

Friendship Bulletin

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President : Alope Kumar Kanodia

Secretary : Amar Kumar Malhotra

Editor : Ajay Khanna



UPCOMING EVENTS ... 2

What's NEWS ... 3

Birthdays
Anniversaries ... 3

minutes ... 4




AUGUST IS MEMBERSHIP AND NEW CLUB DEVELOPMENT MONTH

SOCIAL MEDIA FOR BUSINESS AND GROWTH

- Allows Businesses to become More Present
- Increases Personalization
- Social media is cost-effective
- Generates More Loyalty
- Increases Industry Collaboration
- Adds credibility to your brand
- Increases Referrals
- Helps You Build a Personal Brand
- Helps You Gauge Audience Feedback - Two way communication
- Wider Reach and Spread - Demographics

COST BENEFIT ANALYSIS
 DIGITAL MEDIA + PRINT MEDIA

- How a White Book
- When a combination of opportunities for
- Will Double, Almost
- Research has shown that on average, a
- Geographical and Demographical based
- And looking to increase efficiency on the
- Address
- Addressing along with other factors like
- Market, research and targeted market.
- Can generate financial and cost savings
- Can provide to reach a wider number of

THE DIFFERENCE
 IS-COVID + COVID ERA

- Disruption may lead to a health crisis
- Established communication is broken for
- All urgent help to encourage people to
- Adapt to the new, finding a critical mass
- What is the action for CSR, content, social
- disruption. This helps, Plan for the World
- Proven strategies used by the Membership and
- Business to follow, to the extent brought the
- 1000 couldn't take people to the business
- Addressing along with other factors like
- Market, research and targeted market.
- Breakdown and integration of content using
- proven models, to the extent brought the
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- Market, research and targeted market.



“GULDASTA”
Charter Night Celebrations
 By the Members and spouses for the Members and spouses.

The Belur family will be celebrating the Charter Night with a lively 90 minutes programme - both live and recorded performances of members and family. Capping it with a bollywood based satirical skit.

Dress code:

Its Belur's Birthday
 What better than dressing bollywood retro style.

Menu:

Please keep a pastry cake or halwa cake ready on hand to celebrate the moment together by cutting these cakes.

SOCIAL MEDIA - THE NEW DIFFERENCE - A SUMMATION

Rtn Manoj Jain, an IT Technologist and entrepreneur spoke on the various digital platforms being used aggressively by most business and service organisation effectively. With the help of a slide presentation he emphasised how it can help in generating business by reaching ones targeted audiences. Overall an engrossing session attended by large number of members and spouses.

Rotary Club of Belur is one of the oldest Rotary Club in the twin cities of Kolkata and Howrah with a rich legacy of 54 years. Our members include Lawyers, Doctor, Engineers, School Trustees, Psychologist, Businesspersons and Chartered Accountants. The members are a mix of various age groups ranging between 40 years to 80 years. We also have a fair number of lady members among our 72 members.

Established as the Rotary Club Belur in 1967.

Charter Day – 5th August 1967

Chartered by – Rotary Club of Howrah

30 Charter Members

54 Years of Service to Humanity

Sponsored 5 New Clubs

1 Innerwheel Club, 2 Rotract Club & 3 Interact Club and 7 RCC

RCB Charitable Trust Established in 1977

Regular Meeting on Saturdays @ 4:30 PM at HHI

Achieved 100 percent Paul Harris Fellowship Status and Certification

Have 8 Major Donors.

Club has done over 30 Matching Grants and Global Grants

Creativity peaked during the Rakhi Festivity, family of members excelled in drawing upon their talent and we are sharing with you.



Aanu Bantfiia, niece of Manju Bantfiia



Afiana Kedia, Grand daughter of PP Ashok and Manju Kedia



Aradfiya Mohan is a girl of many talents. Here are few Rakhi made at home



'Serenity'....An impressive piece Art of Pastel colours by Aradfiya Mohan daughter of Rtn Amitabhi and Nivedita Mohan, a student of S D High School.



CLUB EVENTS

August 15, 2020 Independence Day - No RCM

August 22, 2020 RCM

DISTRICT EVENTS

9th August at 11 am, 15th August at 7 pm,

16th August at 7 pm, 22nd August at 5 pm

Details to follow



Congratulations

Jennifer E Jones

Makes History, Becomes First Woman Rotary President-Nominee 2022-2023

Jennifer E. Jones, of the Rotary Club of Windsor-Roseland, Ontario, Canada, is the selection of the Nominating Committee for President of Rotary International for 2022-23, a groundbreaking selection that will make her the first woman to hold that office in the organization's 115-year history. Jones will officially become president-nominee on 1 October if no other candidates challenge her.

Jones says she sees Rotary's Action Plan as a catalyst for increasing Rotary's impact.

"As we reflect upon our new strategic priorities, we could have never envisioned that our ability to adapt would become our North Star during what is inarguably the most profound time in recent history," Jones said in her vision statement. "Silver linings rise out of the most challenging circumstances. Using metric-driven goals, I will harness this historic landscape to innovate, educate, and communicate opportunities that reflect today's reality."

As the first woman to be nominated to be president, Jones understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion (DEI) Statement. "I believe that diversity, equity, and inclusion . . . begins at the top and for us to realize growth in female membership and members under the age of forty — these demographics need to see their own reflection in leadership," Jones further added "I will champion double-digit growth in both categories while never losing sight of our entire family."

Jones is founder and president of Media Street Productions Inc., an award-winning media company in Windsor. She was chair of the board of governors of the University of Windsor and chair of the Windsor-Essex Regional Chamber of Commerce. She has been recognized for her service with the YMCA Peace Medallion, the Queen's Diamond Jubilee Medal and Wayne State University's Peacemaker of the Year Award, a first for a Canadian. Jones holds a Doctor of Laws (LL.D.).

A current Rotary Foundation trustee, Jones has been a Rotary member since 1997 and has served Rotary as RI vice president, director, training leader, committee chair, moderator, and district governor. She played a lead role in Rotary's rebranding effort by serving as chair of the Strengthening Rotary's Advisory Group. She is the co-chair of the End Polio Now Countdown to History Campaign Committee, which aims to raise \$150 million for polio eradication efforts.

Jones recently led the successful #Rotary Responds telethon, which raised critical funds for COVID-19 relief and was viewed by more than 65,000. Jones has also received Rotary International's Service Above Self Award and The Rotary Foundation Citation for Meritorious Service. She and her husband, Nick Krayacich, are members of The Rotary Foundation's Arch Klumph Society, Paul Harris Society, and the Bequest Society.

Members of the Nominating Committee for the 2022-23 President of Rotary International included Rotarians from countries spread across the globe mainly USA, Denmark, Germany, Ghana, Spain, Brazil, Japan, Thailand, Canada, Australia, India, Italy and Korea. In fact India had 2 Rotarians on the Nominating Committee, Rtn. Ashok Mahajan from Mumbai and our very own **PDG Ravindra P. Sehgal, from Rotary Belur, Kolkata.**

CLUB NEWS :

President Rtn Alope Kumar Kanodia attended District Programme on App & Web link on 05.08.2020



📅 Rtn Rajesh Agarwal on 10th August, 2020

Birthdays

📅 Rtn Aditya Neotia on 11th August, 2020

📅 Rtn Shreekant Rajgarhia on 15th August, 2020

📅 Rtn Hare Krishna Prasad on 20th August, 2020

Anniversaries

Jaya and Ashok Butta on 14th August, 2020

Minutes of
2413th E- RCM
of Rotary club of
BELUR held on
1st of August at
4:30 pm

The meeting was called to order by President Alope Kanoria which was attended by more than 35 members and some spouses.

After national anthem by the members , invocation to God was done by Rtn Rakesh Bhatia. In his unique way, members got the message that purity and love is the way to God.

Thereafter, Club business was conducted by Secretary Amar Malhotra by announcing birthdays and so on.

President Alope Kanodia welcomed speaker of the day PP Manoj Jain. He was introduced by Rtn Rakesh Bhatia.

PP Manoj Jain gave a wonderful presentation on how we can use social media to improve our business to reach of the society at large.

PDG Ravi Sehgal, Rtn Amitabh Mohan and few others clarified their doubts as to how this wonderful medium can be put use for our benefit.

President Alope Kanodia requested PP Shashi Seth to propose a vote of thanks which was carried out gracefully by him.

With no other business remaining to be conducted President Alope Kanodia terminated the meeting.

Rtn Alope Kr. Kanodia, President

Rtn Amar Malhotra, Secretary

Total 370 patients were treated at Club Clinic in July'2020.



Members you may have something interesting to share. Starting with **the hobbies, your family, OR upcoming plans post lockdown OR Books which have impressed you OR the best short story you read. How great was your weekend once OR life experiences which impacted you in more than one ways?** The list is endless so friends do email any such narrative that you wish to share to the Secretary- amar1900@yahoo.com or khannajay@outlook.com.

Wife: Did you have your lunch?

Husband: Did you have your lunch?

Wife: I am asking you?

Husband: I am asking you?

Wife: So you are coping me?

Husband: So you are coping me?

Wife: Chalo lets go shopping?

Husband: Oh Yes I had my Lunch?



Chintu: Had A Leakage In The Roof Over His Dining Room.

The Plumber: Who had come for repairs asked him "Sir When Did you Notice It ???"

Chintu: "Last Night.... When It Took Me 3 Hours To Finish My Soup"

Wife: Main Apne Kapde Donate Kardu Kya?

Husband: Nahi Fek De, Kya Donate Karnna.

Wife: Nahi Ji, Duniya Me Bahut Si Gareeb Or Bhukhi, Pyasi Auraten Hai, Kisi Ke Kaam Aa Jayega..

Husband: Tere Size Ke Kapde Jise Aayenge Wo Kya Bhuki, Pyasi Hogi.



ROTARY CLUB OF BELUR INTERACT CLUB OF M.C.K.V COVID-19



AWARENESS PROGRAMME FOR THE ANCILLARY STAFF

Date: 09.06.20 'The only thing to do with good advice is to pass it on. It is never of any use to oneself.' -Oscar Wilde

On the 9th of June 2020, the Interact Club alongwith the social service group had organized an awareness programme on Covid-19, for the ancillary staff of M.C. Kejriwal Vidyapeeth and MCKV Institute of Engineering.

A special video made by Interactor Swayam Seksaria on the precautions to be taken to combat the global pandemic, was shown to them.

The programme was conducted by the school mentor Ms. Apala Chatterjee and assisted by Mr. Chandan Manna, a member of the Social Service group. We hope that this awareness programme would achieve its purpose and guide them to lead a safe and healthy life.

Objective: To spread awareness among the ancillary staff about Covid-19.

- 1) Number of members participated : 1
- 2) Number of people benefitted : Ancillary staff of MCKV and MCKVIE
- 3) Classes involved : X
- 4) Amount involved : N.A
- 5) District Officials Present : No
- 6) Joint With Any Other Organisation : With Social Service Group




Saving the Earth Saving Ourselves

Under our series on environmental challenges in India, we bring the third part on hazard due to Land Pollution.

Land Pollution

Land pollution is the destruction or decline in quality of the earth's land surfaces in terms of use, landscape and ability to support life forms. The deposition of solid or liquid waste materials on land or underground in a manner that can contaminate the soil and groundwater, threaten public health and cause unsightly conditions and nuisances.

Various Causes of Land Pollution

1. Deforestation and Soil Erosion

Deforestation carried out to create drylands is one of the major concerns. Land that is once converted into dry or barren land can never be made fertile again, whatever the magnitude of measures to redeem it is.

Land conversion, meaning the alteration or modification of the original properties of the land to make it use-worthy for a specific purpose, is another major cause. Also, Unused available land over the years turns barren; this land then cannot be used.

2. Agricultural Activities

With the growing human population, the demand for food has increased considerably. Farmers often use highly toxic fertilizers and pesticides to get rid of insects, fungi and bacteria from their crops. However, with the overuse of these chemicals, they result in contamination and poisoning of soil.

3. Mining Activities

During extraction and mining activities, several land spaces are created beneath the surface. We constantly hear about land caving in, which is nothing but nature's way of filling the spaces left out after mining or extraction activity.

4. Overcrowded Landfills

Each household produces tonnes of garbage each year. Garbage like aluminium, plastic, paper, cloth, wood is collected and sent to the local recycling unit. Items that cannot be recycled become a part of the landfills that hamper the beauty of the city and cause land pollution.

6. Urbanization

We humans have been making permanent settlements for at least the past 10,000 years. Most of the cities and towns and the infrastructure created, will remain with us for thousands of more years into the future.

Many of us may not classify human settlements as "land pollution"; however, urbanization marks a significant change to the landscape that can cause land pollution in a variety of subtle and not-so-subtle ways.

8. Nuclear Waste

Nuclear plants can produce a huge amount of energy through nuclear fission and fusion. The leftover radioactive material contains harmful and toxic chemicals that can affect human health. They are dumped beneath the earth to avoid any casualty.

9. Sewage Treatment

A large amount of solid waste is leftover once the sewage has been treated. The leftover material is then sent to the landfill site, which ends up polluting the environment.

10. Littering

Littering is a common problem; no matter it is a city or a rural region. People just throw their garbage on the ground without caring about the adverse effects on the environment.

Amazing Solutions to Land Pollution

1. Make people aware of the concept of Reduce, Recycle and Reuse. Reusing materials help to reduce the requirement of harvesting resources. The products that cannot be reused can likely be recycled.
2. Reduce the use of pesticides and fertilizers in agricultural activities. Encourage organic gardening and eating of organic food that will be grown without the use of pesticides or insecticide.
4. Reduce the use of non-biodegradable materials. By simply switching to a reusable cloth bag, paper bag, for groceries instead of plastic shopping bags will help cut down on the need for non-biodegradable materials.
5. Avoid buying packaged items as they will lead to creating garbage and end up in the landfill site as well as ensure not to litter on the ground and do proper disposal of garbage.
6. Create dumping ground away from residential areas. Also avoid littering and properly dispose of waste, which is an essential measure against land pollution both for households as well as for industries.
7. Education is the key to mitigate the land pollution problem. We have to show people the adverse effects of land pollution and the way to mitigate them. Convincing others can motivate every one of us to make a significant contribution to save our environment.

We walk and survive on land. It is literally the base of our ecosystem. Therefore, it is in our good interest to take care of it and nurture it.



Amazing Facts about Belur Math

This famous temple is so synonymous with our club that even today we carry its insignia on most of our publications and other club materials.

BELUR MATH AND SHRINE

Belur Math in Kolkata is the headquarters of the Ramakrishna Math and Mission. Sprawling over forty acres of land on the west bank of the Hooghly River, it is visited by people from all over the world, irrespective of their religious beliefs. Ramakrishna Mission, Hindu religious society carries out extensive educational and philanthropic work in India and expounds a modern version of Advaita Vedanta—a school of Indian philosophy—in Western countries. It and its sister organization, the Ramakrishna Math, constitute two different but related branches of the Ramakrishna Order.



THE SAMADHI ENCLOSURE



The earthly remains of seven of the sixteen direct monastic disciples of Sri Ramakrishna were cremated here. Their names are engraved on the marble plaque which stands on this spot.

SWAMI BRAHMANANDA TEMPLE

Another temple dedicated to Swami Brahmananda - a direct disciple of Ramakrishna and the first president of the Ramakrishna Math and Ramakrishna Mission is situated near Holy Mother's temple.



SWAMI VIVEKANANDA TEMPLE



The Swami Vivekananda Temple stands on the spot where Swami Vivekananda's mortal remains were cremated in 1902. Consecrated on 28 January 1924, the temple has in its upper storey an alabaster Om (in Bengali characters). Beside the temple stands a bel (bilva) tree in the place of the original bel tree under which Swami Vivekananda used to sit and near which, according to his wish, his body was cremated. On 4 July 1902 at Belur Math, he taught Vedanta philosophy to some pupils in the morning. He had a walk with Swami Premananda, a brother-disciple, and gave him instructions concerning the future of the Ramakrishna Math. He left his body (died) in the evening after a session of prayer at Belur Math. He was 39. Vivekananda had fulfilled his own prophecy of not living to be forty-years old.

THE OLD SHRINE

It is situated to the north-east of Sri Ramakrishna Temple. This was the original shrine, where daily worship was conducted from January 1899 till the new temple was consecrated. This shrine awakens the hallowed memory of Swami Vivekananda and other direct disciples of Sri Ramakrishna who used to worship, meditate and sing.



SWAMI VIVEKANANDA'S ROOM



To the southeast of the old shrine stands Swami Vivekananda's room. In this room, the great Swami lived, and here he attained Mahasamadhi on 4 July, 1902. Most of the articles preserved in this room were used by him at different places and times. In the courtyard in front of this room stands a mango tree under which Swamiji used to sit on a camp cot and meet visitors and devotees.

THE RAMAKRISHNA MUSEUM

The Ramakrishna Museum is home to some of the objects used by Ramakrishna, Sarada Devi and Swami Vivekananda. It is a great place for history lovers. In this Museum, several articles and artefacts closely associated with Sri Ramakrishna, the Holy Mother, Swami Vivekananda and other direct disciples of the Master have been exhibited.



SRI RAMAKRISHNA TEMPLE



The Ramakrishna Temple at the Belur Math is designed to "Celebrate the diversity of Indian Religions" and resembles a temple, a mosque, a church if seen from different positions. The architectural style and symbolism from a number of religions have been incorporated into the design of the temple at Belur Math, to convey the "universal faith" in which the movement believes. The temple is considered as a prime example of the importance of "material dimension" of religion.

THE MARBLE STATUE OF SRI RAMAKRISHNA AT BELUR MATH

A full size statue of Sri Ramakrishna is seated on a hundred petalled lotus over a damaru shaped marble pedestal wherein the Sacred relics of Sri Ramakrishna are preserved. The Brahmi-Hamsa on the front represents a Paramahansa. The statue of Sri Ramakrishna was made by the famous sculptor late Gopeswar Pal of Kolkata and the decorations of the temple were conceived by artist late Sri Nandalal Bose. The Canopy above the deity and all the doors and windows are made of selected teakwood imported from Myanmar.

