



Berita Pudu



www.rotarypudu.org.my

The Weekly eBulletin of the
Rotary Club of Pudu
Kuala Lumpur, Malaysia
RI District 3300

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Date : 31st March 2014
Issue No : 36

Berita Pudu

PROGRAMME FOR TODAY

Speaker: Mr Justice Richard Talalla, Retired
Subject: Lost Over France; Malaysia's Unsung Hero
JOINT MEETING WITH RC DAMANSARA, KE-LANA JAYA & TITIWANGSA

On Duty

Duty Table: Rtn Elaine Tan
Fellowship: Rtn Asok Kumar
Finemaster: PE Daisy Chiu
Introducing: PP Datuk Y K Chew
Thanking: PP Dato' N K Jasani

Rotarians' Birthdays (April)

04th – PP Quah Sek Cheng
22nd – Rtn Roy Sreenivasan
26th – Rtn Partick Lee

PROGRAMME FOR NEXT WEEK

Speaker: Mlle Marie Coutsiere and Mlle Louise Milhomme
Subject: International Youth Exchange

On Duty

Duty Table: Rtn C T Heng
Fellowship: Rtn Steven Chiew
Finemaster: Rtn Sarkunan Subramaniam
Introducing: Rtn Veronique Pearcey
Thanking: PP K H Low

Spouses Birthdays (April)

08th – Ann Adeline (PP Datuk Y K Chew)
15th – Ann Lin (PP Quah Sek Cheng)
19th – Ann Angeline (PP Richard Liew)

Wedding Anniversaries (April)

26th – PP Quah Sek Cheng and Ann Lin

CLUB DIARY OF EVENTS – APRIL 2014

Date	Time	Programme	Venue
Tue, 1 st April	6.30 pm	Incoming Club Service Committee Meeting	Residence of Rtn Jeff Yap
Wed, 2 nd April	7.00 pm	48 th Installation Committee Meeting	Crystal Palm Seafood
Thurs, 3 rd April	6.30 pm	Outgoing Membership Development Meeting	President Alex's Office
Thurs, 3 rd April	7.30 pm	Outgoing Club Service Committee Meeting	President Alex's Office
Sat, 5 th April	11.00 am	Fund Raising Committee Meeting	President Alex's Office
Sat, 5 th April	3.00 pm	Rotaract Board Meeting	Elilai Restaurant, Cheras
Mon, 7 th April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 8 th April	6.30 pm	Incoming Youth Service Committee Meeting	Bukit Kiara Club
Wed, 9 th April	6.30 pm	Outgoing Youth Service Committee Meeting	Bukit Kiara Club
Wed, 9 th April	7.30 pm	Outgoing/Incoming Community Service Committee Meeting	Bukit Kiara Club
Mon, 14 th April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 15 th April	6.30 pm	Incoming International Service Comm Meeting	Selangor Club, Bukit Kiara
Wed, 16 th April	6.30 pm	Outgoing/Incoming Vocational Svc Comm Meeting	Bukit Kiara Club
Wed, 16 th April	7.30 pm	Outgoing International Service Comm Meeting	Bukit Kiara Club
Mon, 21 st April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
25th–27th Apr 2014		80th R I District 3300 Assembly	Royal Bintang Resort & Spa, Seremban
Mon, 28 th April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 29 th April	6.30 pm	Incoming Board of Directors Meeting	Bukit Kiara Club
Wed, 30 th April	6.30 pm	Outgoing Board of Directors Meeting	President Alex's Office

EDITORIAL

It was during his high school years that he lost his father. He had to start all over again! Everything got more difficult. Before he could get his high school diploma, he had to start working to support his family. Back then he was only 17.

Shahrokh could have easily chosen to stop studying due to his father's death and family's financial problems. But with all the hardship in his life, Shahrokh completed his diploma in literature and he was trying to get into a university to study law.

That year 4000 people were competing for a place in the Law faculty at Tehran University. Only a small number of people could get in and he was one of them. He was living in Qom (a city close to Tehran) and he travelled to Tehran 3 times a week to attend his classes. The rest of the days he worked to support his family.

When he was 28 he was diagnosed with tuberculosis. That was the same disease which killed his father. He never gave up hope. Even though he was working two jobs, he tried so hard to fight the disease and finally he succeeded.

But Shahrokh Zahiri never gave up. When he was 42 years old he opened up a factory producing new products in Iran. It takes a lot of courage to introduce tomato sauce and mayonnaise to people who are only used to yogurt and egg white. He managed to start up the company with the name of "Mahram" a brand which now has more than 10 factories and more than 10,000 employees.

Unfortunately at the age of 48 his heart grew weak and the doctors told him that he might only be able to live for a short time but, it is close to 40 years now and he continues to live with his battery operated heart. At the age of 88, he works 12 hours a day with his weak heart to teach a lesson of persistence and perseverance to the students who stop working when they catch the flu.

If you want to reach your goal before anyone else, you have to run faster than the rest towards your goals. This is the only way you can get there quicker.

Warmest Regards.
Mike Tung

PRESIDENT'S MESSAGE

"All businesses and jobs depend on a vast number of people, often unnoticed and unthanked, without which nothing really gets done. They are all human and deserve respect and gratitude."

— Margaret Heffernan

An interesting conversation between Lieutenant Colonel James "Jimmy" Doolittle, U.S. Army Air Forces and a young pilot Rafe McCawley (Ben Affleck) in the movie "Pearl Harbour" came to my mind.

Doolittle: Do you know what is a top secret mission?
McCawley: Yes sir, it's the kind of mission where you get medals, but they send 'em to your relatives...

They were talking about the famous Doolittle Raid, also known as the Tokyo Raid, on 18 April 1942, which was an air raid by the United States on the Japanese capital Tokyo and other places.

It prompted me that there are much hard work that went totally unnoticed. Rotary has long recognised this and thus created a Vocational Service Award. Today we will present this award posthumously to Mr Kevin Tan, who sacrificed his life in the course of his duty.

There are also many 'unsung heroes' in the Club this year, helping the Club to go through the year. Today I would like to mention two of them before the year is out — PP Michael Tung and PP Dato Muslim. PP Tung as the Bulletin Editor has practically helped the Club in every avenue of service; PP Dato Muslim, tirelessly piece together all the good work of PP Tung and produce our weekly bulletin and then timely, publish them online.

"Hard work does not go unnoticed, and someday the rewards will follow"

— Allan Rufus, *The Master's Sacred Knowledge*

Whilst we are on the topic of celebrating the unsung heroes, it is therefore most meaningful that our speaker of the day is Mr Justice Richard Talalla, retired, who will share with us the story of his brother Henry Talalla in a talk entitled "*Lost Over France, Malaysia's Unsung Hero.*" Judge, we are obliged.

Alex Chang
President
RY 2013-14

PUDU NEWS

Record of Meeting on: 26th March 2014

Guest Speaker: Encik Mohd Lela Tobeng
Subject: Generating Electricity from Solar Panels at Home:

Visiting Rotarians

Name	Club
Rtn Chris Watts	R C Brackley

Guests

Ms Eva Cheah	President Alex Chang
Ms Lim Soo Zee	President Alex Chang
Mr Arvin Kumar	PP Gary Lim
Ms Choon Huei	Rtn Steven Chiew
Ms Liew	Club

Statistics

Guests	5
Visiting Rotarians	1
Club Members	16
Total Present	22

Collections:

Birthdays/Anniv/Fines	
Paying Diners	
Raffles & Others	
Total (RM)	



CLUB PROCEEDINGS

Sgt-At-Arms Dr Kong of RC Cheras called the meeting to order at 8.00 pm on behalf of President Alex Chang and President Ngam Su May. He welcomed all visiting Rotarians and Guests. He then led in the singing of the National Anthem and then proposed the Loyal Toast.

The fine session was conducted only for the members of RC Cheras by Rtn Marsha

PRESIDENT'S ANNOUNCEMENTS

- 1) The Joint Meeting with RC Damansara, Kelana Jaya and Titiwangsa will be held on Monday, 31st March 2014 at Shangri la Hotel, KL at 6.30 pm.
- 2) The outgoing Board of Directors Meeting will be held on Thursday, 27th March 2014 at 7.30 pm at the office of President Alex Chang

THANKING THE SPEAKER

PP Cheang of RC Cheras thanked Encik Mohd Lela Tobeng for a very educational and interesting presentation. He reiterated that the benefits and cost savings using solar panels were highlighted during the presentation. He then presented a memento to Encik Mohd Lela Tobeng.

INTRODUCING THE SPEAKER

Rtn Lee Kit of RC Cheras introduced the guest speaker Mohd Lela Tobeng who presented a talk on the subject "Generating Electricity From Solar Panels At Home."

SPEAKER'S CV

Name: Mohamed Lela Mansor Tobeng bin Mansor Tobeng
NRIC: 711001-02-5017
Nationality: Malaysian
Race: Malay
Position: Sales Manager
Qualification: Bachelor Business Administration Honours Risk Management, MARA University of Technology
Working Experience: 16 years (1992 – 2014)
Papers Presented:

- Solar FiT for Individual at Bandar Saujana Putra Associations.
- Solar Fit for Non-Individual at Universiti Malaysia Perlis (UNIMAP) to academic staff.
- Solar fit for individual at Tenaga Nasional Berhad
- Benefit from the FiT programme via solar panels on their roof for Kedah Teachers Association.

SPEAKER'S TEXT



BENEFIT FROM THE FIT PROGRAMME VIA SOLAR PANELS ON ROOFS. BY MOHAMED LELA TOBENG GADING KENCANA SDN BHD



WWW.GADINGKENCANA.COM



1. ANNOUNCEMENT MADE BY PREMIER NAJIB AT COP15 IN COPENHAGEN IN 2010
2. **RENEWABLE ENERGY CAN COUNTER THE EFFECTS OF UNCERTAINTIES AND VOLATILITY OF FOSSIL FUEL PRICES (OIL, GAS AND COAL)**
3. **REDUCTION OF CARBON EMISSIONS BY 40% BY 2020**
4. **NO ESCALATION IN PRICES OF RENEWABLE ENERGY (SOLAR), THUS ABLE TO ARREST ELECTRICITY TARIFF INCREASE IN THE LONG TERM**
5. **WITHOUT RENEWABLE ENERGY, TNB TARIFF GROWTH IS 6% PER ANNUM IN THE LAST 20 YEARS**



FEED-IN TARIFF AND RENEWABLE ENERGY ACT 2011



ACT CONTENT

- ✓ ELECTRICITY GENERATED FROM RENEWABLE ENERGY SOURCES
- ✓ ALLOW INDIVIDUAL AND INDEPENDENT PROVIDERS
- ✓ SOLD TO ELECTRICITY UTILITY COMPANIES



NORTHERN UTILITIES RESOURCES



The Sustainable Energy Development Authority of Malaysia (SEDA Malaysia) is a statutory body formed under the Sustainable Energy Development Authority Act 2011 [Act 726].

The key role of SEDA is to **administer and manage** the implementation of the feed-in tariff mechanism which is mandated under the Renewable Energy Act 2011 [Act 725].

Solar	Biomass	Biogas	Mini-Hydro	Solid Waste
Potential: > 6,500 MW Mekong river Status: 1 MW Mekong river (SUNIA 1000) Dams, Shuang Chengda Incentives & SUNIA for Chengda's yearly average potential: 1,500 kWh/m ²	Potential: 1,340 MW by 2020 Status: Total 39 MW under construction as of July 09 - Biogas Project - Palm Oil waste (EPB), other agricultural waste (wastewater, poultry husks, etc.)	Potential: 4.10 MW by 2020 Status: Total 4.45 MW under construction as of July 09 - Palm Oil Mill Effluent (POME), Cassava waste, livestock, agro, industrial waste water	Potential: 480 MW by 2020 Status: Total 30.3 MW under construction as of July 09 - Run of the river with minimum impounding	Potential: 300 MW by 2020 Status: Total 5.5 MW Commissioned on 1 August 2009 - waste collected in Malaysia Approximately 21,000 tonnes/day



Description of Qualifying Renewable Energy Installation	FIT Rates (RM per kWh)
(a) Basic FIT rates having installed capacity of :	15-MAR-2014
(i) up to and including 4kW	1.0184
(ii) above 4kW and up to and including 24kW	0.9936
(iii) above 24kW and up to and including 72kW	0.8496
(iv) above 72kW and up to and including 1MW	0.8208
(v) above 1MW and up to and including 10MW	0.6840
(vi) above 10MW and up to and including 30MW	0.6120
(b) Bonus FIT rates having the following criteria (one or more) :	
(i) use as installation in buildings or building structures	+0.2153
(ii) use as building materials	+0.2070
(iii) use of locally manufactured or assembled solar PV modules	+0.0500
(iv) use of locally manufactured or assembled solar inverters	+0.0500

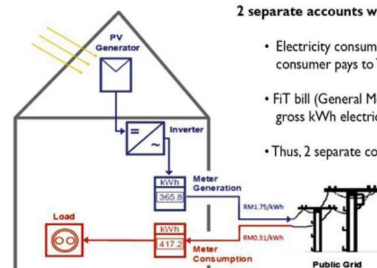
EXAMPLE CALCULATION:

(BASIC RATE) + (BONUS RATE)

RM 1.0184 + 0.2153 = RM 1.2337



FIT IMPLEMENTATION: ACCOUNTS & PAYMENTS



2 separate accounts with TNB:

- Electricity consumption bill (Consumption Meter): consumer pays to TNB for kWh electricity consumed
- FIT bill (General Meter): TNB pays to consumer for gross kWh electricity generated
- Thus, 2 separate contracts with TNB.

SPEAKER'S TEXT



HOW DOES THE SOLAR PV SYSTEM WORK

- Solar modules arranged into an array**
The solar modules absorb the sunlight and turn it into Direct Current (DC).
- Solar /Grid Inverter**
Direct Current (DC) from the solar modules then flow into the solar inverters where it is converted into Alternating Current (AC); the same type that is produced by the grid.
- PV Meter and TNB Meter**
The PV meter is the device that will measure the amount of electricity produced by solar PV system that will go into the grid. This reading will be the basis of the FIT payment by TNB to the solar PV system owner.

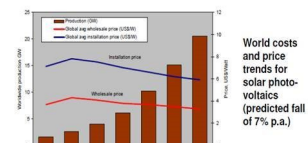


POTENTIAL OF RENEWABLE ENERGY: SOLAR PV



Yearly irradiation levels in Malaysian towns

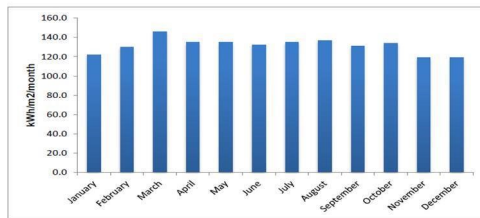
Towns in Malaysia	kWh/m2	Towns in Malaysia	kWh/m2
Kuching	1470	Kota Bharu	1705
Bandar Baru Bangi	1487	Kuala Terengganu	1714
Kuala Lumpur	1571	Ipo	1739
Petaling Jaya	1571	Taiping	1760
Seremban	1572	George Town	1765
Kuantan	1601	Bayan Lepas	1809
Johor Bahru	1625	Kota Kinabalu	1900
Shah Alam	1629		



World costs and price trends for solar photovoltaics (predicted fall of 7% p.a.)



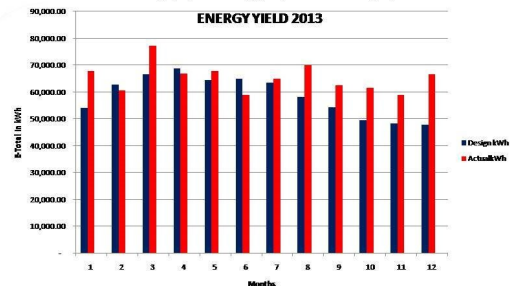
IRRADIATION DATA



The Solar PV system located on the roof area can received annual average sun irradiation incident of 1,575 kWh/m²/year meaning that the system can generate a steady energy output as illustrated in the chart.



BOSCH PROJECT ANALYSIS



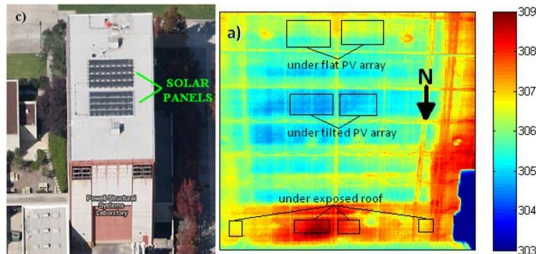
ENERGY YIELD COMPARISON	In kWh	Percentage
Energy Expected From Total Inverter Output	794,897.96	100%
Actual Energy Total From Inverter Output	783,862.80	111%



OTHER BENEFITS

COOLING EFFECTS ON BUILDING – SOLAR PANELS ACT AS ROOF SHADE

This will reduce energy consumption used by cooling mechanism such as air conditioners.



THERMAL IMAGES OF A ROOF CEILING: UNDER FLAT PV ARRAY, UNDER TILTED PV ARRAY, UNDER EXPOSED ROOF

Research by: University of California, San Diego



SOLAR YIELD EXAMPLE:

1KWP SYSTEM CAN GENERATE 1300 KWP PER YEAR

1KWP x 3.5 PEAK SUN HOUR (11AM – 2PM) x 365 DAYS = 1300 KWP

4 KWP SYSTEM FIT INCOME EXAMPLE:

4KWP x 3.5 PEAK SUN HOUR x 365 DAY = 5110 KWP

5110 KWP x RM1.2337 (FIT RATE) = RM 6304.20 PER YEAR

= RM 525.35 PER MONTH

EDITOR'S NOTE

This is a very long presentation; 35 slides in all. To view it in full please go the Pudu [website](#).

JOINT CLUB MEETING ON 26 MARCH 2014



Top Table



Sgt-At-Arms Dr Kong of RC Cheras



Introducer — Rtn Lee Kit



Rtn Chris Watts from RC Brackley UK



RC Pudu & Cheras members



Pres Alex with Cheras members

JOINT CLUB MEETING ON 26 MARCH 2014



Mr Tobeng — the Guest Speaker



Attentive audience



R to L: AG KU Rajah & Pudu Rotarians



L to R: PP Susan Tu and Cheras Rotarians



PP Cheang of RC Cheras thanking the Speaker



*Rtn Chris Watts exchanging banners with
Pres Alex Chang (L) and Pres Ngam Su May (R)*

VOCATIONAL SERVICE PROJECT

TIME	EVENT	ACTION
8.30 am – 9.00 am	<p>Arrival of Committee Members, Rotarians, Rotaractors, Interactors, Students from Homes</p> <p>Entrances at the Main Lobby, Monorail Station and Hotel will be opened. DG's car and bus to park near Hotel side entrance</p> <p>Rotaractors to be stationed at the main entrance and lift lobby of Berjaya Times Square</p> <p>All guests to be seated by 9.15 am</p> <p>LECTURE THEATRE</p>	<p>MAIN FOYER OF COLLEGE Registration tables/ chairs Registration lists Colour Tags Door Gift Bags Table Cards for workshops Registration – Daisy, Elaine, Laura</p> <p>To remind students to fill up inquiry forms and submit to BERJAYA UCH Ushers</p> <p>Workshop 1 – Culinary – Orange Tag Workshop 2 – Tourism – Green Tag Workshop 3 – Hospitality – Red Tag</p> <p>Usher to seats – Rotaractors</p>
9.15 am – 9.30 am	<p>ARRIVAL OF VIPS</p> <p>Mr Muhd Syaamil bin Abdullah Chef Jochen Kern Professor Walter Wong Chee Keong Madam Mae Ho District Governor Datuk Dr Mohinder Singh</p> <p>VIP GROUP PHOTOGRAPH AT THE FOYER</p>	<p>Holding Room</p> <p>VIP Reception Committee Alex Chang Sandy Soh</p>
9.30 am	<p>Please invite everyone to be upstanding to welcome the VIPs</p>	<p>Elaine Tan to prompt KU Rajah</p>
9.35 am – 10.00 am	<p>SPEECHES 5 mins per speech</p> <ol style="list-style-type: none"> 1) Organising Chair Rtn Sandy Soh 2) President Alex Chang 3) Madam Mae Ho (COO) 4) District Governor Datuk Dr Mohinder Singh <p>CAREER TALK</p>	<p>KU Rajah</p> <p>To remind students to fill up inquiry forms and submit to BERJAYA UCH Ushers during Refreshments</p> <p>KU Rajah to read CV of Speakers</p>
10.00 am – 10.15 am 10.15 am – 10.30 am 10.30 am – 10.45 am	<p>Professor Walter Wong Chee Keong Chef Jochen Kern Mr Muhd Syaamil bin Abdullah</p>	

VOCATIONAL SERVICE PROJECT

10.45 am – 11.00 am	PRESENTATION OF MEMENTOS President Alex Chang to present to:- 1) Mr Muhd Syaamil bin Abdullah 2) Chef Jochen Kern 3) Prof Walter Wong Chee Keong 4) Madam Mae Ho (COO) 5) District Governor Datuk Dr Mohinder Singh Chief Operating Officer Madam Mae Ho to present to:- 1) Organising Chair Sandy Soh 2) President Alex Chang 3) District Governor Datuk Dr Mohinder Singh	K U Rajah Elaine Tan K U Rajah Heiddy
11.00 am – 11.45 am	REFRESHMENTS FOR VIPS MEETING ROOM 1	K U Rajah BERJAYA UCH Ushers
11.00 am – 11.45 am	WORKSHOPS 1) CULINARY – Orange Tag Culinary Theatre (14 th Floor) 2) TOURISM – Green Tag Conference Room (2 and 3, 11 th Floor) 3) HOSPITALITY – Red Tag Upper East Side Café (14 th Floor)	Facilitators CHEF ZULKIFLI BIN HASHIM MR WAYNE WONG MS DEWI PRATOMO K U Rajah BERJAYA UCH Ushers
11.45 am to 12.15 pm	REFRESHMENTS FOR STUDENTS UPPER EAST SIDE CAFÉ (14th Floor)	BERJAYA UCH Ushers
12.15 pm to 12.45 pm	CAMPUS TOUR Divided into 3 groups as per colour tags	BERJAYA UCH Ushers
12.45 pm to 12.55 pm	CLOSING CEREMONY PRESENTATION OF MEMENTOS LECTURE THEATRE OC Sandy Soh to present to 1) Chef Zulkifli bin Hashim 2) Mr Wayne Wong 3) Ms Dewi Pratomo	BERJAYA UCH Ushers K U Rajah Elaine Tan
1.00 pm	GROUP PHOTOGRAPH AT THE FOYER END OF PROGRAMME	K U Rajah

CLUB & DISTRICT DIARY OF EVENTS - FUTURE

Date	Time	Programme	Venue
Sat, 29th Mar 2014	9.00 am	Career Opportunities in the Hospitality Industry - Vocational Service	Berjaya University College, KL
25 th – 27 th April 2014	-	80 th R I District 3300 Assembly	Royal Bintang Resort & Spa, Seremban
Sat, 3rd May 2014	10.00 am	R C Pudu Charity Premiere ‘Spiderman 2’	GSC Pavilion, KL
Sat, 17 th May 2014	7.30 pm	The Rotary Foundation Awards Night	Royal Lake Club, KL
Fri, 23rd May 2014	2.30 pm	Rotarian/Teacher Advisors High Tea	Shangri la Hotel, KL
Sat, 19th July 2014	7.00 pm	R C Pudu 48th Installation Night	Shangri la Hotel, KL
21 st – 23 rd Nov 2014	-	2014 Kota Kinabalu Rotary Institute	Sutera Harbour Resort & Spa, Kota Kinabalu.



ROTARY CLUB OF PUDU
R I DISTRICT 3300

**CAREER OPPORTUNITIES IN THE
HOSPITALITY INDUSTRY**
LEVEL 11 WEST, BERJAYA TIMES SQUARE,
JALAN IMBI, KL
SATURDAY, 29TH MARCH 2014
9.00AM TO 1.00PM



DISTRICT NEWS

[rotary3300] RE: MH 370 from PRIP Bhichai Rattakul

rotary3300@googlegroups.com on behalf of Drpaulcklee <drpaulcklee@gmail.com>

Sent: Wed 26/3/2014 11:15 AM

To: 'Bhichai Rattakul'

Cc: rotary3300@googlegroups.com; PP Michael Tung (mikesktung@gmail.com.)

Dear President Bhichai,

It is so kind of you to extend your expression and deepest sorrow over the most unfortunate tragedy of our MH 370 where 239 passengers and crew perished.

The event is even more tragic as it is difficult for the families to have a closure as the plane till date is not found.

We can only pray that at least the plane will be located and found so that the loved ones can claim the bodies for burial and thus have a closure. Only time can heal the pain and loss.

I have emailed your mail with this reply to our District 3300 e-Group. I am sure all Rotarians in our District 3300 are appreciative of your kindness and expression of sorrow and joins me in thanking you.

Paul

From: Bhichai Rattakul
[mailto:bhichairattakul@hotmail.com]
Sent: Tuesday, 25 March, 2014 8:23 PM
To: Paul CK Lee
Subject:

Dear PDG Paul,

It is such a sad news! With almost 300 passengers on board, the plane crashed and all innocent people perished.

I am writing to express my deepest sorrow over this unfortunate incident. Through you, please convey my deepest sorrow over this great loss.

Bhichai Rattakul



Rotary announces New Member Sponsor Recognition program

Sponsor a new member and you'll not only strengthen your club, you'll also get recognized for your efforts.

Through the [New Member Sponsor Recognition program](#), sponsors will now receive a specially designed Rotary pin and recognition on Rotary's website.

Simply enter new members into your club's records and identify the sponsor. Each week, Rotary will send clubs a packet containing the names of newly identified sponsors along with Rotary pins and as many as four different-colored pin backers. The color of the backer depends on the number of new members sponsored, ranging from blue for one member to gold for six or more.

Keep track of the number of members you've sponsored by checking your My Rotary profile page. Gold-level sponsors will also be listed in the [Membership Recognition Gallery](#), and if they attend the convention, invited to join the RI president for a special recognition event.

All new members and their sponsors must be designated in club records in *My Rotary* to participate in the program. Sponsors of members who joined Rotary on or after 1 July 2013 are eligible.



DISTRICT NEWS

On Thu, Mar 27, 2014 at 1:21 AM, Baskaran Syamala <swe_tha@hotmail.com> wrote:

DISTRICT LEVEL SIGNATURE PROJECTS

Not long ago, the District was reluctant to organize District projects for fear of lack of support from Rotary clubs. It was also felt that participation in a District project may take away precious time of the clubs who may have too little time left to carry out their own club projects.

However, over the last few years, District projects have resurfaced again and have met with fairly good response. The idea behind a District project is to find common ground among all the Rotary clubs in the District as well as promote a sense of unity and better understanding. These of course bring a sense of belonging to the big family of our Rotary District as well as sow the seeds for the development of significant and signature projects.

District projects per se will serve a better purpose if there is a continuity in the theme of our projects over a period of time instead of experimenting with different ideas all too often. If the District is to offer leadership on signature projects to clubs, it has to start with the District leading by example.

We also need to define what a District project is, whether it means hands-on involvement of all the clubs, or does it mean Rotarians from different clubs meeting in one place to undertake a projects etc. We also need to be mindful of the fact that too many of these projects can be a drain on the energy of the clubs and sooner or later, may face the prospect of loss of interest. We need to have a proper balance in order that District projects do not take away the time and money needed to carry out club projects.

If one were to assess the different District projects, they come under different categories and let us for the sake of discussion, look at the District projects carried out in this Rotary calendar year for us to have to have a better perspective of where we are heading.

1) Jogathon- A project intended for Rotarians to participate with 40 other NGO's with the aim of getting to know and working with others as well as raising much needed funds. An excellent idea which if properly planned and executed will be worth pursuing. It is the breeding ground for co-operation between Rotary and other NGO's and an opportunity to seek out potential partners of service.

2) Blindness prevention - This is the project that holds out the most promise especially so, since there has been continuity over the last few years. This project seems to

have the potential to become our signature project if all the ideas and proposals are carried forward and a time frame of 5 to 10 years set for us to achieve our goals. The added advantage of this project has been the close working relationship with the CIMB foundation which has funded cataract surgery carried out by many Rotary clubs in our District. In addition to this, with the involvement of District 3310, it has the potential to develop into a national project which would also enhance the relationship between our two Districts. A signature project in the making if there is continuity.

3) Choose to Reuse, Replant and Recycle- This is a series of projects that started in PDG Dato Ravee's year.

"Choose to Reuse" started as a District wide project involving the hand on participation of all the clubs in the District. In IPDG Mansor's year, the theme was replanting trees where the concept changed to Rotarians gathering at one place to carry out the project. I believe that the next project under this series is supposed to be the Recycling project in Datuk Mohinder's year. Though these projects have a common platform of environmental awareness, the change of focus each year has diluted its impact and a great opportunity lost to create a sustainable project.

4) Publicity and fellowship project- It started with the fellowship at Rotary square last year followed by the Cycling in Penang this year which have been outstanding successes in bringing Rotarians together. The tremendous enthusiasm shown and the success is due to the desire of Rotarians for greater fellowship and we hope it becomes a regular feature.

5) One off projects- The District building along with the Rotary square built earlier fall under this category. These are essential projects at certain stages of our existence, in order for us to have that sense of identity and belonging. These are monuments to our existence for 80 odd years in our country.

The development of an iconic District signature project within the next five years should be our top priority and a desirable goal. We have the projects to choose from, but we should decide once and for all what our priorities are, and then work on making our successful Rotary story that we can all be proud of. We also need to be mindful not to impose too many District projects upon clubs at any given time.

A serious brainstorming should be the first step towards this direction, followed by a commitment for continuity in order for us to start the ball rolling. Let us not delay any further on what has become an absolutely necessity especially if we aspire to reach even greater heights.

*Regards
Baskaran.*

RI NEWS

RI PRESIDENT'S APRIL MESSAGE

Like attending a Rotary club meeting, reading Rotary magazines is an essential part of the shared experience of being a Rotarian. When you pick up a Rotary publication, whether it's Rotary Down Under in Australia and New Zealand, or The Rotary-No-Tomo in Japan, you'll find that every single one does just what it's meant to do: It informs, and it inspires. It keeps you up to date with Rotary news, brings you new ideas for your Rotary service, and tells stories that are relevant and meaningful to you.



To me, these publications around the world are a tangible representation of Rotary's greatest strength: that each club is a local, community-based entity, engaged in a truly global network.

This organization is incredibly large and diverse, and as much as we all have in common in Rotary, we are not a place where one size fits all. Our expectations of a magazine, both culturally and linguistically, are naturally going to be different. With our regional publications, Rotarians in Bulgaria can find out what's going on in Rotary in Bulgaria, and what's going on elsewhere in the Rotary world, along with the latest news from Evanston. Because each one of our Rotary publications belongs to the family of Rotary magazines – each one is, like every Rotary club, both fully local and fully part of our international identity.

One of the greatest privileges of being RI president is the ability to speak directly, every month, to every one of our 1.2 million Rotarians. It's awe-inspiring to me, as I write this, to think of all of you, sitting down in your living rooms or at the breakfast table or maybe on the train to work, reading these words, and then turning the page to find out what's new in Rotary. And overwhelmingly, that is exactly what each of you does. Not just because your Rotary magazine turns up in the mailbox, or because you feel you have to – but because Rotary magazines are good magazines. I hope that when you pick up your publication – whichever one you're reading right now – you get the same feeling of pride, and ambition, that I do.

Rotary magazines remind us that as Rotarians, we are all part of something larger than ourselves. They show us just how much we can achieve through Rotary. Through them, we see what our Foundation dollars do, we see what our fellow Rotarians are doing, and we are inspired to Engage Rotary, Change Lives even more.

*Ron Burton
Rotary International President, 2013 - 14*

WHO SOUTH-EAST ASIA REGION OF 1.8 BILLION PEOPLE DECLARED POLIO-FREE

The Global Polio Eradication Initiative (GPEI) today congratulates the countries in the South-East Asia Region of the World Health Organization (WHO) on being certified polio-free, a historic milestone in the worldwide effort to end polio and realize the broad benefits eradication will bring. The 11 countries in the region – Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand and Timor-Leste – are home to 1.8 billion people and represent the fourth of six WHO regions of the globe to be officially certified polio-free.

India, once deemed the most difficult place to end polio, recorded its last case on 13 January 2011, enabling completion of regional certification. Other countries such as Sri Lanka, Maldives and Bhutan have been polio-free and waiting for this day for more than 15 years.

Ending polio in these countries forged strong systems that are now being used to advance other health priorities. In Bangladesh, immunization coverage for essential vaccines (diphtheria-tetanus-pertussis) rose from 82% to 96% between 2000 and 2012, in a period of intense polio eradication activity; in Nepal, the rate went from 74% to 90%. Some countries have expanded their high-performing polio surveillance networks to track other vaccine-preventable diseases such as measles, neonatal tetanus and Japanese encephalitis.

South-East Asia's remarkable achievement in ending polio was made possible by unprecedented commitment from governments to hold high-quality vaccination campaigns that reached a cumulative total of 7.5 billion children over 17 years, in every home from the busiest city street to the remotest rural corner, with the dedication of millions of community health workers and volunteers. Between 1995 and 2012, the polio programme conducted 189 nationwide campaigns across the region and administered more than 13 billion doses of oral polio vaccine.

The region's accomplishment marks a vital step toward the GPEI's goal of delivering a polio-free world by 2018. Innovative approaches and new partners are driving global progress against a multi-year plan to stop transmission, improve immunization rates and make a lasting impact on child mortality. However, this progress is at risk unless polio is ended in the three countries where it has never been stopped: Afghanistan, Pakistan and Nigeria. Recent outbreaks in the Middle East and the Horn of Africa are stark reminders that polio anywhere is a threat everywhere. Until polio is stopped in the remaining three endemic areas, all countries need to maintain sensitive sur-

(Continued on page 15)

RI NEWS

(Continued from page 14)

veillance and high immunization rates to rapidly detect any importation of poliovirus and minimize its impact. Now that 80% of the world's population lives in regions certified polio-free, the goal of eradication is closer than ever.

The Global Polio Eradication Initiative is a public-private partnership led by national governments and spearheaded by the World Health Organization (WHO), Rotary International, the US Centres for Disease Control and Prevention (CDC) and the United Nations Children's Fund (UNICEF), with support from the Bill & Melinda Gates Foundation. In 1988, when the GPEI was launched, more than 350,000 children were being paralyzed or killed by polio each year. That figure has been reduced by 99.9%: in 2013, 406 cases of polio were reported.

HAMID JAFARI, DIRECTOR OF GLOBAL POLIO ERADICATION INITIATIVE IS HEADED FOR PAKISTAN

It has been three years since a polio case was reported in India. We recently spoke with Dr. Hamid Jafari, director of the World Health Organization's Global Polio Eradication Initiative, who led that campaign.



Excerpts:

What lessons can Pakistan draw from India's experience in eradicating polio?

The strength of India's political leadership and a spirit of partnership helped raise population immunity and stop transmission of the virus. This required the highest standards of data gathering and analysis that underpinned performance accountability, operational strategies to reach underserved populations, technical innovation to introduce new vaccines, strong political commitment and ownership that cut across sectors and cut through all layers of government. Indian experts have already advised their counterparts in Pakistan and Nigeria, and this sort of cooperation will continue. Of course, each country and each area of each country has its specific challenges, which only local solutions can meet. But parents everywhere want their children to be safe from polio. For Pakistan, lessons in operational improvements in accessible areas and stronger government commitment at all levels are particularly applicable. But it has its own political and security challenges which require local solutions. Pakistan is also facing a challenge that no other country has faced before—unrelenting attacks on frontline health workers;

these workers have made tremendous and tragic sacrifices. It is admirable that despite attacks and intimidation, so many of these courageous workers go back to vaccinating in their communities. All efforts must be made to ensure they can work under safe and secure conditions.

What do you expect your biggest challenge to be now that you plan on returning to Pakistan?

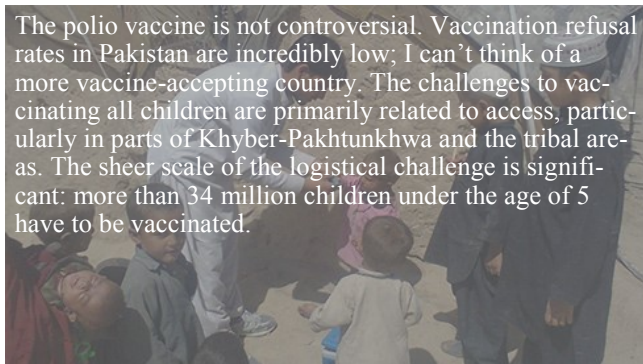
I am not planning to return to Pakistan to live there, but I remain deeply involved in the polio eradication efforts in the country. The single largest challenge is the inability to reach children, whether in accessible or inaccessible areas, with the vaccine. While political solutions are necessary for the latter, for the former we have the right tools and strategies. They need to be applied more consistently throughout the country.

Muslims in India were suspicious of the polio vaccination campaign. How did you address that problem, and can you apply the same solutions to Pakistan?

Scepticism about the vaccine is not the issue in Pakistan. The national rate of refusal is less than 0.5 percent, so let us be clear about that. To imply that Muslims are suspicious of vaccines discounts all the Muslim countries and communities in the world which are well-immunized and places a minority as representative of the majority. In all communities, those who are the most marginalized—regardless of religion, caste or color—are also the most underserved and often the most suspicious of the government. For some communities in India, suspicion of authorities came from long years of being underserved. It is no different for those in the tribal areas of Pakistan or in those communities living in Karachi and other big cities. So the issue to address is that of serving these communities and of building trust. This comes with better services, including routine immunization. Reaching every child, particularly in the most marginalized communities, is the imperative of the eradication effort.

Why is the polio vaccine controversial at all?

The polio vaccine is not controversial. Vaccination refusal rates in Pakistan are incredibly low; I can't think of a more vaccine-accepting country. The challenges to vaccinating all children are primarily related to access, particularly in parts of Khyber-Pakhtunkhwa and the tribal areas. The sheer scale of the logistical challenge is significant: more than 34 million children under the age of 5 have to be vaccinated.



THOTS FOR THE WEEK

Welcome to the 21st Century!

Our Phones ~ Wireless

Cooking ~ Fireless

Cars ~ Keyless

Tires ~ Tubeless

Dress ~ Sleeveless

Youth ~ Jobless

Leaders ~ Shameless

Relationships ~ Meaningless

Attitude ~ Careless

Wives ~ Fearless

Babies ~ Fatherless

Feelings ~ Heartless

Education ~ Valueless

Children ~ Mannerless

Everything is becoming LESS but still our hopes are ~ Endless.

In fact we are ~ Speechless

And Government is ~ Clueless


And our Politicians are ~ Worthless

So there you are ~ Aimless

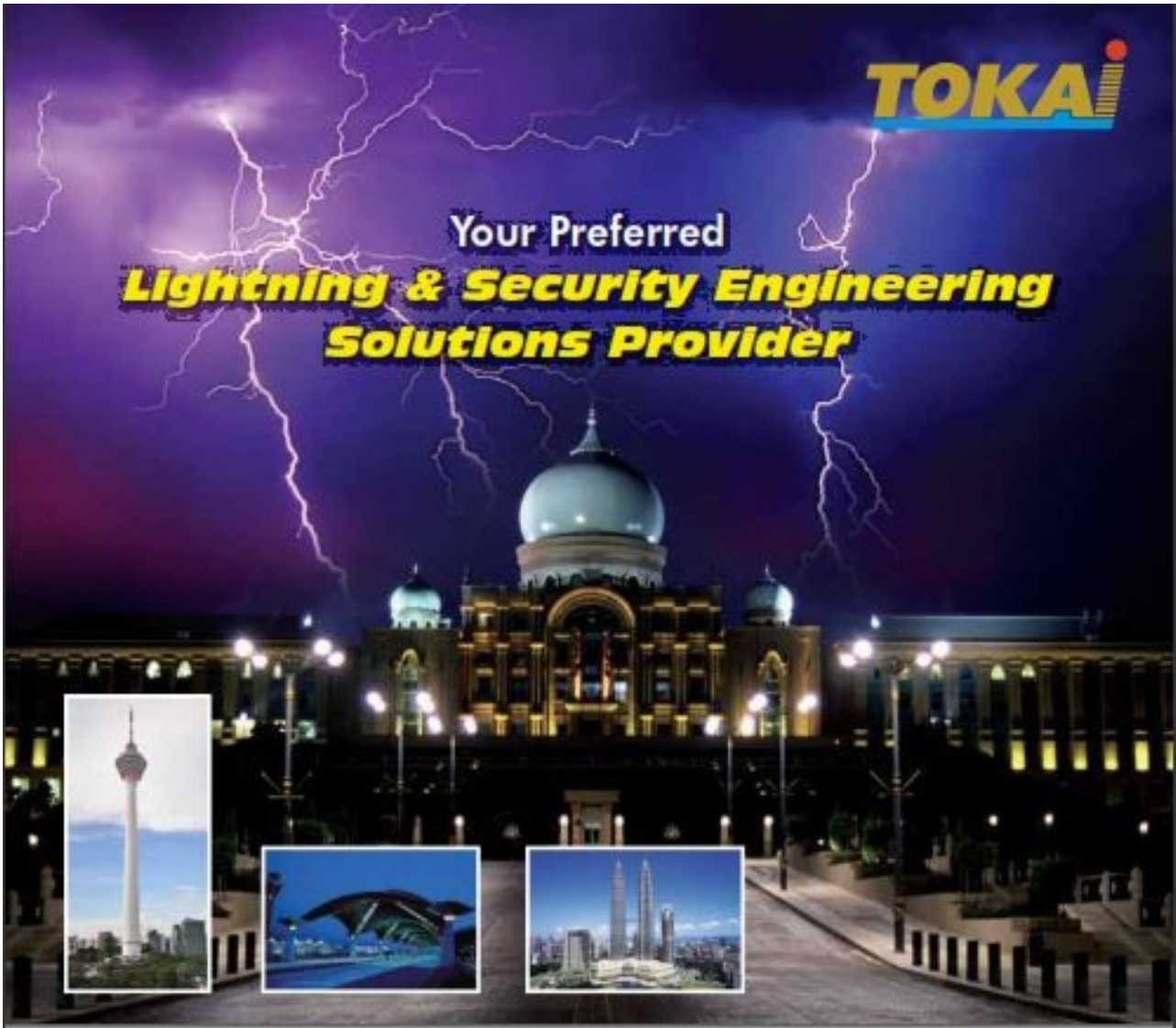
ON THE LIGHTER SIDE






Computer Addiction



Your Preferred **Lightning & Security Engineering Solutions Provider**








Tokai is nation's leading lightning protection and security solutions provider, providing quality products and services that protects your homes, buildings, lives and businesses. We are the only ISO certified lightning and security solutions provider in the nation and our products are registered with Jabatan Kerja Raya and SIRIM. The products also comply to standards **BS EN 50164-1, BS 7430, BS EN 50164-2, BS EN 13601.**



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Our Awards



Tokai is the proud winner of various prestigious industry awards namely The Golden Bull, Enterprise 50 and the Asia Pacific Entrepreneurship Award.



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