

THINK TANK MEET
9th May 2017, Chennai, India

Minutes of the meet

MEMBERS PRESENT

RIDEC. **Basker**
EMGA Designate **K. P. Nagesh**
RPIC **Chairat Prasertlum**
RRFC Designate **Avinash Potdar**
EMGA **Ashok Panjwani**
RC Designate **Ashok Gupta**
RC **Rajendra Rai**
RPIC Designate **Raja Michael**
Special Invitees:
Ms. **Jayshree** of Rotary News Trust
Ms. **Radhika** of Rotary News Trust
Mr. **Arun** of VNC

RIDE Basker commenced the proceedings by welcoming the gathering and enumerating the purpose of the meet. The delegates present introduced themselves and RIDE Basker then shared his objectives for the Rotary year 2017-18.

Objectives for 2017-18:

- Strengthen Clubs through membership, orderly meeting and training of Club officers.
- Rotary Clubs to focus on community service projects addressing the local community needs on priority.
- Enhance the Public Image both nationally and internationally by disciplining our activities through proper education and training.

ISSUES DISCUSSED

General:

- All regional leaders are to communicate regularly with their assistant coordinators and meet with them at least once every three months.
- Regional Leaders are to report on the commitment / performance of the assistant coordinators to the Director and their recommendation would be taken seriously for the reappointment of the Assistant Coordinators for 2018-19.
- All Regional Leaders to be given a slot at the DG review meet at KL institute to assess the progress and initiate any further actions required to meet the goals.

ROTARY COORDINATORS

- RC Rai to share with RC designate Ashok Gupta the agenda for the membership development seminar for uniformity.
- The ARCs are to report to their respective RCs on the New Membership Orientation program organised in their respective Districts. RCs are required create a common agenda with PPTs for this orientation program.
- The small funding available for new member orientation could be distributed to the ARCs.
- The Club membership retention and extension chairs are to be invited for the membership seminars and training is to be organised for these people to highlight their responsibilities.

Membership:

- Focus should be more on quality than on quantity.
- Increase in membership should be sustained. A sudden large increase in membership of a District is could be acceptable only if in the next years, membership is sustained.
- The District Governors are alerted by the RI portal with details of those visitors to the RI site, who evince interest in joining Rotary. As only a very small percentage of these interested people are contacted by the DGs, it is to be suggested to RI that the alerts be also sent to the District Membership Chair.
- Rotary Coordinators are to send a letter to DGsE requesting them to share with the Club leadership the qualities of the new members that have been proposed by them.
- To close Clubs that do not meet and merge those Clubs that are small.
- Criteria for recognition and classification of Clubs based on their performance is to be uniform across the Zones and it is suggested that the following be adopted:

Recognition for Districts

	Retention	Growth	Women Membership	Registration with RC Central
Diamond	80%	20%	15%	80%
Emerald	70%	15%	12%	70%
Ruby	70%	10%	10%	60%

Recognition for Clubs

	Retention	Growth	Women Membership	Registration with RC Central
Platinum	85%	20%	20%	80%
Gold	80%	15%	15%	70%
Silver	70%	10%	12%	60%

- In the first week of July 2017, Rotary Coordinators are to bring out a District wise listing of weak Clubs (Clubs with a membership of less than 20) and write to the District Governors to initiate action to strengthen these Club within 90 days. Assistant Rotary Coordinators would be given the responsibility for following up with this exercise. Review would be made at the KL Institute during DGs session by the Rotary Coordinators.

Women members:

- Women members are more inclined to join in a Club which is within a gated community, and hence potential gated communities are to be identified where a Club could be chartered.
- A Club could be chartered within a campus (like a college or university)
- A very special recognition by the Director would be accorded to those Clubs that have women members in their board.
- The DG of the District that has a minimum of 15 or 20% of its members as women would be aptly recognised by President Riseley at the KL Institute.

Rotaractors:

- Rotary Coordinators to convene a Zone level meeting of the 2017-18 DRRS, IPDRRs and DRCCs in September, and train them on how to administer the District. Letter of invitation / intimation to be sent to those concerned at the earliest. Need to collect information on status of Clubs and membership and this data is to be recorded. DGs should be informed on this subject.
- Every Club should be encouraged to have at least one Rotaract Club sponsored.
- Suggest to District leadership that Rotaractors opting for dual membership are required to pay only RI dues and not the Club / District dues.
- Suggest to Club leadership that it would be preferable to have former Rotaractors as the Club Rotaract Chair.

- RPIC Chairat has prepared a standard agenda for the Public Image seminar and this is to be shared with RPIC Ashish and RPIC designate Raja Michael.
- The agenda is to mandate that RPICs or ARPICs should be the faculty.

PDG Chairat Prasertlum:

During his presentation, PDG Chairat listed his ARPICs and then enumerated his goals were to:

- Lead sessions or organize one training events to help clubs use Rotary's messaging and public image campaign materials to improve communications.
- Show district and club leaders how to use Rotary's public image resources to increase their use of social media, newsletters, blogs, etc., for raising public awareness and understanding of Rotary.
- Identify and report to Rotary five stories per district that help tell Rotary's story.
- Promote World Polio Day resources in your communications and help organize one event per district.
- Increase Rotary's social media presence in his region
- Promote women in Rotary "Women in Action" to match with "People of Action", Rotary's new campaign planned for next year.

PDG Raja Michael:

Tree Plantation:

- In line with President Riseley wishes that each Rotarian should plant and look after a tree, it is to be suggested to Clubs that they ensure that they reach their Clubs target.
- An online reporting on the progress of the growth of the trees (with pictures) is to be developed.

Reporting in Club Central:

- Clubs are to be encouraged to report their projects, detailing the amount of money and man hours spent by their members in Club Central.
- ARPICs are to maintain a track of the uploads by Clubs.

Presidential Citation:

- ARPICs are to track the achievement of Clubs as regards to completion of activities listed in the Presidential citation.
- Track progress of Clubs and motivate and encourage Clubs to complete and qualify for Presidential Citation.

Swachh Bharat:

- A slogan / essay writing competition for the youth is to be organised and winners declared in the revenue district, state and national levels.
- Interactors and Rotaractors are to be encouraged to identify and adopt a small locality and keep them clean. Winners to be ranked in a revenue district, state level and national levels.

News Channel:

- A news channel is to be run on a Zone level web site.
- All Clubs are to be encouraged to upload their videos of their projects as a small video for 45 to 60 secs.
- These videoscategorised on the type of project and Club, would be made public after an approval from a competent authority.
- News could be liked by viewers and the five highest rated news could be available on focus.
- This news could also have a link to upload the money and man hours spent on the project that could be automatically uploaded onto the Club Central.

Fellowship group:

- Fellowship of Cricket loving Rotarians is to be formed in every District and each District is to appoint a District Chair for cricket fellowship.
- Organise Inter District cricket tournaments.
- A National Level Rotary Premier League to be organised at Bengaluru in December.

Run for Environment:

- DGs have decided that to organise a “Run for Rotary” marathon on February 25th 2018. We are to request them to conduct the said marathon on 18th and call it a “Run for the environment” in line with President Riseley’s wishes.

Blood Donation:

- A mega blood donation camp is to be organised on 1st July 2017
- The list of blood banks is to be obtained and the number of units of blood they may need / capable of storing is to be obtained.
- Based on the need of blood, Clubs would be encouraged to donate blood on that date.

Hoardings:

- Clubs to erect a hoarding in their city featuring a Rotarian (his name and picture) stating “I am a Rotarian, I helped eradicate Polio, If you like to join Rotary? Contact . . .
- Clubs could erect Bill Boards featuring those who have contributed a huge amount to TRF.

Short movie competition:

- A short movie competition is to be conducted in the revenue district and state level. (Topic for the movie would be “Rotary Making a Difference)
- Finals to be conducted in the presence of stalwarts of celluloid industry.
- Their movies become a property right of Rotary and we spread the good work of Rotary through all the social media.

ENDOWMENT AND MAJOR GIFTS ADVISORS

- PDG Ashok Panjwani and PDG Nagesh listed out the statistics of the past performance, the current status and their goals for the year 2017-18.
- EMGA Ashok Panjwani is to develop some criteria for the appointment of District level Major Gifts Chair and to share it with RIDE Basker.
- National level training program for the District Endowment Chairs and Major Gifts Chair is to be organised at Delhi. The travel is to be borne by the chairs and the program would be hosted by the committee.
- EMGAs are to talk to DGs and collect a list of probable donors.
- Criteria for District level Major Gift Chair / Endowment Chair and CSR Chair is to be prepared by Ashok Panjwani and sent to RIDE Basker
- District level Endowment / CSR Chair Major Gifts Chair must be appointed.
- EMGAs to communicate with DGsE reminding them about their major gift goals and find ways of reaching them. Prepare list of possible donors and cultivate a rapport with them.
- Nagesh to prepare and share with RIDE Baker the format of the CSR Meet. (Trustee of some senior leader and a Rotary staff should be present)

REGIONAL ROTARY FOUNDATION COORDINATORS

- A common agenda for the Foundation seminars is to be developed and is to be followed by all Districts in the Zones.
- Need to strengthen the Foundation Alumni group.
- To collect information on the number of Past Governors who contribute to TRF at least USD 500 in the recent past five years.
- RPIC PDG Chairat suggested that former Youth Exchange participants should be contacted and encouraged to join Rotary.
- Suggest to Districts that EMGAs and RRFs are to be invited for their Level I TRF Training program.

CONCLUSION

RIDE Basker concluded the meeting thanking everyone for their active participation, and stressed on the fact that we need to focus on the quality and not quantity - not just in membership but in all aspects. He suggested that the next Think Tank meet could be had at Hyderabad on 28th October 2017.