



THE MAGIC OF ROTARY

E-SUHRITH



1st August 2024

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The Header

Dear Rotarians,

The month of August in Rotary is designated as 'Membership & New Club development month'. We have a great opportunity to celebrate this by good participation in the upcoming Membership Development, Club Extension & Public Image seminar - "VISTARA" hosted by Rotary Club of Moodabidri on 10th August 2024. I urge all the members to contact President/Secretary for enrolling yourselves for the same on priority.

We have also received communication from Zonal leaders about the Indoor Sports event where sports line Badminton, Table tennis, Chess etc and our members can compete. So, start practicing!

A Herbal Garden project is being planned in the land adjacent to Hindu Rudra Bhumi, Kana as a part of our Green initiative and conservation.



Sandeep Rao I.
President



We celebrate the Birthday of....

Rtn. Sharathkumar on 3rd,

Rtn. Agari Raghavendra Rao on 13th,

Rtn. Shashidhar Tantri on 14th,

Rtn. Bharath Thingalaya and Rtn. Sathish Sadananda on 15th

Ann Shaila Mohan, W/o Rtn. H. Mohan Rao on 15th,

Annet Aravind, S/o Rtn. Anand Rao on 1st and

Annet Sudhakar P., S/o Rtn. P. P. Rao on 13th of August

Annet Sreevarna, S/o Rtn. Shridhar T. N. on 22nd July

(Our sincere apologies for missing your name in the last issue, Srivarna. Instead your brother's name was announced.)



of August

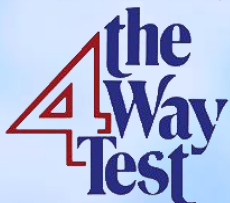


Celebrations



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 ?

the fortnight that was

16th July – 3rd Weekly Meeting was held. A Scholarship of Rs.19000/- was handed over to Mr. Jithesh Kamath of GDC PU College. This scholarship was sponsored by Rtn. Ramachandra Kundar. Rtn. Shreesha Bhat, Rtn. Dinesh and Rtn. Raghu gave their classification talk in the meeting.

17th July – The Installation of the office bearers of Rotary Club of Mangalore City was attended by President, Secretary and ZL. This Concluded all the Installation Ceremonies in Zone 2



20th July –Our President and DRCC Rtn. Yashomathi were guests of honor in the installation ceremony of the Rotaract Club of Srinivas University, Mukka. Rtr. Shakeer Ahammed and his Team were installed by DRR Rtn. Rtr. Sanjay R.



Same Evening – Zonal Review Meeting was held in Hotel Moti Mahal @ 7pm onwards. Some targets were given to our club by DG in the meeting. They are-

TRF Contribution –\$5000

Membership Target is 50

My Rotary Registration – 100% Registration to be done by next ZRM

23rd July- 4th Weekly Meeting was held. In the meeting President announced that Our Club Became 100% Contributor towards Polio Fund. Any further new

Joiners the Contribution will be continued further to maintain Status Quo. Classification talks were given by new members, Rtn. Harish and Rtn. Mangaldeep during the meeting. The weekly meeting was followed by our Board meeting for the month.



Rotary Club of Surathkal
INVITATION TO ಆಟಿಡೊಂಜಿ ದಿನ
Guest speaker: ಶ್ರೀ ನವೀನ್ ಶೆಟ್ಟಿ, ಎಡ್ಕೆಮಾರ್ - ನಮ್ಮ ಟಿವಿ
Venue: Vidhyadayinee -VIRAT Auditorium
Time: 7:30 PM onwards
Tuesday 30/07/24

30th July- Monthly Dinner Meet for the Month of July 2024 – Also what Rotary Surathkal Fondly Celebrated - “ಆಟಿಡೊಂಜಿ ದಿನ” was celebrated in a grand way. Invocation was done by Ann Dr. Shruthi and our Club Service Director Rtn. Sridhar T. N. was the MC. Guest speaker Sri Naveen Shetty Edmar of Namma TV fame spoke on the significance of ಆಟಿ in the life of Tuluva’s of the coastal Belt and also the reason behind the special food consumed in the month. His speech in the special Tulu dialect was appreciated by all present.



Mr. Sridhar & Mr. Keerthan who represented Companio, Mangalore, gave a brief introduction of ‘Foot Pulse Therapy’ and gave some demo of the same at the end of the programme.

Mr. Mahesh, Chief Manager of the Union Bank, Bykampady was Inducted as a new member of our club by Rtn. Chandrakanth Marathe, ZL of our zone.



Rtn. Nitheshkumar.

Secretary

The grand ಆಟಿ dinner with special menu planned by Rtn. Satish rao was hosted by Rtns Mohan Rao H., Ramachandra Kundar, Basavaraj Manu and Bharath Thingalaya

How AI will impact the future of work and life?

AI or Artificial Intelligence, seems to be on the tip of everyone’s tongue these days. While I’ve been aware of this major trend in the development for a while, I’ve noticed AI appearing more and more as one of the most in demand areas of expertise for job seekers.

I’m sure that for many of us, the term AI conjures up sci-fi fantasies or fear about robots taking over the world. The depictions of AI in the media have run the gamut, and while no one can predict exactly how it will evolve in the future, the current trends and developments paint a much different picture of how AI will become part of our lives.

In reality AI is already at work all around us, impacting everything from our search results to our online dating prospects, to the way we shop. Data shows that the use of AI in many sectors of business has grown by 270% over the last four years.

What is AI?

Before we do a deep dive on the ways in which AI will impact the future of work, it's important to start simple. What is AI? A straight forward definition from 'Britannica' says that Artificial intelligence is 'the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings'

AI is becoming standard in all business, not in just tech.

A couple of times recently, AI has come up in conversation with a client or an associate, and I’m noticing a fallacy in how people are thinking about it. There seems to be a sense for many that it is a phenomenon that is only likely to have big impacts in the tech world.

In fact, 90% of the leading business already have ongoing investment in AI methodologies. More than half of business that have implemented some manner of AI driven technology report experiencing greater productivity. AI is likely to have a strong impact on certain sectors, in particular:

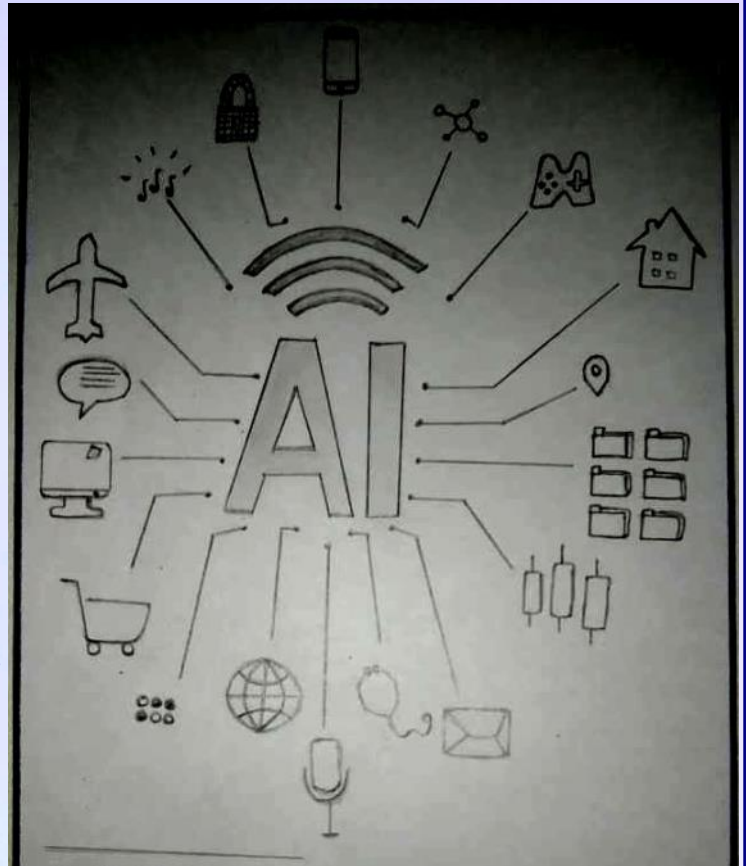
Medical: - The potential benefits of utilizing AI in the field of medicines are already being explored. The medical industry has a robust amount of data which can be utilized to create predictive models related to healthcare. Additionally, AI has shown more effective than physicians in certain diagnostic contexts.

Automotive:- We are already seeing how AI is impacting the world of transportation and automobiles with the advent of autonomous vehicles and autonomous navigation. AI will also have a major impact on manufacturing, including within the automotive section.

Cybersecurity:- Cybersecurity is in front of mind for many business leaders, especially considering the spike in cybersecurity breaches throughout 2020 and onwards. AI and machine learning will be vital tools in identifying and predicting threats in cybersecurity. AI also will be a crucial asset in the world of finance, given that it can process large amount of data to predict and catch instances of fraud.

E-Commerce:- AI will play a pivotal role in e-commerce in the future. In every sector of the industry from user experience to marketing to fulfillment and distribution including through the use of chat-bots, ware house,

AI is definitely there to stay, whether we like it or not. Personally I don’t think we have anything to be afraid of. The best way to move forward is to be aware of and adopt to the new technology around us. AI included.



Pranitha R. G.
Community Service Director
Interact club of SMEMS

Root Causes of Stagnancy in Rotary Club Memberships

Rotary clubs, renowned for their community service and networking opportunities, have faced challenges in sustaining and growing their membership bases. Several root causes contribute to the stagnancy in Rotary club memberships, which can be broadly categorized into issues related to awareness, social dynamics, internal club dynamics, membership experience, economic factors, and competition with other organizations.

Lack of Awareness and Visibility

One of the primary reasons for stagnation is the lack of awareness and visibility of Rotary clubs. Despite their long history and impactful projects, many people remain unaware of Rotary clubs and their activities. This limited publicity results from insufficient marketing and outreach efforts. Additionally, there are perception issues where Rotary clubs are often viewed as exclusive or only catering to certain age groups, professions, or demographics. These misconceptions can deter potential members from exploring what Rotary has to offer.



Changing Social Dynamics

The evolving social dynamics play a significant role in membership stagnation. Generational differences highlight this issue, as younger generations may not resonate with traditional forms of civic engagement. Millennials and Gen Z, for instance, often prefer more dynamic, tech-savvy, and virtual platforms for community involvement. Moreover, today's fast-paced lifestyles, characterized by demanding careers and personal commitments, leave little time for additional engagements like Rotary club meetings and activities.

Internal Club Dynamics

Resistance to change within the clubs themselves is another contributing factor. Clubs that are hesitant to adopt new ideas, technologies, or approaches may struggle to attract and retain new members. Ineffective leadership or a lack of strategic vision can exacerbate this issue, leading to a stagnant organizational culture that fails to inspire both current and potential members.

Membership Experience

The quality of the membership experience is crucial in retaining members and attracting new ones. If club activities and meetings are not engaging, interesting, or relevant, members may lose interest. A lack of personal connection to the club's mission and insufficient opportunities for meaningful relationships can further contribute to attrition. Members need to feel that their involvement is making a tangible difference and that they are part of a supportive community.



Economic Factors

Economic considerations also impact membership growth. High membership fees can be a significant barrier, especially for younger individuals or those with limited disposable income. In an era where financial priorities are diverse and sometimes strained, prospective members may find it challenging to justify the expense associated with Rotary club membership.

Competition with Other Organizations

Lastly, competition from other organizations and alternative avenues for community service can lead to membership stagnation. There are many other groups and platforms offering opportunities for civic engagement, some of which may be more appealing or convenient. Rotary clubs need to differentiate themselves and clearly communicate their unique value proposition to stand out in a crowded landscape.

Conclusion

Addressing the root causes of stagnancy in Rotary club memberships requires a multifaceted approach. Clubs must modernize their image, improve outreach efforts, and foster a welcoming and inclusive environment. Ensuring that activities and initiatives are relevant, engaging, and impactful for all members is crucial. By adopting innovative strategies and addressing these core issues, Rotary clubs can revitalize their membership and continue to thrive in serving their communities.

Rotarian Raghu

Even though Rtn. Raghu joined our family on 17th October last, I rather do feel guilty to say that we couldn't introduce him to our readers in this plat form. However, as the saying goes, it is better to be late than never, here it is.

Rtn. H. R. Keshav, Our distinguished District Governor welcomed this beautiful family of Rtn. Raghu to our club on 17th October 2023 during his official visit to our club. Since then Rtn. Raghu is well known to all of you. Here let us know a little more about his family and a little bit about his background.

Name: Rtn. Raghu P. K.

Classification: Banking

Date of birth: 30th July

Ann: Mrs. Sunitha, Asst Teacher at GHS, Katipalla

Date of Birth: 04th January.

Wedding Anniversary: 02nd October.

Annets:

1. Dr. Shreya Raghu doing internship at Fr. Muller's Medical College, Mangalore.

Date of Birth: 27th June

2. Vineeth Raghu, 3rd Year B. Tech. at PES University, Bangaluru.

Date of Birth: 17th June

And here is a brief biodata as shared by him with us.

Born at Bhadravathi, Shimoga District. Initial schooling up to PUC was at Shimoga. Joined Indian Air Force as a

Technician in July 1988. Worked in different places of India (lucknow, Delhi. Srinagar, Bikaner, Mumbai, Utarlai, Bangalore).

Fortunate to be part of Operation Vijay (1999) and Operation Parakram (2001-02).

Sent on deputation to High Commission of India at Srilanka for 2 years to impart knowledge, training and to set up Air Defence net Nork for Srilanka Air Force.

Took voluntary retirement in Apr 2010 and Joined State Bank of India in clerical grade on Dec 2010. Presently working in SBI Mangalore Main branch. Active member of State Bank Staff Union and presently holding position of Vice President -AO6 Branches.



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We meet every TUESDAY @ VIRAT Complex, near GD P U College, Surathkal @ 07. 30 pm