

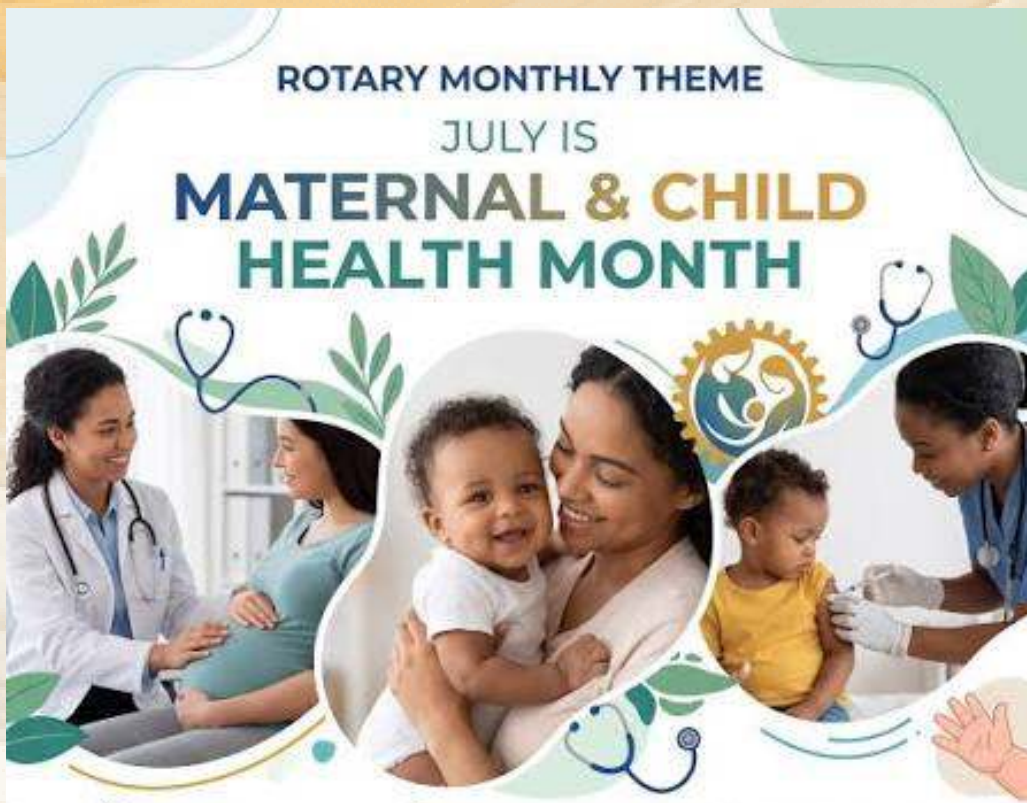
Maitree

Vol : LXIII
Issue : 02
16th July' 2026
RCM # 2724
Venue : Malik Guest House

RI President : Rtn Olayinka H Babalola | Dist. Governor : Rtn Tapas Bhattacharya
President : Rtn Sakuntala Ghosh Hazra | Secretary : Rtn Arup Dasgupta | Editor : Rtn Sharmila Sur

**CREATE
LASTING
IMPACT**

ROTARY MONTHLY THEME
JULY IS
**MATERNAL & CHILD
HEALTH MONTH**



• PRE-NATAL CARE • HEALTHY BABIES • COMMUNITY WELL-BEING.

Rotary
District 3850



#RotaryDistrict3850 #MaternalChildHealth #JulyTheme #RotaryImpact

Theme of the Month

July is a vibrant month in Rotary International, celebrated as both Maternal and Child Health Month and Transition Month. During this time, our commitment to Maternal and Child Health shines brightly. This essential focus aims to significantly reduce mortality rates among mothers and their children. Around the globe, Rotary clubs actively support initiatives that provide prenatal and postnatal care, vaccinations, nutrition programs, and safe birthing practices.

Additionally, July marks an exciting new chapter in Rotary as we welcome fresh leadership. This Transition Month is a wonderful opportunity for newly elected club, district, and international leaders to step into their roles and inspire us all for the year ahead.

As we embrace July 1st, we also embrace a renewed chance to serve, lead, and create positive change in our communities and the world. Let's celebrate this transition together, supporting one another as we embark on an impactful journey filled with hope and service!

International News

Rotary initiative supports midwives in remote communities To address a maternal health crisis, Rotary members help midwives build leadership skills and professional networks

by Hannah Shaw
1 Jul 2026

About 830 women and 7,000 newborns, mainly in low- and middle-income countries, die each day because of complications related to pregnancy and childbirth. These deaths are mostly preventable. Midwives are key to preventing them, so an initiative organized by Rotary members is supporting the essential work of midwives in Papua New Guinea and Australia.

According to the World Health Organization, increasing the number of midwives worldwide by just 10% could save up to 1.3 million lives each year. Rotary clubs are working to help meet that need, in part through leadership and advocacy training. Working with the Australian College of Midwives and the Papua New Guinea Midwifery Society, they launched the Papua New Guinea Midwifery Leadership Buddy Project. As of April 2025, the project has helped 52 midwives from Papua New Guinea and 31 from Australia develop their skills.

The program is rooted in collaboration. Australian midwives are paired with midwives from Papua New Guinea for five-day leadership workshops. The process culminates in a yearlong community health project designed and led by the midwives in Papua New Guinea, with continued support from their Australian counterparts.

Project organizer Judith Brown, a retired midwife and past president of the Rotary Club of Morialta, South Australia, says the exchange between the midwives is reciprocal and prioritizes learning from one another's strengths. The partnership enables midwives to learn about other cultures and develop their professional skills, Brown says, but the primary focus is "trying to help women just have a voice in both countries."

These collaborations have had lasting effects, from providing essential equipment to addressing issues like teen pregnancy. But at the heart of the program are the enduring connections between midwives who share specialized knowledge, a sense of global community, and a commitment to saving lives.

Every day, around 830 women and 7,000 newborns, predominantly in low- and middle-income countries, lose their lives due to complications from pregnancy and childbirth. The encouraging news is that most of these tragedies are preventable! Midwives play a crucial role in saving lives during this vulnerable time, and an inspiring initiative spearheaded by Rotary members is committed to enhancing the vital work of midwives in Papua New Guinea and Australia.

Research from the World Health Organization reveals that even a modest 10% increase in the global midwife workforce could save an astonishing 1.3 million lives each year. To help achieve this goal, Rotary clubs are actively promoting leadership and advocacy training. A fantastic collaboration with both the Australian College of Midwives and the Papua New Guinea Midwifery Society has given rise to the Papua New Guinea Midwifery Leadership Buddy Project. By April 2025, this project has successfully supported 52 midwives from Papua New Guinea and 31 from Australia in honing their skills.

What makes this program truly special is its foundation in collaboration. Australian midwives partner with their Papua New Guinea counterparts for engaging five-day leadership workshops. This journey leads to a year-long community health project designed and directed by the Papua New Guinea midwives, all while receiving ongoing encouragement from their Australian allies.

Judith Brown, a retired midwife and former president of the Rotary Club of Morialta in South Australia, beautifully emphasizes that the exchange is mutually beneficial. Each midwife learns from the other's strengths, building cultural understanding alongside professional skills. Above all, the partnership is about empowering women to find their voices in both nations.

The impact of these collaborations has been profound, addressing essential needs and important issues such as teenage pregnancy. At the heart of this program are the lasting bonds formed among midwives who share critical knowledge, foster a sense of global community, and remain steadfastly committed to saving lives. Together, they are creating a brighter, healthier future for mothers and newborns everywhere!

[Learn more about Rotary's dedication to improving maternal and child health.](#)

HAPPY ANNOUNCEMENTS

HAPPY BIRTHDAY



Koustav
S/o PP Rtn. Krishnendu
Bhattacharya
DOB: 22nd July



**PP Rtn. Prasunjit
Mukherjee**
DOB : 23rd July



Manpreet
D/o PP Rtn. Amarjit
Singh Thethi
DOB: 24th July



Ann. Nandini Das
W/o Rtn. Ashish Kumar
Das
DOB : 27th July



Debarjya
S/o PP Rtn. Debarshi
Duttgupta
DOB : 27th July



Kaushiki
D/o Rtn. Dhruba
Mazumder
DOB : 31st July



Disha
D/o PP Rtn. Deepnath
Roy Chowdhury
DOB: 31st July



Rtn. Amit Roy
DOB : 5th August

HAPPY ANNIVERSARY



**Ann Srimati & PP Rtn.
Debidas Ganguly**
Anniversary Date : 24th July

EDITOR'S DESK 2026-27



Nurturing the Future — Our Sacred Commitment to Maternal and Child Health

As we delve into this latest edition of our House Journal Maitree, it is a wonderful opportunity for us to look beyond our regular fortnightly meetings and engage in meaningful reflection on a fundamental pillar of any thriving community: the health and well-being of mothers and their children. Within the expansive framework of Rotary's avenues of service, Maternal and Child Health shines brightly—not only as a crucial focus area but as a powerful embodiment of our guiding principle: Service Above Self.

The true measure of a society's progress lies in how effectively it safeguards the journey of new life, ensuring that both mothers and their children are well cared for. Unfortunately, in many underserved areas of our communities, this basic human right remains a distant hope. Preventable complications, nutritional deficiencies, and insufficient access to essential prenatal and neonatal care continue to jeopardize precious lives. These are not mere statistics; they represent families—each one filled with dreams and aspirations that may never come to fruition without our intervention. Here is where the incredible spirit of Rotary steps into action. United by our collective strength, we have an extraordinary opportunity to bridge the gap between despair and the vital care that communities need. Supporting a mother establishes a strong foundation for her family, and protecting a child is a profound investment in the future of our nation. Our efforts—whether organizing local health camps, distributing essential nutritional supplements, or enhancing sanitation facilities through the establishment of neonatal care units—do far more than offer temporary solutions; they lay the groundwork for sustainable resilience and empowerment. However, our journey is just beginning. The path we choose requires ongoing commitment. Healthcare is not a project with a set endpoint; it is a vibrant ecosystem of awareness, access, and compassion. As Rotarians, we have a dual responsibility: to bolster clinical infrastructure and to promote grassroots awareness. We need to engage in conversations around maternal nutrition, advocate for institutional deliveries, ensure that immunization schedules are followed rigorously, and empower mothers with the tools and knowledge they need to nurture healthy families.

Together, we can ensure that every mother has a safe childbirth experience and that every child receives the healthy start to life they truly deserve. Let's make a lasting impact, side by side!

Yours in Rotary,

Rtn. Sharmila Sur, Editor, Maitree, Rotary Club of Behala

District News

Intercity Meet



President Rtn Sakuntala with the starcasts of the movie "Nevermind", who were felicitated by the District officials at ICM.



President Rtn Sakuntala felicitated the dignitaries of the Panel discussion

This year Rotary's InterCity Meet (ICM) was held on 12th July 2026 at Rotary Sadan. The theme of the event was Maternal & Child Health. Hosts were:- RC Madhyamgram Metropolitan & RC Calcutta Park Point. Co-Hosts were:- RC Behala & RC Calcutta Harmony.



DG Rtn Tapas Bhattacharya felicitated Co-host Club President Rtn Sakuntala Ghosh Hazra



ICM attended by President and Editor



Club News

63rd Installation Ceremony



Green Inauguration

Rotary Club of Behala held its 63rd Installation Ceremony at Taj Vivanta, Kolkata a wonderful venue. The attendance was excellent, and the guest speaker was outstanding. A very well-organised event.



Felicitation of DG Rtn Tapas Bhattacharya by PP Rtn Siddhartha Chakraborty.



Some of the members with the PDG Rtn Shyamashree Sen



Release of Maitree

Gifts for all attending the Installation Ceremony--made by the students of The Oral School for Deaf Children.

Club News

63rd Installation Ceremony



Guest of Honour introduced by
PP Rtn. Debarshi Duttagupta



Guest of Honour
Dr. Satadal Saha



Introduction of New President
by Editor, Rtn Sharmila Sur



Installation of new President Rtn Sakuntala Ghosh Hazra by IPP Rtn Sanghamitra Duttagupta



Felicitation of newly inducted President by
Madhumita, wife of Secretary Rtn Arup Dasgupta



The RCCs felicitated



Master of Ceremony PP Rtn Kaushik Bhattacharya



Deliberation by DG Rtn Tapas Bhattacharya



Vote of Thanks by PP Rtn Prasunjit Mukherjee

STORY OF THE FOUR-WAY TEST BY HERBERT J. TAYLOR

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive.

At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product our competitors also had fine cookware with well advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were.

With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.



 Rotary

THE FOUR-WAY TEST
 of the things we think, say or do

- I. Is it the TRUTH?
- II. Is it FAIR to all concerned?
- III. Will it build GOODWILL & BETTER FRIENDSHIPS?
- IV. Will it be BENEFICIAL to all concerned?

The Four-Way Test, was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy.

The Four-Way Test, created in 1932 by Rotarian Herbert J. Taylor (served as RI president, 1954-1955)

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to

memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

After about sixty days of faithful constant effort on my part to live up to the Four-Way Test I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to the Four-Way Test to feel qualified to talk to some of my associates about it. I discussed it with my four department heads. You may be interested in knowing the religious faith of these four men. One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew and the fourth a Presbyterian.

I asked each man whether or not there was anything in the Four Way Test which was contrary to the doctrines and ideals of his particular faith. They all four agreed that truth, justice, friendliness and helpfulness not only coincided with their religious ideals, but that if constantly applied in business they should result in greater success and progress. These four men agreed to use the Four Way Test in checking proposed plans, policies, statements and advertising of the company. Later, all employees were asked to memorize and use the Four-Way Test in their relations with others.

The checking of advertising copy against the Four-Way Test resulted in the elimination of statements the truth of which could not be proved. All superlatives such as the words better, best, greatest and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products.

The constant use of the Four-Way Test caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature.

When we found an opportunity to speak well of our competitors we did so. Thus, we gained the confidence and friendship of our competitors. The application of the Four-Way Test to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and good will. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business.

Through over twenty years of sincere effort on the part of our personnel, we have been making steady progress toward reaching the ideals expressed in the Four-Way Test. We have been rewarded with a steady increase in sales, profits and earnings of our personnel. From a bankrupt condition in 1932 our company has paid its debts in full, has paid its stockholders over one million dollars in dividends and has a present value of over two million dollars. All of these rewards have come from a cash investment of only \$6,100, the Four-Way Test and some good hard working people who have faith in God and high ideals.

Intangible dividends from the use of the Four-Way Test have been even greater than the financial ones. We have enjoyed a constant increase in the good will, friendship and confidence of our customers, our competitors and the public and what is even more valuable, a great improvement in the moral character of our own personnel.

We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in, business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

MINUTES OF MEETING

63rd INSTALLATION CEREMONY

Minutes of #2724 Regular meeting of Rotary Club of Behala that was held at Harmony, Vivanta by Taj at 7pm on 11th July 2026, Saturday

Presided by: Rtn. Sakuntala Ghosh Hazra, President, RY 2026-27 (from Minute 8 onwards); Rtn. Sanghamitra Dutta Gupta IPP (Minutes 1-7)

Recorded by: Rtn. Arup Dasgupta, Secretary

1. Call to Order and National Anthem

The meeting was called to order by IPP Rtn. Sanghamitra Dutta Gupta, marking the commencement of the 63rd Installation Ceremony. All present rose for the National Anthem.

2. Green Inauguration

The Installation meeting was formally set in motion through a green inauguration led by Past District Governors joined by Guest-of-Honour Dr. Satadal Saha.

Guest-of-Honour Dr. Satadal Saha was felicitated by Rtn. Sunit Roy.

The Chair welcomed the Past District Governors, Assistant Governor Rtn. D.K. Mohta, and all District Secretaries and District officials present. Smt. Ruma Roychoudhury, President, Inner Wheel Club of Behala, and Smt. Dola Roy Chowdhury, Officiating Secretary, Inner Wheel Club of Behala, was felicitated by Past President Rtn. Krishnendu Bhattacharjee on behalf of the Club.

3. Address by Outgoing President

IPP Rtn. Sanghamitra Dutta Gupta addressed the gathering, reflecting on the achievements and journey of the Rotary Year 2025-26.

4. Release of Maitree

Editor Rtn. Sharmila Sur presented the Club's special bulletin, "Maitree," which was officially released by dignitaries on the dias.

5. Report by Outgoing Secretary

Outgoing Secretary Rtn. Sakuntala Ghosh Hazra presented the Club's Activity Report for Rotary Year 2025-26, followed by an audio-visual presentation summarising the year's projects and events.

6. Introduction of Incoming President

Rtn. Sharmila Sur introduced the incoming President, presenting the biodata of Rtn. Sakuntala Ghosh Hazra to the gathering.

7. Installation of President and Secretary

Outgoing President Rtn. Sanghamitra Dutta Gupta formally installed Rtn. Sakuntala Ghosh Hazra as President for Rotary Year 2026-27, presenting the collar, charter, pin gavel and hammer. The collar and the pin of Secretary was handed over to incoming Secretary Rtn. Arup Dasgupta.

Newly installed President Rtn. Sakuntala Ghosh Hazra was felicitated by Mrs. Madhumita Dasgupta. Newly installed Secretary Rtn. Arup Dasgupta was felicitated by Past President Rtn. Sugata Majumdar.

8. Address by the Newly Installed President

President Rtn. Sakuntala Ghosh Hazra addressed the Club, placing on record her appreciation for the work done by IPP Rtn. Sanghamitra Dutta Gupta during Rotary Year 2025-26, who was felicitated accordingly. The President outlined her vision and goals for Rotary Year 2026-27, in line with the Rotary International theme "Create Lasting Impact."

9. Introduction of the Board for Rotary Year 2026-27

President Rtn. Sakuntala Ghosh Hazra introduced the incoming Board of Directors and office bearers for Rotary Year 2026-27, each being invited to the stage as their name and portfolio were announced:

- President: Rtn. Sakuntala Ghosh Hazra
- Secretary: Rtn. Arup Dasgupta
- IPP Rtn Sanghamitra Dutta Gupta
- Secretary Rtn Arup Dasgupta
- Treasurer PP Rtn Amaresh Bhattacharya
- President Elect Rtn Arup Dasgupta
- Vice President PP Rtn Dipak K. Mitra

DIRECTORS

- Director, Club Service PP Rtn Manika Karmakar
- Director, Youth Service PP Rtn Kaushik Bhattacharyya
- Director, Community Service (MED) Rtn Sunit Roy
- Director, Community Service (Non Med) Rtn Sanjoy Sengupta
- Director, International Service PP Rtn Sugata Mazumder
- Director, Vocational Service PP Rtn Angshuman Bhattacharya
- Executive Secretary PP Rtn Dr. Siddhartha Chakraborty
- Editor Rtn Sharmila Sur
- Sergeant at arms PP Rtn Anjan Bhowmick, Rtn Dhruva Mazumder

COMMITTEE CHAIRS

- Chair, Club Administration PP Rtn Deepnath Roychowdhury
- Chair, Membership PP Rtn Anirudha Gupta
- Chair, Rotary Foundation PP Rtn Krishnendu Bhattacharjee
- Chair, Club Learning Seminar PP Rtn Krishnendu Bhattacharjee
- Chair, Service Projects PP Rtn Bikash Dutta
- Chair, Rotary Community Corps PP Rtn Debarshi Duttagupta
- Chair, Strategic Committee PP Rtn Ajoy Chatterjee
- Chair, Literacy PP Rtn Indu Bhusan Das
- Chair, Public Image PP Rtn Kaushik Bhattacharyya

10. Contribution to TRF

A contribution of USD 1000 was made by President Rtn. Sakuntala Ghosh Hazra

11. Secretary's Announcements

Secretary Rtn. Arup Dasgupta made the customary announcements and extended a welcome, in the traditional Rotary way, to all dignitaries and guests present. Happy announcements were shared with the gathering.

The next Club meeting was announced to be held on 16th July 2026 at Malik Guest House.

12. Address by Guest-of-Honour

PP Rtn. Debarshi Dutta Gupta introduced the Guest-of-Honour, Dr. Satadal Saha, who thereafter addressed the gathering with the aid of a PowerPoint presentation.

13. Introduction of and Address by the District Governor

Past President Rtn. Indu Bhusan Das introduced District Governor Rtn. Tapas Bhattacharya, who thereafter delivered an inspiring address to the gathering.

14. Vote of Thanks

Past President Rtn. Prasunjit Mukherjee proposed a formal vote of thanks

15. Confirmation of Minutes and Adjournment

The Minutes of the previous Regular Club Meeting, having been circulated in advance, were confirmed without amendment. President Rtn. Sakuntala Ghosh Hazra thanked all present for attending the Installation Ceremony, and the meeting was thereafter adjourned, followed by fellowship and dinner.

ATTENDANCE :

Total Members : 24, PDG Present : 7, DGE AND DGN : 2, District Governor : 1, District Officials : 17, Guests : 33
Total Participants : 84