

# The Midtowner

Weekly Bulletin of Rotary Chandigarh Midtown

2015-16

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Club No. 15228  
R.I. District 3080

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K.R. Ravindran

District Governor  
David Hilton

President  
Mrs. Kanan Diwan

Secretary  
Sanjay Bhatia

Editor  
Dr. V.J.S. Vohra

Volume XXXX No. 09 Dated: September 01, 2015

PROGRAMME

Inauguration of  
Skill Development Training

Chief Guest:

Mr. Vijay Kumar Dev, IAS  
Adviser to the Administrator, UT, Chandigarh

Please note  
the change in  
venue, date and  
time of the  
meeting.

Tuesday, September 01, 2015

Time: 3.45 p.m.

Venue: Chandigarh College of Engineering and  
Technology (Diploma Wing), Sector 26, Chandigarh

## How to promote your projects in Social Media



PP Rtn. Charanjit Singh

In our regular meeting on August 28, 2015 President Rtn. Kanan Diwan was pleased to welcome our Chief Guest, District Chair, PR and Rotary's Public Image Management PP Rtn. Charanjit Singh, who is well known in our club and is always there to help us in our important events. He was introduced by PDG Shaju Peter. Charanjit is the founder and Managing Director of Core Communications Pvt. Ltd. He has over three decades of experience in

the fields of journalism, broadcasting and public relations. He is a visiting faculty and member on the board of studies of various Universities. He has been conferred many professional awards and recognitions. As an active Rotarian he is recipient of several awards for public relations. He is the Past President of Rotary Club of Chandigarh. He was adjudged the best Rotarian of District for 2008-09. He was Assistant Governor of our District in 2009-10, District Secretary in 2010-11 and several other District assignments. Currently he is also District Chair for Rotary Global Rewards. He is also associated with several social and cultural organizations.

Talking of Social Media, PP Charanjit Singh admitted, "Children are better informed, better educated and more capable of handling social media than we are." The technology is changing so fast that engineers and doctors get obsolete within 5 to 7 years of getting their degrees. The internet, social media and the technology

changes not only within days or months but within minutes. There are so many tools available on the internet that whatever you imagine and want to do, it can be done easily.

Charanjit said, "Most of the world organizations like Rotary International and most of the world businesses are moving on to social media as there are very effective tools to conduct day to day business. It is making our life easier also." Any Rotary Club or any NGO need to spread the word about what they do. Social media seeks to develop and integrate various concepts with other approaches to influence behaviours that benefit NGOs, individuals and communities for the greater social good, which is guided by ethical principles. Social media is a big online market place and anyone can project their activities on it.

He complimented our club for being active on the Facebook. He acknowledged the information and activities our club is sharing through social media. There is a wide range of media technologies, with usage across a variety of mediums available. Social media is perceived as a more trustworthy source of information regarding individuals, organizations, projects and services. Social media allows organizations to improve communication by disseminating information among different groups in a more efficient manner.

Charanjit gave a very informative powerpoint presentation having very useful tips on how to become more visible on social media, for example, our facebook contents may be repeated after every few hours, the way news channels repeat their 'breaking news' on television. We can schedule our posts over a period of time, and popularize these over different mediums within minutes just by a few clicks.



PP Indrajeet Sengupta presents a memento to PP Charanjit Singh



IPP R.T.P.S. Tulsi presents token of appreciation to PP Indrajeet Sengupta and PP Dr. Vanita Gupta for their support during RY 2014-15 (Missed the Valedictory Function)



Rtn. Charanjit's presentation was followed by a very vibrant interactive discussion with Rotarians of our club as most of us have by now become more active on internet and social media. He said we have 'Google guru' who can take care of whatever we



*R'ann Sudha Puri and Rtn. Urmil Luther – National Anthem*



*Sidharth and Neha grand children of VP Rtn. A.K. Puri - Invocation*



*PDG Shaju Peter – Introducing the Chief Guest*



*President Rtn. Kanan Diwan – Welcome address*



*Secretary Rtn. Sanjay Bhatia – Weekly report*

need to know. But for us Rotarians we have Charanjit as a 'guru', who is ever ready to resolve our online issues with a smile.

PP Rtn. Indrajeet Sengupta made an interesting vote of thanks with an announcement that on 24<sup>th</sup> August 2015 Facebook hit an

unprecedented benchmark: One billion users in a single day, that means one out of every 7 people on the earth are on Facebook. Indrajeet said, "That is power of the Facebook. What Charanjit has explained is how you can get more powerful and how you can get your message across. Thank you Charanjit."



*Token of appreciation by President Kanan Diwan to Ms. Nikita Krishnan, daughter of R'ann Sudha & Rtn. A.K. Puri for her donation of Rs. 11000/-.  
Looking on are PP Charanjit Singh, Secretary Sanjay Bhatia and grand children Neha and Sidharth*



*President Kanan Diwan presents birthday gifts to PP Rtn. Pallav Mukherjee and Rtn. Dr. Manisha Sahni for her husband Dr. Rohit Sahni*



*PP Charanjit Singh presents punctuality award to PP Dr. V.J.S. Vohra*



## **Installation function of Interact Club of SOREM**

Installation of Interact Club of SOREM, Sector 36, Chandigarh was presided over by President Kanan Diwan, who presented the lapel pins to the team along with PDG Shaju Peter and Director Youth Service Rtn. Sundeep Singh Sawhney. Also present during the function were Secretary Rtn. Sanjay Bhatia, Director Community Service Rtn. Dr. Rita Kalra and PP Rtn. Gurdip Singh Deep.

A cultural programme of a national integration song and amazing Yoga performance was presented by the participating students.

Special children enjoyed planting the trees which were brought by Director Community Service Dr. Rita Kalra.



*Team 2015-16 of Interact Club with staff of SOREM and Rotarians of Chandigarh Midtown*



*Tree plantation with special children of SOREM*

Speaking on the occasion, Mrs. Promila Chandra Mohan, Honorary Secretary of SOREM lauded the efforts of the Rotary Chandigarh Midtown for undertaking the initiative of forming the Interact Club at SOREM and inspiring the special students. President Kanan Diwan advised the students to take active part in nation building through Rotary.



## Adolescent Education



Talk on Adolescent Education was delivered to girl students of DAV Sr. Secondary School, Sector 8, Panchkula on 27.08.2015 by Dr. Anjali Aggarwal. Rtn. Mrs. Rekha Sawhney explained to the students what Rotary does for the community. Efforts by our club was highly appreciated by school staff and students, and they requested for further such programs. R'ann Indu Anand proposed vote of thanks. Members from Inner wheel club also graced the occasion.

## Towards Total Literacy



*Dr. Rita Kalra with happy students. 500 books donated in School in Sun City Complex and 300 in Hamari Pathshala, Indira Colony, Mani Majra*



*Joint Secretary Rtn. Salil Chopra taking classes on hygiene and good manners at Govt. School Sector 50, Chandigarh, Govt. School Sector 28, Chandigarh and Govt. School Sector 22, Chandigarh*



*PDG Shaju Peter, President Kanan Diwan, PP Deepak Sood, Rtn. Dr. Rita Kalra and Rtn. Sanjay Bhatia meeting with D.C. Vivek Atray and Mayor Panchkula for happy school project at Govt. Primary School Fatehpur – Upgradation proposal for boundary walls, ground leveling and toilet blocks*

**संस्कृत**

### सूत्र में नहीं चारदिवसों और शौचाराथ, सूत्र के नाम का बहरी भी नहीं, दिसी विद्यार्थि प्रवेश और मेहरा ने किछा देता

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Rtn. Sanjay Bhatia

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**Next meeting at CCET (Diploma Wing),  
Sector 26 on 01 Sep. 2015 : Time 3.45 p.m.**



**PP R.K. Luther**

As announced by Director Vocational Service PP Rtn. R.K. Luther in our last regular meeting, our efforts for providing technical courses to the youth of our community, mostly from senior classes and school dropouts, have been fulfilled. Two such courses, to start with (i) **Plumbing and Sanitation** (ii)

Refrigeration and Air conditioning, are going to be held in Chandigarh College of Engineering and Technology (CCET) - Diploma Wing, Sector 26, Chandigarh, financed by our Club with total infrastructure to be provided by CCET. We have identified 43 students to join this course from 1<sup>st</sup> September 2015 for a period of 6 months during evening hours.

This project will be inaugurated by the Adviser to the Administrator, UT, Chandigarh, Mr. Vijay Mohan Dev who has kindly consented to be the Chief Guest.

President Kanan Diwan has requested all Rotarians to attend this important meeting with their spouse.

**Acknowledgment with thanks**

**Donation for Club Projects**

Mr. Manish & Nikita Krishnan  
Rtn. Vijay Kumar Gupta  
PP Rtn. Pallav Mukherjee – for wheel chair

**Birthday of Rotarians**

PP Rtn. Harish C. Sethi  
Rtn. Chitranjan Aggarwal

**Punctuality Draw**

Won by PP Rtn. Dr. V.J.S. Vohra



**Life Hinges on 3 Relationships**



**Entry Pass, which will be sent by email**

Book your seat and get your entry pass via Eventbrite: <http://www.eventbrite.com/event/discourse-by-mahatria-tickets-18180737074?aff=efevent>.

**Please click on the above link to get your entry pass.**

Mahatria, an internationally acclaimed speaker and writer, inspiring and transforming

students, entrepreneurs, professionals and leaders, with a unique combination of wisdom, wit and humour, would be in Chandigarh to interact with select invited audience. He will speak on "LIFE HINGES ON 3 RELATIONSHIPS" on Tuesday, 1st September 2015, 6 p.m. at Chandigarh Judicial Academy, Sector 43-D, Chandigarh.

**Self Defence Training**



**Yoga training by experts**

Rotaract Club Chandigarh Midtown in association with our club organized Self Defence training at Govt. High School, Sarangpur. Vice President Rtn. A.K. Puri assisted in obtaining necessary approvals for the event.

Black Belt Taekwondo expert provided self defence training to 30 students and 10 Rotaractors during the event that included class room training and practical training by the experts.

Rotarians present were Secretary Rtn. Sanjay Bhatia and Director Youth Service Rtn. Sundeep S. Sawhney.

**Birthday of Spouses**

R'ann Beena Aggarwal  
R'ann Parveen  
R'ann Vanita  
Dr. Sanjay Kalra  
R'ann Anita Kapur



September 04  
September 05  
September 06  
September 08  
September 10

**Wedding Anniversary**


R'ann Lovy & PDG Rtn. Shaju Peter  
R'ann Kund Bala & PP Rtn. R.K. Goyal  
R'ann Anita & Rtn. Ravinder Kapoor

September 07  
September 08  
September 10



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