

THE MMUNIQUE

A Rotary Foundation Quarterly Newsletter of Zone 4

RRFC T N Subramanian

RI President Shekhar Mehta

TRF Trustee Chair John Germ

"If you light a lamp for someone else,
it will also brighten your path."



HAPPY NEW YEAR

'The key word is ASK and you will not fail!'



My dear fellow travelers in service,

Six months have gone by and we all have, despite all the issues that have plagued the world, truly touched lives to make a difference. We all are committed to serve to change lives.

These last six months of our leadership must leave a lasting impact on the club and the community. The Rotary Foundation is the soul of Rotary. It is the bedrock which enables us to serve communities, through global grants and directed gifts.

In these six months, you must leave a legacy for the future: a legacy which becomes a reality on your supporting the Annual Program Fund. Your contribution comes back to the district in the third year to enhance the value of the projects that your clubs and district will undertake.

We are blessed by the Lord for what we have. We need to serve the Lord's children who do not have the benefits of shelter, education and healthcare that you and I enjoy.

The best way is by supporting the Rotary Foundation by consistent and continuous contribution.

Make the clubs in the district 100 per cent contributing, thereby achieving the target of the district also - of becoming 100 per cent contributing district. As leaders, let us be the first to 'Lead the Way'.

Friends, let us not fail OUR Foundation and our organization by not supporting our Foundation which is trusted by Bill Gates and so many Governments around the globe. My appeal to you is to make a difference by contributing to the Annual Program Fund. The key word is ASK and you will not fail!

God bless and have a safe healthy and contributory 2022.

PDG T. N. Subramanian (Raju)

RRFC, Zone 4, 2020 -23

TRF AWARDS FOR ROTARY YEAR 2020-21

ZONE-4

S. No.	Award Category	Awardee	District	Value
1	Highest Contribution to Annual Fund, Rank1	Sunnil Mehra (DG 2020-21)	3141	\$1.08m
2	Highest Contribution to Annual Fund, Rank2	Prashant H. Jani (DG 2020-21)	3060	\$0.38m
3	Highest Contribution to Endowment Fund , Rank1	Sunnil Mehra (DG 2020-21)	3141	\$0.42m
4	Highest Contribution to Polio Fund, Rank1	Sunnil Mehra (DG 2020-21)	3141	\$51,677
5	Highest per capita APF Contribution to TRF– Rank 1	Sunnil Mehra (DG 2020-21)	3141	\$203.4
6	Highest per capita APF Contribution to TRF– Rank 2	Dr. Sandeep Babu Kadam (DG 2020-21)	3142	\$107.6
7	Highest Total Contribution to TRF– Rank 1	Sunnil Mehra (DG 2020-21)	3141	\$3.5m
8	Highest Total Contribution to TRF– Rank 2	Prashant H. Jani (DG 2020-21)	3060	\$1.2m
9	Highest Donor Participation (%-wise)	Sunnil Mehra (DG 2020-21)	3141	93%
10	100%/Highest Club Participation	Dr. Sandeep Babu Kadam (DG 2020-21)	3142	100%
11	Highest % increase over last Rotary Year	Rajesh Agarwal (DG 2020-21)	3054	204%

*Donor % includes the non-Rotarian donors as well

**The value of life is not in its duration,
but in its donation.**



ALL INDIA TROPHIES

**Nitish Laharry Trophy for All India Highest
Total Contribution to TRF: Dist 3141 - \$3.5million**

**Binota & Kalyan Banerjee Trophy for All India
Highest Endowment Fund Contrbn:
Dist 3141 - \$0.42 million**

**Usha & Raja Saboo Trophy for All India Highest
Annual Fund Contribution to TRF:
Dist 3141 - \$ 1.08 million**

**District with highest number of new
AKS members: Dist 3141 - 08**

The new CSR India Grant Model

Effective 01 July 2021

The new CSR India Grant Model has been implemented effective 01 July 2021. **One of the salient features of the new system is that** CSR India grants applied by a Rotary club/district are reviewed and approved by the CSR staff at the RI South Asia Office.



Rotary Foundation (I) fulfills all legal compliance, including CSR registration with the Ministry of Corporate Affairs and qualifies to receive CSR contributions from corporate.

As per the new CSR India grant model approved by the Trustees, **CSR administration fees applicable to these grants is as below:**

- o 5% for CSR gifts of \$21,000 to \$74,999.
- o 4% for CSR gifts of \$75,000 to \$149,999.
- o 3% for CSR gifts of \$150,000 or more.

While we currently deduct the administration fee from the CSR fund we receive from the corporate, accounting and reporting for this portion of CSR grant has posed many challenges in the past. We have been trying to explore various options for collecting the CSR administration fee that would be easy to administer and account for, at the same time optimally used by the organization for the designated purpose, in compliance with applicable laws.

One of the solutions that was proposed was to request the corporate to contribute the administration fee @ 5% (or as applicable as per rate chart above) to RF(I) as unrestricted donation to RF(I). In this context we also realized that most implementing Rotary clubs & districts do match the corporate contributions with their own funds, and the administrative fee could be adjusted as a part of their own contribution to the project. If any of these two options are applied, the effective funds available to the project would remain the same, and this would lead to a much better accounting and reporting of the CSR project. There could actually be additional benefits of providing recognition against the unrestricted donation made by corporate to RF(I).

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The two options, duly approved by the Executive Committee of Rotary Foundation (India), are given below:

OPTION 1:

Two separate contributions from corporate (one towards CSR and the other, an unrestricted donation towards administrative overheads)

Administrative charges component will not be linked to the CSR pool of funds. The CSR fund component will go 100% towards the designated project.

A certificate will be issued separately under Section 80G of the IT Act. The donation will be towards unrestricted giving.

OPTION 2:

CSR contribution by corporate and administrative fee component funded by sponsor club/ district

Administrative charges to be received from the sponsor club/ district by way of a donation towards unrestricted giving, which will not be linked to the CSR funds from corporate. The donor will be eligible for 80G tax receipt and TRF recognitions as appropriate. The amount will be credited towards unrestricted giving. The CSR fund component will go 100% towards the designated project.

A certificate will be issued separately under Section 80G of the IT Act.

We are therefore reaching out to you to consider the above two options (in order of priority) when you plan to approach corporate and carry out CSR projects.

Global CSR Approach – Triple Bottom Line



**A GREAT
TALE OF
CHARITY**

THE GOLDEN MONGOOSE

TALES OF DUTY FROM THE MAHABHARATA



After the Mahâbhârata war, the victorious Pândavas organized a grand Vedic ritual - the Ashvamedha. At the end, King Yudhishtira gave costly gifts to the priests and donated food, gold, cattle to the poor. Everyone praised the King.



Dr Lucky S Kasat, Editor,
RC Thane Premium.

Suddenly, there appeared a strange mongoose at the site of the Vedic ritual. Half the body was golden and the other half was brown. And to even greater surprise, the mongoose said in a human voice, "**This Vedic ritual is definitely not as great as the gift of that Brahmana in Kurukshetra.**" Everyone was surprised. The mongoose explained: "Long ago, there was a



terrible famine in Kurukshetra. A poor Brahmana somehow got just enough flour to make four Rotis. As his family of four started to eat one Roti each, a hungry beggar asked for food. The Brahmana offered his Roti to the beggar, but he requested for some more food. The Brahmana's wife helped her husband in following Dharma. When she too gave her Roti to the beggar, still the beggar's hunger was not satisfied. Now, the son gave his Roti as a good son, to support his parents in practicing Dharma. The

beggar was still hungry. Now, the pregnant daughter in law came forward. The Brahmana protested. But the daughter in law saw God in her guest and gave her own Roti to the beggar. This time, the beggar's hunger got satisfied. But all the four family members, weak from hunger, fell dead. However, the beggar was Lord Dharma in disguise! Pleased with their generosity, he brought all of them back to life and took all of them to Heaven.

The mongoose said, "I happened to be in their kitchen watching all this. I happened to roll on the floor of the kitchen. The flour particles that Brahmana had used rubbed against my skin and turned it golden. But there was only just enough particles to make only half of my skin golden. Since then, I have been roaming all over to find someone who is as kind and generous as that Brahman's family, so that I can rub the other half of my body against their food and turn my entire body golden. Unfortunately, it is still not so!"

The Pandava were humbled. Even though they had given millions in charity, they gave from the billions that they had. Whereas, that poor Brahmana's family had given all the food they had without complaining & even though they were themselves dying of hunger.

The Pândavas realized that **the charity is greatest in which we give away something that is irreplaceable and unique, something that is really dear to us. Not just something that we have extra with us.**



Zone 4: DISTRICT-WISE UPDATE 31 Dec 2021 vs. 31 Dec 2020

District	Annual Giving			PolioPlus			Endowment Fund			Other Giving			Total Contribution		
	Dec 2021	Dec 2020	Var.	Dec 2021	Dec 2020	Var.	Dec 2021	Dec 2020	Var.	Dec 2021	Dec 2020	Var.	Dec 2021	Dec 2020	Var.
3011	8,949	29,310	(69%)	5,272	9,558	(45%)	0	40,653	(100%)	93,436	171,064	(45%)	107,657	250,585	(57%)
3012	19,993	10,706	87%	3,811	2,480	54%	25,041	0		228,613	8,532	2580%	277,458	21,718	1178%
3040	29,079	3,180	814%	270	116	133%	0	0		21,361	409	5167%	50,711	3,702	1270%
3053	3,052	9,733	(69%)	1,811	2,593	(30%)	27	0		0	92,285	(100%)	4,890	104,615	(95%)
3054	2,955	70,184	(96%)	1,016	1,637	(38%)	0	0		195,846	113,519	73%	199,817	185,340	8%
3060	41,616	38,125	9%	1,442	(186)	875%	0	32,641	(100%)	77,270	56,375	37%	120,329	126,955	(5%)
3070	9,195	16,978	(46%)	0	100	(100%)	0	0		27,601	22,988	20%	36,796	40,066	(8%)
3080	8,020	42,053	(81%)	4,171	12,083	(65%)	0	0		7,684	(19,761)	139%	19,876	34,376	(42%)
3090	17,192	20,593	(17%)	0	500	(100%)	29,000	0		0	(736)	100%	46,192	20,357	127%
3141	242,951	294,436	(17%)	4,300	42,306	(90%)	64,865	69,568	(7%)	318,499	726,097	(56%)	630,614	1,132,399	(44%)
3142	241,128	148,067	63%	2,229	7,472	(70%)	8,145	101	7937%	24	(8,578)	100%	251,526	147,062	71%
Zone 4 Total	\$624,131	\$683,364	(9%)	\$24,322	\$78,659	(69%)	\$127,078	\$142,963	(11%)	\$970,334	\$1,162,188	(17%)	\$1,745,865	\$2,067,175	(16%)



Zone 4: Paul Harris APF Challenge Results

ZONE	Sum of Contribution Amount
4	\$1,424,583
3011	\$252,565
3012	\$97,896
3040	\$29,550
3053	\$51,112
3054	\$37,961
3060	\$280,936
3070	\$16,619
3080	\$99,657
3090	\$26,811
3141	\$420,508
3142	\$110,969
Grand Total	\$1,424,583