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Rajashree Birla donates another \$1.12 million for polio eradication; her contribution touches \$4.2 million

Ms Rajashree Birla, an Honorary member of the Rotary Club of Bombay, has donated another sum of \$1.12 million to The Rotary Foundation in support of Rotary's \$200 Million Challenge.

ers is the best way to make a lasting change in the world. As a mother, she has compassion for the young victims of polio and wants to help Rotary achieve its goal of eradicating the disease.

"Ms Birla strongly believes that what we have done for ourselves dies with us. But what we do for others remains forever," he says. "Charity begins at home but should not end there."

Ashok Mahajan adds that Ms Birla has confidence in The Foundation's ability to use the money wisely.

Her husband, the late Mr. Aditya Birla, converted the Aditya Birla Group into a "Fortune 500" company and one of the largest in India, employing more than 100,000 people in over 20 countries. Her eldest son, Kumar Mangalam Birla, is chairman of the board and she serves as a director.

The family has a long-standing commitment to business accountability and community service.

Ms Birla continues that legacy through her leadership of the Aditya Birla Centre for Community Initiatives and Rural Development where she oversees projects that address education, health care and other social issues.

Among her many awards and honours, Ms Birla is an Honorary member of the Rotary Club of Bombay which presented her with the *Citizen of Bombay Award* in 2003.

In 2004, she received the *Pride of India Award* from the Rotary Club of Mulund (she is an Honorary member of that Club, too).

The Aditya Birla Centre has helped immunise about three million children against polio in 3,200 villages in India, one of the four remaining polio-endemic countries.

Certificates are presented to newly-trained beauticians

RCC Chairman Shyamniwas Somani, accompanied by Ratan Tankha, presided over a programme at the Sewree RCC recently at which certificates were presented to 20 young girls and women who had completed the beauticians' training course especially arranged for them.

The event was held at the BPT Welfare Centre, Wadala, and attended by Mr. Doiphode and Ms Muskan from the "Life Trust", the Sewree RCC President, Mr. Vidhyadhar Rane, and several members of the RCC.

It may be recalled that not only had the Sewree RCC arranged the three-month-long basic beauticians' course, it had also provided financial assistance to those who were unable to pay the full course fees.

The course was sponsored by the RCC Committee of the Club and was conducted by a reputed organisation, the Jan Shikshan Sanssthan, which is a government recognised institute.

All the students who had signed up for the course at the beginning went on to complete their training.

Shyamniwas Somani and Ratan Tankha presented the course-completion certificates to the students and also held a brief interaction with them.

Asked about their plans, most of them said that they would use the knowledge that they had gained for income generation. While four students wanted to start their own parlour, a few looked forward to working at existing establishments.

However, a majority of the students wanted to work as freelancers from home so that they could also look after their respective families.

Another point that emerged at the interaction was the desire of most students to undergo an advanced course. They knew the course fees for the same would be quite steep and said that they looked at the Rotary Club of Bombay for support in this respect.

Mr. Narayan Sawant, the Club's social worker, coordinated the event.



Ms Rajashree Birla has just made another contribution of \$1.12 million to The Rotary Foundation

With this, she has contributed a total of more than \$4.2 million to The Rotary Foundation for polio eradication.

According to Foundation Trustee Ashok M. Mahajan, Ms Birla's extraordinary generosity stems from her belief that giving to oth-

Day out at Alibag: President's Fellowship on April 16

First Lady Sunita and President Pradeep Saxena have invited all members and their spouses to a "Day Out" at their Alibag home on Saturday, April 16.

Members are requested to register their names with the Rotary Secretariat as soon as possible so that the requisite arrangements can be made for them to have an enjoyable Fellowship along with their families.

Those who register their names for the Fellowship will have to assemble at the Apollo Bunder jetty at 10.30 am on Saturday, April 16, and board the catamaran "Maldar".

The group will return on the same catamaran service at 4.15 pm.

Members are requested to contact Mr. Irani on 9820856905 or Ms Rashmi at the Rotary office on telephone 22024089 to register their names.

Forthcoming meetings

April 12, 2011

Public Holiday. There will be no meeting.

April 19, 2011

"Secrets of the Mahabharata," a talk by Mr. Devdutt Patnaik.

April 26, 2011

DAUD – District at your doorstep programme.

Four contemporary themes drove the young, enthusiastic members of the Rotaract Club of Jai Hind College to make a deep impact on their fellow citizens in the month of March.

And how did they do it? They devoted the four Saturdays of the month to silently spreading awareness about each one of these four subjects – “Global Warming,” “No Smoking,” “Obeying Traffic Rules,” and “No Using Plastic Bags.”

It was their biggest Community Service project of the year, christened “Silent Saturdays”, and involved several members, non-members, concerned citizens and even interested passers-by.

Day One (March 5)

The campaign began with two speeches that invoked the spirit of love for “Mother Earth” and a description of the month-long event. A poster explaining the campaign was unveiled by Mehul Sampat, Rotaract Committee Chairperson of the Rotaract Club of Bombay.

After that, the Rotaractors presented a street play that covered the entire gamut of their forthcoming programme, including all the four themes, and concluded the inaugural function.

Going out into the streets, the Rotaractors formed a human chain to

highlight the looming threat from global warming and held up posters covering the other three themes, too.

Surprised by the appearance of the youth propagating a series of causes, several passers-by stopped in their tracks and joined them.

A canvas set up on a street corner provided an opportunity to all comers to express themselves freely. And they did it with a vengeance. Many people from all age groups stepped forward to write their views or to give vent to their feelings on the canvas.

From graffiti to pictures, everything imaginable found place on the canvas. Not only students from other colleges, some expatriates, too, utilised the opportunity to share their thoughts and to let their views be known.

The launch generated a joyous atmosphere. And the satisfaction of a successful launch was evident on the tired faces of those who worked ceaselessly to make the launch a grand success.

Day Two (March 12)

This was the day on which the “No Smoking” campaign was launched and saw its influence spread far and wide.

A large number of Rotaractors turned up to participate in this programme. They were divided into a several teams of seven members each and asked to focus on the streets

A silent campaign over for Rotaractors drive home

around colleges in the area such as Jai Hind, K.C., H.R. and St. Xavier’s.

Most of the participants felt that smoking among the youth had assumed alarming proportions. Sadly, some of the youth seriously believed that smoking offered them a solution to stress and other problems in life. Some Rotaractors went to motivate people going into Inox theatre.

Satyagraha was the weapon used by them as they stood silently near cigarette vendors, holding posters exhorting people to give up smoking. While some of these were in Hindi, most were in English and exhorted all classes of people to shun smoking.

As in the past, Satyagraha was successful to some extent here, too. A few citizens were easily convinced, but giving up a vice is not an easy task. Of course, some young men were so embarrassed when they were approached that they quickly dropped their cigarettes. A few of them went a step further and emptied whole packets.

About 75 cigarettes were dropped over a period of two hours. Some



In the middle of the road. Members of the Rotaract Club were advising motorists to obey traffic rules and to wear seatbelts. In the centre is a police officer who was ‘caught’ with a cigarette. A magazine seller who joined the youth as they sat on the road.



‘Don’t make an ash of yourself,’ that’s the message. A Rotaractor attempted to convey as they went about their silent campaign. While many were embarrassed by their behaviour, some showed disdain. But the proof of the quitting is in the stub.

SIX PLAYERS PER TEAM AND SIX OVERS PER INNINGS



Well played, mate! Interactors take part in the ‘Super Interact League’ sponsored by the Rotary Club of Bombay and organised by the Rotaract Club of H.R. College at the Oval



And this medal is for you. Om Chawla, Interact Chairman of District 3140, presents a medallion to one of the winning Interactors. At right, another participant receives a certificate

The Rotaract Club of H.R. College did something different recently. It organised a “Super Interact League” sponsored by the Rotary Club of Bombay and held at the picturesque Oval Maidan at Churchgate.

This is a limited-overs cricket league meant to promote both cricket and the sporting spirit among the Interactors in the city and the suburbs. It has been designed in such a way that it will quickly become popular and attract more participation as the years go by.

Inspired by the forthcoming Indian Premier League and the (since concluded) Cricket World Cup that was won by India on April 2, the Rotaractors tweaked the rules of the game in an effort to make it more challenging and exciting.

The matches were played over a maximum of 6 overs and featured not 11 but 6 players per team. A few other rules were also amended that helped enliven the proceedings and sustained both the players’ and the viewers’ interest right till the end of the tournament.

Six teams from different Interact Clubs took part in the first “Super Interact League” which saw them playing one another in a round-robin fashion. The ultimate winner was that team which won the most matches played during the day.

Among those present on the occasion was Om Chawla, Interact Chairman of District 3140.

Participation certificates were given to all the Interactors, while the winners received trophies, medals and certificates.

Four Saturdays: Jai Hind

some crucial messages



Rotaract Club of Jai Hind College hold placards to turn off their engines at traffic signals. In the left without the mandatory helmet. And at right is the spread the message of 'Obeying Traffic Rules'



Message that the Rotaractors of Jai Hind College for silent campaign to highlight the dangers of this 'bad habit', a few treated the students with smoking... at right are several discarded cigarettes

Rotaractors felt no qualms about bending down, picking up the butts and depositing them in trash cans.

Day Three (March 19)

The drive to make South Bombay a safe place for drivers and pedestrians was launched on this day, with teams of seven being formed and setting out to exhort people to "Obey Traffic Rules". (The participation was quite high even though the exams were just round the corner.)

Posters urging road safety and following of traffic rules were displayed on the roads. Some posters urged motorists to wear their seatbelts and to switch off their engines when they stopped at traffic signals. Those riding two-wheelers were urged to wear their helmets rather than let them dangle on their bikes' handles.

One of the (hardly) surprising observations made in the course of this campaign was that most bike-riders wore their helmets and motorists their seatbelts, but it was the Bombay Police personnel who were not following the law regarding helmets.

Interestingly, when the Rotaractors requested them to wear their helmets, all that they had to say was, "Sorry! We don't have helmets!"

As for the rest, most people were quite co-operative in that they actually turned their engines off on seeing the charts. Of course, a few remained adamant and did not turn off their engines, under the ruse that the signal was about to turn green.

A magazine seller joined the Rotaractors at the Pizzeria signal and helped to spread the message about turning off engines at traffic signals.

Many Rotaractors walked in the middle of the road when the traffic flow was low. Some people lauded their effort at taking up a difficult task; of course, there were also those who mocked at the cause. But then it takes all kinds to make the world.

Day Four (March 26)

As the last Saturday of the month dawned, some of those who had completed their exams returned to the campaign crease. The theme for the day was "No Using Plastic Bags."

It was decided to highlight the harmful effects of plastic bags and to offer a solution in the shape of cloth bags. The focus was on those shopping areas where there was heavy use of plastic bags. The cloth bags that were suggested as the al-

ternative were priced at a modest Rs. 15 each. This was going to be the most difficult part of the "Silent Saturdays" campaign, because the Rotaractors had to sell cloth bags without uttering a word.

But the response was better than expected. Most of those who were approached readily gave away their plastic bags and purchased the cloth bags. However, those who said that they would use the cloth bags from the following day were urged to give up their plastic bags right away and not to leave the good deed (the shift to cloth bags) for the next day.

Interestingly, although some people remained impervious to the ecologically perfect solution that was on offer and turned a blind eye to the suggestion for change, the supply of cloth bags that the Rotaractors carried was sold out in a short while of the campaign being launched.

Feedback

And so the "Silent Saturdays" campaign came to an end, with the Rotaractors of Jai Hind College stating that it was a grand success.

The people appreciated their efforts as they silently spread awareness against the four social evils through their charts. The media, too, covered their activities

Well done, Jai Hind!

PRERNA and BADLAAV are turned into a two-in-one event

In a welcome departure from the norm, the members of the Rotaract Club of H.R. College pooled their personnel and their resources to host two major projects at the same time and at the same venue.

While one of these was the launch of an ambitious new programme to educate underprivileged youth in the city of Bombay, the second was the 15th in the series of annual sporting meets for the intellectually challenged.

Both events were held at Priyadarshini Park Grounds, Nepean Sea Road, on February 28.

The new project, styled "Badlaav – Education has no price tag", is designed to educate the less-privileged youth in the city of Mumbai.

The chief guest at the inauguration was the Sheriff of Mumbai, (Dr.) Indu Shahani, who is also the Principal of H.R. College. The guests of honour were Miss India 2003 Nikita Anand and Mr. Vicky Rohira, the sponsor representing M/s HDIL.

Bunches of gas-filled balloons with "Badlaav" printed on them were released to mark the launch of the educational programme. Car stickers and frames with the message of "Badlaav" and cards with the helpline number of "Badlaav" were also released. These were distributed to all those who were present on the occasion.

As part of a drive that was undertaken earlier, the Rotaractors were able to collect a sizeable

number of books. These books were distributed on the occasion to an institution called "Tufles" by Indu Shahani.

The Rotaractors said they wanted to spread the message that while everything seemed to carry a price tag, knowledge could be distributed free of cost through books.

Following the formal launch, several youth who had been trained under the "Badlaav" project came forward to address the gathering. They spoke in English and made a deep impression on those who heard them.

"Badlaav" was followed by "Prerna". This was the 15th year in a row that the Rotaract Club of H.R. College was organising this annual athletics meet for the Intellectually Impaired. As in the past, it was once again sponsored by the Sumeet Foundation.

The idea behind this programme is to inspire intellectually impaired children and to encourage them not to lose hope. For, as the Rotaractors quote, "Man can live for about forty days without food, three days without water, eight minutes without air, but only for one second without hope".

The event not only stimulates the children, it also gives them an opportunity to assess their strengths and to demonstrate their determination and will power.

(Continued on Page 4)



An inspiration to excel and a desire to bring about change, these were the themes at the two-in-one event organised by the Rotaract Club of H.R. College at Priyadarshini Park Grounds on February 28



The College Principal, (Dr.) Indu Shahani, who is also the Sheriff of Bombay, was the chief guest at the twin event. She released car stickers and placards conveying information about the helpline for 'Badlaav'

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Education for All	Alok Sekhsaria
Rotary Suraksha Loans	Ashok Jatia
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Interact	Arjun Jolly
Rotaract	Mehul Sampat
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Vocational Train. Centres	Jacob Abraham
Road Safety	Deepak Kapadia
DISTRICT THRUST PROJECTS	
Director	Shivkumar Israni
Differently-abled	PP Kalpana Munshi
Disha	Subash Gogia
Rural Lighting	Kiran Nanda
Adoption of Police Station	Nirav Shah



Now that we've won the cricket World Cup, it's time to take our game to the next level! Manish Reshamwala (right) chats with Shiv Kumar Israni

'PRERNA' AND 'BADLAAV': A TWO-IN-ONE EVENT

(Continued from Page 3)

Over the last 15 years, "Prerna" has grown in size and stature and attracted participation from students from all over the city and suburbs.

This year, there were no less than 390 students from 18 different schools who took part in the meet. "Education" was the theme at this year's event and most of the races and prop rounds were designed accordingly; they gravitated around the theme of education.

A new category for adults above the age of 18 years was also introduced this year.

One of the highlights of this year's event was the introduction of a tug-of-war event for seniors which attracted maximum participation and resulted in a lot of jubilation and boisterousness.

The Rotaractors arranged buses to ferry the children to and from the venue and offered them bananas and biscuits for breakfast. At the venue they were given caps to protect them from the sun and lime juice to quench their thirst.

After the athletics events, all the students and teachers received lunch boxes.

At the valedictory function, Mr. Mehta, the sponsor, and Principal Indu Shahani handed out the prizes.

A "Best School" shield and a "Highest Contingent" trophy, along with cups for the best male and the best female in the three categories, were awarded.

Certificates were given to all the winners along with gold, silver or bronze medals and a few special gifts.

Participation certificates and token return gifts were given to all those who attended the 15th annual "Prerna".

At the last meeting

(Held on April 5, 2011)

PRESIDENT Pradeep Saxena called the meeting to order and welcomed the guest speaker, the Visiting Rotarians, Rotaryanns, guests and others.

BIRTHDAYS

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

ATTENDANCE

Members	103
Spouses/Rotaryanns	2
Total	105
Svc. box collection	Rs. 2,750

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Happy Birthday



Mahakhurshid
Byramjee
April 12



Dr. Darius
Soonawalla
April 14



Dr. Sanjay Desai
April 16



PP Dr. J.C. Kothari
April 16



Vibhay Sinha
April 16



Manish Reshamwala
April 18

Spouses/Rotaryanns

Veena Shah
April 12
 Rashmi Jolly
April 14
 Silloo Engineer
April 16
 Sadguna Dalal
April 17

THE FOUR-WAY TEST

*Of the things we think,
say or do*

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD-WILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

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