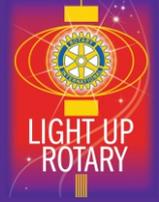




North Club News

BULLETIN OF THE ROTARY CLUB TRIVANDRUM NORTH

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Secretary: Rtn. PP. PHF. G. Muraleedharan Pillai

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MARCH – LITERACY MONTH

The month of March provides each of us with an opportunity to reflect on Rotary's accomplishments. It is during this month that we pause to recognize World Rotaract Week, International Women's Day, World Water Day, and Literacy Month - all significant reminders of the good that Rotarians have done worldwide.

Rotary and Literacy

In 1985, Rotary declared basic literacy to be a pre-condition to the development of peace. Through this organizational emphasis, more than half the world's 34,000 Rotary clubs address the full range of literacy and mathematical challenges for primary, vocational, and adult learners as well as teacher training. Many Rotary club members promote what is termed "lighthouse" literacy projects – which utilize the Concentrated Language Encounter method (CLE) – those that can be replicated easily, thereby increasing the scope of their impact. Many adults in both the developed and developing world lack the skills they need to hold a job or perform basic tasks required by everyday life. The hardships caused by illiteracy, from the difficulty in finding employment to the constant pressure to cover it up, often lead to a host of other problems. Because girls do not have access to education in many parts of the world, the illiteracy rate among women exceeds that of men. Studies of illiteracy rates in low-income countries have shown a 20 percent difference between the genders.

The issues are myriad: a scarcity of schools and learning materials, insufficient government spending on education, and cultural stigmas that limit education for women and girls, to name a few. And the problem goes far beyond the inability to decipher words on a page. In an increasingly complex world, poor reading comprehension condemns adults to the lowest rungs of society.

Rotarians, however, are committed to improving the situation. Rotary clubs worldwide have been carrying out thousands of literacy projects for decades. Basic education and literacy is one of Rotary's areas of focus. The Rotary Foundation promotes education and literacy for all by

- › Ensuring that children have access to quality basic education
- › Reducing gender disparity in education
- › Increasing adult literacy
- › Strengthening the capacity of communities to support basic education and literacy

Rotary wins prestigious Silver Telly for AIDS documentary

A documentary film produced by Rotary's broadcast media department that features Rotary member Marion Bunch and her work to prevent the spread of HIV/AIDS in underprivileged African communities won two 2015 Telly Awards.

The prestigious awards are given annually to the finest film and video productions. Rotary's documentary, "Rotary Family Health Days" received a Silver Telly, the highest honor, in the online video-documentary category, and a Bronze Telly in the online video-branded content and entertainment category. The documentary was shown by the South African Broadcasting Corporation and throughout Africa.

The film documents the tremendous burden HIV/AIDS places on African families and communities. It covers the journeys of two women: South African grandmother Me Maria, who is raising her two grandsons whose parents died of AIDS, and Bunch, from Atlanta, Georgia, USA, who became a global advocate for AIDS prevention and the inspiration for Rotary Family Health Days after she lost her son to the disease.

The Rotary Health Days project, now in its fifth year and supported by Rotary clubs in Africa, has grown to deliver free basic health care, including HIV/AIDS screening and other preventive services, to underserved communities in Ghana, Nigeria, South Africa, and Uganda. It began in 2010, when Ugandan Stephen Mwanje, then governor of District 9211, asked Bunch if the Rotarian group would organize a multisite, comprehensive health event.

The award-winning documentary was a joint project of the public relations and broadcast media staff at Rotary's world headquarters in Evanston, Illinois. In addition to Chudzinski, producer Vivian Fiore, writer/editor Todd Murphy, and executive producer Stephen Guenther worked on the film.

Building Peace



Photo Credit: ©Flo Smith/NurPhoto/Corbis

Rotary Peace Fellows help refugees start over

The number of people forced from their homes by war and conflict has surpassed 50 million for the first time since the end of World War II, when the Office of the United Nations High Commissioner for Refugees was created. Among the nearly 900 fellows who have graduated from the Rotary Peace Centers since the program's inception in 2002 are agents of change working to assist this growing population of refugees.



Partnership with UN Enhances Rotary's Ability to Make a Difference



A panelist makes a point during the 2014 Rotary Day at the United Nations. The event is held every November to celebrate Rotary's relationship with the UN. Photo Credit: Rotary International/Monika Lozinska.

Since the chartering of the United Nations in 1945, Rotary members have taken a keen interest in the organization. Rotary and the UN share many goals, and Rotary enjoys a special consulting status at the UN. Rotary's representatives have worked to deepen its ties to the UN and other organizations around the world, opening doors to collaboration that changes lives.

Bond with the United Nations Enhances Rotary's Visibility and Resources

Ask almost anyone at the United Nations and they will know that Rotary, having helped to spearhead the Global Polio Eradication Initiative, has contributed to the 99 percent worldwide reduction in polio cases since the initiative began.

That recognition is no accident. For the last three decades, a network of Rotary representatives has been strengthening ties with the United Nations, its specialized agencies, and other international organizations like the League of Arab States and the European Union. These connections have enhanced Rotary's global visibility and resource network.

For example, some Rotary representatives met three years ago with staff from the Organization of American States(OAS) to review recommended literacy requirements. That meeting led to representatives briefing the ministers of education for all OAS member countries on an approach to improve reading skills. Ecuador bought into the program and agreed to work with three Rotary districts and eight clubs on a Rotary-funded effort, backed by the OAS, which has been training teachers to meet literacy goals.

"We flew to Ecuador and met with the vice president, who happens to be a Rotarian" says Richard Carson, Rotary's representative to the OAS. "It was a successful project and has been going on for three years now."

"Just by having a presence at the United Nations building and in meetings of [nongovernmental organizations], it's given Rotary much greater credibility," adds Joseph Lauren, the primary representative to the UN in New York.

"We're not just a name you see on a billboard. We have the wherewithal to have people in the field who are out there and who you can meet and say hello to."

Adds Bradley Jenkins, a former Rotary representative to the UN now serving as an adviser: "It is a constant chance for us to coordinate what we are collectively doing. As far as water goes, it's known we have over 8,000 Rotary clubs involved in water projects. We talk about their work pretty frequently at the agency meetings we attend, and of course, we constantly talk about our Rotary Peace Fellows."

Deep Roots

The roots of Rotary's representative network actually predate the formal chartering of the UN after World War II. In 1942, Rotary clubs from 21 nations organized a conference in London attended by ministers of education to develop ideas for advancing education, science, and culture across nations. This meeting was the impetus for what is known today as UNESCO -- the UN Educational, Scientific, and Cultural Organization.

Delegations of Rotary members helped draft the UN Charter in San Francisco in 1945 and gave the organization strong support during its early years, until the Cold War turned it into an ideological battleground. Rotary's participation decreased over the following decades in keeping with its policy against political involvement.

The spark that restored Rotary's interest in the UN was the launch of the campaign to eradicate polio in 1985, and the ensuing partnership with the World Health Organization and UNICEF.

"With the advent of PolioPlus [Rotary's campaign against polio], it became very important to re-establish our presence," says Jenkins.

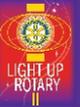
Sylvan Barnet Jr.

One man was instrumental in restoring the connection. Sylvan Barnet Jr., a pioneer in international public relations, joined the Rotary Club of New York in 1987. At a Rotary event in New York City that year, RI President Charles Keller met Barnet, recognized his public relations skills and interest in the UN, and tapped him to re-establish Rotary's consulting status with the UN's Economic and Social Council.

"From that time on, he became a bulwark in Rotary's close relations with the UN and various organizations," Keller wrote in a letter to the Barnet family after Barnet's death in January. "The strong support of RI for the UN through the years has been in large part a product of our representatives. Barney [Barnet] was the first, and the model for all those who have followed."

Says Lauren: "Barney basically started this all by himself and built it up to what it is today. We are all following in his footsteps. Everyone knew him, liked him, and respected him."

Over time, the influence of nongovernmental organizations at the UN has increased, as issues concerning the environment, health, education, and human rights have taken over a larger portion of the agenda. As a result, Rotary's influence has grown. Rotary's efforts in child and maternal health, water and sanitation, and education, have benefitted from these ties, and they dovetail with many of the UN's Millennium Development Goals.



Rotary's Board of Directors has gradually expanded the representative network to include UN specialized agencies headquartered in Geneva, Vienna, and Paris. Representatives are also linked to other major international groups, including the World Food Program, the Organization of African Unity, and the Commonwealth of Nations. The network today includes 30 Rotary leaders, appointed by the RI president, who communicate Rotary's priorities on a regular basis to these various bodies.

In 2013, the Board added two youth representatives to the UN, and appointed former Rotary General Secretary Ed Futa to serve as dean, in charge of setting the direction and strategy for Rotary's outreach in the international community.

The representatives in New York also organize an annual Rotary Day at the United Nations at which about 1,000 Rotary members and their guests celebrate the decades-old special relationship between the two organizations.

By **Arnold R. Grahl**
Rotary News
23-MAR-2015

End Polio Now

No child should have to suffer from polio



Rotary polio ambassador Isabelli Fontana is in India, participating in immunization activities. The Brazilian supermodel went to St. Stephen's Hospital in New Delhi, and is visiting a special ward that treats children who've had polio. "Seeing the children in St. Stephen's reminded me that the fight is not over," remarks Fontana, in a post for our blog Rotary Voices.

By Isabelli Fontana

As a Rotary polio ambassador, I'm currently in India, participating in our vaccination program. I think everyone should have the best start in life, so as a mother, I made sure my two sons received the vaccine against polio.

The story of Rotary's fight against polio is inspiring, and it always gives me hope to see the impact of Rotary's work when I travel. For me, beauty is anything that makes you happy. The work of Rotary and health workers is certainly beautiful.

I can see the happiness in the faces of 500 schoolchildren when I visited their school in Uttar Pradesh. I also saw happiness in the eyes of the health workers who helped India become polio-free last year. I helped to vaccinate children as part of my visit. It's so simple really - two drops to prevent a lifetime of suffering.

But I also felt sadness when I toured St. Stephen's Hospital in New Delhi, the only place in India with a special ward to treat children suffering from the terrible effects of polio, before the disease was controlled.

No child should have to suffer from a preventable disease, and seeing the children in St. Stephen's reminded me that the fight is not over.

It gives me great pride to know that the next Rotary Convention is in São Paulo where I live. I hope all the Rotary members visiting enjoy my wonderful country. I also hope they'll join me in doing all they can to end polio. I want every mother to know that her children can have a beautiful, healthy life.

Korean sailor makes waves for End Polio Now

Rotary member and sea adventurer Seung Jin Kim is almost halfway through his eight-month voyage around the world to raise awareness and money for Rotary's polio eradication campaign. Kim hopes to raise \$200,000 through the journey, a lifelong dream of his. And the bright End Polio Now logo emblazoned on the sail is designed to spread the word about Rotary's top cause.



Secretary's Diary



- 04th March - Leela Kaimal, Ann of Rtn, Dr. Madhava Kaimal
- 06th March - Anand, Annet of Rtn. Sivaramakrishnan
- 07th March - Sreegopal, Annet of Rtn. MG Sreekumaran Nair
- 08th March - Rtn. V. Krishnan Nair
- 08th March - Rtn. Anhajul Rehman, Annet of Rtn. Dr. Shaji
- 11th March - Sreelekha, Ann of Rtn, Sunil Kumar
- 12th March - Rtn. T. S. Mahesh
- 12th March - Rtn. M. G. Sreekumaran Nair
- 17th March - Sajni Varghese, Ann of Rtn. Varghese Oommen
- 21st March - Prabil – Annet of Rtn. Jacob K George
- 26th March - Rtn. K. I. Koshy
- 30th March - Anand, Annet of Rtn. K. N. Gopakumara Kaimal
- 31st March - Sindhu Annet of Rtn. K. N. Sivan Kutty

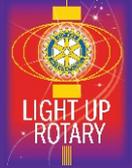


- 15th March - Rtn. Dr. Anand & Sudha
- 26th March - Rtn. Rtn. Giridharan Nair & Lakshmi
- 27th March - Rtn. Anil Kumar & Jasmin Anil



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President-elect Announces His Board for 2015-16

In the joint board meeting held on 27th March, President-elect Rtn Ashok P Menon announced the board for 2015-16.

Board Official

President	- Rtn Ashok P Menon
Immediate Past President	- Rtn C K Mohankumar
Vice President	- Rtn K I Koshy
President elect	- Rtn Sunil Kumar
Sergeant-at arms	- Rtn Giridharan Nair
Secretary	- Rtn R Sivaramakrishnan
Treasurer	- Rtn MG Sreekumaran Nair
Joint Secretary & Bulletin Editor	- Rtn Varghese Oommen
Chairman Club Administration & Director Club Service	- Rtn Dr Ramakrishnan Nair
Chairman Public Relations	- Rtn KN Sivankutty
Chairman Service Projects & Director Community Services	- Rtn Dr P Madhava Kaimal
Chairman Rotary Foundation & Director International Service	- Rtn Dr B K Easwara Pillai
Chairman Membership Development	- Rtn Gopakumara Kaimal
Director New Generation & Chairman Celebrations	- Rtn S Anil Kumar
Director Vocational service	- Rtn Retnakumar

New Designated Months

Rotary International has re-designated the months in tune with the six areas of focus of the Rotary Foundation. They are

August	: Membership Development and Extension (Membership Development and Extension)
September	: <u>Basic Education and Literacy</u> (Youth Service)
October	: <u>Economic and community Development</u> (Vocational Service)
November	: The Rotary Foundation (The Rotary Foundation)
December	: <u>Disease Prevention and Treatment</u> (Family of Rotary)
January	: Vocational Service (Rotary Awareness)
February	: <u>Peace and Conflict Prevention/Resolution</u> (World Understanding)
March	: <u>Water and Sanitation</u> (Literacy)
April	: <u>Maternal and Child Health</u> (Magazine)
May	: Youth Service (International Service)
June	: Rotary Recreational and Vocational Fellowship (Rotary Recreational and Vocational Fellowship)

P.S. Previous designations shown in bracket. Focus areas are underlined.

Highlighting Outstanding Members This International Women's Day

Thousands of women across Rotary deserve recognition on International Women's Day, March 8, and while it isn't possible to highlight them all, we chose to profile several of them. These are women who work tirelessly on behalf of others, and whose efforts touch lives across the world, often in remote and inhospitable places. With projects focused on child and maternal health, economic development, and other humanitarian concerns, these women are proof of Rotary's diversity and global reach.

Ola Al-Awamleh Almasri **Amman,** **Jordan** **Rotary Club of Amman Capital**

Almasri helped build a water-catchment system for a public school in Jordan with a large enrollment of underprivileged students. She's also organized and supported vocational projects that train students to become entrepreneurs. She was recognized by Forbes as one of the top 50 businesswomen in the Arab world.

Fary Moini **San Diego, California, USA** **Rotary Club of La Jolla Golden Triangle**

Over the last 10 years, Moini has taken 19 trips to Afghanistan to work on projects ranging from school construction to setting up computer labs. Her fellow Rotary members called her "inspirational" in her involvement in the building of a school in Jalalabad, and in helping to provide neonatal and midwife training for medical professionals.

Christina Covotsou-Patroclou **Limassol, Cyprus** **Rotary Club of Limassol-Berengaria Cosmopolitan**

Covotsou-Patroclou is a charter member of the Interact Club of Limassol, and helped launch the Rotaract Club of Limassol-Amathusia, the first Rotaract club in Cyprus. A former Paul Harris fellow, she worked with ShelterBox in 2006 to provide aid in Lebanon.

Deepa Willingham **Solvang, California, USA** **Rotary Club of Santa Ynez Valley**

Willingham is founder and chair of PACE Universal(Promise of Assurance to Children Everywhere), a nonprofit organization that educates girls in the world's poorest areas and works to prevent child trafficking. Working with Rotary clubs around the world, the center she formed provides education, microloans, health care, clean water and sanitation, and community infrastructure. "Together, we have created a site that is affecting the lives of 30,000 to 40,000 people," Willingham says.