

Rotary Clubs to have a say in deciding how (and where) their financial contributions will be used

A seasoned quartet of District Officers addressed the last meeting of the Club and unveiled several new features of the Rotary movement designed to democratise its affairs and to give Rotary Clubs a greater say in deciding how their contributions are utilised for service projects of their choice.

One of the key points that came through was that against the earlier blend of 90:10 (90% global projects and 10% local), The Rotary Foundation of Rotary International would promote a healthier 50:50 mix. It would be more open-minded about projects and would give greater weightage to the submissions of Districts and Rotary Clubs while allocating funds.

The Foundation, which was founded in 1917, had, after 93 long years, recognised that there was something about its working that disturbed Rotarians all over the world. It commissioned a survey that interviewed 10,000 individual Rotarians and set up 100 focus groups all over the world. Based on the feedback received, it had come up with the new Future Vision Plan.

At present this was only a pilot programme covering just 100 Districts. But as the results of this experiment were received and analysed, it would be extended to cover the entire Rotary world by the year 2013-2014.

To return to the last meeting, the attendance was rather sparse owing to extraneous factors; as a result, most members missed the opportunity of hearing an outstanding presentation on new, exciting developments in the Rotary movement as conveyed by four District Officers.

The Assistant Governor, Gautam Bhattacharya, who introduced the speakers, said he was grateful to the Club for affording him the opportunity to try out the DAUD experiment in the very first quarter of the current Rotary year.

The programme, "District At Your Doorstep", had been mooted by Rotary International, whereas the acronym DAUD was a colloquialism chosen to make it simpler for Clubs in the District. (DAUD came from the emphasised letters in the term "District At YoUr Doorstep".)

The first speaker, **PP Sumant Naik** of the Rotary Club of Bombay Airport, was a double graduate (in chemistry and in law). He obtained his Master's from Syracuse University. After serving as a faculty member at New York University, he worked with a major investment banking firm on Wall Street.



So many new and exciting things are happening in the Rotary world. Four District Officers threw light on changes in the Rotary movement and in the working of The Rotary Foundation of Rotary International at the last meeting. From left in this picture are PP Dr. Quresh Maskati, PP Kalpana Munshi, PP Sumant Naik and Assistant Governor Gautam Bhattacharya

He returned to India in 1987 to start a firm for the export marketing of dyes and pigments for use in applications such as food processing, printing inks, plastic and paints.

A certified glider pilot and scuba diver, Sumant served the District as Assistant Governor in 2006-2007 and as District Secretary in 2008-

2009. At present he was an Assistant District Trainer. He spoke on "The Rotary Foundation – Future Vision Plan, Matching Grants and Global Grants".

The second speaker was **PP Kalpana Munshi** who, Gautam said, needed no introduction to the members of her Club. She was serving the District by heading two Committees this year, as the Chairperson for World Community Service and for the \$200 million Challenge.

Kalpana threw some light on the two District assignments given to her by the District Governor.

Finally, Gautam introduced **PP Dr. Quresh Maskati** who became the youngest President of the Rotary Club of Bombay North in 1995-96 and served as Assistant Governor in 2009-2010. At present he was an Assistant District Trainer.

Quresh, who gave a motivational talk on "Be a Rotarian, not a Rotary Club member – get involved", was introduced as a gold medalist from KEM Hospital who had specialised in diseases of the cornea and anterior segment microsurgery from Rochester and Boston Universities, respectively. "Simplifying Eye Care", a book written by him, was released in July.

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District Governor's Official Visit to the Club

District Governor Dr. Jayant Kulkarni will make his Official Visit to the Rotary Club of Bombay on October 11 and 12, 2010.

Joint Hon. Secretary Sitaram Shah, who announced this at the last meeting, said that on the first day of his Visit on Monday, October 11, the Governor would attend the Club Assembly to be held at 6.15 pm in the Babubhai Chinai Committee Room of the Indian Merchants' Chamber, Churchgate.

He requested all Officer-Bearers, Directors and Committee Chairpersons to make it a point to attend this particular Club Assembly in the company of the District Governor.

On the second day of his Official Visit, Tuesday, October 12, Dr. Jayant Kulkarni would meet the Presidents, Secretaries and Office-Bearers of the Inner Wheel Club, the Rotary Community Corps, the Interact Clubs and the Rotaract Clubs.

He would complete his Official Visit to the Rotary Club of Bombay by addressing its regular meeting at the Taj Mahal Hotel at 1.15 pm on Tuesday, October 12.

Sitaram requested all members to note the above programme and to attend all the meetings with the District Governor, especially the Club Assembly and the regular weekly meeting of Tuesday, October 12.

Forthcoming meetings

October 5, 2010

Ms Fiona Gilmore, Chairperson and founder of Acanchi Ltd., an independent consultancy in London specialising in country brand capital development, to address the Club.

October 12, 2010

District Governor Dr. Jayant Kulkarni to make his Official Visit to the Rotary Club of Bombay.

October 19, 2010

Mr. Ashok Kurien, the well-known communications expert, to speak on "Learning Differently".

Identify large-hearted donors to help eradicate polio, urges PP Kalpana Munshi

PP Kalpana Munshi, who is the District Chairperson both for World Community Service as well as for the \$200 million Challenge, utilised an interesting slide show to make her presentation on the two subjects that she is promoting.

Starting with World Community Service (WCS), she pointed out that such projects involved two or more countries that got together to serve their respective communities.

Participation in WCS programmes (which had to be of a humanitarian nature) helped garner greater financial, material and human resources and also led to the development of better ties with Rotarians abroad. The proposed project had to be located in one of the countries involved.

Clubs planning WCS projects and searching for international assistance could publicise their needs to Rotary Clubs all over the world through the internet. Similarly, Clubs looking to support international projects could use the same WCS resources to locate suitable candidates (Clubs).

To reach the WCS project exchange, all that one had to do was to visit the website www.rotary.org which gave short descriptions of over 400 Rotary Club projects and also listed a local coordinator who could be contacted for each project.

In order to start a WCS project, said Kalpana, it was necessary to first identify a community need in the vocational, educational and medical fields. It would be worth the while to attempt sustainable solutions for chronic problems, for example, donating books to schools; but establishing a library staffed with a local volunteer could benefit students for years to come.

Another aspect to be borne in mind was to establish in advance the goals to be achieved, to frame a timeline for achievement, to determine Club members' role and responsibilities, to prepare a budget and, above all, to provide donors with progress and final reports.

As for the means to be used for promoting projects so that they would get international help, Kalpana suggested simple fliers, brochures and postcards and their distribution at R.I. Conventions, Rotary Conferences during trips abroad and so on. Other means for promotion were



An interesting slide show marked the presentation of PP Kalpana Munshi, who is the District Chairperson both for World Community Service as well as for the \$200 million Challenge, and who spoke briefly on both these themes

PowerPoint presentations, slide shows and videos.

Members travelling abroad frequently could carry all of the above material along with photographs to show to potential donors on their cell phones or their laptops.

"Materials and resources are available, just identify the needs of the community, prepare a blueprint and a budget for your project, visit the project link on www.rotary.org and see whether the goods publicised are of any use for your project. If yes, contact the Club that has advertised those goods.

"The Club Chairman should form a committee and serve as a liaison between those working on the project and the potential donors. Be prepared to answer questions regarding the project, maintain accurate financial records and keep the donors posted," she added.

Turning to the second District Committee that she is Chairing this year, viz., the \$200 Million Challenge, Kalpana pointed out that this concerned the worldwide PolioPlus programme for the eradication of polio.

At one immunisation camp, she said, while hundreds of children lined up to receive the polio drops, there was a group of about 25 children aged between four and ten years who were in callipers or had leg braces or crutches. All of them were victims of the crippling disease – polio.

Had they been immunised on time, these children would have been walking, running and playing around like any other child. The message that the

25 youngsters, with bent backs, withered arms and twisted legs, appeared to be conveying was dismal – "It's too late for us, but don't let other children get polio, do all you can to help others, do whatever you can to kick polio out."

Kalpana said the polio eradication programme was one of the most important and ambitious programmes in Rotary's history. It constituted a commitment by all Rotarians to the children of the world. Polio eradication was not just about raising money, it was about saving the children.

Pulse polio immunisation was first started in India in 1985-86 and soon became the largest public health intervention undertaken anywhere in the world. The children to be vaccinated were aged up to five years, with immunisation drives in high-risk States covering about 75 million children.

Today, polio affected only four countries, India, Pakistan, Afghanistan and Nigeria. But tremendous progress had been achieved over the last few years.

Against 1,604 polio cases worldwide in 2009, the number had come down to 648 so far this year. Only two cases had been detected so far in India this year and just six in Nigeria.

However, so long as polio threatened even one child anywhere in the world, children throughout the world remained at risk. And if the world failed to eradicate polio, more than ten million children would be paralysed over the next 40 years.

The biggest obstacle to eradicating polio was underfunding or failure to meet the financial requirements. This

had three major consequences: (1) children continued to be paralysed for life by a disease that was entirely vaccine-preventable; (2) there were severe economic costs; and (3) a sense of failure to protect future generations even though the tools to do so were available.

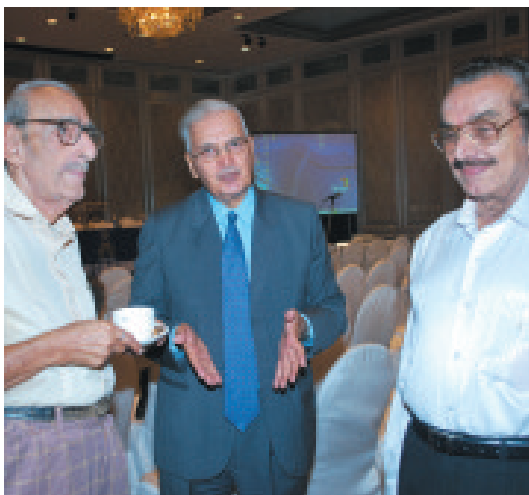
Turning to the funding gap, Kalpana said that India had set a new target to eradicate polio by 2012 for which an additional investment of Rs. 3,000 crores was required.

While the Bill & Melinda Gates Foundation had committed \$355 million, it had challenged Rotary to match this by raising \$200 million. The resulting \$555 million would directly support the immunisation campaign in India. Of the target of \$200 million, \$146 million had already been collected.

"Our Honorary Rotarian, Ms Rajashree Birla, has contributed \$4 million from the Aditya Birla Group. Many others are also making big contributions. All of them have a heart of gold. Your help in supporting Rotary will go a long way.

"I know that you Rotarians are there, but we need to reach out to people outside Rotary. Tell them about Rotary, tell them that we need their support, tell them to step forward and help us in kicking polio out.

"Let each Rotarian introduce at least one large-hearted donor to contribute towards polio eradication. The District Officers are ever ready to help you at every stage. Your support is our strength. Why wait? Let's start today. Let's end polio and save our children," Kalpana added.



Shah and Narayan. Joint Hon. Secretary Sitaram Shah snapped with Ramesh Narayan at the last meeting (first picture). In the photograph at right, Ramesh Dhir finds himself sandwiched between Dr. Hoshung Mobedji (left) and Cavas Majai

Birthdays

President Pradeep Saxena announced at the last meeting the receipt of birthday donations from several members during the week gone by.

He said that Vinod Juneja had made a contribution of Rs. 21,000 and Ardeshir B.K. Dubash Rs. 10,000.

Pradeep added that Dev Thukral had contributed Rs. 2,001 and Shyamniwas Somani Rs. 2,000.

He thanked all the members for their generosity.

For 'Bhavishya-Yaan'

Aziz Javeri and Ramesh Mehta have donated a sum of Rs. 10,000 each for the *Bhavishya-Yaan* project.

President Pradeep Saxena thanked the members at the last meeting for their contributions.

District Conference to be held on January 29 and 30, 2011

The District Conference for the Rotary year 2010-2011 is scheduled to be held at Hotel Renaissance, Powai, on January 29 and 30, 2011.

The Host Club, the Rotary Club of Mulund, has already started accepting registrations for the forthcoming District Conference.

Those registering their names right away will have to pay only Rs. 5,000 as registration charges (these will go up later).

All Office-Bearers, Directors and Chairpersons of the Rotary Club of Bombay have been requested to make it a point to attend the District Conference.

Among other things, it will give them firsthand information about the projects being implemented by all the other Clubs in District 3140.

Second, they will have the opportunity to hear an array of eminent speakers who have confirmed their participation in the Conference.

Third, the Club has to cast its 14 votes (through the assigned representatives) to elect the District Governor-Nominee for the Rotary year 2013-2014 and for the Nominating Committee for District Governor Nominee for 2014-2015.

Finally, attending the District Conference will entitle members to attendance credit for two days.

Members, especially Office-Bearers, Directors and Chairpersons, are requested to send their cheques for Rs. 5,000 in favour of "The Rotary Club of Bombay" as soon as possible.

At the last meeting

(Held on September 28, 2010)

President Pradeep Saxena called the meeting to order and welcomed the guest speakers from the District, the Visiting Rotarians, Rotaryans, guests and others.

BIRTHDAYS

Members and spouses celebrating their birthday during the week were felicitated.

BANNER RECEIVED

From the Rotary Club of Berne through Hiren Kara.

ATTENDANCE

Members	67
Visiting Rotarians	1
Spouses/Rotaryans	2
Total	70
Svc. box collection	Rs. 3,100

Fiona Gilmore helps countries to develop their brand capital

Ms Fiona Gilmore, the guest speaker at the meeting of October 5, is the founder and Chairperson of Acanchi Ltd., an independent consultancy in London. She specialises in country brand capital development.

In a career spanning 32 years, she has advised on communications strategy, brand positioning, architecture, migration, innovation, internal communications and identity for such global leaders as Vodafone, Unilever, Lloyd's, Giorgio Armani and Saudi Telecom, apart from brand capital strategies for regions and countries including Hong Kong, Wales, Bahrain and Lebanon.

She began her career in advertising and moved to Michael Peters where she became the youngest Managing Director in the industry. Apart from receiving the Veuve Cliquot Award for being one of the most promising businesswomen of the year, she also helped Michael Peters become the largest branding consultancy in Europe in 1988.

She set up Springpoint, a brand and design consultancy which developed into an international agency with offices in three countries. After it was acquired by the international group IPG, she left the group in 2003 and founded Acanchi.

Ms Gilmore has had extensive experience of working in China and the region, having been an adviser there since the early 1990s.

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And this is the banner that Hiren Kara has brought from the Rotary Club of Berne. President Pradeep receives the banner brought by Hiren. At right, a smiling PP Dr. Rumi Jehangir finds himself between Sandeep Dasgupta and Partha Rakshit

ROTARY WILL TIE UP WITH STRATEGIC PARTNERS WHO WILL BRING FINANCE, PROFESSIONALS

The Rotary Foundation of Rotary International, which was founded in 1917, had, after 93 long years, recognised that there was something about its working that disturbed Rotarians all over the world. So it commissioned a survey that interviewed 10,000 individual Rotarians and set up 100 focus groups all over the world. Based on the feedback received, it came up with its new Future Vision Plan.

Making the above statement at the outset of his talk, PP Sumant Naik, who spoke on "The Rotary Foundation – Future Vision Plan, Matching Grants and Global Grants", said that just as the Future Vision Plan was a pilot project at the moment, even DAUD (or "District At YoUr Doorstep") was at an experimental stage.

Both Rotary International and The Rotary Foundation had accepted the fact that it was time to take Rotary to Rotarians in the spirit of the idiom "If Mohammed will not go to the mountain, the mountain must come to Mohammed".

Thanks to overcrowded streets and myriad other problems, Rotarians found it increasingly difficult to travel long distances to attend Inter-City Forums and other District programmes. Therefore, it was decided that the faculties would visit Rotary Clubs and try to educate Rotarians on new and innovative topics and tell them things that they might not have heard before.

Sumant said that although Rotarians throughout the world supported The Foundation and some of them had become leading contributors to its coffers, there had always been a disconnect between the money that was contributed to the Annual Programme Fund and the programmes The Foundation implemented.

The Foundation had recognised that there was something about its working that disturbed Rotarians all over the world. It was for this reason that it had decided to introduce its new programme, the Future Vision Plan.

The Foundation felt that it was time to empower Rotary Clubs and Districts, rather than taking all decisions on, say, Matching Grants, within the confines of its offices in Evanston. Moreover, it had become an administrative nightmare to deal with the burgeoning applications for Matching Grants.

And so the Future Vision Plan was envisaged. At present it was a pilot programme restricted to 100 out of 500 Districts and could be described as "a work in progress". But in future



He is a certified glider pilot and scuba diver and exports dyes and pigments for use in food processing, printing inks, plastic and paints. PP Sumant Naik of the Rotary Club of Bombay Airport speaks on 'The Rotary Foundation – Future Vision Plan, Matching Grants and Global Grants'

ture The Foundation would work in a way that would engender greater involvement of Clubs, with more funds flowing back to them. Clubs would also have the option to utilise the funds for their local projects.

Besides, The Foundation had decided to tie up with strategic partners such as UNICEF, the Ford Foundation and so on, which were some of the biggest NGOs of the world, and which would bring in a lot of money apart from professional competence and organisational skills.

Already, the Bill & Melinda Gates Foundation had committed \$355 million for the eradication of polio. In comparison, Rotarians throughout the world donated only about \$150 million a year under the Annual Programme Fund to The Foundation.

Continuing with the Future Vision Plan, Sumant said that The Rotary Foundation had interviewed 10,000 individual Rotarians and set up 100 focus groups all over the world. Based on the feedback received, it had come up with the new Future Vision Plan.

In future, The Foundation would favour a 50:50 balance between local and global projects. Earlier, about 10% of programmes were local and 90% global. With the change in mindset, this ratio would turn to 50% local and 50% global.

The Foundation would also focus on significant and sustainable outcomes, that is, once a strategy was evolved, it would concentrate on programmes that would have continuity. As for sustainable outcomes, efforts would be made to ensure that the outcomes could be replicated year after year. Polio eradication was one such programme. ("After that is done, there is going to be a programme on water," said Sumant.)

Another aspect of the Future Vision Plan was to empower the Rotary Clubs and Districts and to increase their sense of ownership. If a Club gave \$100,000, it had to have a sense of ownership over that amount.

In yet another development, Rotary International had all of a sudden found itself elevated to the level of the Ford Foundation, UNICEF and so on and had come to be recognised as a first choice partner for global projects.

This placed an additional responsibility on Rotarians and on The Rotary Foundation to ensure that its motto (to advance world understanding, goodwill and peace and the improvement of health) was better understood for implementation all over the world. The six areas that would further these objectives were as follows:

- (1) Peace and conflict – prevention and resolution;
- (2) Disease prevention and treatment;
- (3) Water and sanitation;
- (4) Maternal and child health;
- (5) Basic education and literacy; and
- (6) Community development.

Sumant claimed that in future Grants coming to the Clubs in a District would be divided into two parts, District Grants and Global Grants.

District Grants would be modelled on the same pattern as the existing District Simplified Grants; in other words, if a Club wanted to implement a project with a budget of about \$5,000, it would simply have to submit its proposal to the District which would disperse the funds.

However, Clubs would have to inform the District about their projects in advance so that the Dis-

trict could collect all such requests and make a consolidated application to The Foundation for allocation of funds. The size (of the projected outlay) would help determine whether it would receive a District Grant or a Global Grant.

"It's almost as if you are guaranteed the funds," Sumant pointed out.

With decision-making becoming more local, there would be few chances of The Foundation declaring that a project had not met its criteria and so was being turned down.

Putting another spin on it, Sumant said that just as banks sent unsolicited letters to people telling them that they had been chosen as "pre-qualified" applicants, The Foundation would "pre-qualify" Districts which, in turn, would "pre-qualify" Clubs. This would simplify the process of grants.

Rotary Clubs would be free to decide whether to give the grants they received to a deserving individual, to an affiliated NGO or to some other organisation.

Global Grants, on the other hand, would be longer-term, sustainable and with Rotarian participation at the international level. In course of time, even International programmes such as Group Study Exchange (GSE), Ambassadorial Scholarships and the University Teachers' programme would fall within the purview of Club and District Development Grants.

"They are thinking big now. They are saying, don't get restricted by funds available only from The Rotary Foundation; you can tap into the funds of bigger organisations like the Ford Foundation and so on.

"Districts are going to be trained to pre-qualify their Clubs. Tomorrow, it may be possible for even a Rotary Club to generate GSE and other teams. Last year, the District had a traditional GSE team and a second, Vocational GSE team that went to Paris. They are really opening the shackles as regards what you can do.

"You should not be hesitant when you contribute to The Rotary Foundation, because you can be sure that your Club is going to have full control over those funds and the money is going to come back to you. So give with an open heart to The Rotary Foundation."

PP Sumant Naik concluded by expressing the hope that the Future Vision Plan, which was at present in the pilot stage, would roll out and cover all Districts by the year 2013-2014.

ERS LIKE UNICEF AND THE FORD FOUNDATION IONALISM & ORGANISATIONAL SKILLS

‘Just attend a few service projects and see how you turn into an involved Rotarian’

PP Dr. Quresh Maskati, who gave a motivational talk on “Be a Rotarian, not a Rotary Club member – get involved”, made a light-hearted presentation laced with some bitter truths in which he listed the reasons why people became Rotarians and how they failed to get involved. But he topped it up by describing how easy it was to become an involved Rotarian.

Most people agreed to become members of Rotary Clubs for such reasons as (1) to meet others of their social class and in order to increase their social circle; (2) for better networking; (3) they had no choice because they were pushed in by a parent; and (4) it gave them a break from the boredom of office once a week.

“But all these are in a minority, (these reasons apply to) those who are not present here. For those who are present here, the reason is this – they joined because they thought they could share what they had in abundance with those less fortunate. But what happened after that? If we joined because of that reason, what happened to our enthusiasm?”

The reasons for not getting involved were numerous, said Quresh. While some said that nobody bothered whether they attended or not, others said that the Club was so large that their contribution would not matter and would be like a drop in the ocean.

A few blamed the lack of follow-up by the Club and some got easily hurt. Most of these were imaginary hurts that affected them because they brought along huge egos – “I was hurt when so and so said such and such a thing. I was getting involved but that fellow shouldn’t have said that thing to me. I refuse to get involved.”

Another set of Rotarians said that no one had asked them to join a committee. They came to Rotary meetings, sat in the last row, enjoyed their lunch and heard the speaker. But nobody asked me to join a committee. Besides, they were caught up in their business affairs and so would get involved sometime later. But that never happened.

Finally, there were those who said that they had “one wife, one mistress, one girl friend – I have my hands full already; I have no time for Rotary”.

Quresh next described the types of members in Clubs.

October 5 to October 11, 2010



The easiest way to become an involved Rotarian is to attend a few Service projects, says PP Dr. Quresh Maskati of the Rotary Club of Bombay North. He gave a light-hearted motivational talk on ‘Be a Rotarian, not a Rotary Club member – get involved’ which was laced with some bitter truths

First of all, there were the applauders who clapped loudest when successful projects were announced. When it was announced that a large number of children had been trained and educated under the *Bhavishya-Yaan* project, they applauded lustily. But they themselves had not soiled their hands by getting involved, by visiting the project or by disturbing the contents of their wallets.

Secondly there were the perennial critics, “some of who are Past Presidents”, who always said, “Rotary was much better in my time... it’s no longer the same, the people are not the same, the culture is different”.

Third, the unaware, ignorant or indifferent people who seldom attended meetings, who were neither concerned nor aware that there were projects like *Bhavishya-Yaan*, who attended occasionally, signed the roster and left before announcements were made.

Finally, there were involved members, such as “those who are present here today, to whom none of the above apply”.

Quresh next presented the examples of three committed and involved Rotarians who gave of their best to Rotary (and to the community) in their own little ways.

Past Rotary International President Raja Saboo, after completing his term, returned to Chandigarh where he learned that his Home Club was looking for a Sergeant-at-Arms. Raja stepped forward and said that he was available and would happily take up the responsibility.

“There was nothing too small for Raja Saboo. He was so involved. He was involved right up to the R.I. level, which didn’t mean

that he couldn’t get involved at the Club level. This is a sterling example of people who don’t give up their involvement even after reaching the highest position. He could have just retired from Rotary and been a passive member. He had done enough in R.I.”

Next, there was Vijay Rathi from Latur who served as the first Rotary Volunteer from India under the Rotary Volunteers in Action programme. He volunteered his time and efforts to go to East Africa to teach people how to make paper from waste. He was an expert at this in Latur.

The people that he taught and the factories that those people set up were still producing paper from waste almost two decades later.

Closer home, his namesake, Quresh Karachiwala of the Worli Club was sleeping in his house in Cuffe Parade when he got up for no rhyme or reason at 4.30 am. He saw a small flame in the building across the road. Sensing a fire problem, he called the fire brigade, rushed down, called his security men, picked up the fire extinguishers and rushed across the road.

Climbing up a temporary shed, he clambered up to the second or third floor where the suspected fire was located and proceeded to break every single window so that the flames could come out. He and the watchmen then doused the flames with the fire extinguishers they had brought.

A 78-year-old woman peered out, believing that the fire brigade had arrived; but it hadn’t. She would have been certainly burnt alive had Quresh, now completely blackened with soot, just called the fire brigade and sat back at 4.30 in the morning.

“I am giving examples of Rotarians from India... These are people we

know. I know all three of them well. These are people who chose to get involved, whether they had held the highest R.I. office, whether they were from a small town like Latur (Vijay Rathi was a well-known paper manufacturer) or someone like Quresh Karachiwala who chose not to sit back. These are people who got involved.”

However, PP Quresh admitted, there were many who asked, “Why should I get involved?” He answered them by pointing out that once they got involved in a committee, in a project or on the board, Rotary would permeate into them. In fact, one of the easiest ways to become a permanent Rotarian without a thought about leaving was to soil one’s hands just once.

“Once you have been to a rural project and put your hands into the soil, really soiled them by planting a tree or something, I can guarantee that you will remain a Rotarian for life because the joy it gives to serve and to see the joy on the faces of the villagers (or those in slums) is indescribable.

“And what is the easiest way to make permanent new friends in the Club? You must work shoulder-to-shoulder in a committee. If you work together for one year, your colleague is going to be your friend for life. In the next year you may work with someone else and so on. And soon you will have a group of friends who will stand by you through thick and thin.”

No Rotarian could really contribute unless he or she was truly involved. The easiest way to contribute was to reach into one’s pocket and to give money. (“Unless you follow Mother Teresa, which is difficult because she said ‘Give till it hurts’.”)

The second way was to donate expertise. A medical person could help in medical camps. A management person could help in managing the affairs of committees or of the Club. A C.A. or accounts person could help by becoming Treasurer. (“The Contractor family of this Club is a fine example of involvement and commitment.”)

Yet another way was attending committee meetings. Even if one did nothing other than attending, it would help because Rotary would permeate into that person who could one day become Committee Chairperson.

Apart from attending committee meetings, another way to contribute was by remaining present at the scene of a project. Even if it was a small project such as a children’s art competition in a school, attending a project boosted the morale of the persons who were handling it.

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JOINT PROJECT HELD AT THE PARUKH DHARAMSHALA



Leading the applause. PP Kalpana Munshi, Chairperson for the Differently Aabled, and Zarine Chothia cheer as they celebrate the birthday of some residents of the Parukh Dharamshala. Others in the picture are Shyyamniwas Somani, President Pradeep Saxena and Chairman Naresh Kumar Jain



Shall we dance? Senior residents of the Parukh Dharamshala at Khareghat Colony, Hughes Road, take the floor. And applauding them at right is one of the physically challenged children who entertained the senior citizens with some truly unbelievable dance performances



Let the fun begin. President Pradeep Saxena tells the residents to enjoy the joint entertainment programme arranged by the Committees for the Differently Aabled and the one for Senior Citizens. Next to him is an office-bearer of the Dharamshala and to her right is Zarine Chothia

You are among the premier Clubs in the world, says PP Quresh Maskati

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Usually, only three or four Rotarians were present when projects were implemented. These included the President, the Secretary and the Committee Chairperson concerned.

But by being the fourth person present despite not being involved, despite not **having** to be there, a member could give a tremendous boost to those who were actually executing the project. Attending five or six such projects in a year would create sufficient enthusiasm for that member to start thinking up his or her own project.

“Later, after you have led your Club as President... the next logical step would be to get involved in the District. Take up District assignments or District projects; after all, the District is composed of Rotarians like you and me, not people from outside. Infect other Past Presidents of the Club with the same enthusiasm and contribute leaders from your Club to the District.

“There is a crying need for effective leaders; otherwise, we will get leaders whom we will be ashamed to call leaders of Rotary. We have had them in the past and we will have them in future.

“You are among the premier Clubs in the world. I’m not saying it, it was Kalyan Banerjee who said it at a District Leadership Seminar that you hosted. And I read about it in your bulletin. There is no reason why an R.I. President cannot come from the Rotary Club of Bombay.”

October 5 to October 11, 2010

In conclusion, Quresh said, most people joined Rotary because they wished to serve. This was the goal to be kept in sight at all times. There would be hurdles along the way, but one had to get rid of hurdles, one had to get involved and to give – money, time or presence, “but give, don’t just come, attend and leave”.

After presenting mementos to all the speakers, President Pradeep Saxena made a few anguished observations. He said when a Captain Gopinath, a Martin Luther King or a Subir Gokarn came to speak, they talked about things that were important to them. “But today, this was about us... and if you look around, you will realise the level of interest.”

Without beating the point too hard, he said, he would encourage

members to value the need for involvement as had been stressed by the speakers. “To come to a meeting, to sit down and to carry on a conversation while the speakers are speaking is, I think, just not done. Think about it... and please spread the message,” Pradeep added.

The vote of thanks was proposed by Vice-President Paul George who thanked the speakers for conveying the fact that greater involvement by members would help a Club achieve much more. Often, it was left to the President, the Office-Bearers and the Chairpersons of the respective Committees to do everything. But now, any Rotarian could design a programme and look for funding through the new avenues that were becoming available.



It’s just not done. President Pradeep Saxena makes his point at the last meeting. Others in the photograph are, from left, PP Dr. Quresh Maskati, PP Kalpana Munshi, PP Sumant Naik and Assistant Governor Gautam Bhattacharya

The Committees for the Differently Aabled and the one for Senior Citizens hosted a joint project, a “dual entertainment programme”, at Parukh Dharamshala at Khareghat Colony on September 20.

As part of the programme, physically challenged children entertained senior citizens with their unbelievable dance performances. So enthused were some of the senior citizens that they took to the floor to display their own prowess.

President Pradeep Saxena, Vice-President Nowroze Vazifdar, PP Kalpana Munshi, Naresh Kumar Jain, Shyyamniwas Somani and Rotaryann Zarine Chothia attended the programme.

Also present were members of the Rotaract Club of H.R. College who helped celebrate the birthdays of some of the senior citizens.

Inner Wheel Club President Geeta Kapur and members of her Club were also present and helped celebrated the birthdays by cutting a cake and singing “Happy birthday” for them.

By the time the programme ended, not only were the residents of the Parukh Dharamshala a very happy lot, even the differently-abled children sported wide smiles.

Congratulations to the Chairpersons of the two Committees, PP Kalpana Munshi (Differently Aabled) and Naresh Kumar Jain (Senior Citizens).

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ROTARY CLUB OF BOMBAY

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Disha	Subash Gogia
Rural Lighting	Kiran Nanda
Adoption of Police Station	Nirav Shah

Fiona Gilmore helps countries...

(Continued from Page 3)

Between 1992 and 1995 she advised the Hong Kong government on the communications strategy for the world's largest transport infrastructure programme (including the new Hong Kong airport); and in 1998 she was appointed by the government to develop a brand strategy for Hong Kong after the handover.

She also helped develop the UK-China campaign's communication strategy on behalf of the FCO/British Chamber of Commerce.

Ms Gilmore has considerable other international brand strategy experi-

ence, having worked extensively in Europe, Russia, the USA and Asia.

Now a leading expert on country brand strategy, she is a thought leader and author of three books. One of these, "Brand Warriors China", was published in Chinese in January, 2003, and sold more than 25,000 copies in the first six weeks.

Ms Gilmore is a Fellow of the Royal Society of Arts and a Trustee of the United Learning Trust. She was a Trustee of WaterAid for six years. A graduate of Cambridge University with a Master's in French and Russian, she also speaks Italian.



Spouses/Rotaryanns

- Divya Mafatlal
October 5
- Sweta Vakil
October 6
- Arwa Tapia
October 7
- Niloufer Vakil
October 7
- Meher Poonawala
October 9
- Faryal Katgara
October 10
- Priti Premnath
October 10

Happy Birthday



PP Arvind Jolly
October 5



Cavas Majai
October 5



Meera Alreja
October 6



Dr. Hemraj Chandalia
October 7



Vikram Daiya
October 7



Ritu Desai
October 8



Sorabh Jain
October 8



Vijay Kumar Jatia
October 8



Poonam Lalvani
October 8



P.K. Mohankkumar
October 9



Soheli Shikari
October 10



Homi Katgara
October 11



Hon. Rtn.
Keshub Mahindra
October 9

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