



Rotary

# Spectrum



RI District 3291

July 30, 2022

Weekly bulletin of Rotary Club of Salt Lake Metropolitan Kolkata

VOL 16 □ NO 05

PRESIDENT □ ARCHANA GOYAL

SECRETARY □ KUSUM CHAMARIA

EDITOR □ DR RAJESH GOEL

CLUB NO □ 78956

CHARTERED ON □ APRIL 30, 2008

WEBSITE □ [www.rcslmk.org](http://www.rcslmk.org)

## Creating a welcoming club environment

Posted on July 29, 2022 by Tom Gump, past governor of District 5950, and a Member of Rotary International's Membership Growth Committee



*Tom Gump addresses incoming leaders at the International Assembly in January.*

I love August because it is the time of year when Rotary looks seriously at the topic of membership. We are a membership organization and as such, we need members to grow and expand our impact. Service is the avenue by which we make a lasting impact in our communities and how we keep our members engaged.

There are at least three methods of strengthening membership. We can pour energy into attracting new members. We can focus on engaging existing members. And we can form new clubs that serve distinct needs and serve as a magnet for attracting still more members. At different times and places, our Rotary International presidents have focused on all of these aspects of membership.

Last year, 2020-21 RI President Shekhar Mehta rolled out the "Each One, Bring One" campaign, encouraging every member to invite at least one person to a club meeting or event. Rotary experienced a net increase of members as a result in the 2020-21 Rotary year.

Now, RI President Jennifer Jones is building on this momentum by reminding us that we need to comfort and care for our members. (Learn about all of her presidential initiatives on My Rotary.) I believe Jones is absolutely right. More than one survey has shown that the number one reason people leave their Rotary club is because they are not comfortable with the club culture and environment. Others stay but are not comfortable inviting anyone to their club.

But before we can address our club culture, we have to understand it. This is why Jones suggests we conduct entrance surveys to help us see how newer members perceive our club. Once we have a good idea how people see our club, we can

consider if we need to change it. And we can decide the best way of creating a welcoming environment for everyone.

In my district, there is a Rotaract club that has demonstrated the power of caring for its members and creating a welcoming environment. The Rotaract Kaleidoscope Club of Minnesota, USA, exists to help individuals with autism and their families connect with and serve their community.

To form the club, we partnered with the Minnesota Independence College and Community (MICC), a nonprofit that offers vocational and life skills training for young adults with autism. MICC provides college level courses in a campus environment with apartments for its students. The Rotaract club supports the work of the college, and although it is caused-based, it remains inclusive of all. Members include students, family members of those with autism, and faculty, as well as anyone with an interest in helping those with autism.

### **We learned a number of things in forming this club:**

- We need to let our members speak and really listen to their answers. Club members have the right to make their own decisions about what they want the club to be.
- We need to educate ourselves on the causes we chose to pursue and the people we aim to serve, so we can communicate that to other people in our community and get them excited to join us in making a difference
- We need to remain flexible and challenge assumptions. Right away, club members felt strongly that a person with autism should be club president. They were right, and that individual has done an outstanding job.

Let's be intentional about caring for and comforting our members. It is the best way to grow our membership and ensure that our members are proud of their club. Proud members are more likely to stay, and invite other members, which is how we grow Rotary.

Diversify your club— Take this Learning Center course to learn strategies for expanding your reach and building relationships with new groups.

## Rotary Fellowships amplify Ukrainian relief efforts

By Arnold R. Grahl



We meet calendar months' 2<sup>nd</sup> & 4<sup>th</sup> Saturdays at GPT Group, JC 25, Salt Lake, Kolkata 700098 at 6.00 PM

Printed by Archana Goyal, President, Rotary Club of Salt Lake Metropolitan Kolkata • Editor: Sudha Chowdhary

For private circulation only • Web site: [www.rcslmk.weebly.com](http://www.rcslmk.weebly.com) • Email: [es.rcslm@gmail.com](mailto:es.rcslm@gmail.com)



In the festive atmosphere of a gala dinner, Rotary members raised glasses in toasts and kindled friendships in Lviv as they welcomed a group of Ukrainians to the International Fellowship of Flying Rotarians. The next day, the Ukrainian members showed visitors former Eastern Bloc aircraft at a military base that had become a general aviation field.



*Oksana Petrukh, a member of the Rotary Club of Lviv International and the new Ukraine chapter of the International Fellowship of Flying Rotarians, in the cockpit of her plane. Petrukh learned to fly as an activity she could do during the pandemic.*

Just a few months later, Russian forces invaded Ukraine - and the new friendships became critical connections for support and supplies.

Rotary's global network has sent millions of dollars' worth of relief and medical supplies to help the people of Ukraine. Rotary Fellowships, which bring together members who have a shared interest or hobby, have amplified the impact of these efforts.



*Members of the Ukraine chapter of the International Fellowship of Flying Rotarians during a banquet dinner at the charter ceremony in Lviv in November.*

Members of the flying fellowship leapt into action to help their fellow pilots as soon as the war began. George Chaffey, then-world president of the fellowship, says he and other members quickly contacted the Ukrainian members, who have been instrumental in identifying the most effective ways to channel the assistance.

One of them has been Olha Paliychuk, a member of the Rotary Club of Cherkasy, Ukraine. Paliychuk, who is a doctor and working toward her pilot's license, has helped coordinate response plans through both the flying fellowship and the International Fellowship of Healthcare Professionals.

"Within a week we raised more than \$12,000 and a large volume of medical supplies, all cleared through Olha," Chaffey says. "We collect what the Ukrainians tell us they need and direct it to exactly where it is needed."

Chaffey says the fellowship members based in Hong Kong have arranged the delivery of more than \$25,000 overall in medical supplies. At one point, they raised more than \$10,000 in just four days for urgently needed medical equipment. Fellowship members worked out the details of the shipment in a message chat that spanned multiple time zones.

"Talk about speed and how technology has made the world a small place," says George Ritchie, the 2022-24 world president of the group. "I'd like to think our fellowship was one of the quickest out of the block to help."



*Boxes of medical supplies collected by the Hong Kong chapter of the International Fellowship of Flying Rotarians await shipment.*



*Nurses in Ukraine hold up supplies they received from the International Fellowships of Healthcare Professionals.*

### **Medical professionals**

John Philip, chair of the International Fellowship of Healthcare Professionals, says he and the group's other leaders also acted swiftly to connect with its Ukrainian members, including Paliychuk. The group quickly developed an effective approach to aid and holds weekly meetings with medical workers in Ukraine about the supplies they need.



"We only respond to the requests of medics in Ukraine, and only source and fund things through Rotary," Philip says. "Items we purchase are sent to a warehouse in Poland managed by Rotarians, who take it over the border and hand it to volunteers, who take it to the precise hospitals we specify."

One effort they've been involved with included Rotary districts in North America and Argentina that are working with a U.S.-based association of Ukrainian health care workers to ship hundreds of tons of critical medical supplies from Chicago to Ukraine.

### ***Ski event benefits Ukraine***

Even sporting fellowships have joined the effort. The International Skiing Fellowship of Rotarians organized a benefit week in Scuol, Switzerland, in March. More than 100 skiers from 16 European countries attended, raising about €35,000 (US\$35,000) to buy clothing and other goods that were sent to a warehouse near the border of Ukraine for distribution.

The ski fellowship also collaborated with the Rotary Club of Bratislava Danube, Slovakia, and the Rotary Club of Coburg, Germany, to raise an additional €1 million (US\$1 million) from its members. Working with the District 2240 Ukrainian relief committee, the money was used to purchase and retrofit five ambulances and fill backpacks of supplies for paramedics.

Miloš Kmety, head of the European chapter of the fellowship, says the group will continue its efforts, including buying more ambulances and equipment, pellets to purify water, and tourniquets.

### ***Long-term solutions***

Philip says the healthcare fellowship quickly realized that it would need a more coordinated, strategic response than a single funding effort. Fellowship members have heard in their weekly meetings about long-term problems developing because of how people have been displaced and the infrastructure that has been disrupted. This includes reports of children going unvaccinated and chronic health issues going untreated.

"Given a situation where there is poor water supply and inadequate sanitation, the danger of cholera and typhoid and measles and hepatitis is lurking in the background," Philip says. At the request of Ukrainian doctors, the fellowship formed a task force to study the prolonged effects of the war on prenatal care, chronic medical conditions, and young people's mental health. It has also developed a confidential support network for doctors in Ukraine who need to process their emotions.

"The worst thing is to see doctors crying," Philip says. "They talk to us about some of their patients who shouldn't be at risk but are at risk. They have patients whose limbs have been pulled apart. They are having to remove bones with crude instruments that were used in the first World War. They are seeing people die of bleeding."

Having to respond so quickly to the events in Ukraine, Philip says, has shown the fellowship that it can mobilize to provide long-term care in response to other conflicts and natural disasters.

"We have learned so much through this experience," Philip says.

"We've discovered there is a lot more we can do."

## **Raise for Rotary unveils enhancements as it celebrates two years of success**

***RI announcement dated July 25, 2022***

Over the past two years, we have been working to enhance Raise for Rotary, The Rotary Foundation's peer-to-peer fundraising tool, in response to user feedback. The site's latest update allows clubs to earn credit for donations made by nonmembers. This enhancement recognizes fundraiser organizers for their hard work and encourages them to reach out beyond their Rotary networks for support.

Members, participants, and anyone else can use Raise for Rotary to support The Rotary Foundation by creating fundraisers that celebrate birthdays and anniversaries, spotlight athletic challenges, and commemorate events like World Polio Day. It's mobile-friendly, so it's easy to post fundraisers and updates on social media and to expand support for a favorite Rotary cause. Another new feature allows organizers to download a unique QR code linked to their fundraiser to include on promotional materials and to display at events.

Since the launch of Raise for Rotary in August 2020, more than 1,500 custom fundraisers have generated more than \$1 million for the World Fund, the PolioPlus Fund, the Disaster Response Fund, and Rotary's areas of focus.

Raise for Rotary is available worldwide in English and accepts U.S., Australian, and Canadian currencies. Additional currencies and language options will be added over time.

Learn how to create your own fundraiser, and contact us with your questions.

## **Peace research brings calm to chaos**

***Posted on July 18, 2022 by Magnus Elfwendahl, past governor of District 2350 and a member of the Rotary Club of Uppsala-Carolina, Sweden***



***Magnus Elfwendahl***

Some months ago, I participated in the celebration of 50 years of Peace and Conflict research at Uppsala University in Sweden. During the anniversary symposium some prominent international scholars reflected on big societal challenges and the future of peace and conflict research.

Experienced practitioners shared their thoughts on how peace and conflict research can contribute to policy and practical peace work. The keynote speaker, Jamie LeSueur, head of Emergency Operations of the Red Cross and Red Crescent Societies (IFRC), was a Rotary Peace Fellow during 2013-2015 when training for future peace work at Uppsala University.



***Rotary Peace Fellow alum Jamie LeSueur on assignment in South Sudan. Photo by Corrie Butler IFRC***

In 2020, LeSueur received the university's prestigious Alumnus of the Year award. Today Jamie is working as a specialist in

humanitarian relief and management in disaster and conflict situations, based in Turkey. He is also an excellent ambassador for Rotary's work to increase the professional capacity in peace work. Jamie acknowledges the importance of his academic research training. This training skill is now helping him during assignments. Requests for international help in connection with disasters or crises is leading to a growing number of multi-agency operations. The diversity raises issues on the appropriate management and operational framework in agency collaboration, when individual mandates, views, and approaches easily stonewall the administration of a common problem set. Jamie's job is to set an operational frame that supports collaboration and decision making in multi-agency emergency operations.

During his assignments around the world, Jamie has found that research data has become a powerful mediation tool when bridging dividing approaches. Putting the widespread problem in the center and letting research be the foundation base for decision-making brings much needed calm to chaos in multi-agency operations.

For Jamie, the Rotary Peace Fellowship opened a window to a better understanding of the world. He is now a resolute peacemaker and experienced professional doing good in the world – just like numerous other Rotary members. He is an excellent example of why we should keep supporting the Rotary Peace Centers program.

### Brief outline of the Global Grant 1991152

**Purpose:** 'Fight against Anemia in Women'

**Objectives:** Treat women of Anemia by screening and treatment and prevent by educating them

**Title:** 'Matri-Raksha' - protection of mothers

**Scope of work:** Provide screening camps, minor and major surgeries, medicines, awareness training, healthcare professional training and providing diagnostic equipment at community health centers

**Coverage:** Both districts of 24 Parganas, West Bengal, India

**Sponsors:** Rotary clubs of Salt Lake Metropolitan Kolkata of District 3291, India and Nidau-Biel, Biel-Bienne, Biel-Buttenberg of District 1990, Switzerland:

**Grant Partners:** Rotary Foundation India, the Rotary Foundation of Rotary International,

**Associates:** Related Government and civic bodies, NGO's

### Upcoming club's zone 9 joint engagement

Saturday, Aug 6, 2022: **Ambaree**, daughter of RCSLMK member Dr Ajit Majumder, Ambaree is expected to speak on "Rotary's Role in "Protecting the Environment" on a virtual platform



**Ambaree** is an IT professional by qualification but she has spent most of her time in the past several years as a Social Entrepreneur, Speaker and Educator in the field of Plant based Lifestyle in Singapore. Through research and education, she realized that the diet which was the healthiest was also the most planet friendly and the most ethical in nature.

She undertook certification courses like Plant based Nutrition and Food Sustainability from e-Cornell - the online version of Cornell University.

She has spoken at various events on varied platforms around the world, corporates, Rotary Clubs, schools and universities about how our plates and the planet are more interconnected than it might seem.

Ambaree is the Regional Environmental Chair of Singapore, Co-Leader of the Southeast Asian Chapter of the Environmental and Sustainability Rotary Action Group or ESRAG and also the Co-Chair of the Plant-Rich Diet Task Force under ESRAG. In June this year, she led the organizing of the very first, one of a kind, environmental event held in Singapore which was also graced by Immediate Past RI President Mr Shekhar Mehta. She was rewarded the title of "Rotarian of the Year" by her club. Talks:

### QUOTE

*"The question isn't who is going to let me; it's who is going to stop me." -Ayn Rand*

### UNWINDS

*From Washington DC Airport ticket agent:*

*I got a call from a Kansas Congressman Moore's staffer Howard Bauleke, who wanted to go to Cape Town. I started to explain the length of the flight and the passport information, and then he interrupted me with, "I'm not trying to make you look stupid, but Cape Town is in Massachusetts." Without trying to make him look stupid, I calmly explained, "Cape Cod is in Massachusetts, Cape Town is in South Africa."*

*His response -- click.*

*A senior Vermont Congressman, Bernie Sanders, called, furious about a Florida package we did. I asked what was wrong with the vacation in Orlando. He said he was expecting an ocean-view room. I tried to explain that's not possible, since Orlando is in the middle of the state.*

*He replied, "Don't lie to me! I looked on the map, and Florida is a very THIN state!!"*

### TAI L P I E C E

*Print Media coverage of Global Grant Project Matri Raksha at Birati Town Hall on June 12, 2022*

### Rotary Club organizes awareness camp on matri raksha

**CHRONICLE NEWS SERVICE**  
The Rotary Club, Salt Lake Metropolitan, recently organized its 4th awareness camp on matri raksha - protecting mothers - in association with North Dum Dum Birati Rotary Community Corps and North Dum Dum Municipality.

The camp was blessed by Chandrima Bhattacharya, Minister Mother & Child & Family Welfare, Government of West Bengal, Mr Soumen Datta, CIC Health, Somen Chakrabarty Farmer Chairman NDDM, Ms Shreya Goswami WCCU, CCC President and Ms Parvati Das, UN Patient Specialist, Dr Aruna Tanta, Director and Consultant Surgeon Gynaecology and Obstetrics, ILS Hospitals and Rotarians, Doctors & Rotarians.

A total of 92 women were screened for anemia, diabetes and high BP by technical team from ILS Hospital and each were seen by gynecologist Dr Chitra Ray, Dr Aruna Tanta and Two local gynecologist members of RCC, Anemia while only 32% had Hemoglobin above 10 gm%, only had Hemoglobin 10 gm% who was immediately referred to north Dum Dum hospital for further treatment through CIC Health Soumen Datta.

Around 17 were detected with Diabetes and 29 with high BP.

Each beneficiary received free iron medicine of 3 months and deworming. Free received calcium supplements as well.

Awareness about anemia was created through audio visual presentation by Dr Ajit Kumar Majumder who further distributed booklet about anemia & nutrition.

A walker was handed over to Dr Binlinda Sen for use of post operative person in

and high BP by technical team from ILS Hospital and each were seen by gynecologist Dr Chitra Ray, Dr Aruna Tanta and Two local gynecologist members of RCC, Anemia while only 32% had Hemoglobin above 10 gm%, only had Hemoglobin 10 gm% who was immediately referred to north Dum Dum hospital for further treatment through CIC Health Soumen Datta.

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This was conducted under aegis of Women's Indian Chamber of Commerce & Industry and Rotary club of Salt Lake metropolitan.

WCCU member extended them by lunch story telling.

This project was launched on 19th September 2021 and

is being implemented by Rotarians & Doctors, Village Panchayats and Rotarians.

This programme was fully managed by Krunal Chandra, Binlinda Sen, Mrs Mita Majumder, Dr Chitra Ray, Usha Shankar Agarwal, Dr Ajit Majumder, Dr Aruna Tanta, Dr Rajesh Goel, Krunal Agarwal, Pratik Choudhury, Gagan Goswami, Payal Goenka, Nidha & Kavya Gupta, Indira association with members of RCC NDDM.

Rotary Club, Salt Lake Metropolitan shall again repeat this camp after six months to check effect.

In West Bengal, around 50% women are suffering from low Hemoglobin or anemia.

These women are not even aware of their Anemia status and continue to suffer silently the low energy and lethargy.

Putting family before self, they ignore nutritious diet and keep bleeding heavily.

Government of India has addressed this burning issue by launching "Anemia Mukt Bharat" (or) Poshan Abhiyan.

It is seen that low haemoglobin status affects women are often low birth babies and with stunted growth or short height.

CCU has launched 4th for children and pregnant mothers in the first phase who are being given iron tablets.

However non pregnant women have been left out in this phase. Rotary club of Salt Lake metropolitan has identified this gap and has taken up "Matri Raksha" project to address this burning issue.

Under Matri Raksha project supported by Rotary club from Switzerland and The Rotary Foundation in release screening of 2,000 women for anemia and educate them about nutrition and treat them with medication or surgery.

Goal to have 5% rise in Hemoglobinometer every year.

### MATRI RAKSHA: FIGHTING ANAEMIA IN WOMEN

## Rotary Club, Salt Lake Metropolitan organizes awareness camp

**ICORRESPONDENT**  
North Dum Dum Municipality sources informed.

**DELKATA, JULY 14-** Rotary Club, Salt Lake Metropolitan recently organized its 4th awareness camp on matri raksha - protecting mothers - in association with North Dum Dum Birati Rotary Community Corps and North Dum Dum Municipality also joint hands.

The camp was blessed by Minister Mother & Child & Family Welfare, Government of West Bengal, in the presence of Soumen Datta, CIC Health, Somen Chakrabarty former Chairman

NDDM, Shreya Goswami WCCU, CCC President and Pamela Das, UN Patient Specialist, Dr Aruna Tanta, Director and Consultant Surgeon Gynaecology and Obstetrics, ILS Hospitals and Rotarians, Doctors & Rotarians.

Total 92 women were screened for Anemia, Diabetes and High BP. Each beneficiary received free iron medicine of 3 months and deworming. Free received calcium supplements as well.

Awareness about anemia was created through audio visual presentation by Dr Ajit Kumar Majumder who further distributed booklet about anemia & nutrition. A walker was handed over to Dr Binlinda Sen for use of post operative person in NDDM hospital to Soumen Datta CIC Health.

Tanta and Two local gynecologist members of RCC, Around 67% suffered from low Hemoglobin, 32% had Hemoglobin above 10 gm%, sources said.

A lady had Hemoglobin 10 gm% and was immediately referred to north Dum Dum hospital for further treatment through CIC Health Soumen Datta.

Around 17 were detected with Diabetes and 29 with high BP. Each beneficiary