

LIGHT

WEEKLY BULLETIN

Membership and New Club Development Month

What do you get when you join Rotary?

Personal Growth

Meet new
People

Network

Community
Causes

Professional Development

Leadership

Volunteer
Management

Time
Management

Fund
Raising

Family Values

Ethics

Pay It
Forward

Committment

**Today is our 2138th RWM on Virtual Platform
Members attended last RWM: 18**

Sappy Birthday Greetings :

Aug 7th : Spouse Shikhadyuti, Wife of PP
Kumud C Kar



Sappy Anniversary Greetings :

Aug 6th : Spouse Ratna & Rtn. Debasis Das

Editor-speak

**4 Things You Must do to Improve Member
Retention (Part – 1)**

It's a well-understood fact among non-profits that **Members/Volunteers** are an invaluable and strategic resource. Inviting supporters to donate their time and skills can go a long way in helping your organisation reach its goals. Members/volunteers offer valuable skills that can boost fundraising results and improve an organisation's impact.

In fact, the estimated value of volunteer service for 2020 was Rs. 2120 per hour. Within the social sector, time really is money.

In light of the incredible value of members/volunteers, non-profits would be wise to focus on engaging them successfully to maintain good, lasting relationships with them. Here are 4 tips on how to engage your volunteers and invest in their commitment to your mission.



**EMPOWER AND EDUCATE YOUR
VOLUNTEERS**

In the same way that you should educate your fundraisers and help them feel confident about asking for donations, you need to remember that volunteers - who are also an extension of your organisation's efforts - need to feel empowered and capable of representing your non-profit and helping out effectively. With that in mind, start off by educating your volunteers about your organisation in a way that specifically includes them in your vision and mission.

Make sure you provide volunteers with an orientation session that includes:

- ✓ *Your vision, programs, and purpose*
- ✓ *Fundraising goals and progress to date*
- ✓ *Where the money comes from and where it goes*
- ✓ *How volunteers will be assigned and trained for different tasks*

Open up the space for questions or concerns. Lifting the curtain into your operations will show your value for transparency, make volunteers feel like they're an integral part of your organization, and help strengthen their commitment to your cause. Also, have your volunteers practice stating your mission in their own words to improve their confidence when talking with others about your cause. People will be interacting with your volunteers with the same approach as if they were fulltime staff, so making sure they can speak about your organization fluently is crucial.

Presidential Message - Shekhar Mehta, August 2021



As we focus on membership in Rotary this month, I ask you to help make history this year. For more than 20 years, our membership has stood at 1.2 million. Rotary is a vibrant organization with a 116-year history, members in more than 220 countries and geographic areas, and a rich legacy of work in polio eradication and other humanitarian programs. Rotary has changed so much in our own lives and the lives of others. As we Serve to Change Lives, don't you think Rotary could have an even greater impact on the world if more people were practicing Service Above Self? My vision is to increase Rotary membership to 1.3 million by July 2022, and the call to action is simple: Each One, Bring One. This year, I want every Rotarian and Rotaractor to introduce a new person into their club. We are a membership organization, and members are our greatest asset. You are the ones who contribute so generously to The Rotary Foundation. You are the ones who dream big to bring good into the world through meaningful projects. And of course, you are the ones who have put the

world on the brink of eradicating polio. As we make membership a priority this year, let us focus on diversity by reaching out to younger people and especially to women. Every club should celebrate its new members, and every Rotarian who sponsors a member will be personally recognized by me. And those who are successful in bringing in 25 or more members will be part of our new Membership Society.

Even as we share the gift of Rotary with others, let us be sure to engage these new members, because an engaged Rotarian is an asset forever. And remember that engaging our current members and keeping them in our clubs is just as important as bringing in newcomers. Let us also be ready to form new clubs, especially flexible ones. I am very bullish on clubs that hold virtual or hybrid meetings, and satellite clubs and cause-based clubs can also be very effective ways of growing Rotary.

As you grow more, you will be able to do more. Let us keep empowering girls through our work in each of the areas of focus. Scholarships for girls, toilets in schools, health and hygiene education — there is so much we can do. Projects focused on the environment are also attracting interest the world over. Do participate in these projects locally and internationally to make this world a better place for us and for all species.

Each of you is a Rotary brand ambassador, and all of the wonderful work done by

Rotarians around the world need to be shared outside the Rotary community. Use social media to tell your friends, colleagues, and relatives the stories of Service Above Self.

Finally, I'm challenging every club, during the coming year, to plan at least one Rotary Day of Service that will bring together volunteers from inside and outside Rotary and will celebrate and showcase the work of your club in your community.

Mobile screening limits spread of COVID-19

Byung Woo Kim, Past President of Rotary Cheongju-Musim, South Korea



My Rotary club has been working on more than one global grant project every year. When we were planning an initiative this year, we were seeing a high rate of COVID-19 cases. At that time, the government's guidelines required that those suspected of having COVID should be tested at their nearest screening centre. But as they travel from their home to the screening centre using public transportation, they come in contact with multiple people and risk infecting still others in the hospital performing the screening.

We envisioned a mobile screening centre,

the COVID Screening Bus, which can go to people who suspect they may have the virus and perform tests. It was a way to stop the spread of the virus and protect healthcare institutions while delivering timely emergency care.

The Power of Partnerships

To be eligible for Rotary global grants, you must meet a number of requirements including having an international partner. Since 2014, my club has established a sisterhood relationship with the Rotary Pingtung South, Taiwan, in District 3510 and we have partnered with them on international service projects. We naturally thought of this club to be our international partner on this project.

It was also a bit of a challenge for our club to run a \$40,000 project alone. Fortunately, seven Rotary clubs in our district and Cheongju region joined together to help with promotion and funding.

Hyosung Hospital, the cooperating organization, was also an important partner. Other clubs in District 3740 have provided medical and quarantine equipment to general hospitals in downtown Cheongju through district and global grants. At that time, Hyosung Hospital had not yet received support from other clubs, and we could see they had a high level of understanding and appreciation of Rotary when we met with officials. We have been in constant contact with the hospital staff working together to ensure everything went smoothly.

Bus begins Screening Patients

Since the bus was delivered in March, we have performed 266 exams through 10 June. Chang-Jin Oh, chair of the Hyosung Hospital, thanked Rotary at a ceremony christening the bus. “Rotary’s leadership and service spirit are leading the way in helping to protect the health and well-being of the local population” I was also happy and honoured to be able to help provide medical care to my neighbours.

Global grants require effort, but they are well worth it. My advice to other clubs is to not be discouraged but to prepare your documentation, community assessment, and sustainability analysis in a step-by-step fashion. You can reach out to the Rotary Foundation grant officer for help and a pre-review. When my club saw how we were helping people with our project, I got an indescribable feeling in my heart. Now, I am thinking I will not be satisfied if we don’t do more than one global grant every year.



Rotary's Commitment to Diversity, Equity, and Inclusion






Everyone who engages with Rotary — no matter who they are, where they are in the world, or how long they have been connected with Rotary — should feel valued, respected, and welcomed. These ideals reflect what current and prospective members want and expect from their Rotary experience: respect, ethical leadership, inclusion, and the opportunity to work together to create more just, open, and welcoming communities for all people.

Diversity has long been one of Rotary's core values and continues to serve as a foundation for how we interact with each other and our communities. But we know there is more for us to learn and do in order to ensure that our organizational culture reflects and exemplifies DEI in all ways.

The Board of Directors convened the Diversity, Equity, and Inclusion (DEI) Task Force to assess the current state of DEI within Rotary and develop a comprehensive plan of action with achievable, measurable, and meaningful outcomes for Rotary. This plan will be presented to the Board of Directors in October 2021.

As a first step in that new plan to ensure our organization values and lives the principles of diversity, equity, and inclusion, the Board of Directors, with guidance from the DEI Task Force, revisited and took measures to strengthen Rotary's DEI statement adopted in 2019. The result

is a new commitment to diversity, equity, and inclusion:

-  **At Rotary, we understand that cultivating a diverse, equitable, and inclusive culture is essential to realizing our vision of a world where people unite and take action to create lasting change.**
-  **We value diversity and celebrate the contributions of people of all backgrounds, across age, ethnicity, race, colour, disability, learning style, religion, faith, socioeconomic status, culture, marital status, languages spoken, sex, sexual orientation, and gender identity as well as differences in ideas, thoughts, values, and beliefs.**
-  **Recognizing that individuals from certain groups have historically experienced barriers to membership, participation, and leadership, we commit to advancing equity in all aspects of Rotary, including in our community partnerships, so that each person has the necessary access to resources, opportunities, networks, and support to thrive.**
-  **We believe that all people hold visible and invisible qualities that inherently make them unique, and we strive to create an inclusive culture where each person knows they are valued and belong.**
-  **In line with our value of integrity, we are committed to being honest and transparent about where we are in our DEI journey as an organization, and to continuing to learn and do better.**

Diversity, equity, and inclusion is not a political issue; we all have the right to be treated with dignity and respect, to have

equal opportunities for fellowship and service, and to be given the same platforms for our voices to be heard.



Rotary International President Shekhar Mehta had a meeting with the Hon'ble Prime Minister Narendra Modi, along with PDG Ashish Desai and PDG Vivek Tankha, MP. Discussed development issues where Rotary can work with the Government of India. The RI President had an excellent interaction for 45 minutes.

Tokyo Rise - Rotary Tokyo Hiroo, Japan

JONATHAN W. ROSEN

Even by the standards of Tokyo, one of the world's great culinary cities, the spread on Yoko Hattori's dining room table is impressive. On this evening in May, the 2018-19 governor of District 2750 has prepared rolls of maki sushi, filled with fresh crab and cucumber, and golden brown pockets of inari tofu rice. There are deep red slices of seared katsuo tuna and a plate of melt-in-your-mouth braised pork belly, or kakuni, simmered for hours in soy

sauce, sake, and ginger.

There are non-Japanese delicacies too: The dinner, after all, is for members of Hattori's Rotary Club of Tokyo Hiroo, who hail from six countries on four continents. Alain Wacziarg, a Parisian who has lived in Tokyo for 45 years, has brought a loaf of pain de campagne and authentic Camembert. There's even guacamole. "Hattori-san made it," says Pablo Puga, the club's lone Mexican, using the Japanese honorific title for his hostess.

If this dinner feels more festive than a typical Rotary gathering, there's good reason. Several times a year, the club breaks from its regular Thursday lunchtime schedule and holds a less formal evening meeting at a member's home. This also happens to be the first time the club has met in Japan's new imperial era: On 1 May, the 59-year-old Naruhito succeeded his father, Akihito, to become Japan's 126th emperor, marking the end of the 30-year Heisei era and beginning the era of Reiwa, or "beautiful harmony." The transition came with an unprecedented 10-day national holiday.

Tokyo Hiroo, Japan's only bilingual club, prides itself on being different. While most Rotarians in Japan are older men, the youngest of this club's 30 members is 33, and about half of them are women. Meetings are conducted in Japanese and English, and most members can speak both.

Chartered in 2001, the Rotary Club of Tokyo Hiroo was the result of a push by

Wacziarg and other expatriate Rotarians to start an English-speaking club in the Japanese capital. It was named after Tokyo's Hiroo district, an upmarket neighborhood of condominiums, boutiques, and embassies where many of its members resided.

Today, the club meets in nearby Roppongi, a neighborhood that's home to multinational corporations, luxury retailers, and some of Tokyo's most famous nightlife. Its regular meeting venue, the Roppongi Hills Club, is on the 51st floor of a Tokyo landmark: the 54-story Mori Tower, which boasts a rooftop observation deck that offers a 360-degree view of the world's largest metropolitan area. On a clear day, you can even see the distant peak of Japan's tallest mountain, Fuji.

Because of its international connections, Tokyo Hiroo is particularly well positioned for global service. For more than a decade, the club has led a project in Kenya that began when Dennis Awori, Kenya's former ambassador to Japan, was a member of the Hiroo club. Since then, working with the Rotary Club of Nairobi-East, where Awori is now a member, and several other Japanese clubs, Tokyo Hiroo has supported the construction of more than 30 wells across Kenya. The wells are drilled using a 19th-century Japanese technique known as kazusa-bori that a small group of people can carry out using locally available materials. "These wells are perfect for rural areas, because they don't require electricity," says Michiko Mitarai, who

traveled to Kenya with a group of Tokyo Hiroo members in 2013. The project has received two Rotary Foundation grants.

The club also supports causes closer to home. It sponsors an Interact club at the Canadian International School Tokyo and every few years hosts a foreign university student through a Rotary Yoneyama Memorial Foundation scholarship (Umekichi Yoneyama was the man who brought Rotary to Japan in 1920). Because club members are fluent in English, they're important assets for District 2750, which includes non-Japanese-speaking clubs from the Pacific states of Palau and Micronesia and the US territories of Guam and the Northern Mariana Islands. Members host students selected by clubs there to visit Japan on exchanges.

Nikolaus Boltze, the 2019-20 Club President, is a German who has lived in Japan for two decades; he says Tokyo Hiroo's greatest strength is the diversity of its members. In a way, this is also its greatest challenge: Many foreign members come to Tokyo on temporary assignments, he says, which means turnover is high. But despite the challenges, the club is growing: According to Boltze, membership has increased by 50 percent in recent years and remains steady as the club looks forward to a busy year. Next July and August, during the 2020 Olympics, the club plans to host meetings and events to welcome foreign Rotarians who come to Japan for the games. At the end of that year, it will celebrate its 20th anniversary.

On this particular evening, though, discussions of all that can wait. As the wine continues to flow and a cheesecake makes the rounds, business has largely given way to socializing, which continues late into the Tokyo night.

PV Sindhu, Hockey and requiem for a dream



Years from this sticky, stupendous August evening that gave a billion-plus nation its sweetest lump in the throat and the oddly cathartic mist in the eye, when diary entries shall be consigned to museums and clipboard reminders on our gadgets cease to stay relevant - replaced, in all likelihood, by some artificial intelligence-driven memory software — chances are that PV Sindhu's delectable crosscourt flick and Hardik Singh's lung-busting counter will serve as genuine markers of time. Where were you on India's greatest day (fine, arguably) at the Olympics?

Phew. Let out that roar, let go of that cheer, punch that air, feel the hair rising on

you. Revel. Rejoice. For there hasn't really been a day like yesterday (1 August) - and today, but the miracle women of Indian hockey deserve a write-up of their own.

For two hours on the Sunday evening, sports held India in its thrall. That doesn't always happen here, because we are still a fair way from becoming a process-oriented sporting nation. The last time a non-cricket sporting feat captivated the country was perhaps when PV Sindhu played the Rio Olympics final five years back. And even then, the collective pride stemmed from a heroic loss. Not this Sunday, not against He Bing Jiao.

It was an unusual sight — a Chinese shuttler on all-fours, defeated and dejected. Sindhu engineered that sight at least thrice in the second game alone, peppering Bing Jiao with crosscourt smashes, some dropping agonisingly short of the Chinese's reach, other sailing tantalisingly over her but landing within the lines.



For the 53 minutes that their duel lasted, Bing Jiao tried her best to outdo Sindhu with body smashes, but the Indian had more than a tame block to offer as a retort. Sindhu thrived in long rallies, didn't allow Bing Jiao to dominate the net, and at around 5:53 PM IST, ended her Tokyo campaign with a snappy return that eluded the left-handed player on her backhand side. The Chinese shuttler didn't bother to dive this time. Instead, she sunk to the court, dejected.

Sindhu — arms aloft and eyes welling up — looked into the overhead glare of arclights, bathing the moment at the grandest stage sport has to offer, soaking in the enormity of what she had done.

No Indian, barring wrestler Sushil Kumar, had won an individual Olympic medal twice, until this moment. First woman, second Indian, only shuttler. Out of a population of 1.3 billion and counting. Among the sporting royalty of modern era. Beating a Chinese and a Japanese on the way. Coming back after going down to a touch artist (Tai Tzu Ying). Legend.

Around the same time, 26-year-old Gurjant Singh composes himself with the ball in Great Britain's 'D' and launches a reverse hit. It scorches the fine gap in the din of defenders, beats the flailing goalkeeper, and thuds into the corner. It's the sound of a medal-starved nation knocking at the doors of history. India, waiting since 1980 Moscow Olympics for a

podium, denied in Sydney 2000, failed to qualify in Beijing 2008, finished last in London 2012, lead 2-0 in Tokyo 2020.



It would soon become 2-1, but the defence, particularly goalkeeper PR Sreejesh - into his third, and possibly his final, Olympics would stand tall. The British continue to press, but through falling bodies and slick sticks, daring rushes and delectable dodges, India resist. The legs don't give up, neither does the will.

Then comes the run. The bogey of frozen defences in dying minutes, the taunts of inadequate killer instinct, the perennial fear of winning - sweeping accusations alright but proven across decades by teams in past - behind him, Hardik Singh runs.

It begins well behind the half-line. The 22-year old receives the pass and takes off. Ball sticking to his stick, legs moving like well-oiled pistons, he enters the English striking circle and scores on his second attempt, off a rebound. He looks up, perhaps recalling a time when he wanted to switch base to Europe before uncle

Jugraj Singh intervened. 'Hardik' translates to 'from the heart', and there is no shortage of heart in his game. To generate that pace in the 57th minute of the match, to execute that goal at that stage, to be this young and have a nation cheering your charge... it must be something.

The goal breaks the British will and sends India to their first semi-final in - technically speaking - 49 years. The last time India won an Olympic medal was at the 1980 Games in Moscow, where top finishers from each pool played the final, and there was no semi-final. The world has since moved on. That glory arrived before the internet age. Before India had won an Olympic medal outside hockey and wrestling. Before Kapil Dev and his men did the unthinkable at Lord's. Before the 7-1 hammering at the Asiad final. Before any of the current players were born.

Now, under the floodlit incandescence of this sapping night in Tokyo, in front of empty stands and a heaving, sweating audience transfixed in front of their television sets back home, this Indian team has finally caught up with time. Pargat Singh couldn't; Dhanraj Pillay couldn't; neither could Gagan Ajit Singh, Jugraj Singh, Deepak Thakur, Dilip Tirkey, Prabhjot Singh.

The wait - 41 or 49 years, whichever way you look at it - has ended on this giddy evening. The players, drenched and spent, still bear the spring in their steps that

accompany historic wins. Harmanpreet Singh lets go of his emotions unchecked. Dilpreet, Mandeep, and Hardik are on their haunches. Skipper Manpreet has just delivered a mean left jab in thin air. This is surreal, this can't be happening. The emotions that hockey – once our passport to the West – still manages to generate is astounding. A medal-starved country, bred on the wizardry of Major Dhyan Chand, craft of Balbir Singh Sr. and pace of Dhanraj Pillay has its new heroes, albeit belatedly. One cannot be certain if the euphoria around the incredible Sunday will survive beyond the Olympics, but it must be savoured while it lasts. Savour that lump and that mist, those goosebumps and that choking voice, those trembling fingers and that racing heart, savour this incredibly rare feeling, this winning feeling that comes after generations of sweat and sacrifice.

Minutes of the 2137th RWM held on July 27th, 2021 on Zoom Meeting

1. President Amitav called the 2137th RWM to order. Welcomed all members to the meeting.
2. It was discussed that a medical camp and an Oral Cancer Awareness Camp together with Thalassemia Awareness Camp be held at RCC Badartala, Tarun Sangha Club on August 8th, 2021.
3. It was decided that Flag Hoisting

Ceremony together with Plantation of Fruit saplings be held 'Na Manusher Sangha' a social organisation situated at Bakrahat Road. It was mentioned by the President that the Secretary of the said organisation offered a space for conducting of a Vocational Training Centre for women and children.

4. It was decided that a camp for distribution of necessary food items be held in an old age home at Amar Seva Sangha at Kolaghat in collaboration with Swarnym Foundation. The budget for the Club is Rs. 6,000 approx.
5. IPP briefed the club on the sanctioning of Deep Tube Well project at Mandarmani from EIRWT.
6. AG Tanu Roy, President and Secretary to visit Raipur, near Bolpur with Mr. Sudip Majumder of Nayantara Charitable Memorial Trust for inspection of possible social work project on August 22nd, 2021 at Raipur village.
7. On the request of the President, Club Secretary Rtn. Tamal conducted the club business.
8. The minutes of the last RWM were confirmed.
9. With no other business to conduct the president terminated the meeting.