

Rotary Year : 2025-2026

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Rotary Monthly Theme (September): Membership & New Club Development Month

Projects/Events Organized in September 2025

Projects/Events: 01: Thalassemia Test and Awareness Camp on 2nd September 2025

UNITE
FOR
GOOD

September 2025

Basic Education and Literacy

This September, support Rotary's mission to improve access to basic education and literacy worldwide.

The Rotary theme for September 2025 is Basic Education and Literacy Month. This theme is one of Rotary International's six areas of focus for service projects throughout the year.

During this month, Rotary clubs focus on projects that aim to:

- Strengthen communities' capacity to support basic education.
- Reduce the gender disparity in education.
- Increase adult literacy.

This theme encourages projects that provide resources and training to educators, offer literacy programs for children and adults, and enhance basic education skills.

**“Education is the
most powerful
weapon which you
can use to change
the world.”**

– Nelson Mandela

Projects/Events organized in September 2025

Date	Projects/Events
02/09/2025	Thalassemia Awareness and Test Camp
04/09/2025	Environmental Protection Awareness Camp
10/09/2025	Celebration of World Literacy and Teacher's Day



Thalassemia Test and Awareness Camp

Organised by

ROTARY CLUB OF EAST CALCUTTA

at Haranath High School, Bagbazar on 2nd September 2025 at 11 am onwards

In Association with



SERUM Thalassemia Prevention Federation

10 Bhupen Bose Avenue, Shyambazar, Kolkata: 700 004
Phone: (033) 2536 6172 98365 68296 | 94330 98822

Rotary Club of East Calcutta organized a Free Thalassemia Detection Test and Awareness Camp on 2nd September 2025 at Haranath High School for free residential boarding students (Boys). More than 60 students attended the Awareness Camp. 52 samples collected for carrier screening. Mr. Sanjib Acharya, Founder & Chairman of SERUM Group and Secretary of Thalassemia Prevention Federation, Kolkata was delivered lecture on Thalassemia.



Projects/Events: 02: Seminar on Environmental Protection and Sustainability and a Disease Prevention awareness on Rabies on 4th September 2025.


 RD 3291
 Rotary
 East Calcutta


 District 3291


 UNITE FOR GOOD
 2024 - 2025

An Educational Programme on

Environmental Protection and Sustainability

“পরিবেশ-সমাজ-অর্থনীতি, তিনের সুষ্ঠু সমন্বয়েই কি সুস্থায়ী উন্নয়নের পরিনতি?”

by Prof. Sudipta De, Jadavpur University

Organised by

ROTARY CLUB OF EAST CALCUTTA

at Garia Barada Prasad Uchcha Vidyalaya on 4th September 2025 at 11am onwards


 Garia Station Rd, Garia Place, Garia,
 West Bengal 700084

At 11 am onwards



Projects/Events: 03: Celebration of Teacher's Day and World Literacy Day on 10th September 2025


 RD 3291
 Rotary
 East Calcutta

ROTARY CLUB OF EAST CALCUTTA

Celebrates

TEACHER'S DAY! & WORLD LITERACY DAY



Rotary Bhawan, Beliaghata
 10th September, 2025
 7 PM Onwards



Rotary Club of East Calcutta celebrated Teacher's Day and World Literacy Day on 10th September 2025 at Rotary Bhawan, Beliaghata, Kolkata-10. Rotary Club of East Calcutta felicitated 11 teachers and they delivered a short lecture to enrich the gathering.



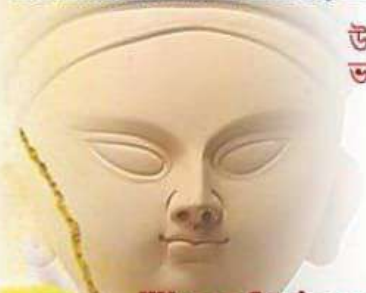
Projects/Events: 04: "Sharad Utsab @ Sustainable" Celebrating Puja Sustainably: Where Environment, Economy and Society Meet.




Rotary District 3291 presents

শারদ উৎসব @ Sustainable

Following the guidelines of **CPCB, GOI**
Knowledge partner **Jadavpur University**
Scientific advisor **VECC, DAE, GOI**



উৎসবেও মাতি, ভবিষ্যতেও থাকি.....



Where Environment Economy and Society Meet

International recognition for sustainable celebration

Rotary club of East Calcutta and Rotary Club of Dum Dum jointly developed a framework for sustainable celebration of Durga Puja—where Environment, Economy, and Society are balanced harmoniously. It has been approved by DG and his team as a District 3291 project. The aim is to raise awareness among Puja organizers and communities whose livelihood depends on puja, encouraging practices that uphold the joy of the festival while adhering to principles of sustainability. This initiative will align with existing government guidelines and regulations, serving as the foundation for this mass mobilization program. However, no effort can succeed without the active and voluntary participation of the people. Rotary, therefore, seeks the kind cooperation of willing Puja organizers to join this collective, noble cause - celebrating Durga Puja in a way that honors tradition while securing a better future for all. We have taken necessary guidelines from CPCB, GOI and Jadavpur University as Knowledge Partner along with VECC, DAE, GOI as Scientific Advisor. We engaged Big FM 92.7 as channel partner for 10 days (with multiple slots) to create mass awareness through voice over along with RJ mention. Our judges visited more than 50 pandals and met with puja organizers to collected necessary information and data for future assessment. Finally, 10 Puja committees were felicitated based on the assessment.



The project "Sharad Utsab @ Sustainable" got many web coverages

<https://www.indiablooms.com/life/rotary-international-district-3291-joins-hands-with-ju-others-to-celebrate-sustainable-durga-puja/details>

<https://www.twfindia.in/lifestyle/rotary-international-district-3291-joins-hands-with-ju-others-to-celebrate-sustainable-durga-puja/details>

<https://notintown.net/india-details/2037/rotary-international-district-3291-joins-hands-with-ju-others-to-celebrate-sustainable-durga-puja.html>

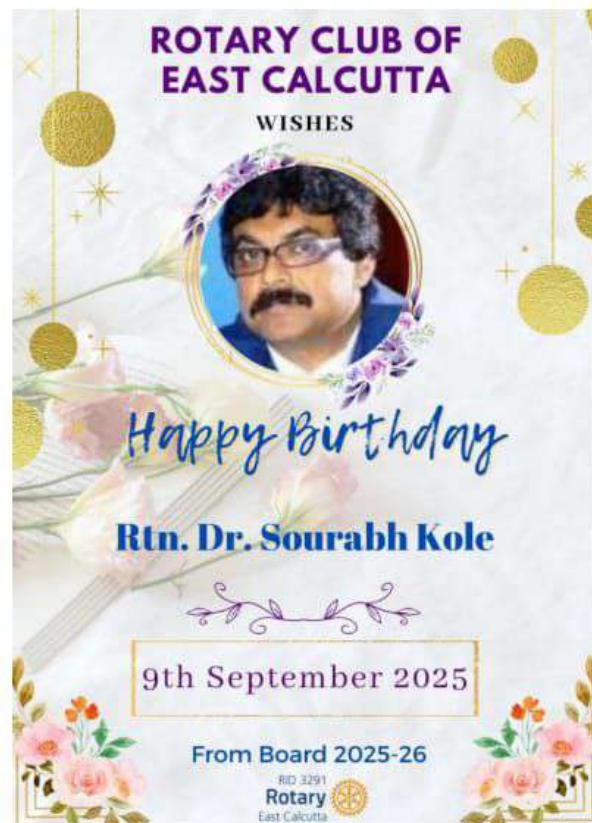
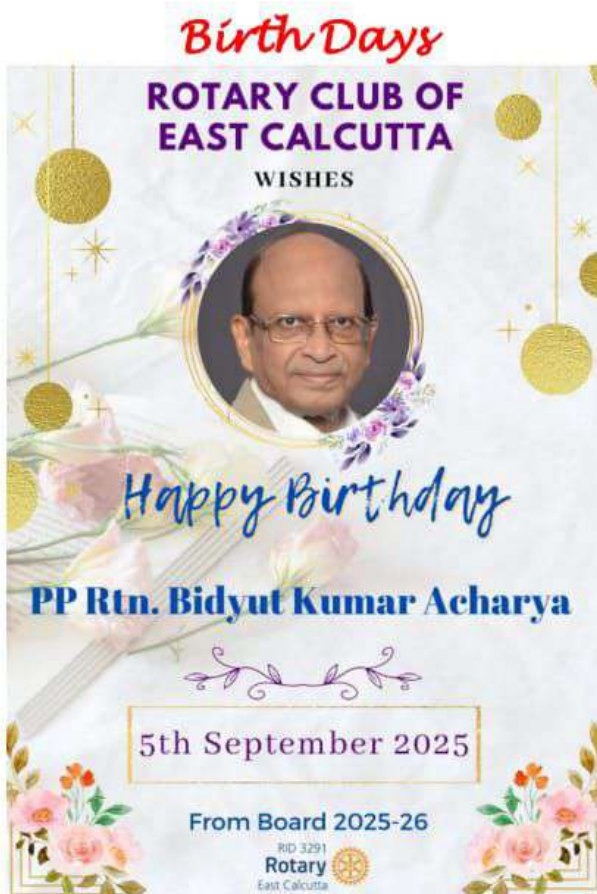
This "Sharad Utsab @ Sustainable" has been published in two News papers

1. National News in The Kalinga Chronicle
2. Bartaman Hindi, Kolkata

Projects/Events: 05: District Cultural Programme on Agomonee on 19th September 2025



Rotary club of East Calcutta participated as associate host of the District Cultural Programme on Agomonee on 19th September 2025 at Rotary Sadan Kolkata.



Public Image

रोटरी इंटरनेशनल ने वीडिओ, जादवपुर विश्वविद्यालय व प्रदूषण नियंत्रण की पहल

कोलकाता: रोटरी इंटरनेशनल डिस्ट्रिक्ट 3291 ने वैरिगबल पुर्णजी सड़कसेट्टीन सेंटर (परमाणु ऊर्जा विभाग, भारत सरकार), जादवपुर विश्वविद्यालय और केन्द्रीय प्रदूषण नियंत्रण बोर्ड (पर्यावरण मंत्रालय, भारत सरकार) के साथ साझेदारी में सतत दुर्गा पूजा अभियान की शुरुआत की गई है। इस अनूठी पहल में रोटरी क्लब ऑफ लंदन भी अंतरराष्ट्रीय साझेदार के रूप में शामिल है।

कार्यक्रम इस प्रकार

पूर्व-पूजा (19-28 सितम्बर): भूमिपूजा, पंचाल सज्जाकारों, पुजारीयों और विसर्जन कर्मियों में जागरूकता अभियान, स्वयंसेवकों का गठन, एकाग्र रैडियो व प्रचार गीत के माध्यम से संदेश प्रसार।

पूजा के दौरान (26-28 सितम्बर): पूजा परिक्रमा, समितियों से संबद्ध, सर्वेक्षण और प्रशंसा प्रमाणपत्र का वितरण।

पूजा उपरांत (3-10 अक्टूबर): विसर्जन फोटो और पंचाल स्थलों पर कपड़ा प्रबंधन और पारिस्थितिक अध्ययन।

समापन (25 अक्टूबर): मिठाई मुख कार्यक्रम, जिसमें कला, शैक्षणिक संस्थानों, नागरिक निकायों और मीडिया की भागीदारी। इस पहल का उद्देश्य है कि दुर्गा पूजा का उत्सव सुरक्षित रखने और इसे पर्यावरण संरक्षण, सामाजिक समानता और आर्थिक संतुलन से जोड़ा जाए। रोटरी इंटरनेशनल डिस्ट्रिक्ट 3291 पहले ही 150 से अधिक पूजा समितियों और स्वयंसेवकों को साथ जोड़ चुका है।

Bartaman Hindi, Kolkata

Rotary International Promotes a Sustainable Durga Puja

Kolkata-ABHIJIT SETHI: Durga Puja, Bengal's most vibrant festival, is not only a celebration of faith but also a cultural spectacle recognized by UNESCO as an Intangible Cultural Heritage of Humanity. Every year, it brings people together across religion, caste, and communities, creating a festival that is as socially and economically significant as it is visually stunning. This year, Rotary International District 3291 is teaming up with the Variable Energy Cyclotron Centre (DOE, GGI), Jadavpur University, and the Central Pollution Control Board to make Durga Puja more eco-friendly. The initiative encourages celebrations that protect the environment, boost the

local economy, and involve the entire community. Adding an international touch, the Rotary Club of London is also partnering in the effort. The program will unfold in four exciting stages. The pre-Puja campaign (19-28 September) will create awareness among idol makers, pandal decorators, priests, and volunteers, with city-wide promotions through flyers, radio, and even theme songs. During the Puja (26-27 September), the "Puja Parkruns" will survey Puja sites, interact with organizers and visitors, and hand out appreciation certificates, with winners announced on 28 September. Post-festival, from 3-10 October, field studies at immersion sites in Kolkata, Dam Dam, and Newmarket will monitor

waste management and assess environmental impact. The festival will culminate in "Misti Mukhi" on 25 October, a grand gathering of Rotary Clubs, civic bodies, schools, media, and citizens to celebrate collective efforts. Durga Puja has the power to inspire sustainable practices across communities. By minimizing waste, using eco-friendly materials, and encouraging inclusive participation, it can become a model for celebrations worldwide. Already, over 150 Puja organizers, along with volunteers and citizens, have joined the movement to ensure that the festival remains grand while protecting the planet and supporting society.

National News in The Kalinga Chronicle