

RI President: Rtn. Jennifer Jones
Dist. Governor: Rtn. Ajoy Law
Club President: Rtn. Amrita Basu

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BULLETIN OF ROTARY CLUB OF CALCUTTA METRO CITY



August is a critical month in Rotary's growth as membership is the fuel which drives the engine of the movement, A long-term trend across many Districts around world is a net decline in members in many (but not all) clubs. Rotary International survey data shows that the main reasons people leave are: (a) For members under 40 – life changing event (work, move, relationships, children), club environment, cost or time constraint, (b) For members 40 to 60 – cost or time constraints, club environment, unmet expectations and (c)For members over 60 – life changing event (relocation, health), club environment, cost or time constraint. Membership in Rotary has a similar U-shape as do manufactured products. In many Districts, a significant number of members who leave do so in the first two years. Then the rate drops over the next eight years, before rising again for long term members. A healthy club focuses equally on membership growth and membership retention. So this brings us to an important question, are we stressing too much on external growth, increasing clubs or do we care about existing clubs which need support to create better and healthy clubs. Recently a District official was mentioning that existing clubs are not very welcoming to new members so most of them flock together to form new clubs. A very weak argument considering the fact that the majority of the members across the world mostly get into existing clubs and build themselves up as good contributing members, he himself is a product of this system where he developed himself as a Rotarian having entered an existing functional club. The reason perhaps lies in the fact that District and sometimes International leaders seek instant fame, glory by showing higher numbers (though attrition is rarely addressed) and the new comers (both as clubs and individual entities) barely get an opportunity for good mentoring resulting in attrition.

August is also a crucial month for Indians as we celebrate 75 years of our Independence. Modern India has put a lie to the notion that democratic governance and economic progress are incompatible with extreme social diversity and high initial levels of poverty. For all its monumental challenges as a nation—its multiple divisions, its colonial past, its socialist legacy—the Republic of India stands as a tribute to the emancipatory potential of freedom and democracy. Indeed, the coming decades will be shaped in no small part by the choices India makes as it seeks to rise to its "great-power" potential. It is this rise of the Nation that Rotary shall play a crucial role not only internally but externally too. Wishing all a Happy and wonderful journey ahead for India!

EDITORIAL

Subhojit Roy

Presidential Message- July 2022

Jennifer Jones President 2022-23

We've all taken our own path to become a member of Rotary. Some of you joined because your father was a Rotarian. Some of us signed up because an employer tapped us on the shoulder and asked us to attend a meeting. Others became members only after a U.S. Supreme Court ruling made it possible. Yet each of us entered through one mechanism – an invitation. An invitation that unlocks our imaginations and allows us to know that everything and anything is possible. Each one of us has that same opportunity – the honor to extend an invitation.

It is awe-inspiring to imagine how we can look out across our communities and identify our future leaders. It's often tempting to attract people who are exactly like us. It's a special form of ingenuity to consider how people who are seemingly very different can, in fact, share our values and have some of those same talents, just waiting to be unleashed.

It's time for Rotary to take our next step in advancing Diversity, Equity, and Inclusion (DEI) across our organization.

Embracing an experience where people feel included is more than just making our membership numbers more diverse. It's about making our meetings and events places where we can speak openly and honestly with each other, where our members feel welcome and safe. This means removing barriers for entry and opening doors for inclusion. Our values remain our strength – and our commitment to excellence requires us to maintain high standards for our members as well.

I believe we are all committed and determined

to advancing DEI across Rotary. This is rooted in the deepest traditions of our organization, and it will ensure that we remain vibrant and relevant for decades to come.

A few years ago, our Rotary Board set the ambitious goal of increasing the share of female members to 30 percent by 2023. We have less than a year to go, but I believe we can meet and exceed this target.

We need Rotary leaders to rise from every continent, culture, and creed. We need young members and young thinkers to take on larger roles and responsibilities. We need to listen to new Rotary members just as keenly, and with as much respect, as those with many years of membership. During our recent convention in Houston, we heard from astronauts about their journeys into space. We reflected upon a time in the 1960s when U.S. President John F. Kennedy urged the world to dream, with his declaration that we would “go to the moon [and do] other things, not because they are easy, but because they are hard.” Fully committing Rotary to DEI and meeting our ambitious membership targets may seem as unlikely as a moon shot. But I know that when people of action are committed to a big goal, we make it worth every ounce of our energy.



RI President Jennifer Jones crosses Canada from coast to coast to coast



By Geoff Johnson

Jennifer Jones began her term as Rotary International's 2022-23 president in the midst of her Imagine Rotary Canada Tour, traveling coast to coast to coast to draw attention to the positive and lasting impact that Rotary clubs have in their communities.

"The Canada tour was awesome because it brought together different demographics," she said. "Every stop was representative of all ages, all cultures. The Rotary family was so excited to be together, to be in person, and showcase what they were doing. There were incredible, incredible things that people planned."

Organized around several hubs, the tour started on 17 June with an excursion through Yukon and the Northwest Territories, brushing up against the Beaufort Sea, an arm of the Arctic Ocean and one of Canada's three coasts. From there, it visited Jones' home city of Windsor, Ontario, and then the nation's capital, Ottawa. It next moved to St. John's on the Atlantic Ocean before heading west through Quebec City, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver before reaching Victoria on the Pacific Ocean.

A few hiccups prevented Jones and her husband, Nick Krayacich, from linking up with the tour for its first few days. Luckily, past RI Vice President Valarie Wafer and her husband, Mark, as well as past RI Director Bryn Styles, and his wife, Randy, were able to step in.

"The thing you never forget is how people make you feel – and we were treated so well as we traveled across the country," Mark Wafer said.

Mark Wafer said being able to celebrate Canada's

National Indigenous Peoples Day in Inuvik, Northwest Territories, was the highlight of the trip. Jones also talked about how meaningful it was, later in the trip, to hear how clubs are involved in the effort to build and revitalize relationships among Indigenous and non-Indigenous Canadians.

"Engaging with First Nations and Indigenous people was an element of every one of the stops," Jones said, recalling an encounter with Bruce Starlight, a Tsuut'ina elder, in Calgary. "To be able to sit and learn from each other, to talk, to ask questions. That was a big part for me personally: the ability to learn how Rotary fits in and what clubs are doing to move forward with truth and reconciliation."

In Windsor, Jones got to see members of her home club, the Rotary Club of Windsor-Roseland, as well as the new Imagine Rotary Trail with its 40 freshly planted magnolia trees. From there, the tour progressed to Ottawa, Canada's capital. It was there that on 1 July – which is also the Canada Day holiday – Jones fittingly began her tenure as RI president. Here and at other stops, Jones met with elected officials.

The next stop brought Jones to the Atlantic coast and St. John's, the capital of Newfoundland and Labrador, where she met with members of the newly created District 7815 and the tour members put their feet in the Atlantic.

In Quebec City, Jones greeted Rotary members from seven districts in Canada, the United States, and Africa at an evening reception.

A whirlwind of events in Toronto showcased the combined efforts of four districts. The day began with a watershed cleanup in the middle of a torrential downpour.

"We were not only cleaning up the beach, but cleaning off ourselves in the rain," said hub chair Michele Guy.

Rotary members in Winnipeg featured projects underway in their city and throughout District 5500 via social media and a 67-minute online video.

In Calgary, where the tour participants met with First Nations leaders, there were also comic moments. In the middle of the Calgary Stampede parade, Jones' white convertible

broke down and the occupants got out to push the car.

In Edmonton, events unfolded around Fort Edmonton Park, a legacy project of four Rotary clubs that was launched nearly 50 years ago. Attendees planted trees, participated in an Indigenous Peoples Experience, and later joined hands and took part in a sing-along of John Lennon's "Imagine." The unofficial song of Jones' presidential year was this time dedicated to the people of Ukraine. The following day brought a visit to a peace garden in Vancouver, a beach cleanup a few miles north of the U.S.-Canada border, and a reading event at the Aboriginal Mother Centre.

Finally, on 11 July in Victoria, Jones and her group dipped their toes in the Pacific.

For Jones, the moment recalled the journey of Terry Fox, a Canadian athlete who had cancer. He set off from St. John's in 1980 intending to run all the way to Victoria. He couldn't complete the journey, but monuments to his effort stand in both St. John's and Victoria. "It was one of the most poignant moments of the tour," Jones said, "with everyone talking about what his run signified and the hope he gave to people."

Creating a welcoming club environment



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

By Tom Gump, past governor of District 5950, and a Member of Rotary International's Membership Growth Committee

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.

"Jennifer & I"- a talk by PDG Shyamashree Sen



"Jennifer & I"- a talk by PDG Shyamashree Sen on her friendship and experiences of her recent interactions with RI President Jennifer Jones, upclose and personal was held at our Regular meeting on Zoom platform. She spoke about Jennifer Jones's ideas and plans and



also her targets for Rotary in the year 22-23. Rotarians from across the Rotary world took part and post her deliberations; there were exchanges and interactions among the guests. PP Rtn Sunando Sen also spoke about his experience of meeting RI P at Chicago world headquarters. Dist Secretary PP Rtn Anand K Sharma was present and interacted on several key issues post the deliberations.

President Amrita Basu conducted her club proceedings along with Club Secretary Arundhati Nayak and a formal expression of gratitude was offered by PP Rtn Subhojit Roy

Coming Up:

Rotary  ROTARY CLUB OF
ADI BHOWANIPUR
1928-1974

In Association with

 **BABY GENERAL HOSPITAL**
KOLKATA

Present:

 **Freedom from Cancer**

Awareness Seminar cum Panel Discussions at
Rotary Sadan, on Friday 26th August, 2022, from 6:30 PM

Associate Clubs: R.C. Cal. Majestic, R.C. Cal. Metrocity, R.C. Cal. Churnodicity

Inauguration by: **PDG Amitava Mookerjee**
Resource Coordinator, R.C.C.

Moderator: **Dr. Chanchal Goswami**
Consultant Oncologist
Baby General Hospital, Kolkata

Panelist:

Dr. Manish Kumar (Interventional Radiologist) Dr. Anirban Deb (Consultant Pathologist) Dr. Sayed Hussainurrahman (Surgical Oncologist)
Dr. Sudipta Banerjee (Medical Oncologist) Dr. Saikat Roy (Consultant Radiation Oncologist)

All Are Welcome

Greetings

Happy Birthday to PP Rtn Sunando Sen for 28th August!

Health Camp



On Sunday 7th August, RCC Vivekananda Mission Seva Pratishthan and Maitri Club supported by RC Calcutta Metro City organized a multi discipline health camp at Kasba Haltu. The total number of beneficiaries included 160 patients who underwent eye check up, 38 patients underwent ECG, 43 patients were underwent Blood sugar tests, 65 patients underwent general health check up while 12 patients underwent gynaecological examination. 12 patients were identified for IOL operations. Thalassaemia awareness was conducted by PP Rtn Subhojit Roy.

The camp was attended by Club President Amrita Basu, PP Rtn Sunando Sen and PP & Club Trainer Rtn Subhojit Roy who coordinated the entire camp with the RCC and the local organizing club.

COVID Vaccination Camp



Rotaract Club of GCELT supported by Rotaract Club of Calcutta Metro City and Rotary Club of Calcutta Metro City organized a COVID vaccination program on 2nd August 2022 in association with RN Tagore Hospital. The vaccination program had 100+ beneficiaries.

The vaccination drive shall continue over the next few months and the club intends to reach a target of 2500 beneficiaries over the next 6 months. Club President Rtn Amrita Basu coordinated the camp.

Independence Day Celebrated

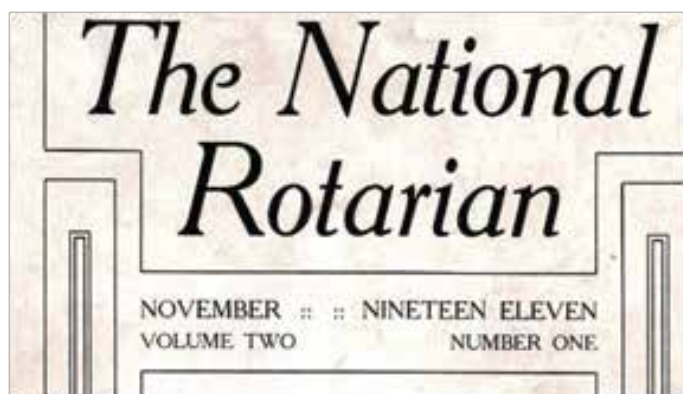


Rotary Club of Calcutta Metro celebrated the 75th year of Independent India with several programs across the city. The club jointly with RC Calcutta Amory took part in a flag hoisting program at the Pallishree Vidyalaya in Lake Town with distribution of food packets, stationeries among students and felicitation of Retd Col Suprio Bhattacharya of Indian Army on the occasion. President Amrita Basu, PDG Shyamashree Sen along with President Debasish Dasgupta (RC Cal Amory) spoke on the occasion apart from the chief guest Retd Col Bhattacharya. Also present on behalf of the club were PP Rtn Subhojit Roy and PP Rtn Sunando Sen.



The other programs were organized by the club's RCC Vivekananda Mission Seva Pratisthan with club hoisting and food packets distribution among children and senior citizens of the Kasba area.

From the archives -1911, November



WHAT ROTARY MEANS.

The most urgent need at the present stage in the development of Rotary is not "more clubs" nor "larger clubs"; it is the evolution of a truer and stronger philosophy.

It is not only necessary to the permanency of the success of Rotary that its philosophy be idealized and standardized. It must also be practicalized and trued.

Rotary presents even now after several years of existence and after all of its wonderful growth, many problems which reach to the very center of its being, and the rarest of opportunities for definite constructive work.

This edition of Metro Mail is sponsored by PP Rtn Subhojit Roy

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