

ROTARY  
OPENS  
OPPORTUNITIES



# E-SUHRITH

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## Dear fellow Rotarians,

At the WHO headquarters a few years back, a group of scientists met to discuss and plan what they had expected and warned for decades: an unknown pathogen with no known treatment or cure that would likely originate in animals, jump to humans and start spreading silently and quickly. Scientists couldn't predict the precise genetic makeup of the pathogen, or when it would strike. But they knew it would come and even picked locations where such a virus might originate. They had ideas about how it might begin infecting people and how easily transmissible it could be, and even plans on how to detect and stop it. But when the disease did come, they found they were caught flat-footed.

The aftermath of COVID 19 is that Rotarians themselves are facing unprecedented challenges. Many Rotarians have lost jobs, and some have even succumbed to the virus. We have all lost those who are near and dear. The income of many others remains slashed. The businesses of so many Rotarians have seen substantial drop in revenues and some are struggling to meet recurring costs. In this situation it's a worry whether our membership numbers on the one hand and contributions to TRF on the other hand could suffer.

But history shows that Rotarians have always been resilient and able to withstand challenges that others might succumb to. They are visionaries; an idealistic lot that dream big; and dream of a better world. However, Leadership -matters the most, and is most challenged, when people face independent threats, when customary ways of working are no longer possible, and when confusion and anxiety overflow, leaders must make tough choices so that their organisations can survive in the short term and thrive in the long one. And one of the tough decisions we have to make is that of continuing our association with Rotary. As people of action, Rotary members should engage themselves in their communities — gathering for projects and offering help to those in need by involving ourselves in the projects in which Rotary is involved hoping Almighty will help us to overcome our difficulties.

Yours in Rotary  
P Raghavendra, President



## We Celebrate the Birthdays of ...

Rtn. Ramesh Rao on 7th,

Annet Rajesh Shrinivasa Rao on 6th of March

## And the Wedding Anniversaries of ...

Bhramara—Ravilochan Achar on 5th ,

Lavita—Praveen Fernandez (No Snaps) on 7th and Bhagirathi- De-vaRao on 9th of March

**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 ?

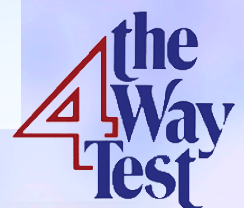
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**E SUHRITH**









## ENGAGEMENT AND RETENTION

### Excerpts of the address of John Hewko, RI General Secretary and CEO on 3 February 2021 in the Virtual International Assembly

I'm sure that for many of you, our new world of lockdowns and social isolation has been hard, has been difficult. But it has forced us to reflect not only on personal priorities, but also on Rotary's mandate over time.

And as I went through these documents, two major turning points in Rotary's history clearly stand out. First, the creation of our 3-H Grants program, designed to carry out large-scale service projects in the area of health, hunger, and humanity. And the second, the creation of PolioPlus.

Now, in the world of COVID-19, I'd be very surprised to find a Rotary member who questions the value of our polio initiative, or doubts the worth of large-scale, more sustainable projects and grants. In fact, the concept of transforming the health and well-being of others on a huge scale is now part of Rotary's DNA. Yet at the time these ideas were conceived, they were considered almost revolutionary and were the subject of intense, intense debate.

Well, ultimately, we know that there is a clear need to adapt our policies and outlook to the changing world we live in. And, thanks to the decisions of the RI Board, the Foundation Trustees, and the Council on Legislation, the 3-H program was launched and a 55-year prohibition against corporate programs in Rotary was overcome.

The foresight of that decision — despite strong, strong opposition — is hugely significant as we think about Rotary's future today. Without 3-H, there would be no PolioPlus. In fact, our history would have been very, very different.

Thanks to PolioPlus, 19 million people who would otherwise have been paralyzed are walking today. And thanks to PolioPlus, Rotary's stature on the global stage has been elevated to a level we could never have dreamed of without it.

If the 3-H and PolioPlus programs were clear turning points in Rotary's 20th century history, the year of the coronavirus is a test of Rotary's ability to adapt in the 21st. So as you take up the challenge of being district governors, remember that although new and bold ideas might face resistance, if they are responsive to the need for Rotary to continually grow and prosper, they will prevail.

We know that it is the newest members who are most prone to leave Rotary. And why do they leave? Well, our data shows a number of reasons: the club environment and culture, the cost or time commitment, and unmet expectations. Here are some points in that direction.

- i) First — to retain and engage our membership, we must understand why they joined our organization, and then fulfill their expectations.
- ii) Second — think about how new members can make an immediate impact by giving them ownership of projects that are of interest to them.
- iii) And third — promote the personal and professional growth opportunities available through our Learning Center and our partnership with Toastmasters.

In what has been a difficult year, and for most companies, COVID-19 has accelerated the adoption of digital technologies by several years, and some things will need to change permanently as we move forward. And I know that many clubs have found creative new ways to connect and serve, which we should look to maintain in the post-COVID era.

Because this is our opportunity to learn from our members and adapt, and change. And your role as district governor is critical. Because now is your time to lead, to shape a better world as we emerge from this crisis. And if you can engage and retain our greatest asset — that is, our members, especially those members who are newest to Rotary — we can seize the moment and prepare for a better future.

Because you are far more than administrators. You are the agents of change and innovation. In the words of one of Rotary's greatest innovators, the late Past President Luis Vicente Giay, you are "the architects of the future."

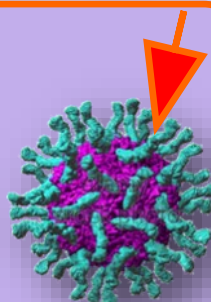
So, thank you, and enjoy the rest of the International Assembly.



Source: Rotary International  
Courtesy: eFlashOnline



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





...think...



The artist of this painting is a 9th grader Ajunath sindhu Vinayala of Trissur, Kerala. He painted this because his father continually introduced his mother as “she is just a house wife, she doesn’t work”. Ajunath was surprised because he never saw his mother idle so he painted this to depict his mother’s daily routine and showed it to his teacher who sent it to the state govt office where it got selected as the cover for the 2021 gender budget document..

...info...

**Abhaya April 30, May 1&2**

The registration fees for the conference is as follows:

Rotarians - ₹ 5500 Anns, Annets, Johns(above 18 years)- ₹ 3,500

Annets & Johns (12-18 years)- ₹ 2,000 Annets & Johns (Below 12 years)- NIL

**Suresh Kamath, Conference Treasurer.**

Rotary  
 ROTARY INTERNATIONAL DISTRICT 3181  
 DISTRICT CONFERENCE 2020-2021  
**'ABHAYA'**  
 Date : April 30, May 1st & 2nd  
 Venue : Adyar Gardens, Mangalore (Air Conditioned)  
 Most awaited event of the year

- Motivational Speakers
- Captivating Orators
- Eye Catching Entertainment
- Delicious Food-Special Coastal Delicacy
- Chaitanya - House of Friendship

Early Bird Registration Rs. 4500/- (Upto 31st Jan 2021)