

MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary () IN Rotary Oper

# October : Economic & Community Development Month

# TOP STORIES

Happy Occasions | Follow Us on Facebook

Club Announcements | Family News

Upcoming Days | Four Months In A Nutshell

Do You Know Me? | Cover Story - Editorial

The Fortnight That Was | From the World of Rotary

How To Create My Rotary Account

Durga Puja Through The Lens of Rtn Debarshi Dutta Gupta

Quiz Time | Minutes



## **THE FOUR-WAY TEST**

## OF THE THINGS WE THINK, SAY OR DO

1. IS IT THE TRUTH ?

2. IS IT FAIR TO ALL CONCERN ?

## 3. WILL IT BUILD GOOD WILL AND BETTER FRIENDSHIPS?

## 4. WILL IT BE BENEFICIAL TO ALL CONCERN ?

Published by Rtn Shuvranshu Mitra, Club Secretary | Edited by Rtn Dr Siddhartha Chakraborty C/O Rtn Debidas Ganguly, 2/6 Biren Roy Road (East), Kolkata - 700 008 MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary (Spectary Oper Opportunity Oper Opportunity Oper



# FAMILY NEWS

PP Rtn Krishnendu Bhattacharjee had a rather nasty attack of high fever with severe weakness. Fortunately he was proved to be Negative for Covid 19, and is recuperating.

On 22nd Oct, Mrs. Madhumita Saha, spouse of Rtn (Dr) Atanu Saha enthralled all with an hour-long performance of devotional songs through the online portal Musicians Hastaakshar.



# **EDITORIAL REQUEST**

All the members and their extended family are earnestly requested to contribute for Bijaya - Diwali Special Maitree e-issue to be published on 19th of November. (English is the preferred language)

The article (any topic with no word limit) or a drawing or your video recorded song/poem/act's Youtube Link – may please be mailed to sid.ctvs@gmail.com or be sent over WhatsApp No 9830030020 by 5th November.

Please call for any clarifications.



# DO YOU KNOW WE ARE ON



CLICK HERE: www.facebook.com/rotarybehala



Kindly pay your Semi-Annual Dues.

# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary (Sportantiles

# **UPCOMING DAYS**

Joint meeting with Rotaract & Interact. The date will be informed shortly.

MasterClass Season 1, Class 2 with Rotaract & Interact with respect to Food & Beverage Industry. The date will be informed shortly.

Zone 20 joint project. The date will be informed shortly.

Club's Bijaya - Diwali online meet. The date will be informed shortly.

Inauguration of much awaited Literacy project. The launch date will be announced later.

# FOUR MONTHS IN A NUTSHELL

22 projects (on ground & online) | 10 issues of E- Maitree Club
 Meeting's | 1 EIRWT Grant Continuous Project
 Attended All District Online Meetings

A lot will happen over 8 coming months. Stay tuned & updated.

Do You Know Me?

Identify these famous emblems & send your answers to the Editor by 2nd Nov. You can also submit your clicks for this section.



# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary (Sportanities

## **UPCOMING DAYS**



Brief of the contest :

Genre: Song : Bengali / Hindi There will be two Age Groups :a) 6-11years - lower age group b) 12- 16 years - higher age group An audio clip of the participant not exceeding 3 minutes to be sent along with the application form for Round 1 screening within 29th October 2020 by email to: talent3291.2021@gmail.com.

First Round screening shall be done by renowned singer judges on the audio files received and 20 participants shall be selected in each category for Sem-Final Round and they will have to send their video clips of not more than 3 mins at the above mentioned mail id after being selected for Semi-final round

In the semi-final round, 10 participants from each category shall

be selected by the judges for the final round. Final Round shall be held on " Children's Day " eve 13th November 2020 at Zoom virtual platform, live in the presence of celebrity judges, DG, District team and the members of the rotary clubs of our district.

All participants shall be provided with a virtual certificate of participation, which shall be mailed to them after the completion of Final Round.

There shall be 3 Awards in each category (with attractive prizes).

Tst Prize:	Platinum Voice Award – A Memento
	VSA Music of the year Trophy
	Cash Prize of Rs. 3000 PLUS One Headphone PLUS A certificate
2nd Prize:	Golden Voice Award – A Memento
	One Headphone PLUS A Certificate
3rd Prize:	Silver Voice Award – a Memento
	One Headphone PLUS A Certificate

There will also be one special Award - District Governor's Choice. The Online event on 13th November 2020 will be broadcast through zoom Internationally.

# MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary (Spent Supportunities)

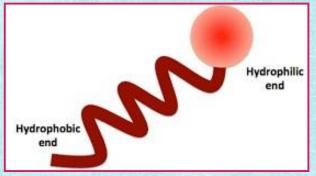




PP Rtn Dr Siddhartha Chakraborty Editor 20-21

Shuvo Bijaya.

Traditionally, it is the time of the year to touch the feet of seniors in the family and be blessed.



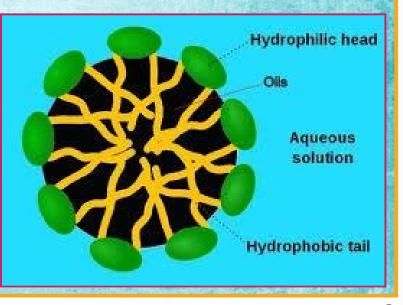
Born out of the wedlock of fatty acid of oil with some alkali in the process of saponification, our good lad soap religiously follows the ritual, finding out its ancestors in nook and corner of the surroundings. A body resembling a tadpole with a large ionic 'head' that remains hydrophilic or attracted to water and a long slender non-ionic 'tail' which becomes

hydrophobic – running away from water – but oleophilic, seeking out fat and oil. As they are dispersed in aqueous media, these molecules collaborate with each other to form tiny clusters or 'micelles'- their families. The water-loving heads point outwards,

oil-loving tails grouping inwards but searching for oil or fat, to which they rapidly get attached.

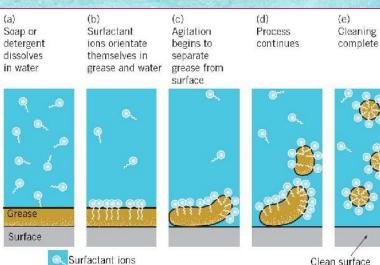
Thus soap becomes the bridge the missing link connecting and bonding together as diverse opponents as oil and water.

Soap really is not new to the human civilisation. People in ancient Babylon or Sumeria of 2800 BC boiled ashes with fat and water to make some soapy water.

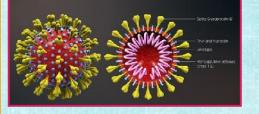


# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary @ Difference Comportantiles

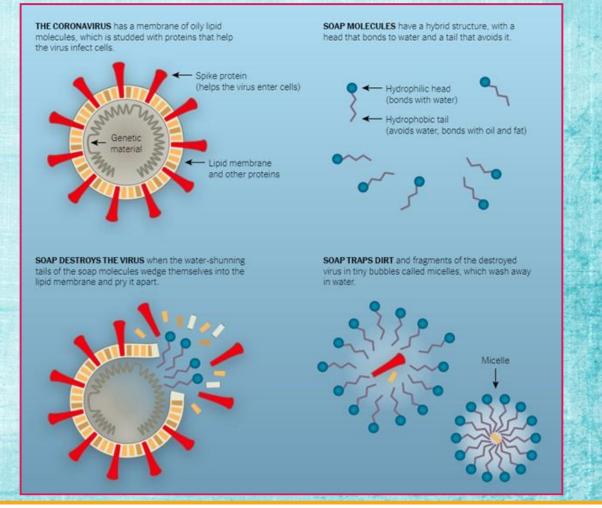
The Ebers papyrus of 1550 BC tells of more advanced Egyptians who bathed often, using 'soap' by mixing animal or vegetable fat with alkaline salts.



But what is new is their use for prevention of some viral diseases like the latest nightmare of Covid 19. As these viruses have their genetic material encased in a layer of fat – the lipid envelope - with spikes of mushroom-shaped protein to make them adhere to a surface, the unique property of soap molecule is being taken advantage of. The long oleophilic arm of the soap



molecule gets inserted into the lipid envelope, their crowbar effect breaking the shell. It also competes with the bond binding the RNA and the lipid envelope, thus fragmenting a virus into its components which are then easily washed down



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# MAITBLE ROTARY CLUB OF BEHALA | RID 3291 Rotary (Sectory Opens Sectory O

#### by water.



The medical scientists - hats off to them – have even timed the process of disintegration of virus. It is not really instantaneous, but takes at least twenty seconds to complete.

As we gather up the lather, lakhs of tiny soap bubbles are formed, each with numbers of soap families searching for their ancestors to touch and finally converting the lovely bubble to a mass grave of viruses.

The other agent to get our hands free of virus is, of

course, alcohol at a concentration of at least 60%. It breaks down the lipid covering and denatures the protein spikes, but leaves the dead virus on hand. And it is useless on a soiled hand.

Yes. Soap is the best bet.

Let us join hands and rub well for at least twenty seconds to pay tribute to good old dear soap.

Stay safe. Stay healthy.

So You Know?



India's **SOAP** market was valued at \$ 2.9 billion in FY2020 and is forecast to cross \$ 4.4 billion by FY2026.

For the first time, Dettol has replaced Hindustan Unilever with two famous brands, Lifebuoy and Lux.

The name "soap" is derived from the fictional Mount Sapo, which is mentioned in an ancient Roman legend.

Candlemaker William Procter and Soap manufacturer James Gamble founded Procter & Gamble – better known as P&G – way back in 1837.

In the nineteenth century, Italy, Spain and France were the soap capitals of the world.

In 1927, P&G was one of the first soap brands to sponsor radio broadcasts and advertise its soap products to housewives.

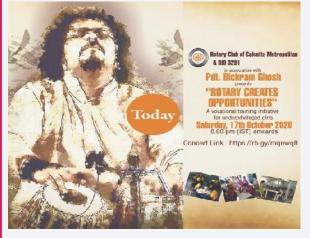
The Most Expensive Soap in the world costs \$2,800.



#### MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary Opens Opportunities Rotary 🙆

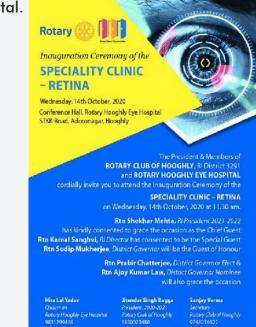
# THE FORTNIGHT THAT WAS. **RI DISTRICT 3291**

On 14-10-20 a Speciality Clinic on Retina was inaugurated at Rotary Hooghly Eye Hospital.



In the month of October designated as ' Community and Economic Development

Month', District's programme as a fund raising event for a Vocational Training Initiative for adult girls leading to employment generation was held online on 17-10-20.



Zoom Meeting ID: 469 978 4899 - Passcode: ROTARY

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## **CLUB**

The stipends to the girl students organised by our club and sponsored by Gouri Gupta Trust were handed over to them on 9-10-20.

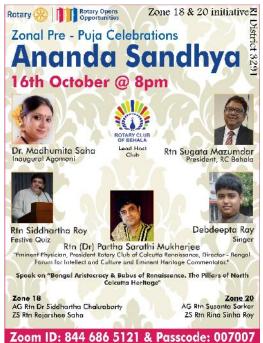


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# THE FORTNIGHT THAT WAS... Rotary Opens Zone 18 & 20 initiative Z CLUB Zone 18 & 20 initiative Z Zone 18 & 20 initiative Z

We hosted the online Pre-Puja Ananda Sandhya of Zones 18 & 20 on 16-10-20 (Friday) evening. Dr. Madhumita mesmerised us with an opening agomoni followed by a song from Debdeepta.

Quizmaster Rtn Siddhartha Ray floored us with his quiz, mainly on Puja & General. Eminent Heritage Commentator Rtn (Dr) Partha Sarathi Mukherjee, President, RC Calcutta Renaissance took us to a virtual heritage walk of historic North Calcutta. Rtn Rima, Rtn Lord, Mrs Sudipta, Rtn Amaresh & Rtn Chirabrata were the winners of the Quiz.



# **NEW CLOTHES DISTRIBUTION AT FTBK**

Distribution of new clothes to homeless and below poverty line kids on occasion of Durga Puja at Free To Be Kids Charitable Trust, Thakurpukur. The programme was attended by President Rtn Sugata Mazumdar, Secretary Rtn Shuvranshu Mitra, IPP Rtn Kaushik Bhattacharyya and VP Rtn Bikash Dutta.



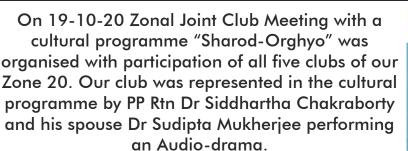
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# THE FORTNIGHT THAT WAS... CLUB

## SAREE DISTRIBUTION AT SHATAPHUL KISHORE BAHINI SIKSHA NIKETAN

Rotary Club of Behala provided clothes to women and children at Shataphul Kishore Bahini Siksha Niketan, Vill – Ramtanu Nagar, PO – Karanjali, PS – Kulpi, 24 Pgs (S) in collaboration with an NGO - Madhya Nilachal Serve And Care Foundation .

Association of Family Physician of India conducted a Medical Camp and Distributed Medicines.







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# THE FORTNIGHT THAT WAS... CLUB

## SHAROD SUBECCHA WITH FESTIVE ESSENTIALS TOWARDS PUBLIC IMAGE OF ROTARY

During the Puja festivities, our Club extended festive greetings to the people by enhancing the Public Image of Rotary with our own-designed banners displayed at Pathak Para, Manamohan Park Sarbojonin Durga Puja (Biren Roy Road East), Barisha Prabhati Sansad & Sahapur Sarbojonin. The banners were on display from 20th to



26th Oct. It was specially designed with the 3 festive essentials, thus promoting the safety first message while enjoying the festivities.

The project was accomplished by VP Rtn Bikash Dutta, President Rtn Sugata Mazumdar & Secretary Rtn Shuvranshu Mitra.



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# THE FORTNIGHT THAT WAS... CLUB

## **PROMOTING "WORLD POLIO DAY"**



The District requested all Clubs to arrange for display a specific banner at various Puja pandals to promote World Polio Day on 24-10-20. The design was sent by the district. Our club promoted the same at Manamohan Park Sarbojonin Durga Puja (Biren Roy Road East), Barisha Prabhati Sansad (Barisha, Behala) &



Oishani Women Welfare Organization (Rashbehari) from 20 to 26-10-20. The project was accomplished by President Rtn Sugata Mazumdar, VP Rtn Bikash Dutta & Secretary Rtn Shuvranshu Mitra.

## GRAND DASAMI LUNCH FOR THE KIDS AT FTBK

Our club organised a gala Puja Lunch on 26-10-20 for all at Free To Be Kids Charitable Home at Thakurpukur. It was sponsored by Club Secretary Rtn Shuvranshu Mitra and PDRR Rtn Shuvratav Mitra as celebration of birthday(18th Oct) of their father Sri Bibek Mitra who left us for heavenly abode recently.







#### MATTEE ROTARY CLUB OF BEHALA I RID 3291 Rotary

# FROM THE WORLD OF ROTARY

FOCUS ON GROWTH **RI DIRECTOR KAMAL SANGHVI** 

It's the second month of the new Rotary year and a bold new world, with our mantra being 'grow Rotary'.



RID Kamal Sanghvi

Allow your members to choose their own experience with Rotary; either full engagement, or that which suits their needs — particularly for younger members. This will tell Rotarians we are sensitive to their needs.

In a marketplace saturated with similar organisations, offering personali se d opportunities will get us more members. Do focus on multi-generation outreach, not only the millennial. It is important to build and nurture a relationship with every age group in Rotary. A few strategies to attract a mixed age group:

Baby-boomer respond better to traditional techniques and are more likely to respond to phone conversations and face-to-face meetings, rather than social media marketing. Reach them by creating live, in-person events that provide plenty of opportunities to network and mingle.

Generation Xers are more rules-oriented and appreciate when organisations go by an accepted set of engagement rules, and they love humour. Focus on building a relationship through human interactions via live events and emails.

**Millennial** appreciate the social aspect of the Internet. They expect to build authentic relationships through social media, trust and rely on reviews — even those from complete strangers, and love to support a cause. They live on their smart phones. Offer sharable digital experiences.

Gen Zers and Rotaractors are the masters of social media, and lured to video mediums such as Snapchat, Instagram and YouTube. Like the millennials, they are mobile-first, and expect all content to be optimised. They expect getting information quickly and easily. Provide them innovative and intuitive tech experiences.

YouTube has been around for over a decade, but surprisingly, a small percentage uses it. Yet, with over a billion users, YouTube attracts almost a third of all Internet users. Chances are high that your members are on YouTube, and if they're there, you should be, too.

Those who prefer Facebook to YouTube should know a video on social media generates multiple times more shares. Create videos of your activities and post it on YouTube, Facebook and other social media platforms.

During these difficult times, let us adopt out-of- the-box solutions. Virtual meets enable clubs to have speakers from across the world; invite your guests, relatives, fellow workers who after seeing your great work might be inspired to join Rotary.

# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary @ Difference Comportantiles

# FROM THE WORLD OF ROTARY

THE POWER OF CONNECTION WITH DIVERSE COMMUNITIES



# ACCOUNTABILITY + INCLUSION

**A DEI Webinar Series** 

Throughout 2020-2021, Rotary will host a webinar series to explore diversity, eguity, and inclusion.

To: District governors, district governors-elect, assistant governors, Rotary coordinators, assistant Rotary coordinators, district membership chairs, club presidents, club presidents-elect, and club membership chairs

Dear club and district leaders,

The Rotary International Board of Directors challenges us to ensure that under represented groups have greater opportunity to participate in Rotary as members and leaders, regardless of a person's age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity. Building authentic and lasting connections with diverse communities is critical to demonstrate that we mean what we say.

Click to **<u>Register Now</u>** for, The Power of Connection with Diverse Communities on Thursday, 12 November at 15:00 Chicago time (UTC-5), and submit your questions to our experts. A recording of the session will be available to everyone who registers.

During this webinar we will:

·Acknowledge our unconscious bias

•Champion the value and benefits of connecting with diverse communities •Learn to build authentic relationships, especially when it comes to volunteering We look forward to hearing your thoughts and questions.

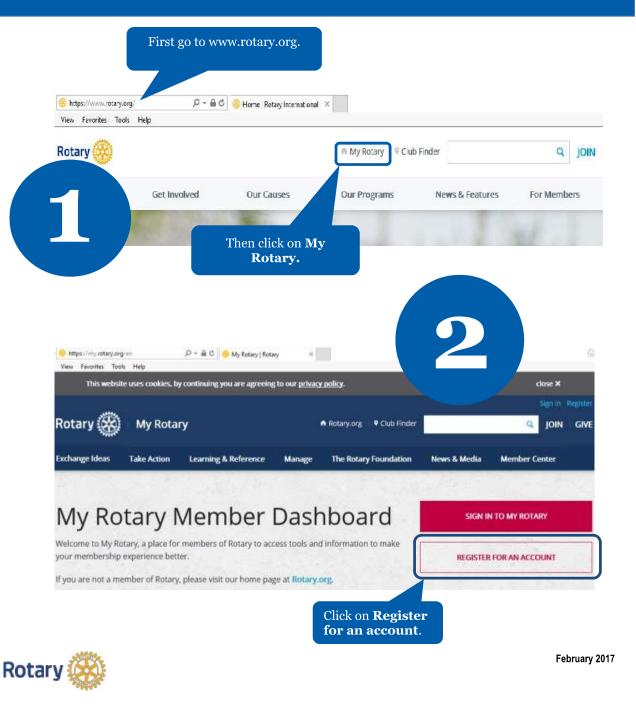
Sincerely, The Membership Development Team Rotary International

P.S. Throughout 2020-2021, Rotary will host a webinar series to explore diversity, equity, and inclusion. Click to **<u>Read More</u>** about the sessions that will be offered.

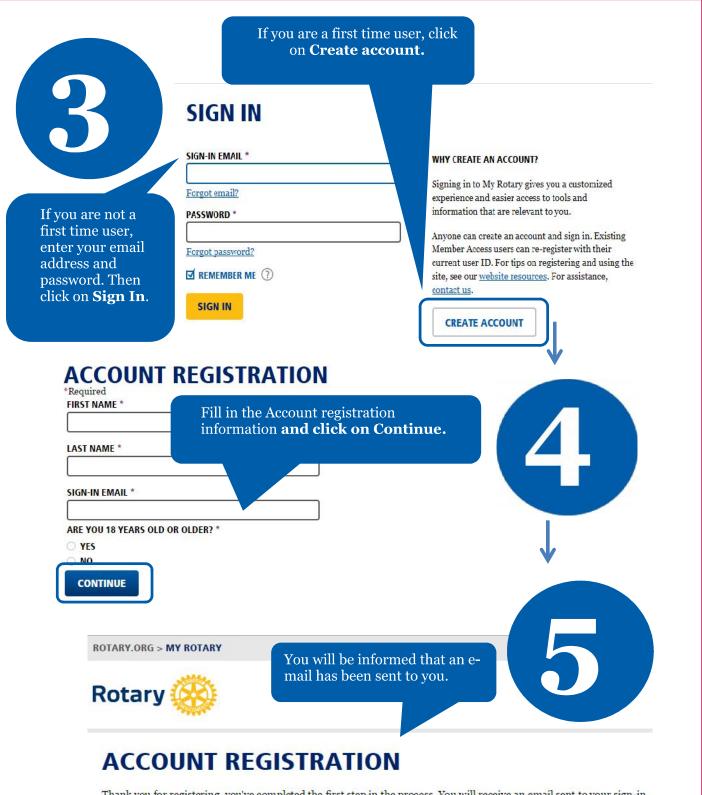
# MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary (Spensor Opensor Opens

# HOW TO CREATE A MY ROTARY ACCOUNT





# MAITBLE ROTARY CLUB OF BEHALA I RID 3291 Rotary () IN Rotary Opens



Thank you for registering, you've completed the first step in the process. You will receive an email sent to your sign-in email with a link to activate your account.



February 2017

#### MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary Opens Opportunities Rotary



#### Complete your Rotary.org registration

Check your email for the address you provided in the step above.

You will receive this message.

the process.

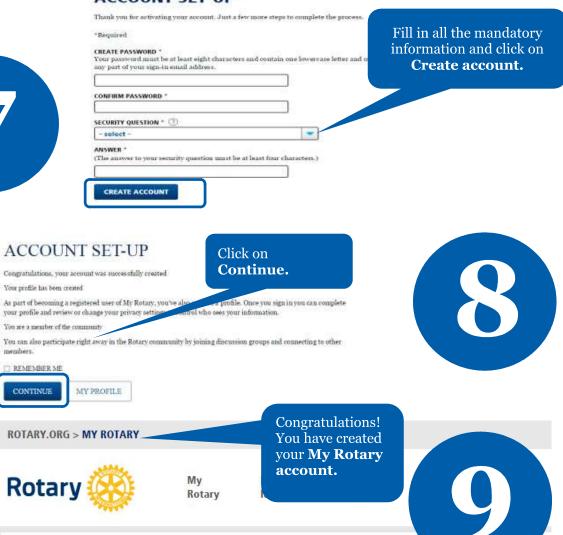
Click on the blue link to finalize

#### Hello

You're just one step away from completing leaders, exchange ideas, and tal

Activate my account

#### ACCOUNT SET-UP



# **MY ROTARY**



members.

February 2017

# MAITBEE ROTARY CLUB OF BEHALA I RID 3291 Rotary () IN Rotary Opens

#### DURGA PUJA THROUGH THE LENS OF RTN DEBARSHI DUTTA GUPTA















# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary (Opens Opportunities)



As we have our next RCM only after 5 days, there would not be any Quiz in next issue of Maitree so that respected members do get time to solve the puzzle. The answers, and names of successful friends will be published in the next issue.

Please send your answers to the Editor over WhatsApp (9830030020) within 7 days. Happy head-scratching.

# **QUIZ** #9

- **#1** Fire temple is the place of worship for which religion?
- **#2** Who founded Rotary Foundation ?
- **#3** The ozone layer restricts which type of rays?
- #4 One of the first four Rotarians was a tailor by profession. Who is he ?

**#5** Hockey was introduced in the Asian Games in \_\_\_\_\_.

#### Answers to Quiz #8

- #1 Before Akal Bodhan practice started, Goddess Durga was worshipped in March called Basanti Puja. Who started this Puja ?
   Ans: King Suratha.
- #2 What does the acronym RYLA stand for ?Ans: Rotary Youth Leadership Award.
- #3 After death of Mahishasur, his sister plotted for revenge. What was her name?Ans: Mahishi.
- #4 What is Interact?Ans: A Rotary Youth Programme for Post Primary School Children.
- #5 In which country is Durga Puja celebrated for 15 days?Ans: Nepal.

Cheers to the friends who have submitted correct answers: PP Rtn Debabrata Joardar, PP Rtn Manika Karmakar & PP Rtn Amaresh Bhattacharya.



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# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary () Rotary () Protary () Prota

#### MINUTES OF THE 2576th RCM OF ROTARY CLUB OF BEHALA HELD AT ZOOM DIGITAL PLATFORM ON 15th OCTOBER, 2020.

# Club President Rtn Sugata Mazumdar called meeting to order, followed by welcome address.

# National Anthem was played on screen.

# President Rtn Sugata announced the upcoming events:

a. 16th - Ananda Sandhya, Zone 18 & 20 cultural event hosted by RC Behala

b. 17th - New clothes distribution at Free To Be Kids Charitable Trust at Thakurpukur.

c. 18th - New Saree distribution at Sataphul Kishore Bahini Sikha Niketan at Kulpi.

d. 19th - Sharod Orghya, Zone 20 Joint meeting & cultural program.

e. 20th to 26th - Sharod Subeccha banner will be displayed at 4 different puja pandal towards Public Image of Rotary.

f. 20th to 26th - World Polio Day awareness banner at 3 different puja pandals at directed by the district.

g. 26th - Grand Dasami Lunch at Free To Be Kids Charitable Trust sponsored by PDRR Rtn Shuvratav & Secretary Rtn Shuvranshu.

# He proposed for a Bijaya - Diwali online cultural meet with club members and their family. The date and time would be announced later.

# Secretary Rtn Shuvranshu gave overview of the financial standing of the club. Treasurer PP Rtr Amaresh elaborated on the various headings. Club FD's status & upcoming big projects were also discussed.

# President Rtn Sugata requested PP Rtn Debabrata to inform the members about the nomination committee and its functions as the committee with the incoming president will decide the board and working committees for RY 21-22.

# PP Rtn Debabrata informed the club the club that the new proposed member by the district is not showing any interest after repeated telephonic conversations to attend club meetings. Thus it was decided not to pursue the lead.

# President Rtn Sugata informed that the club bank account can be operated via netbanking and informed the members about the pros & cons of handling the online transactions. Members raised some questions and it was decided to take the matter forward in the upcoming Board Meeting.

# President Rtn Sugata requested Rtn Angshuman to inform the club about the self help group at Rasapunja. Rtn Angshuman updated the club about his recent visit and cleared certain doubts raised by the members in a meeting last month. It was decide to deal with the matter in the upcoming Board Meeting.

# MAITBEE ROTARY CLUB OF BEHALA | RID 3291 Rotary () Rotary () Potary () Potar

#### MINUTES OF THE 2576th RCM OF ROTARY CLUB OF BEHALA HELD AT ZOOM DIGITAL PLATFORM ON 15th OCTOBER, 2020.

# Club Editor PP Rtn Dr Siddhartha informed that the Pre - Puja Special Issue is an amalgamation of various interesting articles and stories contributed by members, family members & friends of members. He requested evenryone to read and share their feedbacks. In return the members appreciated his and Secretary's efforts.

# Club Secretary Rtn Shuvranshu conducted the usual club business. He informed that our next RCM will be shifted to 31st along with our Board meeting from 7pm onwards.

# Minutes of 2575th RCM as published in Maitree was confirmed.

# President Rtn Sugata terminated the meeting.

Meeting attendance : Total Members : 32. Members Present : 12

> MINUTES OF THE 2577th RCM & JOINT ZONAL MEETING HELD AT ZOOM DIGITAL PLATFORM ON 19th OCTOBER, 2020.

# Zone 20 ZS Rtn Rina Sinha Roy started the meeting with a welcome note.

# National Anthem was led by Rtn Indrani Majumdar of RC Tollygunge.

# Welcome speech by DG Rtn Sudip Mukherjee & AG Zone 20 Rtn Susanta Kumar Sarkar.

# Club President Rtn Sugata Mazumdar called meeting to order, followed by welcome address.

# Club Secretary Rtn Shuvranshu Mitra gave a brief activity report and mentioned the special projects, Maitree & other club initiatives taken from July to latest.

# Alphabetically all the other clubs called their meeting to order and presented with their cultural performances.

# PP Rtn Dr. Siddhartha Chakraborty & his spouse Dr. Sudipta Mukherjee represented ourclub at the cultural front through a beautiful "shruti natok". Everyone praised their performance.

# President Rtn Sugata terminated the meeting.

Meeting attendance : Total Members : 32. Members Present : 8