



# New Delhi Update

Bulletin of Rotary Club of New Delhi

R.I. District 3010

Vol. VI No. 34 February 21, 2011

## CORE VALUE OF ROTARY — BUILDING PUBLIC IMAGE

A District 3010 Intercity Meet, "**Manyatta**" was held on Thursday 17th February 2011 at Constitution Club, Rafi Marg, New Delhi organised and hosted by Rotary Club of Delhi South West and Rotary Club of Delhi Megapolis to felicitate and honour **Rtn. Thomas M. Thorfinnson**, Rotary International Vice President, who was visiting our District.

The Intercity Meet started with National Anthems of India and USA, Lighting of Lamp, Invocation and traditional symbolic Indian welcome to TOM with a Sandal Garland and a Shawl.

**DG Amit Jain** in his opening remarks welcomed all present. A very special and cordial welcome was accorded by DG to our honoured Chief Guest of the evening, **Rtn. TOM THORFINNSON**, Rotary International Vice President who has come here as R.I. President's Representative for District Conferences of two Districts in India. He is today visiting our District and we are indeed fortunate to be able to be hearing his words of wisdom on the Core Values of Rotary. We started the Year on 1st July 2010 with **Building Communities** and have been **Bridging Continents** over the past seven months of the period gone by. We have done many laudable service projects for the community during the past seven months and many more are in the pipeline. We are trying to showcase our journey so far in the multimedia presentation that will follow shortly.

In the multimedia presentation activities of District 3010 were



showcased portraying membership growth of 25% in last 3 years and successive growths in contributions to TRF from our District year after year. Journey so far started with DTTS, PETS, SETS, District Assembly, Taking Over Intercity Meet on 1st July 2010, Walk for Blood, Polio Awareness Rally, Marathon for Polio Awareness, Rotary Blood Bank, Donation of Van for Blood Donation Camps to Blood Bank, Holding of numerous Blood Donation Camps to collect blood from voluntary donors, Cancer Hospital, Cancer Awareness and Check-up camps, Vicklang Kendra, Callipers to Handicapped persons, Check Dams for Water Conservation for Farming, T.B. Awareness Van, Rotary Public School, Literacy & Education, Adoption of Schools, Combat Hunger, Mid-day Meals programme, Digital Literacy—Microsoft Certification Course, Health Check-up Camps, Eye Camps, Tree Plantation, Energy Conservation, Cleanliness Drive, Say No to Plastic Bags, Helping Cremation Grounds, Marriages for

Poor People, Raising Funds for Bill Gates \$200 million Polio Challenge, participation in Polio NIDs, Providing Transport support, Campaigning END POLIO NOW R.I. Initiative, Indo-Pak Friendship Treaty, Friendship Exchange, Group Study Exchange, Youth Exchange Team, Rotaract, Interact, RYLA, Polio Recognition to Mrs. Rajshree Birla, Commonwealth Games and the Upcoming Rotary Habitat Centre Building in Saket District Centre at New Delhi. This was indeed a wonderful audio visual presentation with background music from Late Pt. Bhim Sain Joshi's music—'मिलें सुर मेरा तुम्हारा', as a tribute to the legendary musician.

**DGN Ramesh Aggarwal** formally introduced the Chief Guest of the evening, Rtn. TOM THORFINNSON to the audience and invited the speaker to share his thoughts with the Rotarians of District 3010.

**Rtn. Tom Thorfinnson**, Rotary International Vice President said, it is a great pleasure to be here with you all this evening. I would like to talk to you on the Strategic Plan of Rotary. We have five Americans on the R.I. Board now, plus R.I. President

### NEXT MEETING

Thursday 24th February 2011

Time : 5.45 p.m.

Ashok Hotel, New Delhi

**SPEAKER:**

**PP Rtn. SANJIV RAI MEHRA**

**SUBJECT:**

**IMPLICATIONS OF DIRECT TAX CODE**



100% Paul Harris Fellows Club

and R.I. Vice President, making a total of 7 out of a total membership of 19 members on R.I. Board. At the January 2011 meeting of R.I. Board, President Ray Klinginsmith welcomed the R.I. Directors Elect on the R.I. Board. At this January 2011 R.I. Board Meeting we had 8 Americans and 4 Indians, (including Ravindran). We all debated at length and adopted a new Strategic Plan for Rotary. The new Strategic Plan incorporates all amendments where we do need the changes in the earlier plan.

We carried out a survey and based on the results of the survey of the persons interviewed, we tried to find out what is their perception about Rotary and developed the new revised Strategic Plan, with the feedback received from the survey, at the January 2011 R.I. Board meeting. Implementing the Strategic Plan is the toughest process.

There are three top priorities. We must support the Rotary Clubs in diversities and core values. We need every skill and talent in the clubs to progress and grow. We need people from all walks of life. We need women in Rotary. We have five goals in Rotary. A score sheet has been developed in different colours of Red, Yellow and Green to know where we need to go? What we need to do? Are we progressing rightly towards those goals?

We want to empower the Club Leaders to do what they wish to do in their clubs to achieve those five goals. We can, from R.I., provide the necessary resources that will make your Rotary Clubs stronger.

The three top priorities of R.I. are:

1. Polio Eradication
2. New Generation
3. Support to The Rotary Foundation (TRF)

We want you to do at club level what you are already doing and focus on these three R.I. Emphases areas.

The annual themes of R.I. Presidents henceforth will be consistent with R.I. objectives. R.I. Theme Logo will have to have the R.I. Wheel Logo. We have many different Rotary Logos for

different Rotary Institutions. Rotaract Logo does not use the word "Rotary", neither it has the Rotary Wheel.

We must enhance the Public Image of Rotary. In your communities in India Rotary is very well known as you are doing lot of laudable community service projects like the Rotary Blood Bank or the Institute Rotary Cancer Hospital. Rotary is known as an amazing organisation because of its global Polio eradication initiative.

To build Public Image you have to have a brand. "Rotary" as a brand stands on a solid foundation, a reputation for humanitarian service and relationship established over time by more than 1.2 million members worldwide. To most people in the world, Rotary has little or no identity. We want and need the general public to see the Rotary Name and Logo on a regular basis and to see them in the context of our actual and active involvement as humanitarians making a difference. Branding is all about having a public identity that instantly comes to mind when someone sees our name and logo.

Although process of branding may sound like a high-level concept best left to professionals in media relations and marketing. The simplicity of communicating and reinforcing Rotary's message can be emphasized at the Club and District levels by all of us by placing the Rotary Gear Wheel Logo and Rotary Name front-and-centre at meetings, project sites and programmes. Too often with Foundation (TRF) Projects, we fail to prominently display our Rotary Name and Logo.

Branding starts with Rotarians. Don't forget to wear your Rotary Lapel Pin. We are an amazing organisation. Help develop our brand image by wearing our Lapel Pin and passing on the words: "Rotarians build relationships and serve humanity."

We have boots on the ground in maintaining Rotary brand. Organisations such as Bill & Melinda Gates Foundation and World Health Organisation (WHO) and UNICEF have joined hands with Rotary in our endeavours because they

understand Rotary, they know who we are, what we stand for and what we can accomplish. They have trust in us. They know what we promise, we deliver.

Rotary faces an interesting challenge. It is a classic case of needing to protect and preserve core membership while attracting younger people to the Rotary organisation.

Rotary is an undeniably strong brand. However, what it means to Rotarians and to general public seem to be two very different things. Rotary almost has two brands. One for people who have a relationship with the Rotary Organisation and the other for the people who don't. This can cause the overall brand image of Rotary to tarnish.

Rotary has strong and established roots. Rotary Organisation was founded by Paul Harris on a business platform for fellowship. It has sustained all these over 100 years by its charitable work. Rotary's diverse network of autonomous Rotary Clubs allows it to make humanitarian changes and improvements on both the global and local levels.

NGOs from all over the world make many promises and try to undertake many projects, but only a handful of them truly delivered. Rotary is one which truly delivers and thus its name and fame spreads. Rotary has a image that it can undertake big humanitarian projects and run them efficiently and cost-effectively.

To leave a strong enough impact on the lives of communities, it is better for Rotary Clubs to combine efforts and do sustainable projects. Each city should have atleast one flagship Rotary project for its community.

The importance of highlighting Rotary's accomplishments underscore the need for Rotarians to accept credit for the work they do. Although modesty may seem like a virtue, however it does little for the organisation as a whole.

No longer can we just sit back and assume that our good works will speak for themselves. Branding begins with individuals and its success leads to increased membership and ultimately to more good works.

We all agree that the Rotary Logo should represent humanitarian service, but to achieve that, we need the world to recognise that Rotary is the premier organisation for outstanding humanitarian service.

On Membership, R.I. Vice President Tom Thorfinnson complimented India and said in Membership Development India and Korea are expanding. We are very successful in membership growth in India and Korea. Last year Brazil also showed a high Membership growth. Expansion of Rotary in East Europe has helped Rotary grow in Europe otherwise Rotary membership is down in West Europe. Rotary membership is decreasing in USA, UK, West Europe, Japan, South America, Africa and even in Australia. R.I. Board has decided to impress upon RRIMC—Regional Rotary International Membership Coordinators to put stress on increasing members through membership development. While the number of Rotary Clubs has gone up world over, the membership still remains at approx. 1.2 million for last so many years in spite of many membership growth incentive schemes over the years. The problem of retention persists everywhere. We must pay attention and address this perennial problem. Most of the existing clubs are losing members.

The Rotary Foundation Coordinators are doing a very fine job. They are helping in increased collections to TRF every year, year after year. We have doubled the amount of Annual Givings to the TRF over the past few years. We want the TRF Coordinators to help in making the Rotary Clubs better. You in India are surely doing a great job both in membership development as also in your contributions to The Rotary Foundation. My compliments to you all, our Rotarians from India.

We are soon going to regionalise management of Rotary. We are going to create Rotary International Public Image Resource Coordinators at Regional level. We have to market Rotary and make it attractive for people to join. We may have to move away from the concept of attendance to concept of involvement

in Rotary. Mandatory attendance is surely becoming a burden for a large number of members, concluded RIVP Rtn. Thorfinnson.

In the open house question-answer session that followed the highly inspiring and motivational address of R.I. Vice President Tom Thorfinnson many questions were put to the learned speaker seeking clarifications on many issues.

On a question as to how many clubs should be in a District or what is the ideal size of a District, Rtn. Tom Thorfinnson said we don't encourage large Districts. Any District with over 100 Rotary Clubs is a large District. The ideal District should have 50 to 60 Rotary Clubs. It is tremendously expensive to have a small District.

We don't encourage merging of Districts.

Your District 3010 is one such District which comes under large Districts having 125 Rotary Clubs with approx. 5000 members. The Redistricting process is already on in case of your District. Larger Districts are being discouraged. It becomes difficult for the Governor to visit all the Rotary Clubs in his District. After half year is over, in the second half year, the new theme is announced and the PEMS and PETS etc. start taking shape and thus the focus shifts on new year.

We at R.I. are planning corporate structure for District Governors and also at Rotary Club levels for Club Presidents.

There are 5 core values of Rotary and Diversity is one of the core values.

The Rotary in America is known as—we are old, we are males, we are whites, we are old fashioned etc. and that is why we are not developing in US. Whereas I personally want that instead, we all should say we are in Rotary because we make better friends, better professionals and better citizens. This will certainly help in increasing our Public Image of Rotary.

Former leaders of Rotary propagated that we should do service to humanity thru' acquaintances. This is also

a part of fellowship. You share fellowship and establish friendship.

R.I. Board is very much concerned about the attendance rules and weekly meeting requirements. We are thinking of relaxing both these. Mandatory attendance at weekly meetings is likely to be amended at the next Council on Legislation meeting in 2013. This matter is likely to be considered and debated at the next C O L. In USA Breakfast Rotary meetings are becoming more popular.

We don't ask the gender of members. We only guess the gender of the members thru' the member's name. Our guess could go wrong also.

We have very few E-clubs. But all the E-clubs are very successful and doing a very fine job.

There has been a tremendous difference between Rotary Clubs in developed countries and in developing countries. More than half of the Rotarians in USA and UK are retired people.

Due to paucity of time the question-answer session had to be curtailed.

**PDG K.K. Gupta** presenting formal vote of thanks said it has been a wonderful evening. The address of R.I. Vice President Tom Thorfinnson was a source of great satisfaction full of Rotary knowledge and information.

Rtn. Vimal Rayan, visiting overseas Rotarian and Chairman International Service Avenue of Rotary Club of Putney, UK presented a Banner of her club to DG Amit Jain.

**DG Amit Jain** presented a memento to RIVP Rtn. Tom Thorfinnson in appreciation for his thought provoking address to Rotarians of our District 3010.

Mementos were also presented to the Presidents of the two host clubs, RC Delhi South West and RC Delhi Megapolis. The Intercity concluded with High Tea.

Present from our Club at this Intercity Meet were: Rtns. President Pratap Burman, Secy. Surendra Singh, Jt. Secy. Vinod Gupta, PP Satinder Narang, PP BPS Puri, Harish Nayar, B.L. Chadha and Vimal Gupta.

# अनुभूति

## Anubhuti - District Conference 2011

ROTARY INTERNATIONAL DISTRICT 3010

MARCH 04-06, 2011

PARKLAND EXOTICA

CHHATARPUR MANDIR ROAD, NEW DELHI - 110 074

**"ANUBHUTI"** the District Conference 2011 of our R.I. District 3010 is now round the corner and is being held on 4th, 5th and 6th March 2011. The District Conference is an event which brings together all the Rotarians from our District in a spirit of camaraderie and brotherhood. It is an opportunity to meet together, learn and expand our horizons from the deliberations from eminent speakers, panelists and luminaries who make informative presentations.

The Conference kicks off at 7 am with a Golf Tournament on the morning of 4th March at Aravali Golf Course at Faridabad in the distinguished presence of R.I. President's Representative PDG Rtn. Arun Sharma and R'ann Sunita Sharma from R.I. District 3080. The Pre-Conference Dinner for Reception Committee Members to welcome R.I. President's Representative and his gracious Spouse will be held on 4th March evening at Hotel Radisson, Noida at 7.30 pm where the renowned Ghazal Singer, Ms. Penaz Messani will regale the audience with her melodious singing.

The District Conference will commence on Saturday 5th March 2011 in the afternoon at 2.30 pm at Hotel Parkland Exotica and shall continue next day up to the evening of 6th March 2011. The Conference Organising Committee is putting in its best efforts to make it a memorable event for all of us with enlightening talks, interactive sessions and entertainment for all.

The Bird's Eye View of the Conference programme is as under:

### FRIDAY 4th MARCH 2011

**District Golf Tournament at 7 a.m.** at Aravali Golf Course, Faridabad organised by all Rotary Clubs in Faridabad from Zones 12 & 13.

**Pre-Conference Dinner with R.I. President's Representative for Reception Committee Members** at MBD Radisson Hotel, Noida at 7.30 p.m.

### SATURDAY 5th MARCH 2011

District Conference 2011 starts at 2.30 p.m.

**Venue: Hotel Parkland Exotica** Chattarpur Mandir Road, New Delhi (followed by Drinks, Dinner & Entertainment).

### SUNDAY 6th MARCH 2011

Conference continues for Second Day at **Parkland Exotica** with Breakfast for PHFs at 9 a.m. and Lunch Break at 2.00 p.m. The Conference is expected to conclude around 5.00 p.m. Detailed programme is being worked out and will be communicated after finalisation.

**The Registration Charges are: Reception Committee Members** (Including Pre-Conference Dinner on 4th March with R.I. President's Rep. at MBD Radisson Hotel, Noida).

Rs. 8000 per couple.  
Rs. 7500 per couple for registering 10 or more couples or Clubs  
Registering 100%.

### Conference Delegates:

Rs. 2000 per person.  
Rs. 1850 per person for registering

## THE BOARD 2010-11

President	Pratap Burman
President-Elect	Rajen Mata
Vice President	Ashish Makhija
Secretary	Surendra Singh
Joint Secretary	Vinod Gupta
Treasurer	Pankaj Rai
Sergeant-at-Arms	Prashant Sahgal
Imm. Past President	Sanjay Kapur
Counsellor & Adviser	Asoke K. Ghosh

### DIRECTORS:

Satinder Narang	Sanjiv Rai Mehra
Umang Das	Gaurav Bhargav
P.K.D. Nambiar	

*Many Happy Returns*

### BIRTHDAY

Rtn. Prashant Sahgal March 02

NO WEDDING ANNIVERSARY THIS WEEK

25 delegates or more or Clubs  
Registering 100%.

All members are requested to block their dates for this most important mega District Event and register their names immediately with Hony. Secretary, Rtn. Surendra Singh on his mobile 98-110-22550 and remit registration charges at the earliest to facilitate arrangements.

**POLIO NID  
POLIO RAVIVAR  
SUNDAY  
27th FEBRUARY  
2011**

### OBITUARY

We regret to inform about the sad demise on 14th February 2011 at Kolkata of Mrs. Mahua Ghosh, youngest Sister of R'ann Sagarika Ghosh, Sister-in-law of PDG Rtn. Asoke K. Ghosh and Aunt of Rtn. Pushpita Ghosh. We pray to the Almighty God to grant eternal peace to the departed soul and to give sufficient courage and strength to the members of bereaved family to bear this irreparable loss with fortitude.

**OM - SHANTI - SHANTI - SHANTI !**

*With Best Compliments from:*

**Rtn. Umang Das & R'ann Ritu Das**

**U.R. CONSULTANTS & IMPEX  
PVT. LTD.**

1 B, Mathura Road, Jangpura, New Delhi - 110014  
Phones: 24372609, 24374945 • Mobile: 9811050215  
E-mail: umangdas@gmail.com

President: Rtn. Pratap Burman, 17, Rama Road, New Delhi-110015, Ph. 98-184-45728 • Secy: Rtn. Surendra Singh, B-112, Lajpat Nagar I, New Delhi-110024, Ph. 98-110-22550

Please visit us at our Club Website: [www.rotaryclubofnewdelhi.com](http://www.rotaryclubofnewdelhi.com)

Edited and published by Rtn. Vimal K. Gupta for and on behalf of Rotary Club of New Delhi and printed at Mudrak 30-A, Patparganj, Delhi - 110 091