

Dear Club Presidents,

Greetings,

Rotary's quest for meaningful service is propelled by a great desire to be really relevant. There may be pitfalls, obstructions, limitations and even stumblings but the real thing is not necessarily conquering the problems but fighting the problems earnestly. The continued efforts, in spite of difficulties we may face, gives the community an occasion to appreciate Rotary and give Rotarians a vigour to overcome the difficulties. The path to service may not be smooth. It may even be rough or at times there may not be any path and we have to create a path. When Rotary shows compassion it demonstrates our religion — the religion of service — and service without compassion is not compatible with Rotary.

Why is it, then it is so difficult to involve more Rotarians in our service activities? Why is that only a small percentage of Rotarians are really involved in service?

When a new Rotarian enters the portals of Rotary, this Rotarian must be aware of what is expected. If we seriously inform the new entrants that being helpful physically and financially is our expectation, the new Rotarian would be reasonably ready to serve. The catch, perhaps is: Do we involve them in new service projects? Do we inform them of our sphere of activities? Do we put some responsibility on their shoulders? Do we tell them that we need them? Want them? Appreciate them? Welcome them? If the answer is "NO," the fault is now clear to us. If the answer is "YES," we have chosen a right person to join our brigade.

Service does not come easy. It requires some sacrifices, some commitments, some efforts, some inconveniences. You cannot say "NO" to all requests for service. You need to wake up and face facts that the club depends on you to serve the needy. Once you wake up, the club will not allow you to sleep peacefully for long periods. Rotary demands your involvement. Rotary deserves your commitment.



Rtn. Ashok Mahajan
RI Director 2007–2009