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NEXT MEETING

Wednesday

15th January 2025

07.30 PM

at Casino Hotel,
Willingdon Island.

New Year Dinner Meeting



BULLETIN OF THE ROTARY CLUB OF COCHIN

Volume 89, Issue 26, 8th January 2025

THE COCHIN ROTARIAN

PRESIDENTIAL MESSAGE - JANUARY 2025

I always walk into meetings at my home club of McMurray, Pennsylvania, with a smile on my face.

A few years ago, someone arrived late. Instead of scolding the person, we cheered. Since then, we've made it a tradition to applaud all members when they arrive for meetings. It's tough not to smile with a greeting like that.

There's nothing more powerful for engaging and retaining members than a club that's vibrant, welcoming, and — yes — fun.

Think back to what drew you to Rotary. Chances are, it wasn't just the service projects or professional networking. It was the people — the friendships, the shared laughter, and the joy of working toward a common purpose. That's what keeps us coming back.

If you're looking for that sense of joy in your meetings, don't be afraid to ask yourself and your fellow members some tough questions. If you were a prospective member, would you join your current club? It's a powerful question but don't stop there.

Do members of your club feel that they belong? Are your meetings fun? If not, what can you do about it together?

At your next meeting or event, try something new to bring out a few extra smiles. It's the simple things that create lasting bonds and make clubs simply irresistible.

Here's one example of a club moving in the right direction. The Rotary



Club of Fukushima, Japan, has been combining environmental responsibility with community fun since 2021. In Japan, people have made picking up trash into a sport known as SpoGomi, and every year the club hosts a game. This year, more than 400 participants cheered each other on while they came together to improve their community.

This event is an excellent example of how Rotary clubs can have fun, make a difference, and raise awareness for broader global challenges all at the same time. And the inclusive, family-friendly format allows people of all ages to participate.

When we enjoy what we do, that energy becomes contagious. It's what attracts new members and keeps our clubs strong and engaged. It helps people feel that they belong.

Retention and culture go hand in

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Presidential Message.....

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hand. The healthier our club culture, the more likely members are to stay. *Rotary* magazine is an outstanding resource for inspiration on how to enhance our club culture and deepen member engagement. I en-

courage you to explore the stories and strategies in these pages, drawing from other clubs' successes to find ideas that work for you.

Together, we can create a more engaged, enjoyable, and inclusive Rotary that every member can feel proud to be part of. Let's continue

with renewed commitment and enthusiasm, living The Magic of Rotary.

Source: <https://my.rotary.org/en/news-media/office-president/presidential-message>

Stephanie A. Urchick
President 2024-25

A FRESH START: RESOLUTIONS AND HOW TO MAKE THEM STICK

The New Year is more than just a change in the calendar; it's an opportunity for reflection, renewal, and reinvention. It's a time when we set resolutions—our personal promises to make life better, healthier, or more fulfilling. But as January fades into February, how often do we keep these commitments alive? Let's explore why resolutions matter, why they sometimes falter, and how we can make them a lasting part of our lives.

The Tradition of Resolutions

New Year's resolutions have always been about hope. They inspire us to strive for better versions of ourselves and contribute more meaningfully to our families, communities, and the world. Whether it's adopting healthier habits, building stronger relationships, or serving a greater cause, these goals reflect our aspirations to grow.

For members of Rotary, this time of renewal aligns beautifully with our mission to inspire positive

change. Resolutions can be personal, but they can also be about the impact we make together.

Why Resolutions Often Falter

Despite our best intentions, research shows that many resolutions are abandoned within the first few months of the year. Why?

- 1. Vague Goals:** Resolutions like "be healthier" or "give back more" lack clear direction, making it hard to sustain momentum.
- 2. Unrealistic Expectations:** Lofty goals, while inspiring, can lead

to burnout or disappointment.

3. Lack of Accountability: Without a way to track progress or support from others, it's easy to lose focus.

4. All-or-Nothing Thinking: A single setback can derail our motivation if we don't allow room for imperfection.

Making Resolutions Stick

Here are some strategies to ensure your resolutions stand the test of time:

- 1. Be Specific:** Set clear, actionable goals. Instead of saying "volunteer more," commit to "spend two hours each month on a Rotary service project."
- 2. Start Small:** Break big resolutions into smaller steps. Progress, no matter how small, builds confidence.
- 3. Track Your Journey:** Use a journal, app, or planner to monitor your progress. Small wins are powerful motivators.
- 4. Share Your Goals:** Let your fellow Rotarians, friends, or family know about your resolutions.



Their encouragement can keep you accountable.

5. Practice Self-Compassion:

Don't let setbacks derail you. Every effort counts, and mistakes are part of growth.

Progress Over Perfection

The beauty of resolutions lies in

their intent: to grow, learn, and give back. The journey matters as much as the destination. With thoughtful planning, accountability, and resilience, we can transform our resolutions into meaningful actions that enrich our lives and the lives of those around us.

As we step into this new year,

let us embrace its possibilities with open hearts and a steadfast commitment to making a difference. Together, as Rotarians, we can turn resolutions into real, lasting change.

Here's to a year of progress, purpose, and partnership.

By Rtn. Prathik Nayar

THE EVOLVING WHEEL: TRENDS DEFINING THE FUTURE OF ROTARY

Rotary International, a global network of community leaders, stands at a pivotal juncture. While its core values of service and fellowship remain steadfast, significant trends are reshaping its future, demanding adaptation and innovation to maintain relevance and impact in a rapidly changing world. These trends can be broadly categorized into demographic shifts, technological integration, evolving service priorities, and a growing focus on global collaboration.

One of the most pressing trends is the changing demographics of Rotary membership. Traditionally dominated by older, male professionals, the organization is actively working to diversify its ranks to better reflect the communities it serves. This includes targeted recruitment efforts aimed at attracting younger members, women, and individuals from diverse socioeconomic backgrounds. Success in this area will be crucial for ensuring the long-term vitality and sustainability of Rotary's activities. This demographic shift necessitates a re-evaluation of membership engagement strategies, potentially incorporating more flexible meeting formats, digital communication tools, and projects catering to a wider range of interests and skills.

Technological integration is an-

other key driver of change. Rotary clubs are increasingly utilizing digital platforms for communication, event planning, and project management. This enhances efficiency, expands reach, and facilitates collaboration across geographical boundaries. The integration of technology, however, also presents challenges. Ensuring equitable access to technology among members and bridging the digital divide within served communities is crucial. Furthermore, Rotary needs to carefully consider the ethical implications of data privacy and security as it leverages increasingly sophisticated digital tools.

The nature of service itself is also evolving. While traditional projects like providing clean water and eradicating polio remain critically important, Rotary is increasingly focusing on addressing complex global challenges such as climate change, economic inequality, and promoting peace and conflict resolution. This demands a more strategic and collaborative approach, fostering partnerships with other organizations and leveraging expertise from various fields to achieve sustainable and impactful results. This shift also requires a focus on measurable outcomes and evidence-based approaches to assess the effectiveness of projects.

Finally, the growing interconnectedness of the world emphasizes the importance of global collaboration within Rotary. The organization's global network provides a unique platform for fostering cross-cultural understanding and addressing transnational issues. Strengthening international partnerships and facilitating the exchange of best practices will be crucial for maximizing Rotary's global impact. This includes promoting multilingualism within the organization and developing strategies to address the unique challenges faced by different regions.

In conclusion, the future of Rotary is defined by a dynamic interplay of demographic shifts, technological advancements, evolving service priorities, and a growing emphasis on global collaboration. By embracing these trends proactively and adapting its strategies accordingly, Rotary can solidify its position as a powerful force for positive change in the world, ensuring its continued relevance and impact for generations to come. The success of this adaptation hinges on the organization's ability to innovate, embrace diversity, and leverage technology while upholding its core values of service above self.

By – Rtn. Rajesh Nair



SFS Homes, represented by PP Rtn. K Lava and Rtn. Dharini, contributed approximately ₹2.5 lakhs towards improving facilities at the Government Hospital. The initiative was inaugurated yesterday in the presence of Rtn. Dharini and Dr. Shahirsha, Superintendent of the hospital. This generous donation highlights the Rotary spirit of service and collaboration, making a meaningful impact on the community.



PP Rtn. Liaquat Ali / Rtn. Jasmine
Rtn. C.S. Menon / Rtn. Mini Menon

11th January
15th January



Rtn. Pravesh P. Johar
Rtn. Dr. Alex Jacob
Rtn. Capt. C.S. Menon

12th January
13th January
15th January