

# MAGICAL *Moments---*

02

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GOVERNOR'S MONTHLY LETTER - DIST 3233



## Stephanie A. Urchick

### President-2024-25

August 2024

If we are to truly change the world with The Magic of Rotary, it's up to all of us to foster a sense of belonging in our clubs. But every club should take its own path to get there, and the Action Plan can help you find your way. What does that look like?

Take for instance the Rotary Club of Beveren-Waas in Belgium. It was chartered in 1974 but has evolved with the times, developing both a strategic plan and a membership plan. To find new members, the club analyzes the city's professions to help focus its search, and all new members are quickly assigned tasks and roles.

The club also mixes up meeting times, alternating between evening and afternoon sessions, making them accessible for all members.

Sometimes, circumstances force clubs to make changes. But as people of action, we know that behind every obstacle is an opportunity.

The Rotary Club of Holyoke in Massachusetts was forced from its meeting place because of rising costs after the COVID-19 pandemic, but members took this setback and turned it into a strength. The club started meeting in a library community room that was available for no charge and catering lunch from a nearby deli. Lunch costs \$10 per person but it's optional, so no one has to spend money to attend a meeting. What a great way to work toward being "fair to all concerned."

Since making this change, the Holyoke club has gained 13 members. I suspect part of its membership growth is due to the club's sense of inclusivity — the first step toward belonging.

If you ask members what they expect from the club experience, you might find that your club doesn't meet expectations. Think of this as an opportunity to reshape your club in exciting ways, as alternative club models are making a positive impact.

For example, a Rotary Fellowship called Beers Rotarians Enjoy Worldwide, or BREW, has worked closely with the Water, Sanitation, and Hygiene Rotary Action Group for the past eight years to assist with clean water projects. In that time, BREW has funneled 25 percent of its dues to those initiatives.

BREW is one of many examples of members pursuing belonging to improve the world.

I can't stress enough the importance of belonging. Clubs become simply irresistible when all members feel that they are exactly where they need to be. To me, belonging is the spark that ignites The Magic of Rotary .

As you receive feedback from club members and the community you serve, I urge you to pursue that spark. The Action Plan can help you find the path to success, and if you light your way with the spirit of belonging, that path will lead to a bright future for your club, your community, and the world.



Dear Magic Leaders,

Greetings from Rotary International District 3233!!!

It's been a month filled with hectic activity and excitement as all the Incoming Presidents for 2024-25 get installed along with their new team members. I am very happy to note that all the clubs have inducted new members on the day of the Installation and many clubs bringing in more than 10 new members. In the first month alone, we have added more than 300 members to our District—an almost 12% increase—a rare feat indeed.

We also had a slew of service projects carried out by Rotary clubs across different avenues. August, being the Membership Month, will see us focusing on further growth, and we are confident of reaching 4,000

members by the end of August.

Regarding Public Image, discussions are ongoing with the Chennai Corporation to install Peace Poles and Clock Towers in parks and public places.

We are also planning to advertise Join Rotary slogan in 100 MTC buses, with five buses already painted and running in the city. On the TRF front, there are many discussions happening to achieve our target of sponsoring 1,000 smart boards for government-aided schools.

The Incoming DRR Sanjana and her team have been installed, and Incoming DAR Chetana Jain and her team have also been installed.

A spiritual experience is planned to take 1,008 special children to Tirupati Darshan in a special train, with all arrangements progressing well. We are also planning to celebrate Onam and Teachers' Day in grand style. We expect lots of activities in the month of August across all Avenues from our Clubs.

With warm regards,

Rtn. Mahaveer Bothra  
District Governor 2024-25



Dear Rotary Leaders,

Warm Greetings.

July month, the beginning of our new charter district 3233, has begun with a colourful and glittering start with our District Governor Rtn Mahaveer Bothra's installation. Rotary Leadership changes from the RI President to the Club Officers this month. We could witness the celebration mood amongst our Rotarians and a sense of responsibility to create the Magic of Service to make a better place to live in.

As I had the great opportunity to interview Past Rotary International President, Rtn Kalyan Banerjee, I was truly amazed by the depth of his Rotary experience, which spans over five decades. His enduring enthusiasm, particularly when discussing the impactful work of Rotarians in Vapi, was both inspiring and uplifting. What stood out most was his humility, a quality that shone through despite his towering achievements. Rtn Banerjee's leadership is a powerful reminder of the values that lie at the heart of Rotary service.



Similarly, one such leader that most of us know, some of us might not know is Rtn Herbert Taylor. Before knowing what he had achieved as a leader, let us know more about him. He was born in April 1893. During the Great Depression in the year 1930, the USA was one of the most affected countries in the world. At that time, he took over as the President of Club Aluminium Company which had 250 employees. The company was in a bad shape with negative balance sheets, bank loans etc. He did have the conviction within himself that whatever we think, say or do, it had to be ethical and the same had to be of all the 250 employees of the company. After thinking for a long time, he took a paper and started writing,

Of the things we think, say or do,

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendship?
4. Will it be beneficial to all concerned?

First, he implemented it with his top officials. Then he saw his advertisement and changed the context so that only the truth should be communicated. After a few years, the company's fortunes turned around, the balance sheet became positive, the loans were paid and the employees were given a bonus. After this, in the year 1940, he was the Director of the Rotary International and he gave this 4 way test to Rotary for it to be used. To date, there is not even a single change in the 24-word mantra and is a tested formula worldwide. This is useful not only for Rotary Leadership but also in our vocations where we maintain high ethical standards. Rtn Herbert Taylor passed away in May 1978 but his exemplary leadership has left a mark for the entire century.

Have a wonderful Magical Rotary journey

Warm Regards,

Rtn Balaji SM

Editor-GML- Magical Moments

Rotary Club of Guindy.



## DG INSTALLATION

Rtn Mahaveer Bothra, District Governor 2024-25 for the newly born Rotary International District 3233, held an installation function at the Chennai Trade Centre on 29th June. The event attracted over 1,500 Rotary families and featured over 1500 attendees. Chief Guest PRIP Kalyan Banerjee praised Bothra ji's remarkable service and urged him to collaborate with the government to address environmental issues. Rtn Mahaveer Bothra, a diamond merchant and member of RC Madras T Nagar, thanked his family and Rotary for their support. The event also featured a pink auto project launched in 2019-20 by PDG Chandra Mohan, aiming to empower less privileged women by providing financial freedom. The event also featured the unveiling of a bronze sculpture of the Founder of Rotary, Rtn Paul Harris. The galaxy of Past District Governors and Senior Leaders of RID 3233 and neighbouring Rotary Districts attended the event.





## ROTARY WHIZ QUIZ

The Rotary Whiz Kids Challenge was a one-day event held on July 1, 2024, at the Government Girls Higher Secondary School in Ashok Nagar, Chennai. 285 students of Classes 10 to 12 from Chennai and neighbouring districts participated, with 95 teams from State Board and Matriculation Schools. The program featured a variety of quizzes, including a round with popular songs from movies and series. The event was attended by dignitaries, including District Governor Mahaveer Bothra, Director of District Youth Service, and Educationist Rajkumar. The program was inaugurated by District Governor Rtn. Mahaveer Bothra, and the event was attended by members from various Rotary Clubs. The first prize was a cash reward of Rs 10,000 and was won by SKMMVV and the second prize of Rs. 5000/- was won by Sethu Bhaskara Matriculation Higher Secondary School, Ambattur. The third prize of Rs.3000/- was won by the team from Government Model Higher Secondary School, Mogappair West.





## Peace Pole Installation

The Rotary Peace Pole, a popular symbol of peace, will be put in the newly established district 3233. The Pole with the Rotary insignia and the inscription “May Peace Prevail on Earth” in English, Tamil, and Hindi will be delivered to the District Governor. Over 200,000 peace poles have been set over the years, the first being in Ishikawa, Japan, following the Hiroshima explosion.

These peace poles are a simple but powerful public image tool for Rotary and Peace. Rotary Clubs who are interested will get low-cost 4” square and 6’ high cement Peace Poles to put in schools, universities, parks, and road medians as selfie places.

The project is being introduced to the Chennai district and the first Peace Pole is to be presented to District Governor Mahaveer Bothra as a Sengole or Scepter on 20th August, 2024.





# DRR INSTALLATION

On July 7, 2024, the District Rotaract Council 2024-25 held its installation ceremony, “LUMOS,” at The Spastics Society of Tamilnadu, marking the induction of Rotaract District officials of RI District 3233, with PP PHF Rtr Sanjana Varma as the Charter District Rotaract Representative.

The event was graced by District Governor Rtn. Mahaveer Bothra and distinguished guests, including PDG Rtn. I.S.A.K. Nazar, DG Elect Rtn. Devendran Damodaran, and DG Nominee Rtn. Shriram Duvvuri. Special invitees like DRCC Rtn. Vijaykumar and SEARIC President Rtr. Abhijith added significance.

Rtr. Sanjana Varma’s acceptance speech highlighted her journey and the challenges women face in professional spheres, inspiring female Rotaractors with a message of resilience. The event also unveiled new initiatives, including a refreshed district theme and website. The ceremony concluded with a vote of thanks from District Rotaract Secretary PP Rtr Rajesh Selvan, setting a vibrant course for Rotary International District 3233.







## Charter District Annettes Council Installation

The Charter District Annettes Council Installation event, 'AARAMBAM,' took place on July 10, 2024, at the Taj Connemara, Anna Salai.

Annette Chetana Jain was officially collared by the Past District Annettes Representative, Annette Dr. Aathira Nair, with notable guests including District Governor Rtn Mahaveer Bothra and First Lady Ann Jayashree Bothra. The event marked the start of an exciting new chapter, showcasing the Council's commitment to community betterment and receiving enthusiastic support from all Annettes.

The core team for the year was introduced: Ant Misba Khan and Ant Anu Ranjani Chozhan as Secretaries, Ant Gopinath as Treasurer, and Ant Harsharan as Joint Treasurer. Highlights included the launch of the 'COIN FOR CHANGE' initiative, the inauguration of the theme project 'EEGAI' for supporting the underprivileged, and the unveiling of the INTERNATIONAL RYLA project and new logo, 'Magical Charms.' With strong backing from the Rotary family, the Council is poised for a remarkable year ahead.





**Rotary Club of Madras West – President: Rtn. Dr. Siva Muthukumar**



**Rotary Club of Madras Downtown – President: Rtn. G.K. Swaminathan**



Rotary Club of Chennai Utsav: President: Rtn. Santhana Lakshmi



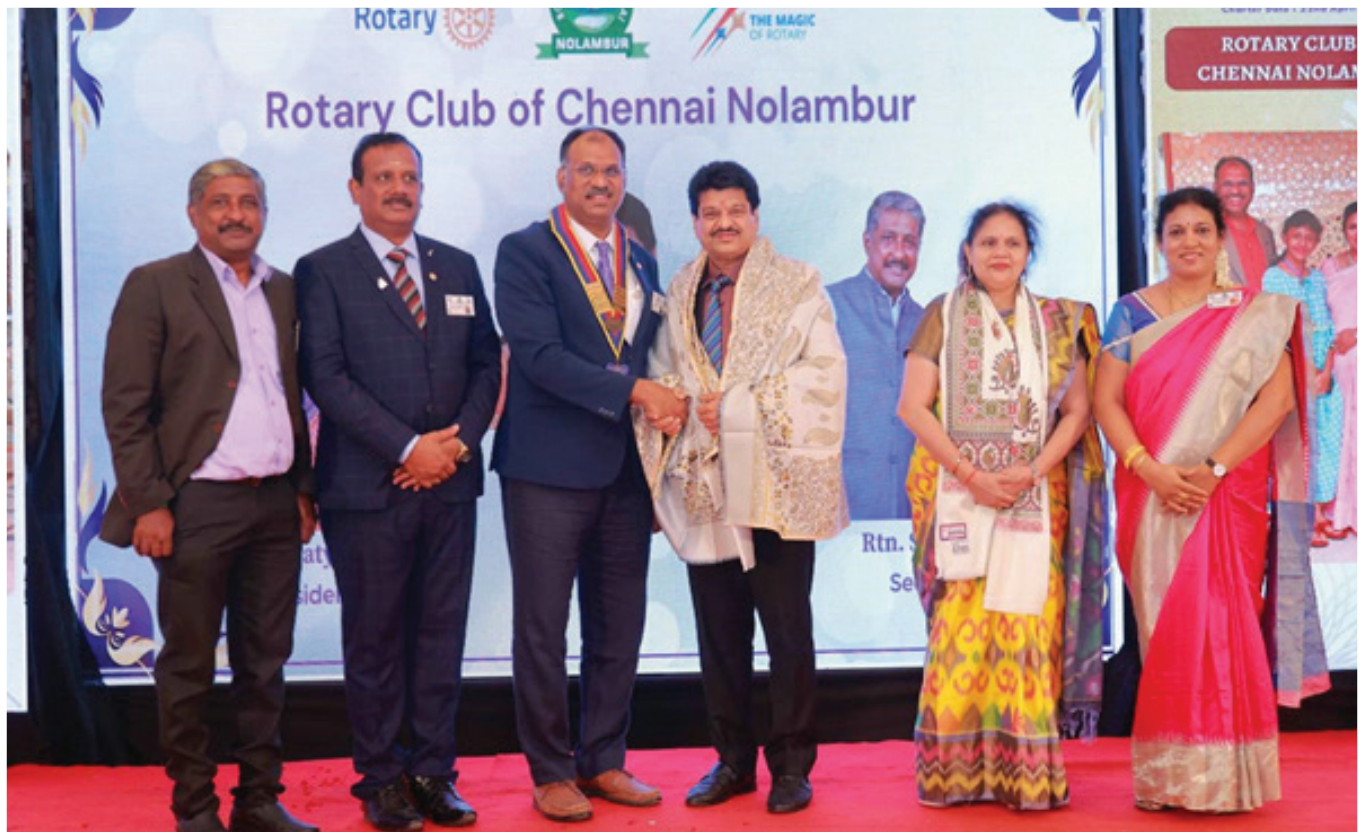
Rotary Club of Anna Nagar Aadithya: President: Rtn.G.Vinoraj



**Rotary Club of Guindy: President: Rtn. Shankar V**



**Rotary Club of Chennai Central Elite: President: Rtn. Dr. Santhosh Rathod**



Rotary Club of Chennai Nolambur: President: Rtn. A.G. Satyan



Rotary Club of Madras North: President: Rtn Shabeer Nazeer



## DG INSTALLATION





## DG INSTALLATION



## DO YOU KNOW COLUMN:

1. The first Rotary club meeting was in Chicago, Illinois, on February 23, 1905.
2. Rotary has over 46,000-member clubs worldwide and more than 1.4 million members, known as Rotarians.
3. Rotary adopted the name Rotary International in 1922, when the name was changed from the International Association of Rotary Clubs.
4. It is said that there is a Rotary meeting being held someplace in the world every hour of every day. If you attended one meeting per day, it would take nearly 80 years to visit all of the more than 34,500 Rotary clubs in the world, and by that time, no doubt, there would be thousands more new clubs to attend.
5. In 2010, Youth Service became Rotary's fifth Avenue of Service.