



INDIA

SOCIAL & CULTURAL CENTRE
Pravasi Bharatiya Samman Awardee

NEWSLETTER

UNLOCK GROWTH : LATEST UPDATES

SEPTEMBER 2024



OUR CHAIRMAN



Padmasree Dr. M.A.Yusuf Ali

***Chairman & Managing Director,
Lulu Group International***

MESSAGE FROM HON.PRESIDENT

Dear Members,

I extend my heartfelt appreciation to the editorial team of our newsletter for their dedication, creativity and hard work. The newsletter has consistently been a source of inspiration and a reflection of the vibrant activities and cultural diversity that define the India Social & Cultural Centre.

The editorial team has done an outstanding job of capturing the essence of our community, showcasing the various events, achievements and contributions of our members. Their meticulous efforts in creating content, designs and layout and ensuring that every edition is informative and engaging

Through this newsletter, we have been able to keep our members connected, informed and involved in the life of ISC. It has served as a valuable platform to highlight our collective achievements and the rich cultural heritage we are so proud of.

Our Centre stands as a beacon of unity where diverse culture and traditions of India converge to create a vibrant and inclusive environment.

I would like to express my sincere gratitude to each member of the editorial team, sponsors, volunteers and beloved members for their tireless efforts and commitments to excellence. Your work is truly appreciated and plays a vital role in strengthening the bonds within our community.

Thank you one & all

Warm Regards

JAYARAM RAI M.
HON. PRESIDENT
INDIA SOCIAL & CULTURAL CENTRE
ABU DHABI



MESSAGE FROM HON. GENERAL SECRETARY

Dear Member,

It is with immense pride that I announce the release of our first ISC newsletter. These editions of newsletter stand as a testament to the vibrant spirit of our community, reflecting the many milestones we have achieved together. As General Secretary, I am honoured to be part of a centre that has, since 1967, been a beacon of cultural unity, blending our rich Indian heritage with the diverse fabric of the UAE.

The newsletter captures the essence of ISC's journey, which includes our cultural events, academic achievements, and community-building initiatives. It serves not only as a record of our accomplishments but also as a reminder of the shared commitment that drives us forward.

Let this release mark a proud moment for all of us, as we continue to celebrate our heritage, build connections, and shape a brighter future for the ISC and the community at large.

Warm Regards,

RAJESH SREEDHARAN
HON. GENERAL SECRETARY
INDIA SOCIAL & CULTURAL CENTRE
ABU DHABI



OFFICE BEARERS - 2024



MR. JAYARAM RAI M.
HON. PRESIDENT



MR. RAJESH SREEDHARAN
HON. GEN. SECRETARY



MR. DINESH PODUVAL
HON. TREASURER



**MR. SUJITH KIZHAKKAYIL
MOORKHOTH**
HON. VICE PRESIDENT



MR. DEEPU SUDARSANAN
HON. ASSISTANT
GEN. SECRETARY



MR. KRIS KURIAN
HON. ASSISTANT
TREASURER



**MR. ARUN ANDREW
VARGHESE**
HON. ENTERTAINMENT
SECRETARY



**MR. NASER THAMPI
ABDUL SALAM**
HON. LITERARY
SECRETARY



**MR. RAKESH
RAMAKRISHNAN**
HON. SPORTS
SECRETARY



**MR. GAURISH GOVINDA
WAGLE**
HON. WESTERN REGION
SECRETARY



**MR. MOHAMED YUNUS
USMAN**
HON. SOUTHERN REGION
SECRETARY



**MR. JAYAN.K.
BALAKRISHNAN**
HON. AUDITOR



MR. NANDALAL A. P
HON. ASSISTANT
AUDITOR

Message from Head of News Letter

“

Dear Members and Friends,

I am thrilled to present introductory edition of our ISC Newsletter! As the head of this initiative, it is my pleasure to bring you the most exciting updates, events, and stories from our vibrant members community.

In this issue, we have a fantastic line-up of articles that highlight the diverse cultural activities and social events that have taken place from our Swearing in Ceremony of our new Management Committee year!

We are also excited to share upcoming beautiful and exciting events that you do not want to miss.

Thank you for being a part of our community. Your support and participation are the contributing factors which make our Centre a thriving hub of cultural exchange and social connection. We hope you enjoy this edition of our newsletter and look forward to have more contribution in upcoming editions, from your side.

Mr. Sujith Kizhakkayil Moorkhoth

”

Message from Head of IWF (ISC WOMEN'S FORUM)

“

Kudos on the innovative launch of ISC's newsletter! This fresh approach showcases the vision and commitment to keeping the association informed and inspired. May this new chapter bring exciting opportunities and strengthen the community spirit. Here's to continued success and progress!

Ms. Sheela B Menon

”



Message from IPEF Chairman

“

As the ISC launches their newsletter, I extend all my best wishes. This is an exciting leap forward, promising a strong commitment to promoting the association's foremost goals. May this initiative lay the foundation for a thriving community. Let's hope that unity continues to grow and thrive even more.

Mr. Shebeaun Mohammed Sherief

”



Message from Head of Toast Master

“

ISC Toastmasters Club is a platform that empowers individuals to enhance their public speaking and develop leadership skills. We meet every other Wednesday, and our every meeting is filled with engaging and fun elements.

As the President of ISC Toastmasters Club, I would like to extend my heartfelt congratulations to the Indian Social and Cultural Center on the launch of its first e-magazine.

Ms. Nisha Gupta

”



NEW JOINEES



**SHIBU MOHAMMED
EBRAHIM (S1304)**



**SHINOY JOY
(S1305)**



**RONIMON JOSEPH
(R745)**



**SASI KANIPARAMPIL
GEEVARGHE (S1306)**



**ASHIQ GEORGE
CHERIAN (A847)**



**REEJITH KUMAR
KUNNIADATH (R746)**



**PRAMOD NETIYIL
PRABHAKARAN
(P511)**



**NISHA FRANCISCA
DSA (N368)**



**VARUN BHATIA
(V420)**



**SAMGEETH
MAHADEVAN GIRIJA
(S1307)**



**SALMAN AHMED
(S1308)**



**VIVEK KASTURE
(V422)**



**SHRIDHAR
SAWANT
(S1309)**



**RUPESH
KUMAR DAS
(R747)**



**JULIUS ANTHONY
BRAGANZA
(J510)**



**SAJAN SHETTY
(S1310)**



**BIVIL VIKRAMAN
(B413)**

NEW JOINEES



**KATHIRAVAN
GOVINDARAJ (K416)**



**HARIDASAN NAIR
THUNDATHIL
RAMACHANDRAN NAIR
(H181)**



**BIMALKUMAR
GOPALAKRISHNA
PILLAI (B414)**



**SAJI SADASIVAN
(S1311)**



**RAVINDRA BALAJI
GOVINDWAR (R748)**



**RAHUL ACHYUT
DESHPANDE
(R749)**



**ADAMS MARGI
ANTONYSAMY
(A848)**



**GEORGE JOSEPH
(G338)**



**ZAHIR HABIB
KOTADIYA
(Z36)**



**SHANAVAS
THOZHUTHINKALTHARAYIL
MADHAVAN
(S1313)**



**PRASAD VISWANATHA
MENON
(P512)**



**SREERAJKRISHNAN
KOPPAREMBIL
(S1314)**

NEW JOINEES



SUMIT SARKAR
(S1315)



**ANIL KUMAR
SREEVILASAN
BHASKARAN**
(A849)



**DEVICHARAN
MURALIDHAR**
(D391)



BALAJI SELVAM
(B415)



**SRIHARSHA
TATINENI**
(S1316)



**JYOTHIESH KUMAR
POTHERA**
(J511)



**ALBERT
ARAKKAPADAN JOHY**
(A851)



ANAND GUPTA
(A850)



**MANUEL ANTONY
PUTENPURKAL**
(M803)



**SREEKUMAR KESAVA
PILLAI RUGMINI AMMA**
(S1312)



**PINDRA SENAN
THAYYIL**
(I92)

THE BIG PAGE

The History of Big Business House

K. MURALEEDHARAN

**A Pillar of the UAE's
Hospitality Industry & a
Champion of Philanthropy**



Kesavan Muraleedharan, a 69-year-old Indian national, has been a cornerstone of the UAE's hospitality industry for nearly five decades. Residing in Abu Dhabi for the past 50 years, Muraleedharan's journey from an accounts assistant to the Managing Director of SFC Group is a remarkable story of perseverance, vision, and commitment.

Under his leadership, the SFC Group has grown into a prominent UAE-based hospitality company, comprising over 50 upscale, award-winning restaurants that are now household names across the Emirates. Brands like India Palace, SFC Plus, Pizza Pan, and Sthan have not only gained popularity but have also been recognized as 'Urban Treasures' by the Abu Dhabi government. These establishments, celebrated for their quality and authenticity, have earned prestigious accolades such as the Sheikh Khalifa Award and the Dubai Quality Award.

Muraleedharan's journey began in the UAE 49 years ago when he started as an accounts assistant. Through sheer dedication, he rose to become a managing partner of the same company within 15 years. In 1989, he ventured into his first independent business, laying the foundation for what would become a hospitality empire. Today, his businesses employ approximately 2,000 people, contributing significantly to the local economy and the community.

THE BIG PAGE

The History of Big Business House

Beyond his success in the UAE, Muraleedharan has also made significant contributions to his homeland. He established a state-of-the-art, fully automated dairy farm in Tenkasi, Tamil Nadu, and a processing plant in Kerala, which distribute 150,000 liters of milk daily. Additionally, he owns the Hotel Vivanta by Taj in Trivandrum, providing employment to over 500 people and opportunities for skill development to an equal number of freshers.

Muraleedharan's commitment to philanthropy is as impressive as his business acumen. For over 35 years, he has been actively involved in various charitable endeavors. He founded the Muralya Foundation, focusing on youth empowerment, elder support, and healthcare provision. As the Founder Chairman of Vidya International Charitable Trust and Care and Share International Foundation, he has spearheaded educational and healthcare programs for the underprivileged. His role as the Chief Patron of Gandhi Bhavan in Pathanapuram and Ashraya Kalayapuram, as well as his advisory positions in various committees, including Sivagiri Mutt, further highlight his dedication to social causes.

In the UAE, Muraleedharan is a respected figure in various social and business forums. He serves as a board member of the Indian Business/Professional Group (IBPG), Patron Governor of the Indian Social and Cultural Centre (ISC), and a board member of the Indian Community School in Abu Dhabi, among other roles. His active involvement in these organizations underscores his commitment to fostering community ties and supporting the Indian diaspora in the UAE.

K. Muraleedharan's life is a testament to what can be achieved with hard work, vision, and a deep sense of responsibility towards society. His journey from a humble accounts assistant to a successful entrepreneur and philanthropist serves as an inspiration to many, reflecting the values of dedication, integrity, and compassion that he continues to uphold.

08-JUN-24

SWEARING-IN CEREMONY & MEMBERS NIGHT

On June 8, 2024, ISC executed Swearing-In Ceremony. Chief Guest Mr. K. Muraleedharan, Patron Governor of ISC & Chairman & Managing Director of SFC Group, presided over the swearing-in, reinforcing the centre's leadership structure. Hon. General Secretary welcomed the audience & Hon. President Mr. Jairam Rai delivered the presidential speech. During the speech both gave an insight of the Managing committee for the year 2024-25 in addition to the calendar events. The evening also featured a vibrant Members Night with performances by acclaimed artists Vaishnav Girish and Riaz Qadri, providing an enjoyable experience for members and enhancing community engagement. The event was jam packed and most of the members commented about it as one of it's kind.



ISC Events

17-JUN-24

EID AL ADHA CELEBRATION: BIRYANI FEAST & CULTURAL PROGRAM

Members of ISC experienced a glorious Eid Celebration on 17th July 2024, with a spread of sense awakening dishes. Lulu International who has been a constant support every year, once again lend their support to make it a successful festivity. ISC hosted 750 people to this Biryani feast. To add to the vibe, there was Ishaal songs and Qawwali performances. This celebration not only highlighted the religious significance of Eid Al Adha but also brought together members to share cultural experiences.



ISC Events

12-JUL-24

Scholastic Award

The ISC Scholastic Awards Ceremony on July 12, 2024, recognized 37 academically exceptional students. This prestigious event, a hallmark of ISC's long-standing tradition of honouring scholarly excellence, included an interactive segment where students shared their future aspirations, underscoring the centre's dedication to supporting educational achievements and career development.

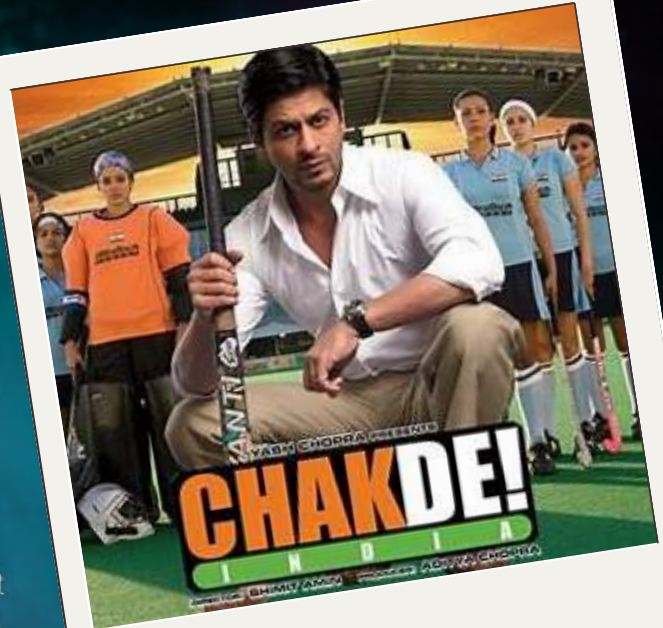


ISC Events

08-AUG-24

Movie Night

On August 8, 2024, ISC's Entertainment Section organized a Special Movie Night featuring 'Chak De India' and 'Kung Fu Panda'. This event was initiated to cater to member's requests to accommodate cinematic experiences for all age groups, reinforcing ISC's role in providing diverse and enjoyable entertainment options for the community.



ISC Events

15-AUG-24

INDEPENDENCE DAY FLAG HOISTING

ISC commemorated the 78th Independence Day of India with a ceremonial flag hoisting on August 15, 2024. This event, attended by dignitaries and guests, was a tribute to India's heritage and values of freedom. It reflected ISC's commitment to celebrating significant national events and fostering a sense of patriotism within the community.



17-AUG-24

INDEPENDENCE DAY CULTURAL SHOW (17TH AUG 24)

Further to the Flag Hoisting on Independence Day, ISC hosted a cultural programme in collaboration with other eminent associations on 17th August to celebrate the 78th Independence Day. Brilliant talents from Indian Islamic Centre, Malayalee Samajam, Kerala Social Centre & Indian Ladies Association joined hands to showcase an amusing show with a variety of cultural programmes. This event added feather to ISC's affiliative initiatives and community building.



17-AUG-24

1000 BOOK COLLECTION DRIVE

As part of the ISC Library Revival Action, a 1000 Book Collection Drive was launched with Mr. A. Amarnath, Deputy Chief of Mission, Embassy of India, by presenting Mahatma Gandhi's iconic autobiography, *The Story of My Experiments with Truth*, to the Honorary ISC President, symbolizing the deep-rooted connection between literary works and cultural identity. The Embassy of India's contribution of 325 books further underscored the collaborative nature of this initiative. This project not only seeks to expand the library's collection but also aims to re-establish it as a vibrant intellectual hub where members can engage with diverse literary genres and educational materials.



ISC Events

18-AUG-24

KAVI SAMELAN

A one of its kind event, a Kavi Samelan comprising of prominent poets from India: Padmashree Dr Surendra Dubey, Shri Sardar Manjit Singh, Shri. Ajatashatru and Shrimathi Shwetha Singh enkindled a poetic ambience at the fully packed ISC hall on the eve of 18th August, 2024. The event kicked off with the Presidential address, the President himself reciting a few lines of poetry followed by the Welcome address by the General Secretary. The established poets from India with their incredible rendition of poetry captivated the audience hearts. Another highlight of ISC's dedication to promoting literary arts and



SAVE THE DATES

ISC Upcoming Events

22 SEP 2024

GRAND ONAM LUNCH
CONTRIBUTORY ONAM SADYA

25, 26 SEP 2024

ONAM GAMES
TRADITIONAL GAMES FOR MEMBERS

28 SEP 2024

PONNONAM 2024
MEGA MUSICAL & COMEDY SHOW

12 OCT 2024

ONAM FOLKLORE
ONAM CULTURAL SHOW

19 OCT 2024

THIRUVATHIRAKALI
TRADITIONAL DANCE COMPETITION

SAVE THE DATES

IPEF Upcoming Events

25 SEP 2024

THE LINKEDIN BLUEPRINT
BUILDING YOUR LEADERSHIP BRAND

03 OCT 2024

SEMINAR ON ANGEL INVESTING
TRADITIONAL GAMES FOR MEMBERS

29 OCT 2024

GUIDANCE ON SETTING UP BUSINESS
AT SAUDI ARABIA

IWF Upcoming Events

SEPTEMBER

GLITZ & GROOVE GALA NIGHT

OCTOBER

PRE KARWA CHAETH CELEBRATION

NOVEMBER

TALENT HUNT

ISC Professionals and Entrepreneurs Forum (IPEF)

The ISC Professionals and Entrepreneurs Forum (IPEF) was founded in 2014 under the guidance of Mr. Bijy M Thomas, the Honorary Vice President of ISC at the time, along with the ISC Managing Committee. The forum was created to offer its members a unified platform to facilitate networking, sharing resources, communication, task management and collective growth for individual excellence.

Since its inception, IPEF has hosted numerous networking events, interactive workshops, technical seminars, panel discussions, trade fairs and more. These activities have been designed to benefit and improve the members of the forum by enhancing business opportunities and sharing knowledge on various topics. With the ongoing guidance and support of the ISC Managing Committee and the nominated Governing Body of IPEF, the forum has been pivotal in effectively delivering its objectives to the members over the past decade.

IPEF organizes both industry-specific and broadly beneficial events tailored for the Entrepreneur and Professional Community, led by subject matter experts. Many of these events have attracted sponsorship from both within the ISC Community and external organizations, providing sponsors with opportunities to engage with members and promote their brands.

In addition to its regular events and activities, IPEF members have consistently shared leads and opportunities within the forum and successfully closing numerous deals over the years. They have also facilitated connections with key personnel from various organizations through internal networking and supported each other on numerous occasions. In 2023, IPEF launched a career forum that allows ISC members to share verified job opportunities and post CVs of potential candidates. This initiative has successfully linked many promising opportunities with qualified candidates.

The Governing Body of IPEF operates under the direct guidance of the Vice President of the ISC Managing Committee, who serves as the Head of IPEF. The current Governing Body of IPEF is led by Mr. Shebeaun Mohammed Sherief as Chairman, Mr. Francis Vergheese as General Secretary, Mr. Noushad Aziz as Treasurer, Mr. Sabu Retnakaran as Vice Chairman, Mr. Binosh Balakrishnan as Joint Secretary, Mr. Mahesh C as Joint Treasurer and Mr. Rogen Joe Varghese as General Coordinator.

The Section Secretaries are Mr. Sivadas K.P. for Construction & Engineering, Mr. John Joseph for Finance, Dr. Shibu Varghese for Healthcare & Pharma, Mr. Anshar N H for Travel & Tourism, Mr. S. Sivakumar for Education & Training, Mr. Nowshad Noor Mohammed for General Trading, Mr. Sunil P Sambasivan for Logistics and Mr. Shanavas K A for IT.

The Governing Body Committee Members include Mr. Kuncheria Joseph Panjikkaran, Mr. Praveen Suresh Babu, and Dr. Sridevi Sivanandan.

Shebeaun Mohammed Sherief,
Chairman - IPEF

IPEF OFFICE BEARERS



**SHEBEAUN MOHAMMED
SHERIEF**
CHAIRMAN



FRANCIS VERGHEESE
GENERAL SECRETARY



NOUSHAD AZIZ
TREASURER



ADV. SABU RETNAKARAN
VICE CHAIRMAN



BINOSH BALAKRISHNAN
JOINT SECRETARY



MAHESH C
JOINT TREASURER



ROGEN JOE VARGHESE
GENERAL CO-ORDINATOR

SECTION SECRETARIES



SHIVADAS K P
CONSTRUCTION &
ENGINEERING



JOHN JOSEPH
FINANCE



DR. SHIBU VARGHESE
HEALTHCARE &
PHARMA



ANSHAR N H
TRAVEL &
TOURISM



S SIVAKUMAR
EDUCATION &
TRAINING



**NOWSHAD NOOR
MOHAMED**
GENERAL
TRADING



**SUJIN P
SAMBASIVAN**
LOGISTICS



SHANAVAS K A
IT



**KUNCHERIA
JOSEPH PANJIKARAN**
GENERAL GB
MEMBER



**PRAVEEN SURESH
BABU**
GENERAL GB
MEMBER



**DR. SRIDEVI
SIVANANDAM**
GENERAL GB
MEMBER

ISC WOMEN'S FORUM (IWF)

ISC Women's Forum (IWF) took over its office for the third consecutive year by the same team with Mrs Sheela Menon as the convenor. IWF Team has been totally committed the last two years in providing a dias exclusively for the Women members to showcase their talents and enjoy their time away from the daily doldrums of life's routine.

IWF conducted its first programme for this term, called the "RENDEVOUS WITH IWF" in June. The Theme of the event was "We came as strangers and leave as friends". This event with the intent of breaking the ice was wholeheartedly received, with around 120 ladies attending the event. IWF provided a platform for ladies to meet up with old friends and make new friends. To enliven the evening there were numerous dance performances, songs rendition, interactive games etc followed by a sumptuous buffet.

Subsequently in July, IWF chose an innovative theme "Beat the Heat, with some Tropical Fun" and organized a "HAWAIIAN NIGHT." This event saw a night of hue n glamour. True to its theme everyone came dressed in florals and the hall emitted a tropical ambience. Dance performances and games were conducted, meeting the theme. The audience were engaged in a Ramp Walk to select the Hawaiian Queen of the night. The ladies burned the dance floor swinging to Hawaiian music. The night was so applauded that all left that night looking forward to when next??!!

Beena Arjun



ISC's SENIOR HAPPINESS PROGRAM (SHP)

India Social & Cultural Center (ISC) and Abu Dhabi Authority of Social Contribution - Ma'an Partnership!!

It is a great honour that India Social & Cultural Center (ISC) has been chosen by the Abu Dhabi Authority of Social Contribution - Ma'an for SENIOR HAPPINESS PROGRAM, their Community Volunteering Program (CVP) for Senior Citizens, 55 years and above.

The Authority of Social Contribution (Ma'an) has been established, under the umbrella of the Department of Community Development (DCD) Abu Dhabi, with the aim to promote a culture of cooperation and integrative partnership between the public & private sectors and civil society to provide innovative solutions to social challenges, motivate different community members as well as institutions to cooperate and achieve deeper levels of community participation and contribution in Abu Dhabi. Ma'an, Abu Dhabi is operating several programs that offer solutions to tackle social challenges while working with volunteers to deliver them. These programs are designed to support Abu Dhabi's social priorities with Emirati as well as Expat communities. ISC has been selected for the Senior Happiness Program (SHP), funded and supported by Ma'an to promote the community engagement initiative amongst the Indian Community - citizens of India and residents of UAE as well as Ma'an nominees. The program is open to all ISC and non-ISC members. This is a significant milestone and honour for our Centre. This selection is also a testament to our unwavering commitment to community service and social responsibility. Our involvement in this program underscores our dedication to enhancing the lives of our senior citizens, who have contributed so much to our society.

Seniors in the Abu Dhabi community may face some challenges with their health, socio-economic status, family support, and personal comfort. These challenges can vary from person to person, but some common ones include social isolation, cognitive decline, health issues, technology illiteracy, and financial concerns etc.



Through this program, we aim to provide meaningful support and companionship to our elders, ensuring they feel valued, respected, and cherished. This initiative aligns perfectly with our core values of duty, dignity and fraternity. We would like to extend our heartfelt gratitude to the Authority of Social Contribution - Ma'an for this incredible opportunity. Together, we will work tirelessly to create a positive impact and build a stronger, more inclusive community.

Creating a community volunteer solution for seniors can be a wonderful way to address the needs of older adults while also fostering a sense of connection and support within the community. The solution includes but not limited to the following activities/sessions as part of the program:

Swimming

Yoga & Active
Learning
Sessions

Health Care ,
Dance Music &
Games & Puzzles

Financial Planning
& Active Learning
Sessions

Outdoor Activities

Since the inception of this program, we have a group of ISC members who have volunteered to lead this initiative and along with ISC Managing Committee members, have eagerly engaged in various activities identified above that not only bring joy and comfort to our senior citizens, but also foster a sense of community and belonging. We believe that every senior citizen deserves to live with dignity and happiness, and through our collective efforts, we can make a significant difference in their lives.

ISC has prepared a schedule of activities for one year from February 2024 with a variety of events in the above identified activities / sessions scheduled to be carried out utilizing the facilities at the Centre. Outdoor site visits for theme-based programs like Sustainability Awareness, Barbeque Sessions, Roof-top Cricket have also been identified and scheduled to be conducted all the year round.

Here's what one of the enthusiastic participants of Senior Happiness Program, Mr. Vinod Shah, 84 years has to say:



A warm greeting from Vinod Shah!!

"Senior Happiness Program is a blessing for us Seniors who eagerly await the announcement of programs each and every week. Participating in these programs gives us immense happiness and builds a lot of enthusiasm and excitement in our daily life, forgetting our age and weaknesses."

ISC would like to extend our gratitude to all the volunteers who contributed their time and efforts to make this program a grand success. Without their selfless participation and dedication, this event would not have been possible. Special thanks to the SHP team leaders: Shanavas Abdul Latheef, Anoop Nambiar, Shanavas Saifudheen, Mohamed Younus, Sounak Ghosh, Sreenivas E Reddy for their leadership; ISC MC team: Sujith Moorkoth, Dinesh Poduval, Kris Kurian and Gaurish Wagle for their guidance in planning and execution process; and ISC staff for their strong support.

The activities of the last quarter are shown in the pictorials below:



SHP Team Leaders



Yoga 'Live' Session



'Mind Management' Session



Karate 'Lite' Session



'Swimming' Festival



'Water Polo' Games



'Art & Crafts' Workshop



'Musical Chairs' Games

ISC Toastmasters Club

Along every journey, growth awaits you; along the Toastmasters experience, growth is unlocked through education, a vital component of club meetings taking place around the world each day.

ISC Toastmasters Club - Abu Dhabi is sponsored and run by Indian Social and Cultural Center (ISC) to assist its members to improve their public speaking and leadership skills.

The ISC Toastmasters Club was officially chartered on **May 18, 2009**. Since its inception, the club has been a hub for individuals in Abu Dhabi looking to improve their public speaking, communication, and leadership skills. The club is part of **Area 8**, under **Division C** within **District 105** of Toastmasters International. District 105 serves a broad region that includes parts of the Middle East, bringing together diverse communities with a shared commitment to personal and professional development.

In 2023-24, ISC Toastmasters Club was honored with the **President's Distinguished Award**, the highest accolade a Toastmasters club can achieve. This award is a reflection of the club's consistent excellence in meeting and exceeding the goals set out in the Distinguished Club Program (DCP). The DCP evaluates clubs based on criteria such as educational achievements, membership growth, and overall club administration. Achieving this award indicates that ISC Toastmasters excels in providing a supportive and effective environment for its members to grow.

The club's members have been highly active in the District Toastmasters Annual Conference (DTAC) for 2023-24. One of the club's distinguished members, **TM Shalini Bothello**, emerged as one of the district winners, showcasing the high caliber of speakers and leaders within the club. This achievement not only highlights individual excellence but also brings prestige to the entire club.

The ISC Toastmasters Club is proud to be the home club for the current Area Director and a past Division Director. This underscores the club's role as a nurturing ground for leaders who go on to make significant contributions to the broader Toastmasters community. Having such leaders within the club also ensures that members benefit from seasoned guidance and mentorship, further enriching the club's culture.

The club boasts a diverse membership, bringing together individuals from various professional and cultural backgrounds. This diversity enriches the learning experience, as members are exposed to different perspectives and styles of communication.

The ISC Toastmasters Club in Abu Dhabi stands out not just for its longevity and consistent excellence, but also for its vibrant community and significant contributions to the broader Toastmasters network. Whether you're a seasoned speaker or just starting your journey, the ISC Toastmasters Club offers a nurturing environment where you can thrive and reach new heights in your communication and leadership journey.



ISC TOASTMASTERS CLUB

Club 1334189 Area 8 Division C District 105

EXECUTIVE COMMITTEE 2024 -2025



TM NISHA G. MITTAL
President



TM SHALINI BOTHELLO
Past President



TM RHISAB NAIR
VP Education



TM SARATH VADASSERY
VP Membership



TM POOJA KUMAR
VP Public Relation



TM SHINE SAINUDEEN
Secretary



TM RAMACHANDRAN S.
Treasurer



TM SUJITH VIJAYMOHAN
Sergeant At Arms

Club meets every 2nd & 4th Wednesday of every month

Venue: ISC Mini Hall 1

MEMBER'S CREATIVE CORNER

Born of Blood and Ash, Goddess of Hope

From the blood of fallen warriors,
And ashes cold, where hope once wept,
A goddess rose, fierce and unbound,
From the depths where shadows crept.

Her birth was forged in sorrow's flame,
In the wake of battles lost,
Yet in her heart, a spark remained,
To challenge death, no matter the cost.

The gods of fate and death did reign,
With iron hands and hearts of stone,
But she, a child of blood and ash,
Would claim the throne, and make it known.

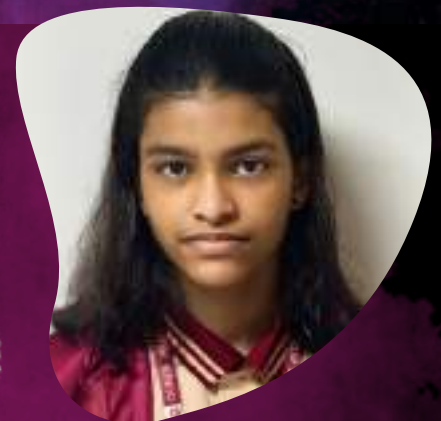
No longer would their cruel decree,
Hold sway over the hearts of men.
For in her veins, the hopes of all,
Burned bright, a fire born again.

She walked the lands where death had tread,
And faced the gods with steel and fire,
A voice for those who could not speak,
A beacon for their lost desire.

Her strength was not in ancient might,
Nor in the power of endless years,
But in the hope, she carried forth,
A light to quell a world of fears.

For she was born from blood and ash,
A goddess new, of hope and flame.
And in her hands, the fate of all,
Was forged anew, to break the chain.

The gods of old would tremble now,
For justice walked where they had strayed.
And in her name, the world would rise,
From blood and ash, where hope once lay.



Aditi Rajesh
ISC Roll No-R650

MEMBER'S CREATIVE CORNER

Blossoming into Confidence: My Public Speaking Journey with ISC

At the tender age of 16, I was a shy soul, often found hiding behind books rather than speaking in front of crowds. However, fate had other plans for me. The India Social and Cultural Centre (ISC) presented me with an opportunity to host a program, thrusting me into the spotlight. It was a transformative experience, like a bud blossoming into a vibrant flower, embracing the world for the first time.

As I continued to embrace such roles, my passion for public speaking grew. Determined to hone my skills, I joined the ISC Toastmasters Club, a decision that has been instrumental in my journey. The club became my training ground, where I learned to turn my nerves into excitement and my words into impactful speeches.

My newfound confidence led me to participate in the ISC Fashion Show, where I emerged victorious, and the prestigious Miss Kerala pageant, a dazzling experience that added another feather to my cap. Earlier this year, I had the incredible opportunity to emcee a corporate event in Rome. Imagine the thrill of being an Indian girl from the UAE, standing tall at a Europe-centric event! It was the cherry on top of my public speaking journey.

Of course, none of this would have been possible without the unwavering support of my family and the wonderful people at ISC. They have been my cheerleaders, my critics, and my pillars of strength.



Agrata Sujith

MEMBER'S CREATIVE CORNER

The Girl and the Fox

A young girl with a beloved duck,
Has no charm to earn her luck.
A small fox so slick and brave,
Stood in the snow being treated like a slave.
With her duck killed out of dismay,
Her supposed to be amazing morning turned into an overwhelming day.
The little girls anger took her to a choice,
“To either take revenge or not,” said a little voice
As she finds out the fox is injured by a bear,
Her plan of killing the fox turned unfair.
The girl walks home alone in the cold,
With the bear right behind her feeling very bold.
Chased into the bushes that have grown,
Getting cold while hearing a distant mourn.
She climbs a tree in fear,
While the fox is beside her ear.
Her parents arrived,
Thankful that their daughter has thrived.
This is now the end,
Since the girl has now made a new friend!



Amy Eliza Abraham

MEMBER'S CREATIVE CORNER

From Obscurity to Clarity in Dangers of AI

As AI systems become increasingly sophisticated and embedded in our daily lives, the clarity surrounding their potential risks and ethical implications has never been more crucial. Just like business, technology is dynamic, continuous, and ever-evolving. From algorithmic biases to privacy concerns and existential threats, the journey from obscurity to clarity in understanding AI's dangers is both a challenge and an imperative for our future. Now comes the question: Are we ignoring the hidden risks of AI? This article aims to shed light on the risks that come with AI's rapid development, exploring its various dangers and offering guidance on how we can approach this complex issue with both caution and hope.

In the early stages of AI development, many of its risks were not immediately visible. The technology's rapid evolution has now brought these risks into better focus, revealing issues such as algorithmic bias, privacy invasion, and the potential for large-scale automation to disrupt job markets. A recent example that highlights the unexpected consequences of complex AI systems is the global outage experienced by Microsoft on July 18, 2024. This outage, triggered by a malfunction in CrowdStrike's Falcon Sensor software, led to widespread disruptions, including the infamous 'Blue Screen of Death' on Windows PCs. The incident severely affected services like Microsoft 365 and Azure, grounding flights and disrupting numerous businesses. This event highlights the potential vulnerabilities and effects of AI and related technologies. Such outages not only show the technical risks associated with advanced software but also emphasize how dependencies on AI-driven systems can have far-reaching impacts. This example serves as a reminder of the importance of robust safeguards and thorough oversight to mitigate the unintended consequences of these powerful technologies.

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One of the most considerable drawbacks of AI is job displacement. As AI systems are increasingly employed to automate repetitive tasks, there is a potential risk for significant job losses, particularly in specific industries such as data entry clerks, administrative assistants, customer service representatives, retail cashiers, financial analysts, medical diagnosticians, and editing and proofreading roles. Consequently, this can cause considerable changes in the job market and the workforce.

Now here is another question: Could artificial intelligence really boost labor productivity? Author and academic Erik Brynjolfsson used data from over 5,000 agents and found that AI assistance improves productivity by 14% in white-collar occupations. This especially benefited novice and low-skilled workers with minimal impact on experienced and highly skilled workers. Globally, AI-driven growth could be nearly 25% higher than automation without AI. 56% of businesses are using AI to improve and perfect business operations. 51% are turning to AI to help with cybersecurity and fraud management.

In conclusion, as we transition from the dark depths of AI's early development to a clearer understanding of its capabilities and impacts, it is crucial to remain alert about the technology's darker aspects. As we advance AI, our goal must be to ensure that its development upholds our values and fosters trust in this transformative era.



Chirasmita

MEMBER'S CREATIVE CORNER

IS YOUR CHILD READY TO EMBRACE THE NEWNESS OF THE WORLD

The Transformative Power of International Exposure in Early Adolescence has immense importance in how one is ready for today's competitive world

Let's Imagine a 17-year-old girl, who has completed high school in the UAE. Her world is limited but comfortable, predictable, and safe. Now she has to suddenly move for international studies abroad surrounded by peers from across the globe with diversified cultural backgrounds, languages, customs, unique experiences and stories. What do you think will happen next? There begins the magic of international exposure.

In today's rapidly evolving interconnected world, the international exposure at an early age is not just confined to a travel experience rather is an inevitable element in molding dynamic leaders and creative thinkers of tomorrow. How is it crucial and what makes it a transformative experience in adolescence?

Personality Development and Grooming: The Universe is the classroom

When the child exits the comfort zone of their Family, they are exposed to interact and adjust to novel circumstances. This isn't just an exciting challenge but an in-depth transition phase. International exposure facilitates one's personal development, elevating body language, improvising communication skills and boosting overall confidence. They master the skills to accept different cultural practices, becoming more empathetic and understanding in the process. The outcome? A dynamic individual ready to tackle the complexities of today's world.

Competitiveness and Practicality:

This is well provided by early exposure to multinational environments. This leads to capacity building of their ability to be practical thinkers, and problem solvers who, at the same time have global perspective and enhanced decision-making skills. The acquisition of such knowledge enables them to have an edge, enabling them not only to excel academically but in any endeavors, they may undertake in future.

Survival of the Fittest: Building Resilience

International knowledge is useful, as it teaches young people how to be successful in extraordinary and often, adverse conditions. It is rather the replica of their flexibility, stress management, and achievements in a real world. It is all important as they grow older, in order to make them strong enough to face hitches in life.

Boosting Self-Esteem: Discovering Their Own Strength:

The self-esteem of adolescents is badly affected when they cannot respond adequately to new cultural conditions. Students return home passionately positive and assertive on their capacities to thrive in a new environment. Readily, this increase in self-esteem translates into other facets of their existence, enabling them seize up issues they might have shied away from.

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Efficiency and Adaptability: Learning to Pivot

Due to exposure to many cultures, adolescents become efficient and flexible in their young ages. They learn to manage their time, resources and effectively be on the lookout for new ideas and information. All these abilities are important not only in class but also in life. The willingness and the ability to be flexible and especially responsive to the conditions that exist in a particular market is one of the key aspects that define success in any business.

Diversity, Adaptability, and Tolerance: Embracing the Global Village

One of the most important impacts that are obtained through traveling and studying in other countries is the ability to appreciate cultural differences. Teenagers develop tolerance, courtesy and understanding of other people's culture, and or differences. This cultivation of tolerance is crucial as the world becomes more multicultural and interconnected as can be seen each day.

A Story of Transformation: The Journey to excellence

In the beginning, your child is overwhelmed by the unfamiliarity of the food and the language and customs of the country. However, in the subsequent years, she begins to recover and prove the fact that she is still capable of operating in the corporate world. She 'discovers' young people living in other Nations and from all of them she learns something new about life and about herself. She takes up skiing, stumbles through her initial conversation in French, and starts to grasp one of the ideas of the modern world – that of global citizenship.

Overcoming the Cons: Navigating the Challenges

Of course, there are few challenges on the way. Peculiarities that parents and educators are worried about are such as: what if the adolescent does not fit into the new cultural setting, what if the new cultural setting does not fit the adolescent, what if our cultural values clash with the cultural values of the new setting? The trick is to guide the youth to appreciate diversification as a form of identity and not to make them change to a different form of culture that may be unfamiliar to them.

The issues may arise from lack of openness in the communication between the kids and their mentors, the problems must therefore be reduced through promoting open communication between them. In so doing, they can better manage any potential culture shocks if you get them to express their thoughts and feelings. In helping students master critical and secular thinking one is able to support students in adopting new perspective without them losing their identity.

Curiosity: The Ultimate Takeaway

What, therefore, does exposure to other countries really provide? This is an invitation to illuminate the world, to discover it and understand the best way possible: This is more than a stamp on a passport. Engagement, a desire to learn, and more significantly, the ability to come out of one's comfort zone are encouraged by it.

Just think about how different the results will be when the children's minds are shaped by what they see in the society and they gain their knowledge from the things happening in the functioning societies of the world rather than reading books. They make the world their classroom and graduate as world politics ready to transform the world.

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At the same time, it can be stated that there are certain challenges which appear when a person travels abroad in the fast-paced world. There are children who have complications with new changes, while other children dramatically grow in new changes as they incorporate themselves. The reality is that certain parts of young brains are not yet ready to engage the complexity of reality that is vastly different from the one known to them. In unusual situations, some children experience cumbersome pressure when placed in unknown circumstances without adequate mental and emotional assistance. This can cause anxiety, depression or if severe, lead to self-harming behaviors such as substance abuse. This can as such lead to people forgetting the purpose and direction they were supposed to follow in life, thereby drifting off course.

Besides being educationally endowed, parents have the profound responsibility of ensuring that their children are psychologically well set and culturally grounded. Positive parent-child relationship as enhanced through effective communication, consideration and trust in each other forms a good foundation for the preparation of a child. It is highly valuable that we should raise the awareness and appreciation of our children and ourselves to one's own civilization and heritage. With this strong foundation of information processing, they can certainly engage in various transactions with the outside world and at the same time, protect their identity.

Strengthening ethical values, persuasion and self-organization, all these aspects are incredibly important while teaching children. All these characteristics which point towards ethical sense and respect for variation are the pillars of character. Relating to other people with courtesy and confidence and understanding the worth of their voice, children are prepared to face the tasks of a multicultural society. It is also made sure that the students may accept new ideas without negating their principles with the help of a secular approach alongside the appreciation of all civilizations.

So, I ask you: **ARE YOU NOT CURIOUS YET?**

But more importantly, is your child ready to embrace this new world?

Dr Asha Peter
Executive Director
BTEC Universities and Institutions Admissions Services
Abu Dhabi



MEMBER'S CREATIVE CORNER

Passing the Torch: Empowering the Next Generation of Leaders

In the dynamic world of organizational leadership, the contributions of senior leaders who have led with distinction and vision cannot be overstated. These seasoned leaders have often been at the helm during pivotal moments, steering their organizations through challenges and triumphs alike. However, as the landscape evolves, it becomes imperative for these senior leaders to recognize the importance of passing the baton to the fresh and capable individuals.

The transition of leadership is not merely a change of guard but a strategic move to ensure the continued growth and innovation of the organization. The new entrants bring fresh perspectives, contemporary skills, and a deep understanding of emerging trends that are crucial for navigating the future. By stepping aside, senior leaders can empower these upcoming leaders to take the organization to new heights, fostering a culture of adaptability and forward-thinking.

However, there are instances where some senior leaders, despite their advanced age, are reluctant to relinquish their positions. Driven by a desire to continue their legacy, they are not ready to give way to others. While their passion and dedication are commendable, it is essential for them to consider the broader impact of their decision. Holding onto leadership roles indefinitely can stifle the growth of potential successors and hinder the organization's progress.

Instead, these esteemed leaders should embrace the role of advisors and mentors. By doing so, they can offer invaluable guidance and support to the new generation, ensuring that their legacy endures through the success of those they have nurtured. This approach not only honors their contributions but also demonstrates a commitment to the organization's long-term prosperity.

In conclusion, the true mark of a great leader lies in their ability to recognize when to step back and allow others to lead. By fostering a seamless transition and encouraging the capable new entrants, senior leaders can leave a lasting legacy that continues to inspire and drive the organization forward.

J.C.Nair





MEMBER'S CREATIVE CORNER

She Rises

In the quiet of the dawn, she stands,
Her eyes once filled with hope
Her heart a battlefield, her hands,
Once bruised, now reaching high.
The world has pressed her down with weight
But she stands strong
She stands up for herself and fellow women
Despite the whispered lies and cruel disdain

Yet in her chest, a storm abates,
A fire burns through every vein
They tried to shatter her with words,
Make her feel worthless and fearful
And bind her with their iron shame,
But like the wind that stirs the birds,
She spread her wings, embraced her name.

Each scar and tear stay a reminder
Of the battles she fought
Her enemies praying on her downfall
But she emerges victorious
Her light a force they cannot see.
Her strength no hand can break
For every woman bears within,
A voice that rises from the din,
A spirit forged in tempered steel.

So let them think they've won the fight,
Let them believe she's weak and small,
Little do they know that they stand strong
because she is standing behind supporting them
in the darkness, she finds light,
She is full of grace and beauty

She is the echo of the past,
And in her eyes, you'll see at last,
The truth that time cannot erase.
She rises, fierce, against the world
A ray of light in the world's cruel storm,
For she is power, she is mighty
And in her heart, a new world forms.



NIRJA KUMAR

"Barbie can be anything but ken is just ken without barbie"

MEMBER'S CREATIVE CORNER

People in the Shadows

People in the shadows, they get noticed only when things go wrong;
When garbage bins overflow or streets are littered;
When the lawns are full of weeds, and gardens dried up
When there is theft, eve-teasing, and crimes mounting

People in the shadows, they work all day and night,
In heat and dust, be it summer or winter
With persistence and perseverance, braving thirst and hunger,
Thus making our dwellings peaceful and neat.

They appear invisible when everything is right,
Hence, seldom noticed... let alone appreciated,
With a smile, a nod, or a warm greeting
Let's salute the cleaners, gardeners, and policemen too...



**Padmaja Menon
W/o Sunil Menon
(ISC Roll No: S792)**



MEMBER'S CREATIVE CORNER

Dream Catcher

A song on his lips;
A Smile on his face,
He walks with a swing,
With his backpack of air.
I ran after him;
Tugged at his backpack,
Oh! Definitely not air;
Probably stones.

Curiosity killed manners;
"What is this my friend?
Your bag is so heavy;
Yet you walk with a swing."
Mocking blue eyes ;
Hair masked forehead,
"I catch dreams my lady,
Which weighs down the owners;

I stood there a moment,
Thinking what he meant;
I looked at him perplexed,
Alas he is no more there.
Around me I saw,
Flying clouds and chirping birds;
A lone traveler ran past,
Behind something I cannot see.

I turned back slowly,
A breeze swept me away.
I flew past fields, rows of houses,
Saw family, friends, a lot of strangers.
It dawned on me suddenly,
My dreams are taken too.
There is nothing to anchor me
To this beautiful earth now...



Sakha Pramod Brahmasuthan
ISC Roll No: P492-S

MEMBER'S CREATIVE CORNER

THE ISC TOASTMASTERS EXPERIENCE: I REDISCOVERED THE ORATOR IN ME.....

Keep going.....Each step may get harder, but don't stop climbing the mountain.
The view is beautiful at the top!

Ever since the sixth grade, I have expressed my creative skills through public speaking. I have always considered it a platform to showcase these talents and receive several accolades. These achievements took the form of expectations and encouragements, which constantly pushed me to new limits to achieve these goals.

Oratory imbibed in me all the skills I needed to succeed in my life, whether in my family, at my workplace, or at various events until I was introduced and inducted as a member of the ISC Toastmasters Club here in Abu Dhabi. Public speaking has always been a passion since childhood, but I initially joined Toastmasters to hone my speaking skills.

My Toastmasters experience has taken me back to areas where I feel most comfortable, which is speaking in front of a large audience. It has taught me valuable leadership skills that are useful in my job role.

I can still recall my first target speech that I delivered at the Division contest and the helpful suggestions and insights that I received from my evaluators to improve.

Toastmasters empower individuals to become more effective communicators and leaders. I believe if we receive honest feedback from our teams, we should be grateful – even though the truth for some may hurt. Be positive, accept feedback, learn from the information, and move on.

Every alternate week, a Toastmasters session is held. Initially, I used to detest it as wasted time. But after reaping the fruits and the various benefits from becoming a better orator to a skilled leader, I look forward to every meeting and the contests.

MEMBER'S CREATIVE CORNER

It is a simple path that has split into several trails, opening up endless possibilities for me to develop and enrich my skills.

Reflecting and analyzing myself from where I currently stand as the President of ISC Toastmasters Club, I begin to notice the tremendous growth that has taken place in my life, and I regard this to be the greatest attribute of Toastmasters, which is the ability to keep growing no matter what level you are at. The possibilities are limitless.

It is easy to become complacent by winning within your own club. Moving outside your comfort zone and competing with other Toastmasters at district, regional, and international levels is what I should now focus on. You never know your capabilities until you try.

One of the reasons people often fret about public speaking is the lack of practice. As with the development of many other skills, you must work to get comfortable with it. The talent is deep within you. All you must do is let the butterflies fly in formation.

I do believe if you have no confidence, you are twice defeated in your life. With confidence, you have won even before you have started.

The Toastmasters program transformed me into a better person as I learned that the more you give, the more you get. And however small a gesture might be, your actions might just transform the lives of many people around you.

Words of Wisdom:

To quote Ralph Emerson - Our greatest glory is not in never failing, but in rising up every time we fail.

Always smile, stay happy always 😊.

TM SHALINI BOTHELLO



MEMBER'S CREATIVE CORNER

GREAT TEMPLE OF HUMANITY

Where else on earth a place, where
Love, brotherhood and thought that
All humanity is one, rise and shine?

Under one umbrella, untainted
By caste, creed or religion's distinction?
Hail Abu Dhabi! Land of this love-garden!

The great king, a sage who allowed
Worship of several Gods in a land
Of only one God. Now a land as well
Of Adhan call, prayer to Allah almighty
Together with chimes of temple bells.

Seven are the Emirates here, likewise
Seven deities reside here eternally
Siva-Parvathi, Sita-Ram, Radha-Krishna
Jagannatha, Ayyappa, Swami Narayan and Venkatesh

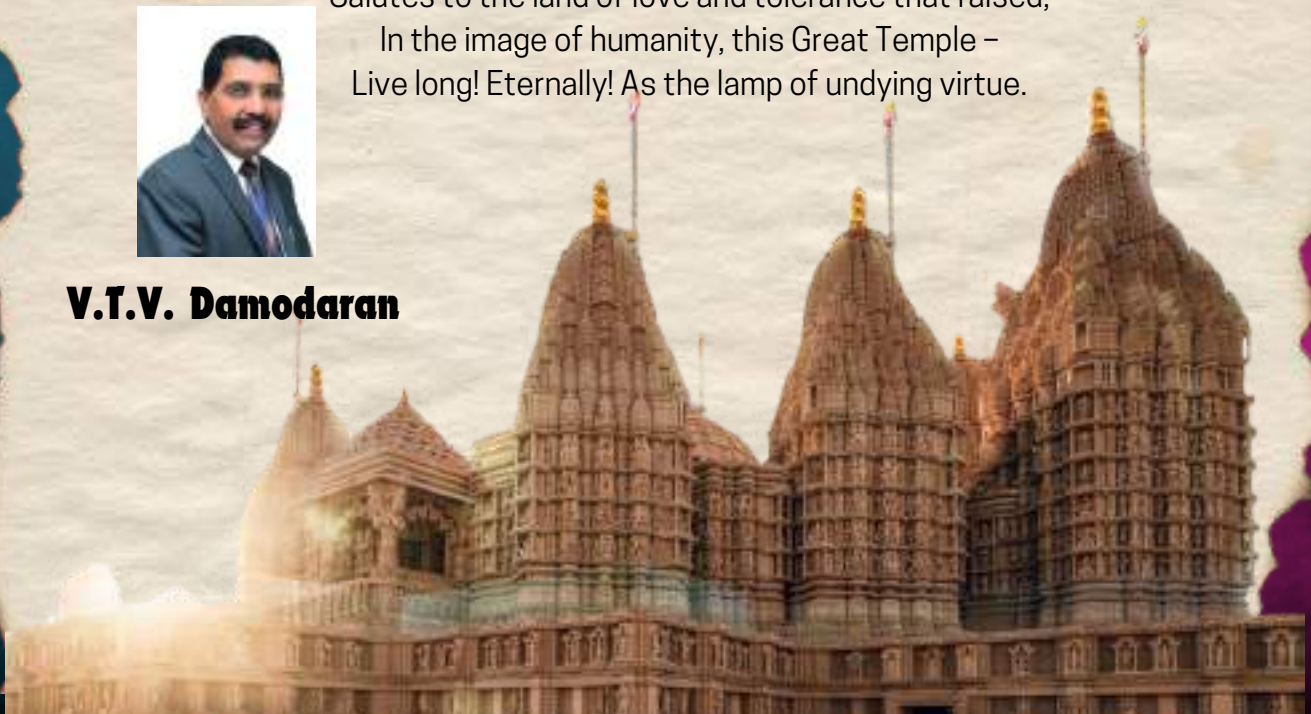
To rain blessings constantly, they all dwell
In this ultimate wonder of temple before you
Where on the globe will you find love-minars
Of religions' harmony as in this Great Temple!

World! Behold the Grand Temple! An enchanting
Edifice of brotherhood, abode of divine love
Children of Baba Zayed forever live this way
In a land where truth, equality and love prevail.

Salutes to the land of love and tolerance that raised,
In the image of humanity, this Great Temple –
Live long! Eternally! As the lamp of undying virtue.



V.T.V. Damodaran



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