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Minutes of the RWM 2753 held at the Mahendra Smriti Sabhagar RC Dumdum on 06.09.24 at 6.30 pm

ADDRESS:

President **Rtn. Sanjib Roy** called the meeting to order, extending a warm welcome to all members.

BEGINNING:

The meeting commenced with the National Anthem, led by DGND Rtn. Tapas Bhattacharya, as requested.

CLUB BUSINESS:

The Secretary, **Rtn. Chinmay Roy**, conducted the club business:

- Announced the receipt of the latest edition of newsletter "LIGHT" from RC Garden Reach.
- SRIJANI**, an NGO based in *Sundarban, 24 Parganas* (North), has expressed interest in becoming an RCC under our club at *Sandeshkhali*. Their representatives met the Secretary at his residence, on September 6th. to request sponsorship. The members expressed support and referred the matter to the board for final decision.
- Informed that the Computers donated to *Humaniapota Abdul Aziz* high school (H.S) and *Humaniapota Purbapara* GSFP school through **SIKSHA LABH** project under basic education and literacy had been installed and students were being trained. Members wished prosperous future of the students.



d) Treasurer **PP Rtn. Swarnendu Sekhar Saha** informed that 23 members had paid their SAD-1 dues. He also shared that a sum of ₹45,000.00 had been raised from advertisements in the souvenir for the 59th. Installation Ceremony of the Club.

e) President briefed members on the decisions from the board meeting held on September 4th. He clarified that, as per the bylaws, decisions made by the board - the club's governing body - are final and binding, with the possibility of appeal to the club. Key decisions included:
i. RCDD would be participating for Global Grants in partnership with RC Calcutta for the project of comm.

safe drinking water in West Bengal (**PRANDHARA**) by contributing \$525.

ii. Club would be welcoming RI President Elect **Mario Cesar Martins de Camargo** and his gracious wife **Denise** in traditional Indian style on their arrival in Kolkata on September the 30th morning at 7:30 hours.

iii. **Rtn. Sekhar, Rtn. Swarnendu** and **Rtn. Tapas** had been entrusted to take appropriate action to resolve the present stalemate condition of *Khudiram* Colony Community Centre.

iv. Application would be submitted to EIRWT for helping grants project to supply battery operated van rickshaws and electrically operated double stitching sewing machines under community development scheme.

v. The club would focus on awareness campaigns addressing health risks like Cervical Cancer and Thalassemia.

vi. One safe drinking water filter would be provided to *Arabinda* School, *Khudiram* Colony, and *Majhergram* High School, Nadia.

vii. Rs. 12,000 had been granted as a festival ex gratia to **Debashish Hira**.

DISCUSSION:

a) On request, **PP Rtn. Julie Saha** and **Rtn. Tapas** shared insights from the District Seminar on Membership Development held on August 31st at *Kalakunj*.



b) As requested, **Rtn. Tarun Kumar Ghosh** briefly discussed the intricacies of Advertisement and Publicity, being a practicing professional in this area, he unveiled many interesting areas of advertising and its challenges. Members appreciated the deliberation and expressed for gratitude to him for enlightening them.



During the discussion members requested **Rtn. Tarun**, to put a bill board at *Kaikhali* area to welcome RI President Elect Mario Cesar Martins de Camargo and his gracious wife Denise by RCDD, on their arrival on September 30th. **Rtn. Tarun** gladly accepted the proposal.

ENDING:

The minutes of RWM 2752, circulated via email and WhatsApp, were confirmed by the 12 members present. Sunshine was collected through billing. The meeting concluded with the President thanking all members for their attendance. He reminded everyone of the next RWM scheduled for Friday, September 13th.

"REDEFINING ROTARY: FROM FELLOWSHIP TO PURPOSE-DRIVEN SERVICE FOR A BETTER WORLD"

Rtn. NB - ButterFlySoul
(A Rotarian since 1989 till Eternity)

The Highlight:

- * When you join Rotary, you're not just joining a club—you're making a commitment to serve others, to strengthen your community, and to be part of a global force for good. It's a pledge to act with integrity, to build lasting relationships, and to contribute to a better world. Rotary empowers you to make a difference locally and globally, with the support of a vast network of people who share your values and vision for a brighter future.
- * As a Rotarian, you and your family step into a platform that has been steadfastly built over 119 years (since 1905). Rotary offers you the unparalleled opportunity to Give Without Expectations and to witness the profound impact of your giving as it reaches the farthest corners of the world.
- * In joining this global community, you become part of a culture where Appreciating Others—both those you know and those you will never meet—is second nature. This deep-rooted ethos of gratitude and selfless service becomes your Mantra of Happiness.
- * By giving and appreciating others, you naturally and instantly find fulfillment, creating ripples of positive change that extend far beyond yourself, touching lives around the globe.
- * Welcome to a journey where every act of kindness, no matter how small, contributes to a greater purpose and a happier world.

Given the evolving priorities and expectations of prospective Rotary members, it's wise to reposition the core reasons for joining Rotary. We need to effectively emphasize community service and doing good in the world as the main motivations for joining Rotary:

- 1. Rebranding Rotary's Value Proposition**
 - * Core Message: Shift the narrative from "Join for Fellowship" to "Join to Make a Difference in the World."
 - * Emphasize Purpose: Highlight how Rotary offers a platform to contribute to meaningful community service projects.
 - * Family Involvement: Promote Rotary as an opportunity for families to come together in service, fostering values of compassion, responsibility, and global citizenship in children and spouses.
- 2. Showcase Impactful Projects**
 - * Success Stories: Share examples of successful community service projects.
 - * Member Testimonials: Feature testimonials from members.
 - * Visuals and Data: Use infographics and data to demonstrate the scale and impact of Rotary's community service efforts.
- 3. Engagement Through Service**
 - * Hands-on Involvement: Encourage new members to get involved in projects from the start.
 - * Skill Utilization: Offer opportunities for members to use their professional skills.
 - * Recognition of Effort: Regularly acknowledge and celebrate members' contributions.
- 4. Align with Personal and Family Values**
 - * Personal Growth: Position Rotary as a path to personal development.
 - * Family Participation: Highlight how Rotary service projects are inclusive.
 - * Legacy Building: Present Rotary as a way to create a lasting legacy.
- 5. Community-Centric Fellowship**
 - * Redefine Fellowship.
 - * Service-Oriented Events: Organize events that combine fellowship with service.
 - * Shared Purpose: Emphasize camaraderie
- 6. Marketing and Outreach**
 - * Targeted Messaging.
 - * Social Media Campaigns.
 - * Community Partnerships.