

# ROTALORE

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

Vol. No. LXXII | ISSUE NO.29 | RI Dist. 3181 | January 14, 2021

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## Program Today

**14.01.2021**

**VOCATIONAL  
AWARDS**

Annrs Invited

Tea Meeting

## Why you should care about Rotary branding

*By Liz Thiam, Rotary brand specialist in  
Rotary Voices*

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

  
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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 Old branding tells the public that this club is outdated.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.*



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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 time to update it. It's really easy—just visit the Brand Center to get started.

*(Source: Rotary Voices)*

## Club Activities

### **Distribution of Thermal Scanner and Face Masks to DK Zilla Panchayat School Bengre- RCC Project**

On 2<sup>nd</sup> January 2021 Rotary Club of Mangalore along with RCC Bengre distributed non-contact thermal scanner and sanitizer dispenser to DK Zilla Panchayat School Bengre. Reusable face masks provided by REDCROSS India were distributed to all the children and the teachers



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of the school by Rtn. Madhav Suvarna, Chairman RCC. Bengre Ward Corporator Mr. Munif and RCC Bengre Chairman Mr. Sanjay Suvarna participated in the program.

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

## **Distribution of Reusable Face-Masks to Teaching and Nonteaching Staff of Navachetana Rotary School, Neermarga**

Since the reopening of schools, Teachers need to ensure the students follow the standard operating procedure laid down by the Government while taking self care. Rotary club of Mangalore along with Redcross distributed reusable masks to all the teaching and nonteaching staff of Rotary Navachetana School on 4<sup>th</sup> January 2021. Rtn. R K Bhat, Director Community Service handed over the reusable face masks to Mrs. Satyasheela, Principal. Rotary Navachetana School trustees, Rtn. Prakash Kalbavi, Rtn. Sunil Jalan, Rtn. Devdas Kamath and Rtn. Venkatesh Pai were present at the function. Rtn. Archibald Menezes

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President RCM. Secretary Rtn. Vishal Mallya, Rtn. Madhav Suvarna coordinated the program.

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

**Club Diary - 07.01.2021**

## **FARM BILL**

***By CA Lionel Aranha***



The meeting started with an invocation by Rtn. Dr. Vasanth Pai. President Rtn. Archibald welcomed all the members for the first physical meeting of this calendar year. With a brief introduction he welcomed the chief guest, a former Rotarian of our Club, CA Lionel Aranha.

President Rtn. Archibald informed the members that Rtn. Dr. Jeedhu Radhakrishna won the Fr. Mullers Badminton Challenge Trophy. In “Bale Gobbuga” Zonal sports event our veteran athlete Rtn. Venugopal Puthran won the 2<sup>nd</sup> prize in short put, 3<sup>rd</sup> prize in 100 mtr. walking & 2<sup>nd</sup> prize in 50 mtr. running. Our President Rtn. Archibald won the 1<sup>st</sup> prize in short put. Congratulations to the winners. Members celebrating their birthdays and anniversaries during the week were wished. Rtn. Vinod Dsouza informed the members that the initial round of Roto Quiz will be held on 24<sup>th</sup> January 2021 and finals will be held on 25<sup>th</sup> January 2021. Members were informed that invoices for the second half of the Rotary year were raised.



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Secretary Rtn. Vishal Mallya introduced the chief guest of the evening CA. Lionel Aranha. Prof. CA. Lionel Aranha, is a Chartered Accountant & a Solicitor. He practices in Mangalore. He also Lectures on Legal Aspects of Business & Ethics in Business at the Indian Institutes of Management in Kozhikode, Indore & Visakhapatnam. He is a member of the Governing Board and Governing Council of St. Joseph Engineering College, Vamanjur. Lionel CA has authored a book “A Comprehensive Guide to Alternative Dispute Resolution” which has been published by the Kanara Chamber of Commerce & Industry (KCCI). He is passionate about Arbitration & Conciliation & is working with KCCI to establish their Alternative Dispute Resolution (ADR) center.

The talk was divided into three parts. He said that 86% of cultivated farmland is held by small holding farmers who own less 2 hectares of land. 70% of Indians depend on agriculture for their income. Agriculture contributes to 15.4% of economy and 42% of labor is engaged in agricultural activities. Rice and wheat are predominant and there is no mono crop culture in India. In post-Independence era, Govt brought in essential commodities act and then the APMC act promulgated by all states. APMC Act gave rise to long chain of middlemen. Bihar gave up the act and farmers could sell directly to the end customers. This caused large scale migration of farmers. He also gave detailed timeline on various acts and measures taken by the Government in the agricultural sector and also spoke on the aftereffects of these acts and measures. He said that agricultural businesses can be disruptive innovators like Ola and Uber. A very informative Q&A session followed. President Rtn. Archibald thanked CA Lionel Aranha for the talk on Farm Bill and adjourned the meeting for National Anthem.



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## *Birthday Greetings*



**Rtn. Venugopal Puthran**  
12<sup>th</sup> January



**Rtn. Dr. Jeedhu Radhakrishnan**  
13<sup>th</sup> January

## *Anniversary Greetings*

**Rtn. Naveen Rodricks and Ann Roopa Rodricks** - 8<sup>th</sup> January

**Rtn. Vinod D'Souza and Ann Jeanette D'Souza** - 14<sup>th</sup> January

### Club Pulse

**07.01.2021**

Club Strength	96
Present	49%
Absent	47%
Percentage	51%
% After Make-up	
31.12.2020	42%
24.12.2020	45%

### Weekly Meeting

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

### Program Next Week

**21.01.2021**  
**TO BE**  
**ANNOUNCED**

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