

# Maitree

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RCM # 2692  
Venue: Malik Guest House

# Rotary



March is  
Water, Sanitation,  
and Hygiene Month



TR/MCE

**HAPPY  
ANNOUNCEMENTS**

**BIRTHDAY**



**Mrs. Suneeta**  
W/o PP Rtn Swapan  
Marwaha  
DOB: 21st March



**Avinanda**  
D/o PP Rtn Amaresh  
Bhattacharya  
DOB: 26th March



**Nabamita**  
W/o PP Rtn. Debarshi  
Duttgupta  
DOB : 2nd April



**Rtn.(Dr.) Atanu Saha**  
DOB: 2nd April



## SPECIAL ARTICLE

### THE ROOT CAUSE OF ROTARY'S LACK OF MEMBERSHIP GROWTH IS ROTARIANS

PDG Euan Miller, Rotary Club of Norwood

*"Think about it. The root cause of Rotary's lack of membership growth is Rotarians. Rotarians who are complacent. Rotarians who are satisfied with the status quo. Rotarians who will only work hard enough at attracting members to (almost) replace their clubs' attrition and then quit right after that. Rotarians who don't "get" that the single best performance metric in a membership organization is consistent, moderate annual membership growth.*

*We simply don't have enough Rotarians who care enough about or believe enough in Rotary to bring their friends, neighbors and business associates into the club. We need to make Rotary so exciting, so fulfilling, so top-of-mind that Rotarians will spread the word and work of Rotary the same way they share their enthusiasm about a great movie they saw or the great restaurant where they just ate. We have to reinvigorate that passion!*

*The bottom line is really chilling -- that our own members are not passionate enough about Rotary to ensure its sustainability".*

This a quote from Terry Weaver, Rotary Coordinator for Zone 33 (East Coast USA)

Terry has done a lot of work measuring club attraction and attrition rates since 2017 in the USA and Canada and comparing these to other membership-based organizations. By using statistical analysis, his findings suggest that we are not fighting the right battles by focusing on retention. I am hopeful that he will be presenting at a breakout session at the Melbourne Convention. Look out for it - it will be a must to attend!

Back in the South Pacific the membership statistics at the halfway point of the year are looking sad again. Only six districts have recorded any membership growth to the end of January but none have sufficient growth to offset the inevitable tranche of resignations at 30 June.

Terry's analysis suggests most membership organizations, whether they be community or business based, have an attrition rate of 15% a year. Rotary is no different. While some resignations may be caused by disputes or lack of vibrancy in a club, business and life changes are by far, the major reason, members leave. With most of our members in the last quarter of their age profile, it is even more important to focus on attracting new members.

Vibrant clubs recognize this and have active recruitment plans in place to first, offset the expected attrition and second, to grow. Based on Terry's analysis, between 25 and 40% of clubs in our Zone will have a continuing record of year-on-year growth. These clubs see membership growth as important as community projects and fellowship and fun, because if we don't have membership growth, we will quickly lose the others.

So how do our other clubs join these growers?

- First subtract your attrition rate from your attraction rate for the last three years. If you are net positive by 2% or more you are in a sweet spot and doing all the right things. If you are negative by 2% your club is fragile and a membership growth strategy is needed now. If it is negative by more than this your club has entered a danger zone. If this not addressed, it will lead to a steady decline and inevitable charter hand back. Call on your district for urgent help
- Second identify all your members who have introduced and inducted 2 or more Rotarians into your club. This information is in **my rotary**. These are the Rotarians you need to form a task force to set up a strategy to grow your club again. Again, if there are none – get your district to help you.

## Theme of the Month

### Focus on Water, Sanitation and Hygiene

Clean water, sanitation and good hygiene is a human right. When people, especially children, have access to clean water, sanitation, and hygiene, they lead healthier and more successful lives. We don't just build wells and walk away. Rotary members integrate water, sanitation, and hygiene into education projects. When children learn about disease transmission and practice good hygiene, they miss less school. And they can take those lessons home to their families, expanding our impact.

Clean water is a basic human right that many are often denied. There are 2.5 billion people in the world that lack access to improved sanitation and 748 million people that don't have clean drinking water. Nearly 1 400 children die each day from diseases caused by lack of sanitation and unsafe water. When people have access to clean water, they live healthier and more productive lives.

In 2015, the United Nations introduced their new Sustainable Development Goals (SDGs) to end poverty and promote prosperity while protecting the environment and addressing climate change. Sustainable Development Goal (SDG) 6 on water and sanitation encourages us to address universal access to drinking water and sanitation along with improved water management to protect ecosystems and build resiliency. \*

Rotary members are committed to reaching the water and sanitation SDG through projects like building wells, installing rainwater harvesting systems, and teaching community members how to maintain new infrastructure.

During March, Rotary Water, Sanitation and Hygiene Month, we have planned to celebrate our commitment to create healthier communities by supplying clean water and sanitation facilities to prevent the spread of infectious diseases.

# MINUTES OF MEETING

## Minutes of 4th Board Meeting of RC Behala held on 6th March 2025 at the residence of PP Rtn Swapan Marwaha.

- The meeting was chaired by Club President Rtn Angshuman Bhattacharya.
- Treasurer advised the Board members on club finance.
- Club's initiative to start a Global Grant Project – PP Rtn Kaushik Bhattacharya and PP Rtn Siddhartha Chakraborty informed members about the formalities and steps to be completed for a Global Grant Project. Three projects have been shortlisted – i) Cancer Awareness Program; ii) Project Roshni and iii) Infrastructure developments in Government sponsored schools of nearby locality. However, most of the members suggested to pick-up either (i) or (ii).
- AG and DG visit – DG visit has been fixed on May 27th at 7.30 pm and AG visit will take place about 15 days prior to that. PP Rtn Siddhartha Chakraborty is guiding the club to complete the formalities before those visits.
- The meeting ended with vote of thanks from and to the Chair.
- **Attendance : 09.**

## Minutes of the 2691st Regular Club Meeting of Rotary Club of Behala held at Residence of PP Rtn Swapan Marwaha at 6.30 PM on 6th March 2025

- Club President Rtn Angshuman Bhattacharya called the 2691st RCM in order.
- Meeting started with National Anthem led by PP Rtn Manika Karmakar.
- President Rtn Angshuman informed that PP Rtn Manika Karmakar will be coordinating with our RCC at Dhosa to explore possibility to organise an eye camp in February.
- PP Rtn Manika Karmakar briefed members about the Eye Camp to be held at RCC Dhosa in association with Rotary Eye Hospital, Dakshin Barasat. Date will be decided in consultation with the hospital and our RCC.
- President Rtn Angshuman requested members to attend District Holi Meet to be held on 17th March at Eastern Metropolitan Club.
- In the absence of Club Secretary Rtn. Shuvratav Mitra, PP Rtn Amaresh Bhattacharya conducted usual club business.
- Next RCM will be on 20th March 2025 at 6.30 PM at regular venue.
- Minutes of the last RCM as published in Maitree of the day was confirmed.
- Meeting was terminated with the vote of thanks from and to the chair.

**Attendance Statistics : Total members : 36, Attendees : 8**

RTN ANGSHUMAN BHATTACHARYA  
PRESIDENT RC BEHALA- 2024-25

RTN STEPHANIE URCHICK  
RI PRESIDENT-2024-25

RTN DR KRISHNENDU GUPTA  
DISTRICT GOVERNOR-2024-25

RTN SUNIT ROY  
CLUB EDITOR 2024-25