



RI Club No. 16149

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Official Bulletin 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

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## JUNE - ROTARY FELLOWSHIPS MONTH

### TODAY IN HISTORY

- 1381 - Peasants' Revolt: in England, rebels arrive at Blackheath.
- 1665 - England renames the former Dutch settlement of New Amsterdam as New York City and installs a municipal government.
- 1892 - Neth Society for Currency & Coin collecting forms
- 1931 - Al Capone is indicted on 5,000 counts of prohibition & perjury
- 1935 - Senator Huey Long of Louisiana spoke continually for 15½ hours in Senate's longest speech on record (150,000 words)
- 1944 - 1st V-1 rocket assault on London
- 1964 - Nelson Mandela is sentenced to life in prison in South Africa
- 1979 - Bryan Allen flew man-powered Gossamer Albatross over English Channel in a human-powered aircraft; flight took 2 hrs, 49 min
- 1982 - 750,000 anti-nuclear demonstrators, rally in Central Park NYC
- 1989 - Ben Johnson, Canadian Olympian, admits using steroids
- 1991 - Boris Yelstin elected president of Russian Federation
- 2012 - The World Health Organization concludes that diesel exhaust causes cancer
- 2014 - The 2371ST RWM of RC Behala at our regular venue and time.

### HAPPY BIRTHDAY

14-Jun : PP Rtn Swapan Kr Marwaha

15-Jun : PP Rtn Indu Bhushan Das

16-Jun : Ann Bijoli, W/o Rtn Jayanta Kr Mitra

17-Jun : Rtn Jayanta Chatterjee

19-Jun : PP Rtn Pijush Ranjan Sen Gupta

*Wish you many happy returns of the day*

### Please Block Your Schedule

- 15-6-14 : Visit to RCC Nalgora. Team starts from Ashoka Cinema Hall, Behala at 9 AM.
- 19-6-14 : Joint Board Meeting
- 22-6-14 : COTS & Assembly at Room No 1, Saturday Club at 11 AM, followed by fellowship.
- 26-6-14 : Last RWM of the Club of this Rotary year
- 28-6-14 : District Award Ceremony at Birla Sabhaghar
- 29-6-14 : Thanksgiving Ceremony at Rotary Sadan
- 09-7-14 : Installation Ceremony at Williamson Magor Hall, Bengal Chamber of Commerce & Industry, 6, N.S. Road, Kolkata -1, followed by fellowship at the Palladian Lounge of the venue.

### Why Rotary modified the logo?

– RIPN K R Ravindran

[This was a letter from RIPN KR Ravindran to PDG Sunil K Zachariah of RID 3201, Cochin, and posted by him in eFlash\_Rotary. Ed]



There have been some comments from Rotarians from various parts of the Rotary world about the new look of Rotary's changed Logo, both for and against. Here is the response from President Nominee KR Ravindran regarding our new logo:



Dear Sunil,

#### Why we modified our logo?

I have seen the many communications and comments you receive in your widely circulated ROTI egroup, on the new looks of our logo, noting that many of them express their disapproval at the new style and colour.

You and your readers may as well hear my own point of view, because I too was one of those who found the change disagreeable! In fact my immediate reaction was that "this is crazy, what have they done with our beautiful and much loved wheel?"

But then I began to think; I thought of Albert Einstein's famous statement when he defined insanity as "doing the same thing over and over again and expecting different results."

In many ways this has been the story of some segments of Rotary's progress membership growth being a case in point. We tried the same thing again and again



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again and expected different results.

I realised that people like me getting to sixty years were the older brigade of Rotary and that if we wanted to get results and bring the younger lot in, then maybe we need to change our image to a more youthful, progressive, dynamic one.

Change for the sake of change of course is no good, so I studied the methodology used by RI to arrive at these changes. Was it just a group of people who got together and thrust this changes on to us? Was it the Board of Directors who were responsible? Or was it the Board of TRF Trustees who should be blamed?

Our Board had in fact employed a professional and objective approach to this task. To begin with, one of the top agencies in the world Siegel + Gale were contracted to undertake a study and to revitalize Rotary. Their purpose was to:

**Clarify** what Rotary stands for, why it's different and why people should care

**Elevate** awareness and understanding of Rotary's impact in its communities and the world

**Motivate** current members, donors, strategic partners and staff to be actively engaged with Rotary **Inspire** prospective members, donors and strategic partners to select Rotary as their organization of choice.

In undertaking this study Siegel + Gale visited five Zone Institutes, twenty Rotary Clubs in nine cities across six countries in Asia, Europe, the Northern Hemisphere and the Southern Hemisphere.

They reviewed tons of strategic materials and research reviews, over 400 internal and external communication material of RI and TRF, RI Public Image Survey, RI Membership research and focus groups, VSA findings.

They also looked at external communications materials, websites and the social media of Bill and Melinda Gates Foundation, Clinton Foundation and CARE.

They further did a secondary research and reviewed press, articles and papers relating to social sector trends

In addition Siegel+Gale conducted an online survey among Donors (both of Rotary and peers) in 14 countries by using two sources for sample; a respected online panel and Rotary's lists; thousands of Rotarians and hundreds of Rotaractors were surveyed. The data was collected between November/December 2011 with Evanston assisting in the drafting and administering of the survey.

As part of the findings of the survey a conclusion was reached that we needed to refresh our visual identity and to energize Rotary's look and feel, while celebrating our heritage.

Clearly to attempt to reinvent the wheel (logo) was not a solution. But perhaps we needed to build upon this highly recognizable and globally respected identity that has unified and inspired Rotarians for over a century?

Having made that decision, elevating the Rotary name was the first critical step in re-energizing the logo. Not only did scaling up the word 'Rotary' in proportion to the wheel symbol put the more proprietary identity component up front and centre, it also unified the two parts of the organization Rotary International and The Rotary Foundation under one powerful banner.

They applied the wheel boldly as a mark of excellence a pledge of commitment, a symbol of leadership, a sign of social and ethical responsibility. There was also the consideration of optimising it for digital use, a big draw back with our former logo, where the words 'Rotary International' could be very difficult to read inside the wheel, depending on factors such as size and distance. In fact the survey found that many non-Rotarians who may have seen the wheel never knew what it represented.

With a stronger primary logo in place, the team set out to build a bolder, easier-to-manage visual system that would continue to inspire creativity while enabling strategic decision-making and maintain visual consistency across communications, media types and geographies.

It does this by emphasizing the word Rotary.

In our new design with 'Rotary' featured so prominently, there is absolutely no doubt as to what the wheel stands for. And the wheel itself continues to remain a dominant element.

Likewise, the colour of the heritage gold -- our standard through 2007 -- was revived because it is so visually effective against a wide range of backgrounds again a big issue with our former logo.

The end result is a design that is much more contemporary a necessity if we are to successfully compete for attention in today's world -- while still representing Rotary's proud heritage.

Of course, when all is said and done, our logo while very important -- does not tell the Rotary story by itself. Rather, it complements the way we now describe who we are and what we stand for bringing leaders together to address the world's most

serious challenges. The most important result from the 'Strengthen Rotary' initiative will come from Rotarians around the world being able to consistently describe our organization as leaders exchanging ideas and taking action. Our logo reinforces visually that we remain, as always, Rotary proud and strong.

I have now begun to understand why we modified our appearance, why we needed to be more modern, current and progressive.

I realise that it's time now to change my own letter head and visiting cards, without stubbornly resisting the change that the Rotary world seems to want, and the change that is needed.

But me being me, no doubt will be the first one to object again in twenty years (if I am still around) if they again decide we need another re vitalization of our brand from this one!

Rgds, Ravi

PS For the time being as I understand, there is no change envisaged in our lapel pins!

## MINUTES OF THE 2370<sup>TH</sup> REGULAR WEEKLY MEETING OF ROTARY CLUB OF BEHALA HELD ON 5<sup>TH</sup> JUNE, 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 led by PP Rtn Siddhartha Chakraborty.
- ❖ President Anjan welcomed Club members, Mr Sugata Majumdar and other guests of the Club & Rotaractor to the Meeting.
- ❖ He informed members about upcoming events of the Club and the District, including
  - ❑ A visit to RCC Nalgora on 15.06.14 (Sunday) for laying of foundation stone of their proposed building for vocational training-cum-coaching centre.
  - ❑ Joint Board Meeting (Rotary yrs 2013-14 and 2014-15) of the Club on 19.06.14. after the RWM.
  - ❑ Last RWM of the Club of this Rotary year on 26.06.14
  - ❑ District Award Ceremony on 28.06.14 at Birla Sabhaghar
  - ❑ Thanksgiving Ceremony at Rotary Sadan on 29.06.14
  - ❑ Installation Ceremony on 9th July.
- ❖ President Anjan then handed over to Shri Jagadish Nag, President of RCC Nalgora a cheque of Rs 60,000/- as the initial contribution from the Club for the proposed project.
- ❖ On request from the Chair, President-Elect Rtn Prasunjit Mukherjee addressed the members.
  - ❑ He introduced his friend - and a proposed member of the Club - Mr Sugata Majumdar who works in the field of Hospital Administration.
  - ❑ He informed members that the COTS & first Assembly of the Club for the coming session will be held at Room No 1, Saturday Club at 11 AM on 22.6.14, and requested participation by all.
  - ❑ On 1st July there will be a composite programme at St Mary's Primary School, Oxford Mission Campus, including handing over some benches, water filters for safe drinking water and dental, ophthalmic and general health check-up of all students.
  - ❑ The Installation Ceremony will be at Williamson Magor Hall, Bengal Chamber of Commerce & Industry, 6,N.S. Road, Kolkata -1, from 6.30 pm on 9th July, 2014 followed by fellowship at the Palladian Lounge of the venue. All members just have to be there.
  - ❑ Deadline for printing Installation Ceremony is drawing fast. All members are again requested to intensify advertisement-collection drive.
- ❖ Club Secretary Rtn Jayanta Kr Mitra conducted usual Club business.
- ❖ After confirming the minutes of 2369th RWM of RC Behala as published in Maitree dt 05.06.2014 and declaring the attendance, President Rtn Anjan terminated the meeting.
- ❖ Attendance statistics :  
Members: 43. Members present: 09, Rotaractor : 01, Guest : 01