

A Planned Strategy Begets Results

India is a serious partner in Rotary telling the world peers “we are determined to act.” Our achievements in the areas of contributions to The Rotary Foundation and membership development have been commendable. The journey was hard and we didn’t have much time left to make it. The Zone Institute at Cochin was yet another occasion where the leaders of Rotary in India sought to show their resolve ahead of the Rotary International Convention at Montréal where the results of the year 2009–2010 in these two areas will be known from all over the Rotary world.

Rotary clubs in India understand the gravity of the threat to humanity.

The Rotarians know that they should meet their responsibility to future generations. Rotary in many other parts of the world is under pressure to raise the membership levels or at least stop attrition. It was also feared that the global meltdown in economy will affect the membership development in India. But Rotarians decided that their response to this challenge will be judged by history. All the districts in India faced doubts and difficulties as they struggled to bring in more members. But the District Governors of 2008–2009 knew that difficulty is no excuse for complacency. Developing country such as India has a responsibility to lead. The RRIMCs which included PDGs Sam Movva, Manoj Desai, Rajesh Batra and Bharat Pandya literally took a ‘padayatra’ in the country. The membership in India which was hovering around 80,000 from 2003 till 2007 and over 90,000 in 2008 crossed the 1,00,000 mark in 2009. It was only fitting that for the first time in a Zone Institute, awards were presented to the performers.

The clubs in Zone 5 added 94 clubs during 2008–2009. RI District 3040 achieved the highest percentage growth with over 25 percent followed with 22 percent by RI District 3100. The



PDG Bansi Dhurandhar, RI District 3140 receiving the award.

highest net growth was achieved by RI District 3010 with 652 members being added and the second place was taken by RI District 3050 with 536 new members being added. Seventeen clubs were formed in RI District 3040 which took the top slot in this category with RI District 3010 adding 12 clubs and taking the second place. The results for Zone 6 A were also encouraging. The net growth was 14.13 percent. Three Districts in this Zone, 3150, 3170 and 3000 ranked number two, eight and ten respectively in the world rankings. While RI District 3150 bagged the first prize for the highest percentage growth, RI District 3170 which took the second spot was way behind the winner. However these two Districts featured in the awards list again for highest net membership growth and highest number of new clubs added. This time RI District 3170 overtook 3150 to be the first in both the categories. Zone 6A reached the goal of being number one in the world statistics.

The excitement continued with the awards being presented for Districts which have topped the list with their

contributions to The Rotary Foundation. The Harshad & Naina Mehta Trophy for highest giving to Annual programmes Fund was bagged by RI District 3140 which also topped the list and won the Ravi & Jaya Bhooplapur Trophy for highest giving to Permanent Fund. It was no wonder that the district topped Zone 5. In a significant achievement RI District 2980 moved to the top slot in Zone 6A for highest giving to Annual Programmes Fund. RI Districts 3010 and 3190 ranked second in their respective zones in this category. The highest contribution to the US \$ 200 million challenge was made by RI District 3140 in Zone 5 and 3230 in 6A. The highest

percapita contribution was recorded from RI District 3060 in Zone 5 and 3190 in Zone 6 A. The All India Awards and District awards were presented with great fanfare. I congratulate all the winners. The efforts of RRFCs Y P Das and Dilip Salgaocar have resulted in India contributing over US \$ 8 million to TRF during 2008–2009, but we have slipped to the fourth place in the world ranking from the third which we held last year.

The one story that is seen in these successful achievements is that the performers leveraged the power of networking. Empowering the club members, providing them with sufficient information to bring in new members and contribute to TRF has moulded them into enthusiastic, efficient and committed Rotarians.



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