

## Bulletins and Magazines



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|---|---|--|
| Avenue  |   | Public Relations   |
| Avenue Chairs                                 |   | Advisor : PDG Kumar Kewalramani<br>Chairman : Arobinda (Arrow) Sinha Roy<br>Co-Chair : Kaustubh Pradhan<br>Co-Chair : Milind Ballal<br>Co-Chair : Manmohan Lalchand Lalvani<br>Co-Chair : Bhupendra Gupta  |
| District Chairs                               | : | Ashok Goel<br>Sundeep C Arora<br>Yograj Chauhan<br>Balavant Ranade   |
| Objective of the Committee                    | : | To create awareness amongst clubs, as well as the general public, about the important work we are doing for the local community, as well as for International peace and goodwill. To try and persuade all clubs to be more "PR" conscious. To make Rotarians understand that their personal behavior and ethical standards is what mostly creates positive or negative impressions about 'Rotary' to outsiders. To enthuse all clubs to powerfully depict their project locations via common signage, so as to universally project "who" we are and "what" we are doing.   |
| What Clubs should do                          | : | Develop leaflets/brochures on their club's background/projects/people so as to be able to give these to speakers; visitors; important executives of companies located in their neighborhood. This will not just support PR efforts for Rotary, but also help recruit more members. They should combine invitation letters with Thank You letters (later on) whenever a speaker comes to the club, or any outsider performs an act that is part of the club's activities.<br><br>Clubs should focus more on beneficiaries of a project – rather than projecting themselves in pictures. Should also try to meet local media representatives and build goodwill with them. Must put up signboards (as per District Approved design) at all "living" project sites of their club. |
| List of Clubs having such projects            | : | Many Clubs have regular weekly bulletins, and most clubs have monthly or quarterly bulletins   |
| Name of the Resource Persons in District      | : |  |
| Links to important external or Rotary website | : |  |
| Photographs of outstanding Projects           | : |  |