

Rotary is a fruit of Love Rotary Club of Belvedere Gardens Calcutta

CLUB NO. 31255

R.I. DIST 3291



Fragrance

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R.I. THEME 2009-10

Rtn John Kenny
RI President 2009-10

Rtn Utpal Majumdar
Dist. Governor 2009-10

Rtn Debajit Choudhury
President 2009-10

Rtn Kishore Butta
Secretary 2009-10

PRtn Alok Dey
Editor

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MEETS EVERY SUNDAY : THE ASTOR HOTEL AT 11.00 AM

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ROTARY IS A FRUIT OF LOVE

Rotary is an International humanitarian service organization. The Men and Women of Rotary are business and professional leaders who volunteer their time and resources to help others in their local communities and throughout the World.

Rotary clubs carry out a variety of service projects that address critical issues including poverty, hunger, illiteracy, substance abuse, and pollution.

Service to youth, especially children at risk, is a major emphasis. Working with tomorrow's leaders, Rotary sponsors service clubs for youth and young adults and offers career development and mentoring programs.

Where need exists, Rotary works to find solutions. Non-political and non-governmental, Rotary clubs are autonomous and create innovative solutions to meet community needs.

Rotary members improve the quality of life through routine child immunization projects, medical and dental clinics and the construction of safe water and sanitation systems. Clubs also work for peaceful communities by organising violence-prevention projects.

Rotarians attack the problem of illiteracy through programs that strengthen primary, vocational and adult education and teacher training.

Rotary promotes cultural understanding and brings people together, even when they live worlds apart. Rotary's exchange programs foster the free flow of ideas and opportunities across national borders.

Through Rotary, youth scholars, and professionals experience the culture and people of another land — and return home to share their new understanding with others. — Some 7,000 secondary - school students participate annually in short-or-Long-term Rotary Youth Exchanges.

The Rotary Foundation's Ambassadorial Scholarships program is the world's largest privately funded international

scholarships programme. More than 30,000 students from 100 countries have studied abroad as Rotary Scholars.

Rotary members dedicated their time, skills, expertise and myriad other resources toward improving the human condition.

Club members support international projects through the programmes of The Rotary Foundation. The foundation was created in 1917 for the purpose of doing good in the world, and is supported almost entirely by member conditions.

Organised by Rotary Clubs in at least two countries, rotary foundation humanitarian grants support projects that provide health care and supplies, clean water, food, job training, and education — particularly in the develop in world.

Rotary members also contribute their technical expertise and compassion. Each year more than 200 grants fund Rotary volunteers in 50 countries.

ROTARY'S MISSION

The Mission of Rotary International is to support its member clubs in fulfilling the object of Rotary by

- n Fostering Unity amongst member Clubs
- n Strengthening and expanding Rotary around the world.
- n communicating worldwide the work of Rotary ,
- n Providing a system of international administration

ROTARY MAKES A DIFFERENCE

Peace is a positive expression of love, tolerance, adaptability and sincerity. Peace, therefore, needs continued inputs from all of us who value service. It needs our commitment, our determination and our dedication.

Conflicts have been in existence since ages. Conflicts will remain for ages. In the midst of these conflicts Rotary should pave the way towards resolution of these conflicts through continued efforts tinged with sincerity and compassion. The world is facing so many challenges that conflicts are bound to arise. Poverty, illiteracy and other diminishing resources such as clean water, clean air and food are some of the precursors of conflicts. Rotary cannot do everything for every problem but surely can do enough for enough problems to make a difference-and difference we must make.

Rotary has travelled a long way since 1905 and the journey through the next 100 years is going to be much more challenging, arduous and difficult. We must rise to meet these challenges with a resolve to do our best to bring rays of sunshine into the dark world we are living in. The future generation will judge Rotary by not what it has done but by what it could have done but didn't. Our success stories would not be as important as our failure stories.

Our achievements will be overshadowed by our inability to tackle those problems that we should have. Herein lies the challenge that we face. Can we do it? We can and we must. If Rotary has to journey through another century, Rotary will have to play a more active role in promoting love, tolerance, adaptability and mutual understanding with the communities.

Rotary's many programmes to increase world understanding and thus promote peace may need to be updated from time to time and re-invented with a fresh outlook. Rotary's assets are its dedicated Rotarians who can be challenged to make impossible things happen. We have not yet tapped the potential of our Rotarians. We must expose them to the difficult task of promoting peace and we must challenge them to do the almost impossible. Let us give this opportunity to those Rotarians who love Rotary and are ready to accept the challenge. Together we can definitely make this world more peaceful than what it is today. Will you do it? Will you accept the challenge?

*Rtn Ashok Mahajan
RI Director-Elect 2007-08*

MEMBERSHIP RETENTION

Prevention is better than cure; retention is better than recruitment. This is not to undermine the importance of adding new members to a figure that is hovering around 1.2 million for a long time but to emphasise the need to retain members who, if satisfied, will bring in more members. If a club loses 5 members at the beginning of a year the efforts of the existing members will be to replace the five who left and very often they lose steam after they have done that.

To achieve a membership figure of 1,00,000 in India it is important to retain existing members atleast for the next three years. PRIP Late Nitish C Laharry said that Rotary begins with fellowship and ends in a world fellowship on a person to person basis.

Retention is all about how this personal relationship is built among members. When Rotarians reach out to help their club members they identify themselves with the other person and this helps in binding a relationship. This trait, now seems to be on the wane and can be said as the main cause of attrition in any club.

The members of a Rotary club differ practically in everything. When a new member is inducted in a club they come with a desire to share their personal beliefs with others and develop friendly contacts with people around them. They want to enrich their family life too. They want to see a mixture of service and fellowship in the proper balance. If this is not there in a club they leave and also tell others about what they dislike in Rotary. More stories, imagined or real, about dislikes about Rotary will dissuade people from joining. The vexed attendance rule, for instance, was and is still, a talking point on why new members don't want to come to Rotary. I am not saying that we will dispense with the rule. But that it could be applied more judiciously.

Why do people go to hill stations from hot climates? To enjoy the change. If the climate was not different no one will spend time and money to go to hill resorts. Similarly, a person who is in the middle of a race for survival in an ever changing society, will like to be part of a movement which is much more 'cooler' and provides opportunity to relax and have a change of atmosphere from their daily routine. If clubs

JUST DO IT

An unprecedented natural calamity wreaked death and destruction in some parts of India and other countries. People died in the disaster caused by a tsunami wave. We saw agony, pain, trauma and the dislocation of life and loss of property. We saw how the earthquake ravaged many parts of the world, including Kashmir. We saw how malnutrition deformed children. We saw how conflict and other forms of violence destroyed peace. Everyday brought staggering upward estimates of death. The governments did whatever was required and expected of it to provide relief and assist in rehabilitation. Rotary stepped in at every stage to give a helping hand in every country.

A tsunami of human solidarity is sweeping across the surface of the globe and in India. What will happen when this wave of compassion subsides? The detritus of broken promises, hasty half-measures of disaster relief and not properly followed projects of long-term reconstruction may result. The wave of global solidarity must not end in broken promises and unfinished agenda.

Looking at the past record, we are often considered slow to react to rescue and relief operations. Rehabilitation seems to be the forte of Rotarians. Giving in cash or kind is a mental phenomenon. It is called as moral globalisation. Increasingly, Rotarians identify with people far away and see themselves as having some moral obligations towards them.

There is a conventional reason to our unconventionality. Modern Rotary work demands quickness of mind and action. Systems by themselves do not deliver. People do. As do people led skills and initiatives. These include flexibility, spirit, delegated responsibilities and leaders at every level.

What Rotarians deliver is the collective belief that we can do it. Do anything to a point where challenges do not intimidate. They only inspire us to the next level of achievement. Our strength is our members. What Rotary does is to collect people who dare and give them room to act. The result is growth.

It is because of the magical chemistry between Rotarians, Rotary promises much greater achievements in this year, much greater than what we have achieved in the last century. Such achievements are not about winning brownie points for meeting the needs of the aggrieved sections.

Rotary's call for contribution will materialise, but a shift in Rotarian's priorities will be needed if this wave of human solidarity is more than just a wave: here today, gone tomorrow. Rotarians will have to just do whatever it takes to make this world a better place.

Rotarians will make it happen.
May it remain so, always.