

LIONS CLUB OF JAFFNA



We Serve

Silver Jubilee Souvenir 1998



"COMMITTED TOGETHER TO SERVE YOU BETTER"

Celebration on 12 - 07 - 1998

at

St. Johns College, Jaffna

Chief Guest

Region Chairman Lion. Dr. S.S. Arulanandam
Region VIII

*With Best Wishes for a Successful
Silver Jubilee Celebration*



P. J. Fernando

SPECIALIZED OPTICIAN AND DENTAL WORK

292, (540) Hospital Road,
Jaffna.

Proprietor : Lion. Anandan Jeyakumaran Gomez

Heav A. Ueetha Rapan
Heav Club of Kothavil.

LIONS CLUB OF JAFFNA

Chartered on 10th July 1973



We Serve

Silver Jubilee Souvenir 1998

Date of Celebration :
12th July 1998.

Venue :
St. Johns College, Jaffna.

Edited by:
Lion. Dr. K. Kugabalan
Lion. T. Anpaananthan
Lion. A. Balasubramaniam

With Best Wishes From :-



Rave Motors

**245, Stanley Road,
Jaffna.**

**Importers and Dealers in Motor Cycle,
Motor Cycle Spares, Motor Spares, and
Scooter Spares**

Proprietor : Lion.v. Thevendran.

Our Founder



Lion Melvin Jones

LIONS CLUBS INTERNATIONAL

International President 1998/1999 - Lion Kajit "KJ" Habananantha

THEME

- "HARMONY"

- ★ Without Harmony Great Achievements are impossible
- ★ In Harmony with Youth
- ★ Extending Harmony through the formation of New Clubs
- ★ Harmony in Action
- ★ Our of this Harmony will come Consistency of Image:-
Enhancement of our Image is a primary responsibility of
every Lions Club.

MISSION STATEMENT -

"To create and foster a spirit of understanding among the people for Humanitarian needs by providing voluntary services through Community involvement and International co-operation"

Lions Clubs International

THE NAME - The legal name of our association is "The International Association of Lions Clubs" It's entirely proper, however, to use the shorter form, "Lions Clubs International."



THE EMBLEM - The current Lion Emblem was adopted at the 1919 convention. Today, Lions throughout the world are recognized by it. It consists of gold letter "L" on a circular purple (or blue) field. Bordering this is a circular gold area with two Lion profiles facing away from the centre. The word "Lions" appears at the top, and "International" at the bottom. The lions face both past and future - showing both pride of heritage and confidence in the future. Always wear your Lions emblem pin proudly.

THE MOTTO - The official motto of the association is simply "WE SERVE". What better way to explain our mission"?

L I O N S

LIBERTY INTELLIGENCE OUR NATION'S SAFETY

THE SLOGAN - The slogan is **LIBERTY INTELLIGENCE OUR NATION'S SAFETY**

OFFICIAL COLOUR - The royal colours of purple and gold were selected as the official when the association was organized in 1917. Purple stands for loyalty to friends, and for integrity of mind and heart. Gold symbolizes sincerity of purpose, liberality in judgement, purity in life, and generosity in mind, heart and purse to those in need.

அர்ப்பணப் பிரார்த்தனை

நொய்ந்த மனத்தோளான மகிழ்விப்பேனாக
ஆதரவற்றோர்க்கு இன்னகுள் அளிப்பேனாக
ஒரு சோகக் கண்ணீரைத் துடைப்பேனாக
பயந்த மனதைச் சாந்தி செய்வேனாக
இருளை நீக்கி ஒளிதனை ஊட்ட
ஆதியாம் பொருளே !
என் பணிக்கடன் இதுவே ஆதக.
வாழ்நான் முழுவதும் வேண்டுவ வேண்டியாங்கு
இயலுங்கால் என்குணம் குன்றி
நின்குணம் பெருகிட அருளே !



LIONS CLUBS INTERNATIONAL OBJECTS

To create and foster a spirit of understanding among the people of the world.

To promote the principles of good government and good citizenship.

To take an active interest in the civic cultural social and moral welfare of the community.

To unite the club in the bounds of friendship, good fellowship and mutual understanding.

To provide a forum for the open discussion of all matters of public interest; provided however that partisan politics and sectarian religion shall not be debated by club members.

To encourage service-minded men to serve their community without personal finance reward, and to encourage efficiency and promote high standards in commerce industry profession, public works and private endeavours.



LIONS CODE OF ETHICS

To show my faith in the
worthiness of vocation by industrious
application to the end that I may merit a
reputation for quality of service

To seek success and to
demand all fair remuneration or profit as my
just due, but to accept no profit or success
at the price of my own self-respect lost because
of unfair advantage taken or because of
questionable acts on my part.

To remember that in
building up my business it is not necessary to tear
down another's; to be loyal to my clients
and customers and true to myself.

Whenever a doubt arises
as to the right or ethics of my position
or action towards my fellow men, to resolve
such doubt against myself.

To hold friendship as
an end and not a means, To hold that true
friendship exists not on account of the
service performed by one to another but that true
friendship demands nothing but accepts
service in the spirit in which it is given.

Always to bear in mind
my obligation as a citizen to my nation
my state and my community, and to give them
my unswerving loyalty in word, act
and deed. To give them freely of my time,
labour and means.

To aid my fellow men
by giving my sympathy to those in distress, my
aid to the weak, and my substance to the needy.

To be careful with my criticism and
liberal with my praise, to build up and not destroy.

The Brief History of the Lions Club of Jaffna.

The Lions Club is the most important single element of Lionism. It is a vital part of the International Service Commitment. The Lions Club of Jaffna was sponsored by the Lions Club of Wellawatta. It was chartered on 10th July 1973 with a strength of 20 members. Lion. J.M.Sabaratnam was the first President of the club. Our club has a heritage of service dating to 1973.

During the last twenty five lionistic years a number of projects had been carried out for the benefits of those in need. Our club was involved in a variety of projects such as work with blind & conservation of sight, Child survival, Oral health, Community Health, Twinning, Work with mentally handicapped, Accident prevention, Animal husbandry, Drug Awareness, Environment preservation, Citizenship Service, Education, Scholarships, General Health work with physically handicapped, work with Youth Vocational Training, Cultural Activities, Peace Poster Contest, Annual Observance, competition among the schools and sports activities.

We are also happy to note that eight clubs were sponsored by our club. During the period of stay of the IPKF in Jaffna, Our club had to undergo untold sufferings and hardships. Due to the prevailed civil war situation some of our active members were compelled to leave for Colombo and other foreign countries, such members chartered the Lions Club of Inner Colombo, As a result, there was a decline in the membership of our club. In spite of all these challenges, our club was re-established under the presidentship of Lion. S. Rajeswaran.

For a Lions Club one important feature of meeting challenges is the continued availability of group of part time volunteers. An active group of our Lions made their full contribution for the upliftment of our Club during this period.

We are very proud to note that our club had donated several instruments and other urgent materials to the Hindu Orphanage at

Thirunelvely and has been carrying out several projects at Vathiri Paramananda Seva Ashrama for the benefits of the Orphans.

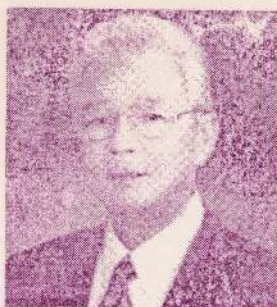
Following the mass exodus from Valigamam, Our club had to face untold hardships. Fortunately, Lion. Dr. K. Kugabalan, the Immediate past president our club, tried his best to re-establish the club, and to strengthen the membership and proved his worth as a Lion.

At this stage, we would like to note that our monthly bulletin "THONDU" was brought out again from August 1997, that is during the period of presidentship of Lion.S.N. Gathiravelu. We are proud to say that it has been receiving much appreciation from all Lions Clubs International. Our club which is celebrating its Silver Jubilee, has been doing its best to achieve its goals and objectives.

Our Charter Members

01. Lion. Dr. J.M. Sabaratnam
02. Lion. S.A. Balendra
03. Lion. D.S. Gnanapragasam
04. Lion. M.J.A. Jeyanathan
05. Lion. Dr. J.S.S. Jeyaratnam
06. Lion. Dr. N. Kandasamy
07. Lion. C. Mahesan
08. Lion. Dr. S.K. Maheswaran
09. Lion. A. Nadarajah
10. Lion. A.S. Nadarajah
11. Lion. S. Nadarajah
12. Lion. Dr. R. Natkunan
13. Lion. M. Parameswaran
14. Lion. Dr. Y. Pasupathy
15. Lion. M. Rajendran
16. Lion. S. Rajendra
17. Lion. Dr. J.A. Selliah
18. Lion. A. St. Gorge
19. Lion. Dr. S. Subramaniam
20. Lion. R.R. Thirunavakkarasu

Message from International President



I am pleased to offer you my best wishes and sincere congratulations on your club's 25th anniversary.

Anniversaries are a time to reflect upon a club's numerous accomplishments with pride. By working together in the spirit of harmony you have improved the lives of those in need in your own community and around the world. It is this strong commitment to service that has given our association its long and service history

As we celebrate the past, we must also look toward the future. It is important to look inward to make sure our clubs remain strong and dedicated. By fostering membership growth and developing leadership skills, you can ensure that your club will be able to serve the needs of your community well into the next century.

Again, congratulations on your anniversary. I wish you much success in the future.

Yours sincerely,
Lion Kajit Habanananda
President

The International Association of Lions Clubs

With The Best Compliments From :-



Mullai Achchakam

முல்லை அச்சகம்

Fine Art Printers, Book Binders

சகல விதமான அச்சத் தேவைகளுக்கும் சிறந்த இடம்

**Adiyapatham Road,
Nallur, Jaffna.**

Message from Immediate Past International President



பிளாஸ்காஸி

1951, நவம்பர் 28
இந்த செய்தி உறுதி செய்து
கொடுக்கப்பட்டுள்ளது.

பிளாஸ்காஸி

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இந்த செய்தி உறுதி செய்து கொடுக்கப்பட்டுள்ளது.

பிளாஸ்காஸி

வெள்ளி விழா காணும் யாழ் லயன்ஸ் கழகத்தை
வாழ்த்துகின்றோம்

ஸொயலாஸ்

திருமண வையங்களா, பூப்புனித
நீராட்டு விழாவா, மற்றும் எந்த
ஒரு வைபவங்களானாலும் உங்களோடு
நின்று திறம்பட நடாத்த உடனே நாடுங்கள்

ஸொயலாஸ்

195, பிரதான வீதி,
4ம் குறுக்குச் சந்தி
யாழ்ப்பாணம்.

எம்மிடம்,

- ★ திருமணக்கார், வான்
- ★ பிளாஸ்டிக் கதிரை
- ★ குஷன் கதிரை
- ★ சோக்கட்டான் பந்தல்
- ★ மணி மணவறை
- ★ சமையல் பாத்திரங்கள்
- ★ சில்வர் பாத்திரங்கள்

இன்னும் பல தேவைகளுக்கு எம்மை நாடவும்.

எங்கள் சேவை உங்கள் தேவைக்கே

Message from District Governor 1998/99
Lions Clubs International District 306-B - Sri Lanka



I am happy and content to forward this little message of goodwill on this very special occasion of your club.

Celebrating a "Silver Jubilee" is indeed a great achievement. You are celebrating 25 years of successful humanitarian services carried out by you to serve the less fortunate communities in our country. Congratulations !!! you have done well.

Let me take this opportunity to thank the Lions Club of Wellawatte for giving our District such a great club in the year 1973 on this same date 10th July is when you received your charter from Lions International.

There are so many Lions in your Club who are assets not only to your Club but to our District as well.

My Lion Lady Mariam Joins me to wish this great Lions family of Jaffna many more years of successful service. May God grant you the strength and courage to continue your good work.

Lion Malik Zaveer

District Governor

District 306 - B

*Wishing the first club in the North
On its Silver Jubilee Year.*



CHAYA AGENCY POST OFFICE

33, Thanankilappu Road,
Chavakachcheri
&

100, Kandy Road,
Chavakacheri.

**Wishing Lions Club of Jaffna on Completion of
its a quarter Centenary Services to the People.**

VASANTHA DISPENSARY

Bus Stand,
Chavakachcheri

Message from past International Director



I thank you for inviting me to send you a Message on this important occasion. My first feeling is one of nostalgia because I too had a role to play at the important event that took place twenty five years ago.

The Lions Club of Wellawatte in 1973 through the dedication of one of their founders were ready to build a Volunteer Centre of Service in Jaffna. This was to be the Second Lions Club of Jaffna. I was the President of the Lions Club of Colombo North. The Governor of District 306 Lion

Cecil de S. Wijayarathne called me one morning and requested me to go to Jaffna to assist the Lions of Wellawatte in the orientation process necessary for Clubs being inaugurated. For me this journey and responsibility began an association which developed close friendships and mutual assistance. A highlight was perhaps 1975-76 when under the leadership of Dr Yogu Pasupathy, the Lions Club of Jaffna had an outstanding year.

In retrospect, one can ask what made this possible? Perhaps, the reality of ideal inputs becoming visible in practice. A band of persons successful in life got together to form the Club. They had commitment. They had involvement. They were well informed not only of Lions Club matters but also community needs. The Club worked as a team. Every member shared the load. Members responded to the leaders call. They maintained an outward look which resulted in growth. Extensions took place to Vavuniya, Mullaitivu, Point Pedro and Paranthan. Succession of leadership was planned. For me, the true test of Lions service to the community came when as District Governor I visited Jaffna. The Club was not given the chance to organise the reception. The community takeover and had a large gathering opposite Central College in a reception. The Speakers went to great extremes to say "THANK YOU" to the Lions Club of Jaffna for the role that they played in community needs.

"Lionism is still OPPORTUNITY" Let us use it to ensure a bright future for our people.

Lion A. 'Chuck' Wijenathen
Past International Director (1982-84)

Message from Immediate Past District Governor



Congratulations and best wishes to the Lions and Lion ladies of your club, when you celebrate your Silver Jubilee Anniversary.

At the out set, let me salute to all the past and present leaders of your club for having carried out humanitarian services towards the less-fortunate during the past 25 years. It is evident that for more than a decade you were faced with a period of turmoil. But your dedication and commitment has kept you in action to serve the under-privileged. It is your invincible determination and courage which has superseded all obstacles to march forward to provide a better quality of life to the community. I am confident that your present Leader Lion Gathiravelu would lead you to a Bright Future.

My Lion lady Seetha joins me in wishing you a very meaningful year of Lionism.

Lion K. Thillainathan

District Governor - 306B

Message from the Vice-District Governor Lion. Dr. C.J. Ian



I am indeed very happy to send this message on this historic occasion when your great club celebrates 25 years of humanitarian service to the community.

The Lions Club of Jaffna was chartered on 10th July 1973 and your proud record of service since then indicates that there was no turning back. That has been the great spirit that has sustained your club to great heights when you reach the 25th milestone on the road to Lionistic excellence, despite the difficult situation on the ground for the past two decades. This is all the more reason why the Lions family in District 306-B salutes your club for moving forward without losing the momentum set by your founding fathers 25 years ago.

It is therefore appropriate to remember with gratitude the charter members of your club, for having made all this possible. It is also a time to learn by the mistakes of the past and look forward to a great future with hope and confidence. I am very hopeful that you have the strength and capacity to face the new challenges of the 21st century with equal fortitude.

My Lion Lady Jayantha joins me in sending our greetings and best wishes.

Lion Dr. C.J. Ian
Vice District Governor Elect.

With Best Compliments from :-



SEEMATI

122, Power House Road,
Jaffna

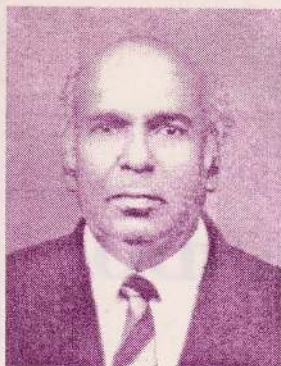
With Best Compliments from :-



**POOBALASINGAM
BOOK DEPOT**

4A, Hospital Road,
Jaffna.

Message from District Co-ordinator



My congratulations to all Lions and Lion Ladies of Jaffna. My special congratulations to your club on celebrating its Silver Jubilee. It is more creditable for your club to have served the less fortunate for twentyfive years.

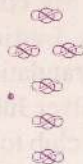
Your club has for the last twenty five years withstood all turmoils and has now forged ahead despite loosing about twenty members to the newly formed Lions Club of Inner Colombo for reasons beyond anybody's control. Further some of your senior Lions including those two Leading Lions in the District, Lion Dr. Yoga Pasupathy and Lion Jeyanthan left the country for greener pastures.

Yours is one of the senior clubs in the former district 306 and the most senior club now in the northern province. Your club was responsible for the extension of many clubs in the north and thereby spreading the meaning of service throughout the province. While the charter of some of the clubs extended by you were withdrawn for unfortunate reasons, the following clubs continue to serve the less fortunate Mannar, Vaddukkodai and Chavakachcheri.

I am confident that your club will bounce back to its former Glory and serve the humanity with more vigour. Let us be committed together to serve the unfortunate better. My Lion Lady Yogammah joins me in wishing you a bright future and a successful Silver Jubilee Charter Anniversary.

Lion K.V. Muttugumaraswamy
District Co-ordinator

With Best Compliments from :-



S.M. FERNANDO

Qualified Optician
580, Hospital Road,
(Near Bank of Ceylon)
Jaffna.

நல் வாழ்த்துக்கள் !!



சிவாஸ்

மணிக்கூட்டுத் தொழிலகம்
568B ஆஸ்பத்திரி வீதி,
யாழ்ப்பாணம்.

Message from Region Co-ordinator



I have great pleasure in sending this message on the occasion of your Silver Jubilee celebration.

The Lions Club of Jaffna has been in existence for 25 years which coincides with the prevalence of lionism in this part of the world.

During this quarter century your club has seen many veterans in lionism who have given leadership not only to your club but to the Region as a whole. Your contribution to the service to the humanity has been a tremendous one. You have also contributed to the development of the ideals of lionism through the various Clubs you have sponsored. You have set standards which merit emulation. Your Club has been a training ground for leaders. Though there were occasions of ebb tides and flow tides your club has survived all the challenges and reached the youthful vigorous age of twenty five.

I take this opportunity to congratulate your splendid performance and which you many more years of service to lionism.

My Lion Lady Ranji joins me in my wishes to you.

Lion. A. Thangeswaran
Region Co-ordinator
Region VIII

With Best Compliments from :-

Saranga NAGAI MADAM

Gold & Jewel Merchants

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- * And Distinctive

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96/1, Kasthuriar Road, Jaffna

Tel : 24339.

Branch

SIVA NAHAI MADAM

Jaffna Road, Chavakachcheri

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GOLD & JEWEL MERCHANT

For Moern & Distinctive

**Articles are all Guaranteed
& Genuine for
Quality Jewels**

185, Kasthuriar Road,
Jaffna.

Message from Region Chairman



I have great pleasure in sending this message for your Jubilee Charter Celebration Souvenir.

Lionism came into being in the north by the Lions Club of Jaffna. We are proud of it and we are proud of your sponsor club, lions club of Wellawatte. If not for them we will not have 25 years of lionism in north out of 40 years of lionism in Sri Lanka. Your Club having 4 Leo clubs is another achievement in service to youth.

I wish to recall my memory about Dr. Yogu Pasupathy and Lion Jeganathan who were active in sponsoring Lions Club of Chavakachcheri, Lions Club of Vaddukodai, Lions Club of Vavuniya etc.

Your club deserves much of praises and congratulations for mere existence inspite of the turbulent situation.

How wonderful with all these draw backs to come up to the 25th year.

It is indeed an achievement and speaks much of your Lionism.

My Lion lady Sivayogam joins me in wishing your club.

Lion Dr. S.S. Arulanandam
Region Chairman 1998/1999
Region VIII

With Best Compliments from :-

**Orders for
22ct. GOLD JEWELS
Promptly Executed**

LALITHA JEWELLERY

Diamond Sovereign & Jewel Merchant

213, Kasthuriar Road,
Jaffna

With Best Compliments from :-

**MODERN DISTINCTIVE
GENUINE QUALITY JEWELS**

Ganesha JEWEL
HOUSE

**Articles
Guaranteed
Be Promptly
Within The**

**Are All
And Will
Executed
Period Specified**

194, Kasthuriyar Road,
JAFFNA.

Message from Past Region Chairman 1997/98



It is indeed a pleasure to learn that the Lions Club of Jaffna has completed 25 years of service to humanity in the annals of lionism. In fact lionism in the Region has also completed 25 years, as the Lions Club of Jaffna was the first Club to be inaugurated in this part of the world.

I take this opportunity to congratulate Lion Gathir the 25th President and his team of dedicated men and Women on this memorable occasion.

Starting from Lion. J.M. Sabaratnam, the Charter President of the Lions Club of Jaffna, we have had a galaxy of interlectuals, Professionals, Leaders of Commerce and men who had excelled in different walks of life leading this club year by year. Your Club has been the leading club having been the forerunner in this Region for decades. Inspite of the challenges faced due to mass displacement and loss of membership you have been able to forge ahead and uphold the flag of lionism in this Region.

As your Region Chairman, I am proud of your achievements.

May I wish your Silver Jubilee Celebrations a grand success.

My Lion Lady joins with me to wish many more years of dedicated service in lionism to the down trodden people of Jaffns.

Lion V. Thillainathan
Region Chairman 1997/98 Region VIII

With Best Compliments from :-

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V.S.B. GROUP

256 A, Stanley Road,
Jaffna.

With Best Compliments from :-

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BHARATHI PATHIPPAKAM

430, K.K.S. Road,
Jaffna.

Message from Zone Chairman



It gives me great pleasure and pride to convey my congratulation and best wishes to the President and the fellow Lions, on the occasion of the Silver Jubilee Celebration.

I take this opportunity to review in brief the two and a half decade of existence of our club. The club had to face turbulence and vicissitudes during the IPKF military operation. Following this, most of the leading personalities in our club had to leave Jaffna and even some of them left the Island and as a result, there was a sharp decline in the number of members and all activities almost came to a standstill. These difficulties were overcome by the untiring effort of Lion S.Rajeswaran then President, who reestablished and reactivated the club.

During the exodus of population from Valigamam, a similar situation occurred in the latter part of 1995, as in October 1987. In 1996 I was entrusted with the office of President. During my tenure with the help of Lion. S.S. Thangarajah, then Region Chairman and fellow Lions, I was able to reactivate the club and functioned efficiently. We also engaged in membership drive during 1996 and the increase in number of members enabled us to continue our service to the society without interruption.

Though the club has done a great deal, the task ahead is more, I hope the club will fulfil its avowed objectives in the future.

My Lion lady Kohila joins me in wishing the club, long life and continued humanitarian services.

Lion Dr. K. Kugabalan
Zone Chairman, Zone Region VIII.

**From our most Senior fellow Lion.....
The Lions Club of Jaffna - An Appreciation & Evaluation.**



A Silver Jubilee is a great occasion for any Institution. The Lions Club of Jaffna is proud of its contribution to community welfare during the last 25 years. These years have seen many outstanding Lion Presidents and Club Directors. They have a number of significant Projects to their credit. By age and duration of membership I am said to be the oldest member among the present members. My contribution to the activities of the Club have been very little during the immediate past, due to active work in a Spiritual Organisation. I

did, however, preside over one of the continuing projects of the Club namely Chesire Home for the Disabled (now temporarily closed) for several years. I have kept myself informed of all the good work by the young people who are now running the Club.

I rember several years ago how the general membership of the Lions Clubs of Sri Lanka reacted rather critically about the manner in which an aspirant for the post of Governor started open canvassing for the first time. It was considered an un-Lionistic practise at that time. Now canvassing by hand bills and propaganda has become the order of the day. It is now an accepted practise. It is an indicatin how cherished values in any Organisation can fade away unless the leadership is careful. We have an excelllent motto in regard to service. Service is born of love and devotion. It is an act of piety, based on the concept that the Lord is installed in the heart of every human-being. Every man is an embodiment of the Divine. Any act of service is an offering to the Divine.

The code of ethics formulated by the Founders of the Lions movement is an inspiring one. Evey meeting of the Lions Club should start with a silent prayer of two minutes followed by a recitation of the Code of Ethics. I would call this code the "GAYATHRI MANTRA" of the Lions movement.

I wish the Lions Club of Jaffna ad-Multos Annos.

Lion S. Sivagnanam

Message from the Club President



The Service minded men of Jaffna who banded themselves to form this Club have really grasped this "Opportunity" to serve their community through "Lionism". We can look back with pride and satisfaction to the many services, though not spectacular rendered and the fellowship achieved since this Club was admitted to the International Association of Lions Clubs just (25) twentyfive years ago. We have also been able to carry the torch of "Lionism" to Eight new Centres, Inner Colombo, Chavakachcheri, Point Pedro, Vaddukoddai, Killinochchi, Mullaitivu, Vavuniya and Mannar.

I wish to place on record our deep gratitude to these great Lions and our sponsoring Club, the Lions Club of Wellawatte, for all that they have done to make this Club a Worthy Member of the great "Lions International".

We got off to a good start under the Leadership of our Charter President Lion Saba and since my taking over the reins in the current Fiscal Year, we have with the co-operatin of my fellow Lions, carried on to achieve, at least to a small degree, the Slogan enunciated for the year by Our International President Judge Howard L "PAT" Patterson Jr. "Ensure Community Support through good public relations".

I thank my fellow Lions and solicit their continued cooperation and fellowship for the rest of the Fiscal Year.

Lion S.N. Gathiravelou

President (1997.98)

Lions Club of Jaffna

With Best Compliments from :-

*
**

*
**

ANANTHAN MOTORS

Dealers in Waterpump spares

182, Stanley Road,
Jaffna.

With Best Compliments from :-



ERIC GANESH OPTICIANS

566, Hospital Road,
Jaffna.

எரிக் கணேஷ்

566, ஆஸ்பத்திரி வீதி,
யாழ்ப்பாணம்.

Tel : 23702

Message from President Elect



I am extremely delighted to send this message to the souvenir to be published on the occasion of the Silver Jubilee Celebration of Lions Club of Jaffna. It is common knowledge that our club having a proud past is one of the prestigious and oldest clubs in Sri Lanka. Having served the needy people of Jaffna for the past two and a half decades, it is nothing but fitting that the members are making elaborate arrangements to commemorate the above occasion. The contribution made by the Lions Club of Jaffna in responding to the various needs of the community it served during the past twenty five years are numerous and cannot be embodied in this message. It should be further noted that despite the unsettled conditions that have been prevailing in the North especially during the last decade, it's accomplishments are worthy of praise. I feel proud and privileged to associate myself with the other members of the club in celebrating its 25th anniversary.

I wish our Club will continue to serve the less fortunate with humility and dedication as it did during the past 25 years.

Lion R. Paranirubasingam J.P

*President Elect
Lions Club of Jaffna*

Major Projects in the Lionistic Years

- 1973/74 Carried out a number of projects regarding the work with Blind Conservation of Sight.
- 1974/75 Conducted so many Citizenship Services.
- 1975/76 Established the "Uthavum Karankal Chesire Home for Disabled" as a continuing project at Kilner College, Jaffna.
- 1976/77 A number of Sight First Programmes were carried out.
- 1977/78 Projects were carried out to uplift the Youth Welfare and conducted Vocational training projects.
- 1978/79 A permanent building for a Nursery School was established at Kondavil and all other facilities also provided to the school.
- 1979/80 So many valuable health programmes were designed and implemented.
- 1980/81 Projects of Conservation of Sight and Youth participation in social service received top priority in this period.
- 1981/82 Child Survival projects were given much importance in this lionistic year.
- 1982/83 Medical equipments, wheel chairs and beds were donated to the peripheral hospital at Kopay.
- 1983/84 Provided number of facilities to those who were badly affected by the ethnic conflict of July 1983.
- 1984/85 Mainly worked with physically and mentally handicapped people.
- 1985/86 Environment preservation was the most important aspect in this lionistic year.
- 1986/87 Projects related to Sight First, Oral health, and Community health were carried out in large scale.
- 1987/88 Set-up a welfare centre for deaf at Kilner College, Jaffna.

- 1988/89 Helped to rebuild Libraries of schools and Municipality's community centres. Donated books valuable over one lakh rupees.
- 1989/90 Gifted urgently needed medical equipments to the hospitals at Palay and Pooneryn. Carried out mass scale projects to prevent the Drug Abuse.
- 1990/91 Donated a number of wheel chairs, Tricycles and Artificial limbs to needy people.
- 1991/92 Conducted many Eye clinic camps and distributed nearly 1000 calibrated spectacles.
- 1992/93 Beds, Clothes, Kitchen Utensils, Water Pump, and Petromaxes were donated to Elders' Homes and to Children orphanages at Vathiry, Kaithady, Thirunelvelly and Urumpirai. The Club was re-strengthened in this period.
- 1993/94 Several tube wells were sunk and carried out Nutritional projects at Refugee Camps.
- 1994/95 Donated Bathroom weighing scales to more than 50 maternity clinics in the Northern province.
- 1995/96 Distributed Milk foods and biscuits to pregnant & expecting mothers and infants in refugee camps. Value of these projects is 280,000/-.
- 1996/97 Following the Valigamam exodus the club was re-built and the membership was strengthened. Books & Exercise books were donated to various schools.
- 1997/98 Free English Classes and Free G.C.E (O/L) classes were conducted for more than six months to the downtrodden students.

OUR PAST PRESIDENTS

- | | | | |
|-----|---------|---|-----------------------------------|
| 01. | 1973/74 | - | Lion. J.M.. Sabaratnam |
| 02. | 1974/75 | - | Lion. M.J.A. Jeyanathan |
| 03. | 1975/76 | - | Lion. Dr. Yohu Pasupathy |
| 04. | 1976/77 | - | Lion. C. Mahesan |
| 05. | 1977/78 | - | Lion. Dr. S. Subramaniam |
| 06. | 1978/79 | - | Lion. S. Rajendra |
| 07. | 1979/80 | - | Lion. Dr. S. Sabaratnam |
| 08. | 1980/81 | - | Lion. L.R. Muthiah |
| 09. | 1981/82 | - | Lion. S. Sebastianpillai |
| 10. | 1982/83 | - | Lion. J.S. David |
| 11. | 1983/84 | - | Lion. Prof. N. Saravanabavanathan |
| 12. | 1984/85 | - | Lion. S. Atputhananthan |
| 13. | 1985/86 | - | Lion. C. Yohendren |
| 14. | 1986/87 | - | Lion. S. Mahendra |
| 15. | 1987/88 | - | Lion. K. Wignarajah |
| 16. | 1988/89 | - | Lion. E.M.D. Mather |
| 17. | 1989/90 | - | Lion. Dr. V. Yoganathan |
| 18. | 1990/91 | - | Lion. T. Ganesh |
| 19. | 1991/92 | - | Lion. T. Poopalasingam |
| 20. | 1992/93 | - | Lion. S. Rajeswaran |
| 21. | 1993/94 | - | Lion. R. Easwarakumaran |
| 22. | 1994/95 | - | Lion. A. Jeyaweerasingam |
| 23. | 1995/96 | - | Lion. Dr. K. Sivapalan |
| 24. | 1996/97 | - | Lion. Dr. K. Kugabalan |
| 25. | 1997/98 | - | Lion. S.N. Gathirvelou |

WE SERVE

Members of Lions Club of Jaffna



Lion S. Sivagnanam
0091
L / L Maheswary

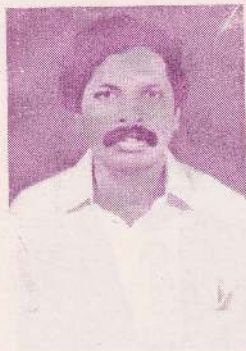


Lion S. Rajeswaran
0158
L / L Dr. Srirani

Lion Dr. V. Yoganathan
0131
L / L Thilagawathy



Lion S. Sriganeshan
0175
L / L Rajeswary



Lion V. Thevendran
0177
L / L Manchula



Lion S. Paraniurubasingam
0185
L / L Selvarani



Lion J. Muthukumaraswamy
0196
L / L Gnanam



Lion T. Anpaananathan
0198
L / L Patkunadevi



Lion P. Brinthaban
0199
L / L Karuneswary

Members of Lions Club of Jaffna



Lion Dr. K. Kugabalan
0171
L / L Kohiladevi



Lion S.N. Gathirvelou
0173
L / L Rathy



Lion Prof. R. Sivachandran
0174
L / L Saroja



Lion Dr. K. Sivabalan
0188
L / L Arunswary

Lion S. Suntharlingam
0189
L / L Thevaki



Lion A. Balasubramaniam
0193
L / L Ratneswary



Lion L. Raphael
0200
L / L Mary Loganayaki



Lion N. Satchithanathan
0201
L / L Krishnakumary



Lion M. Yogarajah
0202
L / L Rohinidevy

Members of Lions Club of Jaffna



Lion K. Jeyanthan
0204

Lion N. Kamalanathan
0205
L/L Jeyajeevi



Lion C. Mahalingam
0206
L / L Selvarani



Lion Ra. Rajeswaran
0207
L / L Rajasulojini



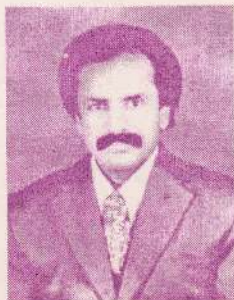
Lion S. Selvakumar
0208
L / L Vasuki



Lion. K Sivarajah
0209
L / L Vethanayaki



Lion N. Balavinayagar
0210
L / L Sumitra



Lion Anandan
Jeyakumaran Gomez
0211
L / L Aboorasinghe



Lion. A.Sri Kumaran
0212
L / L Arunthathy

The Deceased Lions of Lions Club of Jaffna

Precious Memories

Woven in Gold

There are the Treasures

We Tenderly hold

Today Tomorrow and the

whole Life through

we will Always

REMEMBER you

Lion. S. Mahadeva

Lion. S. Sebastiampillai

Lion. S. Muthiah

Lion. J.M. Sabaratnam

Lion. Dr. S. Sabaratnam

Lion. Anthony

Lion. Prof. N. Saravanabavananthan

Lion. Raymond Muthiah

Lion. C. Yogendran

Lion. N. Selvaratnam

Messages from Leo Clubs' Presidents



It is with great pleasure that I send this message in connection with the 25th Anniversary of Lions Club of Jaffna.

It is not necessary for me to usher about the magnanimous service of the Jaffna Lions. However We the Leos of the Jaffna Circle thank the Lions Club of Jaffna for their valuable advises and guidance in our progress.

Let this to continue always.

Leo. K. Pretheban

President,

Leo Club of Jaffna Circle



I am pleased to send this message in connection with the Silver Jubilee of Lions Club of Jaffna.

I take this opportunity in thanking the Lions of Jaffna for their splendid and valuable guidance and enthusiastic approaches pertaining to the Leos of Jaffna.

Leoism has a high footing in all prominent colleges in Jaffna is due to the High Leadership of the Jaffna Lions. May this to continue forever.

Leo. V. Rajeskanna

President,

*Leo Club of St. John College,
Jaffna.*



I have great pleasure in sending this message to the souvenir to be published to mark the Silver Jubilee of the Lions Club of Jaffna. Lions are the first to commence service activities in this difficult ground situation. It is not exaggeration. It is true.

So on behalf of the members of the Leo Club of Jaffna Hindu Ladies College, I congratulate the Lions Club of Jaffna to proceed their everlasting service.

Leo. S. Pirathiphana

President,

Leo Club of Jaffna Hindu Ladies College



It is with great pride and pleasure that I give this message on the occasion of 25th anniversary of the Lions Club.

Twentyfifth anniversary is an important event for all the members of the Club. It marks an era of development and service to the public and in general to humanity. According to our motto "We Serve: the members have served the public in every sphere. Service requires sacrifice and every Lion, Lionlady and Leo have done a lot to this direction. I take this opportunity to express my sincere appreciation for the selfless service of the club to the needy in this strife torn region.

While congratulating the membership for their untiring service and sacrifice I also thank them for the guidance rendered to the youths and students.

Leo. Chrishmee Sujiera Rajaratnam

Secretary,

Leo Club of Chundikuli Girls' College, Jaffna

LEADERSHIP: A TOOL FOR GOAL ACHIEVEMENT

Miss. Nithiyaluxmy Shanmugam

BBA (Jaf), MBA (Sri. J)

Senior Lecturer,

Department of Management

University of Jaffna

Sri Lanka

Introduction

The contemporary world is going through a period of rapid growth, development and change. It is compelled to seek ways and means to cross the river of competition. It is to this challenge leadership must respond. It is emphasized that the leadership and leadership qualities should be grown within each and every individual for the purpose of promoting the country's economy, for developing the cultural values, for developing the sportive world where the physical and mental power can be developed and for promoting the humanitarianism.

How do you make a success of your organization? How do you turnaround or transform them? How are you going to expand your organization, activities or market? Solving these problems in these areas require the thinking power of a person or group. That is the person who can guide a group of people. If so, what makes a person as a leader? and what is leadership? These are the major questions arise in the beginning of the analysis.

Leadership Factor : How is to define it?

It is difficult to give a precise and corporate definition of leadership. There are various explanations and details about leadership given at different times by different sociologists, psychologists and other theorists and the definitions differ as there are persons who have attempted to define the concept.

Leadership is not about managing behaviour but people. According to this view, leadership can be defined as the ability to influence a group toward the achievement of goals. It is also defined as

the process of directing and influencing the task-related activities of the group members. Whatever the definition is, there are some important aspects that should be taken into consideration. One is that the group have a goal. It should be achieved through the activities of the group members. If so, they have to have the willingness to work towards the achievement of that goal. And, it is necessary to understand the goal to be achieved before hand. Who can give a clear understanding of an organization's goal? Sure, no doubt, the leader of the organization.

He/She may be the president in case of an NGO, may be the Vice - chancellor in case of a university, the director of an institute or a head of department. Whoever it is, the responsibility is to give a better understanding of the goal to be achieved.

According to T.E. Lawrence's saying, "All men dream, but not equally. Those who dream by night in the dusty recesses of their minds awake to find that it was vanity. But, dreamers of day are dangerous men that they may act their dream with open eyes to make it possible." This is the task of goal achievement and the process is called leadership.

Leadership is what gives an organization its vision and ability to translate that vision into reality. Without this translation; a translation between leaders and followers, there is no organizational heartbeat. Thus, the leadership is expressed as the function of leader, follower and situation.

$$L = f' (l, f, s)$$

Where L = Leadership

l = leader

f = follower

s = situation

If simply say, leadership is usually a fundamental determinant of the success or failure of an organization. Leadership is an art. Achieving high - level success requires the support and cooperation of others. Gaining this necessary support and cooperation of others require leadership ability. Success and the ability to lead others that is getting them to do things, they wouldn't do if they were not led - go hand - in

hand. The main job of the leader is thinking and the best preparation for leadership is thinking. Leadership is the most important factor for making an organization successful. The efficient and effective operations are ensured by the effective leadership, and the effectiveness of operations ensures the success of the organization. These explosions give rise to the drive to analyze more about leadership.

When the analysis of leadership function take place, a number of questions arise from various points of view. It is necessary to know that whether the leadership is an individual function or a joint function? How does the leadership begin? What are the factors in the background for the beginning of leadership concept?

Leadership can be initiated by an individual or a group. It can be achieved in various ways. An organization's leadership can be initiated by the members of that organization. Or a person can be appointed as a leader by an authority. In some cases, a leader may be elected or the leadership may be automatically comes through a person's decent. Sometimes, the leaders may not know that how they achieved the leadership position.

Whatever the aspect that made a leader is immaterial. What the important factor is goal achievement. A leader's voice is the expression of one's beliefs. A leader's touch demonstrates competence and resolve. The process of goal achievement must be a collaborated process. Any leader who limits the organization to the talents and time of the leader seriously handicaps the group. He/She prevent the potential leader form their potential successes. On the other hand, a leader who cares on coordination, cooperation and collaboration helps the followers to become leaders in the future. Leaders concentrate not only in the analysis part, they concentrate on integrating those innovative and creative aspects into implementation. They prove the process of goal achievement is materialized.

Factors that made the Leadership significantly important

The critical success factors of an organization are systematic thinking, survival, team and will power. These are interlaced and show

highest correlation with leadership. Though, the success of the organization is a preplanned phenomenon, it cannot materialize if a continuous concentration is not there. Why? The reason is change, change, and change. We are in a volatile environment. What we see today may not be here tomorrow. A new thing can be there. We may not be strength enough to defend ourselves if we are not aware of the changes. In case of organizations, it is more and more important and the changes force each and everyone to see, think, analyze and implement if they are to achieve their goal. Thus, the changes in the environment demand effective leadership to cope with it and to march towards the success factor.

Environmental Changes

- * Globalized competition
- * Deregulation
- * The maturation of markets
- * The increasing speed of technological development

Increasing competitive intensity in most industries

Increasing need for change toward a higher level of performance (e.g. more productivity, more innovation, new approaches to marketing and distribution)

Leadership is needed in more and more jobs

Organisational changes

- * Growth of firms
- * Product diversification
- * International expansion
- * The increased use of sophisticated technologies

Increasing complexity of most firms

Increasing difficulty of making changes in an efficient and effective way.

Providing effective leadership is increasingly difficult.

The leadership factor has become significantly important.

Leader Vs Manager

Although some people equate leadership with management the two concepts are not synonymous. Leaders, who are concerned with ideas, relate to people in more intuitive and empathic ways. John Kotter of the Harvard business School argues that leadership is different from management, but for different reasons. Management, he proposes, is about coping with complexity. Good management brings about order and consistency by drawing up formal plans, designing rigid organizational structure and monitoring results against the plans.

Leadership, in contrast, is about coping with change. Leaders establish direction by developing a vision of the future, then they align people by communicating this vision and inspiring them to overcome hurdles. Kotter sees both strong leadership and strong management as necessary for optimum organizational effectiveness. Management creates orderly results; leadership produces useful change. The aspects that generally differentiate managing and leading are shown in the table below:

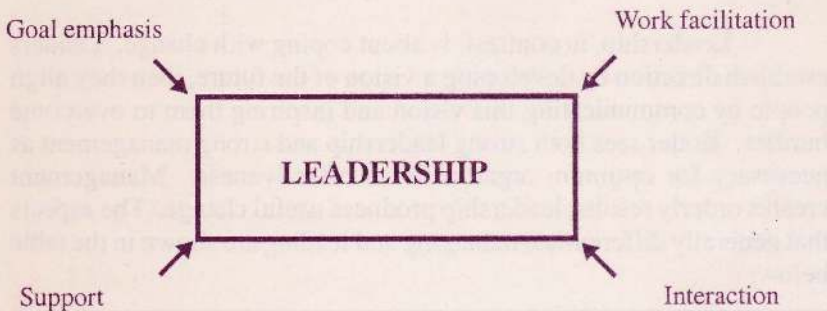
Managing	Leading
Directing others	Guiding / developing others
Competing	Collaborating
Using hierarchy	Using network
Consistency / sameness	Diversity / flexibility
"Slow" decision making requiring permission	Fast decision making using judgement

A manager exhibits when he / she secures the cooperation of others in accomplishing an objective. Leo Alejandrino, resident of Peregrine, Philippines, says "I feel management is a restricted concept. Leadership has a much broader scope; it involves vision, intuition and even charisma. Leadership is a concept that is alive; Management, by contrast, is not,"

A manager is expected to be technically competent and to be able to organize and manage work for which he is responsible. Compared with long list of qualities and characteristics of a leader, a

manager is someone who administers, who follows successful leaders, someone who implement agreed plans, who maintains and focuses on systems.

Leadership function calls for four dimensions that are necessary for the effectiveness.



Goal emphasis means the leader behaviour that stimulates enthusiasm for achieving excellent performance

Work facilitation concentrates on facilitating resource planning, scheduling, defining tasks and coordinating etc.,

Support means enhancing followers' feelings.

Interaction facilitation: Facilitates interaction among colleagues.

Successful Leadership and its attributes

A successful leadership depends on the answers to the following questions:

1. Whether the leader has created a vision of what is the organization to be and how is to get there?

2. Whether he has developed an organisational ability and willingness to achieve the vision?
3. Has he ensured the timely and proper actions?

When a leader accomplish these broad activities, he/she ensures the accomplishment of the purpose of the origination. Achieving success requires the support and cooperation of others. In order to get this support and cooperation, a leader should have some attributes or qualities that could attract the followers. Such attributes include the following:

- * Integrity : It is the linchpin of leadership. Where integrity is at stake, behaviour is the only score that's kept.
- * Vulnerability : Vulnerable leaders trust in the abilities of other people. They allow the people who follow them to do their best.
- * Assertiveness : If a leader is to communicate the vision to his / her followers, he needs to be assertive. Assertiveness is about effective communication and this does not just mean choosing the right words to say in a given situation. Tone of voice, intonation, volume, facial expression, gesture and body language all play a vital role in the message he or she is sending to his followers, and unless all parts of the equation match, he / she will be sending a garbled message.

Courage in relationships: Followers expect a leader to face up to tough decisions.

Sense of Humor : It is essential to living with ambiguity.

- * Positive attitude : What being positive is? There are some phrases that might be used to describe being positive.
 - Non - judgemental
 - In control of self and situations
 - Being creative in thinking and planning

- Able to cope with and manage change
- Able to communicate effectively all the attributes above.

Positive leaders tend to exhibit a non - judgemental approach to both other people and situations. They will see the good in others rather than the bad and will try to make the best of bad situation. In terms of leadership, such an approach is invaluable.

Intellectual energy and curiosity: We cannot make good decisions unless we accept the responsibility for learning the things that produce them.

Respect for the future, regard for the present, understanding of the past: Leaders move constantly back and forth between the present and the future. Their perception of each becomes clear and valid if they understand the past.

In control of self and situation: A leader with a positive attitude tends to exhibit a self assurance about himself or herself and his or her ability. He/She can be able to give control to others precisely and therefore they are able to delegate effectively.

* Awareness of the human spirit: In a special way, all the qualities of a good leader stem for this.

* Being creative in thinking and planning: Creative thinking involves the generation of new ideas the solutions that are imaginative and proactive. Today's leaders have to think strategically about their organization's position and about the impact of changing conditions. They have to know when, where and how to institute strategy change. This requires the creative thinking of the leader.

Francis Yeoh Sock Ping, a managing director, says "To me a leader must start with the will to win, be focused in his thoughts, discipline himself and work harder than anyone else. A leader must be an innovator forever challenging the status quo and always asking why?" The more of a leader think creatively, the greater the probability that life will place him/her in a position of lucrative leadership. How does a leader approach the creative work? A leader first makes a personal commitment

to be hospitable to gifted people. A leader protects unusual persons from the bureaucracy and legalism so enconced in their organisations. He/She thinks, act and succeed.

- * Predictability : Leaders must be calculable forces in organisations, they are not free to follow to whim.

- * Breadth : A vision of what an organization can become has room for all contributions from all quarters.

- * Comfort with ambiguity : Healthy organisations exhibit a degree of chaos. A leader will make some sense of it.

- * Ability to cope with and manage change : Rapid advances in the world and the increased competition have made coping and managing change the urgent business of any organization. Positive leaders tend to be excited at the prospect of change because it is what they thrive on. A change represents the opportunity to explore new areas. The reason that positive leaders are able to cope with change is that, being confident in themselves and their ability to adapt, cope and apply their skills to different circumstances. If a leader feels that the change does not represent a threat and makes it useful he/she will prosper and thrive.

Coping with change and achieving success : a Sri Lankan leader's experience

As a developing country, Sri Lanka requires more and more effective leaders to ensure the success of the country in all fields of development. A good leader can precisely diagnose the needs of an organization or a society or a nation. The diagnosis demands that a critical mass of the organization think and act as leaders do. Leadership is the principal action tool for implementing what is to be implemented. To teach leadership greatness is to help others learn how to think and act as leaders do. It means to challenge their will, to release people's talent, greatness and to empower teams for extraordinary accomplishments. Challenges come from the changes and cope with it, is the necessary component of leadership. To find out the reality of the leadership concept in the Sri Lankan context, a personal interview took place with a well-known Sri Lankan business leader,

Mr.D.Eswaran, Deputy Chairman of the VTV group of companies. He expressed his views openly without any hesitation.

VTV group of companies was started as a small organization in 1942 and at present, there are about seventeen organizations under the VTV umbrella. What made this success? How was this growth achieved? All of tis success was achieved through a successful leadership phenomena.

The leader of this organisation shares his experiences as follows:

"As a leader, I am constantly aware of the vital importance of leadership and the effect on a business both quality and style of leadership. Leadership phenomena which I feel the most important aspect in any organization play the active role for success. I believe on success getting with other people rather than getting through other people. That means "team work" is an essential aspect in ensuring success.

I believe team work because, as an individual I can't do everything. If I can do everything, I should be a supernormal man, protecting individualism in every situation. By team work, I can achieve hundred times more than what I can achieve individually. I feel/expect, even the lowest level worker (may be a floor sweeper) should lay his/her role to ensure the end result or goal. Otherwise the entire organization will collapse. A leader who loose one of his/her subordinates' participation and cooperation is equal to a train which loose of its wheels. Always I trust my employees. I look after them. Show them the goal they have to achieve and I lead them to go there. Above all I like to ensure timely and proper actions. This is the way of success.

Our organization's existence in this world, more than five decades, with an attractive growth reflects the story of good leadership. It gives me a great pleasure to recall our small beginnings in 1942 at a premises shared with another trader, and the subsequent phenomenal growth over the years, into a group of companies involved in imports, exports manufacture and distribution.

In the path of success, I follow certain aspects which give internal satisfaction to me. While doing everything I expect internal satisfaction to me. While doing everything I expect there should be

practicality. I welcome the innovative ideas from every employee. I listen to them carefully. I analyze the implications and practicality. Then, I accept or reject the ideas and give explanation on why I did that? And also I encourage employees who came with the idea, whether it is appropriate or not and treat them well. I think, if I don't treat my own people well, they will fed up with the situation and they won't treat our customers well. I have understood this truth.

I believe, in making strategies, that should match with the present situation not past or future. To make it possible, I always screen out the environment, observe the changes carefully, think beyond the limits and take decisions that will solve the present problem and protect the organization from the environmental impacts and stresses. I give more emphasis on thinking process. I always ask what would happen if..? and encourage my people to be ready to face the changing situations or conditions. Therefore, I never feel that we are in a stressful environmental condition because we are always being ready to defend us.

Further, I believe honesty and integrity. I think these are the aspects bring success to our organization. Based on this belief, our organization motto is represented as follows:

"The Priceless ingredients of every product is the honour and integrity of the seller"

At the same time, I believe the honesty, coordination, integration and above all the loyalty of our people. These are valuable ingredients that make the organization successful.

At last, I would like to say to all of our Sri Lankan leaders, "learn, how to deal with pepole, cope with and manage change." You may make decisions intuitively or analytically. This is immaterial. Instead of thinking the way of making decisions, you think about your vision, your path and your actions. "Take time off to confer with yourself and tap your supreme thinking power. Think, talk, act, live the way you want your subordinates to think, talk, act, live and they will.""

Conclusion

Leadership is an active not a passive process. While many leaders attributed their success to "luck" or "being in the right place at the right time" or "playing the game interestingly" none of them sat idly by and waited for fate to smile upon them. Leadership is a challenging game. To win or loose it is dependent upon the effectiveness and efficiency of leaders.

Leaders and would-be leaders, must consciously structure moments of truth to communicate and reinforce their intangible values. The most typical aspects are:

- How leaders spend their time
- The questions leaders ask
- How the leaders use their thinking power
- How they react to innovative ideas from lower levels
- Leader's reactions to critical incidents and
- What leaders reward

In the above practical example, leader mostly concern with teamwork and cooperation. He positively react to conditions that are critical, he explicitly welcome innovative ideas and tend to use his thinking power to satisfy the customer considering the status quo. Therefore, it can be included in effective leadership phenomena.

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இல. 02, கஸ்தூரியார் வீதி,
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புதிய நதியா நகை மாடம்

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Benjamin Franklin.

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Jawaharlal Nehru

"Looking back on the long perspective and panorama of History, one sees periods when great crises faced the world, and people living then thought that their time as the worst of all times, the most critical, the most dangerous. And yet the world survived, and not only survived but went ahead and made good in some other direction. Likewise, perhaps, we who live in these times may be attaching too great an importance to certain evil and unhappy aspects of these times, not realizing that under this crust, good things may be happening which will break out and take humanity further. It is good to have that faith and it is good to have some anchorage which will prevent us from drifting too much"

Jawaharlal Nehru

Compiled by Lion. A. Balasubramaniam

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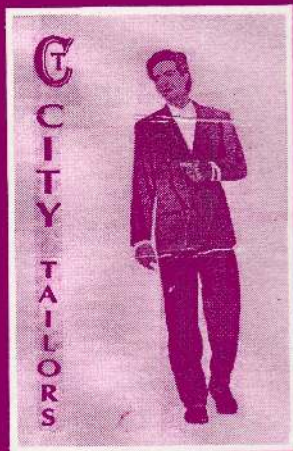
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