



SUMITHAN

"A WARM SMILE"

സുഖിതം



Major Donor Dr.G.Sumithran
District Governor

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

CREATE HOPE
in the WORLD

GML ISSUE # 4, OCTOBER 2023



Under SATRANGI Project, RC Trivandrum Central installed a Biochemistry Blood Analyser worth Rs.7 lakhs at Primary Health Centre, Palode to facilitate diagnostic tests for the patients.

RI PRESIDENT'S MESSAGE - OCTOBER 2023 [Excerpts]

The World Health Organization designates **10 October as World Mental Health Day**, and with Rotary placing a special focus on mental health this year, I would like to help answer the question posed to me most often when I travel to meet members: How can my club get started?

There are some wonderful examples of Rotary members taking action already. In the Philippines, the Rotary Club of Tiaong-Hiyas held a 12-week health challenge for mothers in the community to promote some baseline health screenings and coaching on a healthier lifestyle.

By the end of the challenge, the mothers had a special bond and decided to form a Rotary Community Corps called Ilaw ng Tahanan (“one who lights up the home”) with the goal of involving more mothers in health education and wellness support — and later youth services, teen pregnancy prevention, and help with unhealthy substance use. Almost a year later, the RCC is preparing to open its own health center where mothers can come for peer-to-peer support.

Another strong example is in Colorado. In the fall of 2021, a small group of stakeholders from the Rotary Club of Highlands Ranch formed the Rotary Clubs of Colorado Endowed Fellowship for Pediatric Mental Health, which enhances the ability of Children’s Hospital Colorado to recruit and train pediatric psychiatry providers and allows the hospital network to make additional appointments. This increases access to mental health care for children and decreases provider shortages.

Since then, the project has brought on new supporters and is now fully funded with a \$500,000 endowment. Investment income from this endowment will support a fellow — a psychologist or psychiatrist — at Children’s Hospital. A new fellow will be named every one to two years, beginning spring of 2024. Over time this will create a cohort to bolster the mental health workforce, treating kids from all 64 Colorado counties and neighboring states.

There are many more great mental health project stories on Rotary Showcase.

(There is) one way every Rotary member can make a difference.

Right now, there is someone you know in the Rotary world — in your club, from a project you’ve worked on, in a Rotary Fellowship or Rotary Action Group — who could use a little more of your time and attention. Rotary is this great gift of global friendship, and that also means being there for each other.

Discovering the human connections that bind us is what we do through our membership every day. It’s what Rotary has always been about, and we can build on it by helping each other find peace at home.

We need to learn how to ask not just “How are you?” but also “How are you really?” By doing so, Rotary can continue to Create Hope in the World.

R Gordon R McNally
President, Rotary International



FROM DG'S DESK.... LITERACY, KEY TO A BETTER FUTURE !!!

My dear Rotarians,

After having enjoyed an exciting ONAM, I am sure that you all have the extra energy gained from the blessings of MAVELI to get engaged in the routine life activities with vigour and enthusiasm. Good! At the same time, it's not out of place, I do believe, to remind you about the dreams of the successful completion of a meaningful Rotary year by implementing the entire proposed projects of the district in a befitting way. And I am sure that, even without my instructions, you are deeply determined to reach the target, perhaps even beyond your limits. In this connection, I am extremely happy to see that all our projects have been well

accepted and kept close to the hearts, not only by the Rotarians but also by the public. Dist project SATRANGI and other focus projects are in the proper channel and I am sure that we would be able to come out with paramount glitter.

Friends, September is the designated month for **LITERACY AND BASIC EDUCATION** and I tend to think of illiteracy as a problem that mainly affects people in poor countries. Even in a wealthy country like USA, millions of people lack basic reading skills. Today more than 750 million adults are functionally illiterate globally. In our country, Rotary has been on a literary mission for the last few years. India has a population of 1.2 billion and is about 75 percent literate. Illiteracy occurs mainly in rural areas, where most of the people live. So Rotary in India joined hands with the government to eliminate illiteracy, especially among women, because literate women raise literate families, ensuring a better future for all. Indeed, the the numbers are staggering, and when it's done, the impact could be incredible. Let's think about the millions of people whose chances for success remain blocked by illiteracy. Our foundation is helping many of them, but with Rotarian support and involvement, we can do much more.

Friends, I don't have to remind you about the month of **OCTOBER, designated for ECONOMIC AND COMMUNITY DEVELOPMENT**. In this regard, Rotary clubs and Rotarians are supposed to inculcate in people a mindset to create measurable and enduring economic improvement in their lives and communities by :

- Strengthening the development of local entrepreneurs and community leaders, particularly women, in impoverished communities.
- Developing opportunities for decent and productive work, particularly in youth.
- Building the capacity of local organisations and community networks to support economic development.
- Supporting studies related to economic and community development.

Wishing you all the very best,
Yours in Rotary

Rtn.Dr.G.Sumithran
District Governor, RID 3211

P.S. Smita and I had the opportunity and privilege to visit the Royal family of Travancore at Kowdiar Palace, on the occasion of my GOV to RC Trivandrum. The senior most members of the royal family, HH Princesses Gauri Lakshmi Bai and Gauri Parvathy Bai (see photo above), are both rotarians of the club.



FIRST LADY'S COMMUNICATION

Dear friends,

Proceeding at a fast pace, our days are getting busy. Meeting Rotarians and their families is a good boost to me. The district project Satrangi is being appreciated and implemented in almost all clubs. As Satrangi is a huge canvas, clubs can implement any service project related to health under this banner.

I am enjoying every Rotary event and am accompanying the Governor in all his official visits. Interactions during these visits are giving me more insights and knowledge. I am highly indebted to the Rotary fraternity for these blessings.

Yours in Rotary

Rtn.Dr.Smita Sumithran
First Lady-RID 3211 (2023-24)

Empowering Adult Literacy: A Confluence of Ideas

- PDG Major Donor K.Babumon,
Member, National Adult Literacy Committee,
Rotary India Literacy Mission (RILM).



Kolkata, September 1, 2023 - The stage was set for a two-day-long event, bringing together the Adult Literacy National Committee Members of the Rotary India Literacy Mission (RILM). With participants from across the country, the event provided a platform for sharing insights and charting the future of adult literacy in India.

The event commenced with a warm welcome by PDG Ramesh Chander, Chair of the Adult Literacy National Committee. PDG Ramesh Chander introduced his co-chairs and the Zonal Coordinators who would be guiding the program.

Total Literacy in India - The Big Picture

PRIP Shekhar Mehta, in a thought-provoking address, shed light on "Total Literacy in India - The Big Picture." He discussed the objectives behind the formation of the National Committee and provided an overview of the program.

Collective Responsibility: Making India Totally Literate

Anirudha Roy Chowdhury, Director of Rotary International, emphasized the collective responsibility in achieving total literacy in India.

Diksha: Transforming Adult Literacy

Ms. Jhilam Roy Chowdhury, Sr. Director, RILM, presented a comprehensive overview of the "Diksha" model. She delved into the model's details, addressing various queries from the participants. The session began by contextualizing adult literacy in India, with reference to the 2011 census data. RILM's adult literacy program focuses on providing basic education equivalent to standard III.

With the Government of India's goal to transform 5 crore adult non-literates into literate individuals under the New India Literacy program, RILM has aligned itself with this mission.

Furthermore, RILM is exploring collaborations with over 900 Not-for-profit Charitable Trust-run unaided DAV schools across India, with the potential to engage 6-7 lakhs of students in the program. Similar opportunities exist with the DPS group, comprising 200 registered schools.

The immediate target for this year (2023-24) is to empower 50 lakh adult non-literates to become literate individuals. PRIP Shekhar Mehta encouraged members to form teams to approach school principals, secure permissions, and make presentations. It's essential to focus on students from Class 6 onwards, obtain parental consent within seven days, and designate a teacher coordinator.

Examinations: Expanding Access

Discussions centered around examination processes. While NIOS was previously responsible for exams with a minimum requirement of 25 students, challenges arose due to the cost of INR 300 per person. RILM CEO Biswajit Ghosh noted that many universities are willing to develop examination papers. Schools and universities are potential examination centers. Collaboration with state governments to conduct quarterly exams was suggested, along with the possibility of transitioning from semi-annual to quarterly examinations.

Training: Empowering Educators

Upon receiving RILM educational kits, Rotarians are tasked with training students on "how to teach." AL committee chair Ramesh Chander highlighted that funds are allocated by the center for non-formal education, which can be utilized to purchase books or conduct exams. Incentives for children, such as additional marks, certificates, and portal recognition, were discussed.

Vidya: Enhancing Literacy

Ms. Jhila RoyChowdhury also presented the "Vidya" model, offering insights and addressing questions. Key highlights included the potential involvement of universities in Vidya programs, impact assessments by renowned institutions, and the initiation of adult literacy programs in correctional homes.

Among the topics on the agenda were some key pointers that ignited hope and inspiration:

1. Unlocking University Potential: It was revealed that universities seeking NAC Accreditation could adopt five villages for social work programs. These very universities could also play a crucial role in conducting the Vidya Programme, potentially transforming lives through education.

2. Academic Giants Joining Forces: Renowned academic institutions like IITs, IIMs, and Jadavpur University were identified as potential partners. Their expertise in conducting Impact Assessment studies of the Vidya Model program could provide valuable insights into its effectiveness.

3. A Beacon of Hope from Hyderabad: PDG Hemant Arora, with a heart dedicated to change, shared a precious contact from his time at the Hyderabad Police Academy. Mr. Atul Karwal's association opened up the possibility of initiating adult literacy programs within correctional facilities, offering a second chance at education and redemption.

4. Shipping Hope across India: PDG Mahesh Trikha stepped up with a promise that warmed hearts. He pledged to facilitate free shipments of adult literacy kits across the vast expanse of India, ensuring that these essential tools for learning would reach even the remotest corners.

5. A Call for Sponsorship: Lastly, the committee grappled with the financial aspect. The cost of printing 10,000 Adult Literacy Kits amounted to a daunting 7 Lakhs of Rupees. In the spirit of community and shared responsibility, a call resounded through the room. PDG Mahesh Trikha called upon all Rotarians to step forward and sponsor these kits, making literacy accessible to those in need. A beautiful gesture was added – the names of sponsors would be immortalized on the back cover of these kits, a reminder of their role in transforming lives. As the discussion concluded, the room buzzed with the anticipation of positive change. Each pointer represented a stepping stone on the path to a more literate and empowered India, a journey driven by the collective will and dedication of these Rotary members.



(Above) : With RILM-AI Committee Chair PDG Ramesh Chander and PRIP Shekhar Mehta.

(Below): With RILM-AI Leaders of Zone 5 PDG. Gopalakrishnan, PDG.Nirmal Kumar, PDG.Mani and PDG.Shanmukhan.



PDG.R.Reghunath is appointed Zonal Ambassador, Empowering Girls, RI Zone 5.

PDSG.Vijayalakshmi Teacher is appointed as Chairman of Rotary India Literacy Mission for Districts 3211, 3201, and 3204 of RI Zone 5.

Congratulations & Best wishes for a successful tenure!



Photo by Alice Hagson. © Rotary International. Design layout by Gilbert Thien Rotary Club of Miri.

OCTOBER IS ECONOMIC AND COMMUNITY DEVELOPMENT MONTH

"If we can make a difference in the life of one person in a community, it is a small yet significant step to empowering a whole community."
Loshini Naidoo

Rotary 

TAKE ACTION: Join Rotary, Get Involved



Economic and Community Development is one of Rotary's Seven Areas of Focus

Unemployment, underemployment, lack of economic opportunity, lack of appropriate training, and the absence of social safety nets lie at the core of poverty. For the poor, labour is often the only asset available to improve well-being. Creating productive employment opportunities is essential for reducing poverty and achieving sustainable economic and social development, and for providing income security and empowerment especially for women, people with disabilities, youth, and the extremely poor.

Generating income and creating opportunities for a productive workforce are essential for reducing poverty.

- Every 1% increase in agricultural income per capita reduces people living in extreme poverty by between 0.6% and 1.8%.
- Access to microcredit leads to reduced vulnerability, and a lower threat of fluctuations in income or consumption.
- Studies (in Nigeria) show that a mere 1% investment in human resources such as education and training will lead to a more than 66% decrease in poverty. The figures are likely to be similar in other countries as well.
- Women in low value-added sectors lack skills to access other higher value-added sectors.
- An increase in vocational training is a precondition for countries to make the transition from low to high value-added production. This has been shown in countries such as Singapore, Taiwan, and Malaysia.

Tremendous progress has been made to reduce global poverty. But pressing global needs still remain :

- Almost 202 million people were unemployed in 2013, 74.5 million of whom were young people, ages 15-24.
- Agriculture is the main source of income and employment for 70% of the world's poor who live in rural areas.
- The gender gap in employment persists, (24.8 %) in the employment-to-population ratio.

What Rotary can do...

- Identify the target community, their needs, resources, strengths and weaknesses.
- Do not go with preconceived ideas of your own. Listen to the community members patiently.
- Talk with government and official administrations to explore partnership opportunities.
- Identify existing organizations who may be viable project partners (corporations, NGOs, etc.).
- Focus on skill-building rather than just discussing supply of needed materials or items of infrastructure.

Try to address the following needs, which are common to most needy communities for their economic wellbeing:

Youth unemployment : Provide skills, leadership training and job networking opportunities to the youth

Obstacles to entrepreneurship : Facilitate loan schemes or government incentives for potential entrepreneurs, training on financial literacy.

Barriers to agricultural opportunities/livelihood : Increased agricultural investment, capabilities in water collection and irrigation, cooperative activities, better inputs such as seeds and fertilizers, adopt new technology and cultivation methods, get better prices for farm outputs, reduce risk, improvement of storage, etc.

Lack of resources to address extreme poverty : facilitate free food for poverty stricken communities, employment for the members, foster mutual support, etc.

പാദസ്പർശ് പദ്ധതിയുടെ എം.ഒ.യു റോട്ടറി ഡിസ്ട്രിക്ടിന് കൈമാറി

പാദസ്പർശ് പദ്ധതിയുടെ എം.ഒ.യു റോട്ടറി ഡിസ്ട്രിക്ടിന് കൈമാറി. പാദസ്പർശ് പദ്ധതിയുടെ എം.ഒ.യു റോട്ടറി ഡിസ്ട്രിക്ടിന് കൈമാറി. പാദസ്പർശ് പദ്ധതിയുടെ എം.ഒ.യു റോട്ടറി ഡിസ്ട്രിക്ടിന് കൈമാറി.



ROTARY MOBILE DIABETIC FOOT CLINIC

RC Parassala, in collaboration with Saraswathy Hospital, has initiated "Paada Sparsh," bearing the slogan "Save Limbs, Save Lives" to assist impoverished Diabetic patients. Saraswathy Hospital, Parassala has procured a fully equipped standalone Mobile Diabetic Foot Clinic valued at Rs. 57,00,000/-. Recognizing the significance of extending the service of this Mobile Diabetic Clinic and its accompanying paramedical staff, RC Parassala offers this facility to other Rotary clubs in Dist 3211, charging them only for fuel expenses and the provision of local hospitality for the clinic staff. This initiative aligns seamlessly with "Sathrangi," District Project of our beloved DG, Dr.G.Sumithran. An MoU was signed in this regard on Sep 26 at Trivandrum Club, with DG Dr.G.Sumithran, Project Chairman, Rtn.Dr.Ajaiya Kumar S.K CEO, Saraswathy Hospital and Rtn.V.Ashoka Kumar, President, RC Parassala as signatories. The operation of the Mobile clinic was exhibited to rotarians and its were equipments demonstrated. Rotary clubs are encouraged to utilise this specialised facility while conducting Medical Camps as part of Sathrangi.



സുപ്രഭാതം



ബനാമന്റ് റോട്ടറി ക്ലബിന്റെ സൗജന്യ മെഡിക്കൽ ക്യാമ്പ് പ്രൊഫ. ഗോപിനാഥൻ നായർ ഉദ്ഘാടനം ചെയ്യുന്നു

സൗജന്യ ദന്തൽ മെഡിക്കൽ ക്യാമ്പ് നടത്തി

പുലപ്പാക്കൽ • പള്ളിപ്പുറം വേമ്പനാട് റോട്ടറി ക്ലബിന്റെയും കോട്ടയം ഗവ. ദന്തൽ കോളേജിന്റെയും സൗജന്യതാമിഷൻ പ്രയത്നത്തിൽ സൗജന്യ മെഡിക്കൽ ക്യാമ്പ് നടത്തി. പള്ളിപ്പുറം പട്ടണ സമാജം കോമ്പൗണ്ടിൽ നടന്ന ക്യാമ്പ് റോട്ടറി നവമ്പു ഡിസ്ട്രിക്ട് ഡയറക്ടർ പ്രൊഫ. ഗോപിനാഥൻ നായർ ഉദ്ഘാടനം ചെയ്തു. വേമ്പനാട് റോട്ടറി പ്രസിഡന്റ് കെ. മുരളീധരൻ പിള്ള അധ്യക്ഷനായി. മില്ലയിൽ വസവൽക്കരണവിലാസി അഡ്വക്കേറ്റ് മിഷൻ പ്രവർത്തിക്കുന്ന വി.കെ.എസ്. സേവനത്തിനുള്ള അംഗീകാരം ലഭിച്ച വേമ്പനാട് റോട്ടറിയുടെ പ്രൊജക്ട് ഡയറക്ടർ പ്രൊഫ. കെ. സജി യെ അനുബോധിച്ചു. റോട്ടറി അസോസിയേറ്റ് ഗവർണ്ണർ വിജയലക്ഷ്മി, അസിസ്റ്റന്റ് ഗവർണ്ണർ പി.എച്ച്. സുനിൽകുമാർ, പട്ടണ സമാജം ഹെഡ്ക്വാർട്ടേഴ്സ് മാനേജർ ഡോ. എ. ജയൻ, ഡോ. സത്യ എം. രാഘവൻ, ഡോ. വിവേക് നാരായണൻ, റോട്ടറി ക്ലബ്ബിന്റെ ട്രി പി.ബി.ജി മേജർ സസാമിപ്പു, ക്യാമ്പിൽ നൂറിലധികം രോഗികൾക്ക് ദന്ത ചികിത്സയും ബോധവൽക്കരണവും നൽകി.

RC Kottiyam, as part of their monthly SATRANGI Programme, conducted a Medical Camp at Jeevaa Hospital, with free supply of medicines for the local community. Club members also visited Sri.Kunjumon, a deserving dialysis patient and handed over dialysis kits and essential food stuff to his family, in association with Joy Alukkas Foundation and Padma Jewellers.

RC Aroor Satellite City conducted their 8th blood test camp in association with Muthoot Snehasraya Charitable Trust in Ward 7 of Thuravoor Grama Panchayat. 101 people attended.

RC Vaikom Lake City handed over Rs. 5000/ to Nissa Latheef as Renal care expenses and Rs. 5000/ to Radhakrishnan VR for cancer care. Annadhanam Vasthradhanam. Also handed over Rs. 5000/ to Palliative Old Age Bhavan, Elemkuttuchira Vaikom. and Rs. 5000/ to Sathyan's wife of Manalel Colony, Edavattom as cancer care. Also handed over diapers to Family Health Centre, Maravanthurathu.

RC Venjaramoodu conducted an Ayurvedic Medical Camp for the local community, well attended.



RC Trivandrum Residency handed over a Wheel Chair to Anthony, a 60 year old amputee residing at Poonthura. The club also conducted an awareness programme for teenaged girls "The World needs Strong Women", helmed by Meera Krishna Kumar, Psychologist and inaugurated by playback singer B.Arundhathi.

RC Kollam Bypass City conducted a Mega Dental Camp at Govt HSS Mangad on 20-09-23.

RC Trivandrum South conducted a multi specialty medical camp in association with NIMS and Family Planning Association of India, Trivandrum Branch with focus on Cardiac care, at Adimalathura, near Vizhinjam, for fishermen and their families. 105 beneficiaries made use of the facilities offered, viz. Ophthalmology, Dental, General Medicine and Cardiology.

RC Karunagapally conducted a Geriatric Medical Camp on 17-9-23.

RC Cherthala Town organised a Dental Camp and Awareness Programme at Karappuram Mission UPS.

RC Erattupetta conducted a medical camp with free medicine distribution and awareness classes under Satrangi project.

RC Haripad Greater conducted a free Ayurvedic medical camp with Diabetes and BP detection, inaugurated by Haripad Block Panchayat President Smt Rugmini Raju.

RC Puthupally conducted a Drug Abuse Prevention Seminar in association with Girideepam Institute of Advanced Studies, for the benefit of young people, inaugurated by Hon'ble Minister Sri.V.N.Vasavan.





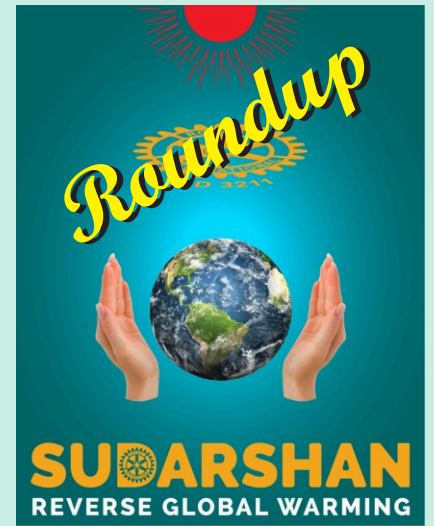
വ്യക്തികൾക്കു കൈത്താങ്ങുമായി കൊട്ടിയം റോട്ടറി ക്ലബ്ബും ജോയ് ആലുക്കാസ് ഫൗണ്ടേഷനും

പരവൂർ • കൊട്ടിയം റോട്ടറി ക്ലബ്ബും ജോയ് ആലുക്കാസ് ഫൗണ്ടേഷനും ചേർന്നു വ്യക്തികൾക്കും ബാധിച്ച ചികിത്സയ്ക്കായി ബുദ്ധിമുട്ടുന്ന കുഞ്ഞുമാരോടു വീടു സന്ദർശിച്ച് ഡയാലിസിസ് ചെയ്യുന്നതിന് ആവശ്യമായ കിറ്റുകൾ നൽകി. സാന്താനം പദ്ധതിയുടെ ഭാഗമായാണ് കിറ്റ് നൽകിയത്.

വിട്ടിലേക്ക് ആവശ്യമായ ക്ഷേത്ര വസ്തുക്കൾ കൊട്ടിയം പഞ്ചായത്തു മുഖേന എസ്.പള്ളി നൽകി. ജോയ് ആലുക്കാസ് ഫൗണ്ടേഷൻ കൊല്ലം മാനേജർ ടി.എം അരുൺകുമാർ, പിആർഒ എൻ. വിശ്വേശ്വരൻ പിള്ള, മാർക്കറ്റിങ് മാനേജർ സാൻ ജോ വർഗീസ്, മധ്യനാട് പഞ്ചായത്ത് അംഗം രഞ്ജി

ത്ത്, കൊട്ടിയം റോട്ടറി ക്ലബ്ബ് പ്രസിഡന്റ് ഷിബു റാവുത്തർ, ബി.സുകുമാരൻ, ട്രഷറർ വി.ലിജ, രാജൻ കൈനോസ്, അലീന എസ് രാജൻ എന്നിവർ പ്രസംഗിച്ചു. കുഞ്ഞുമാരോടു രോഗം അസ്മയെക്കുറിച്ച് ഇന്നലെ മനോരമ വാർത്ത പ്രസിദ്ധീകരിച്ചിരുന്നു.





നക്ഷത്രവനം പദ്ധതിക്ക് തുടക്കം

കൊല്ലം

റോട്ടറി ഡിസ്ട്രിക്ട് 3211 ഡിസ്ട്രിക്ട് ഫോക്കസ് പ്രൊജക്ടായ 'സൂദർശൻ' ന്റെ ഭാഗമായി കൂണ്ടറ പേരയം എൻഎസ്എസ് കോളേജിൽ നക്ഷത്രവന പദ്ധതിക്ക് തുടക്കം. ജന്മ നക്ഷത്രങ്ങളുടെ പ്രതീക

മായി 27 വ്യക്തമായ നട്ടുനതായി രുന്ന് പദ്ധതി. ഡിസ്ട്രിക്ട് ഫോക്കസ് ചെയർമാൻ കൂമാര സ്വാമിപിള്ള ഉദ്ഘാടനം ചെയ്തു. ശോഭിനി നേൾ, സിമി ജയ്, ഷീന സാജൻ, ഹരികുമാർ, വിജയകുമാർ, ജയ്കുമാർ, രാജ്മോഹൻ എന്നിവർ പങ്കെടുത്തു.

1. RC Quilon Lotus: The club planted 27 types of saplings at NSS College under the Nakshatravanam project. Considered auspicious, the saplings represent each of the 27 birth stars.

2. RC Poovar: On World Cleanup Day, the club collected plastic waste from the beach and handed over to the Haritha Karma Sena

of Poovar Panchayat for further disposal in an eco-friendly manner.

3. RC Puthupally: Tree plantation was held in the campus of PTM GHSS, Velloor, Pampady. Rtn Lal Varghese (Corporate Trainer & Life coach) also conducted an Awareness class at the school.

4. RC Alleppey: Planting of Jasmine plants at Club premises by President Dr Mohammed Aslam in the presence of District Chairman Rtn Kumaraswamy Pillai and AG Rtn K Cherian. The club also planted fruit bearing tree saplings at Alappuzha beach in association with Alappuzha Municipality.

5. RC Kanjirappally: Trees planted along the sides of Dominic Thommen Road, as a tribute to the Founder Secretary, Late Dominic Abraham, alias Inkaachayan.

6. RC Kozhuvanal: Sudarshan Revenue District Coordinator Rtn Zacharia Abraham Njavallil inaugurated the project of distributing Vietnam Super Early Jackfruit Plants to the members. AG Rtn PHF Sano Jose was present.

OTHER CLUB NEWS.....

All the clubs celebrated Onam in befitting manner, with family meeting, entertainment and Onasadya. Some clubs celebrated it at their project sites, thereby adding to the enjoyment of the beneficiaries as well.

RC Quilon Lotus donated two class partition screens to NSS UPS Malayali Sabha School.

RC Kuravilangad held a Shuttle tournament for school children at Rotary Hall.

RC Technopark, in collaboration with students from Vellore Institute of Technology, organised an engaging learning session at Puthenthope LP School. The club also donated computers at St.Ignatius UPS, Puthenthope, aimed at bolstering fundamental education and literacy.

RC Tangasseri Quilon handed over one water purifier, six fans, and uniforms to the students of Kulathupuzha Gov HS, honored the teachers and handed over Nation builder Awards.

RC Ettumanoor Distributed six bicycles to Girls students at GHS, Ettumanoor. Awareness of the Hand washing program was also given.

RC Vaikom Town distributed groceries to Amala Bhavan Orphanage and Mercy Old Age Home, an ongoing Club Project.

RC Trivandrum Suburban conducted an Inter district joint meeting with RC of Madras which is the third oldest club in our country and the first in South India.

RC Trivandrum Phoenix distributed free raincoats for use by police personnel during the rainy season.

RC Vaikom, along with Kaduthuruthy Urban Co-operative Bank, handed over a 3-wheeler scooter to Minu Babu, a first year BA student, who is disabled from the hip downwards. This will enable her to attend classes on her own.

RC Kazhakuttom honoured four of their members from the engineering profession on National Engineer's Day.

RC Alleppey Greater observed World Peace Day on Sep 21, in front of the Quit India Golden Jubilee Memorial monument.

RC Haripad received the Charter of their newly formed Probus club.

Many clubs donated newspaper subscriptions to schools and organised Vayana Kalaris for the students to increase awareness of national and world affairs and also to encourage reading habits, as part of Promoting Literacy.



During his official visit, DG Dr.G.Sumithran performed the Foundation stone laying Ceremony of the new Club building for RC Balaramapuram on 10-09-2023. The 4000 sq feet multi-storied building will be constructed at an estimated cost of Rs.2 Crores, in 17 cents property by the side of National Highway 66.





ചങ്ങനാശേരി റോട്ടറി ക്ലബ്ബ് സ്പോൺസർ ചെയ്ത എസ്ബി ഹൈസ്കൂളിൽ ആരംഭിച്ച ദീപിക നമ്മുടെ ഭാഷ പഠന റോട്ടറി ക്ലബ്ബ് പ്രസിഡന്റ് കെ.ജെ. ലൂയിസ് ദീപിക പത്രത്തിന്റെ കോപ്പി വിറ്റാർഡികൾക്കു കൈമാറി ഉദ്ഘാടനം ചെയ്യുന്നു. ബിജു നെടിയകാലാക്ഷരനിൽ, സ്കരിയാ ജോസ് കാട്ടൂർ, ലാലിച്ചൻ മെട്രോ, ആഷ്വി ജേക്കബ്, സാബു കെ. ജോൺ, വൈനീ വട്ടക്കാടൻ, സ്കൂൾ ഹെഡ്മാസ്റ്റർ ഫാ. റോജി വല്ലയിൽ, പ്രിൻസിപ്പൽ ഡോ. ആർ.എ. മാത്യു തുടങ്ങിയവർ സമീപം.



കോട്ടയം റോട്ടറി ക്ലബ്ബ്, ഇന്നർ വിൽ ക്ലബ്ബ് എന്നിവ ചേർന്ന് കോട്ടയത്തെ 12 സ്കൂളുകളുടെ സഹകരണത്തോടെ നടപ്പിലാക്കുന്ന പ്രോജക്ട് സോൾമേറ്റ് പദ്ധതി മന്ത്രി വി.എൻ.വാസവൻ ഉദ്ഘാടനം ചെയ്യുന്നു. തളി ത എസ്.എം.എം., ഡോ മീരാ ജോൺ , ഡോ ജീവൻ ജോസഫ് , ഫാ. ജയിംസ് മല്ലശ്ശേരി , ജോർജ് തോമസ് കുറുപ്പൻ എന്നിവർ സമീപം.

സോൾമേറ്റ് പദ്ധതിയുടെ ഉദ്ഘാടനം നടത്തി

മാനാനം റോട്ടറി ക്ലബ്ബ്, ഇന്നർ വിൽ ക്ലബ്ബ് എന്നിവ ഒപ്പിച്ചുകൊണ്ട് 12 സ്കൂളുകളുടെ സഹകരണത്തോടെ നടപ്പിലാക്കുന്ന സോൾമേറ്റ് പദ്ധതിയുടെ ഉദ്ഘാടനം മാനാനം കെ.ഇ.സ്കൂളിൽ മന്ത്രി വി.എൻ.വാസവൻ നിർവഹിച്ചു.

സ്കൂളുകൾക്ക് ലഹരിമരുന്ന് ഉപയോഗത്തിനെതിരെ ബോധവൽക്കരണ ക്ലാസുകൾ, കുട്ടികളുടെ മാനസിക ശാരീരിക ഉണമനത്തിനായുള്ള കർമ്മ പരിപാടികൾ തുടങ്ങിയവ കോട്ടയം റോട്ടറി ക്ലബ്ബ് ഏറ്റെടുത്തു ചെയ്തു.

വി.എ.എ. ഉയർത്തുന്നതാണ് പദ്ധതി. കോട്ടയം റോട്ടറി ക്ലബ്ബ് പ്രസിഡന്റ് ഡോ. ജീവൻ ജോസഫ്, സെക്രട്ടറി ജോർജ് തോമസ് കുറുപ്പൻ, ജില്ലാ കോർഡിനേറ്റർ ഡോ. മീരാ ജോൺ, കെ.ഇ.സ്കൂൾ പ്രിൻസിപ്പൽ ഫാ.ഡോ. ജയിംസ് മല്ലശ്ശേരി, കോട്ടയം ഇന്നർ വിൽ ക്ലബ്ബ് പ്രസിഡന്റ് തളി ത എസ്.എം.എം. എന്നിവർ പ്രസംഗിച്ചു.



കോളകാട്ടി ബോധവൽക്കരണ ക്ലബ്ബ് റോട്ടറി ക്ലബ്ബ് കോട്ടയം ജനറൽ ക്ലബ്ബിനും സഹായമായി തിരഞ്ഞെടുത്ത ഉച്ചകൂട്ടം ഗവ.വി.ആർ.എസ്.എസ്.കളുടെ ഉള്ളിൽ സംഘടിപ്പിച്ചു. സഹായകരമായി സഹായം നൽകിയവർക്കും സഹായകരമായി പ്രവർത്തിച്ചവർക്കും അഭിനന്ദനങ്ങൾ നൽകി.

സ്ത്രീ സുരക്ഷയ്ക്കായി ഭരണഘടനാ മൂല്യങ്ങൾ ഉയർത്തിയിരിക്കണം: ആർ.പാർവതി ദേവി

പുറം: സ്ത്രീ സുരക്ഷ ഉറപ്പുവരുത്താൻ ഭരണഘടനാ മൂല്യങ്ങൾ ഉയർത്തിയിരിക്കണമെന്നാണ് കോളകാട്ടി നഗരസഭയിലെ സ്ത്രീ സുരക്ഷ കമ്മിറ്റി ചെയർമാൻ ആർ.പാർവതി ദേവി പറഞ്ഞു.

കോളകാട്ടി ബോധവൽക്കരണ ക്ലബ്ബ് റോട്ടറി ക്ലബ്ബ് കോട്ടയം ജനറൽ ക്ലബ്ബിനും സഹായമായി സഹായം നൽകിയവർക്കും സഹായകരമായി പ്രവർത്തിച്ചവർക്കും അഭിനന്ദനങ്ങൾ നൽകി.

കോളകാട്ടി ബോധവൽക്കരണ ക്ലബ്ബ് റോട്ടറി ക്ലബ്ബ് കോട്ടയം ജനറൽ ക്ലബ്ബിനും സഹായമായി സഹായം നൽകിയവർക്കും സഹായകരമായി പ്രവർത്തിച്ചവർക്കും അഭിനന്ദനങ്ങൾ നൽകി.



DISTRICT 3211 OFFICE 2024-25 INAUGURATED

In a simple function, but well attended by a galaxy of PDGs and Rotary dignitaries, DGE Sudhi Jabbar inaugurated the District 3211 Office for 2024-25, on Sep 9 evening. The address is Jupiter, St. Andrews, St. Xavier's College PO, Trivandrum 695 586.

DG Dr.G.Sumithran cut the ribbon signifying formal entry and informally "installed" him in his office chair.





TEACHERS' DAY CELEBRATED

Many clubs celebrated National Teachers' Day on Sep 6. **RC Quilon Heritage** honoured PDG Prof.K.Udayakumar. **RC Kazhakuttam** visited the residence of Charter member Rtn Mohammed Rafeek and Rtn Professor Muraleedharan and adorned them with Ponnadas.

RC Marari honoured Rtn.Prof.Gopinathan Nair and Rtn.Vijayalakshmi Teacher on National Teachers' Day.

RC Quilon Lotus honoured five teachers of NSS UPS Malayali Sabha Shool, Thevally, at the school assembly.

RC Puthupally honoured six of their club members from the teaching fraternity during their weekly meeting on 5th September.

RC Kilimanoor honoured DevikaTeacher who retired from service as HM of Puthumangalam UPS.

RC Cherthala Green City visited KPM UPS Muhamma and handed over a year's subscription of Kerala Kaumudy newspaper to the school Library, received by the HM.

RC Ramapuram honoured four eminent Retired Teachers as part of the teacher's day celebration, with mementos and 'Ponnada'.

RC Karunagapally honoured National Teacher Award Winner Sri.G.Sivaprasad.



DO YOU KNOW???

In Japan, there is no Teacher's Day. Teaching is the most respected profession; a teacher is the most revered person. Japanese entrepreneurs consider it an honour when teachers come to their shops, and offer reduced prices to them. Special seats allocated for teachers in Metro trains, they don't have to line up in queue for tickets for whatever type of transport.



The Transformation of the Big Screen Entertainment Culture

- Rtn. Shaji Viswanath, RC Tangassery Quilon.

There was a time when the typical Malayalee middle-class family outings were characterised by watching a movie in the theatre along with a dine out. And now, this has reduced to curling up in their living rooms before the TV screens with a Swiggy delivery at their doorstep. This transformation of relishing entertainment options and the change in the overall cinema viewing is a deep rooted one due to several factors.



A little over 15 years ago, there were more than 1500 cinema theatres in Kerala playing movies around the year, attracting and entertaining audiences across socio-economic backgrounds. The theatres were classified into A, B, and C categories where 'A class' theatres were "Release Stations", typically located in the city centre. 'B class' theatres were called "Shift Centres", which used to play movies after the initial release rush. The 'C class' theatres would typically get their shows only after the movie had run in A & B theatres. Movies used to play in actual print/reels which would get transferred from theatre to theatre based on the charting schedule. A newly released movie would ideally run across all these three classes and cover close to 9 months in theatres; so the audience had no other option to watch it other than in theatres. It would take at least one year for the movie to get screened on television.

Today, there are just about 700 cinema theatres all over Kerala, marking a drastic reduction of more than 50% in 15 years! This transformation has been a multi-folded facet. Technological advancements, modernisations, in-take options for audiences, the scale of film production... the list could go on. The concept of A, B and C class theatres no longer exists. 99% of the theatres are now release stations. This is because there is no print/reel box concept anymore, it is all digital now. Theatres don't have to wait for their turn to get the box in order to start their show. New releases are now available in theatres for just a month as the collection reduces in a couple of weeks and it does not become profitable for the theatres to continue running the same movie.

What is the main reason for this drop in audience? Is it because they lose interest in the movie or is it because all of them finish watching it in the first couple of weeks? No! It is because their options of watching it outside the theatre has increased manifold compared to yesteryears. Many of us make the choice of "Lets watch it on OTT next week". This is one of the main reasons why the theatre audience for a movie has drastically reduced. This has even led to making the existence of theatres a big question mark! What happens if everyone decides to watch all movies on OTT where it becomes available within a few weeks of release? It's true that OTT gives the comfort of watching any movie at the convenience of your living room, but the actual theatre audio-visual and social interaction experience is totally getting lost.

Over the years, theatres have undergone tremendous transformation. Just like modernisation happened in all industries, it took its turn on the cinema exhibition industry as well. Compared to theatres of the 1980s and 90s, nowadays the overall theatre experience itself has got a facelift. Right from technical aspects of the screen and sound effects like 4k, Imax, Dolby Atmos, etc to the seating style, the multiplex experience - everything has taken a quantum jump. Even show timings have become flexible compared to the fixed timings of past years (ie. noon show, matinee, first show and second show). People have the option to even select their seats while booking through online portals like BookMyShow. All this has contributed to the modernisation of entertainment arena and the audience experience. It has to be noted that most theatre owners have taken huge bank loans to upgrade their movie houses. And when the audience turn to OTT, they are left with huge losses. This is the primary reason most theatres have shutdown.

Some enthusiasts always prefer to watch a new movie with the actual theatre experience - this is a very small percentage! A major chunk wants to watch the "big budget" movies in theatres only, whereas small budget ones are preferred on OTT. So, for a theatre to survive, there needs to be at least 8 to 9 blockbuster movies per year which will attract maximum crowd for the theatre experience. This makes it evident that theatres in Kerala are dependent on movies from other states and languages for their survival - RDX, KGF, Jailer, Avatar, etc. These

movies have had greater gross collection in theatres compared to Malayalam cinema. Over 200 Malayalam movies were released over the last year, only less than 10 made an average collection in theatres. For example, the movie 2018 did pretty well in terms of theatre viewing - but again, the theatres got a stab in the back when it was released in OTT before completing its rounds on the big screen. Another example is Jailer. It was roaring in theatres with people watching it a second and third time, and then it was released in OTT and the theatre collection dropped drastically. Ditto for RDX which released in OTT just last week.

There is a strong case to increase the time gap between theatre and OTT release dates. Usually, a 3-month period was considered sustainable to all concerned. Note that for "big budget" Hollywood movies like Avatar, John Wick, Mission Impossible, etc. this period is 3-6 months, scrupulously enforced.

Offering the OTT rights does give the Film Producer a breathing space and a certain financial confidence before embarking on a movie project. However, the early release to OTT is a big threat to theatres and their survival. Every stakeholder in the cinema industry - right from Producers to Distributors to Exhibitors, has put in a share of investment and are entitled to returns, based on their fair share of business. However, amidst all this, there is an easy money maker - the Government! Nearly 31% of the gross collection goes to the central/state governments, suffocating the returns. Adding to all the miseries faced by the cinema industry today, there is this central character that runs away with a huge share of the profit without a single rupee of investment!

The movie goer, however, has never had it better! The trends of entertainment in-take keep varying with a highly volatile audience - some seek pure entertainment, some seek valuable content, some like the overall experience while some appreciate the efforts taken in the making of the movie. With such a wide variety of entertainment options these days, there are very few movies that appeal unanimously to a large audience. It becomes imperative that more movies are produced and released so that the cinema theatre culture can prevail. Else, it might become extinct just like other forms of entertainment that had to give up to huge losses.

[Rtn.Shaji Viswanath owns and operates Partha Movie Houses, Kollam. He has been in cinema theatre business since 1986 and is Executive member of Kerala Film Chamber of Commerce for the last 15 years. At present, he is President of Kerala Cine Exhibitors' Association.]

A Post-Retirement Arangettam

- Rtn.Prof.Dr.Celine Roy, RC Pala.

33 years as Professor of Chemistry, a decade as Councillor of a Municipality, one year as Municipal Chairperson - thus goes my career graph....

But my passion for dancing transformed me after retirement. My parents (ages 92 and 88), who nurtured my talent in dancing during childhood were overjoyed to attend my Bharatanatyam Arangettam, in



front of a huge audience in Pala. Cine actress Miya who inaugurated the programme projected me as an inspiration for all those shy or confused women who have unfulfilled dreams in their bucket list. Yes, I believe that we ourselves are the creators of our own happiness, satisfaction and peace of mind... without harming anyone we can be the culminators of our own dreams, which nobody else can contribute to us.

When my academic and household responsibilities were over, I was free to pursue my passion; I secured a Master Degree in Fine Arts (MFA - Dance). I was fortunate to be the student of the most encouraging guru RLV Pushpa Raju, Teacher of Ragamalika Dancing School, Pala. After 33 years of teaching, I became a successful student at the age of 63! Of course, I could fulfill my dream only with the wholehearted and strong support of my family and friends.

After the Arangettam, I am overwhelmed with joy to realise that I am a motivator to womenfolk of all ages... not to hesitate to realise their passions coming true. Age is not a barrier, it's a mere number!!



Q : How often should the Regular Meetings of a Rotary Club be held?

Ans : It is recommended that the meetings should be held weekly on the day and the time set in the Bylaws of the Club. However RI has permitted the Clubs to include provisions in their Bylaws to reduce the number to two meetings/month.

Q : Can a Regular meeting of the Club be cancelled?

Ans : The Director Board can cancel a Regular meeting if there is a holiday or an Epidemic or disaster affecting the Community or an armed conflict in the community or in observance of the death of a member or other causes.

Q : How many meetings can be cancelled in an year for other causes?

Ans : Four in an year - not more than three consecutive meetings

Q : Can a Regular meeting be changed to any other day?

Ans : The Board can for a good cause change a Regular meeting to any day between the preceding and succeeding Regular meetings and also to a different time and venue.

ALLOCATION OF DISTRICT DESIGNATED FUNDS (DDF) UNDER TRF MATCHING GRANTS

Sl. No.	Club	Project	Amount (USD)	Remarks
1	RC Sherthalai	Blood Separation Unit	10,000	Last year's allotment
2	RC Kozhuvanal	Dialysis Machines (9 nos.)	10,000	
3	RC Tiruvalla	Dialysis Machines (3 nos.)	3,000	
4	RC Pune	Upgrading of PHCs	5,000	Reciprocal
5	RC Trivandrum Kowdiar	Blood Bank	3,000	
6	RC Parassala	Mobile Diabetic Foot Clinic	7,000	
7	RC Quilon West	Dialysis Machines (3 nos.)	5,000	
8	RC Changanassery	Artificial Limb Camp	5,000	
9	RC Technopark, Kazhakuttam, Trivandrum Central	Blood Bank	5,000	
10	RC Quilon Westend	Dialysis Machines (4 nos.)	5,000	
11	RC Quilon Lotus	Paediatric Heart Surgery	10,000	
12	RC Quilon Westend, RC Kazhakootam, RC Alleppey East, RC Pathanapuram	Spendable amount for endowment Funds (total available)	6,047	
13	RC Quilon	Artificial Limb Camp	5,000	
14	RC Karunagapally	Cervical cancer prevention	10,000	
TOTAL FUNDS ALLOCATED			89,047	

Note : This is the largest number of Rotary clubs who have applied for Global Grants in the history of Dist 3211. Congratulations to DRFC PDG Dr.G.A George, AKSM for timely and efficient allocations!!

FEEDBACK

Another excellent edition, covering almost all the aspects. Especially the insightful article on membership by Vavani and the one penned by "infant Rotarian" Prem are really worthy of reading!

- PDG.Suresh Mathew.

FIRE SCHEDULE

- Rtn.PAG.B.Ravikumar, District Chairman, "FIRE"
Dates for the Zone level FIRE Competitions are :

Alappuzha - 12/11/23 Sunday
Pathanamthitta - 19/11/23 Sunday
Kollam - 26/11/23 Sunday
Kottayam - 03/12/23 Sunday
Trivandrum - 09/12/23 Saturday

All clubs and zones are requested to complete the preliminaries in preparation for the dates above.

ROTARY INFORMATION ...

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

Chesley Reynolds Perry, a Spanish-American War veteran and former Chicago Public Library employee, served as Rotary's first secretary and is known as "the builder of Rotary International."

While Rotary's president changes every year, only 12 people have served as general secretary, a role that's equivalent to a chief executive — and at 32 years, Perry served the longest.

In August 1910, the newly formed National Association of Rotary Clubs (now Rotary International) unanimously selected Perry for the role then known as secretary. He accepted the part-time position at \$100 per month, with an agreement that the amount of time he'd devote would remain unspecified. By 1912, the job had evolved into a full-time executive role, and Perry's pay was increased.

Perry's own office on LaSalle Street in Chicago, Illinois, USA, served as the first headquarters of the association. By 1911, Rotary had established an office in the First National Bank Building at the intersection of Dearborn and Monroe in Chicago.

Perry concurrently served as editor and business manager of *The Rotarian* from 1911 to 1928, and he opened Rotary's first international office, in Zurich, Switzerland, in February 1925. He oversaw the expansion of Rotary as it grew during his tenure from 16 clubs in the United States to more than 5,000 worldwide. His title was officially changed to general secretary in 1941-42, his final year in office.

***"If I can in truth be called the architect, Ches can with equal truth be called the builder of Rotary International".
— Rotary founder Paul P. Harris, "My Road to Rotary" (1948).***

Perry had announced his plans to retire in 1940, but agreed to remain in his post while the organization trained his successor, Philip C. Lovejoy. A number of clubs sought to nominate Perry for RI president in 1942-43, but he declined, saying, "I am gratefully conscious of the high compliment thereby being paid to me."

After retiring, Perry remained a member of the Rotary Club of Chicago, which he'd joined in 1908. But he wasn't done being a leader, and served as club president in 1944-45. In 1954, Rotary offered him the title "secretary emeritus" to honor his years of service, but he again declined, preferring the role of ordinary Rotarian. Perry died on 21 February 1960 at the age of 87.

Presently, John Hewko of Rotary Club of Kyiv, Ukraine is the general secretary and chief executive officer of Rotary International and The Rotary Foundation, leading a diverse staff of 800 at RI Headquarters in Evanston, Illinois and seven international offices. Hewko holds a law degree from Harvard University, a master's in modern history from Oxford University, and a bachelor's in government and Soviet studies from Hamilton College in New York. He and his partner, Marga, are major donors to the Foundation. They live in Evanston.



World's biggest Rotary wheel street sign is located in the Philippines. A project of Rotary Club of Southern La Union, D3790, it's in Pugo, on the way to Baguio City.

FAMILY PAGE

A Story of Skill Synthesis - How My Journey from Marketing to Tech Unfolded

- Annet Madhu Manas Pradeep

When life takes unexpected turns, it's not always a detour but a path to discovery. My journey is a testament to this truth, a journey that transformed my trajectory from marketing to tech, weaving my past experiences into the fabric of my engineering aspirations. As I reflect on my path, I've come to realise that every step I took was a calculated move, paving the way for a fulfilling career in the realm of technology.



A Dream Set in Stone

Back in 2014, armed with a bachelor's degree in applied electronics and instrumentation, my compass was set towards an engineering career. The world of circuits, systems, and innovation beckoned me. Little did I know that my voyage would include detours that would eventually enrich my engineering pursuits.

Business Development: The Unexpected Detour

In 2015, I took a leap of faith into the realm of business development, joining AdTech Systems, India. Spearheading a team of electronic security technicians, I navigated the intricacies of client relationships and content requirements. I realized that the skills I honed in engineering were surprisingly transferable — the meticulous approach to designing electronic security solutions was akin to crafting a marketing strategy. Just as I would consider the specific needs of each project in engineering, I analyzed each client's unique requirements and tailored solutions that mirrored their visions.

Sales: The Art of Persuasion

As I delved deeper into my journey, I found myself immersed in the world of sales. My role as a Product Sales Manager at Bridge People Technology Solutions, India, taught me that the heart of sales is communication — the art of persuading, articulating value propositions, and building relationships. Strangely enough, my engineering background played a crucial role. Just as designing a circuit required understanding its components, designing a sales pitch involved understanding a client's needs. The ability to break down complex technical concepts into understandable terms proved to be my secret weapon.

Networking: Crafting a Narrative

Transitioning into roles at Full IT Solutions and RGIS Australia, my horizons expanded. While Full IT Solutions saw me immersed in network administration, RGIS exposed me to inventory management and data analysis. These experiences augmented my skill set, teaching me the significance of meticulousness and data-driven decision making. The meticulousness required in engineering design mirrored the accuracy needed in inventory management.

The Bridge Between Worlds

As I stand at the juncture of two worlds, engineering and marketing, I realize that the bridge between them isn't just conceptual — it's me. My story is a testament to the fact that life doesn't unfold in a straight line. It's a journey with twists, turns, and unexpected intersections. And at every juncture, we acquire skills, perspectives, and stories that mould us into who we are meant to be. So, here's to the unconventional, the unexpected, and the uncharted. Here's to the engineers who learn to market, the salespeople who analyze data, and the marketers who understand circuits. Our journeys may be diverse, but they all lead us to the same place — our unique, unstoppable futures.

2023–2024: A Vision for the Future

As I stand on the precipice of 2023, I'm infused with the spirit of a new beginning. Armed with the skill synthesis from my marketing sojourn, I'm ready to set the wheels in motion for my engineering aspirations. By fusing my past and future, the only way is forwards. Drawing from my expertise in customer engagement, I plan to infuse user-centricity into my engineering projects. Just as I understood clients' pain points in marketing, I aspire to understand end-users' needs in engineering. Strategic thinking isn't limited to boardrooms; it's equally relevant in the world of circuits and code. Additionally, my stint in Network Engineering taught me the value of collaboration. Just as I collaborated with teams to drive sales, I envision fostering collaboration to engineer innovative solutions. My marketing roots have instilled in me the art of communication — a tool I'm poised to leverage and bridge the gap between technical jargon and everyday language.

Conclusion: A Journey Worth Celebrating

Life's journey, as I've learned, isn't a linear path but a kaleidoscope of experiences. My layover from marketing to tech wasn't a deviation — it was a transformation. It's a testament that skills are transferable, experiences are interwoven, and seemingly disparate paths can lead to remarkable destinations. As I tread into 2023 and beyond, I carry the spirit of synthesis, the wisdom of versatility, and the drive to craft a narrative that fuses marketing prowess with engineering innovation. My journey is a story of calculated moves, of conscious diversions, and ultimately, of the fusion of my past into a future that holds the promise of endless possibilities.

Annet Madhu Manas, son of Rtn.M.Pradeep Kumar & Rtn.Sheela (RC Kazhakuttom), is an Applied Electronics & Instrumentation Engineer, with a post graduate degree in Network Engineering. A Certified Automation Systems Engineer, he is presently working in Canberra, Australia.



**"Sunrise on the Periyar".
Minature - Acrylic on Canvas
(3.5"x3.5")**

***Painted by Annet Rajalakshmi S.
Kumar, daughter of Rtn.N.Shine
Kumar of RC Vaikom.***

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BULLETIN REVIEW...

[Reviewing a selected club bulletin of our District]



PETALS, MONTHLY DIGEST of RC QUILON LOTUS

I received and reviewed the August and September issues of the lovely Monthly bulletin “PETALS” of RC Quilon Lotus, the first all women Rotary Club of District 3211. The bulletin is good in its style, colour, layout and reports on the activities of the club. It contains the designated month details, the four way test, RI

President’s Message, DG’s Message and a host of activity photos on different projects undertaken by the Club. The Club has been very innovative in evolving projects and implementing the same. “Nakshathra Vanam” under the focus project Sudarshan is a fine example. Thanks to President Sobha Dinesh, AG Sheena Sajan, Charter President Dr Meera John and the dedicated members, the Club has been very active throughout this year which is evident from the photographs published in the bulletins.

“Petals” is flexible in the number of pages, with 14 pages in the August issue and 11 pages in the September issue. I badly missed the Editorial in both the issues and, for that matter, any written contributions from the members. An editorial is the personal message from the editor to the readers to illustrate newsworthy and current events, balanced in its analysis of evidence and events. The editor herself is invisible; even her name is not made known anywhere in the bulletin.

A unique club like RC Quilon Lotus has ample scope for improving the bulletin with regular editorials, columns from President and members, Secretary’s reports, and so on. Being an all-women club, the members can also contribute, sharing recipes of new dishes, beauty tips, issues related to gender equality, etc. With so many resources in the club, I encourage the “anamika” editor to use them diligently to make the bulletin more reader friendly.

- Rtn PAG M Kumaraswamy Pillai.

EDITOR'S CORNER

[The next few issues will feature Guest Editorials from Rotarians in our district. Any subject of topical interest is encouraged. Inviting our Rotarians to send their creations, limiting to 300-350 words. - Ed.]



Creating Hope...

- Rtn.S.S.Nair, RC Kazhakuttom.

Two months gone in the New Rotary Year! Installations and the connected festivities are things of the past and it is time to shift the gear to activities. A striking Rotary theme ‘Create Hope in the world’ is what motivates us this year. Hope is the instinct for endurance, the fuel for future, the energy for the feeble and strength for the weak. But it is an elusive concept, meaning different things to different people. However, essentially, it comes down to having a sense that the future will bring better things.

Remaining hopeful may be one's choice but inspiring people to remain hopeful may be much tougher. Still, even in extreme circumstance of distress and agony some persons could enthuse confidence and enlighten others to ease their sufferings.

“I have not seen such beautiful flowers in this garden so far”, said the patient lying in the hospital bed to the one beside him looking out through the window. It was a cramped room. The person who spoke had a stroke and could hardly move his body. He remained excited while explaining about the sights outside. The condition of the co-patient is no different. He too is bedridden. But the comment of his neighbour created an urge in him to look through the window, which he could not. The days passed and the patient in the window daily shared the happenings in the garden. He used to narrate the activities going on there with much excitement and enthusiasm. As the days passed the urge of the listener to move to the window side grew harder and harder. To his surprise one morning he found that bed empty. He learned that his friend died last night. Though deep in grief he asked the nurse to shift him to that bed. With much excitement and difficulty he peeped through the window. His eyes stuck in a blank wall, there was no garden. He thought for a while about the sceneries and activities his friend used to narrate and enquired about it to the nurse. The nurse smiled and casually told him that the dead patient was totally blind.

Harsh circumstances should not prevent one from doing good things to make others happy. Passionate minds can find opportunities to serve others even in adverse situations including physical constraints. Doing good in the world has no boundaries!

Jai Rotary!

Chief Editor : Rtn.R.Ravindra Kumar
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