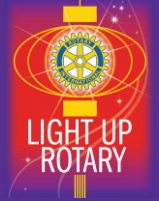




North Club News

BULLETIN OF THE ROTARY CLUB TRIVANDRUM NORTH

Charter No. 15955



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

President: Rtn. PHF. C. K. Mohan Kumar

Bulletin Editor: Rtn. PP. K. P. Thomas

OCTOBER – VOCATIONAL SERVICES MONTH



Meet our R1 President
GARY C. K. HUANG

In October 1914, Jonas Salk was born – a man who would change world history by inventing the first effective vaccine against polio. When the vaccine was introduced in the United States in the 1950s, polls indicated that polio was one of the nation's two greatest fears, second only to the fear of atomic war. And with good reason: In the 1952 U.S. polio epidemic, 58,000 cases were reported, with 3,145 deaths and 21,269 instances of permanent, disabling paralysis. Globally, polio paralyzed or killed up to half a million people every year.

Soon after the Salk vaccine was created, Albert Sabin developed an oral version, allowing tremendous numbers of children to be immunized quickly, safely, and inexpensively. In 1985, Rotary's PolioPlus program was born, with a simple goal: to immunize every child under age five against this crippling disease. Thanks in large part to the initial success of PolioPlus, in 1988 the 166 member states of the World Health Assembly unanimously set the goal of global polio eradication.

At the time, the idea was breathtakingly ambitious, and many called it impossible. Today, we are closer to this goal than ever before, with only a few hundred cases of polio reported per year, and just three remaining endemic countries. We are on track to achieve full eradication by 2018 – if we can keep up the momentum that has brought us this far.

And this month, we will mark World Polio Day on 24 October, and celebrate the 100th anniversary of Dr. Salk's birth. I ask you all to Light Up Rotary this month by doing whatever you can to shine a spotlight on our efforts to eradicate polio. Call your government officials and let them know that polio eradication matters to you. Go to endpolionow.org for inspiring stories about Rotary's work, and share them on social media. And make the best investment you'll ever make, by donating to polio eradication right on the endpolionow.org website and earning a two-to-one match on your contribution from the Bill & Melinda Gates Foundation.

When we eradicate polio – and we will – we'll have brought the world into a better future, and Rotary into a better future as well. We will have proved ourselves, as an organization, capable of great things. And we will have given our children and grandchildren a gift that will endure forever: a polio-free world.

Gary C.K. Huang,
President, Rotary International, 2014-15



President's
MESSAGE

Official Visit of District Governor to our Club on 15th October 2014

District Governor Rtn. MPH Er. K. S. Sasikumar along with first lady of the District Rtn. Renu Sasikumar made his official visit to our club on October 15th, 2014. The club assembly and Valedictory function was held at Hospitality Center, Trivandrum Club.

All our members co-operated to make this visit a memorable event. D. G. was extremely happy to see the way Rotary records were kept and the humanitarian projects carried out by us during the first quarter of this Rotary year. He specially mentioned about the friendship and fellowship maintained by us in this club.

I take this opportunity to thank each one of you for your effort to make this great event a memorable one.

Thank you.

Rtn. PHF C. K. Mohan Kumar,
President, 2-14-15 RCT North

Rtn. Stefan Hell wins Nobel Prize in Chemistry 2014



Rtn. Stefan W. Hell

Rtn. Stefan W. Hell from the Rotary Club of Göttingen, Germany won the Nobel Prize for Chemistry with Eric Betzig and William E. Moerner from US. They were awarded the prize jointly "for the development of super-resolved fluorescence microscopy".

Rtn. Stefan Hell was born in 1962, at Arad, Romania and is working at Max Planck Institute for Biophysical Chemistry, Göttingen and German Cancer Research Center, Heidelberg, Germany.

He's not the only Rotary Nobel laureate. Other Rotary members who were awarded a Nobel include Thomas Mann (Germany), Arthur Compton (USA), and former Prime Minister of Canada Lester Pearson.

That is just terrific! Congratulations and good luck.

Rotarians of RID 3211



The Concept of Vocational Service

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the Second Object, which calls on Rotarians to "encourage and foster":

1. High ethical standards in business and professions
2. The recognition of the worthiness of all useful occupations
3. The dignifying of each Rotarian's occupation as an opportunity to serve society

Classification

What first brought you to Rotary? In all likelihood, someone identified you as a prospective Rotarian because you are a respected member of your business or professional field - in Rotary parlance, your "classification." Each Rotary club's membership represents a cross-section of its community's business and professional population, which ensures diversity in experiences and perspectives. Classification and vocational service go hand in hand. Just as Rotarians represent their vocations in Rotary, so do they represent Rotary in their vocations

Integrity and ethics

Promoting integrity through ethical behavior is an essential part of what it means to be a Rotarian. Two standards developed by Rotarians - The Four-Way Test and the Rotary Code of Conduct - provide a road map for ethical behavior in the workplace and other areas of life.

The Four-Way Test

The Four-Way Test was conceived in 1932 by businessman Herbert J. Taylor, a member of the Rotary Club of Chicago who served as Rotary International president in 1954-55. Having taken on the task of saving a company from bankruptcy, Taylor developed the test as an ethical guide to follow in all business matters. The company's survival was credited to this simple philosophy. Adopted by Rotary International in 1934, The Four-Way Test remains an essential standard against which Rotarians measure ethical behavior.

THE FOUR-WAY TEST

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER RELATIONSHIPS?
4. Will it be BENEFICIAL to all concerned?

Jokes

Boss: Where were you born?

Sardarji: India..

Boss: which part?

Sardarji: What 'which part'? Whole body was born in India.

Sardar: What is the name of your car?

Lady: I forgot the name, but it starts with 'T'.

Sardar: Oh, what a strange car, starts with Tea. All cars that I know start with petrol..

Rotary's Commitment to Corporate Social Responsibility

Corporate social responsibility is a company's commitment toward the community and environment in which it operates. The World Business Council for Sustainable Development defines it as "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large." According to a 2012 article on social ethics,* there are currently three defining trends in corporate social responsibility:

1. Giving aligned with core business expertise, in which corporations target their philanthropy to issues related to what they do as a company
2. Employee engagement through company-sponsored volunteer programs, which raise morale and attract employees who share the company's social values
3. The communication of a company's social values and commitments through social media or other methods

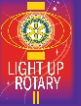
The following statement in the Rotary Code of Policies (section 26.020.1) describes the organization's commitment to integrity and corporate social responsibility:

► From its origins, Rotary has built a philosophy based upon integrity in businesses and professions. Rotary clubs and individual Rotarians are committed to vocational service and high ethical standards in all of their interactions. These are summed up in the Object of Rotary, our core values (Service, Fellowship, Diversity, Integrity, Leadership), The Four-Way Test, and the Rotary Code of Conduct, carried out through our worldwide network of Rotary clubs and Rotarians.

► For Rotary International, as a corporate entity, its social responsibility philosophy can be summed up by our commitment to transparency in governance, stewardship of financial resources and the environment, and fair labor practices.

Words of Wisdom

1. "If you want to change the world, do it when you are a bachelor. After marriage, you can't even change a TV channel..."
2. Listening to your wife is like reading the terms & conditions of a website. You don't understand it but you still accept it.
3. Chess is the only game in the world, which reflects the status of the husband; the poor king can take only one step at a time.... While the mighty queen can do whatever she likes.
4. Why do most Indian women request for the same husband, in the next life - how can you let such good training go to waste?
5. All Men are Brave, Horror Movies don't scare them.... But 5 Missed Calls from Wife... surely does
6. What's Checkmate? You tell your wife "I saw a lady, looked exactly like you" & wife asks "WAS SHE GORGEOUS..??" You can't say 'No' and you can't say 'Yes' - now that's Checkmate!
7. STOCK MARKET EFFECT: Depressed Husband to his fat wife: "You are my only investment, that has doubled."



Secretary's Diary



- 2nd October - Rtn. Dr. K. Anand
 22nd October - Kiran, Annet of Rtn. Dr. Anand
 29th October - Padma, Ann of Rtn. MPH R. Sivaramakrishnan
 31st October - Rtn. PP Dr. K. Balakrishnan Nair
 31st October - Freshee, Ann of Rtn. PP Dr. E. Shaji



- 22nd October - Rtn. PAG PHF Dr. P. Madhava Kaimal and Leela
 24th October - Rtn. Anoop Viswanath & Rajitha

Rotary Code of Conduct

The Rotary Code of Conduct (formerly known as the Declaration of Rotarians in Businesses and Professions) provides a framework for ethical behavior that all Rotarians can use, together with The Four-Way Test, in their business and professional activities.

As a Rotarian, I will

1. Exemplify the core value of integrity in all behaviors and activities
2. Use my vocational experience and talents to serve in Rotary
3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
5. Promote recognition and respect for all occupations which are useful to society
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship

Rotarians Are a Powerful Force for Polio Eradication



A child is immunized against polio.

By Steve Crane, a member of the Rotary Club of Seattle, Washington, USA, and a polio survivor. Crane has been appointed district polio eradication advocacy chair by successive governors in District 5030.

Rotary members are being asked if recent headlines mean there is some doubt about ending polio for good. Our answer is that the end of polio in India is the headline to remember.

We are at the heart of the Global Polio Eradication Initiative (GPEI), a partnership of Rotary International, the World Health Organization (WHO), UNICEF, the U.S. Centers for Disease Control and Prevention, the Bill & Melinda Gates Foundation, and many national governments. Rotary has contributed \$1.3 billion to the GPEI through PolioPlus. And it is committed to adding up to \$105 million per year over the next four years through the End Polio Now: Make History Today campaign.

Our dedicated volunteers make it possible to conduct successful National Immunization Days (NIDs) in the polio-endemic countries - Afghanistan, Nigeria, and Pakistan - and all those affected by the disease. It was Rotary advocacy that made NID's central to the global eradication strategy. That has helped decrease the number of polio cases worldwide by 99.9 percent. Until we reach 100 percent, however, outbreaks are inevitable. When they occur, Rotarians are among the first to respond.

Outbreaks stem from wild poliovirus people carry from one of the three remaining endemic countries. In each country, Rotarian expertise and counsel are fully at work. When, for example, GPS and GIS technologies were adapted for the Nigeria campaign, the Nigeria National PolioPlus Committee weighed in on the course corrections needed to fill the immunization gaps. As a result, polio cases in Nigeria are almost gone.

The toughest headlines are coming from Pakistan. Violence is killing vaccinators and cases are increasing in the tribal areas bordering Afghanistan. In response, new security measures are being taken to protect vaccinators. A polio eradication Emergency Operations Centre was established in Karachi in July.

The Pakistan National PolioPlus Committee, chaired by Aziz Memon, has over 30 members working at every level of government to make the country polio free. It was their counterparts on the India National PolioPlus Committee who helped ensure the success of the campaign there.

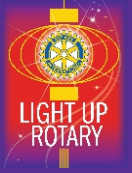
Every Rotarian has a role as a polio eradication advocate. You are needed to convince your elected leaders that our competence, energy, and determination are behind their polio eradication funding as well as ours. Write or call to tell them all the ways eradication has Rotary's steadfast support and how much we need theirs.

Dr. Bruce Aylward, who leads WHO's polio eradication work, has declared Rotary's voice "the most powerful weapon we have in the war against polio." Be confident that Rotarians won't rest until polio is stopped, and be sure your Rotary voice is heard.



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Governor's Visit on 15th October 2014



Maintenance of Children's Park, Water Works Compound, Vellayambalam, Trivandrum



Donations to Cheshire Home, Trivandrum

