



## EDITORIALLY YOURS



The regular meeting held on February 26th was special in many ways. It was heartening to see President Kurian back in action, chairing the session with his characteristic poise, even as he carried the profound grief of his son-in-law's sudden passing. His resilience and dedication to Rotary's mission were truly commendable. Another highlight of the meeting, as noted by Acting Secretary Rtn Sethu Ravi, was the engaging and meaningful discussion—something we hadn't witnessed in a while. The conversation centered around the remarkable achievements of our own Rtn Shyam Kurup, who has been making a mark in the international film arena. As the Director of IDN, an organization dedicated to the international distribution and sales of Indian regional films, Shyam has successfully marketed several South Indian films on prestigious platforms. His participation in renowned film festivals such as Cannes, Berlin, and Los Angeles is a testament to his dedication and expertise in the field. The discussion was initiated by Rtn Sajjan B Nair, who underscored the need to recognize the accomplishments of our fellow Rotarians, particularly the younger generation. Rtn Subramonia Iyer further emphasized that as a group, we often overlook the incredible contributions of our members. I, too, was able to share my thoughts on this and was pleased to inform everyone that an exclusive interview with Shyam Kurup is currently being serialized in Royalweeks. On behalf of all of us, we extend our heartfelt congratulations to Shyam and wish him continued success in his endeavors.

March is observed by Rotary International as Water, Sanitation, and Hygiene Month, a time to reflect on one of the most vital areas of our service. Access to clean drinking water is fundamental to health, sanitation, and overall development. Contaminated water remains a major global concern, contributing to diseases such as diarrhea, cholera, and other waterborne illnesses.

According to the World Health Organization (WHO) and UNICEF

- 2.2 billion people lack access to safely managed drinking water.
- 771 million people still do not have even a basic drinking water service.
- In the least developed countries, only 50% of the population has access to safely managed water services.
- Rural areas and low-income communities are disproportionately affected.

Rotary International President Stephanie Urchick, in her message for March, eloquently stated:

*"The magic of Rotary shines brightest when we work in harmony with others to create lasting good. Together, we can turn dreams into realities that transform lives and communities. The result may feel like magic at times, but we know it's from the power of our collective commitment and compassion. Let's harness this magic to make a difference this month and beyond."*

It is a matter of great pride that the Kuttanad Drinking Water Project, launched under a Global Grant Project with funding support from the Rotary Foundation, is progressing swiftly and is set to be commissioned soon. The Rotary Club of Alleppey is honored to be a partner in this initiative, with PAG Rtn Cherian serving as the Primary Contact for the project. This is a significant step towards ensuring safe and potable water for the region, reinforcing Rotary's unwavering commitment to community welfare.

Jai Rotary!

Rtn. PAG MPHF M. Kumaraswamy Pillai

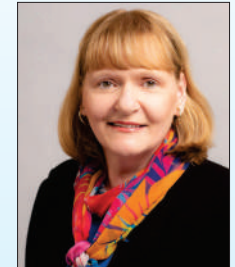
## Riyadh reaffirms \$500m pledge to polio eradication initiative Saudi Arabia to give \$500 million to Global Polio Eradication Initiative (GPEI)



Saudi Arabia reaffirmed its \$500 million pledge to the Global Polio Eradication Initiative (GPEI) by signing an agreement during the fourth Riyadh International Humanitarian Forum.

These funds were initially pledged in April last at the first-ever World Economic Forum Special meeting held in Riyadh. The signing of the agreement will help the GPEI and its partners to reach 370 million children with polio vaccines each year and stop transmission of the virus for good, a press release of GPEI said.

The Saudi contribution will go towards protecting the most vulnerable children of today so that the generations of tomorrow can live free from this preventable disease, he said.



STEPHANIE A. URCHICK  
RI President



Rtn. AKSM SUDHI JABBAR  
Dist. Governor



Rtn. ANTONY MALAYIL  
Asst. Governor



Rtn. JOHN KURIAN  
President



Rtn. SUJITH T.S  
Secretary



## IDN acts as a bridge between producers in India and distributors in foreign countries- Rtn Shyam Kurup

(Abstract of the Interview with Rtn Shyam Kurup, published by the Indian Express, continues)



(With Sekhar Kapur and Sudhir Mishra @Berlin)

**Q4: Films like Malaikottai Valiban and Valatty weren't commercially successful during their original run. How does that impact their international distribution?**

Ans: It depends. What's best for us may not be the best for these countries, and vice versa. In some countries, films are picked based on their IMDb ratings. In South Korea, you won't get approval to release a foreign film if the rating is below 5. In China, it can't be less than 7.5. There are also action films with ratings as poor as 2-3, but distributors in some countries will go for it because there are takers for action.

**Q5: So IDN's role is to act as a bridge between producers in India and distributors in foreign countries...**

Ans: Yes that's one of our activities. We are also introducing Indian films to many new countries that are not very keen to take risks and spend. In such cases, we distribute the film together. In countries like Japan, we are permanent distributors. We distribute there by collaborating with the help of local exhibition channels. When we

took Devara to Portugal, it was the first South Indian film to be released there. Indian films in Portugal usually get one or two shows aimed at the Indian population, but we were able to get around 100 shows, which also welcomed the Portuguese audience.

**Q6: What are the major challenges in global film distribution?**

Ans: The major challenge is acquiring digital rights. Japanese and Korean film industries sell all their rights separately for each country. But here, we sell our digital and satellite rights for the whole world. Say if an Indian platform picks the worldwide streaming rights of a film, it becomes difficult for us to sell the film in other countries. It's too risky for a distributor to release a film with theatrical rights alone. Digital rights are his backup. If a film fails in theatres, he'll be able to utilise its digital potential. Another challenge is the reluctance to screen films for distributors before their release. In India, film distribution deals are usually signed without watching the content. But it won't work like that for foreigners, who are unaware of the stars or their potential. While it's a common practice worldwide to screen films for distributors before release, Indian producers are reluctant fearing the possibility of piracy. So we have to settle with post-release distribution deals, because of which our regional films don't get the price they deserve. Then there's the issue with the duration of our films. Because of all the songs and dance numbers, our films are very lengthy, while foreigners prefer to keep them under 120 minutes.

**Q7: you also take creative calls like editing out song and dance portions?**

Ans: Yes, we do. Contracts are signed beforehand, which permits us to do it. The foreign distributors also ask our opinions on what worked in India. Somewhere it's all common because it's human emotions after all. Sometimes we change titles to suit the cultural contexts of the given region. There are many other factors, like how in China, we are not allowed to show any portions with ghosts or spirits.

**Q8: What are the plans for Marco in South Korea?**

Ans: Unni (Mukundan) is very proactive with how he wants to position the film. He prepared a business cut, which is not the norm for Indian films. The distributors liked it as it gave a clear idea of what the film offers. They might have to edit out some portions because of the violence, but other than that, it's set for a grand release.



(with team Manjummel Boys)



(With Unni Mukundan and Marco team)

## Team RC Alleppey @AGLS, Munnar





## Minutes of the regular meeting held on 26th February 2025

The meeting was called to order by the President Rtn. John Kurian at 7:30 pm. In the absence of Secretary Sujith, Rtn Sethu Ravi acted as Secretary of the meeting. Rtn. Muhammed Shafeeq invoked the blessings of God almighty. The President in his opening remarks thanked profusely all the members who took the trouble of travelling a long distance to attend the funeral of his son-in-law and those who could not attend but consoled him and his family through phone calls and WhatsApp messages. Further he announced that the Vocational excellence award and family meeting will be held on March 9. He added that the regular meeting falling on 5th stands postponed to 9th as Family dinner meeting. Thereafter Rotarians Sajan S Nair, Subramonia Iyer and Kumaraswamy Pillai spoke on the remarkable achievements made by Rtn Syam kurup in marketing the regional films by attending the International Film Festivals held at Cannes, Los Angeles, Hong Kong, Korea etc. and appreciated his good work. Then the Joint Secretary Rtn. Sethu Ravi thanked all the rotarians present at the meeting and also offered special thanks to the host of the meeting Rtn. S Sivakumar.

Then the meeting was adjourned by the president at 8.15 pm for dinner and fellowship.

**Rtn Dr Sethu Ravi**

Jt Secretary

### MY FITNESS CHALLENGE



### Rtn Tomy Pulickattil

Maintaining physical fitness amidst a hectic travel schedule is no easy feat, but I have made it a personal mission to stay committed despite the odds. With business commitments keeping me away from town for nearly 150 days a year, and additional responsibilities as President of the Furniture Manufacturers and Merchants Welfare Association (FuMMA) requiring frequent travel within the state, adhering to a strict fitness routine can be quite challenging. However, I ensure that fitness remains a priority, no matter where I am.

When in town, my daily routine is structured yet flexible:

I start my day at 5:50 AM, and after freshening up, I head to the nearby church for the 6:15 am MASS. Upon returning home, I change into my track suit and go for a brisk 45-minute walk along Punnamada Road. Swimming is another essential part of my fitness regimen—I frequently swim at Ramada Hotel, conveniently located next door, and occasionally use the pool on my houseboat, which also features a hydromassage facility. This therapeutic technique, utilizing water and pressurized jets, is particularly beneficial on days when I experience body aches after long road trips.

I once had a gym routine, but I discontinued it about 10 years ago. Now, while travelling, I make it a point to go for morning walks whenever conditions allow, and I take advantage of hotel pools for at least an hour of swimming. Of course, this also helps me do full justice to the complimentary breakfast that follows!

One of my most cherished fitness experiences is during my time in Canada, where I visit my daughter and her family. There, I enjoy swimming with my grandchildren, making fitness both fun and memorable.

For me, fitness is indeed a challenge, but it is one that I embrace with dedication and passion.

## Glimpses of 3936th meeting held on 26/02/2025





### Rtn. Subramania Iyer

It is with great joy that I present this week's Rotarian in the Spotlight, the dynamic, vibrant, and ever-jovial Rtn. Subramonia Iyer—fondly known to many as “Iyerji” and sometimes even “Iyer the Great.” His very presence at our meetings has the remarkable ability to uplift the energy of the group, particularly during fellowship gatherings—even though he is a teetotaler! With his natural gift for infusing humor into even the most serious discussions, he effortlessly diffuses tension and fosters a positive atmosphere. Beyond his contributions to Rotary, another reason for my admiration is that Iyer is a Jaycee too. He joined Rotary during 1998 and after a few years he got inducted to the Junior Chamber too. While most people part ways with the Junior Chamber upon reaching 40, he continues to play an active role, serving as a National Trainer and currently holding the position of Vice President of Vembanad Lake City Junior Chamber, where he guides the organization with exceptional dedication. Iyer is known for his candid and fearless approach—he calls a spade a spade and never hesitates to voice his opinions, regardless of the consequences. In our meeting on the 26th, he courageously pointed out the reluctance of senior members to acknowledge the commendable work of their peers, a sentiment that resonated with many Rotarians present. RoyalWeeks proudly places Rtn. Subramania Iyer in the spotlight this week, celebrating his unwavering commitment, honesty, and leadership.

## NEXT MEETING

The regular meeting due on 5th March stands postponed to Sunday, the 9th March 2025 @7.30 pm as VOCATIONAL SERVICE AWARD DISTRIBUTION AND FAMILY MEETING.

Host team: Rtn Jose Abraham, Rtn K Cherian, Rtn Tomy Pulickattil, Rtn Roy Palathra, Rtn Aju Jacob Mathew and, Rtn Dr Arun Babu



**2** Rtn.Rosey John **4** Rtn.Cherian . K. **5** Rtn. Jose Abraham  
**8** Rtn.Ambu Vaidhyar **14** Rtn. N.A.M.Kunju **17**Rtn. Mathew Joseph Mapila  
**17** Rtn.Shan T. **20** Rtn.Sreenivasan. R. **20** Rtn.Sivadas. B **22** Rtn.Shyam Kurup  
**24** Rtn.Vidhu Kumar **25** Rtn.Sujith T.S

MARCH



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