



flame

The weekly bulletin of Rotary Ballygunge

Club # 16145
Rotary International District 3291

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Rotary International
President



Ajoy Kumar Law
Rotary District 3291
Governor



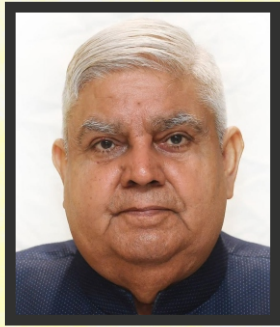
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Rotary Ballygunge
President



Rinku DasChowdhury
Rotary Ballygunge
Secretary



Anirban Sarker
Rotary Ballygunge
Editor



New Vice President of India is a Rotarian

"I am happy to say that I am also a Rotarian. Rotary has put me on a higher trajectory ever since I connected with it. I will cherish this great moment, being here on this momentous occasion."

With these words Jagdeep Dhankhar, then Governor of West Bengal, inaugurated the Centennial Summit held 3 years ago in Kolkata.

Dhankhar was an advocate when Justice B P Beri took him as a guest to a Rotary club meeting. "Hailing from a small village in Rajasthan, the experience was overwhelming for me, but I was very much impressed," he said, and recalled his association with PRID Sudarshan Agarwal in the 90s. "He guided me and I learnt the parliamentary practices from him. It was due to his efforts we had invited Sabooji (PRIP Rajendra Saboo) to the Parliament. I was a federal minister then. The moment is still vivid before my eyes", said Mr Dhankar.

Contributed by : PP Susanta Kumar Sarkar

ROTARY CLUB OF BALLYGUNGE

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RWM & 44TH CHARTER NIGHT CELEBRATION ON 13TH AUG 2022, 06.30 P.M.ONWARDS

Dear Rotarian Friends,

Hope you are all fine. You are all aware that our club charter day is 12th August but due to unavailability of venue we decide to celebrate our 44th Club Birthday with RWM on 13th August 2022. You must attend with your spouse, family & friends.

Cheers Up! 44th

CLUB 44TH CHARTER NIGHT CELEBRATION

PLEASE BLOCK YOUR DATE & ENJOY THE EVENING
WITH FELLOWSHIP AND DINNER

MY REQUEST TO ALL OF YOU PLEASE JOIN WITHOUT FAIL

WITH YOUR SPOUSE, FAMILY & FRIENDS.

REGISTRATION COST PER HEAD RS. 1000/- & COST OF HARD DRINKS EXTRA.

PLEASE CONFIRM YOUR ATTENDANCE WITH HEADS WITHIN 5TH AUGUST
TO ENABLE US TO ARRANGE ALL IN SMOOTHLY.

Please attend and start to feel "IMAGINE Rotary".

:: Venue, Date & Time ::

CORAL ROOM, AT EMC CLUB, [NEAR BYE PASS],
on 13th AUGUST 2022 [SATURDAY] at 06.30 PM onwards.

RTN. SANJOY DEY (PRESIDENT 22-23)

"Friendship was the foundation rock on which Rotary was built."

"Rotary is the door to friendship. Let us throw it open to everyone."

-- Paul Harris

Happy friendship day
to all Rotarians



Dr. Stephanie Urchick is on the RI Board of Directors and serves as the Chair of its Executive Committee in 2020-2021. She is a member of the Rotary Club of McMurray, Pennsylvania and has served Rotary as a Foundation Trustee, Chair of the Rotary Strategic Planning and TRF Centennial Celebration Committees, member of the Atlanta RI Convention Committee, RLTI Moderator, International Training Leader, Regional Foundation Coordinator, President's Representative, District Governor, District Delegate to two Councils on Legislation, and as a member of various RI Committees and in many club and district Foundation roles.



Dr. Stephanie Urchick is the choice of Nominating Committee for Rotary International President 2024-25

A Rotarian since 1991, Stephanie has participated in a variety of international service projects, including National Immunization Days (polio prevention) in India and Nigeria, the building of an elementary school in Vietnam, water filter installation in the Dominican Republic, and mentoring new Rotarians in Ukraine.

Contributed by : PP Ashif Shah

The Celebratory Cake On The Day Of Our 44th Installation Ceremony @ Taj Vivanta



RJ

AUGUST IS

PEACEBUILDING AND CONFLICT PREVENTION
 DISEASE PREVENTION AND TREATMENT
 WATER, SANITATION AND HYGIENE
 MATERNAL AND CHILD HEALTH
 SKILLS TRAINING AND LITERACY
 COMMUNITY ECONOMIC DEVELOPMENT
 ENVIRONMENT

MEMBERSHIP AND NEW CLUB DEVELOPMENT MONTH

Rotary **PEOPLE OF ACTION**

IMAGINE ROTARY

75

आज़ादी का अमृत महोत्सव

Cultural Program

अमृतधारा
(Amreet Dhara)

by Rotarians and their family members

All are Welcome
No Registration Charges

13th August, 2022
From 5.00 PM to 9.00 PM
ICCR Auditorium
9A, Ho Chi Minh Sarani, Kolkata

Rotary **District 3291**

IMAGINE ROTARY

United in friendship and service

Rotary International's recent member survey reveals where Rotary is today, while suggesting where it needs to go tomorrow

The motive power of Rotary is friendship," said Paul Harris in his address to the Rotary convention held in Edinburgh, Scotland, in 1921. His remarks were greeted with a round of applause — and were endorsed 100 years later by current members of Rotary.

In the most recent annual survey of Rotary members, 45% of respondents cited friendship as the reason they remain in Rotary, and 84% said they were satisfied with their ability to connect with friends through Rotary. Meanwhile, 42% of respondents cited the opportunity to make an impact on their communities as the reason they remained in Rotary — another response that would have delighted Rotary's founder.

Gathering this kind of information is one of the reasons we survey Rotary members every year. The 2021 all-member survey, which was conducted last fall by Rotary International and drew nearly 70,000 responses from Rotarians and Rotaractors, will contribute to the long-term success of Rotary's Action Plan and its strategic initiatives. It also ensures that Rotary leadership understands and responds to the expectations and experiences of new and longtime members. On a more local level, clubs and districts can use this information to attract and engage new and current members.

Rotary members : A snapshot

1. 65% Average age of male Rotarians
2. 59% Average age of female Rotarians
3. 25% Average age of Rotaractors, male or female
4. 24% of Rotarians are women
5. 50% of Rotaractors are women

What members like about their clubs . . .

- Friendship and fellowship
- Learning new things from guest speakers
- Interesting discussion topics
- Opportunities to get involved in the local community
- Hybrid meetings that allow clubs to host different speakers and allow members who have difficulty attending in person to participate.

. . . and what they don't like

- Virtual meetings without in-person interaction
- Weak, unresponsive club leadership
- Irrelevant, uninteresting guest speakers
- Poor time management (starting or ending meetings late)
- Cliques
- Exclusivity and lack of diversity
- Rituals and unneeded formalities like prayers and songs

Why members stay

- ❖ 93% of Rotary members who were either very likely (78%) or rather likely (15%) to remain a member of their club over the next 12 months
- ❖ 61% of Rotary members who thought their clubs had made a positive impact on their communities
- ❖ 48.2 Volunteer hours (in millions) contributed by Rotary members in a 12-month period ending in October 2021
- ❖ 59% of Rotarians who participated in global grants by organizing projects, volunteering, and/or donating money

Why members leave

- ❖ 61% of Rotarians who joined Rotary in 2016 and had terminated their membership by 2020

Why?

- ❖ Club does not represent my values
- ❖ Club's lack of impact
- ❖ Cost
- ❖ Personal circumstances
- ❖ Conflicts within club
- ❖ Time
- ❖ 53% of Rotary members who are very informed about how clubs spend their dues

The pandemic's impact

1. 57% of Rotary members who said their clubs were primarily meeting online at the height of the COVID-19 pandemic. That number has since diminished to 12 percent.
2. 63% of Rotary members who said they enjoyed their virtual club meetings, but also reported missing personal interaction
3. 50% of district and club leaders who reported doing fewer service projects during the pandemic
4. 65% of district and club leaders who reported raising fewer funds during the pandemic

Takeaways from the data

To engage new members, include them in club meetings, introduce them to other club members, or invite them to serve in a leadership role for a committee or project.

- ❖ If cost is a burden, consider decreasing membership dues or offering flexible membership options.
- ❖ Diversify your membership by inviting someone outside of your immediate social circle to join your club.
- ❖ As a member's comfort level increases, so does their satisfaction as a Rotary member, so ensure that members feel welcomed, respected, and valued for who they are.

This article originally appeared in the August 2022 issue of Rotary magazine.

PRESENT



ROTA VISION

Free Eye Wellness Camp & Distribution of Spectacles

VRX
VISION RX LAB

A Joint Initiative of Vision RX Lab RotaryBallygunge and RI District 3291

No of targeted beneficiary:

Minimum 300 in each camp from underprivileged category

Infrastructure:

- Room : 20ft * 20ft
- 3pin plug point
- 2 rooms
- 4 tables per room

Age group :

- 40yrs to 55yrs
(Cararact person excluded)

Volunteers :

- 8 nos

No monetary transaction.

Camps to be conducted from August 2022

Contact:

Rtn Sunny Kollanur@9831010076

Kick-start your club's social media presence

Take photos that tell a story. Capture images that show action rather than group shots, with people actively engaged in a service project or sharing a moment of laughter.

By **Hannah Shaw**, Rotary social and digital media specialist

Social media makes expanding your club's reach easier than ever, but how? There are tips, tricks, and tools for creating content for social platforms, and the goal is simple: connection. A well-built social media presence will help you create connections in your community and beyond, from showcasing your club's success to building awareness of its presence. To help boost your social media savvy, we've put together the following eight tips and tools:

1. **Pick your platform.** With so many social media platforms available, getting started can be intimidating. Choose one platform to focus on and grow from there. We recommend starting with Facebook, which has the largest user base.
2. **Assign roles.** The first step in creating content is capturing it. Assign a designated photographer to take pictures at club events and service projects. Additionally, pick a point person to manage your club's social media posts.
3. **Be consistent.** Whether you post daily, weekly, or monthly, set a goal to share on social media regularly. Consistent posting helps cultivate followers.
4. **Take photos that tell a story.** Opt for images that show action rather than just offering group shots. Show people getting their hands dirty, giving out supplies, or sharing a moment of laughter.
5. **Lead with impact and encourage engagement.** When planning an event, project, or fundraiser, think about how you'll use social media to showcase it. Tell a story by identifying the problem, your solution, and its impact. Or consider what one thing you want someone to know after viewing your post.
6. **Celebrate partnership and participation.** Tag participants and community partners in your posts. Avoid Rotary jargon. Not everybody who reads your posts will be familiar with acronyms like PETS or RYLA. Remember that those engaging with your posts are prospective members!
7. **Find inspiration.** Examine the content you engage with on social media. What captures your attention and holds your interest? How can you apply that to content you create? Check out Rotary International's profiles and posts for more inspiration (Instagram, Facebook, Twitter).
8. **Use the Brand Center.** The Brand Center is your one-stop shop for logos, creative assets, guidelines, and more. Be sure to visit often as new materials are added for your use.

Rotary IMAGINE ROTARY

T-E-A-C-H *Ee...Zz...eE School*

DG **Ajoy Kumar Law** requests all clubs to observe "Literacy Fortnight" between **Friday 2nd September and Thursday 15th September 2022** by Participating in at least **2 Literacy Projects** during the fortnight.

Clubs may do any project on **T-E-A-C-H / Ee...Zz...eE School** or any other project highlighting **Basic Education & Literacy.**

PDG **Mukul Sinha**
District Literacy Chair (2021-23)
and Team Literacy

- AG-PP Chandre Kumar Pal
- PP Arpita Chatterjee
- PP Mita Mukherjee
- PP Dr. Dilip Bhattacharyya
- PP Manoj Jain
- PP Apala Dutta
- PP Soukha Ghosh
- PP Sharad Khatore

An Initiative by **Kridaya** PRESENTS TRIBUTE TO **KKK**

22 AUG

Venue: Eastern Zonal Cultural Centre, Saltlake, Beside Manjal Hospital

A fundraising musical event for less privileged children's heart surgery

Official ticket partner **POSTM Insider**

Action Plan



As People of Action, we understand that fulfilling that vision requires a plan.

More than a century ago, we pioneered a new model of service leadership grounded in person-to-person connections. Today, those connections are a network that spans the globe—bridging cultural, linguistic, generational, and geographic barriers—and shares the vision of a better world. As People of Action, we understand that fulfilling that vision requires a plan.

This is Rotary's Action Plan through 2024: to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.

Message From Our Leadership

By Tom Thorfinnson, Chief Strategy Officer, Rotary International

Rotary's Action Plan is our path to achieving our vision of bringing even more people together to create lasting and positive change in an evolving world. As we continue to make progress in the third year of this five-year strategic plan, I want to update you on our efforts to achieve the four strategic priorities. ...

Priority 1

Increase Our Impact

As People of Action we make decisions grounded in evidence.

Let's build the practices, infrastructure, and capacity needed to define, measure, track, and analyze data from our service projects in a much more effective way.

Priority 2

Expand Our Reach

As People of Action we are inclusive, engaging, compassionate, and ambitious on behalf of the world.

Let's share our values with new audiences, create new ways to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.

Priority 3

Enhance Participant Engagement

As People of Action we create meaningful relationships across decades and continents.

Let's use every encounter as an opportunity to show people what Rotary can do for them as individuals and as members of our communities.

Priority 4

Increase Our Ability to Adapt

As People of Action we seek new perspectives and new ideas that can strengthen Rotary and create lasting change.

Let's work to create a culture of research, innovation, and willingness to take risks in your club to better serve your community.

New Year New Beginnings



AS Venkatesh,
RI Director, 2021–23

One of the unique features of Rotary is the change of guard in all clubs across the globe on July every year. While some may argue that this hampers a club from thinking big and setting long-term goals, those inside are keenly aware that this change in leadership provides scope for fresh thinking while building on the successes of the past. In addition, leadership development is one of the basic tenets of our organisation and this provides ample scope for the same. At the club, this beginning of a new Rotary year, with a new team taking charge, is also probably the best time to look back, review and reassess our goals and the strategies for achieving the same. Success stories of the past have to be cherished, celebrated and built upon. Mistakes of the past have to be reviewed dispassionately and the learnings from those are to be remembered. I commend every club for the work they did in the last year amidst huge challenges and uncertainties. It was indeed heartening to see the passion and commitment that so many Rotarians demonstrated in the year that went by. The time has come to pass the baton. A new year is a good time to plan something that has never been done before. This is the time of the year when members are most likely to be in a receptive state of mind to accept, adopt and approve new ideas. Let us make use of this opportunity. Let us look around our community and imagine

what could be improved. Let us be empathetic to the less fortunate. Let us imagine the things one could do to make this diverse society an equitable and an inclusive one. Let this imagination lead us into hitherto untried areas. Let us take the less travelled road. While the journey would be enjoyable, it is also likely to herald unprecedented successes. The time is now to Imagine Rotary!

Our Rotary International President during her visit in India



PC : Rtn. Joydeep Mookerjee

Minutes of the RWM 2433 held on 28.07.22 at International Club.

- ❖ The Sgt-at-arms called meeting 2433 RM to order.
- ❖ President requested all to rise for the national anthem.
- ❖ President welcomed member present at RWM. He narrate the events and projects took place at the Installation ceremony.
- ❖ Member present has requested president to give a detail presentation about the project of RCC Ms. Luthafa Khatun for construction of a ladies toilette in a girls school, for which club has already handed over Rs 35000/-. President has assure that, he will submit it in next RWM.
- ❖ President requested members for their suggestion, thoughts & others, if any.
- ❖ President handed over to the Secretary for happy announcements & club business.
- ❖ Last minute not confirmed for lack of quorum.
- ❖ Handed over to President and he terminates the meeting.

Member Present 9.

Birthdays

8 August

PP Indrani Saha Bhattacharya

Wish you many happy returns of the day

Wedding Anniversaries

2 August Rtn. Subir Pal & Anne Sweety Pal

10 August PP Shubrato Chakraborty & Anne. Sutapa Chakraborty

14 August Rtn. Aniruddha Chatterjee & Anne Anamika Chatterjee

Wish you many more years of marital bliss