

# ROTALORE

The weekly bulletin of the **ROTARY CLUB OF MANGALORE**

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[www.rotarymangalore.com](http://www.rotarymangalore.com)

-  President  
**Rtn. PHF Archibald Menezes**  
+91 97411 62025  
[archiemenez@hotmail.com](mailto:archiemenez@hotmail.com)
-  Secretary  
**Rtn. PHF U. Vishal Mallya**  
+91 99723 37877  
[mallya\\_uv@hotmail.com](mailto:mallya_uv@hotmail.com)
-  Editor  
**Rtn. PHF Ashwin Pai Maroor**  
+91 98455 48737  
[ashwinpaimaroor@gmail.com](mailto:ashwinpaimaroor@gmail.com)

## Program Today

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### 3 INGREDIENTS TO KEEP MEMBERS HAPPY

*By Barton Goldenberg, member of the Metro Bethesda Rotary Club, Maryland, USA*

I had the pleasure to be invited recently to an online Rotary discussion regarding member apathy. We were two past district governors, an assistant governor, two past club presidents – one from a large club and one from a smaller club— and a community service chair from a large club.

The topic was why some (many?) Rotarians are reluctant to participate or get involved in Rotary activities. Based on a district-wide survey of the impacts of the COVID-19 pandemic I facilitated in June at the end of my governor year (results are posted on our district website), we knew we would be facing membership challenges this Rotary year, particularly around member engagement.

Many clubs are honorably focusing on member acquisition by proactively reaching out to all parts of their local community. These clubs realize diversity is critical for long-term club health and engagement. Many of these clubs also have created a welcome process to ensure prospective members have a great experience when visiting a club or participating in a service project.

Other clubs are focusing more on retention. Did you know Rotary lost as many members last year as they gained? All the effort we put into gaining new members exits out the back door when they leave Rotary. If your club is not focusing on retention you may be headed for trouble.



  
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To determine how best to keep members, consider the following reasons why Rotarians stick with Rotary year-after-year:

- **Fellowship:** Many members, particularly older members, belong to Rotary for fellowship. But fellowship alone is unlikely to keep members engaged and provide individual growth. Relying solely on fellowship for member engagement can be risky since some members will leave Rotary and others die. The solution is to continually extend fellowship opportunities, like having older members mentor younger members, encouraging members to participate in district conferences, or inviting them to attend the Rotary International Convention where they can make new connections.
- **Fundraising:** Other members enjoy making donations to the club and/or The Rotary Foundation as their expression of member engagement. While giving is very important, a member may not be able to give every year, especially during this pandemic. It's important to give them a reason to be excited beyond their ability to give, and to share how funds are being spent so they can be excited whether or not they can contribute.
- **Service Projects:** These are a very effective way at getting members engaged. I belong to a club of 74 members. It was small not too long ago, which is why I believe small clubs can learn a lot from how larger clubs organize and manage service projects. We have at least 10-15 service projects going on at any one point in time, with 5-25 members participating in each project.

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If a project does not catch on, we drop it. If a lot of people are interested, we commit additional resources. One of the more important questions you will want to ask is: “Is my club offering the right service projects to our members, and what is the best way to determine this?” Nothing is more effective than regularly surveying your members.

- 1 Many join Rotary because of networking opportunities. To keep them, though, you will need to expand their networking opportunities beyond your club. Provide chances for them to participate in collaborative fundraising projects with other clubs and external organizations, or to participate in collaborations you have created between your club and the local Chamber of Commerce, Toastmasters, or other partner organizations.

Many clubs also are increasingly focusing on the importance of continual **member growth** to drive long-term member engagement. During my governor year, I identified outstanding Rotarians that were being underused by their club and/or district, and as a result were getting apathetic. I offered them new positions in the district such as assistant governor or district committee chair positions. As a result, their apathy disappeared and they displayed a renewed Rotary spirit.

In the private sector, we often create an individual growth plan for every employee to ensure satisfaction, loyalty, and long-term commitment. It makes sense to do the same for each member in your club. For example, which members have you identified as an emerging leader and invited to attend Zone Emerging Leader events? Which members



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have you invited to attend Rotary Leadership Institute courses? Which members have you identified to mentor Rotaractors?

I encourage every club to focus on acquisition, retention, and growth. Once your club has this basic framework in place, you are ready to use it to determine appropriate next steps that will keep each member actively engaged. You can accomplish this by creating ‘member journeys,’ which describe the sequence of steps happy members have taken along their Rotary journey. Remember, members may join Rotary for one reason but over time learn to love Rotary for many reasons. Creating member journeys are particularly relevant to secure member engagement.

*(Source: [www.rotary.org](http://www.rotary.org))*

## MEMBER MOMENTS



**Rtn. Dr. C.R Kamath** was felicitated by Indian Medical Association, Mangalore for his 58 years of medical service.

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Balle Gobbuga District Sports meet of 3181 Zone 2 and 3 was held on Sunday the 3<sup>rd</sup> of January, 2021 at Mangala Stadium. Rotary Club of Mangalore East were the hosts. There was a brief opening ceremony with District Governor Rtn. PHF M, Ranganath Bhat and other A.G of zone two and three as Guests. Our Club was represented by President Rtn. Archibald, Secretary Rtn. Vishal Mallya, his son, Rtn. Venugopal Puthran and Youth Service Director Rtn. Vinod D'souza. **President Rtn. Archibald** won the 1<sup>st</sup> place in Senior Citizens Shot put and our veteran **Rtn. Venugopal Puthran** won the 2<sup>nd</sup> place in shot put, 3<sup>rd</sup> place in 100 mts. Walking and 2nd place in 50 mts running. Yours truly and Vishal were the cheer leaders. President Rtn. Archibald and Secretary Rtn. Vishal were also given the honour of felicitating the winners at the Victory stand.

*Reported by Rtn. Vinod D'souza*

## CLUB ACTIVITY - 04-01-2021



To provide safe drinking water to students of Rotary Navachethana School, a 5 Stage water purifying system with normal and hot water provision was installed. Canara bank has donated this equipment to commemorate their Founder's day. The handing over



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function of this equipment to Rotary Navachetana School was held on 4<sup>th</sup> January 2021 at 11 am at the school premises. Navachetana School trustees, Rtn Prakash Kalbavi, Rtn Sunil Jalan, Rtn Devdas Kamath, Rtn Venkatesh Pai and Mrs Satyasheela, Principal coordinated and participated in the program. Mr Reese Mathews from Canara Bank inaugurated the equipment along with President Rtn Archibald Menezes. Secretary Rtn Vishal Mallya, Rtn Madhav Suvarna and Rtn R.K Bhat were present.

*Reported by Rtn. R.K Bhat, Director - Community Service*

## CLUB DIARY - 31.12.2020

### BUSINESS MEETING

The month of January is designated month for Vocational Service. Members please note that the RI Exchange rate for January, 2021 is 1US\$ = 74 INR.

President Rtn. Archibald called the meeting to order and an invocation was rendered by Rtn. Jathin Attavar. He then extended a warm welcome to all the members and wished everyone a Happy New Year with a hope that the dawn of 2021 will dispel all the darkness brought on us in the year 2020 by of Corona Virus. He then wished members celebrating their birthdays and anniversaries during the week.

The Income and Expenditure Account and Balance Sheet for the year 2019-20 which was presented during the Annual Meeting on 3rd Dec 2020 was passed. Secretary Rtn. Vishal Mallya presented the report for the second quarter and also presented the Treasurer's Report.



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President Rtn. Archibald informed the members that the meeting from 7<sup>th</sup> January 2021 onwards will be physical meetings unless the corona issue escalates. He thanked the members for attending the meeting and the meeting was adjourned.

### *Birthday Greetings*



**Rtn. Dr. M. Vasanth Pai**  
2<sup>nd</sup> January



**Rtn. Dr. Paul Varghese**  
7<sup>th</sup> January

### *Anniversary Greetings*

**Rtn. CA. Nagaraj Palke & Ann Neeta Palke** - 1<sup>st</sup> January  
**Rtn. Abdul Karim Adka & Ann Hasina Adka** - 1<sup>st</sup> January  
**Rtn. Dr. Vidyadhar Shetty & Ann Malini** - 2<sup>nd</sup> January

#### Club Pulse

**31.12.2020**

|                 |     |
|-----------------|-----|
| Club Strength   | 98  |
| Present         | 41  |
| Absent          | 57  |
| Percentage      | 42% |
| % After Make-up |     |
| 24.12.2020      | 45% |
| 17.12.2020      | 57% |

#### Weekly Meeting

**Thursday**  
**At 7.00 PM**  
**At Moti Mahal**

#### Program Next Week

**14.01.2021**  
**VOCATIONAL**  
**AWARDS**  
Anns Invited  
Tea Meeting

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