

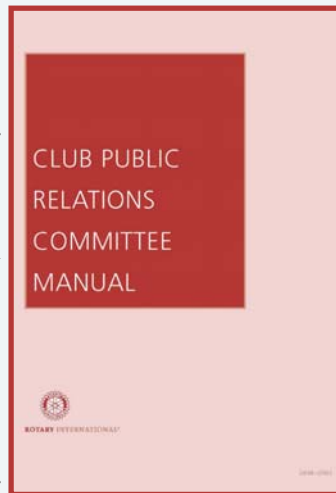
Public Relations

You enjoy a pride of place in the world of Rotary and by virtue of your eminence and influence, you wield considerable command over the Clubs in the District.

I am taking the liberty of approaching you for your cooperation in a matter very dear to the heart of our Rotary International President D K Lee, whose clarion call — MAKE DREAMS REAL — have enthused us all.

Rotary has done phenomenal work in the arena of Service. Our global presence have transformed thousands of lives and made them more comfortable. Our fight against Polio has reached a critical stage.

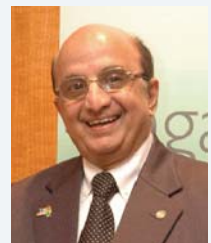
Whereas, millions of dollars are spent worldwide for bettering the lives of millions, our Rotary image is not satisfactory. Why is it that Rotary is not perceived in the light it deserves to be perceived? Why does Rotary take a back stage when recognition for good work is being doled out? There are over 33,000 Rotary Clubs worldwide and each Club has something posi-



tive to reflect. Yet, the sorry state of affairs as regards Public relations of Rotary continue to haunt us.

As an influential and committed Rotarian, it becomes imperative for you to promote Public Relations. Your excellent

rapport with your District's Club leaders can be gainfully garnered to impress the Club leaders that promoting Public Relations within the communities they serve is as important as any other service project. You have seen Rotary in action. Let the Clubs be enthused by your enthusiasm to spread the aroma of Service through enhanced public relations. I am confident that your efforts will bear fruits. I urge you, humbly, to put in those efforts to a gainful use. Let Rotary be more understood, more valid, more reliable. It is in our hands.



*Ashok Mahajan
Director, Rotary International*

