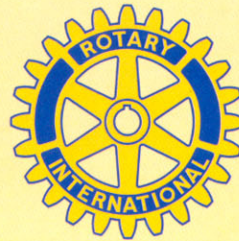


BERITA PUDU

(For members only)

www.rotarypudu.org.my

**The Weekly Bulletin of
The Rotary Club of Pudu**

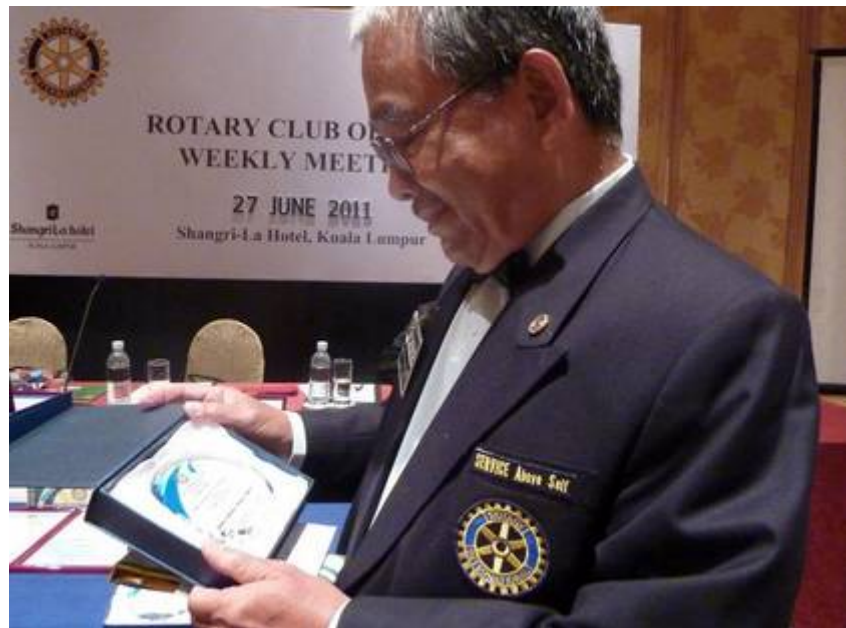


Reach Within to Embrace Humanity



BOD RC Pudu RY2011-12





**This website won the
District 3300
“Best Website” award for
RY 2010-11
for clubs with more than
25 members**

webmaster: datomus.ayob@gmail.com

Enjoy your **Berita** **PUDU**

25th July 2011

Issue No : 4/2011-12

Programme Today

Speaker : PP Datuk M. Muslim Ayob
Subject : My 4X4 Trip To Africa

ON DUTY

Duty Table : Rtn. George Heng
Fellowship : PP K U Rajah
Finemaster : Rtn. K A Kumar
Introduce : PP Kumar Tharmalingam
Thanking : Rtn. Lawrence Annies

Programme Next Week

Speaker : Pn. Sri Tessie Lim
Subject : Leaders Are Learners

ON DUTY

Duty Table : Rtn. Kertz Lau
Fellowship : Rtn. Tenny Lee
Finemaster : Rtn. Patrick Lee
Introduce : Rtn. Edward Lee
Thanking : PP Dato NK Jasani

Happy Birthday!

PP Ng Sim Bee (27th Jul)
PP Phang Poke Shum (28th Jul)
Rtn. Sandy Soh (29th Jul)

Spouse's Birthday!

Ann Pn Sri Sui Thin (25th Jul) Ann Kinsh (30th Jul)

Happy Anniversary!

Nil

Rotary Club Diary 25th July - 13th August 2011

Date	Time	Programme	Venue
July			
Mon 25	12.45 pm 7.00 pm	Rotary Lunch Meeting Installation Meeting	Shangri-la KL Loon Foong Rest. Kelana Jaya
Tues 26	7.00 pm	Fund Raising Meeting	Secret Recipe TTDI
August			
Mon 1	12.45 pm	Rotary Lunch Meeting	Shangri-la KL
Tues 2	7.00 pm	Fund Raising Meeting	Secret Recipe, TTDI
Wed 3	7.00 pm	Club Admin Meeting	719, 7th Floor Block A, Lobby B Kelana Centre Point
Thu 4	6.30 pm	Membership Com. Meeting	Loong Foong Res.
Sat 6	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Mon 8	12.30 pm 7.00 pm	Luncheon Meeting Installation Meeting	Shangri-la KL Loon Foong Res kelana jaya
Tues 9	7.00 pm	Fund Raising Meeting	Secret Recipe, TTDI
Wed 10	7.00 pm	Publicity Com. Meeting	Bukit Jalil Club
Thu 11	6.30 pm	Rotary Foundation Meeting	Solaris Dutamas
Sat 13	7.00 pm	Rotaract Installation	Lodge Paradize Hotel

VISITING SISTER CLUBS

It is the time of the year where we visit our sister clubs to attend the installations of their presidents and board of directors. President Steven Oon is making good his promise to promote our club and to promote good fellowship between the clubs.

He had made great effort and had spent money and time to attend their installations lately. Only after coming back from the installation dinner on 23rd June of RC Singapore West at the Nus Kent Ridge where he was there with a few Pudu Rotarians and his family, he made the long road journey to Songkhla to be with more than 20 Pudu Rotarians and family members to attend the RC Songkhla celebration on 29th June. Then on 15th July, he was off again to RC Mandaluyung, Philippines with PP Gary Lim, Rtn Jeffrey Yap and Rtn Patrick Lee. Previously he had been to Bangkok with AG PP KH Low to represent the club in RC Dhonburi, Bangkok. Whew! That's a lot of travelling. It is hoped that he won't be burnt out by the end of December 2011!

Anyway what he did was good for the club. Besides renewing contact and friendship, there would have been talks to do projects together. This is one way to promote International Understanding and through these projects the local community knows that there is indeed friendship between peoples of different countries.

The spin off though is much more than that as often friendship between the family members of our club and our sister clubs blooms. It is known that the children of the Rotarians correspond and visit each other after the initial contact.

It is a good way to promote fellowship amongst our own Rotarians too during the trips. Rotarians and their families get to know each other better and therefore in the long run we can carry out projects in a more understanding way.

Keep it up!

I have travelled quite a distance in the past few weeks to attend our sisters club's installation dinners by road and by air with the ease of highways and modern aircrafts in relative comfort. However, when I am back home in Kuala Lumpur, I definitely do not enjoy commuting daily around town due to the traffic congestion. Travelling time takes two to three times longer as compared to when the road is traffic free, which will not happen in our city roads.

I am sure most of my fellow Rotarians who travel to our weekly meetings at Shangri-La Hotel on Mondays and in their daily work routine will agree with me that the traffic congestion in Kuala Lumpur is getting to a point of no control and unmanageable. The record growth of vehicles as reported by car manufacturers do not come as good news to the present road users. The people in higher authority, namely JPJ, Transportation Ministry, Urban Development Authority, Town Planners and the local city council need to relook this problem urgently and draw out a long term solution to assist in alleviating the time spent on the road by users. The reduction in time spend on the road will have a far reaching negative consequences in terms of productivity, economic benefits, the well being of society and the environment as a whole.

We can all start by looking into ways to reduce the need to travel and travel effectively to reduce times on the road. Families should look into getting their children to travel to schools by using public transportation eg. buses and the LRTs. As road users we contribute to the part of the problem, let us all look inwards as to how we can assist in alleviating the traffic congestions by being responsible road users and create awareness and contribute ideas to the people in charge to manage it well.

For us to meet every month for our avenue meeting is a challenge in itself and for the President as he have to travel to the venue of choice by the respective Directors. Nevertheless it's the duty undertaken by the President and he will see to it that its attended to. As all the service avenue meetings will take place at 7.00 pm, the President as a commitment will brave the traffic to be there. A man's greatest deed is his duty, so said Julius Ceasar.

Yours in Rotary
President Steven Oon
RY 2011/12

Pudu News

Record of Meeting on 18th July 2011

Guest Speaker : MR. RYAN ABHISHEIK
Subject : SOCIAL NETWORK FOR BUSINESS & NGO MEMBERSHIP

VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
Rtn. Honna Bushroni	RC of St Martens

GUESTS

<u>Name</u>	<u>Host</u>
Chia Sia Song	Rtn. Jeffrey Yap
Monica Lim	Rtn. Sandy Soh
Allarawa Carlo	PDG Dr Paul Lee
Luciana Denna	PDG Dr Paul Lee
Jonathan Victor	Speaker
Ryan Abhisheck	Speaker

STATISTICS

Visiting Rotarians	:	1
Guests	:	9
Club Members	:	27
Total Present	:	37

COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 70.00
Paying Diners	:	RM 270.00
Raffles & Others	:	RM 60.00
Total	:	RM 400.00

Club Proceedings

Sgt-at-Arms Rtn Stanley called the meeting to order at 1:10 pm and proceeded to introduce the visiting Rotarians and Guests. He then led in the singing of the National Anthem and proposed the loyal toast.

Finemaster was Rtn Ashok Kumar who first for all fined PP Gary for making him the finemaster. He also fined him for just coming back from attending the RC Mandaluyung's installation together with Rtn Patrick, Rtn Jeffrey and President Steven who were also fined. All those who attended the RC Cheras Installation were also fined eg Rtn Laura Lee, Rtn Peng Huat, PP KH Low and Rtn Daisy. All those not fined had to pay RM1 each and they were PP Chin Peow, Rtn Sandy, PP Chow Tain and PP Phang. Ashok then welcomed by IPP Choy Ying back from Melbourne with a fine of RM5. PP Michael Yeow was fined for knowing the identity of Ann Veronica. Birthday boys include Rtn Aaron Ong, PP Kumar Tharmalingam. PP YK was fined for talking too much. IPDG was fined for just coming back to the club. Celebrating their anniversary were Rtn Robert Tan and Ann Veronica.

The Rotary Information

The Rotary Information was read by PP Michael Yeow

President's Announcement

Welcome to our 4th Pudu Weekly Meeting.

The following activities were carried out last week:

- On 13th July 2011, 7.00 pm, the 1st Public Relations Committee met at Bukit Jalil Club. Director, Patrick Lee hosted a dinner and a fellowship session at one of the local pubs.
- Last Saturday, 16th July 2011, our Interact Clubs of SM (P) Kuen Cheng and SM Confucian conducted their IU Day at their respective school and attended by both New Gen Director, Rtn George Heng, Interact Chairman, Rtn Laura Lee and respective Rotarian advisers.
- Our members, Vice President Aaron Ong, Rtn Laura Lee, Rtn Stanley, Rtn Asok Kumar, PP Michael Tung, Rtn PH Tan and our guest, Elaine Tan attended the installation dinner of Rotary Club of Cheras last Saturday, 16th July 2011, 7.00 pm at Bukit Jalil Golf & Country Club.
- The Fund Raising Committee met on 19th July 2011, 7.00 pm, at Secret Recipe, TTDI.
- The 1st Service Committee meeting was held on 20th July 2011, 7.00 pm at Rest. Uncle Chilli Café, Lower Ground Level, Amcorp Mall, Petaling Jaya.
- The 1st Board of Director Meeting for RY2011-2011 was held on 21st July 2011, 7.00 pm at President Steven's residence.
- Ann Boon Kee and myself attended the installation dinner of Rotary Club of Sri Petaling on Saturday, 23rd July 2011, 7.00 pm at Ball Room, Hotel Seri Petaling.

Secretary's Announcement

Highlights of the upcoming Club events:-

- a) Please be informed that the installation committee meeting will be held on 25 July 2011, 7.00 pm at Loong Foong Restaurant, Kelana Jaya.
- b) The Fund Raising Committee meeting will be held on 26 July 2011 at Secret Recipe, TTDI, at 7.00 pm.
- c) On the Wednesday, 3rd August 2011, the Club Administrative Committee meeting will be held at Kelana Centre Point.
- d) The Membership Development committee meeting will be held on Thursday 4th August 2011, 6.30 pm at Loong Foong Restaurant, Kelana Jaya.
- e) District Governor's Visit and 2nd Club Assembly. DG Dr Raveendra Kumar will visit our club in September 2011. Please note the following in your Diary:
 - i) 18 September 2011 (Sunday)
Programme : DG meets up with :
 - President, PE, Hon. Secretary and Hon. Treasurer
 - New Gen Director, Interact Chairman and Interactors (President & Hon. Secretary)
 - Rotaract Chairman and Rotaractos (President, Vice President & Hon. Secretary)Time : 2.30 – 4.00 pm
Venue : tba
2nd Club Assembly and Fellowship with DG.
Venue : President Steven's residence
Time : 7.00 pm
 - ii) 19 September 2011 (Monday)
DG's official visit to our club (luncheon meeting)
Further details will be announced in due course.

The Speaker

PP Chow Tain was invited to introduce the speaker Mr Ryan Abhishiek who spoke on the subject "Social Network for Business & NGO membership". Ryan had spent 3 years in India working for a firm dealing with IT and thus he was very well versed on the subject. He is now a partner of a firm dealing with IT especially on Internet marketing. In his work he acts as a consultant to clients interested in using the internet to market their products.

The Talk

In this modern times, there are new strategies to market one's product as against the traditional way. Many are using the facebook as a tool to advertise their products.

According to Ryan in facebook one can befriend others and make use of it to correspond with old friends or school friends and form interest groups like golf, travelling etc. One can also use it to do business like selling products or advertising or carry out promotions.

According to Ryan in Malaysia alone, there were 11 million users of facebook and this figure was still increasing. In a survey there were many segments of age groups with the segment of 25 to 34 commanding a large group of about 28% while younger groups like 13-15, 11% and 16-17, 10%. This was important as the age band of 25-34 were those with purchasing power and therefore would have more tendency to buy.

In his talk, Ryan was promoting the use of facebook as a tool to do business. He gave various examples of companies using it to promote their products and using it for promotion purposes. One example was the company Pizza Hut which gave information on their company and their products. Other big users were Air Asia and McDonald's.

According to Ryan, there were many differences between the traditional marketing and the new age facebook. In traditional advertising there were much wastage and only 18% of the target group were captured. There were much distraction too. Whereas in facebook, the attention were more direct and personal as they believe that it was easier to market one's products after befriending the customer. Thus he believed that there were higher value and more achieved dollar to dollar as against the traditional value. In a survey it was found that usage of RM10,000 you could only target 200 people whereas in facebook for the same money you could reach 180,000 people. He then gave the example of a Mr Gary Woodshark who used facebook and achieved a sale of RM40 million from a base of RM4 million.

In another example the movie CUN!, he had managed to reach 12,000 with only a budget of RM2,000. He cautioned however, in facebook one needs time to get result. He then gave an indication of how the Rotary Club of Pudu can make use of facebook to advertise itself and target interested people to join the club. In answering questions he gave some differences between Ebay and facebook. In Ebay according to him, it was like a supermarket whereas facebook was more personal and like a small retailer. To play it safe when transacting through the internet it would be safer to utilize the intermediary paypal.

Thanking of Guest Speaker

Thanking him was PP Albert Lim who presented Ryan with a certificate of appreciation and a memento.

WEEKLY MEETING ON 18th JULY 2011



Visiting Rotarian – Ms Henna from Rotary Club of Ketchikan, Alaska, USA exchanging club banner with President Steven Oon.

Installation Dinner of RC Mandaluyong – 15th July 2011



President Steven Oon presenting gift to President Oscar C. Hipolito of RC Mandaluyong.



RC Pudu was there to join in the celebration of the induction of President Oscar C. Hipolito.



President Oscar, his Ann, Board of Directors and club members.



Rtn Mark Anthony N. Luna was there to keep us entertained.



IJP Johnny Chan (second from right) was there to make sure we were appropriately hosted.



It was President Oscar's day. Seem smiling from ear to ear.



RC Pudu members with RC Mandaluyong members at the photo board.

Performance by RC Mandaluyong Anns.



District Awards & Rotary Club of Cheras, 16th Installation



Best Club Bulletin Award



Best Web Site Award



Rtn Alex Chang PR: Certificate of Merit, presented by DG Lim Kok Beng.



DG Lim Kok Beng presented the two district awards to Rtn Alex Chang under the PR Avenue, witnessed by President Leong Choy YIng.





PP Albert Lim with Rtn Alex Chang, sharing the joy of the PR 'Certificate of Merit'...

Rtn Asok Kumar with Rtn Laura Lee



L-R: Ms Lee Bee's Husband, Ms Lee Bee, Rtn Asok Kumar and Ann, Ann Elaine and Rtn Laura Lee



Rotary Club of Cheras 16th Installation RY 2011-2012

Standing L-R: Ann Evelyn, PP KH Low, Rtn Aaron Ong, PP Robin Tay and Rtn Alex Chang L-R: Ann Prema Kumar, Rtn Asok Kumar, Rtn Tan Peng Huat, Rtn Stanley Pereira, a friend of Rtn Laura Lee and Rtn Laura Lee



PP Robin Tay with Andrew Chang

ETHIOPIA

Driving on the roof of Africa

I never thought that Ethiopia is a mountainous country. Having been there on this Trans Africa IV expedition driving northward from Moyale to Matema, I now know why Ethiopia is sometimes called the “roof of Africa” because it is on a plateau of height (mostly in excess of 1,500m) and large area (almost three quarters of the country). It is the source of the Blue Nile that flows down to Sudan and Egypt. Geological activity and erosion through millions of years have left many interesting rock formations, fertile valleys and awesome landscapes.



Foggy in late afternoon at 2,500m



Interesting rock formation

Life, however, is hard especially in the summer months when the rivers dry up. The villages would have to walk long distances to the nearest town to collect water from tankers whose schedules are sometimes not consistent. It is interesting to note that there is a dispute brewing between the Upper Nile countries (Ethiopia, Kenya, Tanzania and Uganda) and the lower Nile countries of Sudan and Egypt over sharing of the Nile waters. Under the Nile Water Agreement crafted by the British colonial government in 1929, Egypt had the lion share of the Nile waters – 55.5bn cubic metres out of a total of 84bn cubic metres of water. The Upper Nile countries that experience drought quite often in the summer months are crying foul. In fact Tanzania has taken steps to build a 169 km (105 miles) pipeline to draw water from Lake Victoria, violating that Agreement. Tanzania claims that the pipeline will benefit more than 400,000 people in

towns and villages in the arid north-west of Tanzania. But the water will only be used for people and livestock and not for irrigation.



Dried up riverbed. This river is probably a tributary of the Blue Nile which also suffers a falling water level.



Women carrying water jerry cans on their heads. Those with donkeys carry more and even make a business of it.

The Ethiopian people are friendly and hard working, the women especially. We saw few hard core beggars but many entrepreneurial types ie sell something in exchange for money. On the road – good road, tarmac and straight – from Moyale to Addis Ababa the fruit vendors (mostly young boys) risked their lives by standing in the middle of the road in the hope of stopping the cars and thus making a sale proposition. I almost hit one boy who jumped sideways in time; it was dusk and they being of dark complexion blended easily with the road. In Gondar, a university town, we had undergraduates offering shoeshine and car wash services for a few Birr (their money). In Lalibela, Aman Yong was so impressed with a youngster who spoke perfect English and was able to rattle off all the capitals of the world by heart. He said he loved geography and wanted to be an astronaut. He was forthright and asked Aman to sponsor him to university. Aman didn't go that far but bought him a dictionary instead.



It's only twigs, but hard work nevertheless. This snapshot cost me 1 Dollar (about 15 Birr)



Aman Yong chatting up this bright young boy in Lalibela. I think this fellow will go far in life. He has ambitions.

Ethiopia is no longer a monarchy since 1975 and traces its history to the 980 BC. It embraced Christianity in the 4th Century AD and is one of the oldest orthodox Christian churches in the world. In 615 AD, Islam came to Abyssinia (Ethiopia) brought by Prophet Mohammad's early followers who came to seek help and advice from the King of Aksum as they were being persecuted by the pagan Quraish Arabs. They were given sanctuary by the King. Presently, however, Christian Ethiopians are in the majority (two thirds of the population). But the government separates religion and state and the two religions co-exist remarkably peacefully.



One of many churches hewn into the rocky hills of Lalibela. The town of Lalibela was named after the Ethiopian Saint King that ruled in the late 12th Century AD. He had 13 churches built into the rocks to avoid attacks by Muslim invaders.



Alem-Seghed Fasil's castle (1632-67) at Gondar. It served as the home of Ethiopia's emperors in the 17th and 18th centuries. Its unique architecture shows diverse influences including Nubian, Arab, and Baroque styles.

Not much is known about Lalibela and visiting it was a bonus for my "Brag List." It was a hard drive to the town, as it was off the main highway. We spent two nights at Lalibela after which we drove on to Gondar for a night and a quick visit to Fasil's castle. And on Wednesday 8 Jun 2011, we crossed into Sudan at the border town of Matema. That will be another story.

About the writer



PP Dato Muslim Ayob is a retired Major General of the RMAF. He took up gallivanting round the world in 2005 when he did a 4x4 overland trip from KL to London with the TAC Adventurers group. Then in 2007 he joined Thomas Foo's 4x4 World Explorer group and did Istanbul to Tehran (part of the 50th Merdeka Expedition). In 2008 he joined Thomas again for two trips – the Trans Africa II from Cape Town to Mombasa and South America II from Lima to Cartagena. In fact he went to South America one week earlier to do Cuzco, Machu Picchu and Lake Titicaca. And recently this trip Trans Africa IV from Dar es Salaam to Cairo. He is 72.

PUDU CHARITY RUN - 25th SEPT 2011

Dear PDGs/PPs/Fellow Rotarians of PUDU,

Greetings and a good day to you all. It has been almost 3 months since the Fund Raising Committee for RY 2011/12 started on planning for the above event to raise funds (RM 120,000) for our community projects for this year. We are targeting around 2,000 - 3,000 participants for this event (a charity & family run). This project provides a large group of the public to be more acquainted about the activities of Rotary and also a great opportunity for membership development.

It has been stressful for us (the committee) as the permit for this large gathering was delayed for a while due to recent events. We are now pleased to inform all that we have finally received in writing from PDRM that our event has been APPROVED! Without which no printed material or promotion can happen. It is all systems GO for this event and for those who may be asking why this event was not 'publicized' more widely in the club is because of this previous uncertainty of getting the permit from PDRM.

All the technical aspects of this event has been covered with the assistance of Pacesetters Athletic Club of Malaysia and a team of regular runners who volunteered to be in the technical committee of our project.

Now, we are moving to the next stage of this project, the fund raising part. This is the expertise and forte of Pudu Rotarians. As is the custom of PRC, all cash

donations goes directly to our Pudu Charity Foundation for carrying out projects for RY 2011/12. On behalf of the Committee, I wish to invite all our Pudu Rotarians to help with 1% of the effort for this project. You may wish to participate as a company (to promote healthy lifestyle among your staff) or to provide opportunities for your business contacts to partner with Pudu Rotary Club to provide service to the community. Cash donations above RM1,000 will receive PRCCF Tax Exempt receipt. We also welcome contribution in kind (eg. product samples, gifts, lucky draw prizes, etc). We have got confirmation from Ovaltine to be a part of this event and a few substantial cash donors too.

Enclosed is a copy of the recent minutes (meeting no. 11/2011) of the committee for your perusal and also an appeal letter which you are free to add the addressee information.

I wish to take this opportunity to invite you (if your schedule permits) to our next organizing meeting on 26th July (8.30pm) at Secret Recipe @ TTDI. Your presence and advice would be most invaluable to enable the organizing committee to make this event a great success as is the standard of Pudu Rotary Club's previous projects.

Thank you for your time to in reading this long-winded email!

In Rotary Service,

Aaron Ong
VP RY 2011/2012

President Visits Kolkata

15th June 2011 ~ this date will be etched in the minds of 4000 + Rotarians of R.I. District 3291 as a golden day in their lives. This was the day when First Lady Binota and R.I. President Kalyan Banerjee paid a visit to Kolkata. They were received at the airport by RI Director Shekhar Mehta and his spouse Rashi, District Governor Angsuman Bandyopadhyay and First lady of RID 3291 Jaya, a host of district officials and Rotarians from eight clubs. On their way into the city, they were welcomed at four different points and in each, RIP Kalyan Banerjee and First Lady Binota alighted from their car to meet the enthusiastic Rotarians and their families who greeted him and the First Lady with banners and posters. A total of ten billboards and nine LED display boards depicting photographs of the First Couple of Rotary and welcoming them had been arranged to offer a great welcome to the couple who originated from this city. They were accompanied by journalists of Doordarshan Kolkata from the airport to Taj Bengal and R.I. President Kalyan Banerjee was interviewed by them.

After a brief stop over at RID Shekhar Mehta's residence, they made their way to Taj Bengal where another

group of enthusiastic Rotarians and the entire District Secretariat gave them a warm welcome. After lunch, R I President and First Lady, RID and his spouse, DG and his spouse and PDG Ravi Sehgal along with his spouse paid a visit to the famous Writers' Building to meet Honorable Chief Minister of West Bengal Ms Mamata Banerjee. The CM of West Bengal discussed many issues with RI President of which the most important were her request for medical camps in the tribal Jangal Mahal, distance education for rural children, toilets in schools especially for girl children and planting of 2,00,000 fruit bearing trees. Also promised to her were 100 heart surgeries for poor children in West Bengal. The meeting ended amicably with the presentation of the RI Theme set in crystal and a Paul Harris Fellow recognition to the Hon. Chief Minister by RIP Kalyan Banerjee. The electronic media of Kolkata covered this visit to Writers Building in details.

By 3pm, RIP Kalyan, RID Shekhar and DG Angsuman were meeting the press of Kolkata in the Mandarin Room of Taj Bengal. This was a very meaningful event and most of the noted print media houses were represented. Following the address of the RIP, a very interactive session took place, reflections of which were evident in the following day's newspapers. From 4 to nearly 5:30 pm, Kalyan Banerjee met the who's who of Kolkata ~ ranging from the captains of industry to artists, dancers, musicians, singers, representatives of the diplomatic corps, representatives from different non governmental agencies, entrepreneurs, actors, government officials and other leaders in society. In his address he spoke about his vision and looked forward to partnerships in the good work that Rotary does in the world.

The R.I. President along with his spouse, RI Director Shekhar and his spouse, DG Angsuman, PDG Ravi Sehgal and his spouse and IPP Sushil Bagla of RC Calcutta then proceeded to meet His Excellency the Governor of West Bengal Sri K.R. Narayanan at the Raj Bhavan. There too, Kalyan Banerjee had serious discussions about working in the tribal areas, especially in the fields of health care and education. His Excellency also advised the delegation to uphold the 4 Way Test amongst the youth of West Bengal as corruption was so rampant in the society. RI President Kalyan Banerjee then made a presentation of the RI Theme set in crystal and a Paul Harris Fellow recognition to His Excellency the Governor of West Bengal. Incidentally, His Excellency is an Honorary Rotarian of RC Calcutta.

The crowd at Vidya Mandir auditorium was unbelievable! Rotarians, their spouses, Rotaractors, Interactors, Inner Wheel members and RCC members had gathered from early evening to ensure they got seats to listen to their beloved "Kalyan da". It was almost 7:30pm when amidst the music of "shehnaï", the RIP President and his ever smiling spouse were accorded a warm welcome along with a welcome dance by young students. Four young

Interactors gave their enunciation of this year's R.I. Theme "Reach Within to Embrace Humanity". The dignitaries were introduced by PDG Debasish Mitra as they were welcomed to the stage. DG Angsuman gave a brief round up of Kalyan Banerjee's hectic yet eventful schedule in Kolkata while visuals were shown on the screens. As RID Shekhar introduced the Rotary International President, he mentioned that he was the quintessential Rotarian, the Boardroom Rotarian as well as the grassroots Rotarian. He made a few promises on behalf of R I District 3291 to the R I President such as 1 million dollars to TRF, the best public image projects, working in tandem with the government, mega projects and a polio-free India. PDG Nayantara Palchoudhury was in charge of the formal introduction of Kalyan Banerjee and his family. After an interesting audio-visual introduction of the First Couple of Rotary, Kalyan Banerjee's sister Mrs Kona Mukherjee, his brother Mr Ashish Banerjee and his wife were invited on stage and felicitated. Shawls, memento, flowers and a gift were handed over to the First Couple of the Rotary world. Kalyan Banerjee enthralled the audience by greeting them as "My brothers and sisters in Rotary" and then stating, "We are what we are because you are what you are!" After reminiscing about the Past Governors of this district, he remarked that it was indeed, very remarkable that there were 2 Kolkata persons on the Board of Rotary. He emphasized on the importance of polio eradication and stated that since one stray case had been detected in West Bengal but for the past so many months there had been no recurrence here so probably the last chapter of the conquest of polio was probably being written here in West Bengal. We reminded the Rotarians that by maintaining the "no polio" status for three years, we would be able to say India is polio – free.

Commenting on his experience of the day, he said "Today has been a day I will not forget in a long time. He recounted his visits to the Governor and Chief Minister of the state and then talked about the Indian flag in Evanston and how all eyes were on India in 2012. He said this was the time to be the change that we wish to see in the world. While explain how one can reach within to embrace humanity, he said it was possible by doing that which we are good at doing~ however, he commented that even though he had thought that those from the Indian culture and ethos would understand this, he has found out that even those who are not from here have understood this. "You look inside yourself ~ that's where you will find the strength~ the vision for the future~ that is, only when you will it," said he.

RI President Kalyan related the quality Distance Education project taken up by R.I. District 3131 (Pune) as the only solution to education problems in our country. He suggested that if a needy school is willing to spare one room, this project may take off at a cost of Rs 75,000/- for a personal computer, an LCD projector and

software in English and RIP's Kolkata Visit Media in any Indian language. He mentioned low cost shelters in our country as well as in other parts of Africa, South America. While touching upon the 5th Avenue of Service, he mentioned that India has the strongest Rotaract with about 26,000 Rotaractors in Chennai District itself. He asked Rotarians to encourage this partner in service through guidance and mentoring. Finally he mentioned that even though membership was always on the rise in India, we were the third highest in terms of membership loss. He encouraged Rotarians to bring in past Rotaractors, as well as to depend on new social network initiatives. He claimed that before 2020, Asia would emerge as the most important area and even said that at that time maybe the Headquarters would be at Geneva or Singapore!

He concluded his speech with a cordial and warm invitation to all Rotarians to be at Bangkok for the annual convention where the registration was only US \$160/- However, he insisted that as Rotary was family-oriented, the Rotarians should take their families.

The evening ended in an informal meet of the R.I. President with the Council of Governors over cocktails and snacks. R.I. President returned at 6am next morning from Kolkata.

PP Shyamashree Sen, AG Zone 15, 2011-2012, RC Calcutta Metro City

R.I. President Kalyan Banerjee inaugurates World's First Rotary Engineering College

Dream of Rotarians of Rotary Club of Ankleshwar (R.I. Dist. 3060) India came true with the inauguration of Shroff SR Rotary Institute of Chemical Technology by Rotary International President Kalyan Banerjee on 16th July 2011.

R.I. President Kalyan Banerjee landed at 11.00 a.m. on newly developed helipad developed at the Institute site along with Shri Rajju Shroff (CMD of United Phosphorus Ltd). They were received by PDG Ashok Panjwani, Chairman of Ankleshwar Rotary Education Society, Ann Meera, President Mukesh Baxi of RC Ankleshwar and Ann Ragini.

The Institute was inaugurated by unveiling plaque sharp at 11.20 a.m. in presence of Prime donors United Phosphorus Ltd, Major Donors Sajjan India Ltd., Zydus Cadila, Gujarat Reclaim & Rubber Products Ltd, DG Deepak Agrawal, Ann Minaxi, galaxy of Past District Governors, District Governor Elect, District Governor Nominee and their spouses.

The formal inaugural program, in presence of gathering of more than 700 people from all walks of life, started at 11.30 a.m. to see the Magic of Rotary.

PDG Ashok Panjwani briefed about the project with mention of quote from Past President Wilf Wilkinson that when ordinary people work together with full commitment, they can achieve extra ordinary results. 25 Acres of land with support of Government of Gujarat, donations from industries, college to suit to requirements of Chemical industries with new degree courses like Degree in Environment in Science & Technology and Degree in Chemical Technology with specialization in Pharmaceuticals, Dyes & Pigments, Glass & Ceramics and Rubber & Polymer Technology is ready after completion of Phase-1 to receive students. Director, Principal and faculty members are already hired and joined. Approval of AICTE and Gujarat Technological University has been received.

RI President Kalyan Banerjee was highly impressed with this miracle and said to the best of his knowledge that this is the first engineering college by Rotary in the world. He appreciated the efforts of PDG Ashok Panjwani and team of Rotarians who have worked day and night to make an Institute of this kind which is signature project and will improve public image of Rotary.

He further said that this Institute will impart education equivalent to quality of IIT, ICT (formerly known as UDCT, Mumbai) or any world class Institute. He thanked all donors, particularly United Phosphorus Ltd for not only donation, but giving all the support to build up this institute as well. He appreciated the efforts of Mrs Sandra Shroff, Vice Chairman of United Phosphorus as Chairman of Managing Committee of this Institute.

The final surprise came with all Rotarians of RC Ankleshwar felicitating PDG Ashok Panjwani and Ann Meera for their leadership and making this Dream comes True.

The program ended with vote of thanks from President Mukesh Baxi.

RI President left the site by helicopter at 3.00 p.m.

Source: PDG Ashok Panjwani

Rotary Information

ROTARY CLUBS-Organization and administration

In order to carry out its service programs, Rotary is structured in club, district and international levels. Rotarians are members of their clubs. The clubs are chartered by the global organisation Rotary International (RI) headquartered in Evanston, a suburban city near Chicago, Illinois. For administrative purposes, the more than 32,000 clubs worldwide are grouped into 529 districts, and the districts into 34 zones.

The Rotary Club is the basic unit of Rotary activity, and each club determines its own membership. Clubs originally were limited to a single club per city, municipality, or town, but Rotary International has encouraged the formation of one or more additional clubs in the largest cities when practical. Each club meets weekly, usually at a mealtime on a weekday in a regular location, when Rotarians can discuss club business and hear from guest speakers. Each club also conducts various service projects within its local community, and participates in special projects involving other clubs in the local district, and occasionally a special project in a "sister club" in another nation. Most clubs also hold social events at least quarterly and in some cases more often.

Each club elects its own president and officers among its active members for a one year term. The clubs enjoy considerable autonomy within the framework of the standard constitution and the constitution and bylaws of Rotary International. The governing body of the club is the Club Board, consisting of the club president (who serves as the Board chairman), a president-elect, club secretary, club treasurer, and several Club Board directors. In the majority of clubs, the immediate past president is also a member of the Board. The president usually appoints the directors to serve as chairs of the major club committees, including those responsible for club service, vocational service, community service, youth service, and international service.

FUTURE ROTARY EVENTS

AGs' Training Seminar : Hadyai 9-11 Sept 2011

Pudu Rotary Club Charity Run, Padang Merbok, KL 25 Sept 2011 Time 7.30 Am

Pre-GDLTS KL 9 Oct 2011

GDLTS Kuantan 11-13 Nov 2011

Zone Bali Institute 2-4 Dec 2011

RI Assembly San Diego 15-21 Jan 2012

Pre PETS Klang 10-12 Feb 2012

District Assembly Ipoh 23-25 March 2012

RI Convention, Bangkok, 6-9 May 2012

District Conference @ Subang 7-9 Dec 2012