



RI Club No. 16149

Date of Charter : August 24, 1964

Official Buletin of Rotary Club of Behala : RI District 3291

R.I. President : Rtn. Ron D Burton

District Governor : Rtn. Rajani Mukerji

President : Rtn. Anjan Kumar Bhowmick

Secretary : Rtn. Jayanta Kumar Mitra

Editor : Rtn. Dr. Siddhartha Chakraborty

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MAY IS THE MONTH OF PEACE THROUGH SERVICE

TODAY IN HISTORY

- 1874 - Present constitution of Switzerland takes effect
- 1884 - 1st steam cable trams start in Highgate
- 1900 - Trademark "Escalator" registered by Otis Elevator Co
- 1912 - 15 young women fired by Curtis Publishing for dancing "Turkey Trot" during their lunch break
- 1916 - Official flag of president of US adopted
- 1919 - Charles Strite files patent for the pop-up toaster
- 1932 - World War I Veterans begin to assemble in Washington, DC in the Bonus Army to request cash bonuses promised to them to be paid in 1945.
- 1953 - Edmund Hillary and Tenzing Norgay are 1st to reach the summit of Mount Everest
- 1959 - Charles de Gaulle forms French government
- 1968 - UN resolves sanctions on white-minority-ruled Rhodesia
- 1973 - Columbia Records fires president Clive Davis for misappropriating \$100,000 in funds, Davis will start Arista records
- 1988 - President Zia ul-Haq fires government & disbands parliament in Pakistan
- 2014 - **The 2369th RWM of RC Behala, a Joint Meeting with RC Calcutta Lake Town - at our regular venue and time.**
Guest Speaker : Rtn. Siddhartha Majumdar, Chairman, West Bengal College Service Commission, speaking on "Poverty and Inequality: A few points to ponder"
We welcome our guests.

Operation Life Jacket saves lives

By Sergio Santi, International Commodore of the Yachting Fellowship of Rotarians



In September of 2012, we heard from Bill Kosar, a new member of the International Yachting Fellowship of Rotarians from Kenya, that fishermen or ferry passengers



Life jackets for a school ferry.

were drowning in local waters every week because of a lack of life jackets. We knew we had to do something to help.

At first, we set our sights on buying 100 life jackets for kids while our 600 mariners in the Italian fleets would collect unused life jackets from any of our boats, our Yacht Club, and Navy Corps which were out of date with current regulations but still safe to use as emergency devices.

The first batch of life jackets was stored by the Rotary Club of Chiavari-Tigullio, the

home base of the Italian Northwest Fleet, then tested and shipped to Nairobi thanks to Commodore Luigi Norsa. A grant from the fellowship covered half the shipping expenses. We had serious problems delivering the 381 jackets to the Kenya Fleet. But we got help from the Kenyan Maritime Authorities in waving ridiculously expensive fees that were being suggested by local agents. After months of negotiations in Kenya, both the first and a second batch of life jackets totaling more than 2,800 reached their final destinations.

Hundreds of mariners and Rotary members took part in this extraordinary fellowship chain. Sometimes it was not easy to move and store all the gear. The majority of the life jackets, collected by the Center Adriatic Sea Fleet and its commodore, Francesco Filoni, were sent directly to the Rotary Club of Abidjan, Cote d'Ivoire, from the Port of Ancona in containers lent by a friendly shipping company.

We've already received several enthusiastic reports about the operation; including one from mariner Peter Kasango in Rwanda, who described how the life jackets were being put to good use.

And this is just the beginning. The Italian fleet has another 1,000 jackets that will be sent, once we collect 500 more, to Kenya. Bill

HAPPY BIRTHDAY
 05-Jun : PP Rtn Amarjit Singh Thethi
 05-Jun : Ann (Dr.) Swati, W/o Rtn (Dr.) Bikramjit Mukherjee
 05-Jun : Rtn Soummajit Mukherjee
Wish you many happy returns of the day

UPDATE YOUR DIARY

Joint Board meeting on 30.05.14.

Installation Ceremony on 9th July.

We meet every Thursday at 6 PM at M.P. Birla Planetarium Auditorium - Visit us at www.rotarybehala.org

and the Kenya fleet are engaged in a great training campaign with the Kenyan authorities which is being supported by local media. As a result of the operation, we are saving lives in Africa; we have new fleets in Kenya, Rwanda, and Uganda; and Rotary and the fellowship are better known throughout the region. We are thrilled to be lending a helping hand. Full speed ahead!!

[Source : <http://blog.rotary.org/2014/05/19/lifejackets/>]

An interesting membership idea – Rotary 2.0; a "Car" they want to buy

by : Tom Carroll on RI Discussion
Forum : Membership Best Practices

[This novel idea got through rotarydistrict3291@yahoo.com in makes me scratch my head. Can we discuss it in one of our RWMs ? - Ed.]

For some time I've been thinking about the Rotary membership challenge in the United States and Canada, and what lies at the issue's core. I've come to the conclusion that it isn't that we don't ask guests to come to meetings, or even that members leave because they are not engaged. If this were true, then simply inviting people to meetings and engaging the membership would have solved our problems years ago. As Gateway Rotary (D5020) experiences dramatic growth (50% so far this year) and Gig Harbor Rotary (D5020) even has a waiting list, I'm constantly being asked, "What are you doing differently"? The answer? *We're selling a car people want to buy, not the car we have always sold.*

In the '70s and '80s, American car manufacturers were slow to recognize that customers wanted smaller, fuel-efficient cars. As a result, Japan was able to surpass the Big Three and redefine the industry. The Rotary "Car" most are offering today has several attributes and traditions. We meet weekly during the business day, usually requiring a 1.5 to 2 hour time commitment. We sing songs, typically written decades ago. We pledge our patriotism and we recite in unison our Four-Way test. We refer to our Rotary Foundations donations as to "My Paul Harris" making no mention of the Rotary Foundation, and we tend to sit with our close friends at the same table each week. I'm not saying these things are wrong or bad; I personally enjoy many of them. But I'd argue we're in the business of attracting and retaining members. *If the Car we're selling isn't what the customer are buying, then it's time to take a hard look in the mirror and make some changes.* All of the rebranding and public image efforts underway will not solve this problem. We must lower the barrier to membership and increase the membership value.

So what are the attributes of this new Car, something I am calling "Rotary 2.0"?

- ❑ **Fun and Fellowship.** A wise and learned Rotarian said to me, "Make your meetings fun! If it were not fun, why would you go? And why would you bring a friend?" Rotary is an opportunity to relax, have fun, meet with your friends and if you're not watching too closely, you just might help your community . . . and the world. Club business should be conducted at board meetings, and general announcements should be made via other media. The Club meeting is the center of what Rotary is. "Where everyone knows your name . . ."
- ❑ **Affordable.** "What's it cost?" If the answer is \$3,000, then many will take a hike. Gateway charges annual dues of \$200, and requests an additional \$100 optional donation to the Rotary Foundation. No meeting fees. If you want coffee or breakfast, that's on you.

- ❑ **How do I join?** If it's a courtship with a long dating period, potential members will balk and find an easier path. Unless your club has a waiting list, perhaps it's time to take a look at the membership process. One week is a good goal.
- ❑ **Networking.** I realize many strongly disagree with me on this point, but I firmly believe most young professionals are seeking networking organizations; if that's not Rotary, then they will find another opportunity. The reality is that young people value talking with experienced business professionals, not as marketing prospects but as mentors. Sounds like Vocational Service to me. I believe Paul Harris formed the world's first business networking organization, and I think we should embrace rather than shun the concept.
- ❑ **Short Meetings.** Many people are unwilling or unable to take nearly two hours out of their business day to attend a service club meeting. Gateway starts at 7:05 am and ends before 8:00 am. If members are in town, they attend. Rarely is there a business conflict at 7:00 am.
- ❑ **Singing?** Some like it, but most do not. My parents were born in the early 20's, and they enjoyed gathering around the piano and singing songs. I was in a fraternity in the late '70s and our alumni sang; we did not. This is not a typical activity of Baby Boomers, Gen X, or Millennials. It's not the Car they want to buy.
- ❑ **The Rotary Foundation.** It's one of the best things about Rotary, and it is why people want to associate with us. Many clubs don't fully participate and instead, focus on their own foundation's fund raising. Without The Rotary Foundation, I think we're just another service club. That's not bad, it's just not optimal.

I don't think it's reasonable to expect most Rotary Clubs to move to this new model; the resulting change would cause many valuable members to leave. I think the best approach is to identify opportunities for Rotary 2.0 Clubs to be chartered in communities throughout the District, allowing the concept to grow membership while retaining our core.

MINUTES OF THE 2368TH REGULAR WEEKLY MEETING OF ROTARY CLUB OF BEHALA HELD ON 22ND MAY, 2014 AT MP BIRLA PLANETARIUM AUDITORIUM, KOLKATA AT 6.30 PM

- ❖ Club President Rtn. Anjan Kumar Bhowmick called the meeting to order.
- ❖ Meeting started with National Anthem.
- ❖ President Anjan welcomed Club members & Rotaractor to the Meeting.
- ❖ He informed members about upcoming events of the Club and the District, including –
 - ❑ District Training Assembly on 24.05.14.
 - ❑ Joint RWM with RC Calcutta Lake Town on 29.05.14.
 - ❑ Joint Board Meeting (Rotary yrs. 2013-14 and 2014-15) of the Club at the residence of PP Rtn Deepnath Roy Chowdhury at 6.30 pm on 30.05.14.
 - ❑ Installation Ceremony on 9th July.
- ❖ On request from the Chair, Editor-designate of the Club Rtn Soumajit Mukherjee reported on the District Assembly and the lessons learnt.
- ❖ Club Secretary Rtn Jayanta Kr Mitra conducted usual Club business.
- ❖ After confirming the minutes of 2367th RWM of RC Behala as published in Maitree dt 22.05.2014 and declaring the attendance, President Rtn Anjan terminated the meeting.
- ❖ Attendance statistics – Members : 45, Members present : 07, Rotaractor : 01, Guest : 01