



MAITREE

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ROTARY CLUB OF BEHALA

CLUB NO.: 16149

ROTARY INTERNATIONAL DISTRICT 3291

DATE OF CHARTER: AUGUST 24, 1964

VOLUME LVII

ISSUE 17

22

JANUARY

2585th REGULAR CLUB MEETING



Rotary



Rotary Opens
Opportunities

COVER STORY



**Did we think of the Shiuli –
the real man behind?**



January : Vocational Service Month

TOP STORIES



Happy Occasions

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Club Announcement

Upcoming Days

Cover Story - Editorial

The Fortnight That Was

From the World of Rotary

Article by PDG Barton Goldenberg, RID 7620

Attendance A Must

Minutes of 2584th RCM

January : Vocational Service Month



**THE FOUR-WAY TEST
OF THE THINGS WE THINK, SAY OR DO**

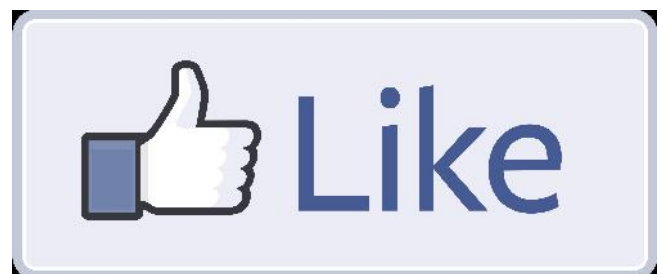
1. IS IT THE TRUTH ?
2. IS IT FAIR TO ALL CONCERNED ?
3. WILL IT BUILD GOOD WILL AND BETTER FRIENDSHIPS?
4. WILL IT BE BENEFICIAL TO ALL CONCERNED ?

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on **facebook**

DO YOU?



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HAPPY BIRTHDAY

23rd January

Rtn Vijay Kumar Fatehpuria

28th January

Madhumita wife of Rtn Dr Atanu Saha

29th January

Vishesh son of PP Rtn Swapan Kumar Marwah

31st January

Ishan son of PP Rtn Dipak Kumar Mitra

3rd February

Tania daughter of Rtn Ashish Kumar Das

HAPPY ANNIVERSARY

23rd January

Urmi & PP Rtn Anirudha Gupta

UPCOMING DAYS

25th January @ 4PM

Handing over cheque to Free To Be Kids Charitable Trust towards monthly expenses of Adult Education Centre.

26th January @ 11AM

Handing over of three sewing machines for training of ladies at Rasapunja Sonar Taree Sangha Prathamik Bahumukhi Samabay Samity – a women cooperative at Rasapunja.

Lending a Hand to the Covid Warriors

Distribution of Sanitizers   Rotary Opens Opportunities

Kolkata Police Reserve Force

25th January, 2021 | 12 Noon

Venue
Deputy Commissioner of Police (RF)
32, Standard Chartered Building
3rd Floor, BBD Bag, Kolkata-1

Clubs Supporting The Noble Cause are:
Ballygunge | Behala | Cal. Charnock City
Cal. Endeavour | Cal. Jadavpur | Central Calcutta
Garden Reach | Geetanjali Kolkata | Howrah | Tollygunge

CLUB ANNOUNCEMENTS

Kindly pay your Semi-Annual Dues.



EDITORIAL REQUEST

Thank you for your constant appreciation & support towards Maitree. All the members & their extended family please keep on contributing to Maitree.

Please share your write ups / drawing / Art & craft by emailing it to **sid.ctvs@gmail.com** or whatsapp to **98300 30020**.

Please call for any clarifications.

EDITORIAL

COVER STORY

jalbhara

PP Rtn Dr Siddhartha Chakraborty
Editor 20-21



As I put a bite on the jalbhara, a unique soothing sweetness and heavenly aroma engulf all my senses. Ethereal ! Not the usual concoction of sugar syrup with artificial colour and flavoring agent. Instinctively my eyes glance at the box searching for name of the shop – is it that one by Bethune college, or the one from Jagubabu bazar?

We look at the brands visible before us, not the person behind. Did I think of the Shiuli – the real man behind?

Every evening they are climbing the tall and thorny date palm trees, cleaving a thin slice of in the stem with their sickle where the fronds branch out at top. A small bamboo pipe is nudged strategically through which drip .. drip .. drip .. drops down the nectar in the earthen pots placed bellow. Come early morning, they are up on the trees again to collect the tree's

tears - all the collections have to be completed by sunrise to avoid fermentation.

Then starts the tedious process of condensing the nectar in a shallow iron pot over low flame, checking the consistency with a wooden stick till it is judged to be the optimum. The slightly viscous, slightly sticky wondrous nalen gur is born. Day in, day out they labour throughout the winter to present us the delicacy.

These hard working people satisfy our taste buds, but there are also those that save our lives at critical junctures. Imagine one of





our dear ones suffering a heart attack in the middle of a night. Just a phone call away is our ever-alert ambulance driver who will attend immediately, if necessary carrying him down narrow staircases, and run at breakneck speed to reach a hospital – he knows the importance of Golden Hour of 6 hours in a heart attack, part of which has already elapsed. As the patient returns home, we

talk of the infrastructure of the hospital or efficiency of the doctor or, may be, the loving care if the ICU sister. But the angel of God? Probably never.

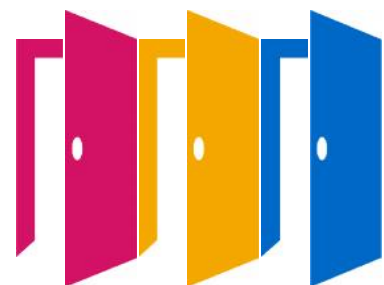
And in this Covid period? Clad in a PPE suit he is there to shift a patient to the hospital. Yes, in a PPE suit.

Even in an air conditioned environment of an ICU, the impervious PPE kit causes most uncomfortable hot and humid condition, leading to severe dehydration of the health workers. And here these fellows were working in non-airconditioned environ in May-June Kolkata! Beyond imagination.

In this month of Vocational Service, we SALUTE all the similar nameless, faceless workers.



Rotary has opened the opportunity for us.



Rotary Opens Opportunities



THE FORTNIGHT THAT WAS... RI DISTRICT 3291

2 episodes of Online Training Programme on Rotary India were conducted.

On **6th January, 2021**, the topic was Project Positive Health (Know your Numbers Camp), How to create a camp, Entering Attendee Details.

On **13th January, 2021**, the topic was Importance of Club website and synchronization with District website, Rotaryindia.org and mobile App.

Rotary India Website & App - Master Class
Exclusively for Club & District Leaders- **Current and Incoming**

This week's topic
Project Positive Health (Know your Numbers Camp)
How to create a camp, Entering attendee details

Keynote Speaker



Dr. Bharat Pandya
Rotary International Director 2019-21

Wednesday 6th January 2021 4:30 PM to 5:30 PM

Pre-registration is mandatory
Rotary India Web Team

Rotary India Website & App - Master Class
Exclusively for Club & District Leaders- **Current and Incoming**

This Week's topic
Importance & Benefits of having a Club website
How to synchronise with

- District Website,
- Rotaryindia.org
- Mobile app.

Wednesday 13th January 2021 4:30 PM to 5:30 PM

Pre-registration is mandatory
Rotary India Web Team

For More Details Contact: 9833289959/9920130855
Email: support@rotaryindia.com

On 10th January 2021, at macro level District's 14th, (overall) & 11th Project pertaining to AOF: Disease Prevention and Treatment' was held


at Rajdanga School Road, Kasba. It was 8th, Exclusive Project of 'Know Your Numbers'. 156 beneficiaries were present. Kudos to Host Club Calcutta Sutanati and Co host Club Tollygunge.

Lead Host Club ROTARY CLUB OF CALCUTTA SUTANATI

Rotary **Rotary Opens Opportunities** **PROJECT POSITIVE HEALTH**

"Know Your Numbers" 8th Health Camp

Together Lets Beat Non-Communicable Diseases



SUDIP MUKHERJEE District Governor 2020-21

CO-Host Club ROTARY CLUB OF Tollygunge

Rotary **Rotary Opens Opportunities**

POSITIVE HEALTH

Date: 10th January 2021 **Time:** 11.30 AM - 4.30 PM **Venue:** 1025, Rajdanga School Road, Kasba, Raj - 700087

Dr. Anubabu Ray (Dr. Anubabu Ray) **Dr. Rishabhendu Ghosh** (Dr. Rishabhendu Ghosh) **Dr. Rudra Chandra** (Dr. Rudra Chandra) **Dr. S. S. Sankar** (Dr. S. S. Sankar)

MAINTAINING SOCIAL DISTANCING AND ALL OTHER MEASURES ENFORCED BY GOVT.

All are Welcome

VIBRANT CLUBS OF D-3291

Tollygunge

Behala

Rotary **Rotary Opens Opportunities**

GOVERNOR'S MONTHLY LETTER

END PUBLIC MEETING 1st October 2020



Signed MOU with CRY to mentor 2000 children at Baramulla, Kashmir under Asha Kiran project on behalf RILM. A New Beginning.

Our Club is proud to have been selected as a Vibrant Club for the October 2020 GML issue..

Rotary Dist. 3291 **Rotary Opens Opportunities**

District Governor Dist. 3291 **Chairman, Thalassemia Committee Dist. 3291**

Mr. Sudip Mukherjee **Mr. Dr. R. Ram Choudhury**

Art for A Cause

Join the Webinar & Art Competition on Thalassemia at 6 pm on 21st January, 2021, organised jointly by Dist. 3291 Art for a Cause Committee in association with Dist. Thalassemia Committee, Dist. Interact Committee & Zone 14.

On 21st January, 2021 - "ART FOR A CAUSE" Webinar and Art Competition on Thalassemia



THE FORTNIGHT THAT WAS...

CLUB

RCC Chandanpiri Visit

Led by Club President Rtn Sugata Mazumdar, members of the club visited RCC Ramakrishna Ashram, Chandanpiri. After the usual very warm welcome with green coconut, it was time for action.

- * 200 pcs of blankets were distributed to villagers.
- * Biscuits, condiments, and sports gear were distributed among resident kids at the RCC.

Now back to business.

* PP Rtn Dr Siddhartha Chakraborty talked about basic philosophy of RCC and asked about local requirements. A discussion followed.

* The accounts for Water for Toilet Phase II were checked.

* Papers collected for proposed Water for Toilet Phase III.

* An elevated platform for tubewell was inspected and future plans were hatched.

After a sumptuous lunch and a quick stop at their Kalpataru nursery Team RCB returned home with a satisfaction at heart & a big smile.

Team RCB comprised of Club President Rtn Sugata Mazumdar, Secretary Rtn Shuvranshu Mitra & Sneha, IPP Rtn Kaushik Bhattacharyya & Sunetra, PP Rtn Anirudha Gupta, PP Rtn Amaresh Bhattacharya & Sikha and PP Rtn Dr Siddhartha Chakraborty.





THE FORTNIGHT THAT WAS...

CLUB

Memory - RCC Chandanpiri Visit





RID Dr Bharat Pandya

FROM THE WORLD OF ROTARY

VOCATIONAL SERVICE MONTH

When I joined Rotary, it was like moving into a new house — a house with four large, beautiful windows, each offering a different and striking view. One window led directly to my newfound friends — lawyers, architects, bankers, businessmen and others. Another window led straight into the heart of the community. The third opened onto a broad avenue that led out of my community, my country to different parts of the world. But it was the fourth window that fascinated me. The glass of this window was like a two-way mirror — one offered a view outside allowing me to offer my vocational expertise to my club and community. But it also gave me a glimpse into my own self; my attitude, thinking and actions. Yes, the three windows are club, community and international service windows. But the fourth was very important — Rotary's vocational service, reflecting and depicting the very core of Rotary. It is the true window to Rotary's soul which has brought credibility to Rotary.

When I was club president, Bob Barth was the RI President. He once said the Rotary pin should say about the wearer — 'You can rely on me, I am dependable, reliable, give more than I take, I am available'. These words apply to all aspects of Rotary but especially to our vocational service.

January is vocational service month, a good time to focus on vocational service in our club projects and activities. It is this that clearly and sharply differentiates Rotary from other service organisations, as our membership is based on our vocations. It is about sharing and learning about each other's vocation; using our professional skills to serve; mentoring the young, recognising outstanding individuals and integrity in our personal, professional and Rotary lives. It calls on us to empower others, especially youth, by using our unique skills and expertise to help them discover new professional opportunities and interests. Vocational excellence and integrity are two intertwined parts of Rotary's vocational service. By recognising individuals who practice their profession/vocation with passion, pursuit of excellence, perseverance and integrity through rewards, Rotary seeks to encourage and motivate them and set an example for others to follow. This is a good way to celebrate vocational service month.

Values are intrinsic to our lives. They add strength to our character. I had a dream in which God said to me, 'Just build a better world.' 'How?' I asked, 'The world is a vast and complicated place. And I am so small and insignificant.' And God in His wisdom said, 'Just build a better You'. Let us build ourselves better so that we can make our clubs better and the community a better place to live in. That is our vocational opportunity. The greatest reward for doing good is the opportunity to do more. Grab that opportunity. Enjoy Rotary, enjoy yourself.

[Source : 'Light' – the club bulletin of RC Garden Reach]

*3 ingredients to keep members **HAPPY***

Barton Goldenberg
Past Governor, RID 7620

I had the pleasure to be invited recently to an online Rotary discussion regarding member apathy. We were two past district governors, an assistant governor, two past club presidents – one from a large club and one from a smaller club— and a community service chair from a large club.

The topic was why some (many?) Rotarians are reluctant to participate or get involved in Rotary activities. Based on a district-wide survey of the impacts of the COVID-19 pandemic I facilitated in June at the end of my governor year (results are posted on our district website), we knew we would be facing membership challenges this Rotary year, particularly around member engagement.

Many clubs are honorably focusing on member acquisition by pro-actively reaching out to all parts of their local community. These clubs realize diversity is critical for long-term club health and engagement. Many of these clubs also have created a welcome process to ensure prospective members have a great experience when visiting a club or participating in a service project.

Other clubs are focusing more on retention. Did you know Rotary lost as many members last year as they gained? All the effort we put into gaining new members exits out the back door when they leave Rotary. If your club is not focusing on retention you may be headed for trouble. To determine how best to keep members, consider the following reasons why Rotarians stick with Rotary year-after-year:

Fellowship: Many members, particularly older members, belong to Rotary for fellowship. But fellowship alone is unlikely to keep members engaged and provide individual growth. Relying solely on fellowship for member engagement can be risky since some members will leave Rotary and others die. The solution is to continually extend fellowship opportunities, like having older members mentor younger members, encouraging members to participate in district conferences, or inviting them to attend the Rotary International Convention where they can make new connections.

Fundraising: Other members enjoy making donations to the club and/or The Rotary Foundation as their expression of member engagement. While giving is very important, a member may not be able to give every year, especially during this

pandemic. It's important to give them a reason to be excited beyond their ability to give, and to share how funds are being spent so they can be excited whether or not they can contribute.

Service Projects: These are a very effective way at getting members engaged. I belong to a club of 74 members. It was small not too long ago, which is why I believe small clubs can learn a lot from how larger clubs organize and manage service projects. We have at least 10-15 service projects going on at any one point in time, with 5-25 members participating in each project. If a project does not catch on, we drop it. If a lot of people are interested, we commit additional resources. One of the more important questions you will want to ask is: "Is my club offering the right service projects to our members, and what is the best way to determine this?" Nothing is more effective than regularly surveying your members.

Networking: Many join Rotary because of networking opportunities. To keep them, though, you will need to expand their networking opportunities beyond your club. Provide chances for them to participate in collaborative fundraising projects with other clubs and external organizations, or to participate in collaborations you have created between your club and the local Chamber of Commerce, Toastmasters, or other partner organizations.

Many clubs also are increasingly focusing on the importance of continual member growth to drive long-term member engagement. During my governor year, I identified outstanding Rotarians that were being underused by their club and/or district, and as a result were getting apathetic. I offered them new positions in the district such as assistant governor or district committee chair positions. As a result, their apathy disappeared and they displayed a renewed Rotary spirit.



In the private sector, we often create an individual growth plan for every employee to ensure satisfaction, loyalty, and long-term commitment. It makes sense to do the same for each member in your club. For example, which members have you identified as an emerging leader and invited to attend Zone Emerging Leader events? Which members have you invited to attend Rotary Leadership Institute courses? Which members have you identified to mentor Rotaractors?

I encourage every club to focus on acquisition, retention, and growth. Once your club has this basic framework in place, you are ready to use it to determine appropriate next steps that will keep each member actively engaged. You can accomplish this by creating 'member journeys,' which describe the sequence of steps happy members have taken along their Rotary journey. Remember, members may join Rotary for one reason but over time learn to love Rotary for many reasons. Creating member journeys are particularly relevant to secure member engagement.

[Source : <https://blog.rotary.org/2020/12/18/3-ingredients-to-keep-members-happy/>]



THE ROTARY LEADERSHIP INSTITUTE
(South Asia)

SYMPOSIUM

INFORMED ROTARIANS...
ARE
INVOLVED ROTARIANS...



PLEASE BLOCK
SATURDAY, 23RD JANUARY 2021
1830 TO 2030 IST



Chief Guest & Speaker :
SHEKHAR MEHTA
RI President Elect
(2021-22)

REGISTRATION OPENS ON 10TH JAN 2021



Rotary District 3291 presents



KERALA Food Fest

31st January 2021 | Sunday | 11 am onwards
Lilabati Devi Resorts, Kasba

CULTURAL EVENT

- Pre book your pass
- Maximum 200 person
- First come first serve
- Registration Rs. 600/- per person
- Dress Code: Ethnic

LUNCH & FELLOWSHIP

Registration to be deposited in the following account:

Bank Details:
NAME: Rotary club of Calcutta Magnum
BANK: Bank of Baroda
BRANCH: Dharmatalla
Savings Account no.: 06290100004588
IFSC: BARBO0HACAL

Call for details: #98300 47082



SAMAGAM
Conference for all

20th & 21st March 2021

"SAMAGAM"
THE DISTRICT CONFERENCE at
Swabhumi, Kolkata

VENUE



swabhumi
RAAJKUTIR
A BOUTIQUE HOTEL

**MINUTES OF THE 2584th RCM OF ROTARY CLUB OF BEHALA HELD
AT ZOOM DIGITAL PLATFORM ON 6th JANUARY, 2021.**

- # Club President Rtn Sugata Mazumdar called the meeting to order.
- # National anthem was played online.
- # Club President Rtn Sugata Mazumdar informed that the visit to our RCC Chandanpiri will be held on 17th January, and invited willing members to join. He also informed that the last three 'extra' toilets have been completed. Bills will be audited and Project Completion Report submitted to EIRWT with application for next phase of the project.
- # Date for Visit to Free To Be Kids Adult Education Centre for handing over cheque towards Adult Education Programme will be finalised by VP Rtn Bikash Dutta.
- # IPP Rtn Kaushik Bhattacharyya updated on the Eye Surgery Project. Twelve patients are expected to have cataract surgery at Rotary Eye Hospital, Budge Budge on 7th January.
- # President Rtn Sugata congratulated PP Rtn Siddhartha Chakraborty for updating to Rotary India website all club data including meetings, service projects, events and newsletter.
- # Club President Elect Rtn Soumjojit Mukherjee proposed few changes in the Club Board for RY 2021-22 informing the reason behind. The proposals were accepted unanimously.
- # Prospective member introduction. Mr Himadri Gupta, who attended the meeting introduced himself.
- # Club Secretary Rtn Shuvranshu Mitra updated on 2nd Half Dues already mailed to members.
- # PP Rtn Debidas Ganguly gave an update on health condition of his nephew Sourav Ganguly, the cricket icon and informed that he will be back home shortly.
- # President Rtn Sugata declared that the date of Board Meeting of the club will be fixed up next week and the next RCM will be on 21st January.
- # Club Secretary Rtn Shuvranshu conducted the usual club business.
- # The minutes of 2583rd RCM of the club as published in Maitree of the day was confirmed.
- # President terminated the meeting after thanks from and to the chair.

Total members : 32. Members present: 16