

ROSEC



SERVE TO CHANGE LIVES

*Monthly bulletin of Rotary Club of Calcutta South East
(For Private Circulation Only)*

Vol. XXXIX ● No. 02 ● August, 2021

President : Navaneet Manaksia

Secretary : Lalit Mittal

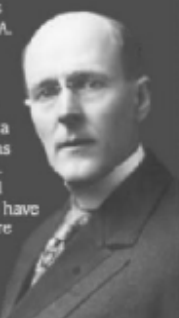
Editor : Sunil Mohta

THE LEADER

REMEMBERING PAUL P HARRIS

Paul Harris, the father of Rotary Movement, was born on April 19, 1868 at Racine, Wisconsin, USA. When he passed away on January 27, 1947, he left behind for mankind a rich legacy of fellowship and brotherhood for international understanding and service to humanity. To-day, the seed he sowed in 1905, has blossomed into a large tree having more than 1.2 million Rotarians having 33,000 clubs in more than 200 countries. We fondly remember him and pay our respectful homage to him on this auspicious day when we have stepped into another Rotary year to make it more eventful & meaningful.

Paul P. Harris (1868-1947)
Founder of Rotary



Rotary 

THE FOUR-WAY TEST

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings.

Of the things we think, say or do

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

RI President's message -

August - 2021

GREETINGS, MY DEAR CHANGEMAKERS,

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. To 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 needs 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. Visit rotary.org to find out more about all of these initiatives, along with other ways to *Serve to Change Lives*.

Shekhar Mehta
RI President 2021-22

10 tips to attract and retain quality members

1. **Know your club's strengths.** If you meet in the morning, you will probably be a good fit for a 9 to 5 employee. But if you meet at noon, you're more likely to appeal to retirees or parents of school-age children. If someone doesn't fit your format, recommend them to another club. They won't forget you and may send you someone another day. Let all the clubs in your area know you are looking for members, and they may send you some that better fit your format than their own.
2. **Keep a list of potential recruits.** It doesn't matter if it's a paper list or if it's kept on the desktop of your computer – it just makes you think about those people and others that may be a fit for your club.
3. **Make recruiting the top priority in your club.** You can't do everything as a club president, and knowing that will give you some freedom to focus on the most important thing. Having new members – with new energy – will help you have more people to raise money for The Rotary Foundation, serve on your committees, and invite additional members/more smiling faces to your meetings and fun event. Let your members know this is the top priority so they can all help.
4. **Create a letter that lists all the great things about your club.** List your star members, the advantages of where your club meets, how many members it has, etc. Make sure to tailor the email/letter to the wants of any potential new member.
5. **List potential areas of responsibilities.** Potential members will want to know how they can fit in and what opportunities there are for serving.
6. **Be persistent.** There will be times that it takes literally a dozen requests to get someone to a meeting. Keep asking. They may come to a meeting, or tell you they can't join now because they are too busy, or they aren't interested in joining at the moment. These are all fine answers as long as you keep track of them and keep in touch. How many times did you have to be asked? (It was over a course of two years for me)
7. **Talk about Rotary wherever you go.** At church, temple, work, neighborhood gatherings, family gatherings, parties, etc. You'll be amazed how easy it is after you practice for a while. Getting a lot of "no" answers built my confidence because it didn't hurt as bad as I thought and most people were actually happy I asked, even if they responded negatively. It's always a good time to recruit.
8. **Celebrate when you get a new member.** This gets the club excited about getting more members. Our club makes a poster of the individuals after they've been voted in and we put it in the front of the room at our next meeting. We do the same thing when we induct a new member.
9. **Realize there is no finish-line.** Even if you are at the size that your club wants to be, there are always reasons people leave. And new insights always benefit a club. You're either growing or you're dying.
10. **Be vibrant.** Wear a turkey suit before Thanksgiving (it's only your dignity you stand to lose), wear a lanyard with lots of "flair"/Rotary pins (it gets people talking to you), make outrageous centerpieces for your meeting tables (it gets people talking to each other), greet people outside the building you are meeting in and hold the door open for them (it lets people know you care).

These really work. Try them out.

Attitude: It's never too late to start all over:

At age 5 his Father died.

At age 16 he quit school

At age 17 he had already lost four jobs.

At age 18 he got married.

Between ages 18 and 22, he was a railroad conductor and failed.

He joined the army and washed out there. He applied for law school he was rejected. He became an insurance sales man and failed again.

At age 19 he became a father.

At age 20 his wife left him and took their baby daughter.

He became a cook and dishwasher in a small cafe.

He failed in an attempt to kidnap his own daughter, and eventually he convinced his wife to return home.

At age 65 he retired.

On the 1st day of retirement he received a cheque from the Government for \$105.

He felt that the Government was saying that he couldn't provide for himself.

He decided to commit suicide, it wasn't worth living anymore; he had failed so much.

He sat under a tree writing his will, but instead, he wrote what he would have accomplished with his life. He realised there was much more that he hadn't done. There was one thing he could do better than anyone he knew. And that was how to cook.

So he borrowed \$87 against his cheque and bought and fried up some chicken using his recipe, and went door to door to sell them to his neighbours in Kentucky

Remember at age 65 he was ready to commit suicide

But at age 88 Colonel Sanders, founder of Kentucky Fried Chicken (KFC) Empire was a billionaire.

Birthday Greetings

Rtn. Pravin Surana

on 1st August

Rtn. Shayak Gupta

on 9th August

Rtn. Sunil Mohta

on 28th August

Rtn. Abhishek Dugar

on 30th August

Rtn. Pravin Jha

on 31st August

Rtn. Gaurrang Chouchharia

on 31st August

Anniversary Greetings

Mrs and Rtn Bhabani

Shankar Ganguli

on 14th August