



Rotary Club of Sonarpur

Rotary District : 3291



REACH WITHIN TO EMBRACE HUMANITY

PRESIDENT :
Santanu Ghosh

SECRETARY:
Sajal Kumar Dutta



RI PRESIDENT:
Kalyan Banerjee

DISTRICT GOVERNOR
Angshuman Bandopadhyay

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Rotary clubs make changes to attract younger members

By Megan Ferring

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When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails. Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Beeman says clubs must be willing to make a few changes to attract younger members. Here are some examples of what other clubs are doing:

- Through a student membership initiative, the Rotary Club of Hope Island, Queensland, Australia, invites college-age students to meetings and subsidizes the cost to bring a youthful perspective to the club.
- The Rotary Club of Las Vegas, Nevada, USA, has created the 25 Club, a club-within-a-club. The members hold additional meetings, sponsor regular social gatherings, and carry out a number of service projects. The inductees are generally younger, and after a year, they transition into the parent Rotary club.
- The Rotary Club of Crawley, Western Australia, Australia, started a mentoring program that helps new members transition into the club. The club's average age is now in the 30s.
- The Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, meets in a tavern. First-time guests are treated to two free beverages, compliments of the club. The Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, meets in the evenings and lowers costs by not having meals. The third meeting of the month is a happy hour/networking event at different locations in the city. The fourth meeting is a volunteering opportunity.

We meet every Friday, 7.30pm. at ' HARMONY ', 20A, Kali Mohon Banerjee Lane, Kolkata 700025

DISTRICT 3291 UPCOMING EVENTS

Aug. 21: Polio workshop at Rotary Sadan
Aug. 28: SNID
Aug. 28: RLI Orientation Course

Club Report

15th August Celebration Celebration at our Interact



Members of the club assembled at our Interact school along with District Secretary (Admin), Rtn. Sudip Mukherjee, to celebrate Independence Day. President Hoisted the National Flag. President and Headmistress addressed the gathering. Interactors participated in Parade and organised a cultural programme. Food packets were distributed amongst the school children.

Tree Plantation



Members of the club along with District Chief Coordinator, Rtn. Pinaki Ghosh, actively participated in the Tree Plantation Project, held in association with Prantikpally – Shantipally Residents' Welfare association on the auspicious day of 15th August.

Club Event

Members hope you blocked your dates for the Monsoon Bash - 'Hilsa Utsav' at Sankarpur from 20th to 22nd instant, those who haven't yet contact Club service Director or President.

Minutes

Meeting no.1018

Dated 12.08.2011

President called the meeting no. 1018 to order.
National Anthem led by Rtn. Sanjay Dasgupta
Minutes of the last meeting confirmed. Discussions:

- o President informed that RC Salt Lake City, Calcutta is organising an International RYLA between 9th and 11th September where they are expecting around 60 participants. He asked for the members' opinion about co-hosting the same. Members were of the opinion that we may co host the one where we are committed.

- o President informed the club that our AG Rtn. Dipankar Ghosh has taken an initiative to organise a Joint RWM of the Zone clubs along with Rotary Club of Calcutta Ridge on 13th September, 2011, to be held at Calcutta Club. President also informed the club about the financial implication. The members agreed.
- o Rtn. Sanjay Dasgupta (Secretary 10-11) submitted the Minute Books of the previous Year.
- o President apologised for not announcing, 10th August, the birthday of Rtn. Gautam Ray in the previous meeting and attributed the mistake to the wrong information available in the present Club Roster. All the members present wished Rtn. Gautam Ray for his birthday.
- o President informed the members that RC Calcutta Mega City have low cost spectacle manufacturing kits (with lens, frame and jigs and tools), and has offered the same for RCCs. IPP Sarbendu Dutta informed, there was a similar offer during his tenure. Members decided that the project is not suitable for our RCCs.
- o President informed the club about the preparations for Independence Day celebration at our Interact school and Tree Plantation project at Shatipally, Kasba. The club discussed and agreed on the financial implications.
- o President requested Club Service Director Rtn. Subrata Das to inform the club about our 'Hilsa Programme'. Rtn. Subrata Das informed the club in detail and asked for participation.

President handed over the meeting to Secretary Rtn. Sajal Kr. Dutta.

- o Secretary announced the receipt of club bulletins from Rotary Club of Calcutta Metrocity, Rotary Club of Salt Lake Metropolitan,

The Secretary handed over the meeting to the President. Having no other business the President terminated the meeting.

Members present: 12 Sunshine collected: Rs.240.00

Four Way Test

Is it the TRUTH ?
Is it FAIR to all concerned?
Will it build GOODWILL and better
FRIENDSHIP?
Will it be BENEFICIAL to all concerned?