

ROTARY  
OPENS  
OPPORTUNITIES



# E-SUHRITH

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[www.rcsurathkal.org](http://www.rcsurathkal.org)



## Dear fellow Rotarians,

For a family consisting of husband, wife and six children living in this slum, It was a sad day, City Corporation with an intention of constructing a public utility building, bulldozed huts and shelters where poor people lived. People became displaced. The whole week the families could not find any solution for their hunger. One fine morning mother of six children went begging for food to her children. When she came in front of a bungalow a good-hearted woman came and saw the plight of the family and fed her with a bowl of food. The poor women divided the food into two half equally and fed one half of the food to her children. When the poor children were enjoying the food, she took the half of the food went to other street of the area. Out of curiosity the women who fed the food started following her. She was stunned when she saw that the other half of the food was served to another similar family, who was also starving without food. The women realised that it is the poor people who can really understand other people's feeling.

During these difficult times, it is very essential that we Rotarians have to understand the plight of the poor people and help the needy without hesitation. Government has launched lot of schemes to improve the life style of poor and needy, but I feel that it is our duty to give a hand to the government and also spread the messages and see to it that the needy people are getting the benefits from Government.

**Rotary district Conference "Abaya"** will be held on **30th April to 2nd May 2021** at Adyar Garden, Mangalore. Since the conference is held in Mangalore itself, I request all the Rotarians of our RC Surathkal to register themselves to the Conference.

Yours in Rotary  
**P Raghavendra, President**



**We celebrate the birthdays of**  
**Rtn. Maxin Sebastin and**  
**Annet Pranamchandra Shibarooru on 25th of January**  
**and the Wedding Annivesary of...**  
**Preethi-Allwyn W D'Souza on 26th of January**

**E SUHRITH Conveys our Special Greetings to them on these special occasions.**



Of the things we think, say or do

1. Is it the truth ?
2. Is it fair to all concerned ?
3. Will it build goodwill and better friendships ?
4. Will it be beneficial to all concerned ?

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**E SUHRITH**





### The week that was.....

Sustainable Consumer: Celebration of **National Consumer Day**. On **30. Dec 2020**. In Anegundi, Bejai. **Rtn. Raghavendra** addressed the gathering.



The Zonal Cricket Tournament **ROTOCRICK** was inaugurated by our Governor on **3 Jan**.

**Workshop on beekeeping** on **10 Jan**. Co hosted by VI-RAT, Surathkal Lions and Apadhbandava group. **Mr. Abdul**



**Basheer**, Asst. Agricultural Officer inaugurated the workshop. **Donated an artificial Limb** on **12. Jan**. The cost was

fully sponsored by MCF as part of its CSR activities. Our **Rtn. Girish**, as a GM of MCF coordinated the program, and our **MLA Dr. Bharat Shetty** was the chief guest.



Celebrated **National Youth Day**, the

birth-day of **Swami Vivekananda**. On **12.Jan**. **Prof Rtn. Prof. Krishnamurthy** spoke on Vivekananda and Youth Day.



**Camp** for **Ayushman Bharat, healthy Karnataka**, in association with VIRAT, Apadhbandava group and Mangalore one.

**Our Swaccha Surathkal Campaign** continues. On **14 Jan**. another garbage dump was cleared and was readied as a parking space.



**Dr. Aravind Bhat**  
Secretary



The Dear View Mirror



## Why you should care about Rotary branding

As a Rotary brand specialist, I see Rotary signs everywhere. I guess you could say it's an occupational hazard. Even my children spot Rotary signs wherever we go. So when I attended a local Rotary event in my hometown last year, I couldn't help but notice how Rotary's logo was being used.

At first, I was thrilled to see the club's logo featured on a banner welcoming attendees. But then, I spotted another banner featuring the Rotary wheel as a pancake. Inside the tent, the club hung up a huge banner displaying the old, retired Rotary wheel. Club members who greeted us were all wearing polo shirts with the old wheel on them, but they were handing out brochures that included their newer club logo. Here were five different opportunities to promote the club, and each used different Rotary logos. It was bewildering. So what?

When a club logo isn't used properly, it can create confusion and mistrust. In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when retailers and customers reported being confused. The cans looked too much like Diet Coke cans, and that's not what consumers wanted.

This is one example of what happens when a logo is altered. By just changing the can color, the public was frustrated. They didn't trust the product anymore. And that impacts the brand.

Now imagine that each Rotary, Rotaract, and Interact club had its own logo. How would the public know which Rotary club to trust, to join, or to donate money to? When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colors – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are. Correct use of the Rotary logo.

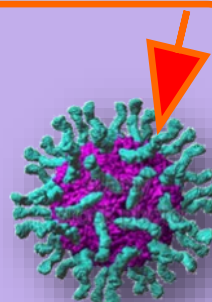
Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary — to be a trusted organization in our communities? Over the next year, we are going to talk a lot more about branding and how to use Rotary's logos properly. We are working with you to build a strong Rotary because a strong Rotary – one that is recognizable, trusted, and united – has a much greater chance of attracting members, donors, volunteers, and partners. Our regional and district leaders will join us in sharing that message.

You can help by taking a look at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary color palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might be time to update it. It's really easy—just visit the [Brand Center](#) to get started.

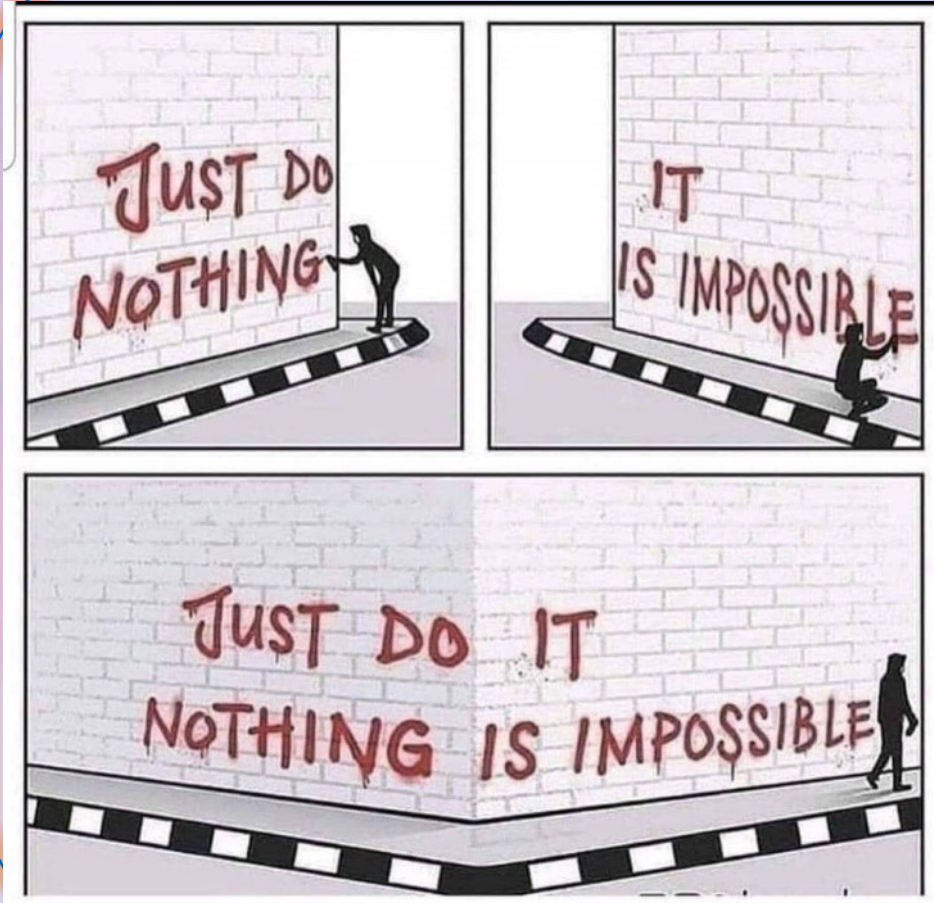
**Liz Thiam**, Rotary brand specialist  
Source: Rotary Voices



On **13th January 2014**  
India was officially  
declared as **Poliofree**.  
**NOW IS THE TIME  
FOR MORE VIGIL**



...think...



**OTHERS' VIEW**

**&**

**ROTARY'S VIEW**

...smile...

*Short time offer....Don't Miss the opportunity*

**YOU ARE SURE TO LOSE YOUR BODY (ACHES)**

