



Rotary Club of Sonarpur

Rotary District : 3291



PRESIDENT :
Rana Safui

RI PRESIDENT :
Sakuji Tanaka

SECRETARY:
Gautam Ray

DISTRICT GOVERNOR:
Uttam Ganguli

R.I. Club No. 23960 Charter dt. 30.06.1986

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Membership Recruitment vs. Retention

Adapted by: Articlesbase.com ,Source: ClubRunner Newsletter

We continue to try and recruit new members and grow our clubs as well as face as the ongoing challenge of current members. Whereas recruiting new members is important to the development of the club, how important is it to retain current members? A debatable topic, while some persist that recruiting new members is more important, others maintain that retention is more critical.

A common thought process among club officers is that if we are not attracting new members, then the possibility of our club surviving in the long run is low. Although growing the club is important, it is equally as vital to maintain your current membership and foster the relationship between club officers and these members as they are a great resource to stimulate the growth of the club. In the ongoing debate about recruitment vs. retention, we side with retention.

- A low retention rate signals the presence of underlying problems in your club. When a club fails to maintain their member count continuously, club officers need to get involved and analyze the causes. Whether this mean speaking with the ex-members directly or brainstorming ideas with the club, or perhaps getting a neutral third party involved, getting to the root of the issue is vital. If current members continue to leave, the dynamics in your club will not attract potential members and as such they won't see any value in joining. Simply put, if you are unable to retain your current members then what guarantee is there that you will be able to recruit new members and have them stay.
- If you can get retention right then you can build the foundation to recruit new members upon. When your club has a high retention rate, you can be sure that you must be doing something right to have so many satisfied and content members. Satisfied members are more than happy to mentor new members and share the clubs success stories with others and are proud to be evangelists. Their attitude creates a positive atmosphere in the club which is appealing and welcoming and as such, recruiting new members actually becomes easier. Take advantage of a good retention rate and build that into your recruiting strategy by involving all members in the membership process.
- Finally, when a club fails to retain its members, it eventually begins to suffer financially as the revenue collected gets affected. The club does not collect as much in membership dues or events. With an already unstable account, the club then has very limited funds to administer their marketing activities in order to recruit new members



Whereas the ongoing debate as to which is more important continues, we believe that retention is vital to a clubs' success, and without a solid retention strategy in place, any recruitment efforts will get wasted.

District Programme

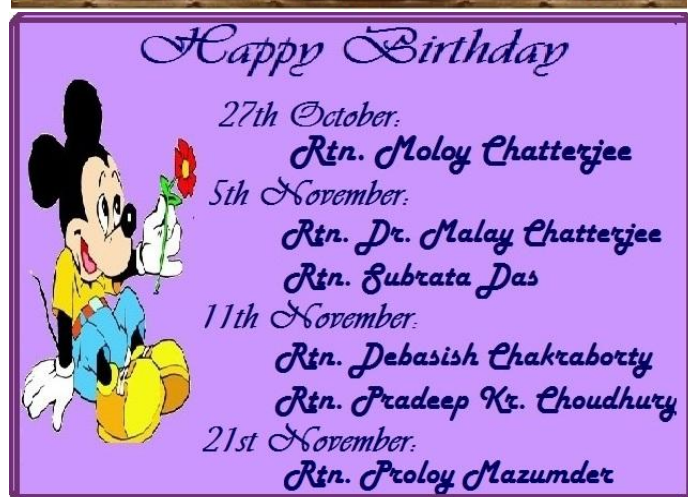
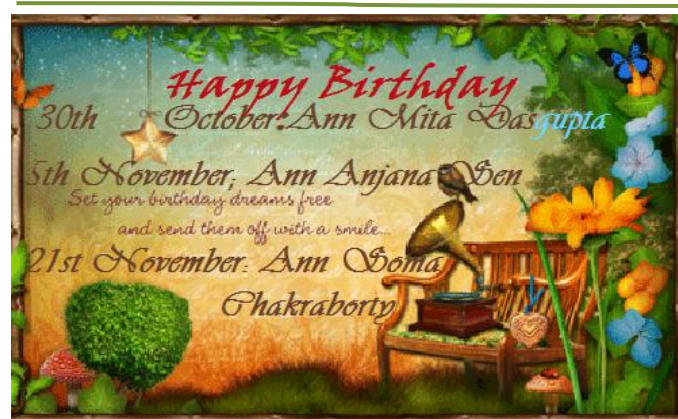
1. 18th November : Bijoya Diwali Meet at Nalban
2. 18th November : SNID
3. 25th November : Joy Of Giving

Club Programme

1. 14th October: Distribution of clothes to children at Rajpur, Sonarpur
2. 18th October : Distribution of Mosquito nets at Kasba.

DGN for Rotary Year 2015-2016

Under New Pilot of Rotary International Election for DGN 2015-2016 was held at Rotary Sadan on 7th October 2012. PP Rtn. Jhulan Basu of Rotary Club of Kabitirtha Calcutta was elected unanimously as the District Governor Nominee for Rotary Year 2015-2016 by the Nominating Committee Members.



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

Minutes

Meeting no 1163

Dated 05.10.2012

President, Rtn. Rana Safui called meeting no. 1163 to order.
National Anthem led by Rtn. Sanjay Dasgupta .
Minutes of the last meeting confirmed.

Discussions:

- Rtn. Santanu Ghosh on query from the President informed the club that the completion report of 'Helping Grant' no. 0131 will be submitted to EIRWT on 8th October 2012 and it will not be a hindrance for submission of a new 'Helping Grant' project to EIRWT.
- President informed the club that Rtn. Gautam Ray had a telephonic discussion with RCC Chairman Rtn. Tapas Bhattacharya regarding registration of Ashram Anandam as our new RCC and seizing Santyasree Ashram from being our RCC anymore. He also informed that as advised, the applications will be submitted to DG's office in a week's time.
- President informed the members that Rtn. Sripati Pradhan expressed his inability to join today's club meeting in the last moment in spite of his earlier assurance to do so. President also informed, all the important documents relating to bank etc. are lying with Rtn. Sripati Pradhan. Club members resolved to handover the charge of club treasury to Rtn. Sanjay Dasgupta in addition to his existing responsibility as Director, Community service (non medical).
- President discussed the progress in the preparation of a project report, which he himself is preparing, for our next 'Helping Grant' application. Members assigned Rtn. Sanjay Dasgupta, Rtn. Santanu Ghosh, Rtn. Gautam Ray and President, Rtn. Rana Safui to coordinate and complete the formalities at the earliest.
- President and members present resolved to distribute 100 mosquito nets at Dhakuria - Kasba area on 18th October 2012.
- President and members discussed portfolio details & bank account opening of the newly formed Trust and concluded that Bye laws of the Trust to be drawn first. Rtn. Samir Kr. Ray who was assigned the job assured preparation of the same after Puja vacations.
- President and members discussed and resolved to scrap the 'Tree Plantation' project and taking refund of the money invested in the project.
- President and members discussed pre Puja 'Clothes Distribution' programme. In view of the dwindling club fund, members resolved to make extra contributions and execute the programme at Ashram Anandam on 14th October along with a Magic show for children. Distribution of clothes to children at our RCC Janakalyan Samity to be made in the following week.
- President informed the club that while discussing other issues, Rtn. Gautam Ray came to know about 'Skaw project' from Rtn. Tapas Bhattacharya, a member of Rotary Club of Dum Dum. After discussing the modus operandi of the project, members urged the President to get in touch with our Interact school and proceed further with their requirements.
- President invited opinions from members present regarding change of venue. Most of the attending members opted for change of venue and explained the reasons thereof, except a few who expressed their reservations and weariness for factors relating to financial implications. After various deliberations, majority of the member decided for the better venue which will attract many new quality members and thus improve the health of the club. President announced that our club meetings will be held at Hotel Park Palace from 23rd November 2012 and requested all members to try & bring new members.

President handed over the business to Secretary Rtn. Gautam Ray, who announced the receipt of bulletins from neighboring clubs, and upcoming District events. Secretary handed back the meeting to the President.

Having no other business, President terminated the meeting.

Members Present: 11

Sunshine Collected : Rs. 220/-

Health Corner

Hand washing with soap is the 'Vaccine' that prevents infections.

Human feces are the main source of diarrheal pathogens. They are the source of shigellosis, typhoid, cholera, all other common endemic gastro-enteric infections and some respiratory infections such as influenza and pneumonia. A single gram of human feces can contain 10 million viruses and one million bacteria.

Removing excreta and cleaning hands with soap after contact with fecal material –from using the toilet or cleaning a child – prevents the transmission of the bacteria, viruses and protozoa that cause diarrheal diseases.

Sanitation and handwashing provide the necessary protection against fecal contact. They start by creating initial barriers to fecal pathogens from reaching the domestic environment. Handwashing with soap stops the transmission of disease agents and so can significantly reduce diarrhea and respiratory infections, and may impact skin and eye infections.

Research shows that children living in households exposed to handwashing promotion and soap had half the diarrheal rates of children living in control neighborhoods. Because handwashing can prevent the transmission of a variety of pathogens, it may be more effective than any single vaccine. Promoted on a wide enough scale, handwashing with soap can be thought of as a "do-it-yourself" vaccine. Ingraining the habit of handwashing could save more lives than any single vaccine or medical intervention.

Rotary Club of Kollam City's Gift of Clean Water

The club has added to its long standing relationship with a 92 year old school located in Uliyakovil, Kerala, India, by providing a well, electric pump, water storage, and distribution system. Families with children attending the school generally have limited funds. Parents and teachers are very appreciative of the continued support from the Rotary Club. Awareness of Rotary is high in the community as the Rotary Community Corps have undertaken medical camps, food packet distributions during festive seasons, etc. Providing a permanent solution to the school's water needs is a significant accomplishment. The club will continue its relationship with the school and ensure sustainability of the project. (RC Kollam City is located in Rotary district 3211)

Four Way Test**Of the things we think, say or do**

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

Humility does not mean
you think less of yourself.

It means you
think of yourself less.

~ Ken Blanchard ~

**GLOBAL
POLIO ERADICATION
INITIATIVE**



every last child