



Rotary
Garden Reach



IMAGINE
ROTARY



LIGHT

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PRESIDENT · Rtn. Abinash K Singh ● SECRETARY · Rtn. Debasis Das ● TREASURER · Rtn. Chiranjib Sha ● EDITOR · PP Tanu Roy

The new Gramophone Company

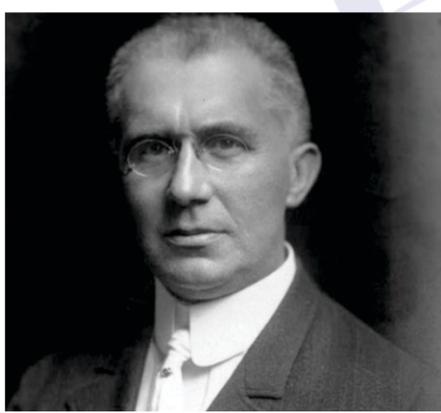
In early 20th century Calcutta, an American musician and sound engineer, Fred Gaisberg, had a tough task - to find fresh voices to record for the new Gramophone Company. That hunt led to discovering of some of India's best female vocalists



Just when Gaisberg was weary searching for the right voice, he was taken to a wealthy Bengali merchant's house. It was there that a courtesan left Gaisberg mesmerized by her tone, voice, and range. Gauhar Jaan was unlike anyone Gaisberg had seen or heard before. Gauhar Jaan was, however, no ordinary vocalist. She was an imposing figure, multilingual, and a trained singer in multiple classical forms such as Khayal, Thumri, Dhrupad, and Sadra. Attached to the court of Nawab Wajid Ali Shah, she was quite a celebrity of her time.

When Gaisberg heard Gauhar Jaan for the first time, he had already recorded some female artists like Soshi Mukhi and Fani Bala but he was not as impressed. Gauhar Jaan recorded some songs for Gaisberg in a makeshift studio in Calcutta. When the records came out in 1903, they turned out to be a phenomenal success. Gauhar Jaan would go on to be a leading voice for the Gramophone Company, recording more than 500 songs during her lifetime.

But how did Gaisberg land in Calcutta in the first place? The credit for that must be given to a German-American named Emile Berliner. Berliner may not be a standout name in the world of music, but his contribution to the modern form of recording was influential. Berliner toyed with some upcoming audio technology in the 1870s. In 1887, he was given his first patent for a thing called the 'Gramophone'. It was a medium to record music on a cylindrical disc, a landmark invention that would send the world of music into a commercial tizzy.

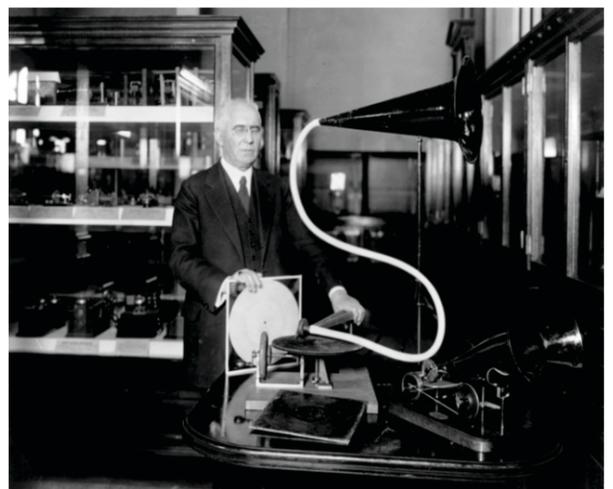


Berliner's Gramophone Company quickly moved to create an international portfolio, by establishing offices in Europe and Asia. In Calcutta, they set up an establishment in 1901, and by the end of that year, they were recording their first Indian music.

The gramophone records meant to be played at homes needed a different kind of appeal from the concerts. A soothing female voice was a more natural choice than that of a male. Hence, from a commercial perspective, female artists appealed more to the Gramophone Company. So, the attention turned to female vocalists. But not just any vocalists, highly skilled performers, from a line of royal court dancers and musicians. Known and scarred in society as Baijis, they had a deep knowledge of music, passed down through generations.

Some of the notable female vocalists who came up during the same era as Gauhar Jaan and got contracts to sing exclusively for the Gramophone Company were Zohrabai Agrewali, Jankibai of Allahabad, and Sundrabai of Pune. Fast forward to Bangalore, where in 1929 a veena player from the devadasi community, Madurai Shanmughavadivu took her 13-year-old Daughter to the office of HMV and persuaded them to record her songs.

When they heard her voice for the first time, they couldn't believe their ears, the girl was a genius. From that day Subbulakshmi, or MS Subbulakshmi as she is better known, never looked back. Her records sold well and made HMV huge profits. Shortly after that, HMV's rivals, Columbia Records, found another child prodigy, a girl from Kanchipuram named Damal Krishnaswamy Pattammal. Markets were flooded with their records, and both Subbulakshmi and Pattammal became household names quickly.



For both Subbulakshmi and Pattammal to come up the way they did, one from the devadasi community and one from an orthodox Brahmin family, the gramophone was like a heaven-sent gift. Both went on to be colossal names in Carnatic and Indian Classical Music. Marketing the gramophone was equally important. The Gramophone Company came out with some interesting advertisements creating a fusion of Western and Eastern cultures, from having Bengali babus, to gods and deities and Nipper the dog.

The gramophone didn't just remain a recording medium when it landed in India though. It became an unbiased platform for talented musicians - especially female vocalists who even became commercially successful.

Today is our 2200th

Members attended last RWM: 14

Birthday Greetings :

Nov 30th R'let Priyomjit, Son of PN Biswajit

R'let Devarsh, Son of PP Tanu

Dec 2nd Spouse Puloma, Wife of PP Timir

Dec 4th Spouse Sabina, Wife of Rtn. Abbas



Agenda – 2200th RWM

Discussions on projects for next month.

Polio this week as of November 23rd, 2022

A GPEI Report

- ☑ Independent polio technical groups continue to meet as the year draws to a close, to review regional epidemiology and evaluate strategies for 2023. Technical advisory groups, the AFRO RCC and special roundtables have been recently held on the situation in Pakistan, Afghanistan and Nigeria, along with outbreak response assessment for south-east Africa. Groups continue to evaluate impact of current eradication and outbreak response efforts and review intensified plans for the rest of the year and early 2023.
- ☑ In Indonesia, VDPV2 was isolated from an AFP case (7-year old child) with onset of paralysis on 9 October, from Aceh province. At this time, there is no evidence of circulation. Nevertheless, Indonesian national and local public health authorities, with support from partners, are implementing full field investigation and planning a response as appropriate, including as a very initial response, an IPV catch-up campaign in the immediately affected area.

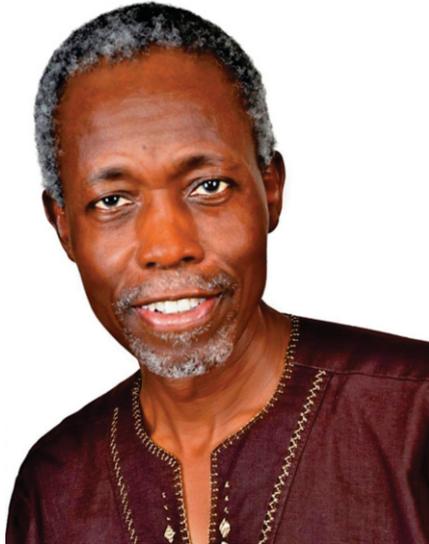
Summary of new polioviruses this week :

- **Afghanistan:** three WPV1 positive environmental samples
- **Algeria:** four cVDPV2 positive environmental samples
- **Chad:** four cVDPV2 cases
- **DR Congo:** three cVDPV2 cases
- **Ethiopia:** two cVDPV2 cases
- **Nigeria:** four cVDPV2 cases and two cVDPV2 positive environmental samples

INCREASE OUR IMPACT

MEET FRANCIS “TUSU” TUSUBIRA

A founding partner of an Information and Communications Technology Consulting firm, Tusubira is a member of the Rotary Kampala-North, Uganda, and served on Rotary’s Strategic Planning Committee when our Action Plan was developed. He’s also a member of The Rotary Foundation Cadre of Technical Advisers.



Q. The Action Plan asks us to increase our impact. How should we think about doing that?

TUSU: Here’s an analogy: When your children are in school, it’s easy to get excited about a great grade or test result — the success of that immediate moment. But as parents, we know we also need to take the long view. What kind of people are our children becoming? What will they do for the world after we’re gone?

Real impact is something that resonates well beyond the work we do on a project. It’s sustainable long after we have left the scene.

This definition of impact requires us to think about service in a different way. It is not what we give to communities that creates sustainability. It’s whether the project enables communities to take ownership and drive the

transformation on their own after we are gone. A good project is a catalyst for sustainable change.

Q. Why is it important to measure our impact?

TUSU: So we can be smarter about what we need to start doing, what we need to continue doing, and what we need to stop doing. It’s essential to the future of our organization.

Major funding agencies demand evidence of impact. Young people — the future of Rotary

— have grown up asking institutions and organizations for greater accountability and transparency.

Q. What changes are you already seeing in Rotary?

TUSU: I’m heartened that Rotary is identifying consistent ways to assess and measure results. This way, we’ll all be on the same page when it comes to planning projects and identifying impact.

I’m also seeing a greater appetite for risk. Less proscriptive funding will promote smart risk-taking and will encourage people to learn from — rather than fear — setbacks.

There’s greater support for clubs to focus their efforts on a few key areas, rather than trying to do too many projects. Instead of starting by asking “What are the deficits here?” clubs are learning how to build on a community’s strengths and seeking out what I call the “pressure points” — areas where targeted, concentrated work can set in motion a cascade of change.

I’m also excited by the new Programs of Scale initiative. These projects have the longer time frame necessary to make a sustainable difference. Most important, Programs of Scale incentivize clubs to work together and recognize them for doing that. If you want to provide clean water sources, why would you want 50 clubs doing 50 different

projects?

We united against polio. Let's unite to solve other challenges facing our world.

Q. What makes you feel optimistic?

TUSU: Our work eradicating polio proves we are an organization capable of genuine and lasting impact. And I'm excited about the rising generation of Rotarians and Rotaractors who are bringing their commitment to sustainable solutions. We can do this.

Besides that, my name, Tusubira, literally means "we hope"!

"Pad A Girl" project helps girls stay in school

By Ada Wikina, International Service Chair, Rotary North Cobb, USA

As a young girl growing up in Nigeria in the 1960s, I did not talk about feminine hygiene, as it was almost taboo. So much so, that women either simply didn't broach the subject with their daughters or they gave the responsibility to others. Or, as in my case, they would let an aunt who was a nurse explain it. Things have come a long way since then. I recently worked on the **"Pad A Girl"** project in my home country along with two Nigerian-based Rotary clubs. How did I get there?

I've always lived a life of service. My father, a Rotarian, was a great example of servant leadership. He instilled in me a love and care for community, and I always sought opportunities to serve. This continued after I married and accompanied my husband on expatriate work to various parts of the world.



After my husband retired, we settled in Cobb County, Georgia. Through our church, I loved volunteering for various outreaches. One that particularly stood out was my church's efforts to help a homeless veteran. It didn't sit well with me that many veterans, after serving their duties, ended up homeless. I eventually pivoted my career and started working in a non-profit organization that primarily serves homeless veterans.

As part of my job, I attend various community meetings. At one meeting early in 2019, I met Dave Schwickerath, president of the Rotary North Cobb. Dave invited me to

one of their breakfast meetings, and I met a group of vibrant, fun-loving, service-oriented people!

A few months later, I joined and thoroughly enjoyed every meeting and service project. In March 2022, I attended the Rotary Leadership Institute (Sunshine Division), where I had a "light bulb" moment. It occurred to me that our club could make an impact beyond North Cobb and even the United States. We supported causes outside the country, but nothing hands-on. We needed to put "our hands where our money

went.”

I immediately approached Nancy our club president about my vision of creating an International Service Committee that I would chair. Our president and board approved, and I began looking for opportunities for the North Cobb Rotary to serve internationally.

Several of our members visited the Rotary Meriwether County, Georgia, where Rotarian Kay Williamson has set up a food pantry, clothing closet, and supply room in the local high school. The items include feminine hygiene products for girls who cannot afford to purchase them (defined as Period Poverty). This allows the girls to not miss school during their menstrual cycle.

This resonated with me, and I connected it to my home country of Nigeria. I knew that many Nigerian girls suffer the same fate of missing school during their periods for lack of access to period and feminine hygiene products. Education is very important to me, so this was an issue near-and-dear to my heart, and I believed our Rotary club could help.

For our project, I approached two Nigerian Rotary clubs (Umudike Central in Abia State and Port Harcourt Cosmopolitan in Rivers State) and a local supplier of Dignity Packs, which are reusable feminine products. The initiative tagged “Pad A Girl” was a huge success, impacting over 200 girls across two states in Nigeria. It has become the pilot project for what I hope will be a much larger initiative in the future, with several District 6900 clubs participating.

Joining Rotary has been a blessing in my life and I’m thankful for the spark attending the Rotary Leadership Institute lit within me. I look forward to more success and impact from our Rotary North Cobb and our international service committee.

Rural women offer home-stays in Goa

Kiran Zehra

Recently, Rotary Panaji Riviera, RID 3170, organised a one-day seminar for rural women from Self Help Groups (SHG) in Goa to educate them on the opportunity now available to boost their income by offering home-stays. Ryan Costa, Vocational Chair of the club, said that the Goa government is now promoting village tourism in a bid to boost the tourism sector.



“Apart from providing travellers with a unique cultural experience this move will help locals make some extra money. The idea of a Goa vacation has undergone a -

transformation. Tourists now want to experience local life, enjoy authentic seafood and relax on a clean, quiet beach,” he says. In this new milieu, home-stays are now the preferred option as they are pocket-friendly and add to the travelling experience.

The club in association with WICCI Rural Tourism Council and Goa State Rural Livelihood Mission (GSRLM) hosted the Eco-friendly Home-stay seminar for representatives from 25 SHGs from across Goa. Mini Ribeiro, State President of WICCI Rural Tourism Council, says that “though the women are enthusiastic about -hosting guests, they have a lot more to learn because this isn’t only about providing a room to stay; it’s also about linked services that travellers expect.

The seminar included sessions on documentation and licensing for home-stay businesses, challenges involved, customer care, digital marketing, government schemes and loans to start a home-stay, and basic décor ideas. Ribeiro says it was important for the women to understand that a home-stay “is like having a whole ecosystem. If one or two women have home-stays in a particular village, other women can exhibit cane or other crafts specific to that village. Those who are good at cooking or making food products can provide a culinary experience and this will help the entire village. By helping each other and collaborating, they can have a new source of livelihood.”



Calling it “good use of tourism to create jobs and opportunities,” Costa says that “home-stays promote advances inclusion by empowering rural women and -putting villages on the tourism map. Tourism can also play a vital role in preserving and -promoting natural and cultural -heritage while reducing migration from the villages.”

Pravena Gaonkar, who runs a homestay at Dongurli village in North Goa, found the seminar very -informative. The digital marketing session, “was the most interesting and I have taken notes to improve my marketing plan. All my guests appreciate my home-stay and love the food I serve. Now I will

start an Instagram page and ask my guests to send a review so others can also see it and I hope I will get more guests.”

Shilpa Sawant, another -participant, says “I am ready to change my house into a homestay. They say *Atithi Devo Bhava* (guest is like god) and this time the athiti will bring us Lakshmi. The initial investment will be a little -difficult but I am sure with the help of my SHG and the government schemes available I will be able to start soon.” Is

she comfortable making changes to her village home for her guests? “Yes. If the change is going to help me pay my child’s school fees and lead a better life, why not?” Raghavendra Shetiya, President of Rotary Panaji –Riviera, says, “Our focus is to empower these rural women with the required skills and tools to run a sustainable business, which in turn will help the state government realise its goal of making Goa an all-round tourism destination.”

8 Fascinating Facts About Toilets

By Lina Zeldovich

We spend a fair amount of time on the toilet. We depend on the porcelain fixtures to move the metabolic products of our bodies out of sight and out of our dwellings. Throughout history, societies have had different attitudes, habits, and etiquette regarding toilets, and even varied destinations for their toilet outputs. Despite their ubiquity today, half of the world’s population—nearly 4 billion people—lack safe and sanitary toilet facilities. Here are a few facts to make you appreciate our lovely loos on World Toilet Day, November 19.

1. Late Stone Age humans built rudimentary toilets 5000 years ago.

In Skara Brae, a Neolithic village on Scotland’s Orkney Islands, archaeologists found “a 5000-year-old, stone-built drainage channel which connected the house to an outfall at the sea edge.” The drains had originally been lined with tree bark to make them watertight—a remarkably sophisticated system for its time. A bit later, upper-class homes in Mesopotamia and ancient Egypt had benches laid over drains that led to cesspools, where waste was collected for use as fertilizer. Some of the earliest flushing toilets appeared among settlements in the Indus Valley around 2500 BCE.

2. Using public toilets in ancient Rome was a social experience.

To prevent their big cities from drowning in human dung, the Romans built public toilets. Their remnants can still be found in the ruins of some Roman cities—for example, in Ephesus in modern-day Turkey. They were usually just a series of butt-sized holes, carved about 10 inches apart, in long marble slabs laid over open sewer gutters. They had neither stalls nor dividers, so emptying one’s bowels was a social experience. The ancient toilet-goers had significantly fewer inhibitions than we do today when it came to doing their private business—though their togas may have provided some modest cover.

Despite the lack of toilet paper—which wouldn’t be mass-produced until 1857—the Romans did wipe. They cleaned their behinds with a tersorium (literally, “a wiping thing”), a tool comprised of a sea sponge attached to a stick. Users washed the sponges in water that flowed through a shallow gutter at their feet.

Whether they washed their hands after using the toilets is unclear. If they did, it

probably didn't make much of a sanitary difference, because the tersoria were likely shared by all the butt-wipers who came and went throughout the day.

3. Ancient Chinese and Japanese societies didn't flush—they recycled.

In pre-industrial Japan and China, excrement was a commodity too valuable to flush down the drain. Farmers used human poop as a much-needed fertilizer to keep feeding the growing urban population. Dubbed "night soil," it was painstakingly collected in buckets by each urban household, and picked up every morning by special collectors called fenfu. They brought their carts full of crap to the ports, where it was loaded into boats and sailed out to the countryside. Farmers purchased the muck and composted it into humanure. The Japanese called it shimogoe, "fertilizer from the bottom of a person." Farmers of the time couldn't imagine wasting that precious waste.

4. The first modern toilet prototype was built by a poet.

The great-grandfather of our porcelain john was devised by Sir John Harington, a godson of Queen Elizabeth I. Harington, a poet who fell in and out of her majesty's favour for his risqué verses, was eventually banished from the court and sent to Bath in southwest England. There, he traded his pen for plumbing tools and forged a flushing toilet in 1596. Named Ajax (a play on jakes, Elizabethan slang for a privy), it had a system of handles to empty water from a cistern while the user simultaneously



opened the valve levers to flush the fecal contents down the pipes. (Exactly where the pipes led isn't known, but it's likely they went just outside the dwelling.)

Allegedly, the queen visited her naughty godson some months later, tried the contraption herself, and liked it. Harington built a similar apparatus for her at Richmond Palace.

5. British engineer Thomas Crapper perfected the flush toilet.

Harington's Ajax didn't catch on right away. A couple hundred years later, British engineer Thomas Crapper (yes, that's where the technical term comes from!) refined the design to look almost like our modern throne and did more to popularize toilets than almost anyone in Victorian England. Crapper updated the plumbing in Windsor Castle, Buckingham Palace, and Westminster Abbey. He patented the ball-cock, the bobbing mechanism inside a toilet tank, which prevents water from overflowing. In 1870, he even opened the first toilet showroom and allowed customers to try out the

merchandise before purchase.

The Crapper name was emblazoned on the overhead cisterns of Crapper's toilets, eventually becoming synonymous with the product. As the Thomas Crapper & Co. Ltd. says on its website, "We believe that you can't say 'Crapper' without smiling."

6. Flush toilets aren't the only kind of toilet.

In rural areas and parts of the world without sanitation infrastructure, where flush toilets aren't practical, many people use dry toilets. These systems don't use water, but do dispose of human waste safely. Dry toilets can be as basic as a pit latrine, where the toilet user sits or squats over a hole in the ground and the waste is deposited to an underground pit, which may or may not be designed to be emptied. Port-a-potties, composting toilets, "treebogs" (an elevated structure and waste pile surrounded by nutrient-absorbing plants), and incinerating toilets are all examples of dry toilets.

7. High-tech smart toilets can clean themselves.

Modern smart modern toilets can do amazing things. They can lift their lids when they see you coming so you don't have to touch them. Their seats can instantly warm up to your body temperature. They can play music to keep you occupied while you do your business. At the end, they wash your butt and blow warm air to dry it (especially helpful for people with limited mobility). Japanese manufacturer TOTO takes that aspect so seriously that its staffers test new models in special mobility-limiting suits.

American manufacturer Kohler has similarly innovative models that come with a phone-size remote control for the toilet's full list of functions. They can play your favourite tunes and respond to your voice commands. After cleaning your nether regions, these toilets clean themselves with high-tech features: swirling the same water around the bowl multiple times before flushing; electrolyzing the water with built-in electrodes to make it more bactericidal; and even destroying germs with UV light.

8. Half of the world's population doesn't have access to safe toilets.

Toilets in the West may be getting as smart as their users, but nearly a half of the world's population lacks access to toilets and proper sanitation. The Centers for Disease Control and Prevention estimates that about 3.6 billion people lack "safely managed sanitation" in their homes, such as flush toilets that dispose of waste in a sewer system or septic tank. Of those, 1.9 billion people live with only "basic" sanitation services, which often means outhouses and latrines that tend to fill up or overflow in heavy rains.

And, nearly half a billion people are forced to head out into the bush when nature calls. That's particularly dangerous for women and girls, especially when they have to do so at night and in poorly-lit places. On top of that risk, snakes, poisonous insects, and larger predators can be lurking in the dark—dangers most of us can't even

imagine.

Yep, life without toilets is pretty messy—so the next time you pull that lever, remember how fortunate you are.

Minutes of the 2199th RWM held on November 22nd, 2022 at BNR Officers' Club, Garden Reach

1. President Abinash called the RWM to order and requested to rise for the National Anthem.
2. President Abinash on behalf all members welcomed Assistant Governor Pradyumna Choudhuri.
3. Club Nominating Committee was formed for the Annual Meeting.
Chair, PP Dr. JK Singh; Members- PP Dr. Arabinda Ray, PP Tapan K Roy, PP Prosenjit Barua & PP Capt. Naresh K Jain.
4. PP Tanu informed that Rotary Geetanjali Kolkata intends to have joint meeting regarding awareness at the KMC Wards as there have been an upsurge in polio virus.
5. Rtn. Dr. BN Jha proposed few community projects.
6. President invited AG Pradyumna to the top table to conduct the AG's Official Visit.
7. AG discussed about contribution to the TRF and requested the probable contributors to come forward towards the Foundation. The AG too suggested that the members can contribute towards specific Areas of Focus.
8. President informed that the Club has completed 100% registration on 'My Rotary'.
9. Club Secretary, Rtn. Debasis conducted Club business.
10. Minutes of the last RWM were confirmed. President terminated the meeting.

**Believe
there is
good in the world**

