

Maitree

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Bengal Club



DG Visit | Feb 12, 2024 | Bengal Club

Official Visit by District Governor Rtn Hira Lal Yadav
To

ROTARY CLUB OF BEHALA

1964 - 2024



We welcome

Rtn Hira Lal Yadav, District Governor, RID 3291 for 2023-24 & First Lady of the District Rtn Deepali Yadav

Hira Lal Yadav joined Rotary Club of Hooghly in the year 1995. He served as the President of the Rotary Club of Hooghly in the year 1998-1999 & 1999-2000. He is a past Rotaractor. He graduated from Calcutta University. He is a Ply Wood Manufacturer.

He revived the sick club which was recommended to be closed by the then District Governor. He established Rotary Hooghly Eye Hospital in the year 2000 with only eight members in a rented building. The Rotary Hooghly Eye Hospital became so popular, that a more spacious building was required. He constructed a well-designed 3 storied building for Rotary Hooghly Eye Hospital in the year 2013. Now, Rotary Hooghly Eye Hospital is a complete Eye Care Centre and pride of Rotary District 3291. In the last two decades he has helped eighteen clubs in India and two clubs in Bangladesh to establish Eye Hospitals. He is the Chairman of Rotary Hooghly Eye Hospital, Rotary Gangadharpur Eye Hospital & Kuchaikot Rotary Eye Hospital-Bihar. He is also the Chief advisor/Technical Advisor of 17 Rotary Eye Hospitals.

Presently 55000-60000 surgeries are being done in these Eye Hospitals & 4 lakhs to 4.50 lakhs patients are being treated in the OPD & in Out Reach camps. His dream is to arrange Eye Check-up for 10 lac patients & eye surgeries for 1 lakh patients.

He has served Rotary District 3291 in different capacities and was invited as Guest Speaker in the Training Sessions and Conferences of Rotary District 3250 & 3291.

He is a great supporter of "The Rotary Foundation" & was instrumental in successfully completing 82 Global Grant Projects for different Rotary Clubs in India, Bangladesh, Singapore & UK. He had made arrangements to construct many tube-wells to provide safe drinking water in the remote villages of Hooghly. He also gave new life to 27 needy children by arranging Heart Surgeries in R.N.Tagore Heart Research -Kolkata & at Narayana Hridayalaya - Bangalore. He was instrumental in setting up a Primary School at Hooghly Railway station for Underprivileged children in the year 2014. He also supports an orphanage - "Vivekananda Ashram" for the last 23 years. He has worked with District Administration of Hooghly in the implementation of Central Government Development Schemes as Nominated Member of the District Vigilance & Monitoring Committee 2012 to 2019.

He is a Major Donor and recipient of the highest Award of the Rotary International - "Service Above Self Award".

He is married to Deepali. She is an active member of Rotary Club of Hooghly.

Happy Birthdays



**PP Rtn Krishnendu
Bhattacharjee**

DOB : 15th February



**Rtn Sanghamitra
Dutta Gupta**

DOB: 20th February



Mrs Anuradha

W/o PP Rtn Debabrata Joardar

DOB: 20th February



Dr Priya Ghose

W/o Rtn Dr Anindya Basu

DOB: 20th February



Anukriti

D/o Rtn Amit Roy

DOB : 20th February



Vipin

S/o PP Rtn Prasunjit Mukherjee

DOB : 23rd February



Mrs Srimati

W/o PP Rtn Debidas Ganguly

DOB : 25th February

Club News

A) Thalassemia Awareness Programme

Date: 05-02-2024

Venue: Barisha High School, Barisha

Participants: 100 students from Class IX & X

Procedure: Explanatory talk on the subject, followed by a quiz on the subject.
The student with correct answer for each question was felicitated.

Mr Nirupam Bhattacharjee, Headmaster of the school, thanked our club for the initiative.

Members attending the programme :

Club Secretary Rtn Sanghamitra Dutta Gupta, President Elect Rtn Anghshuman Bhattacharya, PP Rtn Debidas Ganguly, PP Rtn Amaresh Bhattacharya, Rtn Ashish Kr Das, Rtn Sunit Roy, PP Rtn Dr Siddhartha Chakraborty.

Partner-in-Service: Serum Thalassemia Prevention Federation.



B) Demonstration of Solar Lamp for Fishermen

Date: 05-02-2024

Venue: Residence of PP Rtn Anirudha Gupta

Mr Dipankar of Nandan Aloy Solar Power Enterprise demonstrated the proposed solar lamp to be fitted to fishing boats. There was discussion on various aspects and he was requested to submit his quotation.

Thank you Urmi Boudi for the wonderful spread after the meeting.

Participants : Apart from the host PP Rtn Anirudha Gupta, there were Club President Rtn Debarshi Dutta Gupta, Secretary Rtn Sanghamitra Dutta Gupta, IPP Rtn Bikash Dutta, PP Rtn Kaushik Bhattacharyya, PP Rtn Dr Siddhartha Chakraborty and Mr Swapan Chakraborty from our RCC at Chandanpuri.



C) Contributing to District Project of Life Beyond Cancer

Date: 06-02-2024

Venue: Room of LBC at IPGME&R (PG Hospital)

Club Secretary Rtn Sanghamitra Dutta Gupta handed over our contribution as Associate Co-host of the Special Concert on 23rd February. She also handed over a cheque of Rs 15,000/- as her personal contribution towards treatment of a paediatric cancer patient and visited admitted patients with fruits and biscuit. Incidentally, IPP Rtn Bikash Dutta has also contributed for treatment of a paediatric cancer victim.



D) Co-hosting RYLA

Our club is going to be an Associate Co-host of Panchjanya RYLA organised by RC Aabahamaan Kolkata from 23rd to 25th February at Tona Organic Farm, Lauhati, 24 Pgs.
Necessary contribution has been transferred.

District News

Special concert at Rabindra Sadan on 23rd February



Click <https://www.facebook.com/lbconcert/> to visit the Facebook event page and join the special LBC Concert for the special cause of kids with Cancer.

Click on the "Get Tickets" button in the FB page to book NOW.

UTTARAN II - The PETS, SETS & TETS for RY 2024-25



The PETS, SETS & TETS for RY 2024-25 will be held at ITC Sonar, Kolkata on 25th February 2024.

HISTORY OF THE FOUR-WAY TEST



The Four-Way Test was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy.

One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways.

STORY OF THE FOUR-WAY TEST BY HERBERT J. TAYLOR



Rotarian Herbert J. Taylor (served as RI president, 1954-1955)

Back in 1932, the Creditors of the Club Aluminium Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive.

At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product our competitors also had fine cookware with well-advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were.

With tremendous obstacles and handicaps facing us we felt that we must

develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

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?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

After about sixty days of faithful constant effort on my part to live up to the Four-Way Test I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to the Four-Way Test to feel qualified to talk to some of my associates about it. I discussed: it with my four department heads. You may be interested in knowing the religious faith of these four men. One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew and the fourth a Presbyterian.

I asked each man whether or not there was anything in the Four Way Test which was contrary to the doctrines and ideals of his particular faith. They all four agreed that truth, justice, friendliness and helpfulness not only coincided with their religious ideals, but that if constantly applied in business they should result in greater success and progress. These four men agreed to use the Four Way Test in checking proposed plans, policies, statements and advertising of the company. Later, all employees were asked to memorize and use the Four-Way Test in their relations with others.

The checking of advertising copy against the Four-Way Test resulted in the elimination of statements the truth of which could not be proved. All superlatives such as the words better, best, greatest and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products.

The constant use of the Four-Way Test caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature.

When we found an opportunity to speak well of our competitors we did so. Thus, we gained the confidence and friendship of our competitors.

The application of the Four-Way Test to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and good will. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business.

Through over twenty years of sincere effort on the part of our personnel, we have been making steady progress toward reaching the ideals expressed in the Four-Way Test. We have been rewarded with a steady increase in sales, profits and earnings of our personnel. From a bankrupt condition in 1932 our company has paid its debts in full, has paid its stockholders over one million dollars in dividends and has a present value of over two million dollars. All of these rewards have come from a cash investment of only \$6,100, the Four-Way Test and some good hard working people who have faith in God and high ideals.

Intangible dividends from the use of the Four-Way Test have been even greater than the financial ones. We have enjoyed a constant increase in the good will, friendship and confidence of our customers, our competitors and the public and what is even more valuable, a great improvement in the moral character of our own personnel.

We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in, business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

[Source: <https://rotary5630.org/history-of-the-four-way-test/>]

Happy Anniversary



**Mrs Sikha &
PP Rtn Amaresh
Bhattacharya**
D/Anniversary :
19th February

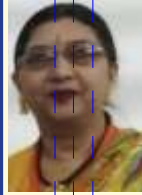


**Mrs Madhumita &
Rtn Arup Dasgupta**
D/Anniversary :
23rd February



**Mrs Ruma &
Rtn Angshuman
Bhattacharya**
D/Anniversary :
25th February

MEET OUR NEW MEMBER



Mrs Sakuntala Ghosh Hazra was born to Rtn Dr Tarit Kumar Ghosh, a PHF and past member of Rotary Club of Calcutta and a pioneer in Neurology in West Bengal. She did her postgraduation in International Relations from Jadavpur University and is well versed in French and Spanish. Her hobbies include reading and travelling.

She is

- Past President and current Secretary of Inner Wheel Club of Behala
- Secretary, Indian Federation of University Women's Association
- Secretary, Eye Care and Research Centre
- Joint Secretary, Women's Coordinating Council

Her details are :

D/ Birth : 9th November ; **D/ Anniv :** 6th March

Spouse : Dr Kashi Nath Ghosh Hazra, Interventional Cardiologist with RTIICS ; **DOB :** 3rd April

Daughter : Dr Sayantani Ghosh Hazra, pursuing PG course in Pathology ; **DOB :** 3rd December

Address : Flat 5, Block I, 28/1A Gariahat Road, Kolkata - 700 029

Email : sakuntalaghoshhazra05@gmail.com

Mobile : 9874167096 ; **Proposed Classification :** Social Service ; **Proposer :** Club Secretary Rtn Sanghamitra Dutta Gupta

Minutes of the 2664th Regular Club Meeting of Rotary Club of Behala held at Malik Guest House at 6.30 PM on 1st February 2024

Club President Rtn Debarshi Dutta Gupta called the 2664th RCM to order.

Meeting started with National Anthem by the members.

Club Secretary Rtn Sanghamitra Dutta Gupta reported on the Official Visit by AG preparatory to the visit by DG.

Our Zonal AG Rtn Amit Kumar Rungta met Club officials - namely, Club President Rtn Debarshi Dutta Gupta and Secretary Rtn Sanghamitra Dutta Gupta assisted by Executive Secretary PP Rtn Dr Siddhartha Chakraborty - at the office of East India Pharmaceutical Ltd. on Nanda Lal Bose Sarani on 20th January. He was very happy with the Projects undertaken by the club and satisfied with the documentation.

President Rtn Debarshi informed that the Official Visit by District Governor Rtn Hira Lal Yadav has been scheduled on Monday, the 12th of February at 6 pm at Room 300 of Bengal Club. All members are requested to attend with their spouses.

Rtn Sanghamitra Dutta Gupta summed up the activities of the club over last fortnight:

a) The Club is Associate Co-host of the Fund-raising programme for the District Project of Life Beyond Cancer scheduled for 23rd February and has contributed Rs 10,000/- as Co-host.

She also pledged to donate Rs 15,000/- personally towards treatment of a child.

b) Sponsored sarees and other necessary items at Children's Community Festival with RC Salt Lake Green City.

c) Have sent our contribution as a co-host for a project initiated by RC Calcutta Galaxy for sponsoring sewing machines for ladies of Sundarbans. The date has not been finalised yet.

President Rtn Debarshi announced the upcoming projects :

a) Thalassaemia awareness and testing camp at Barisha High School on 5th February. Our Partner-in-Service would be Serum Thalassemia Prevention Federation.

b) Ongoing Water for Toilets Project - the expenditure for current phase is being audited, and list of another 43 beneficiaries is ready. We shall apply to EIRWT for Helping Grant of Rs 1.5 lakh for the next phase. The remaining 2.7 lakh will be arranged by the club so that a total of 60 units are completed within this 60th year of our club.

c) Installation of solar lamp for the fishermen at Namkhana - A pilot project with 10 units will start soon with sponsorship from our club members. On checking its effectiveness, 50 more units will be installed within this year - another '60'.

d) Renovation of Girls' Toilet at Banspahari KPSC (HS) School, Jhargram will be started on receiving the Assessment Report from IPP Rtn Bikash Dutta. Approximate expenditure would be about 2.8 lakhs. Inner Wheel Club of Behala has expressed their willingness to join us in this project.

Club Secretary Rtn Sanghamitra Dutta Gupta conducted Club Business.

Next RCM will be on 12th February with Club Assembly and OVG at Room 300 of Bengal Club.

Minutes of last RCM as published in Maitree of the day was confirmed.

Meeting was terminated with vote of thanks from and to the Chair.

Attendance -

Total Members: 37, Members Present: 10, Guest: 01