



**August is Membership and New Club Development Month** 

Rotary believes in taking action to create positive change in communities. That's why Rotary members participate in thousands of events around the globe, including the Miles to End Polio bike ride, to raise funds to help eradicate polio and support other causes. Inspiring others and leading by example - that's what people of action do. Learn more at Rotary.org

TOGETHER, WE





ROTARY INTERNATIONAL PRESIDENT Rtn. Shekhar Mehta

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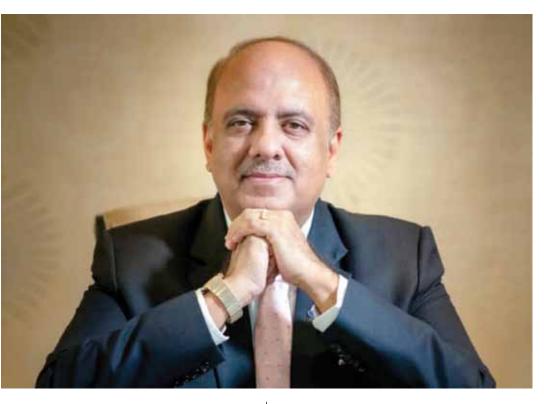
> Send e-Copy of all the reports at dgajaymadan@gmail.com

Send photographs for publications in Governor's Monthly Letter at mohindergupta@gmail.com

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#### RI EXCHANGE RATE FROM 1ST JULY 2021 US\$ 1 = RS 74.00

AUGUST 2021 CHANGEMAKERS 3



My Dear Changemakers, Greetings,

s 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. Do 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.

Shellhar heldia

President, Rotary International



#### Dear Changemakers,

et me compliment you all for having had kicked off the Rotary year with so much of enthusiasm, verve and focus. Thanks to you all, we have already crossed many landmark goals that we had decided to achieve. You have made it possible.

Each one of you. As I look back, I had thought pandemic would be over by the time we take up the mantle of leadership in our respective clubs.

However, we are far from it. But at the same time, feeling the positive enrgy all around from the entire District team and the Club leadership, I am sure, we shall be able to look back with satisfaction at the end of our term, and proudly say, we survived; and we did it.

I'm proud of our frontliners, the Assistant Governors. They are on top of every project and every programme and working with the Clubs TO SERVE AND CHANGE LIVES. In every possible way, the Rotarians around the District have come out following the Covid19 protocol, and taking up remarkable projects around their communities.

Meeting them during my Club visits have energized me and made me feel that each one of you is a power house of care, concern and compassion. And as our RI President Shekhar Mehta has asked us all to bring in like-minded people who are ready to help others, and add to our strength within the Clubs, Each one of us at least knows one such person who can be a Rotarian. And EACH ONE BRING ONE is the best contribution you can make to the world around you.

I'm happy to inform that many new Rotarians have joined and I welcome them, and so far, we are leading in India in membership growth. Let us keep up the momentum.

Equally heartening is the fact that many new clubs have been chartered with new members who are full of newer ideas to touch the lives of more and more people.

The 'GoGreen' campaign is in full swings and plantation is happening around the District, ensuring a green, healthy environment for the generation to come.

No less had been the response to our another signature project this year, रामगान के साथ शिक्षा under which we have promised to furnish government schools with 10,000 much-needed benches. Rotarians have come forward and sponsored the benches and 1800 have already been delivered in schools. Each bench costs just Rs.1,500 and we are expecting every Rotarian in our District to atleast sponsor one Bench. The details of which will start from next GML.

There is so much happening in the Clubs and I am overwhelmed by the amount of projects being undertaken whether it is blood donation, or skilling the youth, in which Rotaractors have shown an equal enthusiasm to initiate new projectrs, and participate with Rotarians.

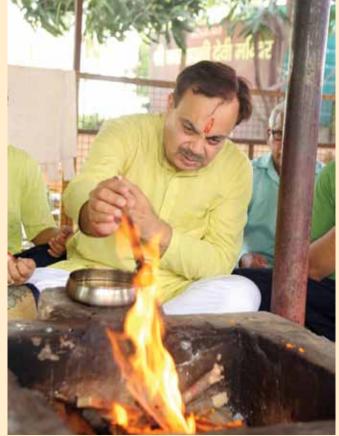
All I can say is that there can never be a better workship of God than serving His Creation. Swami Vivekananda said, "If you want to find God, serve Man(kind)." Savita and I are blessed to have been given this divine opportunity to **"SERVE TO CHANGE LIVES".** 

Array K-E

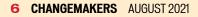
AJAY MADAN District Governor

## **START OF THE YEAR**













## **START OF THE YEAR**











## GLORY

# Lifetime Domino's Pizzas for Mirabai Chanu : Gimmick, Guerilla or Gratitude



irabai Chanu opened India's medal tally at the Tokyo 2020 last Friday by winning a silver medal. When asked what she would do now that her event was over, she said she would attend to her craving for pizzas. To everyone's surprise, Domino's heard that and immediately responded. And how! The global pizza chain, India's market leader by far, on the Saturday gone by, took to Twitter to announce that they would be offering the Olympic silver medallist free pizza for the rest of her life. And after that, as expected, social media just went crazy!

Domino's tweeted: "Congratulations on bringing the medal home! You brought the dreams of a billion+ Indians to life and we couldn't be happier to treat you to FREE Domino's pizza for life. Congratulations again!!"

After the medal winning feat, the restaurant chain said they never want Mirabai Chanu to ever wait to eat a pizza.

"What is common between India's Olympic medal Second place medal and everytime you say you'll just have one of pizza? "It's just the first of manyyyyy," dominos\_india tweeted.

"Aapne kaha, aur humne sunn liya. We never want @mirabai\_chanu to wait to eat Slice of pizza again so we're treating her to FREE Domino's pizza for life! #PizzasForLife," the pizza chain The universal public verdict on Domino's magnanimity was that it was really very thoughtful of the pizza chain to offer the free life-time pizza to the silver medallist...

added.

The universal public verdict on Domino's magnanimity was that it was really very thoughtful of the pizza chain to offer the free life-time pizza to the silver medallist. Her wish had become their command.

#### For marketers though, the gesture was wrapped in many layers:

- In making the kind offer, Domino's have kind of maxed the concept of 'moment marketing'. Hitherto many brands have tried to draw maximal value out of unfolding events or happenings by putting out really creative tweets but no one has really and truly 'owned' a moment quite like Domino's have succeeded in doing with Chanu at the Olympics. By making this announcement of the free offer in that moment of time, Domino's has managed to maximize the mileage that could be drawn from the Chanu victory.

- Was the offer gimmicky? Sure it was. But then it caught the popular imagination, and in the ultimate analysis, that is all that counts. The twitterati went delirious on Domino's large-heartedness. The offer won many





hearts and gave the brand the halo of a do-gooder. It was smart thinking; and quick execution that capitalized value out of an impromptu utterance by the new champion.

- What is even better, the offer cost Domino's hardly anything in terms of monetary value. Minister for Railways Ashwini Vaishnaw on Monday felicitated weightlifter Mirabai Chanu with a reward of Rs 2 crore and a promotion in her job in the Northeast Frontier Railway. The Manipur CM also announced a Rs 1 crore cash reward for Mirabai Chanu. Some other smaller cash awards followed. But none of them garnered even a fraction of the media coverage that the pizza offer has got. If Chanu were to order say Rs. 3000 worth of pizzas every month, that would be Rs. 36000 a year. Over 50 years, the total outlay would still be only about Rs. 18 lacs. Max Rs. 20 lacs. That too spread over 5 decades. The PR coverage cornered already by Domino's is already 10 times that amount, at least, if not more. And one can be sure that the pizza giant will continue to milk the PR even more for years hereafter. If they get

Mirabai Chanu to put in a couple of appearances for the brand, then the derived value would be amplified many times more.

- The actual sponsors of the Indian team to the Olympics spent anything between Rs. 50 lacs to Rs. 1 crore to get themselves the right to officially associate with the athletes. Domino's paid nothing, yet gained far more visibility than the official sponsors. The sponsors on television too are spending Rs. 1-2 crores to buy eyeballs. Domino's has got far more from the free pizza than any other brand that has associated itself with the Tokyo Olympics.

- Was this guerilla marketing? Yes, to an extent. Surprise is a very important component of a guerilla campaign. Domino's did surprise the recipient and all her millions of well-wishers with their large-hearted gesture. But guerilla marketing is traditionally more an ambush of an "official" competitor. Here Domino's was pitted against no one.

Freebies to champions are not new. Ravi Shastri won the Champion of Champions Award at the 1985 Benson & Hedges Cricket World Championship in Australia. The big prize was an Audi 100. Back in those days it created ripples all over India.

Abhinav Bindra's Olympic gold at Beijing earned him a Volvo S-80. Vijay Amritraj won the Volvo International title in Bretton Woods, US in 1973 and earned himself a Volvo car too. Kidambi Srikanth was gifted a Mahindra TUV 300 when he won the Australian Open Series.

PT Usha was gifted a Standard 2000 car on winning four golds at the 1986 Asian Games. PV Sindhu, Dipa Karmarkar, Sakshi Malik and P Gopichand each got gifted a BMW after medals in the Rio Olympics. Sushil Kumar, Yogeshwar Dutt, Saina Nehwal and Gagan Narang received an Audi each from real estate company DLF after their London Olympics in 2012.

Now compared to all those fancy wheels a lifetime supply of pizzas does seem somewhat meager and inadequate. But then a kind-hearted and warm gesture is what counts for brands. Doesn't it?

The author is Managing Director of Ad Agency Rediffusion. Views expressed are personal.

#### **ALAKNANDA VALLEY**



Cattle Feed donated to 50 cows in Cow Shelter on First day of Rotary Year 2021-22.



#### AMBALA

Electrical Repair Work at Apna Ghar at Red Cross Complex, Mill Road, Ambala Cantt



**Blood Donation Camp at Supreme Industries Ltd** 

#### **AMBALA INDUSTRIAL AREA**



Distribution of fruitpacks to indoor patients at Civil Hospital Ambala Cantt on Annapurna Day



Organised Corona Vaccination Camp at Kusht Ashram Ambala for inmates of the Ashram



**Saplings Plantation** 



Serving snacks during Blood Donation Camp



Doctors and Chartered Accountants honoured.



School Benches donated in Rural Areas of Baddi

#### orona Vaccination C BARARA

BADDI

#### **CHANDIGARH CENTRAL**



Felicitation of Frontline Doctors (Corona Warriors) on National Doctor's Day with Indian Medical Association and Director Health Chandigarh



#### **CHANDIGARH CITY BEAUTIFUL**



Blood Donation at Gandhi Bhawan, Sector 16, Chandigarh.

#### **CHANDIGARH UPTOWN**



30 Plants saplings were provided to school.



Blood Donation Camp was organised at Press club, Chandigarh

#### **DEHRA DUN**



**Blood Donation Camp** 

#### **DEHRA DUN CENTRAL**



Ms. Kiran Singh with her cow at her home



Handedover two cows to villagers under Chamba Dairy Project.

GANGOH



Honouring of Corona warrior on the occasion of Doctor's Day

#### **JAGADHRI NORTH**





Celebrated Annapurna day. Also celebrated Doctors Day and CA Day.

#### JIND MIDTOWN



Donated Water Cooler at Bar Association Room.



**Blood Donation Camp** 

#### **KARNAL MIDTOWN**



Organised "Tree Plantation " Rain Water Harvesting area Sector-14 Karnal. 126 plants were planted.

#### KHARAR



Yoga Session

#### KURUKSHETRA



School Benches donated



Maa ki Rasoi on Annapuran Day

#### **MOHALI MID TOWN**



First Service Project "Annapurna" of newly chartered Rotary Club of Mohali Midtown on 25th July, 2021 at Jiwan Jyoti Kanya Asra Society, Kharar.

#### NAHAN





Organized a seminar in Aastha school, Nahan (a school of specially challenged children) on Autism- training for teachers and parents.

#### NARWANA



Tree Plantation Drive and Gau Sewa.

#### PANCHKULA



Tree Plantation at Sector 23 Panchkula

#### **PANIPAT CENTRAL**



**Tree Plantation** 

Inter District Blood Donation Camp with RC Sonipat Ardent

#### **PANIPAT ROYALE**





Food Distribution

#### **PANIPAT SOUTH**



Donated One Month Dry Ration to Leprosy Center at Shadoapur, Panipat



**Blood Donation Camp** 

#### **PAONTA SAHIB**



S.Surmukh Singh ji Donated Four Oxygen Concentrators to help the community.



Donated One ECG Machine at Civil Hospital.



Celebrated ORS Day by inviting Doctors and Nurses from Sun Pharma to make the Anganwadi workers aware.



National CPR Day was celebrated at Govt Girls School.

#### **PINJORE HILLS**



**Blood Donation Camp** 

**Tree Plantation** 

#### **RISHIKESH**



Plantation at Sai Mandir



**Blood Donation Camp** 





Tree Plantation at Ishmarti Van, Haridwar



Donated Ceiling Fans to Vatsal Vatika by Rotary Rishikesh Central and Rotary Hardwar.

#### ROORKEE



100 trees were planted.

## **MEETING WITH RI PRESIDENT Rtn. SHEKHAR M**



### **SERVE TO CHANGE LIVES**





## EHTA @ GHAZIABAD











#### **ROORKEE MIDTOWN**



Celebrated Annapurna Day, Goddess of nourishment, to invoke her blessings for New Rotary Year and distributed food to the needy in front of Sai Mandir, Civil lines.

#### SHAHABAD MARAKANDA



Ambulance inauguration



Tree Plantation in Govenment Sen. Sec. School, Sambalkhi

SHIMLA



**Bamboo Plantation at Panesh** 



Girl Empowerment Donation worth Rs 50,000/- to MBBS student.

#### **SILVERCITY MOHALI**



Donated Dry Ration on Annapurna day at Gur Aasra Trust Palsora Home for Orphan Children.



Donated 40 Duel Benches to Jujhar Nagar School Mohali

SOLAN



**Tree Plantation** 

**Blood Donation Camp** 

#### YAMUNANAGAR



Rural Health Centre Infrastructure Project at Jaroda village, near the District Jail.

#### YAMUNANAGAR RIVIERA



Bhojan Sewa at Vriddhashram

#### PEHOWA



COVID-19 Vaccination Camp in which 335 people vaccinated.



**Blood Donation Camp** 



**School Bench Distribution Project** 

#### **ROORKEE UPPER GANGES**



Scholarship cheque given to the students under Betiyan project.

## **BEST IN ROTARY**



Best Assistant Governor Rtn. Pankaj Pandey RC Haridwar



Best President Rtn. Ravi Kaushal RC Rishikesh



Best Rotarian Rtn. Sushant Ahuja RC E-Club of Doon

## **BEST PROJECT**

Critical Care Ambulance Equipped with Ventilator and Oxygen Concentrator
Rs 28,00,000/- only dedicated to the society.



## **CLUB INSTALLATION**

#### BADDI



**CHANDIGARH UPTOWN** 



PDG Rtn. Manmohan Singh was the Chief Guest on the occasion

JAGADHRI



Chief Guest was Honourable Education, Forest and Tourism Minister of Haryana Ch. Kanwarpal Gujjar Ji.

#### KHARAR



#### **JAGADHRI NORTH**



DRFC PDG Rtn. T.K.RUBY was our Chief Guest and Guest of Honour was PDG Rtn. Jitender Dhingra ji.

## **CLUB INSTALLATION**

#### NARWANA



PDG Rtn. Jitendra Dhingra was the Chief Guest.

# PANIPAT CENTRAL



Sh Sanjay Bhatia, MP Karnal was the Chief Guest.

#### **PINJORE HILLS**



Shri Vivek Atray (IAS Retd.) was the Chief Guest

#### **RISHIKESH CENTRAL**



#### **ROOP NAGAR**



MP Sri Anandpur Sahib Shri. Manish Tewari was the Chief Guest.

# DISTRICT HIGHLIGHTS

- 1. 9 new club chartered in july 2021. (1st in India Zone 4-5-6-7)
- 2. 1000 new members added in july 2021 (1st in india Zone 4-5-6-7)
- 3. 200 kg of bamboo seeds planted which will give growth to minimum 15 to 20 million plants
- 4. 1800 school benches distributed to different schools
- 5. project sahyog : providing artificial limbs in association with tynor
- 6. project sahas : providing computer training to covid 19 orphan in association with hartron

DETAILS OF THESE PROJECT WILL BE PUBLISHED IN NEXT GML

## **CLUB INSTALLATION**

#### SHAHABAD MARKANDA



SHIMLA



#### **SILVERCITY MOHALI**



PDG Rtn. Manmohan Singh was Chief Guest and AG Salil Bali was Guest of Honour.



DC Solan Ms Kritika Kulhari IAS Solan was the Chief Guest

## **INSTALLATION OF DG**





















#### **AMBALA**



**AMBALA MIDTOWN** 



**CHANDIGARH CITY BEAUTIFUL** 



#### **DEHRA DUN**





SERVE TO CHANGE LIVES

**DEHRA DUN CENTRAL** 



DEOBAND



#### **E CLUB OF DOON**



GHARAUNDA



HARDWAR



#### KAITHAL



LADWA



NAHAN



#### **PANIPAT**



PANIPAT MIDTOWN



**PANIPAT SOUTH** 



#### PEHOWA



RADAUR





#### **RISHIKESH DIVAS**



#### **ROORKEE**



**ROORKEE CENTRAL** 



#### **ROORKEE UPPER GANGES**



**SHIMLA MIDTOWN** 





EDITOR'S NOTE

#### **Dear Rotary Leaders,**

ast 30th June 2021, marked the end of my 4th years as District Editor. At first, it was a lonely journey, but little did I know that I was in and extra ordinary journey to accumulate wealth of knowledge and to attain valuable learning to develop my character, skills and the Rotary in me.

The only goal I had when I accepted the editorial role was to better the publications effectiveness and results month by months, and I just focused on that. I consider on designs as well as contents to be productive and useful.

Each Rotary year, the Rotary International President pins a motto for the Rotary Year. There have been many great ones, some shorts and some long, yet all that some up the vision of Rotary. We focus on the mission and objective of RI President Rtn. Shekhar Mehta -Serve to Change Lives. Each one bring one.

COVID-19 has changed the shape of this world and has exposed many millions of people to greater hardship. Now, more than ever, the world needs more rotarians. That is why we have to shake ourselves from our slumber and turn to action. Each and every one of us must commit whole heartedly to the mission and look to growing our club exponensily. We need more Rotarians and only we can only make that happen.

In our District, Governor Rtn. Ajay Madan we have a bold leader who strongly belives in Rotary's important mission. Thus, he has set us an unprecented but achievable goal of ending the Rotary year with 100 clubs and 5000 members. He has a deep sense of love for our district and has a great confidence in all of us. Let us rise to the challenge and prove him right.

I look forward that you enjoy reading this GML. Never forget that feedback is one of the essential elements of good communication. After all, good ideas remain the currency of growth.

I hope that this GML will be the communication platform to convey Governor's Message to everyone and promote latest updates from the District.

Stay tune for more interesting upcoming issues.

non

Mohinder Paul Gupta District Editor 2021-22 RID 3080

#### **Dr PARVESH K SABLOK**



#### CHAIRMAN - PALLIATIVE CARE

- Club : Paonta Sahib
  - : Medical Consultancy
- Spouse : Neena Anniv. : 16 Dec

DOB : 08 Aug

Class.

- Email : parveshsablok@yahoo.co.in
- Address : Dr. Sabloks' Medical Centre, Near SBI (ADB), Bangran Road, Paonta Sahib-173025

## PROJECT

# Rotary-Singer Skill Development Center

otary 3080 did a tai-up with Singer India a Leading name in Fashion Industry to open Rotary- Singer Skill Development Center. It is a Wonderful opportunity to contribute in Developing Skill and contribute on Skill India Program of Our Prime Minister Narendra Modi.

Various courses on Fashion Designing and Stitching will be provided. Diploma and Certificate will be provided by Singer and Rotary. We will also give NSDC certificate to candidate who wish.

Rtn PP Dr Piyush Mittal is Chairman for the program will becoordinating this Project for Last 4 years. Till date project is running at 24 locationsin District 3080 and helping society.

Center will not only teach Stitching under the project we have installed special Fashion Designing Machines of Singer on which training will be given for more than 21 types of Stitching, Pico, interlock, embroidery etc.The Project will bring hope to lot of students, housewife's, girls, even Prisoners in Jail Centers to stand on their feet and earn their livelihood.

Any Lady, Girl can join These Skill Development Centre at no Training Cost and Learn New Fashion Designing Technologies. People who wish to get their Stitching Job Done Can give to these Centers so that these Girls Can Earn While Trainings.

Other than this lot of Students have been Given Singer



Machine at a Discounted rate under this project, Lot of clubs have also take machines on discounted rates and Donated them.

This year Rtn DG Ajay Madan has decided to run this project. We Request All clubs to come forward if they have a location for opening these centers.

For further details contact District Chairmanfor Rotary-Singer Project Rtn Dr Piyush Mittal, 9412052104 , piyushasset@gmail.com.



DRFC Rtn. T K Ruby with his Trendsetter Batchmates at Kolkota





#### **Dear Rotary Family,**

was pleasantly surprised when my husband Ajay told me that he was thinking of requesting his club to nominate him as a District Governor. I immediately asked him "are you sure you are prepared to make all the sacrifices to be a DG". He answered "yes". Then I gave him an encouraging reply by saying "I am with you all the way" if you are elected.

My role as a DG spouse started right away when he was declared as a District Governor. In this preparation, I was fortunate to have followed my husband to many district and international Rotary events. Where I met many rotary spouses as well as many Rotarians who have become



#### **SERVE TO CHANGE LIVES**

family friends. Through this I gained more confidence and knowledge of the Rotary and what are the things Rotarians are expected to do in living upto our motto "Service above Self".

In the last month, I have played the spouse role by accomponying him in his visits to Rotary clubs, attend Rotary events, to meet up with other Rotary spouses in the district and to encourage them to support their spouses in their clubs activities such as service project, fellowship events and other Rotary activities.

In this year 2020-21, the number one challenge is retaining members. COVID-19 is going to present a major challenge to us. There will be natural attrition but let us lose no members, they are our family. We are FAMILY! Rotary, Rotaract, Interact, Early Act, Rota Kids - we are family. So let us make every effort to ensure that we lose nobody because of this pandemic.

I am looking forward to meeting Rotarians and their charming spouses throughout the year to renew our friendship and make new acquitances. Like Ajay, I look forward to your support in working together with all of you to **"Serve to change lives".** 

Savita Madan

#### **Chartered Club in July 2021**

- 1. RC Babain
- 2. RC Mohali Midtown
- 3. RC New Chandigarh
- 4. RC New Chandigarh Green



- 5. RC Panchkula Greens
- 6. RC Paonta Sakhi
- 7. RC Rishikesh Divas
- 8. RC Roorkee Upper Ganges
- 9. RC Shimla Hill Queens



## EXPLORATION BEGINS HERE

**DISCOVER NEW HORIZONS AT THE 2022 ROTARY CONVENTION** 

4-8 JUNE 2022 | HOUSTON, TEXAS, USA Register today at convention.rotary.org

#Rotary22

