



Spectrum



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PRESIDENT KUSUM CHAMARIA

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Making Rotary Simply Irresistible

Posted on January 16, 2024 by Tom Gump, Aide to the 2024-25 Rotary International President



Tom Gump, aide to 2024-25 RI President Stephanie Urchick, addresses the opening session of the International Assembly in Orlando, Florida, USA, 8 January

Since the 2024 Rotary International Assembly in early January, participants at Rotary's annual learning event for incoming leaders have been talking a lot about making our Rotary clubs "simply irresistible." This term was used as the title of a 1988 song and a 1999 movie. In terms of Rotary, it was first used by Past District Governor Louisa Horn and recently championed by Stephanie Urchick, 2024-25 Rotary International president.

So what does "simply irresistible" mean in terms of an organization? According to Deloitte's description of "The Simply Irresistible Organization,": A irresistible organization has five elements: (i) *meaningful work*, (ii) *supportive management*, (iii) *a positive work environment*, (iv) *growth opportunities*, and (v) *trust in leadership*. I truly believe that together, we can make Rotary an irresistible organization if our clubs provide these elements to our members.

- **Meaningful Work** – No one joins a club to do nothing. Our members join for various reasons, but they all join to do something meaningful. This is true whether it be a traditional or virtual club and whether it focuses on local and/or international projects. We need to give our members purposeful opportunities, and we should change up these opportunities somewhat regularly so our members don't get bored doing the same thing. How do you know which opportunities to provide? Give your members what they want by conducting a member satisfaction survey.
- **Supportive Management** – Rotary International is improving in this area, with the Board of Directors just

recently implementing three-year goals for its various paired zones. Goal setting and accountability are also happening at the district and club levels.

Rotary also invests in its leaders through various learning opportunities. Our zone coordinators receive these opportunities at the Global Support/Global Philanthropy Seminars. District governors-elect receive them at the International Assembly. Club presidents-elect receive them at Presidents-elect Training Seminars. Members receive them at district seminars and in Rotary's Learning Center.

- **Positive Work Environment** – Our organization's Vision Statement starts with the words "Together, we." Most people want to serve, but they want to serve with like-minded people with the same values. Of course, we have to ensure our members feel that they belong and that their opinions matter to other club members and leadership. Again, surveys would help here. If you implement some of the suggestions your surveys generate, people will feel that they're being heard.

Rotary International does a good job of recognizing its members and other participants with awards of many types. But recognition also needs to happen at the club level. This recognition should not only be for financial giving, but also for things such as being a new member sponsor.

- **Growth Opportunities** – Our members want to be part of something that allows them to grow. Rotary's Vision Statement reads: "Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves." These last three words are important. People want to be part of something that fosters self-improvement. Working with others to serve makes this happen, and studies show that the act of serving others makes us happy. Why? Because when we focus on others, we aren't thinking about ourselves. To quote Louisa Horne: "It's not about me, it's about M.E. – the Membership Experience." Read more about Horne's Rotary Club of Halifax Harbour, Nova Scotia
- **Trust in Leadership** – I've spent the last decade getting to know our organization's leaders from the club level (serving on the Presidents-elect Training Seminar Alliance) up to our International Presidents' level (through serving as a president's aide, learning facilitator, and president's representative). These roles have taught me that our Rotary leaders are purpose-driven and inspiring – not only through their words, but also (and more importantly) through their actions. If we continue to have strong leaders, we will have strong clubs and a strong Rotary.

If we focus on helping our clubs improve these five areas, Rotary will become "simply irresistible!"

We meet calendar months' 2nd & 4th Saturdays at GPT Group, JC 25, Salt Lake, Kolkata 700098 at 6.00 PM

Printed by Kusum Chamaria, President, Rotary Club of Salt Lake Metropolitan Kolkata • Editor: Dr. Om Tantia

For private circulation only • Web site: www.rcslmk.weebly.com • Email: es.rcslm@gmail.com

Rotary History and Anecdotes

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – *across the globe, in our communities, and in ourselves.*

Rotary International is a global service organization whose stated human rights purpose is to bring together business and professional leaders in order to *provide humanitarian services, encourage high ethical standards in all vocations, and to advance goodwill and peace around the world.*

Over last 118 years, Rotary, like other surviving institutions, has changed itself to remain inclusive and contemporary *without compromising its dynamism and relevance.*

In this section, the editorial team of Spectrum, so far, has touched upon and shared the following anecdotes of Rotary during the current Rotary year:

- *History of Women in Rotary in the July 7, 2023 issue*
- *History of the 4 Way test in the July 15, 2023 issue*
- *Rotary's two official mottos in the July 22, 2023 issue*
- *Rotary's Work Commemorated in Stamps in July 29, 2023 issue*
- *Rotary and the United Nations in September 9, 2023 issue*
- *Why Rotary year begins 1 July in September 16, 2023 issue*
- *Rotary & Polio – World's largest global public health initiative in the history in September 23, 2023 issue*
- *Rotary Themes in September 30, 2023 issue*
- *Rotary partners in October 7, 2023 issue*
- *Interact as Rotary's service club program in October 14, 2023 issue*
- *Rotary Peace Program in October 21, 2023 issue*
- *Rotary Youth Exchange in October 28, 2023 issue*
- *The Rotary Foundation in November 4, 2023 issue*
- *Rotary's Commitment to Diversity, Equity, and Inclusion in November 11, 2023 issue*
- *Rotary's Timeline: Founding Years (1905 to 1911) in November 18, 2023 issue*
- *Rotary's Timeline: Expanding our Reach (1912-1930) in November 25, 2023 issue*
- *Rotary's Timeline: Cultivating Leaders (1931-1957) and Global Service (1958-1984) to be continued in December 2, 2023 issue*
- *Rotary's Timeline: Global Service (1958-1984): continued from previous issue and Bold Goals (1985-2004) in December 9, 2023 issue*
- *Rotary's Timeline: Focusing Our Impact (2005-present) in December 16, 2023 issue*
- *New Rotary Foundation grant supports scaling proven malaria program in Zambia in December 23, 2023*
- *New Rotary Foundation grant supports scaling proven malaria program in Zambia concluded in December 30, 2023*
- *Rotary scholars and peace fellows put expertise into helping environment in January 6, 2024*
- *The Council on Legislation in January 13, 2024*

The Council on Legislation Continued

Historic Moments: Memorable councils

Source: *Rotary International News* dated 29 April 2010

The Council on Legislation meets every three years, but no two councils are quite the same.

From the amount of legislation to the delegates who attend, each Council is different from its predecessors. Sometimes a

Council stands out for reasons that have nothing to do with proposed legislation.

Since existence of the Council, Rotary International has only once had to postpone a meeting of the legislative body. Toward the end of World War II, U.S. government restrictions on the number of people who could assemble forced RI to hold the 1945 convention during four different sessions a week apart, making it impossible to reach the quorum that would allow for voting on proposed legislation. At that time, the Council was still convened as a plenary session at the convention.

The 1950 Council is notable as the one that adopted a resolution providing that *"Service Above Self"* and *"He Profits Most Who Serves Best"* be designated as Rotary mottos.

The 1989 Council on Legislation vote to *admit women into Rotary clubs* worldwide remains a watershed moment in the history of Rotary. It followed a decades-long effort from all over the Rotary world to allow for the admission of women, including several close votes at previous Council meetings.

Venezuelan President Rafael Caldera attended the opening session of the 1995 Council, held in Caracas. Past RI Director Anthony de St. Dalmas, who attended as a delegate, recalls the president entering the Council chamber accompanied by an armed guard and a band.

The 2001 Council is often noted for the amount of legislation received, more than 1,000 proposals, with over 600 being published and considered by the delegates. (*Source Rotary International*)

Memorable Council of 2010 leaves its mark on Rotary

Source: *Arnold R. Grahl in RI News* on 3 May 2010

Representatives to the 2010 Council on Legislation left Chicago having enacted a number of monumental measures that will make eClubs a permanent part of Rotary International, create a fifth Avenue of Service for New Generations, increase the annual per capita dues that clubs pay to RI by US\$1, and give Rotarians in North America a choice of how they receive The Rotarian.

Representatives approved a \$1 increase in annual per capita dues starting in 2011-12 that will allow RI's budget to remain profitable through 2013, but experience a deficit of about \$3 million by 2015.



A representative from one of Rotary's 531 districts looks over proposed legislation during the Council on Legislation 26 April. Rotary Images/Monika Lozinska-Lee

The increase is only half the amount the Board of Directors had originally planned to seek. But after favorable financial forecasts, the Board offered an amended request for the \$1 increase. RI's General Surplus Fund is well above the Council-mandated minimum reserves. Market performance has improved, and the Secretariat has made significant cuts in expenses.

After years as part of a pilot project, *eClubs* found a permanent home in Rotary. Representatives approved a measure that will allow up to two eClubs per district, amended from just one per district. Proponents of the amendment argued that districts that use more than one language would be better served by more eClubs. The measure defines eClubs as Rotary clubs that meet through electronic communications.

Representatives also voted to *add a fifth Avenue* of Service, *New Generations*, to the four that already exist: Club Service, Vocational Service, Community Service, and International Service. Before starting a project, Rotarians are asked to think broadly about how their club and its members can contribute within each avenue. Supporters of the fifth avenue feel it will encourage and recognize the positive change implemented by youth and young adults involved in leadership development efforts, service projects, and exchange programs.

In the final days of the Council, representatives voted to give Rotarians in the United States and Canada the option of receiving an electronic version of *The Rotarian magazine*. The Council rejected a proposal to completely do away with the subscription requirement, but it did allow for joint subscriptions for two Rotarians residing at the same address. It also voted against giving a choice between print and electronic magazines to Rotarians living outside North America.

The Council tackled a variety of other issues, including decreasing the number of members on the Nominating Committee for *President of Rotary International from 34 to 17*; giving the Board authority to take steps to limit the number of election complaints from a district, including disqualifying a nominee for district governor; giving the Board authority to eliminate or change district boundaries if a district falls below 33 clubs or 1,200 members; and precluding clubs from limiting membership based on sexual orientation.

Source Rotary International, with minor edits by RGHF,
Disclosure

The Rotary Global History Fellowship (RGHF) is a group of Rotarians dedicated to building a global community of Rotarians, Rotaractors, other Rotary International approved groups, and others interested in the history of Rotary to exchange ideas, provide learning opportunities and build friendship online through its website www.rghf.org. This fellowship operates in accordance with Rotary International policy, but is not an agency of, or controlled by, Rotary International. (Statement per November 2021 RI Board of Directors Meeting

Rotary History and Anecdotes to be continued...

Rotary's District Resource Networks: Your Key to Impactful Projects

Posted on January 15, 2024 by Kiki Melonides, Rotary Service and Engagement Staff



Do you know that your district resource network offers access to volunteer consultants comprised of our very own members and partners who have valuable experience and technical skills to help you develop stronger projects?

Why partner with your district resource network?

Members of district resource networks offer the following support:

- **Increase your club's impact** by helping your club complete a community assessment and design more impactful, sustainable, and measurable projects.
- **Increase your club's visibility** by sharing your work with the broader community, in turn introducing new members and partners to expand your club's positive impact in the years to come.

How can you connect with your district resource network?

Your district international service committee chair maintains the district resource network and can introduce you to members of the resource network who have the expertise you need.

Mentors may include:

- Individuals with project and grant experience, including Rotary and Rotaract members and non-Rotary members, such as Rotary Community Corps members, local business and community members, and professionals from non-governmental and partner organizations that wish to lend their expertise.
- Members of Rotary Action Groups and the Cadre of Technical Advisers, two of Rotary's best project planning resources, with experience in areas of focus and technical skills.
- Rotary Fellowships that focus on specific vocations.
- Rotary alumni, such as global grant scholars and Rotary Peace Fellows.
- Intercountry committee members, United Nations Rotary Representative Network members, and more.

Seeking assistance to start or strengthen a service project?

Contact your district international service committee chair through your district governor or district leadership team to inquire about your district resource network. Request assistance based on your community's goals or inquire who from the network can help your club first complete a community assessment before working with the community to design a project to address local priorities.

Interested in lending your project planning expertise?

If you have professional or specialized skills you'd like to offer fellow clubs as they address community issues, consider joining your district resource network to share your expertise with your peers. District resource networks help clubs plan sustainable projects to increase their impact over the year to

come, and stronger projects provide meaningful engagement opportunities to your club members, enhance your club's public image in the community, and introduce new members and project partners to your club, leading to a brighter future for your community and your club.



PP Uma Shankar Agarwal on January 9, 2024
VP Indrakumar Bagri on January 10, 2024
Treasurer Ashok Kumar Surana on January 10, 2024
PP Dr Aruna Tantia on January 19, 2024
Dr Bimalendu Sen on February 6, 2024



Spouse Deepayan & Rtn Amrita Chatterjee on Jan 16, 2024
Spouse Sushila & Rtn Ashok K Surana on January 19, 2024
Spouse Dr Nandita & PP Dr Ankush Bansal on Jan 28, 2024
Spouse Rahul & Rtn Meenal Chaudhary on Jan 29, 2024
Spouse Dr Suranjan & Dr Saktirupa Chakraborty on Feb 5, 2024
Spouse Krishna & Prez Kusum Chamaria on Feb 24, 2024
Spouse Rani & PP BL Ajitsaria on February 28, 2024

January is Vocational Service Month

February is Peacebuilding and Conflict Prevention Month.

TAILPIECE

Could giant underwater curtains slow ice-sheet melting?

The curtains would separate polar ice sheets from warm ocean waters, but like other geoengineering proposals, the idea divides scientists.

Source: Xiaoying You in Nature news on January 17, 2024



The Thwaites Glacier in West Antarctica.

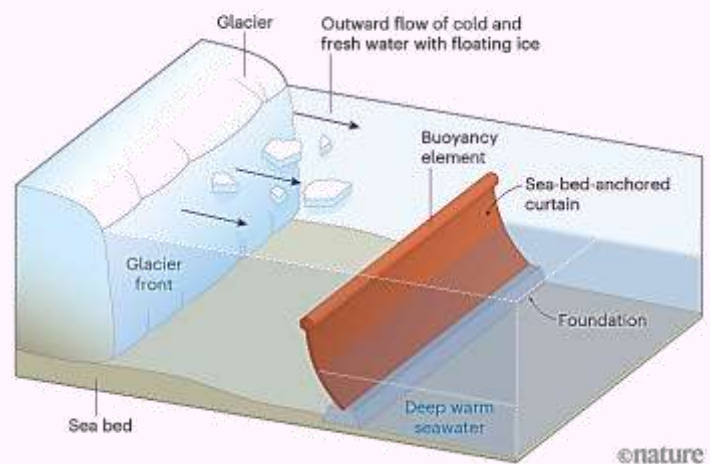
The Thwaites glacier acts as a plug to stop the West Antarctic ice sheet from more rapidly sliding into the ocean.

Credit: Cover Images via ZUMA

Glaciologists have proposed a drastic idea to slow the melting of polar ice: erecting giant underwater 'curtains' near glaciers to protect them from warm ocean water. Critics say that the proposal would be expensive and difficult to construct, and might interfere with local ecosystems or distract us from the essential work of slashing greenhouse-gas emissions. The concept builds on a 2018 proposal in which glaciologist John Moore and three colleagues made a heartfelt plea to consider such bold ideas, given the toll that rising sea levels will take on humanity. "We understand the hesitancy to interfere with glaciers — as glaciologists, we know the pristine beauty of these places. But we have also stood on ice shelves that are now open ocean," they wrote. "Is allowing a 'pristine' glacier to waste away worth forcing one million people from their homes? Ten million? One hundred million?"

CURTAIN CALL

Fixing a curtain to the sea bed might prevent glaciers from being bathed in warm seawater, but it might also prevent the movement of nutrients and marine organisms.



Moral hazard

Perhaps the greatest concern of all over the curtain idea, which applies to other geoengineering propositions too, is that it might weaken the urgency to reduce greenhouse-gas emissions and provide a cover for business-as-usual energy use.

Should we fertilize oceans or seed clouds? No one knows. "We already have in front of us a variety of emissions pathways. We know that those strongest action pathways make a difference for ice loss," says Moon. She regards the idea as "a distraction" from pursuing mitigation and proven technologies that require development, such as carbon capture. "Absolutely, we need to mitigate — actually more quickly than we've been doing," says Moore. But he says that the research provides a complement, not competition, to emissions reduction. "The real moral hazard is to be quiet and not to inform people about what potential [tools] could be available down the line."

Christian Schoof, a fluid dynamicist at the University of British Columbia in Vancouver, Canada, says that he has closely followed the sea-bed-curtain debate. In his view, geoengineering approaches, such as sea-bed curtains, are a "stop-gap measure" to buy humanity time to address the root causes of climate change.

"All geoengineering ideas are mad until you consider what might happen if we do nothing," he says. To him, the ice-sheet curtain is "certainly not a concept I'd write off".