



प्रतिबिंब

...The Reflections...



John Germ
RI President 2016-17

Issue - 1
October 2016

Regional Newsletter on PI & PR Initiatives by RIDs 3141, 3142, 3060, 3040

Why Public Image

Over 110 long years of humanitarian service... 1.2 million plus members who are leaders in every walk of life... yet for Rotary, and we as Rotarians ... still there are concerns... there are questions...

That in spite of excellent membership, great projects... why aren't we growing globally in the membership number, which has virtually remained stagnant around 1.2 million for past two decades...why do so many members leave Rotary every year, as we keep adding new members year after year...has Rotary's good work really reached community at large, to create awareness... how many people outside Rotary know, that Rotary has played a pivotal role in Polio eradication across the world.... What percentage of people outside Rotary, know about Rotary...Do really people think of Rotary as a source of help and service for needy....why should people think about Rotary...Are we as Rotarians, doing enough for communities to take notice

of Rotary, and think in a positive way as we wish...how Rotary can reach more and more... How can we increase the visibility of Rotary in the community.... How can Rotary be made more attractive for new members to join, and for existing members to continue... there are many such questions... which are concerning Rotary's strength and stability. And as the wisdom in Rotary feels... its all about doing good, feel proud about being Rotarian and our good work, telling Rotary story to the maximum, building up a strong reputation of the organization and its effort, strengthen the outstanding brand called Rotary... is the need of the hour. Creating a positive public image and strengthening Rotary from within and developing it as a global brand identity... can help bring in new members, which means more resources, to do even bigger and better community service projects and programs, and by making community know about them... to move the cycle of growth



further. It will automatically bring in a "Feel Good" factor amongst our Rotarians cadres... thereby helping retention of members, also a major concern for us.

Friends...the Public Image holds the key for Rotary's growth, today... and the challenge to work on it, goes to nobody else... but us. Its an awakening what is needed... and we need to bring in that change.

Warm Regards

Subhash Kulkarni

Pratibimb ...The Reflections

It's about Rotary reaching the community

Pratibimb, literally means Reflection... is being launched as a regional newsletter for RI Districts 3141, 3142, 3060 and 3040... to provide a vehicle, a platform to facilitate furthering Rotary's public image.

The Rotarians and clubs in these districts can send in reports, media clips and pictures.... About their projects, events and all such initiatives which were duly publicized, got covered in to media... print, electronic, outdoor... which took Rotary's name and a positive goodwill message that "Rotary for Doing Good in the World" to more and more in the community.

Proposed to be published every three months... Pratibimb will reach.. the Rotarians of these four Districts... and also another 25000 plus non Rotarians, regularly.

Please forward maximum editorial contributions.... Its completely free of cost. All we need is your wholehearted participation.



VISION 20-20 SEMINAR AT DHULE RID 3060

The VISION 20-20 Seminar at Dhule was held on 27th and 28th August, 2016 at Hotel Residency Park. It covered aspects related to membership, service projects and public image. Participants came from two zones of District 3060 – Maharashtra and South Zone. This was the first district event in the yearly calendar and was hugely attended.

On the first day, DPIC Alok Desai spoke on "Rotary's Public Image – Kal, Aaj aur Kal". He elaborated on how Rotary and its inherent character and image has changed over the years. He also enlightened everyone about the status of Rotary and its public perception in India. There was an interesting insight on what constitutes Rotary's public, with a clear message to reach out to all stakeholders. He also talked about the huge opportunity that exists to enhance and consolidate the image of Rotary so that it serves all purposes – membership, fund raising, bigger projects and overall growth.

On the second day, ARPIC IPDG Subhash Kulkarni spoke on "Tell Your Rotary Story". He commended



the exemplary work being done in the district and urged everyone to reach the story to others outside Rotary. He spoke to have the "Pride and Passion" of being Rotarians, like a unified force and entity, doing great work across the globe. He gave some examples of how one can uplift the image of Rotary by innovative and different communication initiatives. He shared that the power of technology and modern

media tools provide a big opportunity to connect and communicate. He also talked about various ideas that will be implemented this year as a part of the zonal plan. With 4 districts under him, IPDG Kulkarni looked all set to go. He received a standing ovation after a very inspiring and motivational discourse.

Later, DGE Pinky Patel spoke on "Strengthen Your Rotary Brand". She shared some interesting suggestions on how we can build a brand by small and careful steps. She exhorted all to wake up and showcase Rotary's contribution to the world. She emphasized the need of ONE Rotary, a common profile and image, a thread and weave that holds all together and gives them a special common entity. She highlighted that Rotary is an iconic international organization that has changed and moved with the times, and will remain retain its stature in the years to come.

Take ideas on Public Image N PR Activities By RID 3141

* Press Conference was held on 14th July at Marathi Patrakar Sangh, Mumbai which was attended by 24 reporters from main line newspapers like Hindustan Times, Saamna, Lokmat, Janmabhoomi etc. The interview given by DG Gopal Mandhania was published in 12 newspapers with 6 publications in on-line media coverage.

* More than 80 articles were published in print media and more than 15 on-line media coverage.

* More than 25 interviews have been broadcasted on various TV channels such as Samay Rashtriya, etc.

* 15 hoardings were displayed between Haji Ali and Siddhi Vinayak temple focusing on Service 16 projects and district thrust areas for 2016-17 leveraging BMC permissions at nominal costs.

* Several other banners and hoardings were also displayed including the Powai Run, Cured etc.

* Public Image Seminar # Take Pride was organized at the Rotary Center, Juhu

with over 200 Rotarians and Rotaractors attending it.
 * Engaged PR team with 6 face to face meetings.
 * Mentorship for clubs has been agreed involving each PR committee member to evaluate club PR status and help implement PR initiatives effectively.

2,000 Mumbaiites pledge to donate their organs in 15 days

WHAT IS BRAIN DEATH?

When the brain stem is irreversibly damaged, a patient is declared brain dead.

The brain stem is an important part of the central nervous system without which the patient cannot gain consciousness or breathe.

WHAT TO DONATE?

Once a person is brain-dead, the heart continues to function with the help of a ventilator and other life-support devices for 26-72 hours. This means blood supply to the organs can be maintained



Security personnel stand guard at the Mumbai Airport on Friday. Security has been beefed up across the city after a high-alert was issued following the terror attack at Nice in France.

For a few hours

It is during this period that the organs can be retrieved after obtaining consent from close relatives of the patient.

Most brain deaths take place in intensive care units. In

रोटरी क्लब राववणार एक हजार प्रकल्प

विभिन्न उपक्रम राववणार मदतीतून समाजिक योगदान देणाऱ्या मुंबई रोटरी क्लबचे अगामी वर्षात १ हजार प्रकल्प हाती घेण्यात येणार आहेत. याद्वारेच आरोग्य विभागात, कुच लागवड, स्वच्छता मोहीम व इतर उपक्रम राववण्यात येणार आहेत. रोटरीच्या यतीने नवनवीन उपक्रम राववण्यात येतात. चंद्राही मुंबई रोटरी क्लब जून २०१७ पर्यंत एक हजार प्रकल्प साकारणार आहे. याबाबत माहिती देताना रोटरी डिस्ट्रिक्ट ३१४१चे रोटरी गवर्नर गोपाल राय मंधानिया व डॉ. चंद्रशेखर कोळवेकर म्हणाले की, चंद्रा मधुमेहाविषयी जागरूकता, त्यावरील नियंत्रण, रोगाचलत्यांची उपचारी, बालकांच्या हृदयवास्तुक्रिया, रेल्वे स्थानक दत्तक घेणे आदी उद्दिष्टे ठेवण्यात आली आहेत.

मुंबईचे रोटरी क्लब १००० प्रकल्प साकारणार

मुंबई, १४ जुलै (प्रतिनिधी) - मुंबई रोटरी क्लबचे अगामी वर्षात १००० प्रकल्प हाती घेण्यात येणार आहेत. याद्वारेच आरोग्य विभागात, कुच लागवड, स्वच्छता मोहीम व इतर उपक्रम राववण्यात येणार आहेत. रोटरीच्या यतीने नवनवीन उपक्रम राववण्यात येतात. चंद्राही मुंबई रोटरी क्लब जून २०१७ पर्यंत एक हजार प्रकल्प साकारणार आहे. याबाबत माहिती देताना रोटरी डिस्ट्रिक्ट ३१४१चे रोटरी गवर्नर गोपाल राय मंधानिया व डॉ. चंद्रशेखर कोळवेकर म्हणाले की, चंद्रा मधुमेहाविषयी जागरूकता, त्यावरील नियंत्रण, रोगाचलत्यांची उपचारी, बालकांच्या हृदयवास्तुक्रिया, रेल्वे स्थानक दत्तक घेणे आदी उद्दिष्टे ठेवण्यात आली आहेत.

Rotary Club of Bombay Worli

UTTUNG **WOMEN**
SPECIALLY ABLED **EMPOWERMENT**

In Association With **Rotary** District 3141 **Rotaract** District 3141

Join the Movement Serve the Humanity

Contact for Membership and Donation
President - Jayanth Nairi - 98200 20302

District Governor: Gopal Raj Mandhania
 Rtn. Rohan Dalavi District Rotaract Representative Rtn. Vikas Upadhyay Avenue Chair - Public Relations Rtn. Apurv Gangar Rotaract Chairman Public Relations

मुंबई के रोटरी क्लब ने 25 एकतदान शिविरों के जिए जुटाया 1800 बोटल एक

मुंबई, 14 जुलै (प्रतिनिधी) - मुंबई रोटरी क्लबचे अगामी वर्षात १००० प्रकल्प हाती घेण्यात येणार आहेत. याद्वारेच आरोग्य विभागात, कुच लागवड, स्वच्छता मोहीम व इतर उपक्रम राववण्यात येणार आहेत. रोटरीच्या यतीने नवनवीन उपक्रम राववण्यात येतात. चंद्राही मुंबई रोटरी क्लब जून २०१७ पर्यंत एक हजार प्रकल्प साकारणार आहे. याबाबत माहिती देताना रोटरी डिस्ट्रिक्ट ३१४१चे रोटरी गवर्नर गोपाल राय मंधानिया व डॉ. चंद्रशेखर कोळवेकर म्हणाले की, चंद्रा मधुमेहाविषयी जागरूकता, त्यावरील नियंत्रण, रोगाचलत्यांची उपचारी, बालकांच्या हृदयवास्तुक्रिया, रेल्वे स्थानक दत्तक घेणे आदी उद्दिष्टे ठेवण्यात आली आहेत.

RID 3040 Intercity Forum "PRAGATI"

Rotary Club of Indore Professional hosted an Intercity Forum on Public Image and TRF, "PRAGATI" on 31st July 2016 at Prestige Institute Auditorium.

The intercity forum was attended by Rotary Public Image Coordinator for Zone 4 Rtn. PDG Ashish Desai from Ahmedabad and ARRFC Rtn. PDG Jayant Kulkarni from Mumbai.

After the inaugural function, District Governor Rtn. Darshan Singh Gandhi welcomed all and highlighted the importance of this session on Public Image and its ultimate relation with Rotary Foundation.

District Public Image Chair PDG Rtn. Lalit Shrimal presented a Power Point presentation on Magic of Public Image. In his presentation he referred to



Mahatma Gandhi, Martin Luther King, Anna Hazare, PM Narendra Modi, Baba Ramdev and Arvind Kejriwal who created magic by their dedication and work and became a brand themselves.

RPIC PDG Rtn. Ashish Desai made an informative presentation illustrating the importance of Public Image. He explained why our organization like Rotary International needs to think of Public Image. He shared many ideas of creating positive Public Image of Rotary in the community by doing need based big community service projects.

On this Occasion many projects undertaken by District 3040 for creating Good Public Image of Rotary were also mentioned with details.

RID 3142 Public Image Seminar "You Are The Face"

you are the Face

PRाशिक्षण

First & only public image seminar of RID 3142
 Coming soon...

Scheduled on 12th November 2016, at Sahayog Mandir, Thane... RID 3142 District Seminar on Public Image "You Are The Face" has already created huge excitement among the clubs and Rotarians. Ways and means of enhancing Rotary's Public Image and our pivotal role and responsibility towards achieving it... will be the core subject.

Rotary Club of Nagda RID 3040



Students washing their hands... for better sanitation and hygiene... at a Group hand wash station under WinS Programme at Mehtawas Secondary School, by Rotary Club of Nagda RID 3040.

TAKE PRIDE... the Public Image Seminar of RID 3141



Over 200 Rotarians, Rotaractors attended " # TAKE PRIDE " the Public Image Seminar of RI District 3141... at Rotary Centre, Juhu. The level of enthusiasm was unprecedented...of all those who



came from all the clubs... right from South Mumbai to Navi Mumbai... to Palghar and Badlapur... few highlights as below

DG Gopal Rai Mandhanian & First Lady Seema graced the inaugural. Past and future District Governors, District Officers, Pratham Presidents, even many PEAK 15 Presidents, PR Directors... even the PI team from RID 3142... participated.

Innovative, creative and very effective digital communication by the PI Teams... was a key for the

160+ online registrations prior to the event. Excellent, informative, to the point presentations by the PR Team... from use of the digital innovations to media use.. outdoor, print, Rotary as brand.. on to Pratibimb - the new regional PI newsletter... high educational value, utility program.



Message loud and clear..." Take Pride ... being Rotarians, and exhibit the same strongly "... " Do Good, and Let People Know about It "... Reach maximum with the Rotary name and its good work...Use digital way - communications, tools like Whatsapp, Linked In, Facebook... Rotary Ideas, Showcase, Pratibimb... Strengthen the great brand " Rotary " through a consistent and persistent communication... think about the impact on the Public Image of Rotary, while doing anything as Rotarians...



News N Reports for Pratibimb Send Now.. At No Cost.

This newsletter has been conceived to make the news about your projects, programs reach to all the Rotarians of RI Districts 3141, 3142, 3060 and 3040... and plus over 20,000 non Rotarians across India.

News about your Public Image and PR seminars, all such projects which make Rotary more and more visible, take Rotary name, brand and its goodwill further in to the community... all news about media coverage you achieve for your initiatives... is welcome for publication in Pratibimb.

And this costs you nothing... its absolutely free of cost.

Many have contributed to this issue. We expect more and more to send in their reports.

The District Governors, District Public Image Chairs, Club Presidents, and all Rotarians of these districts are encouraged to send in reports, news, photographs for publication in the next issue of Pratibimb... which will be early in January 2017... on my following email.

subhashrkulkarni@yahoo.co.in

Pratibimb Issue I October 2016. Edited and Published by : Rtn Subhash Kulkarni, Asst. Public Image Coordinator, RI Districts 3141, 3142, 3060 & 3040. Creative Inputs : R Anne Swati Kulkarni, Creative Workshop For private circulation only.

RC Navsari Treasure Hunt



In the 75th year of our Rotary Club of Navsari, "Treasure Hunt" organized during joy of giving week has given happiness and touched hearts of many people of the town.

The treasure was cash and kind and certificate but what we found was love, affection, immense pleasure and of course a family consisting of 70 people (participants & volunteers) that too in just 3 hours of game . The enthusiasm has led to many learning the history of Navsari.

We covered 7.5 kms of road consisting of 18 historical places , 3 team building tasks and touched thousands of people.... With Rotary's goodwill message.

गोल्डन बुक ऑफ वर्ल्ड रिकॉर्ड में दर्ज हुआ सेवा कार्य

खंडवा से रोटेरी क्लब सत्र 2015-16 के अध्यक्ष लोकेश इन्वर को मिला


खंडवा से रोटेरी क्लब सत्र 2015-16 के अध्यक्ष लोकेश इन्वर को मिला... 2015-16 के अध्यक्ष लोकेश इन्वर को मिला... 2015-16 के अध्यक्ष लोकेश इन्वर को मिला...



Rotary Club of Khandwa RID 3040 got in to Golden Book of World Records by donating 135 artificial limbs to needy, at a single camp.... Well covered by local media.

PI PASSWORD

"If you alone think you are good... it may mean you are not good enough.... But if others think you are good... only then really you are good."

Rotary 

Signal School in Thane RID 3142

What it takes to bring 20 kids out of begging profession and possible future hardcore criminals? Answer lies in coming together of three forces, viz.



Government, Corporate and NGO with genuine intentions to make a difference. Yes, first of its kind a Signal School was formally opened recently under the over bridge at the Teen Haat Naaka junction, Thane, Maharashtra. This initiative started around 3 months back. A 40 ft container has been equipped and converted into a School with separate toilet and teacher's room.

Kids gather at the school early in the morning. At 11 am the School starts till 3 pm. Kids are also given lunch.



Apart from the functional literacy the kids are taught playing flute, painting and craft. A well known flute artist Pandit Vivek Sonar volunteers for the cause. Regular medical check-up is also undertaken. Rotary Club of Thane Hills has sponsored the entire exterior beautification with child friendly designs. This has made a huge impact in incentivizing the kids' interest towards the school. It has become a fun-learn center for them.

Rotary Arts Festival by RC Baroda Metro RID 3060

19 & 20 October 2016 (Baroda): "Rotary Art Festival" is an initiative of Rotary Baroda Metro, R I District 3060. It is a fund raiser for charity with the platform 'where art meets heart'. Reaching thousands of people... this assures to be a significant public image enhancing initiative for Rotary.

The concept of "Rotary Art Festival" is to bring forth exemplary artworks from accomplished and renowned artists in an exhibition cum sale. Any area of fine, folk or traditional art may be chosen individually or in combination for the display and sale. It could be painting, graphic arts, sculpture, textile, ceramic, pottery, handicraft etc. A part of the proceeds will be used for humanitarian service activities.

The theme for the year 2016 is "Jewels of Baroda" – a tribute to the



Rotary Baroda Metro
Art Festival
where art meets heart

Padma Awardees from Baroda who are in some way linked to its iconic Faculty of Fine Arts, as teachers or students or both.



CURED- Can You Really Escape Diabetes RID 3141



160 Diabetes awareness camps – 68000 screened in a single day to make a new World Record... A Great Rotary PR Initiative. India stands first in the number of diabetic patients in the world. With the rate increasing exponentially, it has become most important to make the people aware about Diabetes. What started as a Rotary 3141 Thrust area for 2016-17 gained momentum and along the way partners were roped in to dream big and make a difference. The Aditya Birla Group was the main sponsor for the camps and Rotary District 3141 in collaboration with Techfest, IIT Bombay launched the campaign CURED on 21st August with a conclave on Diabetes at IIT Bombay.

On 18th September camps were conducted in 50 locations and on 25th September 2016 across 160 locations Diabetes awareness

camps were conducted by Rotary 3141 & Tech Fest – IIT B across Metro stations, Airport, railway stations, Slums in Central Mumbai, schools and colleges. Mumbai literally woke up to a sweet reality on a nice Sunday Morning.

It was the largest ever health checkup camp on a single day anywhere in the world and 68000 citizens signed a pledge to take steps to stay healthy and maintain a healthy lifestyle.

Volunteers from IIT, Thyrocare, Terna College, Rotractors, Rotarians all joined hands to make this campaign a huge success.

The Camps saw an unprecedented response and all those who were found to have high sugar levels were directed for further investigation and tests with partner hospitals free of cost. The campaign to create awareness against this killer

Rotary Club Mumbai Versova
GLOBAL HOSPITAL & RESEARCH CENTRE
Medical Camp
SERVICE TO MEDICAL CAMP PROJECT OF RI DISTRICT 3141
Medical Check-up

Co-Hosts:
RCM West Coast, RCM Western Edge, RCM Parliament, RCM Juhu Beach, RCM Sea Coast, RCM Airport, RCM Goregaon West, RCM Juhu, RCM North Island

disease will continue with more camps scheduled in October and we hope to see a better lifestyle amongst those who are now aware of Diabetes and have pledged to live a healthier life.

RID 3142 PR Initiatives

AARAMBH HAI PRACHAND



Slogan given by us for the perfect new district beginning on 1st day. District planned biggest drive on Railway station adoption beautification & cleanliness drive so a 1 min AV clip AALA RE was made for this awareness



initiative & also 178000 (actual call received count) voice call voice over by our DG Dr. Chandu Kolvekar appealing to general public to support in this drive. This campaign got tremendous response. video clip on awareness appreciated lots more then 5000+ likes got & viral on social platform

DG's MANN KI BAAT



Another unique concept from team PR 11 inaugurated in DG's installation inspired from PM Shri Narendra Modiji's Mann ki Baat. this is an audio video presentation voice over by our DG expressed his views on Rotary

projects, current affairs & future planning of Rotary. We promoted this thru our official digital platforms such as Youtube. Websites, FB page & broadcast thru Whatsapp in both the Districts (3141 & 3142) campaign reached more than 18000+people. So far we have launched 2 editions of Mann ki baat including MERE SAPNO KA BHARAT independence day special. 3rd edition is in progress. We made this in both formats audio (mp3) & video (mp4) for maximum reach. the concept behind this to reach maximum general public for better PR & to know what Rotary does for society.

Pratima" An Online Eco Friendly Ganeshotsav Contest

A unique eco-friendly Ganeshotsav contest to promote safeguarding the environment, and a major public image initiative for Rotary has been launched this year.



Rotary Times Supplement in Times of India

A 4 page special insert supplement is planned to be worked with Times of India... edition which will reach Thane and Navi Mumbai regions with 2 lakh copies daily. This supplement will carry information on Rotary in general, District 3142 in particular, along with contact details of all Rotary clubs.. inviting new members to join. Expected to be launched soon, this will be a major PR drive with impact reaching 2 Lakh homes, in one single day.

A UNIQUE TREE PLANTATION

A unique tree plantation project was carried out this year by dedicated Rotarians of two different clubs, Mumbai and Kutch resp.

Rtnne Shashi Parekh, of Rotary club of Mumbai Sion, passionately wanted to plant trees which would serve more purposes than just provide shade, wood and oxygen.

The solution came in the form of a Rotary Guest Rtnne Kalpana Vora from Bhuj, Kutch. The proposal to plant trees, if possible at Bhuj was discussed and immediately it was welcomed and a deal was struck. She promised to go back and work on it.

The Rotarians came up with a brilliant idea of approaching the jail authorities of the Palara Prison at Bhuj. All this was taking time and monsoons were fast approaching. The pits had to be readied before the onset of rains.

Finally, with all approvals in place, amongst security and presence of police, jail authorities and local news papers the tree plantation work was started on 3rd July 2016.

Phase I has kesar mango, awla (Indian gooseberry), custard apple, tamarind, chikoo, dwarf coconut, pomegranate, black jamun, and mehndi were planted. The forest department joined in and gifted many ayurvedic plants. With lot of efforts from Rotarians of Mumbai Sion and Toral, Bhuj, the total cost of the project was only Rs 7475/- totally paid by Mumbai Sion. The land belonged to the Palara jail, the labour was the prison inmates, watering and nurturing will again be done by the inmates.

How many people touched.... The Rotary clubs of Mumbai Sion and Toral Bhuj, the jail authorities, the inmates The Forest Dept. the police personnel, the nursery owner, the press and all who stood by and supported this wonderful project... and of course the inmates.

Special Postal Stamps & Covers

RID 3141 brought out a set of four personalized Rotary Stamps & Special covers with cancellation on Diabetes Awareness, Pediatric Heart Surgeries, R.I. Theme 16-17, R.I. President 16-17.



“Taare Zameen Par” A remarkable PR Initiative RID 3141

TRF Centennial Celebration event “Taare Zameen Par” painting competition received tremendous response from Rotary clubs from District 3141.

The competition is conducted from 8th August, 2016 till 8th September, 2016 in first phase and 40000+ students from more than 80 schools in Rotary District 3141 participated.

“Kokuyo Camlin Ltd.” had sponsored the painting material for 40000 children. PP Rtn. Hemang Jangla from RC Bombay Seacoast had sponsored the drawing papers for 40000 students.

The purpose of holding competition was to make the school children participate in the TRF Centennial Celebration event and understand about local Rotary club's and its activities. Celebrity judges like Darshel Daftary, Brinda Miller, Sunil Padwal and Anup Mastakar attended and selected best paintings in schools.

Second phase of celebration will be launched soon. After completion, the best paintings selected will be eligible for National round.



Editorial Contributions by
RID 3141 - Ravi Jaswani, Vikas Upadhyay, Kamlesh Kharade, Kevin Colaco.
RID 3142 - Parag Mehta, Atul Bhide,
RID 3060 - Alok Desai,
RID 3040 - Lalit Shrimal



Rotary in Media

