey East
4. Chief Administrator - Rtn J S Rajeev, RC Anchalumoodu
5. Joint Treasurer - Rtn. Y. Thankachan, RC Quilon West End
6. Kottayam Revenue District Promotion Chairman - Rtn Kannan S Prasad, RC Greater Changanassery
7. Kollam Revenue District Promotion Co-Chairman - Rtn Charly S Panicker, RC Kollam Metro
8. District Conference Director - Rtn Ambli S RC Quilon Tangasseri
9. District Conference Director - Rtn Shibu Raghavan, RC Kollam City
10. District Chief Convenor - Rtn.Unni Priyadarsan, RC Trivandrum Capital

FIRE - AWARD WINNING CLUBS

Category	First Prize	Second Prize	Third Prize
THIRUVATHIRA	RC Palai	RC Kollam Metro & RC Krishnapuram Royals	RC Kazhakkuttam
GROUP DANCE	RC Puthuppally	RC Quilon Lotus	RC Kadakkal
SOLO DANCE	RC Palai	RC Mannar	RC Kollam Palace City
GROUP SONG	RC Sherthallai	RC Palai	RC Kollam Metro
DUET SONG	RC Ranni	RC Mavelikkara	RC Palai
SOLO SONG (ROTARIANS)	RC Kollam Metro	RC Thiruvalla	RC Palai
SOLO SONG (LADY ROTARIANS/RTYNS)	RC Ranni	RC Alleppey East	RC Trivandrum Empire
SOLO SONG (ANNETS)	RC Trivandrum Residency	RC Sherthallai	RC Kazhakkuttom
Overall Best Club	RC Palai	RC Shertallai & RC Kollam Metro	

ROTARY INFORMATION...

[Contributed by Rtn.K.M.Mammen, RC Chengannur]

RI Theme 2024-25 announced

Rotary President-elect Stephanie Urchick revealed the 2024-2025 presidential theme, The Magic of Rotary, at the RI Assembly, Orlando Florida on Jan 7. "We are not going to end polio or bring peace to the world by waving a wand. It's up to you. You create the magic with every project completed, every dollar donated, and every new member", she said.



This is the last time that we will be having a Presidential theme and logo... In the October 2023 board meeting of RI it was agreed to eliminate the creation of an annual presidential theme and logo starting in Rotary Year 2025-26.

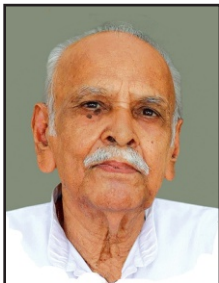
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Contributions & suggestions may please be sent to the editor by email, ravindrakumar.rm@gmail.com.

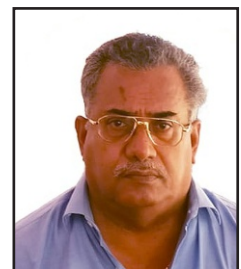
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OBITUARY

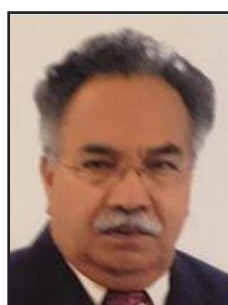


Rtn PAG C.J.Thomas, Charter member of RC Erumely passed away on Jan 5. He was 88, During his long service in Rotary, he served his club as President and also led the Zone as Asst Governor. Retiring as Manager, South Indian Bank, he leaves behind his wife Rtn.Mercy Thomas, three sons and a daughter. One son Rtn.Adv.Thomson Thomas is a rotarian and Past President of the club.

Joining Rotary 25 yrs back, he served as club President and as Asst Governor. He is survived by wife Rtn.Renuka Radhakrishnan (partnering in his Pharma business) and two daughters Asha and Anju, both married.



Rtn.PAG.T.Radhakrishna Pillai of RC Ashtamudi Lake Side passed away on Jan 9. He was 69 years old and was a senior rotarian.



Rtn T.K.Alexander Vaidian of RC Trivandrum South, passed away on Jan 10, at Kochi, due to a cardiac arrest. A Civil Engineer and expert in Foundation Engineering, he was Chairman and Managing Director, Relcon Foundations Private Limited; and very active in all club activities, especially in the club's Golden Jubilee celebration committee. He is survived by his wife Rtn.Susan Alexander.

He is survived by his wife Rtn.Asha Aby, daughter Reema and son Richy.



Rtn.PP.PHF.Aby Mathew of RC Kottayam North passed away on Jan 15. He was 64 years old. A very senior rotarian for more tha 25

We pray that the dear departed souls may Rest In Eternal Peace!!!

FAMILY PAGE

Tongue-in-Cheek

MOTHER

- Rtn.Dr.Meera John, RC Quilon Lotus

(Dedicated to a four year old kid in Bangalore who recently lost his life in parental brawl)

Upon a lofty treetop throne, perched a mother bird,
Nestled snug, her babies beside, in nature's cradle.
Her fortress strong, her lullaby sweet and long.
Tiny hearts beat in unison, under the mother's wings.
Far, on the horizon, dark clouds gather,
The mother bird shuddered, for storms may churn.
She flutters, and frets, her wings like armour
Raindrops fall, she stands grounded, shielding her little ones!
In contrast stark, the world of men - hearts cold, and morals thin.
A modern chilling scene, of mothers lost their conscience keen.
Love fades and greed reigns, shadows deep and creepy.
Innocent souls cast aside, hopes lost, none to heed !
The mother bird, with all her might, faces the storm for her little ones.
Yet, in the human realm, tragic tales heard, of tortures unimagined.
A nurturing heart, let's all preserve, with love and kindness in bounty,
For in the storm or calm embrace, a mother's love is most divine.



Actual Signboard near SBI
Sreekanteswaram Branch,
Trivandrum. Is it a Bar? Or is it
something else? Read it carefully!!!

WAYS TO KILL IDEAS.....

[Contributed by Rtn.PAG.Susann Koshy, RC Kottayam]

Ignore it : Say nothing. Pretend that it was not said. Let it die in silence. Most people can take this hint that they have said something that is not wanted.

Criticize it : Say how bad an idea it is. Show yourself to be an expert in such things and that the person offering the idea is not an expert and hence unable to offer any idea of any use.

Faint praise : Damn it with faint praise. Say how very interesting it is. Or how it might just work (with the wind in right direction). And by implication how useless it is.

Laugh at it : Smirk, giggle, laugh, chortle. Say how funny the idea is. This will be very effective at preventing anyone else taking it seriously.

Analyse it : Ask searching questions about it. Of course, as a simple idea, the person offering it will not have thought it through. If you probe far and fast enough, you can tie them up in knots. Then just leave it hanging, like the lawyer who has just crucified a witness.

Tried it : Say how the idea has been tried before and found to be completely ineffectual. In doing so, you show how the person in question is only good at coming up with ideas that are of poor quality and are old hat.

Compete with it : Come up with a better idea that shows the idea to be not that good. As the new idea is yours, you can either now get the credit or drop it quietly as it has done its job.

Change it : Take up the idea enthusiastically and adjust it so that it is no longer recognizable. As

Shoot the messenger : Instead of attacking the idea, have a go at the person bringing it up. Tell them that they are no good at creating ideas. That they should not be offering such thoughts here.

The following is particularly effective at putting off other people from offering ideas.

Give it to a committee : This is the death kiss for almost any idea. Ensure the committee is made up of people who will argue or delay and end up with nothing in particular being created.

BULLETIN REVIEW...

[Reviewing a selected club bulletin of our District]

SANDESH - BULLETIN OF RC KOTTAYAM EAST

I received all the six copies of Sandesh, the digital bulletin of RC Kottayam from my good friend and a versatile Rotarian Editor, Rtn Anil Mathew. He is one who has already proved his mettle in the field of journalism in reputed journals and RC Kottayam East is fortunate to have him as its bulletin editor. I am attempting to make a review of his creations and the views expressed in this column are purely mine, reviewing the bulletins in a conventional way.

The bulletin is published on a monthly basis in a digital format in 8 pages, of course the issue #7 had 9 pages. I found that the pages of the January issue (#7) were fully devoted to present the new team of leaders elected to lead the club during the RY 2024-25. A great gesture indeed. The family photos of both President-elect and Secretary-elect have been inserted with brief write ups. The Editor needs full appreciation for the way in which he has introduced the leadership change in the club. As a prelude he inserted a write up on “what ails the leadership today” and introducing the new team with profiles of President and Secretary. While this will boost up the confidence of the new team to face the challenges in the coming year, I am sure that the Editor would have been in his comfort zone having enough materials to fill in all the pages for the month. I found all other issues evenly balanced with the Club news, District events and RI news. It is very special to have the international days for the relevant month inserted in all issues. There has been an extensive coverage of the activities of the club and the personal achievements of the members and families.

The front page of all the issues, after the masthead, contains the details of office bearers of the club for the year and the programme for the month. The readers will find it difficult to differentiate between issues looking at the first page. Suggest that the material may be moved to some other pages and starting the first page with some activity photographs of the month.

As the name implies “SANDESH” gives good messages to its readers on Rotary matters.

- Rtn PAG M Kumaraswamy Pillai.

Chief Editor : Rtn.R.Ravindra Kumar
Co-Editor : Rtn.Dr.Tessy Kurian

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EDITOR'S CORNER

[Featuring Guest Editorials from our Rotarians. Any subject of topical interest is encouraged. , limiting to 300-350 words. - Ed.]

Ayurveda - India's Blessing to the World

- Rtn. Shashi Balakrishnan Unni
RC of Trivandrum Capital
[Partner, Vasudeva Vilasam]



Ayurveda is a traditional health care system that has been practiced in India for 5000 years. An alternative medicine system with historical roots in India, the term Ayurveda is derived from the Sanskrit words ayur (life) and veda (science or knowledge). The term 'Ayurveda' thus means the knowledge of life or the science of life.

Lord Dhanvantari - Physician of Gods and God of Ayurvedic Medicine during Vedic period in Hindu faith, is comparable to Aesculapius of Greek medicine. Charaka the 'Father of Ayurveda' authored 'Charaka Samhita', the oldest and most authentic treatise on Ayurveda. Apart from describing various medical conditions and their treatment; it also gives valuable information on geographical, social, and economic conditions of India.

There are four Pillars in Ayurveda and each may have a different order of importance. These are Life style, Nutrition, Sleep, Energy or Stress Management. Ayurveda offers different approaches when illness do arise. It focuses on different lifestyle choices and daily routine as foundational factors to providing health and wellness.

Ayurveda's aim is to maintain an equilibrium between body, mind and soul to increase immunity and enable the body to develop the ability to fight and cure diseases. It also helps to repair the body parts and tissues that may have been impacted due to the disease and the corresponding imbalance caused.

The basic principles in Ayurveda are Psychic consciousness, thoughts, emotions, relationships, diet, daily rhythm, lifestyle, season and our environment, all influence the balance or imbalance of the doshas. Ayurveda also believes that the entire universe is composed of five elements. Vayu (Air), Jala (Water), Akash (Space or ether), Prithvi (Earth) and Teja (Fire). Referred to as Pancha Mahabhoota, they are believed to form the three basic humors of human body in varying combinations.

Kerala, blessed with a good climate and an abundance of natural herbs, is the best place to enjoy a rejuvenating Ayurvedic therapy.