

Dear Club Presidents,

No institution can function without its members knowing enough details about the organisation, its objectives, its aims and its goals.

Rotary, too, can only thrive and deliver its goods if Rotarians are aware of the structure and functioning of Rotary. This is Rotary information.

Why is it, then, that most Rotarians do not have even a working knowledge of Rotary? The reason is, obviously, that we fail to keep our members well informed and updated. The organisation Rotary has changed tremendously over the last 100 + years and it will keep on changing. Rotary information is therefore a continuous process of information, updatment and education.

Presidents play a vital role in ensuring that members are well informed and know some of the intricacies of Rotary.

There are many resources available to guide the President in realisation of the objective. Besides publications, audio visuals, computer data, manual of procedure and other sources of information, we must stress and re-stress the vital data which needs to be disseminated. The best way to do so is by giving relevant information at every weekly meeting devoting just two minutes or three to educate those present. This goes a long way towards putting more Rotary in Rotarians.

However, there are some, who either do not attend regularly or are “exempted” from attendance or have a “wandering” attention at meetings.

To ensure success, therefore, it becomes necessary for the club leadership to device ways and means to spread all relevant information through all Rotarians. Rotary information quiz, Rotary information crossword in club bulletins, special fireside meetings and contests may rope in those Rotarians who escape our initial bid to spread knowledge. Intercity fora, Special District Meets and District Assembly are other ways to promote better understanding and though the target group for these meets may be limited, an overall comprehensive programme chalked out at the beginning of the year can ensure an excellent coverage.

We must learn the trick of offering Rotary information in a more palatable and acceptable manner. Look at the stars or the moon through your eyes and you see a very limited image of the object. Use a telescope and the moon and the stars become more interesting and more illuminated and even more exciting. Let all Rotary Club Presidents plan to use a telescope and let the Rotarian see Rotary more illuminated, more interesting and more exciting. This is your job.

Share Rotary with all Rotarians. I am sure, you will do it.



*Rtn. Ashok Mahajan
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