



RI District 3291

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PRESIDENT DR ANKUSH BANSAL

CLUB NO 78956

# Spectrum

Weekly bulletin of Rotary Club of Salt Lake Metropolitan Kolkata

SECRETARY SUMIT AGARWAL

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BE THE INSPIRATION

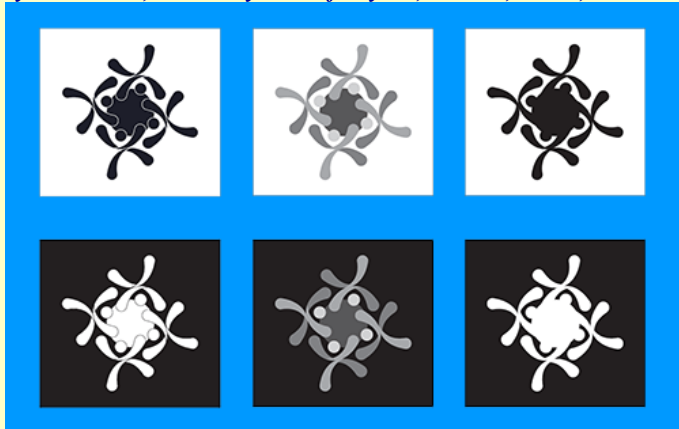
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EDITOR DR ARUNA TANTIA

WEBSITE www.rcslmk.org

## Let's learn to keep it SIMPLE in Rotary design!

By John Borst, PP Rotary Club of Dryden, Ontario, Jan15, 2019



Each year, no doubt at significant expense, Rotary creates a Presidential Theme and a logo to accompany it. Most, thank goodness, are immediately forgettable.

Unfortunately, for the small fraternity of those who volunteer to manage or edit a club or district website they are an annual nuisance, just one more thing to update. As any random review of a dozen club websites will attest, past theme logos linger on for many years.

The 2019-2020 logo presents some new challenges I haven't noticed in the past. I discovered the logo and theme on the RI FaceBook page and took a screenshot of it.

First, although comments on the FaceBook page were uniformly laudatory, I didn't like the design. For me, it was simply too busy. Yes, the centre blue dot likely represents the world, the four gold dots the heads of 4 Rotarians and the inward facing arcs, their arms enfolding and connecting us throughout the world. But what I wondered were the outward facing arcs? They seemed to have little utility other than making the logo bigger.

So I took the logo and put it on Photoshop and took the outward facing arcs off. I liked the logo better with only inward facing arcs. Then a strange thing happened; I began to analyze the colors of the different arcs. At first glance, it looked like there were three reds and one orange. That didn't make any sense. On really close examination there were very subtle differences in shading.



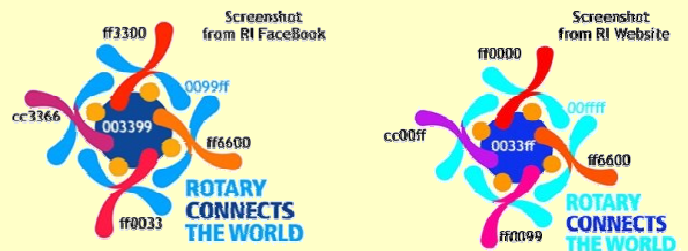
Logo simplified 300px

Back to FaceBook, I went. Indeed there were subtle differences, but this time, I went through to the page on the RI website where the image once again appeared with a link to download the official "theme materials." On this page, the differences in color were very visible.

Taking another screenshot, I then put that image onto PhotoShop and analyzed the two images for color. And I found as the color codes demonstrate, that indeed the colors are very different. The comparison below shows this more precisely.

zAt this point, I looked at the official downloaded material. Logos were available in both PNG and JPG formats. Loading both into

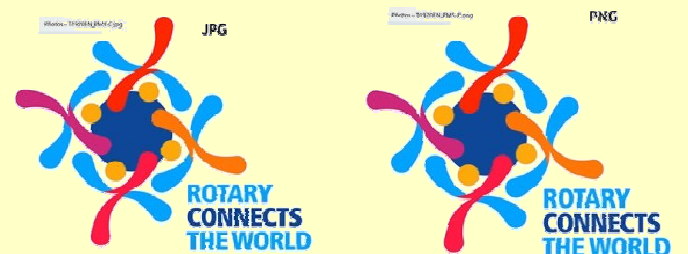
Windows Photos viewer, I took a screenshot of each version then uploaded each into Photoshop and checked the colors they produced. With the exception of the turquoise, both looked more like the colors associated with the Website when in Photos but once in PhotoShop they BOTH presented more like the FaceBook image. It is a result I certainly, didn't expect. I also can't recall anything like this happening in Photoshop either.



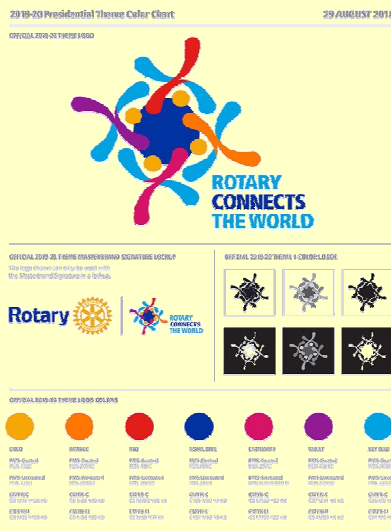
Logo Colors FaceBook 400px

Logo colors Website 400px

Next, I looked at the official color chart which RI provides in PDF format. The answer, I speculate resides in the color chart at the bottom of the PDF page. As you can see, there are four versions of each color. (PMS coated & uncoated, CMYK - C & U) Why I haven't a clue. Only the experts know. To make matters worse, the difference between RED and CRANBERRY is barely discernible.



I can only speculate that the image on FaceBook is different in some way from the image on the RI website. I also suspect that the image on the color chart is what it should look like everywhere.



It does not match any of the images above. Needless to say, this is a good example of where the old KISS acronym could have come in handy. Isn't it about time we just got rid of this truly unnecessary cost. We have a good "Masterbrand Signature." Let's stop cluttering it up with annual theme logos that say little, and appear to have little uniformity. Let's just keep Rotary design simple; please!



### RCSLMK holds medical camp & distributes blankets

Dr Aruna Tantia, past President and editor, Spectrum, writes



RCSLMK's medical camp with RCC Nabankur Sangha, Chakdah, Nadia saw more than 150 patients ranging from Gynae to orthopedics. Lt Gen Dr SP Datta, past president, Dr Sen, PP Dr Chitra Ray, PE Dr Sudha Chowdhary, Dr Ushasi and I examined patients and gave them advises besides medicines.



Each patient was screened for Diabetes and hypertension by dedicated team of ILS hospital and Rotaractors. Local volunteers from RCC Nabankur Sangha guided the patients.



Cases of Prolepses, Goitres, Epilepsy, Severe diabetes and arthritis were seen. Total Rs 40000.00 worth of medicines was distributed besides Rs.40000.00 spent in blanket distribution.



The camp was blessed by local politicians who also helped distribution of club sponsored 200 blankets.



The team comprising doctors, four club members, including PP Kusum Chamaria, 6 para-med staff from ILS Hospital and Shouvik Mukherjee, Shuvanil Halder, Diptendranath Dhar, Rajnandini Das, Ashmita Daw; members of proposed Rotaract Club of Salt Lake Metropolitan wrapped up at about at 4.30 pm after having sumptuous lunch and visual treat of mustard fields.



Just join us any time as if you want to.  
Thank you Partho da and team of my doctors, volunteers, Rotaractors.





Many more camps are in offering in future. Join us as volunteers and enjoy the bliss of Rotary.

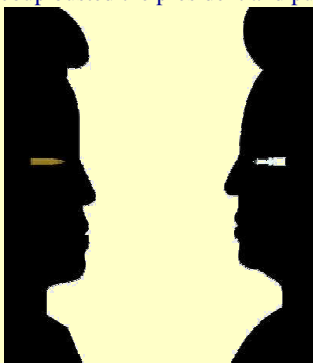


*Continued from the previous issue of Spectrum*

**Ordinary Rotarians can find themselves in extraordinary circumstances. In their own words, they tell us What it's like to...** Source: January issue of the Rotarian  
Illustrations by Aad Goudappel

***Fight polio during a coup by Marie-Irène Richmond-Ahoua  
Rotary Club of Abidjan-Bietry, Côte d'Ivoire***

We were busy planning a Rotary presidential conference that was to be held in January 2000 in Côte d'Ivoire. We had made arrangements for top government officials to attend, but then, on 24 December, a coup ousted the president and put General Robert Guéï in charge.



Following the initial panic, we waited to see how the situation would evolve. The new government announced its priorities: It canceled the National Immunization Days (NIDs) that were scheduled to coincide with our conference. Being the national PolioPlus chair, this was a real blow for me. I talked with the minister of health, who told me that the government had better things to do than to organize NIDs.

I answered that the children of Côte d'Ivoire should be our priority, but it didn't get me anywhere. I tried to plead my case to the new president, but it was impossible to reach him. As a last resort, I decided to pay the new first lady, Rose Doudou Guéï, a visit. Clémentine Anderson, a representative of the World Health Organization's Expanded Program on Immunization, came with me.

We thought our best chance to see the first lady was early in the day, so we showed up at the gates of the presidential residence at 9 in the morning. A guard asked us if we had an appointment. We didn't. He thought we were two crazy women. We didn't care. We didn't budge and sat on chairs near the sentry box until we were finally allowed inside, where we again explained the purpose of our visit.

Around 3:30 in the afternoon, we were shown into a parlor to meet with the first lady's chief of protocol. Again, we had to explain why we were there. Finally, Mrs. Guéï agreed to receive us. I told her, "First Lady, you are a wife, you are a mother. You know how essential it is to organize these NIDs." She replied, "But what can I do?" We urged her to talk to her husband, reminding her of the persuasive power women have in our country - in fact, our kings are often counseled by their wives. She talked to her husband that evening, and the NIDs were back on the government agenda. She even agreed to attend.

The first lady was not available for the initial NID round in Yopougon, the most populous neighborhood in the city of Abidjan, but Prime Minister Seydou Diarra was there. The second round was to be launched in Korhogo, in the north of the country. We flew from Abidjan in a presidential plane. I was sitting near the first lady and the minister of health. But the airplane experienced mechanical problems, so we had to fly back to the capital and take a different plane. The immunizations started several hours later than scheduled. All that time I worried about the mothers who were waiting for their children to be immunized.

In the years that followed, new challenges arose. There was a rebellion in September 2002, and planned NIDs had to be postponed while we negotiated with the leaders of the rebel forces to get access to the areas under their control. In March 2004, large demonstrations took place to protest the policies of President Laurent Gbagbo. We had planned to launch our NIDs in Man, about 75 miles from the border with Liberia — a country caught up in its own civil war. Rotarians were bailing out, saying it was too dangerous to go there. I convinced one of my cousins to come with me, and we took off in an SUV filled with banners, T-shirts, and hats. Around midnight, we were stopped by an armed soldier. This was the biggest scare of my life. Only when a convoy with Ministry of Health officials showed up did we know we were going to be safe.

Côte d'Ivoire was declared free of polio on 30 November 2015. That was during my term as DG. It made all those travails worthwhile.

— As told to Alain Drouot

***Win Olympic gold by Perrine Laffont***

***Honorary member, Rotary Club of Foix, France***

Winning an Olympic gold medal was a dream of mine, but it was not my first dream. When I was about 10, I wanted to become a ski instructor. My father was a ski instructor, and my mother was president of a ski club, Boss Club des Monts d'Olmes. I had been on skis since age two. In France, to become a ski instructor, you must focus on alpine skiing. My real love being moguls - the bumps on a snow-covered slope - my life took a different turn.

Early on, I entered regional moguls competitions in the Pyrenees. I was so successful that at some point they had me compete with boys. Soon I was competing at the national level. In 2013, I took part in my first European Cup, and the following year I made my debut on the world stage. My performance in my first World Cup qualified me for the 2014 Winter Olympics in Sochi, Russia. At 15, I was the youngest member of the French team. I owe a debt to French moguls skier Guilbaut Colas, who took me under his wing and gave me much valuable advice.

Living in the Olympic village in Sochi was a great experience. It felt like a small mountain village at the bottom of the slopes. Getting to

meet athletes in other sports was also wonderful. I qualified for the final, but finished in 14th place. I was not happy, but this only motivated me to do better.



**You don't have to be an Olympic champion to join the International Skiing Fellowship of Rotarians! Learn more at [isfrski.org](http://isfrski.org).**

After Sochi, my skiing started to take a financial toll on my parents. Arnaud Hoscheid — a friend of my parents who is a Rotarian — had been following my progress since I started to compete at the national level. In the spring of 2014, he convinced his club, the Rotary Club of Foix, to generously and substantially support me. That helped me prepare during the four years leading up to the Pyeongchang, Korea, Olympics. Since then, I have secured other sponsors, and the Rotary club can now fund worthier causes such as helping children with their education, which is more in line with the organization's values. In 2017, I won the World Cup, but my ultimate goal remained unmet. In Pyeongchang the following year, my grandparents were able to join me, in addition to my parents, which helped boost my morale. This time, the pressure was on since I was among the favorites. My trainer helped me overcome my stress by telling me to focus on what I must do on the slopes to win instead of obsessing over results. Stress can also be a good thing when it pushes you to reach for the best. At the end of my last run in the women's moguls event, I braced myself while waiting for my score. There were still two competitors to go, and I hoped they would not outperform me. In the end, I edged out Justine Dufour-Lapointe, the Canadian skier who had won in Sochi. Stepping up to the podium, I realized that my dream had come true. Now, my motivation is to win again in 2022 in Beijing. And there is a title that I still need to get under my belt: world champion. I want that Crystal Globe, the trophy presented by the Fédération Internationale de Ski. Look for me at the 2019 FIS World Championships in Utah in February.

— As told to Alain Drouot

To be continued...

#### Birthdays of Rotary members in January, 2019

Aniruddha Roy Chaudhary, past Governor on January 1, 2019  
Rajendra Khandelwal, pat Governor on January 3, 2019  
PP Uma Shankar Agarwal on January 9, 2019  
Indra Kumar Bagri, on January 10, 2019  
Ashok Kumar Surana on January 10, 2019  
Angsuman Bandyopadhyay, past Governor on January 18, 2019  
PP Dr Aruna Tantia on January 19, 2019

#### Anniversary of Rotary members in January, 2019

Sp Sumati & PDG Rabindra P Sehgal on January 6, 2019  
Sp Shashiprava & PDG Prabhat K Rohatgi on January 16, 2019  
Sp Sunando & PDG Shyamashree Sen on January 18, 2019

Spouse Sushila & Ashok K Surana on January 19, 2019  
Sp Papia & PDG Debashis Mitra on January 26, 2019  
Sp Dr Nandita & President Dr Ankush Bansal on Jan, 28, 2019

January is Vocational Service Month

#### Upcoming club's community service programs

- **On Sunday, January 13, 2019:** Medical camp and blanket distribution at Chakda, Nadia District, West Bengal
- **On Sunday, January 20, 2019 at Amta, Howrah District:** Training of upcoming 25 Cycle Van recipients on best utilization of the vans and survey of change in economic status of persons who received Cycle Vans earlier
- **On Thursday, January 24, 2019 at Meena Khan, South 24 Parganas District:** Training of upcoming 20 Cycle Van recipients on best utilization of the vans and survey of change in economic status of persons who received Cycle Vans earlier
- **On Sunday, February 3, 2019:** Distribution of 20 Cycle Vans, 2 hand paddled tri-cycles and 100 Geometry boxes at Meena Khan, South 24 Parganas District
- **On Sunday, February 17, 2019:** Distribution of 25 Cycle Vans at Amta, Howrah District

#### UNWIND

The Paradoxical Commandments

- *People are illogical, unreasonable, and self-centered. Love them anyway.*
- *If you do good, people will accuse you of selfish ulterior motives. Do good anyway.*
- *If you are successful, you will win false friends and true enemies. Succeed anyway.*
- *The good you do today will be forgotten tomorrow. Do good anyway.*
- *Honesty and frankness make you vulnerable. Be honest and frank anyway.*
- *The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds. Think big anyway.*
- *People favor underdogs but follow only top dogs. Fight for a few underdogs anyway.*
- *What you spend years building may be destroyed overnight. Build anyway.*
- *People really need help but may attack you if you do help them. Help people anyway.*
- *Give the world the best you have and you'll get kicked in the teeth. Give the world the best you have anyway.*

Kent M. Keith, *The Silent Revolution: Dynamic Leadership in the Student Council*

#### TAILPIECE

Buddha Inspiration

