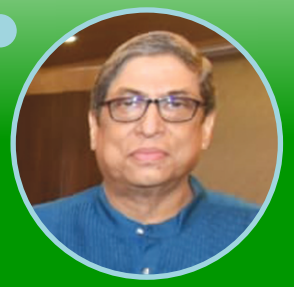




Rotary Garden Reach



IMAGINE ROTARY



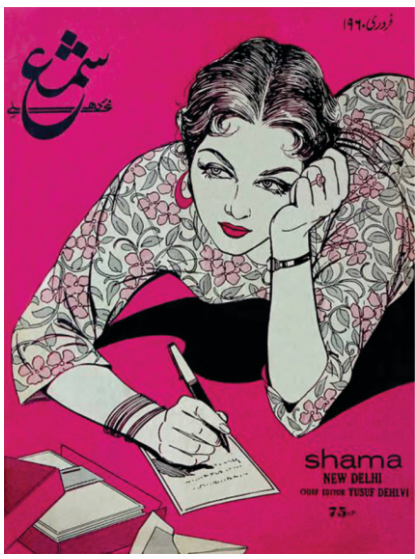
# LIGHT

WEEKLY BULLETIN October 18th, 2022 - Vol. 45 No. 14

President - Rtn. Abinash K Singh • Secretary - Rtn. Debasis Das • TREASURER - Rtn. Chiranjib Sha • Editor - PP Tanu Roy

## “Shama” – A magazine so popular that it was smuggled across the border

Rumour has it there once was an Urdu magazine so popular that it was smuggled across the border and sold for exorbitant prices. Hard to believe! Trace Shama’s journey in this post.



In the early 20th century, there was a surge and disruption in the way Urdu was used. From being a language of Tehezeeb it started becoming a language of rebellion. When the words of Rashid Jahan and Sajjad Zaheer sparked flame and anger, Urdu discourse would forever be changed. Others wanted to make Urdu heard in a different way. With the coming of the Talkies, early 20th century Cinema in India was gaining new ground. With that came the opportunity for a new kind of discourse.



The advent of film journalism in undivided India probably started in Lahore where ‘Cinema and Chitra’, published in the late 1920s was the first to make some real dent in this new field of journalism. The language of communication was primarily Urdu. Urdu was and still is deeply intertwined with the Hindustani-speaking parts of the country, and it was from around the areas of Lucknow, Lahore, and Delhi, where people went into the glittering film industry to make a mark. It’s not surprising that Urdu as a language became a mainstay in the early rising days of the Film industry. **Shama** began publication in 1939 with Yusuf Dehli, a successful Delhi businessman who had dealings in real estate and leather, as its proprietor.



**Shama** was conceived as a combination of religious and literary magazines. What made it stand out was its ability to combine and present its hybrid nature in an articulate & acceptable manner without delving into cheap slander. Priced at two annas a copy, the first issue had this couplet on its cover:

**Lo shama hui raushan, aane lage parwaane, Aaghaaz jab aisa hai, anjaam khuda jaane...**

(Behold the candle is burning, the moths are coming When the beginning is like this, God knows how it will end). It didn’t receive instant popularity and Yusuf and his family had to really dig deep. However, the heavy usage of Urdu in the industry was a big help. Urdu Poetry was used in the form of song lyrics and many Urdu novels and plays were even used as film screenplays. Many of these writers who regularly contributed their poems and short stories on Shama were also involved heavily with the film industry, working on dialogues and screenplays. As the motion pictures started gaining popularity, so did Shama.

The era of Urdu Magazines had only begun. Partition led to a sizable influx of Urdu readers in India and for them, Shama became an addiction. But Shama didn’t just lie on their laurels. Their contributors were some of the best and most well paid names in the industry. Among their contributors were writers like Rajinder Singh Bedi, Ismat Chughtai, and Krishan Chander, and celebrated poets like Jigar Moradabadi and Firaq Gorakhpuri. Regular film columnists included award-winning names such as KA Abbas and Rahi Masoom Raza.

By the 1950s, almost the entirety of the Delhvi clan, including Yusuf’s three sons, Younus, Idrees, and Ilyas, and some of their wives, was in the business. Shama's commercial success even led to spin-off publications. There was **Bāno** (Lady), a magazine specifically for women, **Khilaunā** (Toy) for children, the crime/spy magazine **Mujrim** (Criminal), and others, all under the Shama Umbrella. Yusuf hadn’t only created a successful business but also a nuanced space for articulate discussion.

Though the records haven’t survived the tides of time, **Shama was supposedly the first monthly Indian journal of any kind in any language to surpass the 100,000 subscribers’ milestone as early as the 1950s, selling almost 1.5 lakh copies a month.** Such was its popularity that it was ferried across the border in large numbers. Custom officers would often ask, “Is there anyone who is not carrying Shama?” It had become a commodity that people wouldn’t think twice about spending a lump sum on.

What added to the craze was the Adabi Muamma, monthly crosswords puzzles, which carried hefty prize money for the winners. It even got a mention in the Shabana Azmi, starrer “Anjuman”, released in 1986, which was considered a rare distinction for a film magazine. Shama was loved by the stars. Dharmendra was once heard saying, “I’ve been diligently reading Shama since the time I was studying in the 9th...can say this without any hesitation that my desire to get into films was kindled by Shama”.



The likes of Raj Kapoor, and Waheeda Rehman would often visit the Shama Kothi (Delhvi House), as did the likes of Meena Kumari, Nimmi, and Jayant. There was even a rumour that it was Yusuf Dehli who persuaded Sunil Dutt to allow Nargis to act in Raat Aur Din.

The 1990s may have been a boom for many, but for Shama and its many contemporaries, it was twilight. The Shama office closed down in 1999, bowing down after almost 6 decades of relentless pursuit of literary eminence. Given the kind of vitriol the language receives today, it’s hard to imagine that not so long ago an Urdu Magazine was mainstream and popular. How it wowed its readers for all those years without ever letting its standards down is something we can learn from even today.

**Today is our 2194th**

**Members attended last RWM: 11**

***Birthday Greetings :***

Oct 20th Spouse Annu, Wife of Rtn. Abinash

Oct 24th PP Tapan Roy

Kabir, Son of Rtn. Abbas Haldar



**Agenda – 2194th RWM**

1. November 1st, Bijoya Diwali Meet
2. November 8th, 2nd Club Assembly
3. November 22nd, AG Visit
4. Dec 13th, DG's Official Club Visit
5. Dec 20th, Annual Meeting

**ROTARY- Polio elimination**

**Persistent and passionate dedication for ambitious results**

Rotary has inaugurated and influenced global and regional initiatives in support of polio eradication. In 1989, donations reached up to USD 27 million and supported 27 countries in the Americas. Rotary has also headed the initiative to mobilize several other organizations and institutions that are now part of this movement, such as the Bill and Melinda Gates Foundation's matching fund contribution since 2007.

Rotary was a pioneer in the fight against polio and started efforts in 1978 with a very ambitious goal to reach a polio-free world. Rotarians have upheld the Region over the most challenging times, including financial and political crises. Rotary members have been permanently present in all countries of the Region since 1981 and have played a fundamental role in this long-lasting collaboration with PAHO.

On April 4th, 2019 The Director of the Pan American Health Organization, Carissa F Etienne, presented the President of Rotary International, Barry Rassin with recognition for the work that the institution has carried out in the Region of the Americas to achieve the elimination of polio and to maintain this achievement over the last 25 years.



Cooperation between PAHO and Rotary is a solid partnership that goes far beyond traditional financial support, involving the personal enthusiasm and commitment of

Rotarians. The organization uses its networks and coordination to participate in local and regional meetings, exchange knowledge, and organize different sorts of events to mobilize funds and efforts, with a day-to-day presence and passionate dedication to this mission in each and every Rotarian district and club.

Rotary has been a true partner to PAHO in keeping the Region free of polio for almost 30 years. The organization constantly demonstrates its will to further strengthen the relationship so as to tackle upcoming challenges, thus maintaining focus to fight together until global eradication is achieved.

### **The role of UN today**

**Dr. Mahesh Kotbagi, RI Director, 2021-23**

United Nations Day is celebrated each year on October 24 since 1945 to mark its promotion of human rights, diversity and progress across countries. On this day, most UN signatories came together to sign the founding document — the UN Charter. Rotary has influenced the formation of UN and Rotarians have played a leading role in communicating its ideals. When the UN Charter was written, Rotary was one of the 42 organisations invited to serve as consultants, at the San Francisco Conference.



Since its inception, UN has impacted the lives of people on issues like human rights, peace and security, development, disease prevention, gender equality, education, humanitarian assistance, etc. The body has been at the forefront to ensure a secure, prosperous and equitable world, from supporting major decolonisation efforts across Africa and Asia to providing a critical platform for discourse through the cold war; from eradicating extreme poverty and hunger to addressing the pressing challenge of climate change.

Rotary and UN share a vision for peace and critical humanitarian issues. On many occasions, UN bodies like UNICEF and Rotary partner to provide lifesaving medicine, clean drinking water, educational material, etc to children and families in developing countries.

Rotary's seat at the United Nations' General Assembly signifies its efforts to foster goodwill and peace across boundaries. Rotary is the largest non-government foundation providing education and humanitarian aid.

The UN, along with its specialised agencies, provides a platform for people with different opinions to interact and seek methods to forge a middle ground. Despite polarisation

between its member states, it has arbitrated and successfully mediated in many disputes. Many nations' military truces and ceasefire agreements have been upheld by the UN peacekeepers. Though the organisation has been facing challenges in the last couple of years, like climate crisis, food insecurity, the Covid pandemic, and the Ukraine war, its relevance has increased.

India's global contributions to UN have been monumental and a source of pride for South Asia and all peace-loving democracies. During the Covid recovery phase, India acted as a pharmacy for the world.

India strongly supports UN's purposes and principles and has made significant contributions to implementing the UN's Charter goals and evolution of its specialised programmes and agencies.

As the UN marks 77 years of existence, we have every reason to celebrate all that our comity of nations has achieved. We must ensure that it remains effective and relevant in a dynamic changing new world.

### **“I Want to Remember your Face”**

**Ratan Tata was once asked by a radio presenter in an interview: "Sir, what do you remember when you found the happiest in life"?**

**Ratanji Tata said: "I have gone through four stages of happiness in life, and finally I understood the meaning of true happiness."**

**The first stage was to accumulate wealth and resources. But I didn't get the happiness I wanted.**

**Then came the second stage of collecting valuables and items. But I realized that the effect of this thing is also temporary and the cluster of precious things does not last long.**

**Then came the third phase of getting a big project. That was when I had 95% of the diesel supply in India and Africa. I was also the owner of the largest steel factory in India and Asia. But even here I did not get the happiness that I had imagined.**

**The fourth stage was when a friend of mine asked me to buy a wheel chair for some disabled children. There were about 200 children. At the behest of a friend, I bought wheel chair. But the friend insisted that I go with him and present a wheel chair to the children. I got ready and went with them. There I gave wheelchairs to all the eligible children. I saw a strange glow of happiness on the faces of those children. I saw them all sitting on a wheel chair, roaming around and having fun.**

**When I was about to go back from there, one of those kids grabbed my leg. I tried to gently release my leg, but the child did not let go and he looked at my face and held my legs tighter. I leaned over and asked the child: do you need anything else?**

**The answer that the child gave me not only shocked me but also completely changed my outlook towards life.**

**The child said: "I want to remember your face so that when I meet you in heaven, I can recognize you and thank you once again."**

**The heart of the above wonderful story is that would someone want to see your face again, it matters a lot?**

**Do we just limit our goodness only to our small surrounding of spouse and children or want our face to be remembered?**

## Fulfilling our Promise

**Ian HS Riseley, Foundation Trustee Chair**

Who are your Rotary heroes? One of mine was **Clem Renouf**, 1978–79 RI President. I related to Sir Clem, who died in 2020, in many ways. We shared the same profession and Australian nationality and a passion for polio eradication. It was Clem's leadership that first put us on track to embrace the cause, mobilising what is today a global partnership that has led us to the cusp of eradicating a human disease for only the second time in history.



What Rotary and its partners have achieved is nothing short of remarkable. We have helped reduce polio cases by 99.9 per cent worldwide, immunising more than 2 billion children across 122 countries. Last year alone, more than 370 million children were vaccinated across 30 countries, using more than 1 billion doses of oral polio vaccine. As a result, we are seeing near historic lows in the number of cases. In August 2020, the World Health Organisation certified the African region free of wild poliovirus, an incredible achievement for Rotary members and a huge step on the road to eradication.

But remember that as long as polio exists anywhere, it is a threat to people everywhere, especially to young children. You may have heard about importations of the disease to Malawi and Mozambique, detection of poliovirus in sewage in the UK, and a recent case in the US.

To stay agile, Rotary and its partners are deploying a new polio vaccine, novel oral polio vaccine type 2 (nOPV2), to fight outbreaks of circulating vaccine-derived poliovirus, also known as variant poliovirus, which continues to threaten children in Africa, as well as several countries in Asia and the Middle East, including Afghanistan and Pakistan.

Rotary is as active as ever. We are calling on every member to take action and be part of this historic fight. Take the fight to your clubs and communities on World Polio Day, October 24. Keep raising awareness of the importance of polio eradication and Rotary's critical role in that effort by holding events and fundraisers. Don't forget that contributions toward the goal of \$50 million per year for polio eradication will be matched 2-to-1 by our generous partner, the Bill & Melinda Gates Foundation.

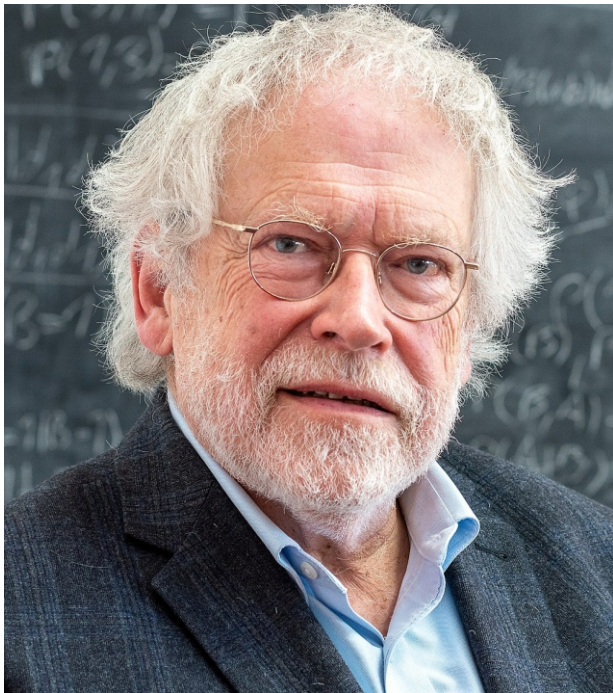
*Like Sir Clem, we can all be Rotary heroes, each playing a part in our organisation's great legacy. Through giving, raising awareness and funds, and providing hands-on service, each of us brings Rotary a step closer to fulfilling our promise to the children of the world by eradicating polio for good.*

## Anton Zeilinger - a Rotarian, wins Nobel Prize in Physics

Anton Zeilinger, a member of the Rotary Wien-West in Austria, was among three physicists who were announced as the winners of the Nobel Prize in Physics on October 4th, 2022 for their experiments in Quantum Mechanics. Their research laid the groundwork for rapidly developing new applications in computing and

cryptography.

Zeilinger, a Professor at the University of Vienna, shared the award with French physicist Alain Aspect and US Physicist John F Clauser. Their experiments explored quantum entanglement, a phenomenon that occurs when two particles behave as a single unit, even when separated. The three scientists will share the prize of nearly US\$900,000.



"I'm still kind of shocked, but it's a very positive shock," Zeilinger told reporters in Stockholm, Sweden, shortly after learning that he won. "I was actually very surprised to get the call."

He also acknowledged the contributions of more than 100 students who had worked for him over the years. He advised young people, "Do what you find interesting, and don't care too much about possible applications."

The Nobel Prizes are announced every October and November by committees in Sweden and Norway for groundbreaking contributions in chemistry, economic sciences, literature, peace work, physics, and physiology or medicine. In December, Zeilinger and the other laureates will accept their award in Stockholm.

*Zeilinger has been a Rotary member since 2001.*

## **Amitabh Bachchan @ 80**

**As much as we admire and aspire to virtuousness, Big B's characters more accurately captured the reality of what it is to be human.**

Has a single performer ever been so beloved by so many? I don't want to rehearse the history of that love affair: what everyone saw and sees in the Big B, the pivotal moments of his career, lows and highs of his reputation.



He glowered. He strode. His voice resonated as if it emerged from the very belly of the earth. His bloodshot, half-moon eyes expressed the pain of entire peoples. His square jaw line, their defiance. The pouty lips, the mop of hair, his swagger - they are iconic, as are his mannerisms, even the tiniest gestures - the flick of the fingers, certain well-known postures, the swing of his long, long legs. So familiar, in his voice, movements, and

expressions, that he feels like family.

If the early years gave us the smouldering anti-hero, whose taciturnity touched even his romance films like *Kabhi Kabhie* (1976), and the awkward, over-thinking middle-class man of Hrishikesh Mukherjee's films, the eighties showed us the garrulous romantic "Amit" of *Silsila* (1981). And, always, from *Sholay* (1975) to *Muqaddar Ka Sikandar* to *Bemisal* (1982), there was the Bachchan who could bear anything, who could sacrifice anything in the name of friendship. For those of us in the diaspora, especially, Bachchan gave us a way to be proud of our brown skin in white societies, his characters embodying the resilience, sensitivity, will to rebellion, and loveableness of brown people.

Virtually everyone who has written about him has remarked that Bachchan is not conventionally handsome: he doesn't have the fair and chiselled good looks of the Punjabi leading men that long defined male beauty in Hindustani films - Dharmendra, Rajesh Khanna, the Kapoors. But this quick dismissal fails to account for the physical appeal he undoubtedly exercised - the height, high cheekbones, intense hooded eyes, strong jaw line, thick hair, and full lips that audiences clearly preferred. His open shirt buttons revealing his chest were an open acknowledgment of his sex appeal.

Moreover, he channelled his looks as Punjabi often enough, in a manner that even those devoted to the dream of Khalistan could connect with in the 1980s. For a generation of women and men, he defined masculinity: tall, funny, poetic, passionate, at once zany and stoic, capable of slapstick in one moment and heart-wrenching pain in another.

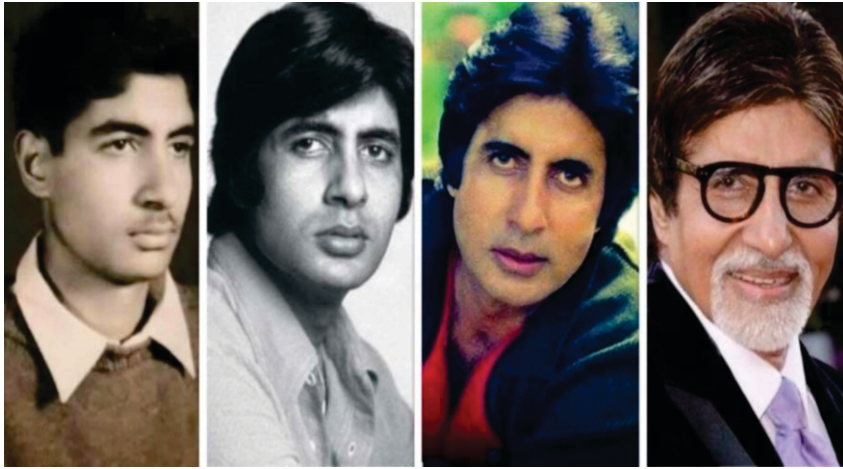
If men imitated him - his hair, his dance moves - he remained available across genders, not least through his own gender-bending movements and expressions.

As a man, then, Bachchan was at once lover, father, brother, and self for his viewers. Beyond imprinting his form on my heart and mind, he shaped my own creative expression. We imitated him, learned the drunken mirror scene from *Amar Akbar Anthony* (1977), and tried in vain to copy his baritone lines from *Silsila* and *Aakhree Raasta* and hysterical antics in *Namak Halal* (1982). Bachchan could inhabit such liminal moral and cultural spaces with élan, whether as the cop or coolie who defied smugglers, or as the underworld don himself.



Indeed, the figure we know as Amitabh Bachchan contains multitudes. The symbol of secular India, he played the Muslim coolie, the Christian orphan, the Afghan warrior,

the often caste-less Hindu everyman Vijay, the poet, the smuggler, the cop, the doctor, the tycoon, the pickpocket, with equal conviction.



Bachchan is postcolonial India, and humanity, in all its incarnations, from the most noble to the most disgraceful. Bachchan, like that India, is the comeback kid. Ever on the make. Ever willing to reinvent himself. Recovery from near-death accident on set. Bouncing back from disastrous political career. From financial disaster. Overnight game show host. At his best in the most desperate of moments.

**(A tribute by one of his biggest fan)**

## **A new parent's story: Why Vaccines matter**

**Stephanie Graff**

As the mother of a beautiful, happy, baby boy, I've been only too happy to share so many "firsts" with my husband and son.

From bath time to tummy time to bedtime stories, we recognize the importance of every milestone moment and experience, including those that are less than enjoyable for baby Abe - including routine immunization.

Perhaps because I work at Rotary International, I am particularly attuned to the important role immunization plays in preventing vaccine-preventable diseases, including polio. This is why my husband and I have been laser-focused on scheduling Abe for his routine immunization appointments (of which polio immunization is an essential component). Sticking to Illinois' routine immunization schedule is not only critical to protect Abe's health, it's also necessary to ensure he can attend day-care.

Although Abe hasn't particularly been a fan of getting jabbed in his chunky little legs, he's handled his shots with as much bravery as an infant can muster at two-, four-, and six-month appointments. And the relief I've felt wash over me after each appointment is palpable.

When I heard the news this summer that an unvaccinated man in New York, USA, had been paralyzed from polio, I was disheartened that a disease we thought we had left behind here in the United States was again present. Although our paediatrician assured me that Chicago is generally very well immunized against polio, the idea that some parents choose not to immunize their children concerns me because it's a






decision that affects the communities they live in, above and beyond their families. When polio exists anywhere, it's a threat everywhere. When children aren't immunized, it contributes to creating an under-immunized community, ultimately increasing the risk this paralyzing disease could spread.

Immunizing my son is one thing I can easily do to protect him and the kids in his day-care class, so to me it's an obvious choice. Misinformation about the safety or

effectiveness of vaccines may cause some parents to avoid vaccinating their children. It's also possible we have grown too complacent about the threat, since polio has not circulated in the United States for decades. But these things are reminders that we have work to do in educating communities of the threat of this disease. Vaccinations remain the only defense against polio and other vaccine-preventable diseases.

I have the honour in Rotary of working with polio survivors who share their stories in the hope of preventing polio from afflicting future generations of children. Their experience strengthened my resolve to vaccinate my son.

Rotary 

# Happy Diwali!

“  
ROTARY AND ITS  
PARTNERS HAVE  
REDUCED **POLIO** CASES  
BY 99.9% SINCE 1988.  
”

**WORLD POLIO DAY**  
IS 24 OCTOBER [endpolio.org](http://endpolio.org) | [endpolio](https://www.facebook.com/endpolio)

Rotary 