

Rotary



MAGICAL

Moments...

TRIP TO
TIRUMALA

02 | Sep' 24

GOVERNOR'S MONTHLY LETTER - DIST 3233



PRESIDENT

STEPHANIE A. URCHICK

2024-25



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.

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




Dear
ESTEEMED LEADERS,

**GREETINGS FROM
 ROTARY INTERNATIONAL
 DISTRICT 3233!!!**

It has been an exciting and action-packed two months, as all clubs have successfully installed their Presidents and incoming teams for the Rotary year 2024-25 and have enthusiastically begun their service activities. I extend my heartfelt thanks to all the clubs that inducted new members during their Installation ceremonies. I am delighted to share that we have now reached a membership of 3,000, with over 500 new members joining us. Currently, we are ranked second in the world for membership growth.

Our District's ambitious project, Project Sri Balaji Darshan with God's Children, which involved taking over 1,000 differently-abled children to Tirupati for a special darshan of Lord Balaji, was a grand success on 5th August. The children, representing various religions and orphanages, traveled in a chartered train arranged specifically for the event. We were honored to have the presence of Hon'ble Minister for HR & CE, Thiru P.K. Sekar Babu, along with Rotary International Director Anirudha Roychowdhury.

The serene surroundings of the temple, combined with the spiritual atmosphere, created an unforgettable experience. As the children stood before the deity, their smiles, filled with gratitude and joy, reflected the divine connection they felt during the darshan. The day concluded with prayers and blessings, but the memories of this special experience will remain etched in the hearts of the children, the Rotarians, and everyone who witnessed this extraordinary act of care and devotion.

In addition to this, a number of service projects have been undertaken by Rotary clubs across different avenues. To highlight a few: on 3rd August, the District Youth Service team organized the Toastmasters event at Loyola College. We also launched the Nextgen Connect Initiative, focusing on bringing young members into Rotary.

Regarding Public Image, we have successfully installed five peace poles in public spaces and received permission to install clock towers in parks and other public areas. Our "Join Rotary" campaign is also in full swing, with advertisements placed on 10 buses, with more to come this month.

On the TRF front, we are in discussions to meet our goal of sponsoring 1,000 smart boards for government-aided schools. Five CSR Grant applications have been submitted to sponsor 200 of these smart boards.

Looking ahead, on 20th September, we have planned the Mega Rotary Eminence Award function to celebrate Teachers' Day at Ethiraj College. Many clubs have already begun projects aligned with Rotary's focus areas, and I wish everyone a successful and fulfilling month ahead.

With warm regards,

Rtn. Mahaveer Bothra

District Governor 2024-25



Dear

ROTARY LEADERS,

WARM GREETINGS.

August was a remarkable month for our district as we celebrated Membership and New Club Formation Month with enthusiasm. Clubs and the district organized a variety of member engagement activities. As our District Governor often emphasizes, strengthening our clubs through these programs is key. With more hands on deck, we can amplify our service efforts.

In conversations with club leaders, many shared creative ideas for boosting member engagement. They noted that when existing members feel connected, they naturally invite their friends to Rotary meetings, becoming ambassadors for the incredible work Rotary does around the world.

There's a well-known saying in Rotary that people don't leave because they are overburdened with responsibilities—they leave because they haven't been given meaningful roles. Leaders echoed this sentiment, suggesting that even members with limited time can be involved through small tasks. Whether it's participating in the calling committee, being an MC for meetings, leading an invocation, or reciting the Four-Way Test, these opportunities make members feel valued and connected. By assigning such responsibilities, we don't just have members, we create Rotarians.

One of the highlights of the month was the special trip to Tirupathi with a train full of special children. Emotions ran high as Rotarians joined the children in this heartwarming experience. Personally, traveling with them was a profound learning opportunity. Watching their joy in each other's company, their laughter, and their celebration of life was a reminder that happiness is indeed a choice. These children, knowingly or unknowingly, live every moment as a celebration. Their joy after the darshan, combined with the wonderful meals, was beyond words—a beautiful reminder of the saying, "God cannot be everywhere, so he created compassionate and kind-hearted Rotarians."

As individuals, we can achieve little, but together, by pooling our strengths, we can achieve exponentially more.

Let us Engage Members, Grow Rotary and Create the Magic.

Warm Regards,
Rtn Balaji SM

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TIRUPATI

Trip



On 5th August, Rotary International District 3233 organized Project Sri Balaji Darshan with God's Children, taking over 1,000 differently abled children from Chennai to Tirupati for a special darshan of Lord Balaji. The children, from various religions and orphanages, traveled in a specially chartered train and were flagged off from Chennai's Central Railway Station by the Hon'ble Minister for HR & CE, Thiru P K Sekar Babu. The event was flagged off by Rotary International Director Anirudha Roychowdhury, who praised the efforts of Project Chairman Rtn. Pankaj Kankaria and his team. The children were then transported to Tirumala in buses provided by the Andhra Pradesh state government. At the temple, the children, accompanied by Rotarians, doctors, and caregivers, were granted an exclusive and free darshan of Lord Balaji. The event marked a historic moment for Tirupati, as special children and their Rotarian companions were granted free entry into the temple.







TOASTMASTERS



On 3rd August 2024, the District Youth Service Team of RID 3233 held a workshop on Public Speaking and Leadership Skills at the Loyola- ICAM college of Engineering & Technology (LICET), Chennai. The half-day event, curated for the Rotary fraternity, aimed to provide structured mentorship to help participants become confident communicators and orators. Around 100 Rotarians, Annettes, and Rotaractors participated in the interactive session with Toastmasters. The Master of Ceremonies was Toastmaster Arunmozhi Villalan. The event was inaugurated by District Youth Chairman Rtn. Meenakshi Periakaruppan and District Annette Representative Chethana Jain. Distinguished Toastmaster Mohanakrishnan G, District Director – Toastmasters, gave an insight into Toastmasters International. The Guest of Honour, Rtn. Dr. Ramkumar S, District Secretary 3233, and Chief Guest Rtn. Devendran D, District Governor Elect RID 3233, encouraged the younger generation to start thinking about leadership at an early stage and to attend more events to develop their skills.





Marumalarchi



The Rotary Club of Madras Porur has launched its first project of the year, Marumalarchi, a vocational training program aimed at imparting tailoring skills to 30 underprivileged women. The project was inaugurated on 24th July 2024 by Rtn. Ramani, District Director of Vocational Service. This three-month training program not only offers free skills development but also includes the sponsorship of 15 sewing machines for the best performers. The Marumalarchi initiative strives to empower women by helping them become independent and self-employed. This marks the fifth consecutive year of successfully implementing the Marumalarchi project.





MOTTA MAADI GAANA



On July 28th, 2024, the District Rotaract Council 2024-25, in collaboration with the Rotaract Club of Chennai Towers and the District Club Service Team, held a musical odyssey on the terrace of Devaki Illam, Prof. Sanjeevi Street, Mylapore. The event, honouring the genius Yuvan Shankar Raja, featured fifty-two vibrant souls, each playing a vital note in a grand symphony. The Rotaractors transformed the terrace into a living stage, where music was experienced in its purest form. The evening was filled with laughter, soulful harmonies, and the exuberant energy of youth. The Maadi, or terrace, was a quiet observer of the magic that took place, bringing people closer. The music reached its peak, filling everyone with a strong sense of unity and connection. The event concluded with refreshments, reflecting the essence of Rotaract: fellowship, service, and the pursuit of human connection.



Nextgen GALA

Rotary District 3233 launched the Nextgen Connect initiative, aiming to inspire and empower Millennial Rotarians and Anns aged 22 to 40 at club and district levels. The Nextgen Gala, held at Dank Resto Bar on 24th July, attracted over 120 attendees, including Dr. Santhosh Jacob, Orthopedic & Sports Surgeon and Founder of Ageless Fitness Center.



The event was filled with fun games and an unforgettable atmosphere, with DJ San setting the dance floor on fire. Key members of the Nextgen Connect team included Rtn. Venugopal, District Chair Nextgen Connect, Ann. Khusbhoo, vertical lead for Fellowships, and Rtn. Roshni, Chairperson for the Nextgen gala. The event was filled with networking and celebration.



11:11

ZUMBA EXPERIENCE

The Nextgen Connect event recently conducted the 11:11 Zumba Experience, a unique glow-in-the-dark neon Zumba session at The Blues, Saidapet, on 11th August. This is the first time in our Rotary district that Neon Zumba has taken place. With over 80 participants, the event stood out for its vibrant energy and immersive atmosphere. Key highlights included a 1.5-hour neon Zumba session led by international Zumba instructors Preethi and Jaggy, followed by an engaging 1-hour on-the-spot choreography session with Sudhan Master. Participants were treated to goodies, brunch, coupons, and gifts. Distinguished guests, including DG Rtn. Bothra, PDG Rtn. ISAK Nazar, district secretaries, and other district officials, graced the occasion.

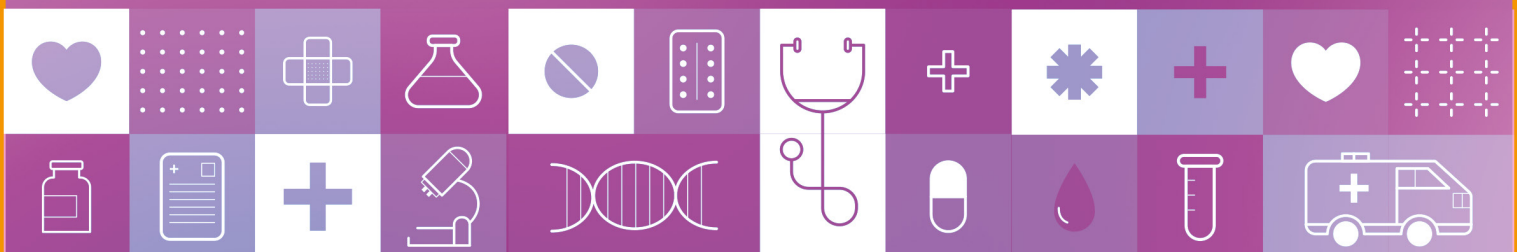


MOBILE WELLNESS



CLINIC

The Rotary Club of Madras North, in collaboration with Kauvery Hospital, has launched a mobile wellness clinic in Chennai on August 17 2024, offering free medical screenings and consultations to underprivileged communities. The initiative is part of a CSR project by Kauvery Hospital, Rotary Club of Madras North, Bay Forge Pvt Ltd, and FOMAS Group of Companies. The clinic, equipped with advanced diagnostics like ECG, X-ray, and BMD scanners, offers services across various specialties including General Medicine, Diabetology, Cardiology, Dermatology, Nephrology, Pulmonology, Orthopedics, Oncology, Geriatrics, Neurology, and Diet Counselling. The club expresses gratitude to the RCMN family for their contributions and support.





MIDTOWN

53

PROJECTS

The Rotary Club of Madras Mid-town celebrated its 53rd Charter Day on 20th August 2024 by executing 53 service projects across Chennai city. The initiatives covered various aspects of societal development, including healthcare, education, environmental conservation, and social welfare. The day began with cataract surgeries performed by Dr. Gangadharan and the inauguration of the Charter Day by District Governor Rtn Mahavir Bothra. The club's members and volunteers worked tirelessly to execute these projects, including medical camps, tree planting drives, distribution of educational materials, and support for underprivileged communities. The final project was a self-defense awareness training session for 300 college girl students at Sri Kanyaka Parameshwari College of Arts and Science. The 53 service projects highlighted the club's 53 years of service and set a benchmark for future endeavors.




HAPPY STREETS



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TO MORE EXCITING
NEWS ON

ROTARY DIST 3233