

ROTARY NEWS

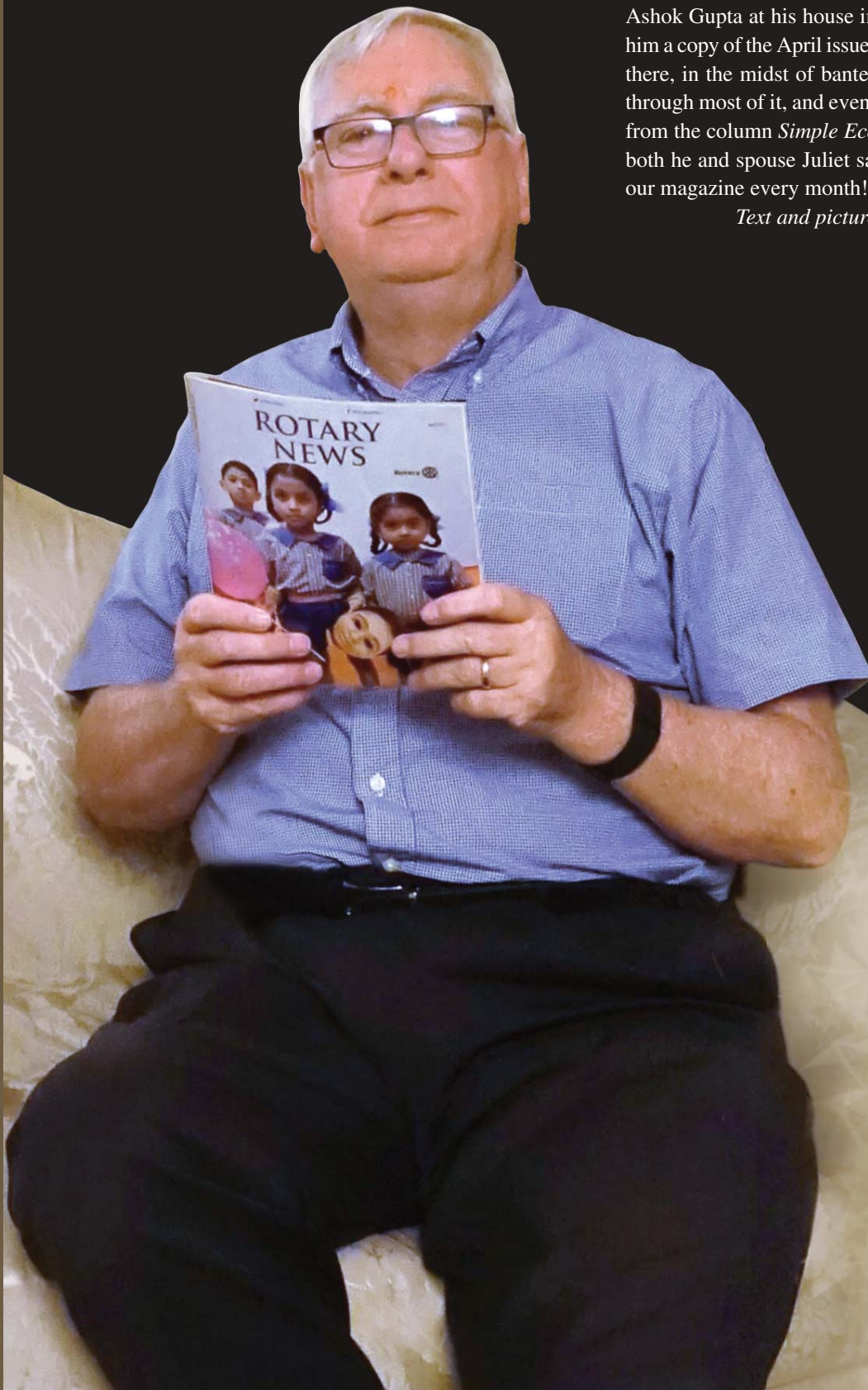


Opening
doors for
Rotary

A voracious reader

During a whirlwind tour of India for a variety of meetings, RI President Elect Ian Riseley took a little time off to relax at a dinner hosted by PDG Ashok Gupta at his house in Jaipur, where I gave him a copy of the April issue of *Rotary News*. Right there, in the midst of banter around him, he read through most of it, and even had a question for me from the column *Simple Economics*. By the way, both he and spouse Juliet said they enjoy reading our magazine every month!

Text and picture by Rasheeda Bhagat





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In a fascinating ikkat trail, the author discovers the complex process involved in weaving the beautiful ikkats of Andhra, Odisha and the gorgeous patolas of Gujarat.

On the cover: TRF Trustee Sushil Gupta with spouse Vinita.

Picture by Rasheeda Bhagat.



Collector's Item

I am not a Rotarian but saw *Rotary News* with my cousin who is a Rotarian. Congratulations; great editorial and articles, superb pictures of Rotary events makes it a collector's item. I felt tempted to visit Kancheepuram and Mexico after reading the articles on textiles and Mexico. But you should have given the names of the DGEs, with the photograph titled *Future leaders*.

Sanjeev
C Bharamgude, Pune

While one is aware of literacy heroes like Kailash Satyarthi, Shantha Sinha, etc, RILM identified and honoured a few unsung heroes. The story of the physically challenged



Khimjibhai Karsenbhai Prajapati is inspiring.

N Jagatheesan
RC Eluru — D 3020

Nobel laureate Kailash Satyarthi's inspiring speech at the Rotary South Asia Literacy Summit is an eye-opener. His stories of poor children in bonded labour were heart-rending.

GV Sayagavi, RC Davanagere
Vidyanagara — D 3160

The article *A Rotarian sets an example in organ donation* (March issue) is inspiring. Rotary always makes you think of benefit to others. Hats off to Dr Puneet Mahajan and his family.

Dr Sanjay Aggarwal
RC Solan — D 3080

The coverage of two District conferences (D 3141, 3080) on three unique personalities — Deepa Malik, Rtn Manoj Israni and former Army Chief General VP Malik was inspiring. Deepa's story is simply 'wow'. Reading RIPE Ian Riseley's interview has made me his fan. I loved the term 'Rotarnama' given by his daughter. Kudos to Aditi De for introducing us to the fascinating world of Bolivia.

The diverse subjects from fitness, Union Budget and food, to various community service projects, have embellished the issue. As it might not be possible for your team

to cover various Rotary events across country, I suggest you appoint regional representatives.

Atul Bhide
RC Thane Hills — D 3140

As a Rotarian who learnt his basic Rotary lessons in 1978, I thoroughly enjoyed the article by Rtn Vijay Jalan (*Boosting membership, retaining members*). I'd like to supplement; one of the reasons for Rotarians leaving the club is not being given responsibilities in line with their aptitude or competence. Another reason is that Rotary does not meet their business expectations. Hence, it is essential

that utmost care is taken at the time of recruitment to ensure that no new person joins the club just attracted by the Rotary label for elevation in their profession. If one is willing and doing yeomen service, then he won't quit Rotary as the satisfaction of serving humanity will keep him in the Rotary fold.

NRUK Kartha
RC Trivandrum
Suburban — D 3211

The March issue has motivational information and articles on diverse aspects of social life. The Editor's article *Why Rotary has been branded a "unique organisation"* spreads the

message to lakhs of readers. One of these parameters is presence in over 35,000 communities across the globe. While visiting the US in 2003, the president of RC Virginia invited me to the club's meeting. There I wished a fellow Rotarian and he was the president of a university. As I am also a professor from Bhopal, he invited me to address his students and faculty, which I did. It has paid me rich dividends to be a Rotarian for over 20 years.

Professor
C K Sardana
RC Bhopal
Midtown — D 3040

I met Sanjay Dutt in Kolkata just before he attended the D 3141 Conference in Mumbai. Listening to him, one could understand his sad story of facing challenges, nervous breakdowns, pain, difficulties, and defying all odds during his prison term to make a comeback.

Piyush Doshi
RC Belur — D 3291

Deepa Malik's story is an eye-opener for those who make excuses for their failure. Going through the article one can say nothing is impossible. You need to have determination with courage to pursue your goals. It is a morale booster for the differently-abled people. Hats off to her.

OP Khadiya
RC Jaipur
Kohinoor — D 3052

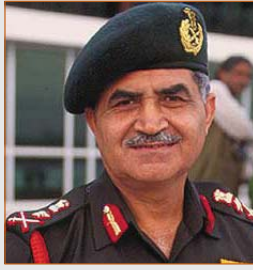
With reference to the article *Rotary fulfils its promise*, I was introduced to RC Haridwar in 1981 by PDG Prem P Bhalla. I was impressed by his work to give education to poor children. He has done excellent work along with PRID Sudarshan Agarwal (former Uttarakhand Governor) at the Him Jyoti School, Dehradun, for underprivileged girls from remote areas of Uttarakhand.

*TD Bhatia
RC Delhi Mayur
Vihar — D 3112*

The March issue had an interesting mix of productive and value-packed stories — the topmost being Deepa Malik's observations about human life (*Ability beyond Disability*). In the words of Robert Browning, she is an incorrigible optimist who is playing her innings in an enviable manner. The remarks of Rtn Manoj Israni (*Hoard-ing money can make you crazy*) put him in the band of givers such as Bill Gates. The four reasons why Rotary is unique make us proud of our organisation. RIPE Ian Riseley has given excellent tips to the incoming leaders for membership development. Overall, the March issue is a sumptuous treat for our soul and mind. Congrats Rasheeda.

But *Rotary News* arrears run into lakhs of rupees and

Impressive Journal



You have covered my talk in *Karnal* in detail in the March issue and brought out my pitch for professional dharma very well. *Rotary News* is an impressive journal covering Rotary events as well as many informative, motivational and thought-provoking articles. My compliments to you.

*General VP Malik
Former Chief of Army Staff*

the amount is increasing every year. Club presidents change and names and addresses of some subscribers are missed, resulting in complaints of non-receipt of the magazine.

Also, *Rotary News* dues don't attract a penalty. The problem can be solved if the subscription amount is included in the dues bill raised by RISAO with a dedicated person on your rolls monitoring the dues recovery status. Also, non-payment of dues should attract penalty. Please give this a thought.

PDG KK Dhir — D 3070

Need more regional news

I've read *Rotary News* regularly for two years. The pictures affect the seriousness of some features. In the April issue, there are too many pictures, making the accompanying articles rather uninteresting.

Kindly increase the content of regional club news by getting inputs from District Governors, which will encourage Rotarians.

*I Rajagopal,
RC Anakapalle — D 3020*

Service projects lift Rotary's image

Rotary clubs are ideal for members to meet, discuss and work for the community through service projects. It is for the clubs to assess if they are functioning as per Rotary's guidelines. To quote PRID P T Prabhakar "we are a service organisation, take service away and we become a gymkhana or a cosmopolitan club. So never lose sight of doing good service projects." Good community projects — through WinS and Literacy — give satisfaction to the members and enhance Rotary's public image.

*Sudam Basa, RC
Bhubaneswar — D 3262*

Thanks for Jaishree's article *RC Shimla transforms a prison* in the April issue. It's an honour for our club that you have published our project in *Rotary News*, a prestigious magazine. It has boosted our morale and motivated us to do more service projects like this in the near future. Thank you.

*Manu Aggarwal
President
RC Shimla — D 3080*

Thank you for e-version

I congratulate *Rotary News* Editor for the e-version of the magazine, which I could read even though away in the US.

*NG Gupta
RC Bangalore
City Centre — D 3190*

Silly, hurtful remark

The remark by Rtn Hemant Gogte (*Letters, April issue*) are surprising and hurtful. After Rasheeda Bhagat has taken charge as Editor of *Rotary News*, many Rotarians have said that while earlier they were only turning the pages, now they read them! So, this silly remark is unwarranted. These days, *Rotary News* has become a keepsake.

*Korukonda
Butchi Raju
RC Anakapalle — D 3020*

We welcome your feedback. Write to the Editor: rotarynews@rosaonline.org; rushbhagat@gmail.com

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ROTARY NEWS / ROTARY SAMACHAR

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Printed by Mukesh Arneja at Thomson Press (India) Ltd, Plot A-9, Industrial Complex, Maraimalai Nagar 603209, India and published by Mukesh Arneja on behalf of Rotary News Trust from Dugar Towers, 3rd Flr, 34, Marshalls Road, Egmore, Chennai 600 008.
Editor: Rasheeda Bhagat.

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Celebrating Suchitra's extraordinary feat



That the daughters of India need a leg up has been reiterated time and again, and by none less than Prime Minister Narendra Modi himself, who launched the *beti bachao beti padhao* scheme in January 2015 from Haryana, one of the Indian States infamous for a skewed gender ratio. That is why when a girl child takes a leadership role in the community, it really warms the heart. So, when the Sunday edition of the English daily, *The Hindu*, carried as its cover the uplifting story of K P Suchitra, an 11-year-old girl from a village in Karnataka, who had managed to persuade the entire village to build toilets in their homes, *Rotary News* had to tell her story.

So with help from Rotarians from RC Chamarajanagar, Senior Assistant Editor Jaishree travelled to the Kamarahalli village in Karnataka to tell the inspiring story of Suchitra, who is doing exactly what WinS Global Chair and TRF Trustee Sushil Gupta is advocating — school children compelling their parents to build toilets at home and ushering in behavioural change. The story is simple enough; Suchitra's friends would run to the school to use the toilet as they were "ashamed" to use the open fields. But while the story may be simple, Suchitra's feat is not. Every evening, this tiny dynamo of energy visited her friends' homes and pleaded with their parents to build toilets in their homes as it was not only unhygienic but also unsafe for their daughters to use the open fields.

Her persuasion worked and now all the 20 houses in her village have a toilet, and in a ripple effect, the Gundlupet taluk, comprising five villages including Kamarahalli, is 'open defecation free', with work on in the last three homes without toilets to build them. Jaishree returned totally smitten by the dimpled smile of the extremely bright and chirpy Suchitra, who is making waves beyond her village and State. Suchitra has become the regional heroine; a local Minister has planted a sapling in her school in her honour; the Delhi Commission for Women has honoured her with a cash prize of Rs 30,000, and as the Rotarians leave, she gingerly requests them to donate a laptop "not for me, but my school"! (Read her story on Page 22)

Imagine the kind of change such feisty girls, as also boys, can usher in our country, particularly rural India, where it is needed the most. We need to clean up many things in India; let's at least begin with physical cleaning up. Suchitra has not been co-opted by anyone — neither the government nor the voluntary sector — to do what she is doing. She isn't even mouthing any big mantras of *Swachh Bharat*, but even without being aware of it, she is one of its shiniest mascots. Hopefully, over the years, the leadership spark in her, which fortunately has been recognised and celebrated by those in authority, will ignite into a fire to bring about positive change. We owe it to this little girl, and thousands like her whose stories we don't get to hear often enough, to ensure that she gets the education she deserves. For now, she wants to become a doctor, but that dream might change as she grows up, and finds her aptitude for something else. The system, along with our collective consciences, should facilitate that such budding heroes in our country get all the opportunities to excel and emerge as community leaders.

And then perhaps, one day, India will get the calibre of leadership it deserves, both in civil society, governance and even politics.

Rasheeda Bhagat

President Speaks



See y'all in Atlanta

Dear Fellow Rotarians,

As you read these lines, final preparations are well underway for our 108th Rotary International Convention, June 10–14 in Atlanta. We're looking forward to one of the biggest and best Rotary conventions yet, as we celebrate not only a wonderful year of *Rotary Serving Humanity*, but a full century of *Doing Good in the World* through The Rotary Foundation.

If you haven't already made plans to attend, it's not too late to register at riconvention.org. There is simply no better way to round off another great year in Rotary than by coming together with 40,000 or so of your fellow Rotarians to share ideas, find inspiration, and have a great time together.

We're excited to have Bill Gates, a friend and partner in our work to eradicate polio, speaking at our convention this year. And it's worth arriving early to attend a special Presidential Peace Conference, scheduled

for June 9-10 and featuring Bernice A King, daughter of Martin Luther King Jr and Coretta Scott King.

I'm proud to host a convention that is practically in my own backyard. Atlanta is a vibrant, modern State capital just a two-hour drive from my home city of Chattanooga, Tennessee and it's a great place to experience the famous hospitality of the American South. Our Host Organisation Committee has a great week planned, starting with the "Blue Jeans and Bluegrass" kickoff event on Saturday night.

Come on over to Centennial Olympic Park, right across from the House of Friendship, and get into a dancing mood with Grammy Award winner Ricky Skaggs and his Kentucky Thunder band. Meet up with friends old and new at the Centennial Celebration Block Party or on the Peace Tour of Atlanta. Roll up your sleeves for the Habitat Home Build, or tie up your laces to take part in the 3K Walk/Run to End Polio Now. And before you say goodbye, come back to the House of Friendship for one more party: our Foundation's 100th birthday party, with (of course!) cake and ice cream.

It's going to be an incredible experience, and Judy and I are looking forward to celebrating with you — or, as we say in the South, with y'all! See you in Atlanta!

A handwritten signature in black ink that reads "John F. Germ".

John F. Germ
President, Rotary International

Message from the RI Director



Pay up your magazine dues

The print media has undergone unimaginable changes in the last few decades, but here I will talk only about magazines as my message this month is on *Rotary News*. Magazines, we all know are generally financed by a combination of advertising, sale on the racks and prepaid subscriptions. We know that mass circulated magazines became much more common after 1900, some with hundreds of thousands of subscribers. Some passed the million-mark in the 1920s. It was an age of the mass media and thanks to advertising, the cover price fell sharply all over the world.

But for print magazines, times are tough. According to Oxbridge Communications, New York-based publishers, between 2008-2015, 227 magazines were launched; and 82 magazines closed down in North America in 2012. Furthermore, according to MediaFinder.com, 93 new magazines were launched in the first six months of 2014 and 30 closed down. According to statistics, by end-2013, subscription levels for 22 of the top 25 magazines declined, with only *Time*, *Glamour* and *ESPN The Magazine* gaining numbers.

Looking at this data, I wondered — are we at *Rotary News* ready for tomorrow? Yes, we have our online e-version available as well. So has the popularity of *Rotary News* been affected? The answer is Yes in positive terms; it has grown from strength to strength, especially in the last three years. We must

wholeheartedly compliment Rasheeda and the entire staff of *Rotary News* for a splendid job.

But do you know that we have a big problem? *Rotary News* dues are not coming in on schedule and the total outstanding amount has gone up to over Rs 40 lakh, with many districts lagging behind. This is a serious issue. Some people told me that Election pilots D 5 and D 7 were good, and during those days all clubs were paying their magazine dues on time. I wonder, is this true? Are we governed by laws alone... and that too only for Elections?

Friends, is Rotary not a society of the 'invited ones' with integrity? Ask your conscience whether you are following the 4-way Test that you recite in every meeting?

I request you to attend to the *Rotary News* dues at the earliest. I know my message will be read by many senior leaders too. But the fact is that our magazine, the *Rotary News*, must continue with more vigour and improvements. Let us endeavour to reach the heights of *Time*, *Glamour* and *ESPN* magazines. And please remember, that subscription to at least one Rotary magazine — either *The Rotarian* or the regional magazine — is mandatory.

I also appeal to you to appreciate your Club Bulletin Editor as these publications take a lot of effort and hard work. And please grant my request to pay up pending dues of *Rotary News* and be a true Rotarian. Good Luck!



Manoj Desai
Director, Rotary International

Message from the Foundation Chair



Making the world better for 100 years

As we near the end of our year-long celebration of The Rotary Foundation's 100th anniversary, let's stop to think about what the world would be like if Rotarians had never created an endowment fund for doing good in the world.

I think we can say for certain that without Rotary's historic PolioPlus programme, the world would not be on the verge of eradicating polio. Although public health officials and governments would have carried out routine vaccination efforts, it was Rotary's leadership and support that provided the impetus to move beyond containment of the virus to global eradication.

And let's consider the other diseases our Foundation grant projects have prevented and treated by providing access to health care, clean water, and adequate sanitation. Malaria, cholera, HIV/AIDS, Guinea worm — the list goes on and on. How many thousands

of people have avoided suffering and even death because Rotarians carried out projects?

Without the Foundation, many more people would have remained illiterate and many others would not have the vocational skills needed to earn a living and provide for their families.

And then there is our quest for peace. In 2002, the first peace fellows started class at the Rotary Peace Centres. Today, hundreds of our graduates are using their skills to prevent and mediate conflict and help those, whose lives have been devastated by war.

In villages around the world, you see hundreds of signs identifying Rotary Foundation projects. They stand beside water wells and are affixed to clinics and schools. When I see one of these signs, I feel proud to be a Rotarian and I think, "My contributions helped make this happen."

Let's never forget that behind every one of these signs is a story of the people whose lives have been touched and perhaps even saved. It is their stories that demonstrate conclusively how much better the world is because The Rotary Foundation exists.

A handwritten signature in black ink that reads "Kalyan Banerjee".

Kalyan Banerjee
Foundation Trustee Chair



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More children than ever before are surviving cancer.

Most type of Cancers can be cured completely but either there were not many facilities equipped for the same or people were not aware. The reasons were varied, some patient specific and some trivial. For instance, not having the money to travel to the hospital or nobody to accompany them here, not being told that the disease can be totally cured in four or five sittings, etc.

Statistics reveal that, every year around 6000 to 8000 children are diagnosed with cancer in our state. The overall cure rate in our state is estimated to be a dismal 10% when compared to the worldwide standard of 90%.

40% of those children belong to BPL. Cancer treatment is very expensive and is beyond affordability for these people, resulting in mortality. Children of disadvantaged class have no means or financial support. Basavatarakam Indo American Cancer Hospital & Research Institute (BIACHRI) helps such people in terms of providing free treatment through generous donations from patrons like you. The treatment comprises of chemotherapy, radiotherapy and surgery, on need basis.

We truly appreciate your generous support in our endeavor to improve the care of children battling with cancer. Your contribution is entitled to IT benefits under Section 80 G of Income Tax Act.

The Donations received are accounted separately and judiciously spent for the purpose mentioned

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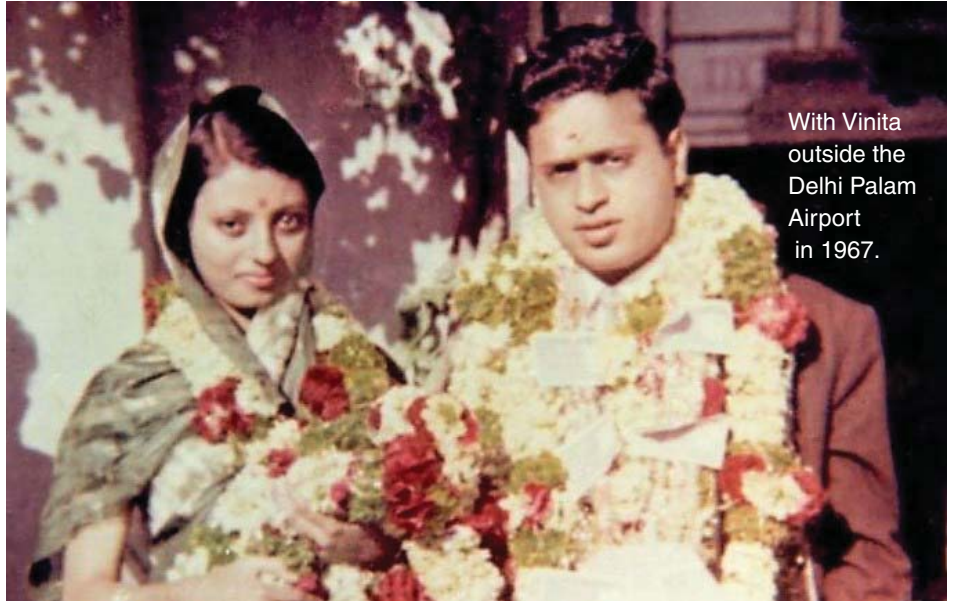
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When needed, I'm there...

Rasheeda Bhagat



In a chat with *Rotary News*, TRF Trustee Sushil Gupta describes the various facets of his “chequered life”.



With Vinita outside the Delhi Palam Airport in 1967.

He brought water “as a core area to the Rotary platform; from the early 1990s, I felt water will become a critical global concern, and started working in that area, and organised a mega water conference in Delhi in 2003.” A known water activist, TRF Trustee Sushil Gupta loves mountains, has visited the Gaumukh glacier several

times, despairing at its degradation downstream, and has been Vice Chair of the Himalayan Environment Trust (HET).

Recently, under Gupta’s leadership, Rotary has signed an MoU with the Indian Government for an ambitious project to clean up the Ganga river.

“In the Rotary world, my interest in water is well known and after I became a TRF trustee in 2014,

John Kenny, Trustee Chair Elect, knowing my interest in water, asked me to head the WASH in Schools (WinS) Committee. That’s how WinS, which is not just water, fell onto my lap. And, if I am given a job, I give my 100 per cent to it and remain totally focused,” says Gupta, in a chat with him and his wife Vinita at their spacious home in Shanti Niketan in Delhi, with a beautifully

landscaped lawn lovingly nurtured by their son Sandeep.

Early life

His life is a “chequered one”; born in Amritsar, he comes from a family of businessmen and freedom fighters with deep political connections; “I’d say ours is a very nationalist family.” Their ancestral business in hardware was started in the 1860s; after the Partition “we shifted to Delhi which took over Amritsar’s status as a big business district for Northern India, as it became a border town. Our major business was in Karachi and we lost all of it,” he says.

But later the family returned to Amritsar, where he continued his education. As a young lad he got curious about Rotary when he saw a sign in a hotel while visiting Mussoorie which said ‘Rotary meets here’. His desire to become a



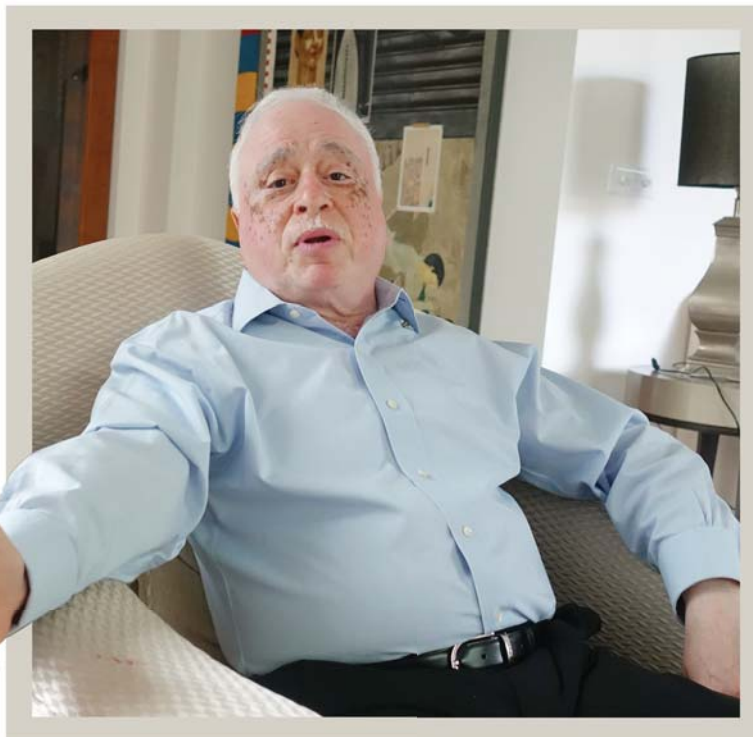
With (from L) PRIP Carl-Wilhelm Stenhammar, President APJ Abdul Kalam and PRID Francisco Creo.

Rotarian was fulfilled when a fellow tennis player introduced him to Rtn Prakash Khanna and he joined RC Delhi Midwest, a new club chartered in 1975, which was looking for members. Striking a reflective note, Gupta says, “There is always a design in where life takes you. Being a small club, I became president in 1981–82 and DG in 1986–87. Had I joined RC Delhi, it would have taken me 20 years to become president, leave alone a Governor!”

A proud Rotarian, he has worn his Rotary lapel pin “every day without fail right from Day 1. I keep my pin along with my watch and ring, and wear it with great pride,” the advantage being that even in a crowd, other Rotarians can spot him.

Polio eradication

Gupta considers his work in polio eradication “the highlight of my Rotary career”, and was involved in it right from the beginning when the first national polio event, the ‘Banish Polio’ march from the Rashtrapati Bhavan, was flagged off by President of India Giani Zail Singh in January 1987 in the presence of the



With Vinita at TRF Dinner at the Dubai Zone Institute.

then RI President MAT Caparas and RI Director Elect Sudarshan Agarwal. When Rotary approached the Government of India “with a donation of \$19 million for polio vaccine, it took me six months, but I managed to get the Hold Harmless agreement which waives Rotary’s liability, signed by the Indian Government,” he recalls.

At many crucial junctures, this TRF Trustee has ‘opened doors’ for Rotary in India, and TRF Trustee Chair Kalyan Banerjee often introduces him as one who ‘thinks out of the box.’ “Well, I happen to be in Delhi and hospitality business and my interest in sports — tennis and golf — has helped me do this,” he smiles. (See box)

In 2005, as RI Director and Programmes Committee Chair, Gupta was

instrumental in getting Rotary Action Groups approved by the RI Board. “There was a lot of resistance earlier, as it was thought these would compete with the Foundation. But they’ve now taken roots, and there are many active Rotary Action Groups today, the most active being in water and sanitation,” he says.

He met the late RI Director Manohar Lal Manchanda around 1978–79 and “He mentored me in my Rotary career, I learnt a lot about Rotary from him and Past RI Director Sudarshan Agarwal. In 1986, I met Kalyan (Banerjee) who became a great friend. In this journey of Rotary I have gained many friends, including many senior Rotary leaders, and am proud of their friendship.

At a glance

Food: I am selective about food, and I can't eat just basic food. If I don't like something, she (pointing to Vinita, who is seated near him) can't make me eat it! Hospitality business has changed my appreciation of food; I like Italian and French food, but not many other European cuisines. President for many years of the Experience India Society, which promotes India as a tourism destination, recently when Prime Minister Narendra Modi was at Hannover, I took a team of 42 people and they cooked and served Indian food to 300 CEOs in Germany. We also did the food at the Make in India mega meet in Mumbai last year. My relationship with the industry is very strong.

Suddenly spouse Vinita perks up and says in exasperation. "*Aadhi cheezey khatay nahi* (he doesn't eat half the things). He wants different colours on his plate! And when I ask him what he wants for dinner, he'll say: '*Woh bhi mai sochun?* (I have to worry even about that?)" *Arrey*, you are going to eat it, and not that he will eat anything that is prepared. *Yeh bhi green, woh bhi green*, he will protest and wants different colours on his plate." Gupta demurs: "I must admit I am very fussy about my food."

My motto is to always meet deadlines, fight for my rights and not compromise on values.



Music: I enjoy Sufi music and old film songs, but not the film songs of today.

Reading: Mostly fiction, when I get the time. Anything that is historical interests me and transforms me to that era. Mentally I am there and the same happens when I go to places with a rich history... my mind goes back 1,000 or 2,000 years.

Movies: Not often; I am not interested.

Religion: I am very religious, but very open. I get the same feeling when I am in a church or a mosque, it doesn't make any difference. I believe in God but don't go to temples and am not ritualistic.

Fitness: I practise yoga and play golf every day.

Relaxing: (Smiles) Vinita always says *kitna kuch karoge... idhar bhagogey, udhar bhagogey* (how much will you do, how much will you run).

Interest in clothes: (Chuckles)

Till my father was alive, I did all my shopping, picked up my suits, now she (Vinita) does that, and she always complains that you don't have enough clothes. But I am not that fashion conscious. *Kuch bhi pehen kar, kahi bhi ja sakta hu!* (I can wear anything anywhere!)

Vinita chips in: "And when he does shop, he'll go out and buy only clothes for golf... trousers, T-shirts and shoes. Now can he wear golfing clothes to parties? And he'll ask: *Kurta-pyjama pehen lu?* (Shall I wear kurta-pyjama?)

Mentor/Friends: I met the late RI Director Manchanda very early in my Rotary life, around 1978-79; he helped me a lot in my Rotary career, I learnt a lot about Rotary from him and got many opportunities and got involved in leadership. In 1986 met Kalyan (Banerjee) and PRID Sudarshan Agarwal. And I have never compromised on my friendships ever; *ek friend galat kaam kar sakta hei, par mei nahi karoonga*, and he'll still be my friend.

Philosophy: Never look back in life, live for today and flow with the tide.

Vinita's role: She has supported me in all my pursuits; she has a very kind heart. She may not be very much involved in projects, but has played a very supportive role.

Important ethic: My father and mother were very strict on one thing: never tell a lie... at times I might have remained silent, which is also not right, but have always tried to be truthful and that I owe to my parents.



Hospitality business

So how did he get into the hotels business, I ask him. "I often say that we Punjabis have a flair for hotels, restaurants, film industry... we want to be part of glamour. So in 1980, when an opportunity came, I grabbed it, being very adventurous, as I had absolutely no knowledge about hotel business." It was before the Asian Games and he joined two other partners to put in a bid and thus Asian Hotels was born.

But having taken the plunge, he worked hard

to understand the industry, keeping to his life's credo of '*pehele mujhe samjhaiye*' (make me understand it first). "That way I am a very hands-on person. Ours was the first company in the private sector in 1982 to get the

euro-dollar loan of over \$11 million, and it was covered by Doordarshan News."

That's how the first Hyatt Regency was born, opening 200 rooms for the Asian Games, and then expanding to 520 rooms. "My motto is to always meet deadlines, fight for my rights and not compromise on values. Even when we opened the JW Marriott Hotel near the Delhi airport, there were a lot of difficulties. But I fought, telling the officers *hotel to khulega zaroor*, tell me what extra security measures need to be undertaken. Having learnt about the industry on the go ("*jo kuch seekha hands on seekha*"), when Gupta became President of the Federation of Hotels and Restaurants Association

The Himalayas have a strange attraction for me. I get a very strange feeling there... that I was here.

of India, he decided to get the CHA (Certified Hotel Administration) degree in 1997 from the American Hotels and Motels Association.

Trekking

With his father planting a deep love of the mountains in a young Gupta, trekking is a passion with him and he has trekked with the legend of mountaineering Reinhold Messner. With the desire to do something for the environment latent in him, he got involved with Capt Mohan Kohli, the famous mountaineer of India and Chairman of the HET of which Sir Edmund Hillary was Chief Patron, and together they started the Gangotri Conservation project. "There was so much of degradation of the forest there that people



Above: Riding a double-humped camel at the Great Wall of China.

Right: Riding yaks at Tsomgo Lake, Sikkim, in the Himalayas.

Golf helps during polio crises

Along with environmental concerns and pranayama, Sushil Gupta is also devoted to golf, which he plays every morning. "Earlier I used to play tennis, but now it is golf, and it has given me great friends, just as Rotary has. Actually many of my Rotarian friends are golfers," he says.

After 45 minutes of yoga and prayers, it's a 9-hole game of golf. On sparing so much time in the morning he quips: "Time is a state of the mind; if you want to find time, you can do it."

He has played golf for long years with Justice B N Kripal, former Chief Justice of India. "We played together every day for 20 years, and would always discuss environmental issues. He was the real green judge of India, and banned the cutting of trees in Assam and the Northeast. If I can open every door, it is thanks to golf and tennis, which have helped me tremendously, as also hospitality. Relationships in both sports and hospitality have been built over long years and helped me

open doors many a times for Rotary, including in polio eradication."

Gupta relates the anecdote of how in 2003–04, when he was RI Director, Rotary's drive against polio faced severe obstacles. "We had a great problem, numbers had spread and it looked like polio would never end in India, and we were really struggling to get doors opened." Things had come to a head in Uttar Pradesh where the interest in polio vaccination was lagging. But a golfer friend of his — retired IAS officer R K Bhargava — rang up UP Chief Secretary D S Bagha, "we went together to meet him and suddenly the UP government became active!" Bhargava was later appointed advisor to the National Polio Committee.

Another problem cropped up when the Indian Railways was not willing to transport the polio vaccines. "At the Delhi Golf Club you rub shoulders with the who's who of Delhi, including senior bureaucrats, and over a period of

time some of them have become great friends. I rang up another golfer friend of mine who had retired from the Railways and he rang up a member of the Indian Railway Board in charge of logistics, who immediately gave us an appointment and the work was done. Whenever we meet our WHO friends, we do remember such incidents and laugh over them... that was how we managed to get rid of polio from India." As a Director,

"I think this was my biggest contribution."

Even in Bihar, another problem area, he approached Chief Minister Nitish Kumar through Buta Singh, the State Governor, who was well known to Gupta. "In those years Bihar was also crucial and we had to do a lot of leg work and I was a part of it all to rid India of polio. My work is varied, but whenever I am needed, I am there even if it is a railway platform!"



Relationships in both sports and hospitality have been built over long years and helped me open doors for Rotary, more so in polio eradication.

were using *bhojpatra* for log fire! We made many trips there, took LPG to that area, undertook many other afforestation initiatives and planted 20,000 *bhojpatra* trees at Bhojbasa, the base of the Gangotri glacier, through a Rotary project in the 1990s.”

The Himalayas have always fascinated him; “they have a strange attraction for me. I get a very strange feeling there... that I was here.”

Gupta and Vinita are AKS members and Gupta was given Padmashri in 2007 for social work and his contribution to Tourism.

Pranic healing

Gupta is also known for his prowess in pranic healing, which he has been doing since 1995. Averse to taking medication, when he got hypertension, pranic healing was suggested to him. It worked, he got

hooked to it and formed the local chapter of the Delhi Pranic Healing Foundation. “I first did the basic and then advance course, and have since helped many people get rid of their ailments through pranic healing, including distant healing. Because of my close association with revered Swamis, many

of my Rotary Governors during my tenure as RI Director referred to me as Swami Sushil Gupta!”

Centennial year

The TRF Centennial will be a unique opportunity to showcase Rotary’s work and “fortunately we can show the world our work in polio eradication, as we

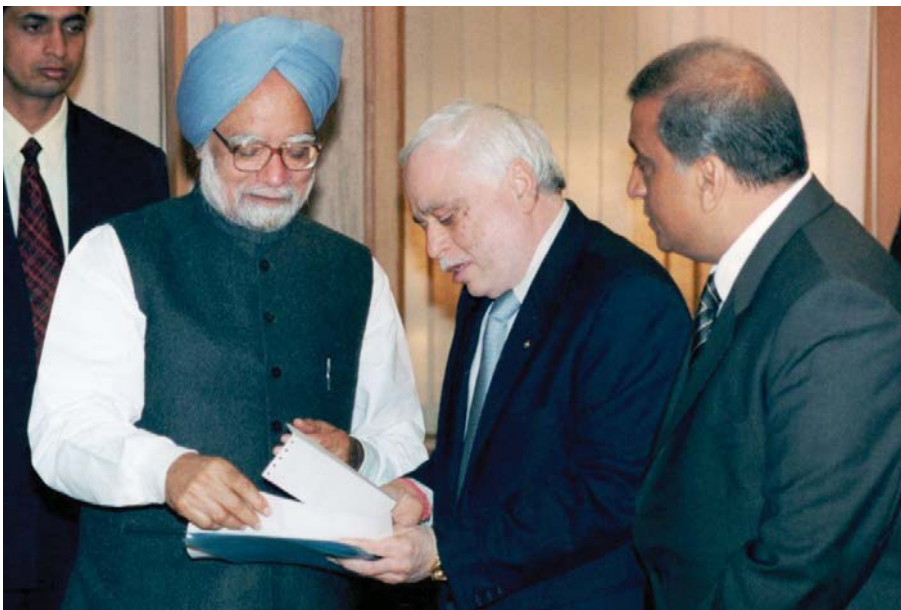
are almost there. It also gives us an opportunity to tell the Rotary story to both non-Rotarians and Rotarians. Very few clubs are involved in the Foundation; it is an opportunity to talk to them and raise more money for the Foundation. But the biggest thing is partnerships; Bill Gates is already there and now Google is on board to do virtual reality videos; one on polio eradication will be launched at the Convention.

Coming to WinS, Gupta says the main focus is not building toilets but ushering in a behavioural change. “When I was asked to develop this programme and then chair it, I didn’t think it would become this big,” he smiles.

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A charming young WinS Ambassador

Jaishree

Meet K P Suchitra, the feisty little girl behind the construction of toilets in every home in her village in Karnataka.

How many 11-year-olds have a sapling planted in their honour or have had the spotlight turned on them?

K P Suchitra of Kamarahalli village in Karnataka can boast of both.

She proudly displays a mango sapling in her school's backyard which was planted in her honour six months ago by the late Cabinet Minister for Cooperation and Sugar H S Mahadev Prasad. One immediately thinks of RIPE Ian Riseley's passionate plea

to all clubs to plant at least one sapling per member during his year as President... "that way we'll get at least 1.2 million trees," he says.

Recently, she also achieved the rare feat of being featured in the cover story of *The Hindu* in its Sunday

K P Suchitra (in black) with her friends at the school.



edition, highlighting her role in convincing her community to build toilets. This led to her being honoured by the Delhi Commission for Women with the DCW Achievement Award for spearheading the cause.

It is summer vacation but the government school in Kamarahalli is abuzz with activity; the headmaster Shivakumar and his team of teachers are happy to host the who's who of the village — the Gram Panchayat President Nagalambika, Zilla Parishad member Rathnamma and the Gram Sabha members. I am at the school, along with the Rotarians of RC Chamarajanagar, to meet Suchitra, who is playing with her schoolmates, unaffected by all the adulation being showered on her. Her crusading spirit for a toilet in every home of her friends has resulted in toilets being built in all

the 20 houses of her village. The ripple effect is such that the entire Gundlupet taluk comprising five villages including Kamarahalli is 'open defecation free', as every house, except three where work is under way, has a toilet.

So how did you do that, I ask Suchitra. "My friends would run to school to use the toilet. They were ashamed to use the fields near their homes to relieve themselves. I had a toilet in my house and my friends too wanted one in their homes. So, every evening I would visit their homes and tell their parents that open defecation brings diseases and it is unsafe to use the fields and persuaded them to build a toilet," she replies in Kannada, which Rtn C V Srinivas Shetty translates into English.

Suchitra is a classic role model of all that WinS Target Challenge

Every evening I would visit my friends' homes and tell their parents that open defecation brings diseases and it is unsafe to use the fields and persuaded them to build a toilet.

Committee Chair Sushil Gupta has been highlighting from the start of Rotary's WinS programme — to bring behavioural change in communities through schoolchildren whom he refers to as '**Agents of change.**'

Suchitra, the face of USHA

Suchitra hastens to acknowledge her mentor, the then Zilla Panchayat CEO Hephsiba Rani Korlapati, who had inspired her family to construct a toilet in their house in 2014.

Last November, when Hephsiba visited Kamarahalli, Suchitra sought her help for constructing toilets in the village. "We were just launching the campaign USHA (an acronym for Understand, Sensitise, Help and Achieve) that aimed at restoring rights and dignity of girl children and women in the district, with substantial focus on access to toilets and menstrual hygiene management. When Suchitra met me, during one of my field visits, seeking help in providing toilets for the village homes, we quickly roped her in and made her the face of USHA."

She is the first of 130 student champions who, along with anganwadi workers, has reached out to about four lakh people across Chamarajanagar campaigning for toilet access and girl child education, among other social issues. Between November 2016 and January this year, 10,000 toilets were constructed and another 8,000 were getting ready, says Hephsiba.



Today I can read Kannada, write and sign my name and perform basic arithmetic, thanks to my daughter. She is my asset.

— Suchitra's father Prabhu

Suchitra demonstrates the hand-wash exercise to her schoolmates at her school. The banner behind is of RC Chamaraajanagar, D 3181.



“It was challenging to persuade people to construct toilets because our region is severely drought-hit. Although we convinced the villagers that they will be reimbursed for their expenses under the Swachh Bharat Mission, they hesitated due to other financial commitments,” says Nagalambika. She found a way out by personally funding construction of 300 toilets and later getting reimbursed.

Not to be left behind, the school headmaster Shivakumar says, “I will add another toilet block in the school now. Suchitra has convinced me too.” As he invites us to his cabin for snacks, Suchitra prompts me to “wash clean” my hands, taking us all by surprise. “A perfect ambassador for Rotary’s WinS programme,” says Shetty. She has cultivated the habit of handwash in her classmates too, says her teacher Venkatachalachary.

Proud parents

Suchitra’s parents Prabhu and Geetha soak in the excitement with quiet pride and indulgence. While her father wants her to become an educationist, Suchitra dreams of becoming a doctor and “serve here in my village.” She has given functional literacy to her father who has never been to school. “Today I can read Kannada, write and sign my name and perform basic arithmetic, thanks to my daughter. She is my asset,” says Prabhu. Geetha has studied till sixth grade and helps Suchitra with her lessons at home. Despite their poverty, both are keen to continue her education. They have promptly invested her prize money of Rs 30,000 given by the DCW, in

It was challenging to persuade people to construct toilets because our region is severely drought-hit.

Suchitra and her friends tend to the sapling gifted to her by the late Cabinet Minister H S Mahadeva Prasad.

Below: Suchitra displays the DCW Award in the presence of her parents Prabhu and Geetha (centre), Z P member Rathnamma, Rtn C V Srinivas Shetty, Club President G Guruswamy, Rtn Prabhakar, Gram Panchayat President Nagalambika and headmaster Shivakumar.



a fixed deposit. Suchitra's face lights up as she talks about her recent flight to Delhi with Hephysiba to receive the award. Wide eyed, she says she "liked the Rashtrapati Bhavan the best."

Besides battling for toilets, she is keenly promoting tree plantation

and even talks about global warming and environmental degradation. She takes us to the backyard of her school where she shows us rows of plants that she tends along with her friends. "We wash and decorate the gods every morning," says her

classmate Sanjay pointing to a row of Naga stones that were unearthed from the premises during the construction of compound wall.

As we bid adieu and prepare to leave, Suchitra hesitantly knocks on the car window and pleads endearingly in

English, "one laptop please," adding after a pause, "Me no.... for my school." Both her earnestness and charm work magic and immediately the President of RC Chamarajanagar G Guruswamy promises to extend support to the school and village, to which Suchitra responds "*Thumba santhosha*" (Thank you so much) with folded hands.

It is easy to see how the little girl managed to motivate an entire village first, and now the whole region, to go in for something so basic and essential — toilets.

Pictures by Jaishree



Visible, high impact projects are the new TRF mantra

Rasheeda Bhagat

Foundation grant projects are getting bigger and more sustainable; the average size of a Global Grant is now \$72,000, TRF Trustee and WinS Global Chair Sushil Gupta told *Rotary News* in an interview. Fortunately, the initial cynicism, doubts and attempts to take shortcuts with long-term sustainable projects are now fading, he added.

These days there is a lot of talk within The Rotary Foundation on sustainability; how does TRF define sustainability?

When the Future Vision plan committee was set up, we did a survey and found that almost 80 per cent of Rotary projects were of a short-term nature; only 20 per cent were long-term and provided a continued benefit to the community. We found that Rotarians create an asset and move away. After all, in Rotary, we are all volunteers. So while we expect a Rotary club or District to make a blood bank, or an eye hospital, or go to a school and create a facility, they can't be expected to go to these places daily or weekly. But they can create some mechanism for a cooperative relationship so that the project continues. Usually there are no such mechanisms.

TRF Trustee
Sushil Gupta

At a seminar on water at the Seoul Convention, Eric Stowe, Founder of Splash, which is doing a lot of work in water, specially WASH, said "I have seen many graveyards of Rotary projects!" This is true and we've seen it happening in India too many times. Now the basic objective of TRF is that we must come out with projects that are sustainable and provide long-term benefits to the community.

So with the 'Future Vision' coming in, the ratio is reversed, with 80 per cent being long-term projects, which are sustainable. For example, if you create a project with 20 years of life, then it must live through 20 years, and you have to create a mechanism, either through a cooperating partner, or setting a part of the grant, say five per cent or so, for the maintenance and other sustainability features of the project. Or the club can take care of this aspect through continuous involvement or by roping in Rotaractors, Interactors, Innerwheelers. Earlier no thought was given to sustainability of the project. The objective is long-term benefit to the community.

What is the difference between a matching and a global grant?

After our success in polio, we have decided to focus on six major focus areas, which are also in sync with the UN's Sustainable Development Goals, earlier known as the Millennium

Development Goals. Earlier it could be anything under the sun; now it is a more focused approach.

The next aspect is about value; earlier the matching grants could be as small as \$4,000–5,000, and the cost of processing those grants was sometimes more than the value of the project. To save on that cost and time, the minimum value of a project has been made \$30,000. Earlier, there was a lot of resistance, with people asking what will happen to smaller clubs, smaller projects. But now, I'm happy to report that our current average for a global grant is \$72,000. Look at how things have changed! Also, we say that clubs should do projects that are visible and make a high impact on society. The Strategic Plan also says the same thing.

Can you give one good example of a good sustainable project in India?

There are several; the Rotary eye hospitals, schools, blood banks, specially the Rotary Blood Bank in Delhi, the largest in India.

Would you say India is doing well on high impact sustainable projects compared to the rest of the Rotary world?

No, that is where I have a question mark. About a year back, when I was holding a discussion with a senior past Governor whose job was to help clubs in writing a grant, he said, "Well, we have found a way to get around sustainability requirements of the Foundation." And I was simply shocked! I have no hesitation in saying most of our clubs and districts were still playing cat and mouse games with the Foundation on sustainability.

But as we have started talking more and more about sustainability, the message is now sinking in. I cannot generalise, but earlier, even some seniors were questioning the whys and whats of sustainability. But I've always been a stickler for rules in

my life, saying that if we do anything, let's do it right.

So when a project is designed, all the factors necessary to make it durable and sustainable for at least 10–15 years should be brought in. Rotarians are successful businessmen or professionals and they can do it. I always say "Take Rotary values into your business/profession and bring your professional experience into Rotary."

How important is quality compared to quantity?

(Laughs) That's a million-dollar question, for which we haven't been able to find an answer, and where we are struggling when it comes to membership! It has to be quality. Rather than doing 100 schools and just building toilets, I'd like you do 10 schools and to put in all the components of WinS, ensuring that it ushers in a behavioural change as Suchitra, that girl from Karnataka has done (Page 22). This is such an important news that *The Hindu* carried on its front page; it's a great story.

Now we have signed an MoU with GoI for doing up schools abetting River Ganges to keep the river clean. There is scepticism among many, including those in Government, *ki Ganga saaf nahi hogi... hazaro crore rupiye lagenge* (it'll require thousands of crores of rupees to clean the Ganges). I have followed River Ganges right from the Gaumukh glacier; the last time I was there I slept at the glacier in an Army tent. I am confident that this too will happen provided we play our cards right, like we eradicated polio when the whole world was saying "Can India do it".

How important is community assessment, and why is it important? Aren't Rotarians capable of assessing what a community needs?

Of course community assessment is very important. At the end of the day, who decides; how do you decide the ownership of a project? We are doing

our water projects; you covered one in Rajasthan where we are building check dams in a desert area. There everything is done with the community's assessment and their needs, and not what the PHD RDF Foundation, which is our partner, or we, the Rotary India Water Conservation Trust, decides on where to make the dam.

Till date we have built 82 dams and helped 300 villages, benefitting 300,000 people. There are no Foundation funds involved in that project, so it is not that talked about. But there is no better water project in the entire Rotary world... nothing which matches it. It is being done by direct funding by Rotary clubs in France, Germany, India, and one group led by Past District Governor Elias Thomas from USA who brings a team of Rotarians from across the world every year and have built dams with their own hands. They live in the villages for few days, live with them, eat with them and do the work with their own hands.

Any message to Rotarians on conceiving/implementing TRF projects?

The main thing is that we have to change our thinking when we plan or do community projects. It has to be a bottoms-up approach and not top down, whether it is in India, Africa, Phillipines, Latin America or elsewhere and think of projects, which are sustainable and bring long-term benefits to the community.

How are the WinS projects doing in India?

It is just a beginning; we have just touched the tip of the iceberg. What will happen later? Will we involve Interactors, Rotaractors, Innerwheelers or other cooperating agencies to make the project sustainable and achieve our objective of bringing in a behavioural change in society in which these very children will be our agents of change for *Swachh Bharat*? ■

Charity is my passion

Rasheeda Bhagat

At the age of 22, in 1985, after graduating in Commerce, he left his home because his father gave him an ultimatum: either join as a clerk in the school where he had studied in his village in Kerala, and where his father was a teacher, or leave home.

"I opted to leave because I didn't want to work as a clerk in the village school. I left my village in Oachira, which is on the border of Kollam and Alleppey," says Jayantha Kumar, from RC Karunagapally in Kerala. As charity is his passion, he recently joined Rotary and has become an Arch Klumph Society member.

Leaving home, he went to Jamshedpur, and struggled for a while to find a good job and finally settled for one in a printing press at a Rs 10 salary per day! "It had no power supply, so I had to manually operate the machine, lifting my arms up and down, getting one copy or receipt at a time. I had to print 10,000 of them every day," smiles Kumar, as we chat at the reception level of the world's tallest building, the Burj Khalifa in Dubai, where Kumar owns and lives in an apartment on the 64th floor.

From the Rs 10 a day income to living in one of the most iconic buildings in the world is an interesting journey. He stayed on at the Jamshedpur press for four months, and then got a job at the Kwaliti ice creams in the city, at a monthly salary of Rs 300.

He worked there for a year as a clerk, and recently visited Jamshedpur and "saw the typewriting machine on which I had worked in 1985, met

my colleagues and the owner of the company. He came to the airport to receive me, put me up in his house and he is going to gift me that typewriter the next time I go to Jamshedpur," grins Kumar.

After a year, he was transferred to Kwaliti ice creams in Chennai at a salary of Rs 550. After seeing his performance for a year, "the MD of the company said why don't you start your own ice cream parlour? He gave me the franchise, helped me further with a deep freezer and other equipment and I started a parlour in Chromepet in Chennai." Slowly he expanded and gradually under him, 20 Kwaliti ice cream shops were established.

One day, he saw an ad on for some products of a company and took up the distributorship for South Chennai. Twice he gave them advance money and got the products. But the third time, when he had given Rs 2.45 lakh as advance, a big amount in 1987, he was cheated. "The owners disappeared and my capital of Rs 2.45 lakh, a lot of money for me then, was wiped away. I was devastated."

Totally broke, he confided in the MD of Kwaliti and "told him please take back whatever you have given me, because I have been cheated. He said I will

Rtn Jayantha Kumar



allow you credit, please continue. But I said no, I've been cheated in Chennai and don't want to stay here anymore."

Not wanting to return to Kerala without a job, he got a job next as a medical representative at a salary for Rs 3,400. "This was in 1987; I was happy and worked here for two years." In less than a year he got promoted as manager "as I always exceeded the targets given to me."

He was sent to Mumbai for a meeting and there he saw an ad for a job in Saudi Arabia, appeared for the interview and was selected.

Kumar left for Saudi Arabia in 1989 and worked there for seven years. "I slowly built up capital and started my own business in medical rehabilitation and today I have eight companies in Dubai, three in the US and four in India."

We are chatting on the sidelines of the Dubai Zone Institute dinner at the Armani Pavilion at the Burj Khalifa.

His business empire extends across different sectors in medical rehabilitation, manpower recruitment, artificial limbs, tourism, garbage chute manufacturing and erection of high rise buildings.

When asked about his meteoric growth, he says, "I was fascinated by RI Director Manoj Desai's theme for the Dubai Institute — Nothing is Impossible. Actually, exactly this same thought struck in my head when I was only 10 and studied about Napoleon Bonaparte who said "nothing is impossible". I suppose that is why I am sitting in Burj Khalifa today!" In cold print, this might sound like hubris, but there is no hubris in that statement, because of the simple manner in which it is made. Even today you can see the Kerala boy in the business tycoon.

On the challenges he faced while building up his business empire, Kumar says simply, "No, there are no challenges if you want to do anything in life. You go about doing things with an honest outlook and work hard. I can tell you from experience that this (Dubai) is the best place if you have integrity and are willing to work hard."

"In 2010 I bought an apartment in Burj Khalifa, the tallest building in the world... Not only that; in 2006, I purchased shares of the RVSM High School and became the Manager of that school, where my father wanted to make me a clerk in 1986! And he was so happy." Adds Kumar, "He came twice or thrice to Dubai, but loved living in our native place. For 17 years, I've gone every week to Kerala from Dubai to meet my father."

On what cars he drives, he says disarmingly, "I don't drive here,

I was fascinated by RID Manoj Desai's theme — Nothing is Impossible. The same thought struck in my head when I was 10. I suppose that is why I am sitting in Burj Khalifa today!

I don't have the driving license for Dubai! But I have a Range Rover, a Benz, BMW, a Beetle (Volkswagon). I am very fond of cars and have five of them in my village in Kerala." There he has built a palatial villa.

But what really defines the essential Kumar is his vision on charity, something that made him join Rotary and motivated him to give to TRF... give enough to become an AKS member. "Right from childhood, my father taught me that whatever we have, we must share with those who are less fortunate than us. As a child, I keenly observed that my mother, a simple village housewife, would feed at least 4 to 5 people every day. And we were not rich; my father was just a school teacher."

Having grown up in such a background, Kumar gives "pension" to some 500 people in his village, has constructed more than 40 houses for the needy, and has given scholarships to "thousands of children. Helping others is something that my father taught me from a very young age, and my mother too, through example.





Rtn Jayantha Kumar with his family.

I pray to god that *loka samasta sukhino bhavantu* (the whole world should live peacefully and happily)."

That takes me to the next question. Is he a religious man? "Of course yes, I believe in God. For the last 24 years, I've been doing the *Udayasthamana Pooja* at

Sabarimalai from morning to night, which I have booked for 50 years. I am the luckiest man to do that."

He invites my colleague K Vishwanathan, who is photographing him, and who is a great Ayyappa devotee, to join him next year. "You can stand with me in front of the *Sreekovil* and pray there." A major donor at Sabarimalai, "I brought 41 MPs from the Parliamentary Public Accounts Committee for the development of Sabarimalai and was the first person who started free feeding or *annadanam* in *Sannidhanam*."

Kumar also worships every month at the Guruvayur temple. "I always pray to god to give me both good health and life; if I have these two, I can help other people. Every night, I pray *loka samasta sukhino bhavantu*."

So what more does he want to do on the charity front? "Through Rotary, I am going to start a drive against cancer. I lost my mother (53), elder brother (55) and mother-in-law (52) to cancer. Along with Rotary, I plan to start a palliative cancer care facility in my village in Kerala," he says.

He also works with other charitable organisations and his wife Sindhu supports him totally.

"Both my daughters Amritha and Aswathi have been taught to give to the less fortunate; birthdays and wedding anniversary we celebrate with orphan children," he adds.

Pictures by K Vishwanathan

As a child, I keenly observed that my mother, a simple village housewife, would feed at least 4 to 5 people every day. And we were not rich; my father was just a school teacher.

Asha-Kiran get a face

Team Rotary News

Every time we think of literacy, we think of a child who needs to go to school. The children who are helped by the Rotary India Literacy Mission are the poorest of the poor and the most disadvantaged — children of commercial sex workers, beggars, AIDS patients, prisoners... children who are often beaten, abused and maimed.

Over 45,000 such children had been sent back to school, when it was decided to give these children a face and create a mascot. The mascots such as the Amul

girl or Air India's Maharajah are well known. And hence the Asha and Kiran mascots were created.

At the launch of the mascots during the South Asia Summit, PDG Rekha Shetty, the National Chair for Child Development, asked, "Where is Asha? She is missing. Maybe she is on the streets begging. Maybe she is working in a match factory. Maybe she is in a brothel. When we call her, she does not answer; maybe this is because her legs are tied and her mouth is gagged."

And so, the Asha mascot was launched. An eight-year old girl with a gap-toothed smile and pink ribbons in her hair. Kiran, her brother, is a twin. "Both born on August 15," says RILM Chair Shekhar Mehta. The launch was followed by a song and dance by 50 school children, who reinforced the message of Asha. Rotary Club of Velachery President Prabha Padmanabhan organised this.

To send a child back to school today costs Rs 2,100. These two mascots will speak for the Rotary India literacy movement and will appear on merchandise such as tee-shirts, school books, water bottles and coffee mugs, diaries, pen or pencil sets, etc. Order a replica of Asha or Kiran made by the underprivileged children at childdevelopment@rotaryteach.org or rekhashetty123@gmail.com

Cheques can be sent to Asha Kiran in the name of "RSAS A/C Literacy Mission" to Rotary India Literacy Mission, Skyline House, 145 Sarat Bose Road, Kolkata – 700 026.

'Dress me up' Asha and Kiran dolls

In keeping with the latest toys which children love worldwide, Asha and Kiran are Transformer dolls with an Indian touch and a difference. Asha and Kiran, both 8, are twins, out of school and about to be transformed by being sent back to school. They probably work at a roadside eatery for a wage. They can be transformed and dressed up by the child who owns them. Both are made of fully washable cloth.

Picture by K Vishwanathan

The mascots for RILM's
Asha Kiran programme.

The Dos and Don'ts for

Rasheeda Bhagat

Three wise men of Rotary in our zone, all Past RI Presidents, gave the incoming DGs a pep talk on leadership, their power to do good, and more, at the Disha meet in Mumbai.

The gold standard of great leadership in Rotary was simple; “to be the kind of leader about whom every Rotarian in your district says, ‘If I am ever a district governor, I’d want to be a one just like him/her,’” said TRF Trustee Chair Kalyan Banerjee, while addressing the

incoming District Governors at the all-in-one training event Disha organised by RIDE C Basker in Mumbai.

The unique aspect of being a leader in Rotary is that “you lead equals, or even your betters. You are not there to give orders, but to lend support. And don’t forget it’s only for a year, so there’s not much time to get a big head, and little time to get things done. So keep going.”

Within the short period of a year, it was natural that everybody wanted to make his/her mark. But any attempt to “start from scratch to achieve something monumental with your name on it in just one year” will result in failure. “To really succeed, you have to look beyond yourself, beyond your year, and into the long term, at the health of your clubs, their communities, and our organisation,” he added.

All DGs should strive at the outset to leave their district stronger than before and do things for the clubs that will continue to “change lives long after you’ve left office, without bothering who gets the credit”.

TRF Trustee Chair
Kalyan Banerjee



a DG

Coming to core leadership values, Banerjee said that their leadership in the coming year would have to be based on trust. “The qualities of a great leader can be summed up in one word — trust.” And great leaders don’t take more than their share of the credit or less than their share of the blame. “If you go to them with a problem, they are ready to help and not judge or criticise.” A great leader doesn’t necessarily have all the answers, but can help you find them. And is someone who will listen.

In the wake of deteriorating business and professional environment, Gandhiji’s words, “A man or a woman is the sum of his actions”, assumed new significance, and the world was looking for people who are ethically sound and committed to social responsibility.

In India our gurus give us spiritual guidance and mentor us. Banerjee recalled that once when he asked his spiritual guru if all the time he spent in Rotary, sacrificing his business was worthwhile, the Swamiji replied, “It is, if it makes you a better person.”

Rotary was already strong in community and international service; could it become equally strong in vocational service? “Can we start the process of infusing renewed enthusiasm for ethical standards in Rotary?” If yes, “Rotary will be recharged, ready

and relevant to the needs of the 21st Century, and people will be lining up to join us.”

Banerjee said he always loved being with the “incoming leaders because they represent fresh hope, new ideas, novel approach and an exciting future.” He said he was asked to speak on the ‘*Road Ahead*’, “but I am not a great futuristic man, keen though I am to know about the future!” A google search gave one some ideas of the future — future city, cars, shops. “They all look, at least for an old-timer like me, different, difficult to understand and follow. And then, I remember the old Doris Day Song: *Que Sera Sera, whatever will be, will be, the future’s not ours to see, que sera sera.*”

While the future was important, “these days we look little at Rotary’s past: where we came from and how did we get here. What is it that has made us survive and live and thrive through the 110 years of our existence? There must have been something special, solid and unbreakable, for us to come through two World Wars, many smaller wars, terrorism, upheavals and whatever our world keeps muddling through. Yet we keep going and growing.”

Banerjee said what kept Rotarians going was “a strong togetherness... sharing our time, our joys and sorrows, our pleasures, our disasters. So the future depends on being together, working together.”

Swami Vivekananda had said “they only are alive, who live for others. And I think Rotary, with

The unique aspect of being a leader in Rotary is that you lead equals, or even your betters. You are not there to give orders, but to lend support.

TRF Trustee Chair **Kalyan Banerjee**



Your year as DG will leave an indelible and inalterable mark upon each of you. So it is worth killing yourself for doing this job, because this office gives you the power to do good.

PRIP **K R Ravindran**

our togetherness and friendships, encourages and brings togetherness even nearer and closer. I hope that in the future people will forget about countries, cultures, colour. They will come together and do things together — grow and enrich one another.”

Rotary placed great importance on being fair, truthful, honest... as also integrity, decency, sympathy and helpfulness. Many thought these values no longer exist, and resort to short cuts or deviate from such values. But in the long run “truth does persist. You may choose integrity, or you may choose dishonesty,

but truth is the ultimate reality.”

The Four-way Test stayed very much relevant even today, but went beyond hanging a plaque on the wall; its real test was: “How much am I able to apply it to myself?”

TRF, he added, “will grow to become perhaps the biggest NGO in the world, known for its support to control diseases, spread literacy, build better homes, provide clean water, more food and of course, we shall work for peace, not just through scholarships but perhaps as a UN member itself. These are big things but I believe, they will get bigger, still.”

PRIP Rajendra Saboo complimented RIDE Basker for getting the Club President’s manual translated in major Indian regional languages. “But sadly, one thing we haven’t managed to achieve is to make Hindi among the recognised languages of RI that are translated at the International Assembly and other events. At least we should get the theme of every President done in Hindi.”

He was particularly happy that Basker had put together so many different training modules into a single meeting. “I know that this is something that our families will welcome”.



Reiterating that Rotary gives its members so many opportunities to do good in the world, he recounted examples of how our doctors had done “sheer magic” so many times in different medical missions in India and Africa. Speaking on his expectations from the DGEs, Saboo quoted Michelle Obama who has said: “I’ve learnt that as long as I hold fast to my beliefs and values, follow my own moral compass, then the only expectations I need to live up to are my own.”

His own experience was that one’s expectations should be tempered with reality; “First of all, expect that today something good or pleasant will happen, irrespective of what happened to you yesterday. Don’t dwell in the unpleasant yesterdays and let the past go. Always look ahead because an entire world of opportunities awaits you.”

Also, life had taught him that if one’s expectations were in tune with reality, “you will never get disappointed.” Also, never expect others to show you love, commitment and respect, which you don’t have for yourself. If you can’t respect yourself, how will others respect you?

Other nuggets from Saboo for the incoming DGs:

- * Keep your expectations high on yourself and low on others.
- * Ego is a mischief monger that attacks everyone; to be an effective leader, dispel it. Don’t think always of yourself.
- * Expectations are like fine pottery, the harder you hold it, the more likely it is to crack.
- * Be courageous and bold. Leadership is not a pleasing game nor a war except for the objectives and values of the organisation you serve.
- * Be focused during your year on your responsibilities; don’t start thinking about what your next assignment will be!
- * Some Governors make visits as late as in May or June just to fill the agenda sheet. Don’t follow this wrong precedent.
- * Life is not easy; on your journey, choose not the easy but the right path.

In conclusion, Saboo said: “Build a pedestal not for your own statue but so large that your whole district can stand there with you. When you do all these, you’ll fulfil my expectations as well as yours.”

Build a pedestal not for your own statue but so large that your whole district can stand there with you.

PRIP **Rajendra K Saboo**

How did we survive for 110 years? There must’ve been something special, solid and unbreakable, to come through two World Wars, many smaller wars, terrorism, etc.

TRF Trustee Chair **Kalyan Banerjee**

Addressing the meet, PRIP K R Ravindran wondered at the way things had changed from the time he was a DGE 25 years ago. At that time, a letter took a month to reach and we were using telex, not even fax. E mails came much later.”

Rapid advances in technology had taken over the world so completely that last year during a one-hour Twitter chat 1,400 tweets from 30 countries were generated in one hour. “And I could do this from my laptop, with an internet connection sitting anywhere in the world.” With such “exponential growth” around us, today’s DGs have to be equipped with new skills. The incoming RI Director C Basker was gearing himself to handle these changes and “our next President Ian Riseley is a remarkable individual; clever, witty, incisive and with a mind of his own. These two at world and regional levels are well positioned to move us into this new age.”

As they embarked on this eventful journey, the DGEs should remember that while Rotary gives them an opportunity to make the world a better place, it makes the world

better for “us and our families too, and makes our own life richer.” Because their term as DG was bound to leave an “an indelible and inalterable mark upon each of you, it is worth killing yourself for doing this job, because of the magic and power of this office... the power to do good.”

This collective power, said Ravindran, had been shown in reaching every child on earth through the polio eradication drive to immunise 2.5 billion children at a cost of \$11 billion. But it was more than this; not many Rotarians knew that because of this work, “some \$50 million will revert to the global health budget over 30 years thanks to the cost savings that polio eradication will bring. And these \$50 million will be available to fight malaria, AIDS, TB, cancer—because we lifted the burden of polio.”

Similarly, last summer the Ebola virus could not reach further than Nigeria because of the resources and health infrastructure that Rotary had in place in Nigeria to fight polio.

“This is the power of Rotary.”

Designed by
Krishnapratheesh S

A fauji Club does fauji execution of WinS

Rasheeda Bhagat



RI Director Manoj Desai
inaugurates a group
handwashing station.





Below: (From left) EMGA Ashok Panjwani, D 3262 DG Narayan Nayak, RID Manoj Desai, Sunanda Nayak and Sharmishtha Desai, along with the schoolgirls.

It's with great pride that Brigadier Hari Har Tripathy, President of RC Bhubaneswar Metro, that has just spruced up a Government Bapujee Nodal U P School near the Sainik School in the Odisha capital, describes the completion of this project "in just three and a half days" a *fauji* project.

To my puzzled look he says, "In Bhubaneswar our club is known as the *fauji* or army club. Our DG Brigadier Narayan Nayak, has managed to convince many retired army officers to join the club, of which he is also a member!" Sunanda Nayak, the DG's spouse, nods and says, "Their club with 45 members includes two Generals, nine Brigadiers, a few colonels, a former Ambassador, two retired DGs of Police and some IGs; here it is famous as the Army club!"

Brigadier Tripathy, who displays amazing energy in running across the large campus of the sprawling school where a WinS project — two spanking new bio toilets, some other

renovated toilets and 16 handwashing stations decorated with rows of marigold flowers — is being inaugurated by RI Director Manoj Desai.

It is a Sunday afternoon on a sweltering summer day, but scores of children — both boys and girls — from this government secondary school have turned up, bright and cheerful in their uniforms, for this exciting event at their school. As Desai inaugurates the project and walks across to the handwashing station, the children rush to join him to wash their hands in the right way taught to them.

Most of them hail from poor families and what the provision of clean toilets with running water means to them can be seen on their happy faces and sparkling eyes.

Says Tripathy, "We have laid huge pipelines and an overhead tank to ensure there is running water in the toilets. You can say we have done a 360 degree intervention in the school for all the components of WinS. Apart

from the toilets, group handwash stations and safe drinking water facilities, we have also given some furniture to this school, a fresh coat of paint and done teacher's training. Very soon this will become a Happy School when all the necessary components are fulfilled."

On the urgency of completing the project within four days District 3262 DG Nayak says, "My goal is to complete 222 schools this year. We have got five Global Grants for the schools, but there was some delay in getting the money, which came in barely a week back, so we had to work day and night to complete this school." He hopes to complete all the schools by May end or mid-June across Odisha.

Happy School criteria

RID Desai urges the Rotarians to ensure that all the eight criteria of a Happy School are met, and explains these include a fresh coat of paint, furniture such as desks/benches, library, a room for teachers, playground,





filtered, safe drinking water, separate toilets for boys and girls, group handwashing stations with both the teachers and children being taught the correct technique of washing hands thoroughly with soap and water, and good classrooms.

“Only when all these criteria are met, can you label it a happy school,” he says, adding, “Trustee Sushil Gupta has seen the WinS projects you are implementing in D 3262 and he is very happy with

the quality of the work being done and the way the project is implemented.”

On the choice of this school, Brigadier Tripathy says that “as RC Bhubaneswar Metro wanted to implement a WinS project in the city, I found this school when I did a survey last May. It was built in 1936, and it was in a very poor state with hardly any facilities. As the money came late, we had to complete the work on a war footing, so I brought

in the *fauji* style of working, working around the clock, day and night. And the children were so excited that they would come even in the nights to help us clean up the place as the work was being done.”

Pilots, doctors

The happiness he talks about is palpable; as the group of Rotarians led by Desai walks in, schoolgirls armed with little buckets of flower petals are ready to line their path with flowers.

After a few minutes, an overwhelmed Desai takes over one such bucket and showers the petals on the schoolchildren, who giggle happily.

Neither the girls nor the boys are shy to talk about their future dreams. While Aarati wants to become a computer engineer, and some other girls talk about being teachers, Pooja jumps in with a very firm: “I want to be a doctor”. Their fathers are daily wage earners, petty shop owners or farm labourers. Sahu, the son of a carpenter, wants to be a pilot and Ayush a computer expert!

It is good to leave the flower bedecked school thinking that their future dreams could indeed turn into reality, as the ground-work has been laid by two proud *faujis* — Brigadier Nayak and Tripathy.



RRFC Kamal Sanghvi with the schoolchildren.

Pictures by
Rasheeda Bhagat
Designed by
N Krishnamurthy

IGNITE your passion for a literate India

V Muthukumaran



From left: PDGs Rajani Mukerji, Anirudha Roy Chowdhury, RILM Chair Shekhar Mehta, Vice Chair Kamal Sanghvi, Association of Inner Wheel Clubs Vice President Patricia Hilton, RILM Joint Secretary A S Venkatesh and IGNITE Chair Raja Seenivasan.

Let's all work with josh to make India fully literate if not by 2018, then not later than 2020," declared PRIP and TRF Trustee Chair Kalyan Banerjee, addressing the IGNITE session of the RILM at the South Asia Literacy meet.

Apart from tutoring the 37 incoming DGs, District Literacy Chairs, Zonal Literacy Coordinators and National Committee members, the orientation sessions addressed the needs and grievances of Inner Wheel members who used the opportunity to raise questions and interact with RILM office-bearers.

Giving an overview of the RILM initiatives so far, Banerjee said schoolchildren are changing the face of Indian villages as they insist their parents adopt best hygiene practices after being trained in WASH programmes at schools. The Literacy Mission was an "incredible project" which would change lives forever, making India one of the greatest countries in the world. "The mission is building up strength, numbers and adding more initiatives. We need the continued support and involvement of Inner Wheel members for women are the ones who bring up children, live with them and make them what they want to be," he noted.

"Flood the social media with your selfies with children in Happy Schools for the world to know that we are changing lives," said RID Manoj Desai. During a jeep ride into Pitagaria, a village near Bhubaneswar recently, he was glad to find women using cell phones, children on the way to schools and piped water facilities on roadside — all with the help of Rotarians and Inner Wheel clubs. "Both Literacy and WinS are doing well in India. The pace is slow in some districts; we need to work on that as funds are not a constraint for these projects."

RIDE C Basker, in his speech themed *You are the key*, hit the nail on the head by stating that the fundamental reason for illiteracy in India was lack of women's empowerment. "Who will change the current scenario? We are the key," he stressed. On a different plane, he said there was no clarity on how the education cess was put to use and "we should take up this issue with the government and help it to spend the cess efficiently."

"To put it simply, IGNITE is a micro view of the TEACH programme, while the South Asia Summit offers a macro perspective of RILM's mission, objectives and future initiatives," said RILM Chair Shekhar Mehta. RILM Vice-Chair Kamal Sanghvi said the Literacy project

was constantly looking for new ideas so that it could remain relevant for the changing times to get better results.

Interactive, lively sessions

A section of Inner Wheel members pointed out the difficulties faced by their survey teams as government schools did not cooperate. Also, rural teachers deserved more encouragement since they endured many hurdles and shouldn't be clubbed with their urban counterparts for evaluation.

The Literacy Chair of Inner Wheel D 325 Aruna Taneja, who received an award at the summit, said, "This year the District has trained 600 teachers against a target of 300. Next year, we have a target of 1,000 teachers who will be trained by our volunteers from 38 clubs."

Session chairs PDGs Bharat Pandya, Jawahar Vadlamani, and Kamal Sanghvi made the proceedings lively with visual presentations and interesting anecdotes.

IGNITE Chair Raja Seenivasan urged the delegates to make full use of the orientation sessions to become Literacy warriors so that every Indian joined this movement to eradicate illiteracy. "With 26 per cent of its population illiterate, India has the largest number of illiterates in the world, that is, nearly 30 crore." ■

South Asia Literacy – the road ahead

V Muthukumaran & KTP Radhika

Total Literacy and Quality Education were the core planks of the three-day Rotary South Asia Literacy Summit that saw eminent persons discuss ways and means to liberate India from the shackles of illiteracy through sustained efforts.

Over 2,500 delegates exchanged ideas, spoke on project activities and missions yet to be accomplished, even as MoUs were inked to speed up the process of making the country fully literate. A few takeaways:

Teacher Support

India's future depends on quality education and

teachers are the fulcrum of all changes in the education sector. At present, there is a shortage of one million teachers in India with 6.5 lakh teachers working on an ad-hoc basis and need proper training. Addressing the delegates, PRID P T Prabhakar said, "We stress on teacher support because they hold the ladder of education and are more important than those who are climbing the ladder. Rotary has trained 15,000 teachers last year."

Dr Anjee Prakash, CEO, Learning Link Foundation, said, "Many classrooms in primary schools have a strength of about 70 children with

varied backgrounds. It is a challenging task for the teachers; they need to be equipped with technology and should have a mentoring system." Rotary is partnering with Learning Link to train one lakh teachers this year.

In rural areas, teachers lack English proficiency. Alan Gemmell, Director, British Council, said the Council has partnered with 12 State governments to skill teachers. Last September, it signed an MoU with District 3230 to improve English proficiency in schools in Chennai and Kancheepuram districts. "By 2020, the Council will train one million teachers

in English language, proficiency in which can provide employment to 50 million youth by 2026."

Asian countries have risen in international rankings of teacher proficiency in the past 15 years, said Racquel Shroff, CEO, Global Education. "Teaching is a respectable job in countries like Singapore, where the government has invested heavily in training teachers and made sure the profession is lucrative. A teacher earns at par with an engineer there," she said.

Adult Literacy

Lord Raj Loomba, Founder-chairman, Loomba Foundation, recalled in a video



From Left: PDG Salim Reza, International Inner Wheel President Elect Dr Kapila Gupta, Nepal Education Secretary Shanta Kumar Shrestha, Former Bangladesh Education Secretary Nazrul Islam Khan, PDG Aziz Memon, Pakistan and PRID Sushil Gupta.

address how his late mother's sufferings as a widow prompted him to support adult literacy. "When my father died, my grandmother, also a widow, ordered my mother to remove her jewellery. My mother who brought me up with good education was asked to move away from the *mandap* during my marriage. I thought about her sacrifices and want to help poor widows," he said.

Deep Mukherjee of Star Sports, who is also the Secretary General of CII's National Committee on Sports, suggested sports be included as part of the curriculum as schoolchildren lack physical exercise and tend to get obese.

Child Development

The TEACH App of RILM, launched at the Dubai Zone Institute, enables sponsoring of meals for undernourished children. Vandana Singh, CEO, Food Security



K. Vishwanathan



From Left: Racquel Shroff, CEO, Global Education, British Council
Director Alan Gemmel and Dr Anjee Prakash, CEO, Learning Link.

Foundation, a unit of India Food Banking Network, said, "Malnutrition is grave among 200 million people in the country and its adverse effects on school-children are yet to sink in among policymakers and the government. Millions of children don't get nutritious food which is being wasted at hotels, parties, weddings and social events. Good nutrition would improve their cognitive abilities resulting in better learning outcomes."

Installation artist Leena Kejriwal said there was a spurt in child trafficking and three million girl children were sold each year across the world. Giving a shocking statistic, she said, "Out of 16 million women who are sexually exploited globally, 40 per cent are children. The situation is alarming in India as girls in the age group of 9 and 12 are kidnapped and forced into prostitution and slavery."

Happy Schools

Friendship and service are the driving force behind the school outreach activities of Inner Wheel clubs in India,

which have renovated 700 government schools and 250 more such projects are underway this year. "It takes between Rs 1-5 lakh to rebuild and repair a dilapidated building," said Prabha Raghunandan, Association President, Inner Wheel Clubs.

Inner Wheel has set up 200 E-learning centres and 300 Swabhimaan centres to quicken the pace of the literacy drive. Moreover, 3,500 poor children are sheltered in Asha Kiran homes run by Inner Wheel clubs and this has improved the enrolment ratio in schools. In the current year, Inner Wheel members have trained around 9,000 teachers and recognised 2,670 teachers with Nation Builder Awards.

PDG Ravi Vadlamani said Rotary has set up 1,500 Happy Schools in a year, with all the required amenities. RC Bangalore, D 3190, will be setting up 100 Happy Schools this year at a cost of Rs 5 crore.

South Asia update

The literacy rate in Pakistan is 60 per cent.

However, in North Pakistan, where there are a lot of polio cases, literacy in women is less than two per cent. "It is a big challenge for us," said PDG Aziz Memon, National Polio Chair, Pakistan, in the South Asia Update session. "A woman closing the door on vaccine workers does not know what she is doing. If more people are literate, Pakistan can become polio-free."

Shanta Kumar Shrestha, Secretary, Ministry of Education, Nepal, said his government will be setting up 110 E-learning centres and sending back 10,000 children to school. An MoU was signed with District 3292 to transform 100 schools to Happy Schools and extend support for 500 teacher support programmes.

In Bangladesh, the government is wooing children back to school with programmes such as free books, mid-day meals and stipends, said Nazrul Islam Khan, its former Education Secretary. Currently, 78 lakh students are getting stipends. ■

RIPE Ian Riseley in India



Above: Bina Desai (spouse of PDG Ashish Desai), RID Manoj Desai, Sharmishtha Desai, Juliet Riseley, Ian Riseley, PDG Ashok Gupta along with the College of Governors and their spouses at Jaipur; **Right:** Juliet, Ian Riseley, PRID Ashok Mahajan, DG Gopal Mandhania and other Rotary leaders and their spouses with Tina Ambani, Chairperson of Kokilaben Hospital, at Mumbai; **Below:** Ian Riseley and Juliet being given a traditional welcome at the Jaipur MDPETS.



Below: Ian Riseley and Juliet with PDG S R Yogananda, DG H R Ananth, Rajashree Yogananda and DGE Asha Prasanna Kumar at Bengaluru. **Right:** Ian Riseley and Juliet with Sharmishtha and RID Manoj Desai at Khopoli.





From R: RIDE C Basker, Juliet Riseley, DG Gopal Mandhanian, Ian Riseley, PRID Ashok Mahajan and PDG Chandrashekhar Kolvekar at Mumbai.



Ian Riseley and Juliet along with (From L) DGE Jawarilal Jain, DG Natarajan Nagoji, DGE R Srinivasan and Nandhini Nagoji at Chennai.



Sharmishtha Desai, Ian Riseley and Juliet at the MDPETS in Jaipur.



Ian Riseley and Juliet being welcomed at Madurai by (From L) DGE P Gopalakrishnan, DG M Muruganandam and PDG R Theenachandran.

Making quality **maternal** and **child care** affordable

Rasheeda Bhagat

RC Madras Metro, D 3230, provides a spanking new block at the VHS in Chennai through a \$150,000 Global Grant.

“As one who has been running a 200-bed general hospital in Vapi in Gujarat for the past 35 years, I am deeply impressed by “this outstanding project done by RC Madras Metro, and the mission and vision of the VHS (Voluntary Health Services) in Chennai. The way you look after the poor and the middle classes at an affordable cost is praiseworthy,” said TRF Trustee Chair Kalyan Banerjee,

inaugurating an impressive Abhimanyu Maternity and Child HealthCare facility at the VHS.

Part of a \$150,000 Global Grant project done by RC Madras Metro in collaboration with RC Kajang, RID 3300, Malaysia, this project was funded by Rtn Ramana Shetty’s G K Charitable Trust and the medical equipment for the spanking new facility given by the Usha K Jolly Charitable Trust and the United Way of Chennai.

Paying encomiums to both, the VHS for its vision and mission and providing affordable healthcare to the

middle classes, and RC Madras Metro for the great service projects it had been doing, Banerjee said, “As I travel internationally, first as RI President in 2011–12 and now as Chair of our Rotary Foundation, one of the world’s top six ranking Foundations, I continue to be impressed by the outstanding quality of work done by Indian Rotary clubs, such as yours, quietly, unnoticed and unheralded, but with a degree of service that makes such a big difference in the lives of people.”

He also complimented the late Dr J Jeyaraju, past president, who had



From left: Rtn KV Ramana Shetty, TRF Trustee Chair Kalyan Banerjee, Rtn Dilip Bajaj, VHS Secretary Dr S Suresh, industrialist A C Muthaiah, Cognizant Vice Chair N Lakshmi Narayanan, Former Editor-in-Chief of *The Hindu* N Ram and VHS President Dr M S Swaminathan.

worked so hard for this project and President of the club SPM Shivakumar, for getting a Global Grant of \$150,000 for this project “which will surely improve maternal and child care services, one of the primary focus areas of the Foundation this year.”

Banerjee said that as TRF celebrated 100 years of service around the world, “I am privileged to lead one of the oldest and greatest Foundations around the world which has been striving to rid the world of the dreaded disease of polio and we are almost done as only Pakistan and Afghanistan have less than 50 cases happening a year; Nigeria, along with the rest of the world, is safe now.”

The Trustee Chair said TRF spends “close to half a billion dollars a year in areas of disease control, literacy, mother and child care, economic development, providing safe drinking water, and working for peace throughout the world with our peace scholars programme. And it is Rotarians like you,

who with their individual contributions, keep our Foundation going. When I see projects like this beautiful facility, I continue to be amazed at the continued goodness, generosity and the magnanimity of people, and the tremendous work done by our Rotarians in India.”

Addressing the meeting, eminent agricultural scientist and President of VHS Dr M S Swaminathan said the founder of VHS, the late Dr K S Sanjivi would have been very happy to see this facility as one of his primary concerns was maternal and child health (MCH). “If we can invest financial and technical resources on MCH, many problems such as infant mortality, low birth weight, etc can be reduced. Long before the WHO brought the concept of health for all, Dr Sanjivi had already thought of it. But having a concept is not enough; you need a methodology to achieve it.”

VHS Secretary Dr S Suresh said that while in the last decade a paradigm shift has happened in advanced medical care, the cost has become prohibitive for most people. At the VHS, the challenge is how to reduce cost and make healthcare affordable to the general public, which was the vision of Dr Sanjivi. This vision has been carried forward for long years by many doyens of the medical profession and “we told ourselves we will not stray from that path.”

When this project was contemplated, “we realised it would be possible only if the community holds our hands”. Luckily Rtn Ramana Shetty came forward to fund the new block. United Way of Chennai, represented by Cognizant Vice Chairman N Lakshmi Narayanan and Shyamala Ashok, and the Usha K Jolly Charitable Trust represented by Rtn Dilip Bajaj, donated the neonatal equipment; the Inner Wheel Club of Madras Metro made the paediatric section cheerful with a splash of colours and donated a water treatment plant for safe drinking water.

Dr Suresh added that nearly 20 per cent of children under 18 have special healthcare needs, and the new block would strive to provide affordable care

If we can invest financial and technical resources on maternal and child health, problems such as infant mortality and low birth weight can be reduced.

Dr M S Swaminathan

to such children and its doctors would also do research on preventive diseases.

In his address, Lakshmi Narayanan said that in India philanthropy is associated more with education than healthcare and when the CSR mandate came three years back, about 70 per cent of funds went to education and only 20 per cent came to healthcare, with the remaining 10 per cent going to other activities such as generating livelihoods. But that is beginning to change.

While India had made rapid strides in the area of education, healthcare had lagged behind. But thanks to institutions like VHS, quality healthcare was becoming accessible and affordable; for the latter both capital expenditure and a much greater use of technology were necessary.

Once generous donations such as seen on this occasion were made, and the capital expenditure taken care of, the cost of medical care came down by half. “I am happy to report that this cost, at the same quality, is declining in India at a rate that is faster than anywhere in the world, thanks to philanthropic contributions, but more important, by using technology.”

A simple example was one of radiology and reading x-rays, which are now taken on the computer. “X-rays taken in the remotest part of India can be read by a specialist within 60 minutes and analysis given at one-tenth of the cost charged two years ago. And computers can do this reading with artificial





Cognizant Vice Chairman N Lakshmi Narayanan with TRF Trustee Chair Kalyan Banerjee.

intelligence with 99 per cent accuracy not possible in manual reading.”

While technology could improve affordability, access and availability of good doctors, nurses and paramedics

was still a big problem. “There is a great shortage of these professionals across the world and it is expected, that India, given its demographic profile, will be required to supply close to 30

per cent of medical professionals by 2025, because we have the capability to produce and train them in our excellent institutions like Sankara Nethralaya, Arvind Eye Care, and of course VHS,” Narayanan added.

Former Editor-in-Chief of *The Hindu* N Ram saluted Dr Suresh and the VHS team for the “spirit with which you have maintained the integrity and values and the excellence that Dr Sanjivi sought to build over the years at the VHS.” His vision was to meet the healthcare needs of the poor and middle classes, “and this is where democratic India has failed miserably, as also in providing quality education. But this failure is more critical in healthcare.”

President of the club Shivakumar thanked Shetty and Bajaj, both members of the club, for their generous donations and PDG P T Ram Kumar for helping to get a suitable international partner in RC Kajang, which materialised in the \$150,000 Global Grant.

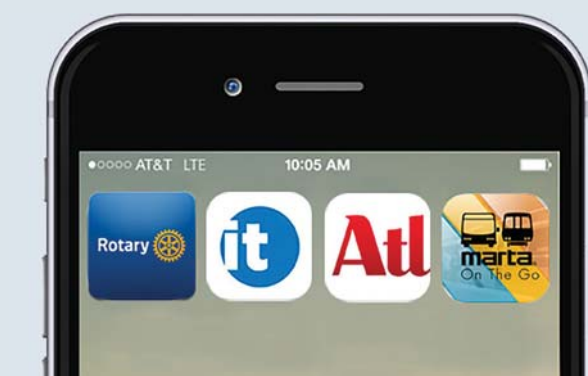
Pictures by Rasheeda Bhagat

Convention

Must-have apps

At the 2017 Rotary International Convention in Atlanta, June, 10–14, your smartphone can help you keep track of your schedule, make social plans and find your way around. Simplify your life by downloading a few key apps.

Start with the free Rotary Events app: Find it in your app store by searching 'Rotary Events.' It will let you plan your daily schedule, learn about featured speakers, and download session handouts. It also will help you connect with other Rotarians, share photos, rate



sessions, and send feedback to convention organisers. The app will be available for download on May 10.

Find out what's happening around town in music, theatre and art with the Atlanta PlanIt app, which

has extensive event listings. For expert reviews of restaurants and music venues, download the *Atlanta* magazine app, through which you can buy the December 2016 'Best of Atlanta' issue for \$5.99 without subscribing.

That issue has plenty of tips on the best places to eat, see theatre and art, and hear music.

When you venture outside the Georgia World Congress Center, take advantage of Atlanta's public transportation system, MARTA. The free MARTA On the Go app provides route schedules, estimated arrival times, system maps and a useful feature that locates the station or stop closest to you.

— Hank Sartin

**To register,
go to riconvention.org.**

Your gift: From start to finish

The Rotary Foundation is the best steward for your money. Here's why

In 2016, The Rotary Foundation received the highest possible score from Charity Navigator — 100 of 100 points — for its strong financial health and commitment to accountability and transparency. It was the ninth straight year the Foundation earned a four-star rating from the independent evaluator of charities across the US, a distinction only one per cent of charities have attained. The Association of Fundraising Professionals likewise named the Foundation the World's Outstanding Foundation for 2016, an award previously given to other familiar names such as Kellogg and MacArthur. These organisations agree: **When you donate to The Rotary Foundation, you're investing wisely.** We followed your money from start to finish to discover how the Foundation ensures that your gift makes an impact for years to come.



Directing your donation

There's a reason Rotarians donate to The Rotary Foundation: It's a simple way to achieve your philanthropic goals — whether it's supporting clean water, the eradication of polio, or a particular global grant. "Even the smallest of gifts can be donated to a specific fund — a global grant, polio, or an area of focus within the World Fund," says April Jensen, a member of the Rotary Club of Evanston, Ill, who works in fund development for the Foundation. **You can also leave your gift unrestricted so that the Foundation has the flexibility to use the money where it is needed most.**

Do you ever wish you could set up a scholarship or your own family's foundation but don't want the headache of administering it? Let The Rotary Foundation handle it. When you make a gift of over \$25,000, you will receive personalised reports detailing the projects you are supporting. You can make your gift in the way that suits your financial situation best — such as cash, stocks or bequests.

Investing your money

In 2015–16, **91 per cent of the money the Foundation spent went to programmes and grants, with only nine per cent of expenses going toward administration.** How does the Foundation make sure that the bulk of your donation supports the sustainable programmes you want it to? "To ensure that the funds for the project are there when needed," says PRIP Ron D Burton, Chair of the Foundation's Investment Committee, "all contributions to the

Foundation's Annual Fund are invested for three years." The Investment Committee includes three Foundation Trustees and six Rotarians who are professionals in the field, who make sure that your money is invested responsibly during this period. When the three years is up, the investment earnings on your gift go toward the operating expenses of the Foundation. **"I don't know of any other organisation like ours that has a system like this,"** Jensen says. "It's brilliant." Your principal is split 50/50, with half going to your District Designated Fund and half going into the World Fund, a pool that the Trustees of The Rotary Foundation use to match grants where they are most needed.

Awarding grants

When the Foundation awards a grant to fund a project, how does it ensure that your money will have lasting impact? "Sustainability begins with the community assessment," explains Philip J Silvers, a past RI director and Chair of the Foundation's Cadre of Technical Advisers. Before Rotarians design projects, they talk to people in the community — fathers, mothers, children, elders, political leaders — to understand the broader context behind what the community needs. "Then whatever project emerges, the community can see their fingerprints on it," he says. "It's not buy-in you want. We all know about buyer's remorse. What we really want is community ownership right from the beginning."

Six elements of sustainability must be addressed in the design of a global grant project: start with the community, encourage local ownership, provide training, buy local, find local funding and measure your success. These ensure that the project provides long-term solutions that the community itself can support after the grant ends.

Project sponsors don't have to figure out all this on their own. **The Rotary Foundation provides staff to help with your project design —** grant officers are knowledgeable about

regional and cultural issues, and area of focus managers have significant field experience in their specialties.

By connecting clubs with local and regional experts for guidance on developing sustainable, large-scale global grants early in the planning process, Rotary is committed to funding projects with lasting impact in communities. **Your District's International Service Chair**, a Rotarian appointed by your District Governor, can help you connect with a network of local Rotarian experts — such as members of Rotarian Action Groups, Rotaractors, and peace fellows and other alumni — who have volunteered to help with projects and global grant planning.

Ensuring strong grant projects

The Rotary Foundation has a network of Rotarian volunteers available to provide expertise and advice, called the Cadre of Technical Advisers. With a database of 700 experts in Rotary's six areas of focus as well as other specialties — mediators, diplomats, obstetricians, engineers, bankers, and agronomists, for example — there is sure to be someone who can help if an obstacle comes up.



Any gift can be donated to a specific fund — End Polio Now, an individual global grant, or one of Rotary's areas of focus.



Cadre members play an important role in ensuring that **donors' funds make a long-term impact**. On behalf of The Rotary Foundation, cadre members do a technical review of the feasibility of larger grants before they are awarded and perform site visits to evaluate how the grants are being carried out. "Rotarians want to know if something is not working out or if they can do something better," says Francis "Tusu" Tusubira, a member of the cadre from the Rotary Club of Kampala-North, Uganda. "The cadre is there to give as much support as possible." **Cadre members also perform random financial audits** to help the Foundation ensure that grant funding is being used as approved.

"The cadre provides accountability and quality assurance in general, and protects our investors — the people

who donate — and also the beneficiaries," Silvers says. "In doing that, we also protect the Rotary brand. We make a commitment to our beneficiaries; we want to make sure this is high quality. Our name — and more than our name, our commitment — is at stake."

Monitoring success and sustainability

Monitoring and evaluation of grants are built in through the project design. "From the community assessment, we learn what kind of lasting change we can create together," Silvers says. "How can we measure that? How do we know that change will continue? How can we show our donors and our beneficiaries that we really made a difference?"

Rotary Family Health Days have been recognised as a Rotary Foundation noteworthy global grant project. They are held in several countries in Africa where both incidence of HIV/AIDS and the stigma surrounding being tested for the virus were great. Built into the project was a follow-up step in which Rotaractors and Rotary Community Corps members called patients who had received health care through the project.

After three years, the investment earnings on your gift go toward the operating expenses of the Foundation.

Explains Silvers: "They'd ask, 'What brought you to Rotary Family Health Days this year?' It might have been that they needed a tooth pulled. 'Anything else?' From that sequence of questions, 71 per cent of respondents said they got checked for HIV. That's a huge cultural turnaround." **Project sponsors write a final report when their grant closes.** This includes initial measures of impact. Because Rotarians design sustainability into a project at the very beginning, its benefits are ongoing.

Just as the Foundation asks project sponsors to monitor the impact of their grants, the organisation also performs a triennial evaluation of its grant model. Foundation Trustees are using the feedback from the most recent evaluation, conducted in 2015–16, to adjust the grant process in ways such as improving how clubs and districts find partners, evaluating requirements for the community needs assessment, and helping project sponsors scale up their efforts with support from the cadre and other partners.

For everything the Foundation does to ensure that gifts make a lasting impact, **the greatest check and balance of all may be Rotarians themselves**, says Eric Kimani, Regional Rotary Foundation Coordinator for Zone 20A and a member of the Rotary Club of Nairobi-Muthaiga North, Kenya. "When you have good Rotarians, it is your best measure of stewardship," he says. "Anyone who knows Rotarians sees how we give off our time and resources. They know their money is in good hands."

Illustrations by Gwen Kereval
Reproduced from *The Rotarian*

How can we show our donors and our beneficiaries that we really made a difference?

Revolutionising learning for hearing impaired children

Asha Krishnakumar

It is eerily quiet for a school. Even in the corridors, the usual buzz is missing. Enter a class via the back door, no child turns to look at you. But reach the front of the class and face them, inquiring looks and hesitant smiles greet you. As the teacher's fingers move rapidly to explain your presence, the smiles get broader and the enthusiasm spreads through the classroom. Soon enough you barely

notice that these students can neither hear nor speak.

Despite communication issues, these special children have been eager to learn. Even more so now, after their lessons have been turned into colourful, vibrant and user-friendly visuals.

Sharad Jadav, Principal of Devasi Mukhbadir Vidyalaya Bhore School of the Hearing Impaired, says that in the 33 years of the school's existence,

never have children been so happy to attend class. So much so that hardly have the 2,200 children studying in the 24 government-recognised schools for the hearing impaired in Pune district missed a day of school.

Turning dreary, endless words into bright, telling visuals has been the work of *Saksham* (empowerment) — a uniquely designed e-learning project of The Rotary Foundation. It leverages IT



to create a user-friendly software that has dramatically expanded the scope and range of learning for these children. According to Rohini, an auditory trainer, as the modules start from the pre-kindergarten level, the children take to it quickly and are quite adept by the time they are in Class 1.

In 2010–11, SumConcepts Technologies, which developed the software, first experimented with it through Rotary's Distance Education Programme. RI District 3131 was the first district in India, and RC Pune Katraj one of the first clubs to initiate and successfully execute the e-learning project on a mass scale. The District has completed over 3,000 installations with the help of a Global Grant of \$98,000, and a dozen corporate donors.

When he was DG, Deepak Shikarpur wanted to extend the project to special children. A pilot was tried in 2013–14 in a special school headed by Dr Kalyani Mandker in the



Children's voices

"After seeing the way a car works in my animated lessons, I want to become a mechanic."

Narender, Class IV, Mukhbadir Niwasi School, Indapur

"I have an ambition now. I want to study the human body."

Rahul, Class V, Ayodhya Charitable Trust Residential School for the Deaf

"I like history and poems. The evolution of humans from monkey to man is so fascinating."

Vaishnavi, Class V, Ayodhya

Charitable Trust Residential School for the Deaf

"I used to hate math. Now, I love it. I want to become a math teacher"

Prithiviraj, Class VII, Mukhbadir Niwasi School, Indapur

"I am so happy to come to school. I love science experiments. The rotation and revolution of the earth around the sun is so fascinating. I learnt it in a day."

Amrutha, Class III, Mukhbadir Niwasi School, Indapur

District. Soon, the trial was expanded to four schools. One unit of the e-learning package was given to each school. It was a hit from the word go. Children were excited by the visual learning and never tired of using it, even after school.

Encouraged by the initial success, DG Vivek Aranha (2014–15) convinced industrialist Krishankumar B Jindal to fund the digitisation of all the schools for the hearing impaired in the District. A part of his AKS funds of \$250,000 was used for this project. The project continued under the present DG Prashant Deshmukh and was implemented by RC Pune Katraj under the leadership of its President Ajit Kulkarni.

Under this project, every class was given one unit of the e-learning kit, a monitor with contents pertaining to that class. Project head Meena Ghalsasi ensured focus was given to schools with residential programmes for hearing impaired and mentally challenged children. She says the e-learning system has also been tried on mentally-challenged children at the Sevadham School in Koregaon Bhima, and the results have been encouraging with the children taking well to it.

Meena visited all the 24 government schools for the hearing impaired in

the district to understand their specific needs and made changes to suit these needs. Teachers were first sensitised to the idea of visual learning and later trained in technology and with speedy implementation of the project, Pune became the first in the country to have all the 24 schools for the hearing impaired completely digitised.

These schools have now got a full set of e-learning infrastructure — including a couple of tablets for teachers to access the Internet and develop their presentations.

On January 1, 110 sets of e-learning package were formally handed over to the representatives of the 24 schools by eminent scientist Dr Raghunath Mashelkar in the presence of AKS member and project donor Krishankumar Jindal, DG Prashant Deshmukh, President Ajit Kulkarni, DRFC Deepak Shikarpur and PDG Vivek Aranha.

Mashelkar said, "Disability need not stifle opportunities in life." Making a strong case for the use of technology for the benefit of the underprivileged, he emphasised that innovations that meet the criteria of 'Affordable Excellence' will make India a world leader and Saksham was a step in that direction.

The rich, vibrant visuals retain children's attention.
Each lesson ends with a revision module, and all
components are attractively animated.

Rtn Biren Dharamsi, a social entrepreneur, who heads SumConcepts Technologies that developed the software for this e-learning project, said TRF Trustee Chair Kalyan Banerjee was so impressed with this project during his first visit in 2010 that he termed it "Rotary's next big initiative, after polio eradication."

While the Maharashtra State syllabus is the base, the content goes far beyond it. The rich, vibrant visuals retain children's attention. And to help in effective learning, each lesson ends with a revision module. This has a set of questions with multiple answer options, all attractively animated. The scoring has been made interesting, taking a cue from ever-popular cricket:

Every right answer means you have hit a sixer (an umpire appears on the screen with both his hands raised) and every wrong response, a duck (a bird appears on the screen, laying an egg). Alternatively, there is Ganesha awarding correct answers with 'laddus', while an incorrect click leaves you the mouse. The children, unable to talk or hear, are visibly excited to hit a six or a get a *laddu*. And this is infectious.

Says Prashanth, Principal of Ayodhya Charitable Trust Residential School for the Deaf: "Earlier, it was very challenging for teachers to communicate with students abstract mathematical and science concepts, or to develop their vocabulary and phonetics

skills. Even more difficult was to retain their attention and keep them motivated. All that has changed now."

Moreover, the opportunity for students to revise on their own after class has raised their confidence levels.

The metamorphosis of these children is amazing. "In a short time, they have transformed to become extroverts from being shy and withdrawn," says Pradeep Garatkar, charter member of RC Indapur.

Project Saksham is as beneficial to teachers as it is for students. Says Gowri, a teacher in Ayodhya Charitable Trust Residential School for the Deaf: "First, the conventional sign language is used. The same lesson is then taught through visuals via the e-learning module. The animation is so attractive and interesting that concepts are understood quickly."

According to Ganesh Jadav, a teacher in Mukhbadir Niwasi School in Indapur, this e-learning tool has reduced teaching time by a third, and learning time by half, apart from being a more effective and joyful way of



Eminent scientist Dr Raghunath Mashelkar with the children, flanked by AKS member Krishankumar B Jindal and DG Prashant Deshmukh on his left, and PDG Deepak Shikarpur on his right.



Teachers get ready for the training.

teaching and learning. The pressure on teachers has also eased considerably.

To make the project sustainable for lasting impact, it lays stress on sustainability; there is a robust system for regular monitoring and course corrections.

To ensure quality, a mentor is appointed for each school. RC Pune Katraj is developing tools to document

the progress of these children for the next three years under the guidance of experienced teachers in special education. Training programmes are conducted for select teachers in education, psychology, science and mathematics, and the latest in audio-visual technology for the hearing impaired. A search is already on for like-minded Rotarians and corporate donors to

make this a sustainable, measurable and scalable model.

Donors play an important role in such projects; Jindal is thrilled to be part of Saksham and says: “While making money is wonderful, serving humanity takes man a notch higher. My main regret is that I did not become an AKS member earlier.”

The cost of an e-learning kit is Rs 40,000. With each school getting six kits, Rs 2,40,000 is spent per school. This includes the annual maintenance fee and the cost of software upgrades for three years.

Saksham has raised the happiness quotient all round. Teachers are happy as they now do not have to spend long hours preparing visuals; parents are happy that their children are coming out of the shell and looking ahead to a bright future; and, most of all, the children are happy with the attractive, user-friendly visuals that make learning a delight.

This joy is palpable when you go into a class and the students, unable to voice their happiness, spontaneously raise their hands and flap their palms, leaving you teary-eyed and choked for words. ■



A Three-star school at Palra

Jaishree

The government school at Palra (Haryana), tucked away at the end of a narrow, muddy, pot-holed road, is adorned with festoons and abuzz with activity. The students are all set to receive RI President John Germ who is to inaugurate the spanking new handwash stations and toilet blocks at their campus. WinS Target Challenge Committee Chair Sushil Gupta, Vice Chair P T Prabhakar, Member Secretary Ramesh Aggarwal, Judy Germ and DG Sharat Jain form part of the convoy.

The Rotary Club of Delhi Imperial, D 3012, in association with RC Canandaigua, USA, RI District 7120, and TRF, recently completed a three-star level WinS project in the school. Gender specific toilets, changing room for adolescent girls, a sanitary napkin dispenser and incinerator, group

handwash stations, sufficient water supply and RO treated drinking water, have all been given to the school. In addition, it has got solar panel, computers, books for the library and adequate furniture for the classrooms.

“We have followed the global guidelines recommended by WHO for providing water, sanitation and hygiene in low-cost settings,” says the Project Coordinator Vishal Jyoti Jain. The water filters can be easily installed and maintained without hi-tech support and the solar power plant eliminates recurring expenditure.

Five other schools in the village have been transformed by the club, benefitting over 2,500 children. “We plan to cover the remaining three schools in the village in the next two years,” says Club President Ashwani Gupta.

As the Rotary team led by the RI President stops to inspect the handwash station, a group of students cheerfully sing the famous jingle, *Hum haath saaf karenge*, while washing their hands with soap and water, and an impressed Germ says, “I like that and will recommend this practice to the Board.”

The members of the Interact Club of Aravali Pathways World School, which was sponsored by RC Delhi Imperial, mentor the students, teachers and the School Management Committee (SMC) on the usage and maintenance of all the equipment. They have even transformed the dingy classrooms in schools at the nearby Gairatpur Baas and Aklampur hamlets with Gond art, engaging the students too in the activity. “The Interactors work hard to bring about a behaviour change among students and their families through



From left: Anjali Dhingra, WinS Chair Sushil Gupta, Judy Germ, RI President John Germ, WinS Vice Chair P T Prabhakar, Rtn Praveen Jain of RC Delhi Imperial, DG Sharat Jain, Shailja Gupta, spouse of Club President Ashwani Gupta and Ruchika Jain, spouse of DG Sharat Jain.



RI President John Germ watches a handwash demo by the schoolchildren.

hygiene education and the children are also responding positively to this new, healthy atmosphere,” says Jain.

“I was embarrassed to learn that the students didn’t have proper toilet or a sanitary napkin dispenser. But I am happy that Rotary has provided these facilities which the government should have done. I am particularly impressed by the video that the Inter-actors have developed to teach these rural children how to wash their hands and use the toilet. I am sure that more children will be inspired to enrol in schools and that means better literacy levels,” said President Germ at a programme organised by the SMC in honour of his visit.

Pictures by Jaishree

Saving Katwa’s children from polio

Jaishree



The Rotarians of RC Katwa, D 3240, have successfully immunised 95 per cent of the children of Katwa in Bardhaman district of West Bengal in the last NID.

“It was a huge challenge. We had to break stiff resistance from a section of the people in a slum dwelling,” said the Club President Subrata Sain. The people did not want to cooperate

with the Katwa Municipality workers owing to some dispute and did not let the Rotarians set up a polio booth in the area.

In the month preceding the NID, the club members took out a rally involving about 500 children from the local school to campaign for polio immunisation. The colourful rally, interspersed with local cultural shows, was designed to draw the attention of the local community. The Rotarians also included a door-to-door campaign, gifting caps, T-shirts, toys and stationery to the residents, and allayed their fears about the vaccine.

“Finally, on the D-day we had an impressive turnout, all thanks to INPPC Chair Deepak Kapur for assisting us with the material,” says Sain.

Illiteracy stands in the way of the eradication drive, says PDG Swapan Choudhury. “There are still few villages in West Bengal such as Katwa where we have to deal with negative feedback and resistance to immunisation due to irresponsible people taking advantage of the villagers’ illiteracy. We try hard to break the myth in every possible way. We don’t want our future generation to be crippled.” ■

Textile
trail

Ikkat...



An Ikkat silk sari
from Puttapakka.

the interlock of colours

Sabita Radhakrishna

In a fascinating *Ikkat* trail, the author discovers the complex process involved in weaving the beautiful *ikkats* of Andhra, Odisha and the gorgeous *patolas* of Gujarat.

In my journey through textiles, I have been fascinated by *ikkat*, a jagged melding of colours as warp marries weft in patterned symmetry, creating poetry on fabric. *Ikkats* are woven only in Japan, Indonesia and India.

I hit the *ikkat* trail, and was richly rewarded by discoveries in Odisha, Gujarat and Andhra, where it is prominently produced.

When my husband and I travelled to Hyderabad in the 1980s, where I showed my collection of woven and hand-printed saris from Madras, a visit to Puttapakka paid rich dividends. In a modest little home, one weaver told us stories, of how his ancestors originally migrated from Saurashtra and settled in Chirala in Andhra Pradesh, which formerly produced the finest weft *ikkat* in the form of *rumaals* used by rich Muslims. I gasped when I picked up a soft mull cloth in blazing natural dyes of black and red, just 55 or 75 sq cm, in bold geometric patterns with wide bands of plain red as border. I was told that up to the beginning of the 20th century, these were specially woven for *lungis*, shoulder cloth and turban cloth, popular import items in many Islamic countries.

The weaver explained that the yarn is soaked in oil before weaving, hence the acquired name *telia*





Ikkat yarn on the loom.

rumaal. The oil softened the yarn, making the finished textile as soft as a cloud. I thought aloud. Why not extend this technique to brilliantly designed sarees? I could help, and we could reproduce ancient *telia* designs.

“Amma, just very recently, this has been done by Madam Pupul Jayakar, and Martand Singh for the Festival of India,” he said. It excited me to think that a whole less travelled

route was opening up and we would see a plethora of exquisite sarees in the market.

Originally, it was the cotton *telia rumaals* which were made in Chirala. The finer of the designs were taken by princesses to wear as veils with a little surface ornamentation, such as tinsel embroidery. Sold as handkerchiefs, these exquisite weaves incorporated contemporary motifs like aeroplanes

and clocks, and the colours were usually black, red, dark brown, white and pink.

Puttapaka specialises in weaving the double *ikkat* and imitating the traditional *patola* designs. Today the area has a captive market with exquisite saris in mercerised cotton and silk, and designer *dupattas*, flowing out of the looms in astounding design innovations. The weavers belong to the Padmasali community, and have proved most ingenious in inventing new designs, their versatility paying rich dividends.

We travelled to Pochampalli in Nalgonda district, a village



A typical Patan patola.



abounding in *ikkat* weaving. As you walk into the village, your senses are assaulted by a mind-boggling array of *ikkat* fabrics and saris stacked everywhere. *Ikkats* are woven in Jalna and Golconda apart from Chirala. *Ikkat* weaving here, unlike Odisha, seems to be a recent development, probably the late 19th century, when most of *ikkat* weaving was restricted to scarves meant primarily for export to Arab countries. It was around the 1950s that *ikkat* weaving flourished in Pochampalli, where the *ikkat* is without the extra weft threads and is simpler in form than its Odisha counterpart. The designs are bold and

in vibrant colours, often geometric and abstract in design. Usually a grid-like design is woven, though geometric birds or animal figures are intricately executed.

Andhra is the largest exporter of *ikkats* compared to the other States. With proper nurturing, some of the

The finer cotton telia
rumaals were worn by
princesses as veils with a
little surface ornamentation.

master weavers here have reached heights of excellence and made a name for themselves, their business growing manifold. It is this status that we wish for all the weavers in the country.

Patan Patolas Gujarat

Attend any Gujarati wedding and you are bound to find numerous women wearing gorgeous *patan patolas* in multi-coloured hues, the colours spliced together in an unerring symmetry, the saris as beautiful as the plumes of the bird of paradise!

The origin of *patola* is clouded in conjecture, but ancient historical



evidence lies in the Ajanta frescoes going back to the 6th and 7th centuries, depicting monks and women wearing robes made of *ikkat*-like fabrics. That the double *ikkat* existed in the 17th and 18th centuries is very likely, judging from the wall paintings of the Mattancheri and Padmanabhapuram Palaces in Kerala.

Patola originating in Gujarat uses a double *ikkat* technique and is an extremely complicated process. In *patola*, the warp and the weft are separately tie-dyed in accordance with the required patterns, and this complicated process reflects the acme of weaving skill. Kumarpal, son of a Jain king, brought in 700 Salvi families to settle in Patan to weave *patolas* exclusively for him, and it is believed that they have lived there ever since.

The *patolas* are essentially used for ceremonial garments. In Gujarat

they are traditionally worn by Hindus, Jains and Vohra Muslims, but they were also used on special occasions in Maharashtra and South India.

Owing to the complexity of the weaves the *patola* is expensive and not affordable by all, with a saree costing about Rs 1 lakh or more. Till today, it is considered an auspicious fabric for the bride.

The Burmese word for the fabric was *gausing* — that which chases away disease. It was probably this that caused pregnant women of the Vohra community to use *patola* during certain stages of their pregnancy. In South India, it was once used as textile hangings, or covering for temple elephants. In Kerala, the *patola* was used to wrap and decorate the idol, and for tantric rites. It was supposed to have medicinal value, particularly for treatment of burns.

Owing to the complexity of the weaves the *patola* is expensive, with a saree costing about Rs 1 lakh or more.

The most popular and traditional design of *patan patolas* is the *poppat kunjar* design, which is considered auspicious and where the motifs — elephants and parrots — are worked into a trellis all over the body of the sari.

Odisha ikkat

Beautiful region, beautiful people. The sun temple at Konark has probably been the inspiration for the weavers to use the motifs of the wheel and the fish in most of their

The technique

Ikkat is an Indonesian word, meaning cord, thread, knot, as well as “to tie” and “to bind”. The finished *ikkat* woven fabric originates from the *tali* (threads, ropes) being *ikkat* (tied, bound, knotted) before they are being put in *celupan* (dyed by way of dipping), then *berjalin* (woven, intertwined) resulting in a *berjalin ikkat* — reduced to *ikkat*.

The yarn is resist dyed in a particular sequence before weaving. When either the warp or the weft yarn is resist dyed, it is called single *ikkat*. When both the weft and the warp are resist dyed, and woven, it is double *ikkat*. This calls for considerable skill as the dyeing has to be executed with precision, and woven so that the designs interlock perfectly.



weaving. The weavers, especially the women, enjoyed a state of languid living, enjoying nature and life even if they lived in penury. Most of the women didn't wear blouses but the sarees were draped so beautifully that there was no vulgarity. We often found them bathing in the river and had to persuade them to get back to their looms!

I would take the trouble of sitting with them for long hours, explaining the designs and the colours I wanted. But the next year when we visited them, they wouldn't even have begun, and showed us some very pedestrian designs done on sarees. It was impossible to get annoyed with them... as that was the groove they had got into and this was the very reason for their poverty.

In the *patola* of Patan the sharp grain of the patterns emerged due to



A Bomkoi saree from Orissa.

Left: A Telia Rumaal from Puttapakka.



the matching of the elements of the motifs used in the resist-dyed warp and weft, whereas in the *ikkats* of Odisha, the grain is often not sharp, but in half-tone, as the warp and weft do not cover each other though they are resist-dyed. The Odisha *ikkats* do not rely on the tie-and-dye effects alone, but combine plain weaving, often with extra weft, as is visible in their sari borders and *pallus*. The Odisha fabrics have the wheel design in the borders and the temple spires, and in Bargarh, Sonapur and Naupatna, there are a variety of motifs like fish, birds, lions, elephants, deer, flowers, creepers and stars.

The sarees in Odisha were incredibly cheap. They had these

beautiful sarees in Bargarh, in a white background, with small borders and tiny diamonds and stripes in two huge *pallus*. My visit to Bomkoi was so memorable as the overweave on the saree *pallus* looked like embroidery. The width was narrow, and a saree cost only Rs 60 at that time! I had to lengthen and widen the saree to make it wearable by attaching extra cloth, but it was well worth the trouble. Also, they lent themselves to designing beautiful garments.

If I have another wave of energy and drive, I would hit the *ikkat* trail once more!

Pictures by Sabita Radhakrishna
Designed by Krishnapratheesh S

A peek into the Indian financial system

Aarati Krishnan

Why don't Indian banks care a fig for their customers? Why does the government take bank depositors for granted when it announces largesse such as farm loan waivers? Why are the tenures of good-looking and outspoken RBI Governors so short?

The last few years have seen noisy media debates around all of these issues. But contemporary journalists and commentators, with their limited knowledge of history, haven't been able to advance convincing explanations for these strange phenomena.

You will find all the answers in the extremely forthright and readable book *Dialogue of the Deaf* by TCA Srinivasa Raghavan, a journalist who has assiduously covered the Indian financial system with all its moving parts, for the last three decades, and a columnist of *Rotary News*.

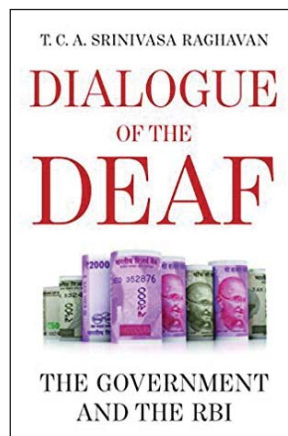
Though the author has been an official RBI history chronicler in its later years, there's nothing remotely official about this delightfully witty, and at times, wicked book that never hesitates to call a spade a spade.

The author provides a comprehensive historical context to why the RBI has never been free of the Government's apron strings, the always-fractious relationship between RBI Governors and the Finance Ministry and the propensity of public sector banks to get embroiled in bad loan messes every few years.

While it is depressing to find out that the Indian economy has been fire-fighting the same old crises since Independence, it is cheering to know

that there are salutary lessons from the past on what should (and should not) be done to resolve them.

Fans of history may enjoy the first few chapters which recount in detail how the reluctant British, though persuaded by stalwarts like M Keynes, dilly-dallied on setting up a much-needed central



Genre: Non-fiction

Title: *Dialogue of the Deaf: The Government and the RBI*

Publisher:

Tranquebar, Westlandbooks.in

Pages: 272

Hardcover: Rs 599

bank in India. When they did, they tried their best to ensure that the bank would jump at the Empire's bidding, so that British financial interests could always be protected. This in fact formed the basis of the original RBI Act which still governs the central bank's functioning.

Hardly surprising therefore, that the much-debated 'autonomy' for the RBI remains mostly on paper.

Reforms at gunpoint

To free market proponents, the book offers an insightful account of how India, which was a thoroughly free-market economy prior to Independence, fell prey to socialistic temptations after it. Through sheer political populism and government interference, it then proceeded to systematically ruin both its industry and banking system in the seventies and eighties. Then it struggled to undo all this through the reforms of the nineties.

The book offers a riveting behind-the-scenes account of how India had to physically pledge its gold with the Bank of England after its foreign exchange reserves fell below \$1 billion. There are amusing anecdotes about how the government was short of the right type of boxes to ship the gold to England (it borrowed them from the British government!) and how the truck that transported them broke down in Tardeo, South Mumbai, causing a media leak. Through it all, the government and RBI had to put up a brave face and insist that the balance of payments (BOP) crisis was a "cause for concern, but not panic," when it was precisely the opposite.

Irreverent peek

For those uninterested in serious economic matters such as the impossible trinity or the conflict between fiscal populism and monetary policy, the book offers juicy glimpse into the personalities of India's varied Prime Ministers, Finance Ministers and RBI Governors since the early 1930s.

For instance, it lays the BOP crisis squarely at the doors of Rajiv Gandhi and his ‘minions’ in the Finance Ministry. It recounts how Rajiv’s weak decision-making was compounded by the boss-is-always-right attitude of reigning finance secretaries, who refused to listen to the RBI.

The book’s irreverent approach to the powers-that-be and its avoidance of jargon, with many colloquialisms thrown in, make it a breezy read despite its weighty subject.

Sample this gem on RBI autonomy — “From 1991 onwards, RBI became a full, if slightly junior, partner of the Finance Ministry instead of being, what in North India is called as, a *jhamoora* or sidekick”.

An early chapter has this observation on public sector banks, true to this day — “There are Indian public sector banks that straddle the financial system like a band of gorillas. Barring perhaps the SBI, the rest simply aren’t good enough. Their cost structure is perhaps the single most important determinant of monetary policy, because interest rates are kept high to keep them from making bigger losses.”

Overall, the book is a great shortcut to buttress your knowledge and understanding if you’re a student of the Indian financial system, or have no stomach for academic tomes on the subject.

The one complaint I have with the book is that it is a little too kind to RBI as an institution. True, it is sometimes described as impotent and there’s pithy criticism reserved for some of its governors. But in chronicling the many battles between the governments of the day and the RBI, the book does convey the impression that RBI is mostly, if not always, the good guy. ■

Affordable Dialysis at a Rotary Hospital

V Muthukumaran



From left: GH Induction India MD R V Chari, DG Natarajan Nagoji, GH Induction India Vice Chair V R Chari, PRID P T Prabhakar and RCMC President Manoj Rajan.

The Rotary Central Margaret Sidney Hospital (RCMSH) epitomises Rotary’s motto of Service above Self, says PRID P T Prabhakar. With the addition of a new dialysis centre, set up at a cost of Rs 38 lakh, the hospital run by RC Madras Central, D 3230, since 1982, has reached another milestone in providing subsidised healthcare to people, with services to the poor being free. With four dialysis units and support equipment, the new facility was donated by VR Chari, vice-chairman, GH Induction India. The hospital charges Rs 1,100 for a dialysis session, against over Rs 2,500 in private hospitals. Recalling his association with the hospital since

the club took charge of it, Prabhakar said, “This hospital, along with the VHS blood bank, are two signature humanitarian projects run by the club and great examples of *Rotary Serving Humanity*.” What began as a small dispensary on a 100 sq ft area in the 1970s has now become a full-fledged multi-specialty hospital.

DG Natarajan Nagoji commended the “tremendous job” done by the club over the years to upgrade its multi-specialty services and patient care. “Dialysis is a continuous process and the new facility will be of great help to the poor.” Prabhakar invited VR Chari and his son RV Chari to join Rotary to extend their philanthropy to a larger society.

Subsidised healthcare

The 25-bed hospital extends free services to 6,000 people out of 40,000 out-patients it receives annually, said Rtn Vijay Chordia, Hospital Chairman.

Renovated at a cost of Rs 1 crore, the hospital is run on donations.

Picture by V Muthukumaran

This hospital, along with the VHS blood bank, are great examples of *Rotary Serving Humanity*.

PRID P T Prabhakar



Shekhar Mehta
Chair, RILM



Literacy Focus

Aiming for Total Literacy & Quality Education



School Survey Campaign

The cause of education has received the highest CSR funding from corporate companies says a recent report. With RILM's TEACH programmes becoming popular with the corporate world, companies will now be interested to focus their philanthropic activities for developing infrastructure in schools. They will require the names of the schools.

RILM launched the School Survey campaign in February where Rotary clubs across the country conducted a survey of Government, Zilla Parishad and Municipal schools that would need support. This way a reservoir of data is created for corporates to choose from. RILM has received 800 survey

reports from all over India. Besides helping the clubs in their future projects, this survey will also give them hands-on-experience about working with schools at the grassroots level.

Rotary clubs can follow these steps to participate in conducting the school survey:

- Print the R1.1 form (Comprehensive School Survey Form) from the Resources section of the Member Zone in www.rotaryteach.org.
- Identify at least five schools and seek permission from the school authority to conduct the survey.
- Visit the schools and speak to the school authority and fill up the form.

- Visit www.rotaryteach.org, and click on the 'School Survey' tab at the Member Zone.
- Login in by signing up as a new user.
- Click on the 'Add School' option and fill up the form which will be in five segments. You can edit the form until you click submit which is at the end of the fifth segment. Once submitted, it cannot be edited.
- To fill up the next form, click on the 'Add School' option again.

Diksha

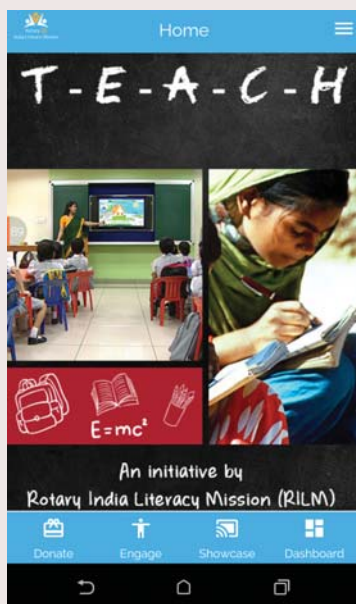
Every year the National Institute of Open Schooling (NIOS) in collaboration with National Literacy Mission Authority conducts examination for adult learners during March and August; 370 learners from D 3291 and 47 learners from D 3060 appeared for the exam in March after attending the Swabhimaan Centres started by RILM in collaboration with various NGOs and RCCs under the Adult Literacy programme in various locations. They were trained in basic literacy and numeracy and also attended workshops on topics such as health and sanitation, environmental awareness, governmental schemes, etc.

TEACH orientation for 2017-18

A continuous training programme is the key to its smooth execution at the Rotary district level. IGNITE is a two-day intensive training workshop organised for Rotary and Inner Wheel leaders to build their capacities so



PDG Ranjan Dhingra (right) exchanging an MoU with the National Trust, on behalf of RILM.



The home page of the TEACH App.

that they can motivate and train the district-level delegates working with them in the Rotary Districts across the country. This centralised workshop is followed by a series of training at various RI Districts:

Level 1 Training, organised by April 15 each year, is for senior district leadership (District Governors, District Literacy Committee Chairs)

Level 2 Training, organised by May 15, is for club leadership (Club Presidents and Club Literacy Committee Chairs)

Level 3 Training, organised between June 1 and August 31 every year, follows a seminar style and is for all Rotarians.

These training meets are platforms for fruitful discussions on implementation, goal setting and understanding roles and responsibilities of the different rungs of functionaries.

RILM joins hands with National Trust

PDG Ranjan Dhingra, on behalf of RILM, signed an MoU with the National Trust, Ministry of Social Justice and Empowerment, to spread awareness on Autism in the presence of Union Minister of Social Justice and Empowerment Thaawarchand Gehlot, along with Ministers of State Krishan Pal Gurjar and Ramdas Athawale, at the Vigyan Bhavan.

Training science teachers

The Royal Society of Chemistry has agreed to provide teacher training for RILM and enhance the skills and knowledge of Indian science teachers.

Highly skilled Teacher Developers train science teachers and equip them with specialised knowledge in advanced learning techniques. They will provide two-day training, along with resource materials and certificates, free of cost. The remuneration and travel of the Teacher Developers will be borne by the Society. Rotary clubs will have to take care of their local hospitality including food, accommodation and local conveyance. In D 3160, the Society has trained nearly 2,000 teachers.

RILM calls for volunteers for Asha Kiran

Have you downloaded the TEACH App yet? If not, do it now. Go to Play Store and download 'TEACH by RILM'. Click on 'Engage' on the home page and register yourself as a TEACH volunteer. Currently we need volunteers to train the teachers of the Asha Kiran centres. The training would focus on classroom management skills of the teachers teaching Hindi, English, Bengali and Mathematics to the children enrolled in an Asha Kiran Centre.

We need volunteers mostly from Bihar, West Bengal, Uttar Pradesh, Rajasthan, Odisha, Delhi and Madhya Pradesh.

Monitor the progress of your Asha Kiran child

Approximately 27,000 donors have been tagged for long now. Have you seen the progress of the Asha Kiran child you sponsored? If not, then please visit www.rotaryteach.org and follow these three simple steps. You will be happy to know about the success of your child.

Click on 'My Asha Kiran Child'

If you have already registered your E-mail id and created password, then you can directly 'log in'. If not, click on 'Search' option to find your name in the list; then you can sign up and register.

You can view the accomplishment of your sponsored child. ■



Adult learners write the NIOS exam at Bharuch.



Join us at the Traditional South Asia Reception

at Rotary Convention, Atlanta, USA

Message from RI President John Germ

Dear fellow Rotarians,
I am glad to hear you are organising a South Asian Reception on June 10 during the 2017 Rotary Convention. Judy and I will be glad to join you at this special event, which is a great opportunity for Rotarians to come together for fellowship and inspiration.

This is also a truly significant year, as we are celebrating our Foundation's Centennial. What started with a \$26.50 donation has grown into a Foundation that has spent over \$3 billion on programmes and projects to make a difference throughout the world. We've done so much good in the first 100 years of our Foundation, imagine what we can do in another 100.

Now is the time to capitalise on our success and to move Rotary forward to be an even greater force for good in the world. If we work together, we can show the world that Rotary is made up of dedicated individuals who work together to accomplish great things.

Our founder Paul Harris once wrote, "Individual effort may be turned to individual needs, but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation." Through our Foundation, Rotarians have been able to combine resources to provide extraordinary service to local and global communities.

We look forward to seeing you in Atlanta. Because of you, we will be able to continue to accomplish so much more. Your support is what enables us all to be part of *Rotary Serving Humanity*.



Message from TRF Trustee Chair Kalyan Banerjee



I hope you are all coming to the South Asian Reception to be held at the OMNI Hotel and Resorts on the 10th of June, 2017.

It will be an occasion to cherish as our Rotary Foundation celebrates its 100th anniversary and Indian Rotarians rise high to become the second largest supporters of our Foundation.

It will be once in a lifetime opportunity to celebrate together and Director Manoj and Lady Sharmishtha and his colleagues have planned a special occasion.

It will be an occasion you just can't afford to miss.

See you at the South Asia Reception in Atlanta.



Message from RI Director Manoj Desai



My Dear Friends,
I would like to convey my sincere thanks to you for registering for the Atlanta Convention. The number has gone up several times more than what was expected. It is praiseworthy because each Convention showcases great internationality and excellent Rotary

speakers. It is awe-inspiring always.

The South Asia Reception will be held on June 10 from 6 pm to 9 pm at the official venue, Hotel OMNI CNN, adjoining the Convention Centre. Chairman Ranjan Dhingra and co-chairs Dr John Daniel and Dr Vinay Kumar are working hard to live up to the raised expectations after the grand success of the DDZI and Chennai Literacy Summit this year. I am pretty sure those who attended the South Asia Reception at Seoul would not like to miss the opportunity. It is time to connect again and celebrate the Centennial Year.

I have received confirmation from RI President John Germ and Lady Judy, Trustee Chair Kalyan Banerjee and Binotaben, RI President-elect Ian Riseley and Lady Juliet, and other dignitaries including the Board Members and Trustees.

I request you to register early as the capacity of the hall is just 450 and we do not want to disappoint anyone at the last moment.

We have chosen the evening before the Convention so that everyone can unwind and be ready for the big event the next day.

Message from South Asia Reception Chairman Ranjan Dhingra



Dear Rotary Leaders,
Greetings from South Asian Reception!
On behalf of Convener RI Director Dr Manoj Desai and his gracious spouse Dr Sharmishtha, it is a great pleasure and privilege for Anjali and me, alongwith Co-chairs Dr John Daniel and Dr Meera and Dr Vinay Kumar Pai Raikar to welcome you to the South Asian Reception being held at the OMNI Hotels and Resorts, Atlanta, on June 10 at 6 pm.

Some of you have already registered for this mega event and the response to the South Asian Reception is overwhelming. As the capacity of the hall is just 450, our sincere request is to get yourself registered immediately, in order to avoid last minute disappointment.

Looking forward to welcoming you at OMNI Hotels and Resorts, Atlanta on June 10 at 6 pm to celebrate 100 years of The Rotary Foundation in true traditional South Asian style.

Venue

OMNI HOTELS & RESORTS

Grand Ball Room
Atlanta | CNN Center
100 CNN Center, Atlanta, GA 30303
PHONE: (404) 6590000

Registration Fees:

INR 5,500 per person/US \$80

Payment Details:

Ranjan Dhingra, Yes Bank
Green Park, New Delhi
A/c. No. 012790700000893
IFSC Code: YESB0000055



**TCA Srinivasa
Raghavan**

Low performance, high reward

On the day this year's IPL started the anchor asked Sunil Gavaskar: who were more important in the T20 format, batsmen or bowlers? Gavaskar said batsmen because they could play for 20 overs while bowlers could play only for four.

He also pointed down to the four players who had just been honoured. "All are batsmen," he said, "which proves my point."

Gavaskar was a batsman and his bias is understandable. But had he been an economist, like I am, he would have immediately seen that it is the bowlers who get the better deal.

He would also have ignored the fact that they work so hard and are humiliated even by mediocre batsmen who hit them for sixes even of perfectly good balls. And he would not have ignored the fact that although in absolute terms the batsmen get paid more, in the effort-reward ratio it is the bowlers who do better.

The basic economics fact is that bowlers are the winners because this effort-reward ratio is heavily skewed in their favour.

Thus, typically, if a bowler manages to play 100 T20 matches over his career, he is expected to bowl only 400 overs and can expect to earn at least Rs 1 crore for bowling just those 400 overs. Yes, that's all, just 400 overs.

Nor is there any requirement that he should take any wickets, whereas a batsman is expected to score at least one run. In contrast all that a bowler has to do in his quota of 24 balls per match is to bowl 10 or 11 dot balls off.

Less effort, more money

In other words, a bowler earns merely by being in the team. Nothing else is needed. He just needs to keep it tight by bowling stump-to-stump which is the equivalent of batsmen taking only singles.

Not just that: for a bowler conceding 28 runs in four overs without taking a wicket is regarded as a good performance. Compare that to what is expected of a batsman and you get the picture. Batsmen have to score runs at the rate of at least two per ball over half a dozen matches if they want to remain in the team.

**If a bowler manages to play 100
T20 matches over his career, he is
expected to bowl only 400 overs and
can expect to earn at least Rs 1 crore
for bowling just those 400 overs.**



Viewers go to see runs scored and no one really cares if a bowler gets bashed without taking wickets. Nor does anyone remember a good ball or a great bowling spell.



The bar is kept very low for bowlers in other terms as well because viewers go to see runs scored and no one really cares if a bowler gets bashed without taking wickets. Nor does anyone remember a good ball or a great bowling spell. After all, how great can it be in just 24 balls?

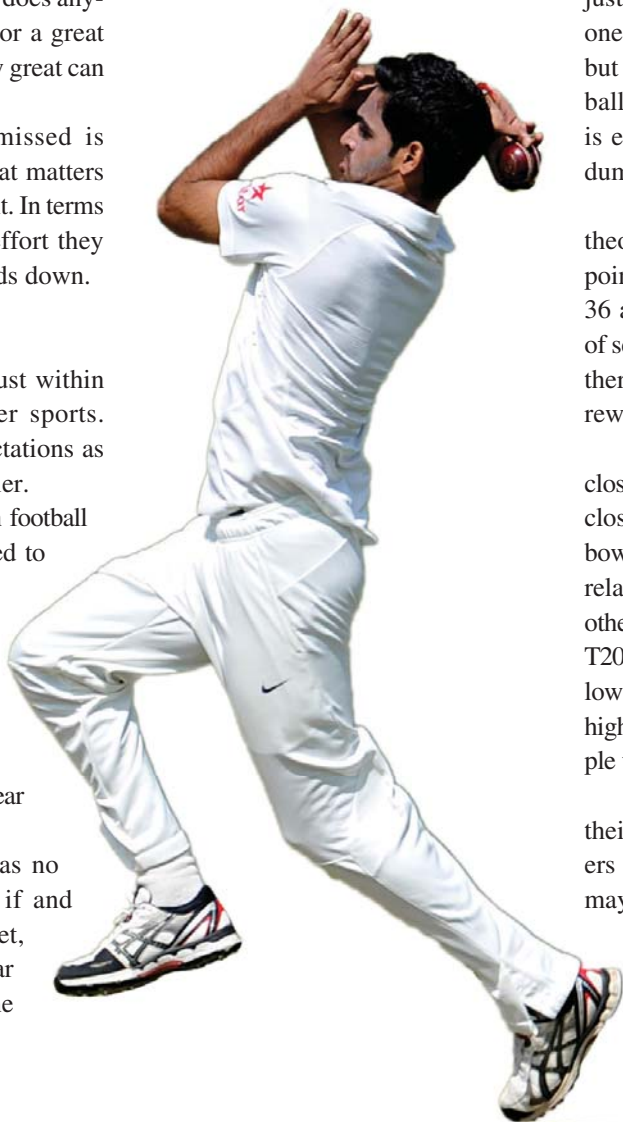
The point Gavaskar missed is simple: it is productivity that matters whichever way we measure it. In terms of what they earn for the effort they put in, the bowlers win hands down.

Other sports

The contrast is sharp not just within cricket but also with other sports. Nowhere else are the expectations as low as they are from a bowler.

Arguably, goalkeepers in football and hockey can be compared to the bowlers. Theoretically, it is possible in both games for them to do nothing but just stand there and earn a lot of money. The other 10 players could and do ensure that the ball goes nowhere near their goalpost.

True, that the goalie has no one but himself to blame if and when things go wrong. Yet, his rewards are nowhere near those of a bowler although the



near-monopoly over preventing defeat should fetch him much higher rewards.

Even in basketball, where there are just five players on each side, it might just be possible, at least in theory, for one player on each side to do nothing but run up and down and not touch the ball even once. But that is not what is expected of them. They would be dumped soon.

In tennis, it is possible, again in theory, for a match to be over in 72 points. This would happen if there are 36 aces and 36 un-returnable returns of service. But the effort level required there would be so great as to make the reward come close to infinity.

No T20 bowler comes anywhere close in terms of effort but gets pretty close to it in terms of reward. A T20 bowler's returns are almost infinite in relation to his productivity. The only other profession that resembles that of T20 bowlers is the Indian bureaucracy — low performance expectations and very high rewards. That is why so many people want to work for the government.

The moral: all parents should ask their sons and daughters to be bowlers instead of batsmen. The glamour may lie in batting but the money is in bowling.

Designed by N Krishnamurthy

Beware of fat-burning myth

Sheela Nambiar

The concept of weight loss and fitness is shrouded with several myths and misconceptions, the most common one being eating certain foods that will burn fat.

Some of the miracle foods that have been frequently listed are lime juice, honey, green tea, spices such as cumin and cinnamon, grapefruit, cucumber, yoghurt, garlic, quinoa and oatmeal.

But the truth is these foods will not burn fat. For fat to be ‘burnt’ it has to be used as fuel. Increasing expenditure of energy by moving and exercising more is the only way to use fat as fuel.

Simply eating a certain kind of food will not achieve the same results. Some ingredients like caffeine, spices, garlic, etc increase the metabolism of the body for a brief period of time following consumption and can lead to a temporary, marginal increase in calorie burn. All foods, when consumed, will require a certain amount of energy for digestion. This

is called the ‘thermic effect’ of food. Some foods have a greater thermic effect than others. Protein, for instance, has a higher thermic effect than a simple carbohydrate. Digesting protein burns more calories than digesting simple carbs. Just consuming these foods however does not

lead to any significant fat loss. There is absolutely no evidence to prove this myth.

However, all the above foods can be beneficial to the body. They have some key nutrients that are important for proper functioning of the body and keep your digestive tract healthy by improving the gut microbes.

Moreover, consuming such foods may also indirectly help in cutting down nutrient-poor foods. For example, drinking lime juice early in the morning is great especially in hot weather. Though it does not have the ability to miraculously burn fat, it could limit your intake of tea and

coffee with added sugar and thereby cut calories.

Green tea has beneficial antioxidants called catechins which are known to lower blood pressure and cholesterol and improve brain and heart health.

If you ate only grapefruit all day, there is a good chance of losing weight. This however is not the miraculous property of the fruit, but the general decrease in calorie intake.

When eaten as part of a healthy balanced diet, these foods provide great health benefits and help in weight loss if they can prevent you from indulging in processed fast foods with additives, flavourings and sugar.

Big companies that produce and market ‘fat-burning food’ have mastered the art of advertising and selling. The psychology used is an offer of a convenient solution for something that we desire deeply — to lose fat — packaged and marketed beautifully.

Take green tea for instance, the chances of buying a tin of expensive green tea is certainly more if it says “helps burn fat” on its packing, as opposed to “helps improve brain and heart health”. Just losing pounds is good enough! We can be slim with Alzheimer’s!

Diets that include ‘fat burning’ foods are numerous and impressive. That particular combination of exactly 1½ tsp of honey with lime juice, using



The chances of buying a tin of expensive green tea is certainly more if it says “helps burn fat” on its packing, as opposed to “helps improve brain and heart health”.

the juice of just 2 limes, will help you lose weight is too attractive to ignore.

We prefer to believe in these miracle solutions especially when it comes to weight/fat. It suits us to think that something beyond our control has led to our weight gain and we need something extraordinary to help us get rid of the excess baggage.

I would suggest however that instead of focusing on weight alone, improving health and fitness levels by incorporating a regular, sound exercise programme, focusing on



healthy balanced diet, including the fat burning foods, along with proper management of stress, sleep and relationships, will most certainly bring better, long lasting results.

Our obsession with fat, weight, size and appearance at the cost of neglecting deeper health issues has only compounded the problem of obesity and illness.

Food companies have capitalised on this anxiety by selling products that claim to help us lose weight at a drastic speed or provide 'low fat'

versions of your favourite foods which are devoid of nutrients and instead supplemented with all kinds of additives to keep us addicted. The Internet is rife with products such as the latest berry or herb from some exotic, remote part of the world that claims you will drop five sizes.

The long-term complications of fad diets, eating certain foods exclusively or eliminating whole food groups, are numerous. Let us not be victims of these marketing strategies at the expense of our well-being and instead think sensibly about fitness and wellness by including simple solutions like regular exercise and healthy eating habits.

The author, an Obstetrician and Gynaecologist, is a Fitness & Lifestyle Consultant, and has published two books: Get Size Wise; Gain to Lose. Website: drsheelanambiar.com



A collaboration for better health

Team Rotary News

Rotary District 3110 represented by DG Ravi Mehra and the Indian Medical Association (IMA) represented by its President for the Uttar Pradesh chapter Dr Vinay Gupta, and Uttarakhand chapter Dr T S Rautela, signed an MoU to promote routine immunisation for children under 12 and help build toilets to prevent open defecation.

While Rotary will be advocating immunisation among villagers, the

basic infrastructure will be provided by IMA. "Routine immunisation is very important for the health and well-being of a child. Even if the government is providing all these vaccines free of cost through State-run health centres, awareness is a major problem among rural population," said Mehra.

Rotary clubs in the District will build 162 toilets in the first phase in schools and residences in the region. Rotarians



DG Ravi Mehra (left) and IMA Uttarakhand President T S Rautela exchange agreements in the presence of IMA Secretary General R N Tandon and PDG I S Tomer (centre).

will train locals to use toilets and promote the various aspects of WinS. Organising health camps in villages will also be taken up regularly by the clubs jointly with IMA.

To enhance Rotary's visibility among the public, a human chain, depicting the Rotary emblem, with

a record 3,333 members comprising Rotarians, Rotaractors, Interactors and Inner Wheel members, was formed. This feat created a world record for the highest number of members forming the human chain beating the earlier record of 2,367 members by the Red Cross. ■



Cashew nut hanging from the still unripe cashew apple.

GOA: Cashew Trail

Preeti Verma Lal

April is the cruellest month, breeding lilacs out of the dead land.” Poet TS Eliot opened his famous poem *The Wasteland*. Had Eliot spent a summer in Goa, he would have never called April cruel. It is in April that the Goan air gets laden with the whiff of all-things cashew. Tall cashew trees burdened with red, orange, yellow cashew apples. Apples with a sole nut hanging precariously at the end of the swollen stalk. Raw cashew nuts sun

Below: Iconic cartoonist Mario Miranda drew the sketch for the Lembranca feni bottle — this is the only one he did for a feni bottle.



That day in Goa, I donned a million cashew roles — a cashew picker, an apple stomper, a feni distiller, a nut cracker and a cashew chef.

dried, drum roasted, oil bath roasted or steamed and graded as scorched wholes, white wholes, dessert wholes, butts, splits, baby bits. Cashew juice simmering in copper vats to metamorphose into the heady *feni* and *urak*. Cashew in the kitchen. Cashew in the spa. There's cashew everywhere. Everything else is redundant. Obsolete.

One balmy April day, I decided to find the legend of cashew. A tree that was brought into Goa by the Portuguese nearly 500 years ago. A tree that originated in Brazil and has pistachio and poison ivy as distant cousins. That day in Goa, I decided to don a million cashew roles — a cashew picker, an apple stomper, a feni distiller, a nut cracker, cashew chef... I sure could not scour the country's smallest State for cashew narrative. So, I signed up for Cashew Trail, an annual tell-all, know-all one-of-its-kind cashew event hosted — and trademarked — by Park Hyatt Goa Resort & Spa.

First, the cashew apples. In the cashew farm of Cedric and Mac Vaz, I first picked the apple-picking rule. Never pluck the fruit off the bough. Always pick the fallen cashew apples. I took a stick with a nail end and fumbled with the apples that get easily bruised. Cashew apples are considered a delicacy in Brazil. To know that cashew-craziness, I chewed into a fresh red fruit. It is gooey, juicy, sweet with an alluring hint of wooziness. The next step: de-seed the apple, set the nuts aside and throw the fruits in a rock pit and stomp on them



Virgin cashew nut oil is used for cracked heels.

barefoot to get the juices flowing. Not daunted by the idea of an impromptu cashew juice pedicure, I rolled up my dungaree, jumped into the pit, held a rope and stomped and stomped; the juice trickling into an earthen pot.

Under the April Goan sun, with my feet glistening with cashew apple juice, I sat by colossal copper stills sealed with anthill clay in which cashew apple juice is simmered. As the cashew apple juice vapour swirled out of a thick hose, Cedric Vaz of Madame Rosa Distillery explained the feni-making process. Exactly 90 litres of cashew apple juice can

produce 30 litres of *urak*. Ferment more. Do mathematics. Divide by 3. That's feni, an alcoholic drink that was listed by *Time* magazine as one of the world's Top 10 Ridiculously Strong Drinks. *Time* might describe feni as ridiculously strong but Goans swear by feni as the antidote to all ailments — fever, worms, common cold, tooth ache, sore gums. For the Goans, feni is an apothecary.

Interestingly, the Cashew Trail is not a dreary jaunt into history. During the eight-day event, a lot happens around cashew. I stepped into the kitchen with Chef Franco



The goodness of **cashew**



- Cashew nut is certainly not fat-less but it contains 'good' and not 'bad' fat.
- It is a useful source of proteins and minerals such as iron, copper, manganese and phosphorous.
- The presence of copper in cashew makes it a popular antioxidant.
- Cashew apple helps reduce blood sugar and hypertension.
- The cashew nut oil is the perfect antidote for cracked heels and fungal infections as it contains iron and phosphorus that help in healing.
- You can make a cashew nut face mask at home by blending dry cashew nuts with a few almonds.





Cashew fruit crushing by feet.

The cashew was everywhere; basting on my skin, loaded on the meal plate, toe nails gleaming with fresh cashew apple stomping pedicure, and cashew twig caught in the seams of my dungaree.

Canzano who roasts, braises, breaks, tosses, dresses the cashew nuts to turn them into scrumptious things. All with the twirl of a ladle. Cashew Alle Belle parfait. Cashew and curry leaf pesto for linguini pasta. Mongolian cashew curry. Cashew stuffed in filo served with feni anglaise. Cashew jam. Cashew/mango chutney. Cashew marinade for a chicken dish. Cashew dip made of cashew paste, cream cheese and condiments.

To partake in the cashew-themed brunch, we walked into the forest where on a wooden palanquin sat a stout Big Boss. A glass bottle full to the gill with 45 litres of Big Boss feni ready to be auctioned for a charitable cause. There we saw a deft rendering of a Goan tavern etched in ink on a bottle of feni, the first and only sketch iconic cartoonist Mario Miranda has ever done for a feni label. Drawn more than a decade ago, Miranda's drawing now adorns

the bottle of Lembranca, Madame Rosa Distillery's feni brand which is a traditional copper-pot distilled feni charcoal filtered for smoothness and blended with oak barrel-aged feni.

Next I had a cashew kernel scrub to scrape off dead skin and grime; after this pure cashew nut paste was slathered over the entire body and then cling-wrapped for 20 minutes. After a steam bath, a gentle massage with cashew nut virgin oil. That's 120 minutes of cashew overload ending with a glass of cashew nectar.

At the Cashew Trail, cashew was everywhere. Basting on my skin, loaded on the meal plate, toe nails gleaming with fresh cashew apple stomping pedicure, and cashew twig caught in the seams of my dungaree. Even though a teetotaler, I came away tipsy with the whiff of cashew apple.

Pictures by Preeti Verma Lal
Designed by Krishnapratheesh S

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District Wise TRF Contributions as on March 2017

(in US Dollars)

District Number	APF	PolioPlus*	Other Restricted	Endowment Fund	Total Contributions
India					
2981	1,86,643	12,397	0	0	1,99,041
2982	34,776	13,948	0	0	48,724
3000	1,74,999	0	69,105	57,882	3,01,986
3011	9,58,086	2,399	3,183	35,373	9,99,041
3012	1,80,846	2,430	40,381	6,000	2,29,658
3020	29,890	12,985	0	99,114	1,41,988
3030	47,548	0	(42,761)	(8,825)	(4,038)
3040	1,897	29	23,303	0	25,229
3051	10,846	27	0	0	10,872
3052	(24,025)	0	53,175	0	29,150
3053	1,639	0	0	0	1,639
3060	1,01,918	175	25,075	58,351	1,85,518
3070	69,416	1,368	6,191	0	76,976
3080	41,931	21,511	1,34,144	25,833	2,23,419
3090	39,683	0	0	0	39,683
3110	36,657	26,815	0	0	63,472
3120	30,892	149	30,000	0	61,041
3131	2,71,926	29,197	2,56,183	1,24,955	6,82,262
3132	45,989	3,007	16,877	0	65,872
3141	6,72,622	24,174	3,00,448	25,699	10,22,943
3142	1,30,518	100	5,250	2,000	1,37,868
3150	1,63,852	16,360	65,982	97,585	3,43,779
3160	84,056	2,198	3,000	0	89,254
3170	81,566	16,154	1,762	58,735	1,58,217
3181	1,73,375	4,118	27,261	0	2,04,754
3182	55,262	2,476	6,043	35,373	99,153
3190	1,26,096	(10,138)	1,73,724	74	2,89,755
3201	55,820	1,964	77,994	0	1,35,778
3202	33,574	1,419	0	0	34,993
3211	64,661	1,015	1,400	18,015	85,091
3212	80,849	1,600	49,265	1,000	1,32,714
3230	1,85,577	4,549	64,676	24,525	2,79,327
3240	92,295	7,677	0	2,866	1,02,838
3250	16,153	0	722	0	16,875
3261	13,134	100	0	0	13,234
3262	87,255	5,608	1,22,126	2,000	2,16,989
3291	1,03,689	2,800	73,765	9,875	1,90,129
India Total	44,68,834	2,08,611	15,88,275	6,76,430	69,42,150
3220 Sri Lanka	49,537	25	705	11,068	61,335
3271 Pakistan	61,008	1,11,337	20,011	100	1,92,456
3272 Pakistan	88,020	24,505	0	4,000	1,16,526
3281 Bangladesh	1,66,199	7,413	28,551	7,000	2,09,162
3282 Bangladesh	48,480	1,463	0	2,000	51,943
3292 Nepal	3,10,830	1,421	1,66,561	0	4,78,812
South Asia Total	51,92,907	3,54,775	18,04,104	7,00,598	80,52,384
World Total	9,00,39,636	1,96,35,091	93,15,240	1,87,54,349	13,77,44,316

* Excludes Bill and Melinda Gates Foundation.

Source: RI South Asia Office



RC Mannargudi Midtown — D 2981

A general medical camp at Melathiruppalakkudi village was organised by the club. Of the 600 people screened, 200 patients were diagnosed for specific disorders. The camp was held jointly with the Thanjavur Meenatchi Hospital. A dermatology camp was held for the students of the SBA Matric School in the town.

RC Bhopal Hills — D 3040

Four hundred children of the Gandhinagar Nayi Basti in Bhopal were given polio drops on the National Immunisation Day. Club President Anil Agarwal and his team urged the parents to regularly bring their children for polio immunisation and gave gifts to the children.



RC Ahmedabad West — D 3051

The club distributed sanitary pads to 300 girl students in six municipal schools as part of 'Project Dignity', through which it aims to cover all the 445 municipal schools in the city at an overall cost of Rs 45-50 lakh. Nine million adolescent girls miss a week of school every month, for lack of sanitary pads, says Club President Rakesh Bhargava.



RC Gwalior Galav — D 3053

The club organised *Vastra Vitran Karyakram* (cloth distribution) in Kaser village and distributed woollen clothes to nearly 400 people to keep them warm during the winter months. This project was implemented at the onset of winter. The Rotarians also advised the villagers to keep their surroundings clean for healthy life.

Matters

RC Amritsar Aastha — D 3070

The Rotarians gave a pep talk to the students of Gurukul Sanstha in the city to pursue education despite all odds and distributed stationery, school bags and caps to them.



RC Karnal Midtown — D 3080

Nearly 150 schoolchildren took part in a cycle rally organised by the club in association with the Millenium Schools and Firefox Cycles. The rally highlighted the themes — Save environment and Be healthy and happy. Project Chairman KK Gambhir encouraged the participants to adopt cycling as a healthy exercise.



RC Rajpura Greater — D 3090

The club solemnised the wedding of 12 couples from poor families. PDG Vijay Gupta and DGN Rajiv Garg presided over the ceremony. Besides providing sumptuous breakfast and lunch to the guests, the club gifted utility items to the newly-wed couples.



RC Thane Skyline — D 3142

The club distributed white canes and jute shopping bags to the 275 visually-challenged members of Andha Apang Pragati Samiti at Thane.



RC Rayachoty — D 3160

Rtn Koppala Nagi Reddy gifted sarees and dhotis to 50 elderly people at Vruddashramam, an old age home near Chitlur village, Andhra Pradesh. The club members interacted with the inmates at the home.



Rotary E-club Belgaum — D 3170

The club is performing polio corrective surgeries at Belgaum with a global grant of \$46,750 and supported by three overseas districts in the US, Australia and New Zealand. Club member Dr Anil Patil has treated 11 polio victims out of the target 50 patients.



RC Bangalore Lakeside — D 3190

The club sponsored a portable Echocardiogram machine to Fortis Hospital for early detection and diagnosis of congenital heart disease among children. Regular screening camps are organised by the club jointly with Aishwarya Trust. The funds for this hi-tech equipment was arranged through a Global Grant from TRF.

RC Kizhakkambalam — D 3201

A new house built at a cost of Rs 8 lakh was given to a homeless family of an old mother and her 22-year-old daughter who was mentally-ill. The new home was handed over to them by DG Prakash Chandran.



RC Udumalpet — D 3202

The club along with its Inner Wheel members and Rotaractors donated uniforms to 66 women sweepers of the municipality. The uniforms were sponsored by Rotarians K Balasundaram, T Sivakumar, M Jayakumar and Muruganandhan.



RC Madras Midtown — D 3230

Rotary Rural Run was organised at Gummidipoondi taluk in which over 1,000 people participated. It was a mini-marathon aimed to promote sports and fitness, identify talents and fight lifestyle diseases.



Matters



RC Chanchal — D 3240

The club inaugurated a handwash station on the campus of Kasturba Gandhi Balika Vidyashram in Malda district of West Bengal as part of the WinS project. The students were given a number of toiletries for adopting hygienic practices.



RC Raipur — D 3261

The club set up an adult literacy centre in Baktara village near Raipur, in partnership with the State Resource Centre. A computer and an LCD projector were also given to promote digital awareness in the village.



RC Berhampur — D 3262

Young Artist, a drawing and painting competition on the theme of *Swachh Bharat - Swachh Vidyalaya*, organised by the club, saw the participation of over 300 students. The event was conceived to create awareness on WinS programme among schoolchildren.



RC Purulia — D 3291

Two homeopathy camps were held at Sonathali village in Purulia district in which 52 patients were examined and provided free medicines. A total of 13 camps were organised so far this year and 650 patients were treated free of cost by Dr Prasenjit Sengupta.



Rotaract Club of Newroad Pokhara — D 3292

A nine-day inter-club Youth Exchange programme was organised by the Rotaract Club to coincide with its ninth District conference. It was a hectic schedule with daily visits to schools, tourist spots and heritage centres. The participants felt happy interacting with the community and striking new bonds of friendship.

Compiled by V Muthukumaran
Designed by L Gunasekaran



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Rotary at a glance

Rotarians : 12,33,283

Clubs : 35,529

Districts : 534

Rotaractors : 2,33,312*

Clubs : 10,144*

Interactors : 4,95,857*

Clubs : 21,559*

RCC members: 2,16,315*

RCC : 9,405*

* As on April 3, 2017

Membership in India, Sri Lanka, Pakistan, Bangladesh, Nepal, Bhutan and Maldives

As on April 1, 2017

RI Zone	RI District	Rotary Clubs	No of Rotarians	Women Rotarians	Rotaract	Interact	RCC
5	2981	109	4,491	190	55	217	171
5	2982	65	2,881	83	55	109	41
5	3000	119	5,286	439	236	538	112
4	3011	72	3,183	578	45	99	28
4	3012	86	3,627	771	62	113	54
5	3020	85	4,289	216	108	452	351
4	3030	99	5,452	689	71	264	156
4	3040	90	2,160	251	51	109	135
4	3051	66	2,489	189	47	146	335
4	3052	61	3,899	901	39	142	132
4	3053	66	2,584	398	16	34	93
4	3060	98	4,072	396	58	111	126
4	3070	108	3,192	286	66	152	54
4	3080	76	3,310	194	62	207	106
4	3090	79	2,121	75	33	36	122
4	3100*	71	1,714	70	10	71	146
6	3110	111	3,862	200	52	49	95
6	3120	74	2,982	289	36	50	50
4	3131	125	5,392	988	85	258	70
4	3132	95	4,088	417	58	147	120
4	3141	85	5,278	1017	101	238	86
4	3142	78	2,984	423	60	180	65
5	3150	97	3,503	336	90	221	108
5	3160	66	2,342	107	20	44	81
5	3170	128	5,585	361	50	280	159
5	3181	69	3,161	214	28	167	102
5	3182	79	3,398	261	25	265	91
5	3190	147	5,770	690	130	335	48
5	3201	139	5,181	309	91	117	46
5	3202	130	5,016	245	92	419	40
5	3211	134	4,372	244	11	80	121
5	3212	95	3,885	205	105	254	126
5	3220	70	1,943	246	79	190	75
5	3230	147	6,239	528	168	455	311
6	3240	87	3,048	349	57	142	141
6	3250	98	3,718	620	34	197	173
6	3261	70	2,350	227	15	100	42
6	3262	86	3,229	379	41	71	73
6	3271	71	1,369	197	43	16	13
6	3272	135	2,715	446	36	36	36
6	3281	195	5,697	770	220	79	184
6	3282	127	3,611	265	123	31	40
6	3291	148	3,878	667	63	126	570
6	3292	115	4,438	654	110	106	104
Total		4,351	1,63,784	17,380	3,037	7,453	5,332

*Non-districted

Source: RI South Asia Office



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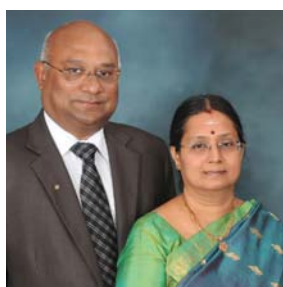


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