

March Edition 2023

STEER

GUIDE FOR THE BETTERMENT



LEO CLUB OF SABARAGAMUWA UNIVERSITY OF SRI LANKA

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In accordance with our STEER monthly theme of the Lions Global Awards for the fourth edition of the magazine, we selected the theme "Hunger," which is the third award category under the aforementioned award category. There are many potential conversation topics surrounding the theme of "Hunger." We then created our monthly creations, which for this month included a drawing, several poetry, and a few articles.



THEME OF THE MONTH

Also, as part of the "Let's Talk" series, we spoke with Mrs. M.S. Swarnalatha, the Supervising Public Health Midwife, MOH, Embilipitiya, to provide our readers a deeper knowledge of hunger. The Educators Corner has an article written by Prof. Thilini Gamage, a Senior Lecturer of the Department of Marketing Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

The movie "The Platform" is reviewed in this month's "Entertainment Review." There are many other enjoyable things in this edition's entertaining episode and unknown facts as well. Our March STEER issue is one we hope you find intriguing.

DISTRICT PRESIDENT'S MESSAGE

It is a great pleasure to pen this message to the official newsletter of the Leo Club of Sabaragamuwa University. First and foremost, I take this opportunity to appreciate the amazing work of Sabara Leos so far. You all have completed many great initiatives, and I'm sure you have set a great example to the young Leaders of our district.

As one of the most dynamic Leo Clubs in the Multiple District 306, Sri Lanka, the Leo Club of Sabaragamuwa University never ceased to amaze all of us with its outstanding contribution to making a positive change in our community. I'm excited to see how you Leos are planning to end this Leositic year.

As the District President, I aim to create more opportunities for our Leos to thrive. Therefore, I invite all the Sabra Leos to take these opportunities to brand your name as a legend in the Leo movement. Make use of this platform to mould into an aspiring leader in today's world.

We are a few months away from concluding the Leoistic year 2022-23, and I urge all my dear Leos to Keep on making your maximum contribution to the Leo movement. We have the District Youth Camp coming up, for which I wish to see the participation of all my Sabara Leos.

Wish you all the best! Let's finish this year in style!

**LEO LION INDUNIL
PALIHAWADANA
DISTRICT PRESIDENT
LEO DISTRICT 306 C2
SRI LANKA**



[illegible]

THE FUTURE OF CUSTOMER EXPERIENCE IN THE METAVERSE ERA

Although the term “metaverse” was initially conceived in Neal Stephenson’s famous science fiction *Snow Crash* in 1992, the technology that makes this phenomenon a reality has only recently attracted the attention of the business community. This trend was intensified after Mark Zuckerberg announced that his renowned social media company “Facebook” shifted to a “Metaverse company” and subsequently renamed it to “Meta” in October 2022. At its core, the metaverse is an integrated virtual environment where users can traverse the virtual and physical worlds through augmented reality and virtual reality interfaces.



While the metaverse as a technology is still in its infancy, it has already started making its presence in the business world by changing the dynamics of the marketing function within companies. Since providing superior customer experiences is at the forefront of the marketing function with the widespread popularity of the metaverse, we are now on the cusp of glimpsing redefining trends in customer experiences. So, how well can companies use most of the metaverse to redefine customer experiences? The followings are the top four tips to be considered.



1. Get closer to customers with personalization:

The metaverse offers novel opportunities for greater personalization through avatars, already widely adopted in the gaming and fashion industry. They serve a dual purpose. On the one hand, companies can make interactions more lifelike by using an avatar as a personal assistant instead of a text-only chatbot. On the other hand, customers can create and use their avatars and interact with brands via augmented reality in ways that replicate the physical world.

2.. Improve omnichannel customer experience:

An omnichannel approach means delivering the same high-quality, seamless experience across multiple channels throughout the customer journey. Despite often having a preferred channel, many customers will communicate with a company in many different ways, including online, in-store, on the telephone, or, soon, in the metaverse. Consequently, marketers need to integrate the metaverse into the existing channel mix. Indeed, the digital world cannot replicate all in-person interactions, but customers who are already heavy users of digital technology are more likely to adopt it

3. Create customer loyalty

: For companies, the metaverse can provide novel and exciting use cases for developing loyalty programs, with rewards including digital assets such as non-fungible tokens and virtual events. The metaverse also offers an opportunity to promote a company's values, a fact that customers concern about the most today. For instance, with sustainability being a top priority, virtual travel in the metaverse can be presented as an environmentally friendly alternative to visiting remote destinations.



4. Provide instant, context-sensitive customer service:

The metaverse is not just for sales or entertainment. It can also help companies deliver information and content in an interactive, immersive format. Customers do not need to wait in a physical or virtual queue. Instead, they can find prompt answers to questions with a few fingertips. For example, a recent augmented reality app introduced by Toyota helps customers make purchasing decisions and allows them to visualize their vehicles' key features and technical details.





As we have seen, the metaverse is no longer science fiction. By now, most companies have already started utilizing this novel technology, consequently providing unique and enriched customer experiences. Like the internet, the metaverse will also have a massive potential for good. Yet, to reap its full potential, companies must build a socially responsible environment where they can create unmatched customer experiences in a trustworthy manner.



Thilini C. Gamage, Ph.D.
Professor in Marketing
Department of Marketing
Management
Faculty of Management
Studies
Sabaragamuwa University of
Sri Lanka



FACTS

**UNKNOWN
FACTS**



UNKNOWN **FACTS**



Mount Everest is bigger now than the last time it was measured.

According to NPR Mount Everest read 29,002 feet above sea level in 1856 down to 20,029 in 1955. Yet after a long process of measuring using GPS devices, experts now state that the mountain stands at 29,031.69 feet. The mountain had not physically grown as it had reached its maturity but due to plate tectonics we have the new measurements.

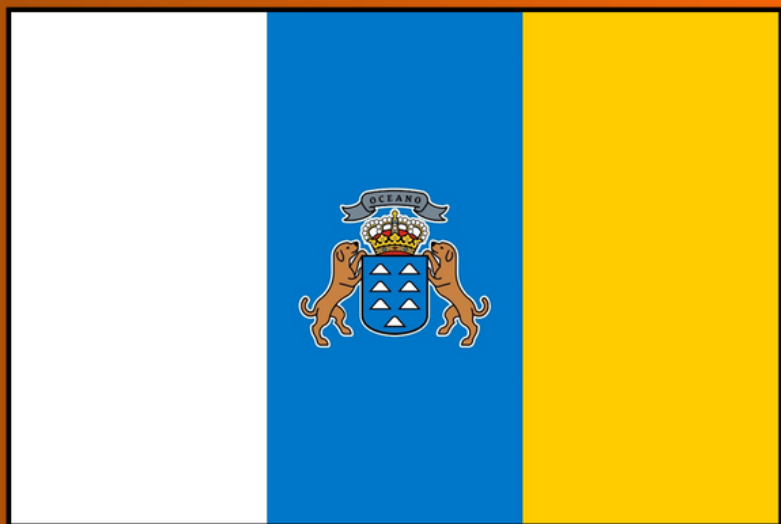
Climate change is causing flowers to change colour.

The increase in UV radiation with the depletion of the ozone layer over the past decades has caused flowers to change. According to a study by Clemson University scientists in 2020, it determined that the UV pigmentation in flowers has increased over time which has led to the degradation of their pollen. Though its not aware to the human eye its an major issue when coming to the pollinators like bees that's attracted to the bright colors of flowers.



The Canary Islands are named after dogs, not birds.

This archipelago of Spain located off the coast of Africa, was named after an animal but not what most would expect it to be. It makes sense when we hear the Spanish term which is "Canariae Insulae" for "Island of Dogs". So yes, Canary Islands are named after dogs not the Canary Bird.



There's only one country in the world that doesn't use the metric system.

For the simplicity with global acceptance most countries use the metric system for measures such as length & mass. Yet recently it was identified three countries do not which are: Liberia, Myanmar, and the United States.

Yet in 2018, Liberia government had planned to adapt the metric system to promote accountability and transparency in trade. Myanmar is making a similar commitment leaving the U.S. as the lone holdout.



A close-up photograph of a black clapperboard with white text and diagonal stripes on its top bar, resting on a dark wooden surface. The clapperboard is partially open, showing the top bar and the main body. An orange rectangular overlay is positioned on the left side of the clapperboard, containing the text 'THE ENTERTAINMENT REVIEW' in white, bold, sans-serif capital letters. The clapperboard has a metal hinge at the top left.

PRODUCTION

DIRECTOR

SCENE

TAKE

ROLL

**THE
ENTERTAINMENT
REVIEW**

THE PLATFORM

The people in these mysterious places represent the whole society. Each character was allowed to bring an item when entering this prison. That item represents the values and behaviour of each character. Goreng is clearly an optimist and he brings a book. Trimagasi brings a knife and he is cruel. A lonely woman brings her dog and Baharat brings a rope and he has courage. These items don't reveal much, but they make this a tower full of people with lives and thoughts.

"The Platform" was directed by Galder Gaztelu-Urrutia and was written by David Desola and Pedro Rivero. The genre of the movie is Horror, Sci-Fi, and Thriller. Released on the 8th of November 2019, Spain was distributed by Netflix. The film is based on a mysterious place, an indescribable prison, a deep hole of an unknown number of levels with two inmates on each level. A platform containing food for all inmates is lowered. The occupants consume from the platform and what's left is lowered to the next level leaving this level occupants to consume what's left from the above levels. Society is usually divided into three social classes, yet the director divides it into the first class, the lower class, and those who fall among them.

. This movie shows how people go through these three classes and behave at each level.

This film takes us between the two extremes of happiness and sadness time and time again and for that, it uses hunger or lack of food. This film shows how long people can live without food and how the person's behaviour and thoughts change according to their hunger. The director tries to pass the message of how easily a person forgets how they survived their "bad time" when "good time" had dawned on them.





The film runtime is 1 hour 34 minutes of languages Spanish and Italian casting Ivan Massagué (Goreng), Zorion Eguileor (Trimagasi), Antonia San Juan (Imoguiri), Emilio Buale (Baharat), Alexandra Masangkay (Miharu). The film achieved European Film Awards Winner and Fant, Bilbao Fantasy Film Festival Winner in 2020.

"If you can't feed a hundred people, then feed just one."

-Mother Teresa-

-Leo Thilina Dilshan Munasinghe-
Club Member

A person wearing a black blazer is holding a silver microphone with a black mesh grille. The person's face is not visible, and the background is a plain, light-colored wall. The image is framed by a thick orange border.

LET'S TALK SERIES

1. What is hunger and malnutrition of children?

Hunger : No intake of food to satisfy the need of food or else there is no food to fulfill the need.

Malnutrition : Though hunger is satisfied here, the needed nutrients for growth and health are not included in the consumption. It is of many types as acute malnutrition, chronic malnutrition and undernutrition.

2. What are the current statistics regarding the hunger and malnutrition in Sri Lanka?

There are around 153 acute malnutrition children in Embilipitiya area and less than 26% but not a major concern still in Sri Lanka. Yet, the economic situation are giving place to a tendency of increasing malnutrition in the under-nutrition situations.

Sri Lanka has the overweight as another issue. Mainly due to the consumption of instant, fast food that is not nutritious for the consumer. As most mothers work, they try to give the food that the children eat rather than what is needed for the child's growth. The busy schedules are major contribution to the over weight, malnutrition issues of the country.



3. What are the steps taken to eradicate hunger?

Special measures are taken majorly in expecting mothers and mothers. A bag of nutrient foods are given to expecting mother over her pregnancy till end of 6 feeding months valuing to Rs. 45,000 that is Rs. 4,500 monthly through AG office facing challenging economic situations along with necessary vitamins. Awareness is created and advised with monthly examinations at the clinic.



4. What are the steps taken to eradicate child malnutrition?

There are various programs to support some are,

- Sudraposha (3 months to 2 years)
- Thriposha program (3 to 5 year olds)
- Underweight clinic (24hr evaluation of food intake)
- Nutrition clinic (educate and create awareness of nutrition intake and its importance for extreme under weight)
- BP100 biscuit (an excessive nutrient supplement recommended by the doctors for overly malnourished children)
- Every month weight and height is checked at the specified clinic and then passed to the MOH and severe cases are sent to relevant specialist at the base hospitals.



5. What are the suggestions to reduce hunger, what are the international measures taken?

A proper economic situation or be self sufficient. The main contributing factor for these situations is the laziness among people as lot of supporting allowance schemes are available in countries like Sri Lanka.

Proper mechanisms must be made to direct the available supplements to the intended group.



Mrs. M.S. Swarnalatha
Supervising Public Health Midwife
MOH
Embilipitiya



MONTHLY CREATIONS





WORLD HUNGER

At an unbelievable rate, world hunger is worsening. There is a considerable large number of people suffering from constant hunger all over the world. The United Nations (UN) explains hunger as “periods when populations are experiencing severe food insecurity” Accordingly world hunger can be defined as people spending entire days with nothing to eat because of different reasons.

So the following can be identified as major causes of world hunger. **Poverty:** Poverty is one of the primary reasons for world hunger. People living in poverty-stricken areas cannot afford to buy food, leading to hunger. **Climate Change:** Climate change, like droughts and floods, can affect agricultural output, thereby leading to food scarcity. **Conflict and Political Instability:** Conflict and political instability can disrupt food production and distribution, leading to food scarcity. **Unequal Distribution of Resources:** The unequal distribution of resources like land, wealth, and education, can lead to food insecurity.

Accordingly, when considering about effects of world hunger, it negatively impacts people's lives and the economy as well such as **Malnutrition:** Hunger leads to malnutrition, which can have long-term effects on children's growth and development. **Health Issues:** Malnourished individuals are more susceptible to diseases and infections. **Economic Costs:** Hunger can lead to increased healthcare costs, decreased productivity, and lower economic growth. **Social and Political Instability:** Hunger can lead to social unrest, political instability, and conflict.

Therefore solutions for world hunger are much more needed for the sake of the survival of helpless people and economic growth. Addressing poverty: Reducing poverty levels can increase access to food and improve food security. Sustainable Agriculture: Promoting sustainable agricultural practices can increase food production and reduce food waste. Improved Distribution: Improving food distribution systems can ensure that food reaches those who need it the most. Education: Providing education on nutrition and agriculture can help people make better choices and increase their food security. Empowering Women: Women's empowerment can lead to increased food production and improved food security. In conclusion, world hunger is a complex issue with many causes and effects. However, solutions can be found through a combination of efforts to address poverty, promote sustainable agriculture, improve food distribution, provide education, and empower women.



**-Leo Navoda Ellawala-
Director in Finance**

IS GENETICALLY MODIFIED FOOD A SOLUTION TO END WORLD HUNGER?

One of the biggest issues facing the world in the twenty-first century is hunger. Despite considerable progress over the past 20 years, there has been a surge in global hunger, with figures from 2016 showing that more than 800 million people worldwide are malnourished. Children under five years of age comprise 150 million of those affected, and for nearly three million of these youngsters every year, the struggle ends in death. It is only natural to desire for a single, straightforward answer to stop these deaths and end hunger around the globe when faced with such horrifying figures. One of the suggested answers is to use genetically modified (GM) crops, but is this actually a workable solution?

GM crops are plants that have had their DNA sequences altered through genetic engineering to add a desirable characteristic. By increasing crop output, for instance, genetic engineering can increase the amount of the target crop produced. Also, scientists can create pest-resistant crops to help local farmers better tolerate environmental hazards that might otherwise destroy an entire season's worth of harvest. Crops can even be genetically modified to be more nutrient-dense, supplying communities that struggle to obtain certain nutrients with vital vitamins.

Nonetheless, a small number of very large businesses that own the intellectual property for the genetic variants manufacture the majority of GM seeds. A switch to GM crops would tightly synchronize global food production with the operations of a small number of important corporations. From an economic perspective, that threatens long-term food security since it raises the possibility of a single point of failure. The people who rely on that product would no longer have access to it if that company failed.



Even though there are difficulties and issues surrounding the use of GM foods, they are minor concerns compared to the main problem. There is already enough food produced on the globe to feed everyone. Hence, inequality, not a lack of food, is what causes hunger.

-Leo Chamodi Dushmantha-
Club Member

Instead of the richness or quantity of food stockpiles, the main cause of today's global hunger is the unequal distribution of high-quality food across populations who are struggling with poverty maybe GM foods will play a role in reducing world hunger, but they cannot be relied upon as a magical solution.



TRENDS TO END WORLD HUNGER

According to the current estimates, 8% of the world's population will still be suffering from hunger in 2023. People's access to food has been badly constrained by the pandemic of COVID-19, the war in Ukraine, the danger of harsh weather brought on by climate change and continuing conflicts in the last couple of years.

The world's authorities must decide whether to prevent famine and end global hunger. To handle the severe needs we are seeing all over the globe, funding for urgent, extensive humanitarian assistance is required. But we will also require a change in approach in addition to that.

Our current strategies to address this problem are ineffective, as shown by the likelihood that the aim of ending hunger by 2030 will not be met. It will take political will and funding that tackles flawed institutions and the causes of hunger in the first place to end global hunger. This would entail trends like improving the resilience of the food system and the supply chain as well as spending money on societal safety nets. The processes that enable us to take fast action to stop starvation before it occurs and stop hunger from getting out of hand need to be improved even further.

The ability of the food supply chain to recoup from and adjust to disruptions related to food safety so that secure food can be delivered with an acceptable advance time. Most countries now use this trend as a method to end world hunger. To comprehend the intricacy of relationships between various players (such as value networks) and the effect of unpredictable external disruptions (such as natural disasters) or shifts in food systems, resilience as a concept is widely used to handle issues with food security.





And also widely used social safety nets assist vulnerable families in adjusting to transient disruptions like natural disasters or economic downturns. Common safety nets include, for instance, food-based programs like food stamps, food rations, or school feeding programs.

By using these new trends we can minimize world hunger level up to a minimum level surely. For that, we want to go through these trends without considering only traditional methods. If so we can end world hunger.

-Leo Imasha Madushani-
Club Member

THE NEED FOR A SUSTAINABLE SOLUTION FOR WORLD HUNGER

The United Nations Sustainable Development Goal 2 aims to achieve zero hunger. The challenges within SDG 2 are to end hunger, achieve food security, improve nutrition, and make agriculture sustainable.

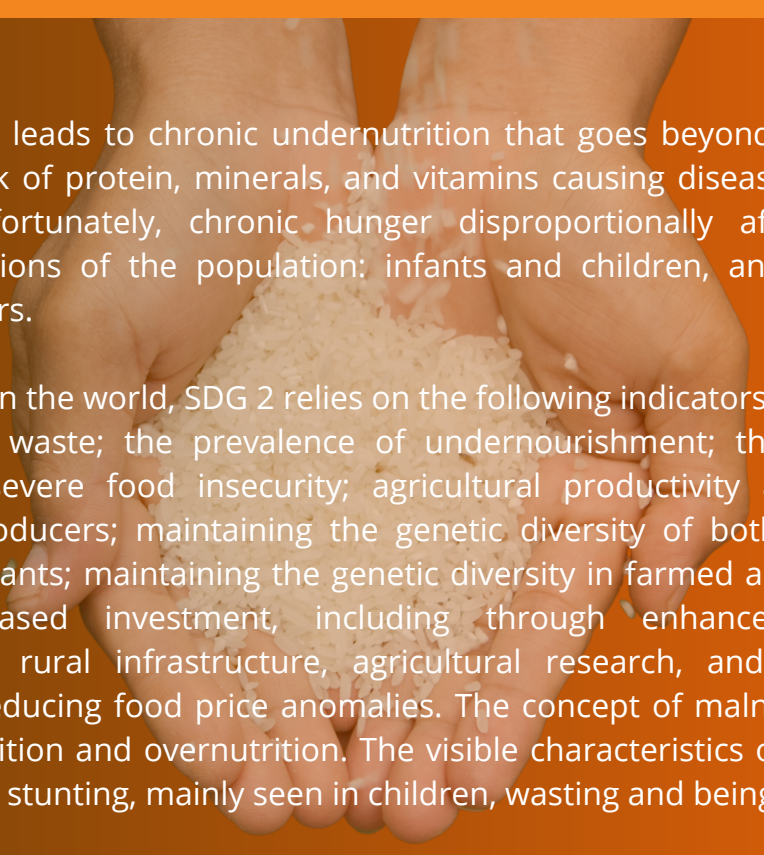
WHY ACHIEVING ZERO HUNGER IS SO IMPORTANT?

As of 2019, there are over 820 million people who suffer from hunger in the world according to the Food and Agricultural Organization, a number that has been confirmed through various indicators. Hunger in the world originates from inaccessibility to clean, safe, and nutritious food all year round, leading to food insecurity. This situation is dependent upon geography and economics and is more alarming in some countries in the world than in others.

WHAT DOES IT MEAN TO GO HUNGRY?

Hunger is the distress experienced from a lack of enough energy or calories in the diet. A minimum amount of key nutrients is necessary to ensure the maintenance of balanced physiology to keep us healthy and free of deficiency or illness. These nutrients are protein, carbohydrates, fat, vitamins, and minerals, not to forget water. Food provides us with calories which are energy-building blocks, and with a number of physiological signaling molecules.





Chronic hunger leads to chronic undernutrition that goes beyond just the lack of energy to a lack of protein, minerals, and vitamins causing diseases of nutritional deficiency. Unfortunately, chronic hunger disproportionately affects the most vulnerable sections of the population: infants and children, and pregnant and lactating mothers.

To end hunger in the world, SDG 2 relies on the following indicators:

Reducing food waste; the prevalence of undernourishment; the prevalence of moderate or severe food insecurity; agricultural productivity and income for smallholder producers; maintaining the genetic diversity of both cultivated and underutilized plants; maintaining the genetic diversity in farmed and domesticated animals; increased investment, including through enhanced international cooperation in rural infrastructure, agricultural research, and extension into practice; and reducing food price anomalies. The concept of malnutrition includes both undernutrition and overnutrition. The visible characteristics of undernutrition in the world are stunting, mainly seen in children, wasting and being underweight.

Poverty is at the core of all hunger. Addressing SDG 1 will help achieve SDG 2 as well as many other SDG targets. The problem of hunger will likely become bigger in future due to climate change, population growth, rapid urbanization, increasing cost of living, and increasing inequity in the world. However, there is something you can do right here to help those suffering from hunger. By helping food banks, volunteering at community food gardens, or checking in on your family, friends, and neighbours, especially those who may be more vulnerable. These small actions can help relieve the stress of hunger in your local community.

Millions of people, particularly in developing nations, are at risk from hunger, but there is a potential that it might be eliminated. First, there are the global goals that the UN created in 2015. One of the 17 commitments intended to improve the world by 2030 entails making sure that no one goes hungry.

The aim that initially looks extremely unachievable may end up being relatively doable if at least some of the solutions to end world hunger (such as disaster risk reduction, education, and disaster risk management) are combined.

-Leo Chathurika Fernando-
Club Member



HUNGER

*They are flowers, That never smile
More tears, Comes to eyes
No dreams to, Follow by side
Only pain is, Hunger that rise*

*The whole world crying, together by dying
Every child, coming to life
All colours, just go for black & white
Please save us, from hunger lines...*

*-Leo Imasha Madushani-
Club Member*

FOOD AS A WAY OF SOCIAL INEQUALITY

We all need food to live. Food is a delicacy, a necessity, a gift that is not available to everyone. Food is a social inequality due to the fact that it is not available to everyone. There is no doubt that the price of food influences food choices to a significant extent. The affordability of the cost is highly influenced by a person's income and socioeconomic standing. Low-income groups have a greater tendency to have an imbalanced diet and consume less fruit and vegetables in particular. Although having more money does not necessarily equate to a better diet, the variety of foods available should expand.

People in poverty do not receive much access to food, to nutrition. Men, women, and even kids can be seen rummaging through trash cans in search of food or asking for it. Typically, in big cities or remote towns. The worst aspect of the issue is that daily, enormous amounts of food are wasted. In restaurants, offices, and homes, food is wasted. All while there are people starving. Are you aware that there are several food shelters that greatly assist those who are unable to pay for their meals? There are a few restaurants that allow people to purchase a meal in advance for any homeless person to come in and have a nice meal.



There should be more of that implemented. Most of these people are without money, homes, and families, because of legitimate reasons. Most probably Lower-income groups having poor meals may cause negative health outcomes in children and adults. Giving more people benefits through nutrition assistance programs, increasing benefit amounts, and addressing unemployment may help reduce food insecurity and hunger.

-Leo W.K. Lakeesha Madhubhashini-
Club Member

NO FOODS, NO MORALS

"You cannot tell a hungry child that you gave him food yesterday"

The above quote is one of the Zimbabwean proverbs in which we can realize that there are so many people in the world who are extremely suffering or die, caused of lack of food; that God can't appear to them at least not in the form of bread. There are 822 million people in the world suffering from starvation and due to the lack of nutrition; 3.1 million children die each year. The most disappointing fact is "a child dies from hunger every 10 seconds."

Starvation causes for weakens the immune system of the person's body, ravages muscles, bones, skin and internal organs and in long term, there will be some chronic diseases like high blood pressure, heart disease and so on. Apart from that, there are some global effects such as mental health problems, low life expectancy, wars, radicalization and negative impacts on health, education, economic and social development of the entire world etc. Unequal wealth distribution, poverty, unemployment, drug abuse, climate changes, food shortages, lack of education can be the reasons for starvation.

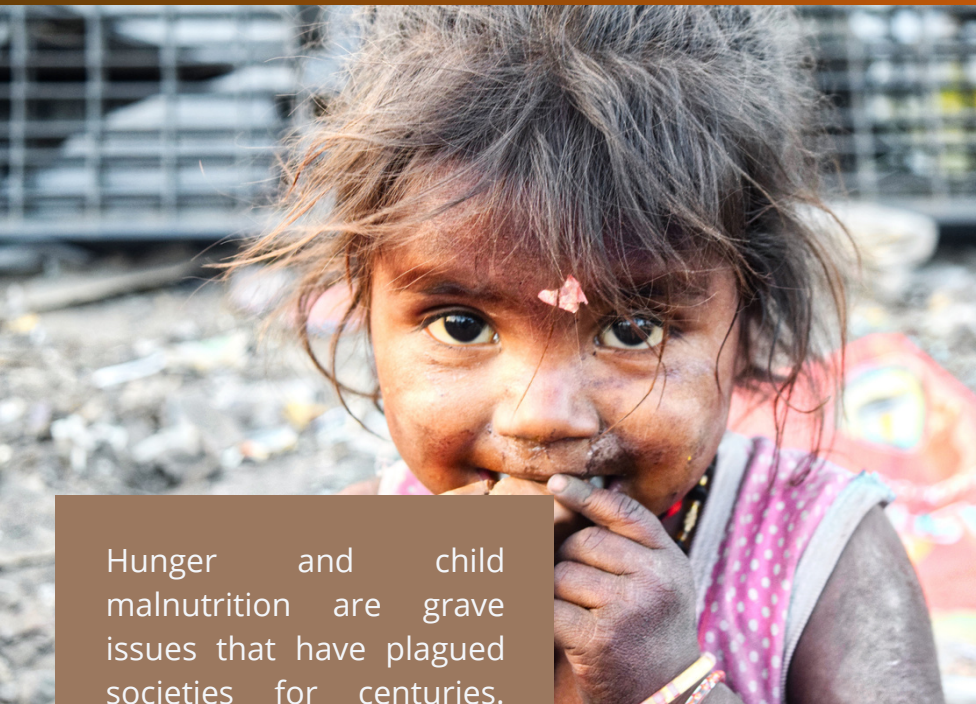
Mitigating corruption, mitigating gender discrimination, global support for poor countries, redistributing wealth, giving companies incentives to open branches in poor regions, reducing waste production, and donations can be taken as the solutions to satisfy the basic need for "food". Having food helps to influence some of the hormones that control people's moods, attitudes and ability to concentrate.



As a simple example; we can observe the poor mood and behaviour of the children who skip their breakfast. Since the food times are the fun times; there is a positive relationship between; satisfaction with the basic need for food and improving positive human attitudes. People are willing to do anything with life satisfaction on a filled stomach than on an empty one.

-Leo Maneshi Jagoda-
Club Member

HUNGER AND CHILD MALNUTRITION



Hunger and child malnutrition are grave issues that have plagued societies for centuries. Children who are malnourished and undernourished often suffer from stunted growth, cognitive and physical impairments, and a host of other health problems. It is essential to understand the causes of hunger and malnutrition to address the problem effectively.

One of the primary causes of hunger and child malnutrition is poverty. Families living in poverty have limited access to healthy food, clean water, and adequate healthcare. Additionally, natural disasters and conflict can disrupt food supplies and exacerbate hunger and malnutrition. Children living in poverty are also more likely to drop out of school, perpetuating the cycle of poverty and malnutrition.

The impact of hunger and malnutrition on children is severe and long-lasting. Malnourished children are more vulnerable to infectious diseases and have a weakened immune systems. It also impairs cognitive development, causing lifelong learning difficulties. Stunted growth, which often results from chronic malnutrition, can also have a permanent impact on a child's physical development. According to the World Health Organization, nearly 149 million children under the age of five suffer from stunted growth worldwide. Sub-Saharan Africa and South Asia are the most affected regions. Additionally, the COVID-19 pandemic has pushed more people into poverty and hunger, exacerbating the problem further.



There are several interventions that can combat hunger and malnutrition. These include providing food assistance programs, implementing nutrition education, and promoting community-based initiatives. Governments can also support small-scale farmers and increase agricultural productivity, ensuring that people have access to healthy and nutritious food.

However, several challenges and barriers hinder effective action on hunger and malnutrition. Political instability, conflict, and inadequate funding often prevent effective interventions. Moreover, implementing successful programs requires collaboration among different sectors and actors, which can be challenging.

The role of individuals, organizations, and governments is critical in addressing hunger and malnutrition. Individuals can support community-based initiatives and raise awareness about the issue. Organizations can contribute to research and support advocacy campaigns, while governments can implement policies and allocate funding to address the problem.

In conclusion, addressing hunger and malnutrition is an urgent issue that requires immediate action. The causes of the problem must be understood, and effective interventions must be implemented to combat hunger and malnutrition. The role of individuals, organizations, and governments is vital in addressing this issue, and we must work collectively to ensure that every child has access to adequate nutrition and the opportunity to thrive.

-Leo N.A Sandul Induwara-
Assistant Director in Club Networking

WORLD HUNGER RELIEF ORGANIZATIONS **AND THEIR CONTRIBUTIONS**

There is sufficient food to feed everyone on the planet. Yet, millions of people are still hungry. Charities around the world are working hard to ensure every community has access to nutritious food every day. Below are some of the best charities fighting hunger globally.

1. World Food Programme

The charity provides emergency relief and essential food aid to communities affected by conflict or natural disasters. Water ponds are built for irrigation in poor communities during droughts.

Established: in 1961

Founder: US President Dwight Eisenhower.



2. Heifer International

This is followed by a mentoring program to train farmers on how to run successful businesses and connect people with high-value markets.

Established: in 1944

Founder: by farmer Dan West



3. Action Against Hunger

The charity has 24-hour emergency response teams, pre-prepared with essential supplies to support vulnerable communities in the event of a natural disaster.

Established: in 1979

Founder: by a group of French doctors, writers and scientists



4. The Hunger Project

This charity is dedicated to providing access to education and other resources to poor families around the world to help communities

develop their business ideas.

Established: in 1977

Founder: by Joan Holmes



5. Rise Against Hunger

The charity is a growing network dedicated to empowering lives and nurturing communities in

the poorest areas. Also provides crisis relief by providing food, medical aid and other essential

aid to communities in conflict zones or affected by natural disasters.

Established: in 1998

Founder: by Ray Buchanan



6. World Central Kitchen

The organization provides nutritious hot meals to families affected by natural disasters. Charities run a range of cookery courses to give schools and community cooks the skills they need to provide nutritious meals for their communities.

Established: in 2010

Founder: by chef José Andrés and his wife, Patricia.



7. Feeding America

They do this by working with food manufacturers, warehouses, farmers and restaurants to save the billions of pounds of food wasted in the country each year and donate it to food banks. They run summer food service programs for low-income families during school holidays and hold emergency supplies to help those affected by natural disasters whenever they happen.

Established: in 1979

Founder: by John Van Hengel (who also pioneered the concept of food banks in 1960.)



8. Mercy Corps

Mercy Corps works with traders and government agencies to improve farmers' access to agricultural equipment, land and supplies to build stronger livelihoods for poor communities in over 40 countries.

Established: in 1979

Founder: by Dan O'Neil and Ellsworth Culver



9. Bread for the world

Currently, this charity runs many research projects to come up with practical solutions to world hunger.

Established: in 1974

Founder: a group of Christians led by Reverend Art Simon



The charities mentioned above operate worldwide, providing communities in need with access to farming resources, training and daily meals. Many of these charities strive to ensure nutritious food is provided to starving families to prevent dangerous malnutrition. Others focus on empowering individuals to set up their businesses so they can provide for their families and contribute to the sustainable development of their surrounding communities.

You can also help the charities mentioned above by donating money, buying their official products, and volunteering through their websites.

All these organizations share the same goal. That is, to ensure that no person in this world goes hungry.

- Leo Sachini Subasinghe-
Club Service Officer



HUNGER

*So much of pain
So much of helpless
So much of poverty
So much of sorrow
Embedded with the term
I'm Hungry.....
The world's biggest hopeless feeling
is hunger
I pray to heal every heart with no hunger
I wish the world would be filled
with humanity....
Please try to be a hope for anyone who needs help
Your kind word can heal a poor heart
Try to help them for dreaming and realizing them
Try to pull their sorrow out....
Try to be a beautiful soul from both inside & outside
Try to be a reason for a hopeful smile.....
Let's try for...
No more hunger no more pain
The world should fill with happiness and love
Then only
We can heal this world forever....*

*-Leo D.S.H.P. Alwis-
Club Member*

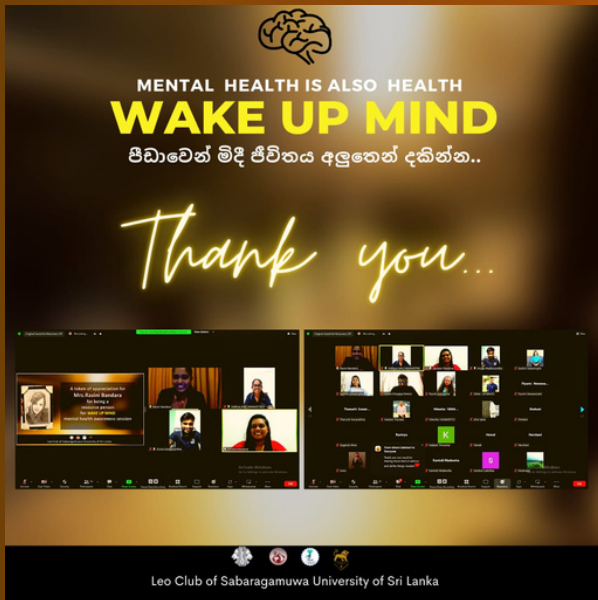


-Leo Muweena Silva-
Club Secretary



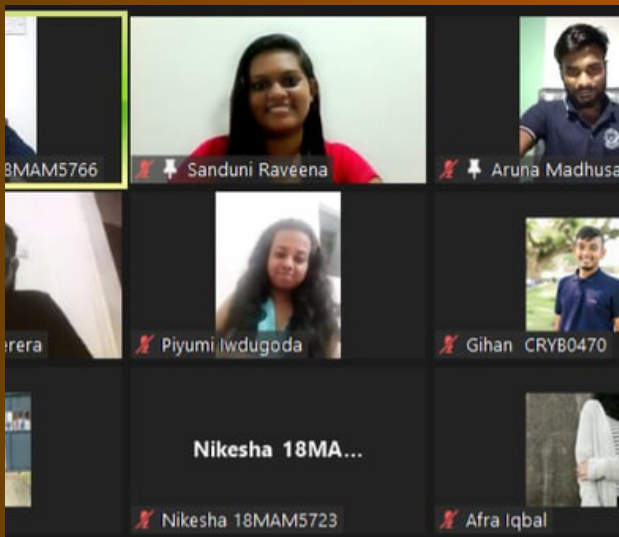
PROJECTS


WAKE UP MIND



Under the theme "Mental Health is a also Health", the mental health awareness session was successfully implemented under the name of WAKE UP MIND project. Under the Mental Health and Wellbeing project category, mental health includes our emotional, mental and social well-being. It affects how we think, feel and act. This session enlightened how we handle stress, connect with others and make healthy choices.

MMsRasini Bandara contributed resources to this session. She is a public speaker, personality development coach and psychology consultant. After this session, we received positive comments and suggestions from the participants to conduct such sessions.



A photograph of a man in a brown coat and hat, using a white cane. The image is partially obscured by text overlays. A white rectangular frame encloses the text 'HELP WITH DISSABILITIES' and 'WILL DOUBLE UP THE BLESSINGS'. An orange rectangular box on the right contains the text 'GIFT OF SIGHT'.

HELP WITH DISSABILITIES

**WILL DOUBLE
UP THE
BLESSINGS**

**GIFT OF
SIGHT**

"Let someone be thankful!"

Gift of Sight is the project by Sabra Leos to make a platform for people for a memorable birthday by donating eyes and tissues has been initiated. Eye donation is an act of donating one's eyes after his/her death. It is an act of charity, purely for the benefit of the society and is totally voluntary. The eye donation of the deceased can be authorized by the next of kith & kin even if the deceased did not pledge to donate his / her eyes before death. Age or systemic illness such as diabetes or hypertension, heart disease, kidney disease is not barriers for eye donations. The corneas of a person are unaffected even if they have undergone any eye surgeries in the past and hence will be useful can be transplanted in others.

Donated eyes can be used to restore vision in people who are suffering from corneal blindness. Cornea is the clear tissue covering the front of the eye. If it is impaired, vision is reduced or lost. In such cases, vision can be restored by a simple surgery called keratoplasty wherein the cornea is replaced. The front, clear and transparent tissue of the eye called as cornea can be used to restore vision in a corneal blind person. The other portions of the eye are also used for research and training purposes to develop cures for some of the common eye diseases.

Do you know...?

Eyes are one of the most important sensory organs in the human body because it renders vision and the power to see. Visually impaired people feel that their life is incomplete as they can just touch, feel and smell things but can't see it. At least 2.2 billion people have vision impairment or blindness, more than 1 billion of which are preventable or still unaddressed. So, on your birthday, would you like to donate your precious eyes to someone who is eager to see the world but has not yet seen the color of that dream?

We, Sabra Leos is here to make a platform for you.

We chose an eye donation project for the birthday of the donors, adding extraordinary value to their birthday. The project idea was chosen to be a support party for someone who needs an eye to live another day. There are currently 29 people involved in this.

What opportunities did you identify for the project?

Distribution of hygiene products. A fun and friendly event in a lounge Birthday Eye Donation Project

How can your donated cornea help?

A cornea donation can be lifesaving and lifegiving, corneal transplants can restore vision, reduce pain, and improve the appearance of unhealthy cornea. Since 1961, more than 2,000,000 men, women and children worldwide have had their sight restored through corneal transplantation.

What status are locally available to meet the requirement?

Voluntary participation of donors





Why did you choose this project?

We chose an eye donation project for the donor's birthday, adding extraordinary value to their birthday. The project idea was chosen to be a support party for someone who wants to one day visit Wooing. Donors will be able to become good corporate citizens after their death. Donors will be able to become good corporate citizens after their death. You can donate a few steps online and contact Leo Isuru Madhusankha using the link below.

<https://lnkd.in/gsybUu5t>

According to our project still 29 Leos whose birthdays came were aware of eye donations yet. If they have already volunteered to donate their eyes, they will be referred to someone who can donate instead of them. In this way, as Leos, we hope that through this Gift of sight project, we can be a helping hand to blind people and let them to see the world.

Your eyes can be used to restore sight to people suffering from corneal blindness and much more. From each pair of donated eyes, two blind people will get vision and light in to their life, thus making it more divine



Under the continuous project, "The project Acquiry" with the theme of Mastery to Unshackle the Hidden Self Creator was started from the month of November with the purpose of improving and enhancing the 21st- century skills among the members in the Leo Club of Sabaragamuwa University of Sri Lanka and preparing them for the working environment.

After the completion of four skill development sessions including project management, Designing with Canva, Advanced Email Handling skills and public speaking, the professional development team successfully conducted the fifth session-"Mastering success Utilizing (NLP) Techniques" 28th of March in order to give members greater control over their ability to be at their best more often. It allow members to increase their choices over how and what they and others think, feel and do, leading to better communication, better decision and better outcomes.

The keynote speaker was Mr. Umanga Nanayakkara, International MBA (UK), Holistic Life Coach, Certified Neuro Linguistic Programming Coach, American Board of NLP (USA), and also he is a member of Marketers Toastmaster Club.

After the session we received many positive comments as he did a great, inspirational session in a more attractive manner. So as the project Acquiry is a continuous project we look forward to conduct more exciting sessions like this which are tailored to members in the coming months, focusing on the skill areas they need to develop.





**FUN
EPISODE**

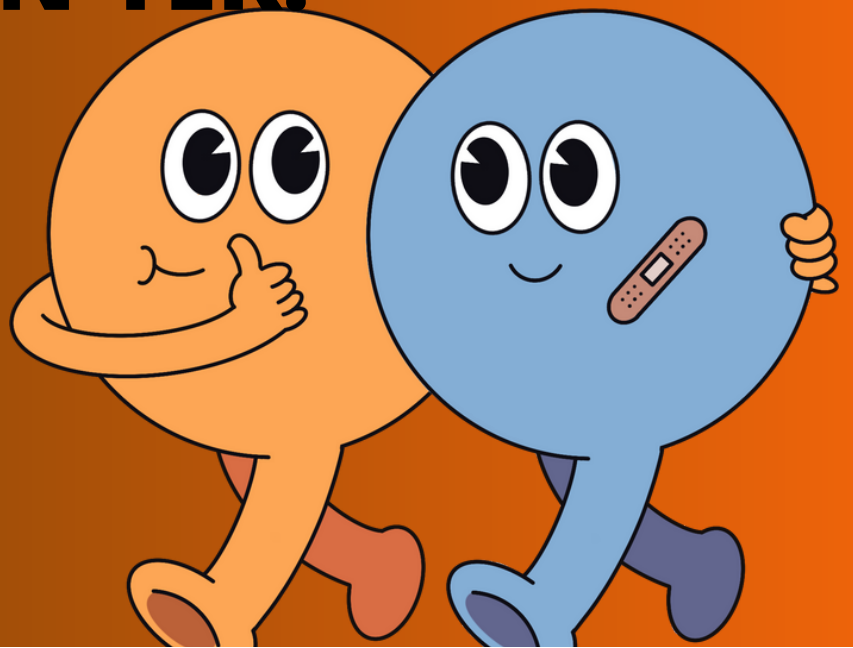
**WHAT KIND OF CANDY IS NEVER ON TIME?
CHOCOLATE!**

**WHAT'S A CATS' FAVORITE SOUND?
MEW-SIC!**

**HOW DO YOU FIX A BROKEN TOMATO?
TOMATO PASTE!**

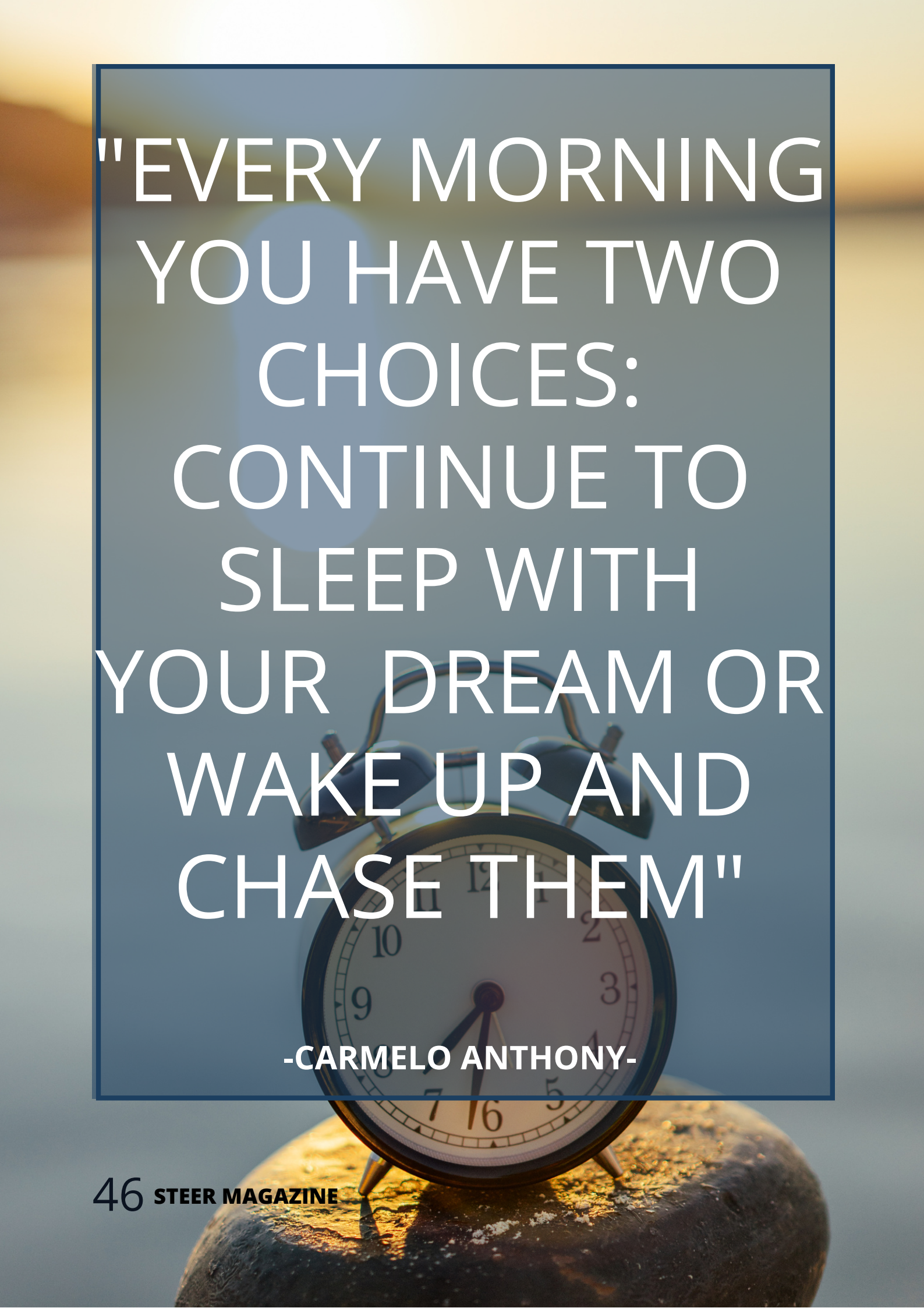
**IF YOU PEEL MY SKIN OFF, I WON'T CRY, BUT
YOU WILL. WHAT AM I?
AN ONION!**

**WHICH SEASON IS THE MOST SUCCESSFUL?
WIN-TER!**





-LEO SAYURI BHAGYA-
CLUB MEMBER

An alarm clock with a white face and black numbers is placed on a dark, textured rock. The background is a soft, warm glow from a low sun, creating a hazy, golden atmosphere. The clock's hands are visible, and the overall scene conveys a sense of waking up and starting a new day.

"EVERY MORNING
YOU HAVE TWO
CHOICES:
CONTINUE TO
SLEEP WITH
YOUR DREAM OR
WAKE UP AND
CHASE THEM"

-CARMELO ANTHONY-

EDITORIAL NOTE



"The world's hunger is getting ridiculous. There's more fruit in a rich man's shampoo than in a poor man's plate".

Under the theme of "Hunger," The message we want to convey to you through this March edition is that hunger is not something that can be ignored. Many people in the world are dying of hunger. So be grateful for every meal you eat and be sure to minimize food waste whenever possible. Make it a habit to feed someone who cannot afford a meal whenever possible.

I would like to convey my sincere gratitude to Mrs. M.S. Swarnalatha, Supervising Public Health Midwife, MOH, Embilipitiya, and Professor Thilini Gamage, Professor in Marketing, Department of Marketing Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka for adding useful insights by sparing their valuable time.

A special thank you to my editorial team for all of your hard work and dedication. Every one of you has played an important role in the success of this edition.

Thank you

-LEO THATHSARANI WIJESUNDARA-
CHIEF EDITOR

EDITORIAL PANEL



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LEO THATHSARANI



ASS. EDITOR
LEO THARUSHI



EDITOR
LEO HIRUSHI



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DESIGNER
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Sabra Leos



Leo Club of SUSL



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