

# Membership Development

Dear Rotary Leaders in India,  
Greetings.

We in India, feel very proud and satisfied at the success of our efforts to bring more helping hands to meet our service demands. Last year, we had an excellent growth figure. The year 2008-09 requires your persistent efforts. The world is looking at India with hope and expectations. We must ensure that we do not disappoint the leaders.

Membership growth is to be linked to Membership Retention by our efforts to assimilate the new members. Taking in is easy. Keeping them in is difficult but satisfactory results accrue when leaders like you disseminate the need to retain and involve all Rotarians into service activities.

I have a granddaughter who was enrolled in a kindergarten school and at 9.00 A.M. When all the children have gathered in the class room, the teacher would close the doors. When asked the reason, she replied "I do not want the children to leave the room, when my attention is focused on something else."

Please transmit this message that Rotary's doors do not permit members to leave Rotary.

One of the reasons why new members leave Rotary is because they have not been involved in service activities. Once they taste the sweetness of service and the rewards

of helping others, they will not leave even if doors are open.

Another reason why new members leave Rotary is because our selection process is at fault. Many new Rotarians have joined Rotary for reasons other than service. There is no harm in enjoying fellowship or meeting new people to promote businesses but this should not be the primary aim. Selection of right people with right qualifications and right objectives should reduce membership attrition.

Friends, I have received compliments for our achievements of 2007-2008. These compliments actually belong to you. Your leadership, your dedication and your efforts have all resulted in flattering figures. You are the real heroes in our victory and I depend on you all to surpass the achievements in 2008-2009. R.I. President D K lee has very high expectations from India and on your behalf, I have assured him that we will not fail him. The ball is in our court. Let us play the game, win the game and Make Dreams Real

I know we can. I am confident we can. Together, we will succeed.



*Rtn. Ashok Mahajan  
Director, Rotary International*

