



BLISS



AN OFFICIAL BULLETIN OF ROTARY CLUB OF CALCUTTA NORTH EAST Rotary International District 3291

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Club No. : 23802

Thursday, 24th April, 2025

1621st Regular Meeting

No. 19

Charter on : 12.06.1986

We meet every alternate Thursday at THE ANTELOPE, 3, Ho Chi Minh Sarani, Kolkata - 700071 at 8.00 pm.

Rtn Subasish Halder
President

Rtn Swapnamita Roy
Secretary

Rtn Sukanta Khan
Treasurer

PP Rtn Chandra Kumar Paul
Editor

REPORT ON PROJECT DHWANI

On Sunday, 13th April, the Rotary Club of Calcutta North East organized the Second Edition of "Project Dhvani" at the Abanindranath Tagore Gallery, ICCR. The event was graced by the presence of several distinguished guests, including the District Governor 2025-26, Rtn Dr Ramendu Homchaudhuri, and the District Governor for 2026-27, Rtn Tapas Bhattacharya. Rtn Rita Saha, former Director at the Central Pollution Control Board, also attended the event along with Project Partners "The Karna".

36 Hearing aids were distributed to pre screened beneficiaries, they were also provided with a food packet, the Hearing Aid fitment was done by the technicians of "The Karna" as they demonstrated the use of the Hearing Aids to the recipients.

Past District Governors Rtn Ajay Agarwal, and Rtn Utpal Majumdar graced the occasion. The Project was conceptualised last year under the leadership of IPP Rtn Vivekananda and PDG Rtn Debasish Mitra branded the Project. Member of Rotary Club of Calcutta North East along with their spouse attended and managed the event.

Reported by
Rtn Chandra Kr Paul
Club Editor.



Launch of Project Dhvani



Symbolic handover of Hearing Aids to the beneficiaries.



Hearing Aid fitment done by The Karna



Distribution counter of Hearing Aids



ROTARY CLUB OF
KOLKATA URBANA



25 Apr : Tuktuki Dutta, W/o Rtn. Sudip Kr. Dutta

28 Apr : Arpita Poddar, W/o Rtn Somdeb Poddar



3 May : Rtn Salil Kumar & Rajashree Chandra



FAMILY TIES - A GLIMPSE INTO THE PERSONAL LIVES OF OUR MEMBERS

CELEBRATING HERITAGE THROUGH CRAFTSMANSHIP : INAUGURATION OF 'AITIJHYA' AT MAHISHADAL RAJBARI ON WORLD HERITAGE DAY

Introduction

On the occasion of World Heritage Day, Rakshak Foundation, in collaboration with Mahishadal Rajbari, proudly inaugurated 'Aitijhya' — an eco-conscious souvenir store nestled within the historic premises of Mahishadal Rajbari. This new initiative stands as a testament to Bengal's rich cultural legacy, beautifully intertwining heritage preservation with sustainable livelihood generation.

Sustainable Livelihoods for Rural Women Artisans

One of the key highlights of 'Aitijhya' is its commitment to empowering rural women artisans. By offering a platform for these women to showcase and sell their crafts, the initiative aims to create sustainable livelihood opportunities. The crafts are made using traditional techniques that have been passed down through generations, ensuring that these age-old practices continue to thrive.

In addition to preserving traditional craftsmanship, 'Aitijhya' places a strong emphasis on eco-friendly practices.

The souvenirs are made using sustainable materials and processes, minimizing the environmental impact. This focus on sustainability aligns with the broader goals of heritage preservation and responsible tourism, making 'Aitijhya' a pioneer in promoting eco-conscious consumer behaviour.



To observe World Heritage Day
You are cordially invited to the Launch of

Aitijhya

A boutique store by local women artisans
Beneficiaries of Rakshak Foundation's training initiative supported by
HPL, Adperma, and TCG Foundation
The store space is graciously extended by Mrs. Divyani Garg of Mahishadal Rajbari

Launch Venue: Mahishadal Rajbari, Haldia | 3pm, 18th April 2025



Founder Trustee, Rakshak Foundation

CHAITALI DAS

Member, Mahishadal Rajbari

DIVYANI GARG

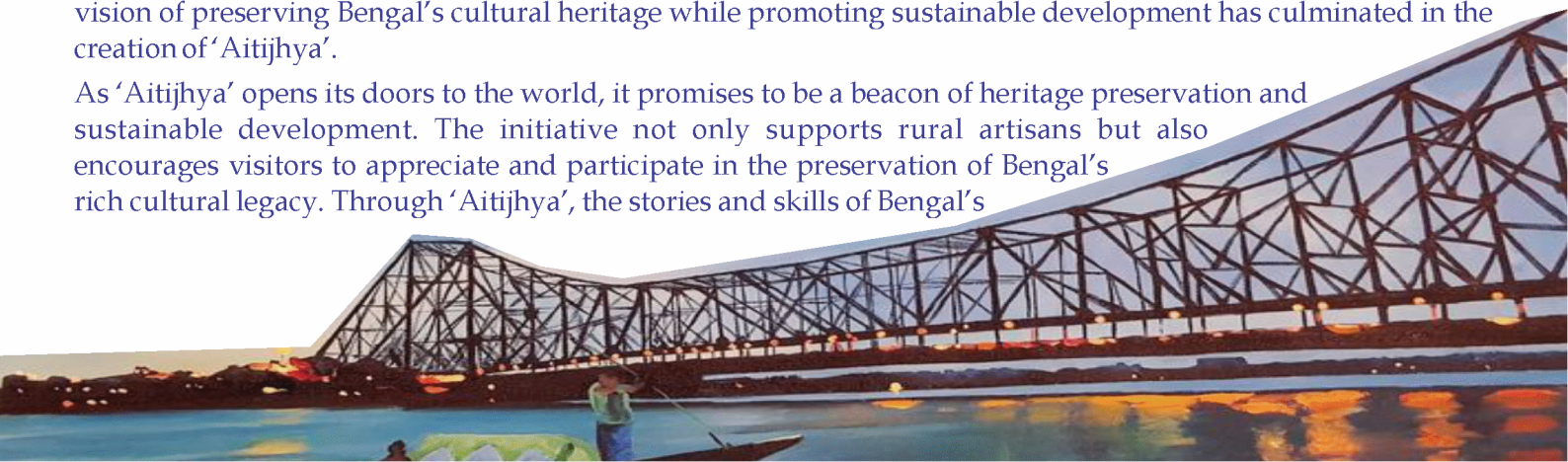
Mahishadal Rajbari:

A Symbol of Bengal's Cultural Legacy

The historic Mahishadal Rajbari provides a fitting backdrop for 'Aitijhya'. Located in the Purba Medinipur district of West Bengal, the Rajbari is a symbol of Bengal's opulent past and cultural grandeur. The Rajbari itself is a heritage site, attracting visitors from across the globe who come to marvel at its architectural splendor and historical significance. The inauguration of 'Aitijhya' within its premises adds another layer of cultural richness, offering visitors a chance to take home a piece of Bengal's heritage.

The successful inauguration of 'Aitijhya' is the result of a collaborative effort between Rakshak Foundation and Mahishadal Rajbari. Rakshak Foundation, known for its work in heritage conservation and community development, joined hands with the custodians of Mahishadal Rajbari to bring this initiative to life. Their shared vision of preserving Bengal's cultural heritage while promoting sustainable development has culminated in the creation of 'Aitijhya'.

As 'Aitijhya' opens its doors to the world, it promises to be a beacon of heritage preservation and sustainable development. The initiative not only supports rural artisans but also encourages visitors to appreciate and participate in the preservation of Bengal's rich cultural legacy. Through 'Aitijhya', the stories and skills of Bengal's





**Peacebuilding
and Conflict
Prevention**



**Disease
Prevention
& Treatment**



**Water,
Sanitation
& Hygiene**



**Maternal &
Child Health**



**Basic Education
& Literacy**



**Community
Economic
Development**



Environment



artisans will continue to be celebrated and cherished for generations to come.

The inauguration of 'Aitijhya' at Mahishadal Rajbari on World Heritage Day marks a significant milestone in the journey towards preserving and celebrating Bengal's cultural heritage. This eco-conscious souvenir store stands as a testament to the power of collaboration, tradition, and sustainability. As visitors explore the historic Mahishadal Rajbari and discover the treasures within 'Aitijhya', they become part of a larger narrative of heritage preservation and empowerment. In doing so, they help keep the vibrant spirit of Bengal's craftsmanship alive and thriving.

Minutes of the 1620th Regular Meeting of Rotary Club of Calcutta North East held at The Antelope, 3, Ho Chi Minh Sarani, Kolkata - 700071 on 10.04.25 at 8.00 PM.

- ❖ President Rtn Subasish Halder called the meeting to order followed by National Anthem lead by PP Rtn Ramprasad Chattopadhyay.
- ❖ President extended his thanks to Vice President Rtn Angana Paul for conducting the 1619th Regular Meeting in his absence due to medical reason. He also thanked all the club members for their support during the period of his sudden health break and medical treatment. He specially thanked to Rtn Dr Binayak Chanda for his prompt action as his doctor.
- ❖ He congratulated all members for a successful District Governor's Official Club visit on 13th March 2025 and the appreciation received from the district team followed by Holi meet where District Governor, District First Lady and District Secretary took an active part.
- ❖ He then announced that the Hozaghata Pre-primary school project has been completed and ready for the official inauguration. He will give 2/3 date options after discussing with the school authorities and finalise the inauguration ceremony.
- ❖ President then announced about club's upcoming Project "Dhwani", which will held on 13th of April 2025 at ICCR Kolkata. 36 nos of beneficiaries will be given hearing aids. Our Project partner "The Karna" will sponsor the hearing aids. He invited all the club members to reach the venue by 10 am.
- ❖ President announced the name of those members who has given or promised for special donation towards Club funds. They are PP Rtn Shubadip Roy, PP Rtn Vivekananda Bhowmick, PP Rtn Ramprasad Chattopadhyay, PP Rtn Biswajit Choudhuri, PP Rtn Srikanta Basu Mallik, PP Rtn Chandra Kumar Paul and Club Treasurer Rtn Sukanta Khan.
- ❖ The Club Secretary then confirmed the minutes of the last meeting followed by the secretarial business.
- ❖ Bliss was sponsored by Rathindra Nath Dey and snacks were sponsored by PP Rtn Sujit Dutt and fellowship was sponsored by Rtn Indrani Basu Mallik.
- ❖ President terminated the meeting with no other agenda left and invited all the members to join for fellowship.

This issue of BLISS is sponsored by : Rtn Tapas Adalder