

District 3141
Rotaract
Club ID : 7451



Club of
Deonar
Rotary Club of Deonar



CHANGING LIVES TOGETHER

Support Functions - Bulletin Information

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The aim to organize this blood donation camp is to motivate people to donate blood during the pandemic situation. To generate awareness on Blood Donations and their significance in saving lives during emergencies, particularly during obstetric emergencies was our goal. A single pint of blood can save 3 lives.

During the duration of the camp, a total of 35 donors donated the blood despite the terrible weather conditions and strict lockdown rules.

Donating one unit of blood may save the lives of up to three people. Blood donors provide a vital service to the community. Making a difference in the lives of others can boost a donor's sense of well-being.



Mahad Flood Relief - PIS





The flood in Mahad affected the people's lives terribly. The aim of this project was to be a helping hand to them and providing necessities, whatever possible.

The project was to be carried out on 4th August in Mahad. While roaming around the Villages Rtr.Vasantharaj and Rtr.Piyush could see the amount of destruction that the natural calamities had caused in Mahad. Rtn.Dhananjay Ajagekar had identified a few places where they were the most affected by the floods and so they reached out to all those areas and distributed the allotted necessities.

Along with the Distribution Rtr.Vasantharaj and Rtr.Piyush also interacted with the affected people and got to know how serious the situations were out there and what all problems the affected people were facing.



Project Prayaas - PIS

प्रयास is a program planned and executed by the Rotary Club of Deonar along with Rotaract



Club of Deonar to effectively bridge social and economic divides across children using digital technology-driven enablers.

Around 132 tabs were sponsored by Kotak Foundation as well as Rotary Club of Deonar and the software was sponsored by Sundaram Foundation. The tabs were distributed to the 7th std Children of Subash Chandra Bose School.

Phase 1 of the project, which was sorting out the tabs and installing the software on them was supposed to be done by 31st August so that the children could receive it by the month of September.

For phase 2, the Rotary club got in contact with the school committee. 20 kits were arranged to come to school. An inauguration ceremony was conducted wherein each volunteer had to introduce themselves and mention the reasons for taking up this project and why it matters to them. After the inauguration, each child was called to the stage and given a tab.



Deonar Buzz Quarter 1 - Editorial

The main aim of this project was to create an all-in-one concise editorial that covers the updates from the past two months and also features sections of poetry, photography, food,





and personal interviews; so that all the club members can stay updated despite their busy lives.

The project was greatly appreciated as the editorial briefly summarized the current world happenings. The different sections from the editorial made the project more entertaining and fun for the readers. The project left an immaculate impression on all of the members.

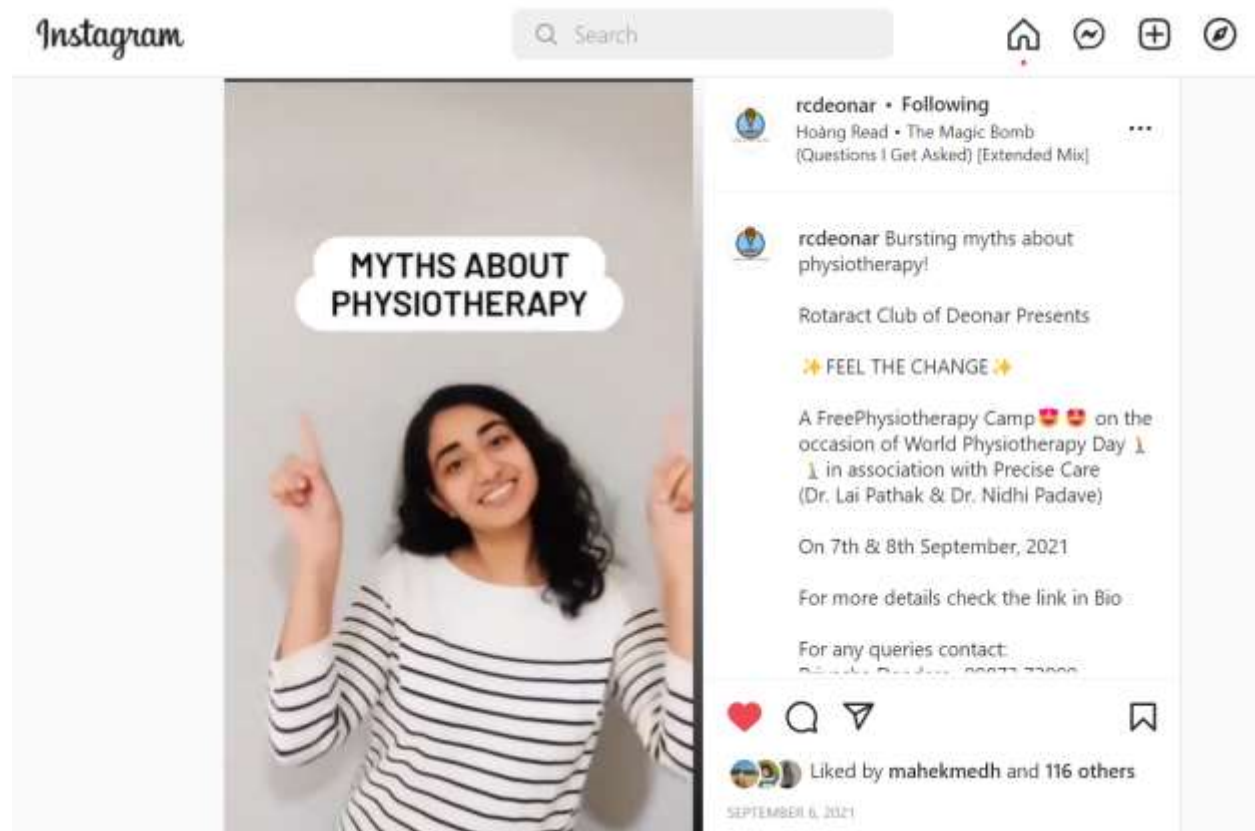


Physiotherapy Reel - PR & Marketing

The main aim of the project was to dispel the myths of physiotherapy and to promote the event 'Feel the Change'- A free physiotherapy camp in association with Precise Care Clinic.



Post uploading the reel, we found an increase in registrations for the camp. Many members of the club appreciated that the club is keeping up with the social media trends.



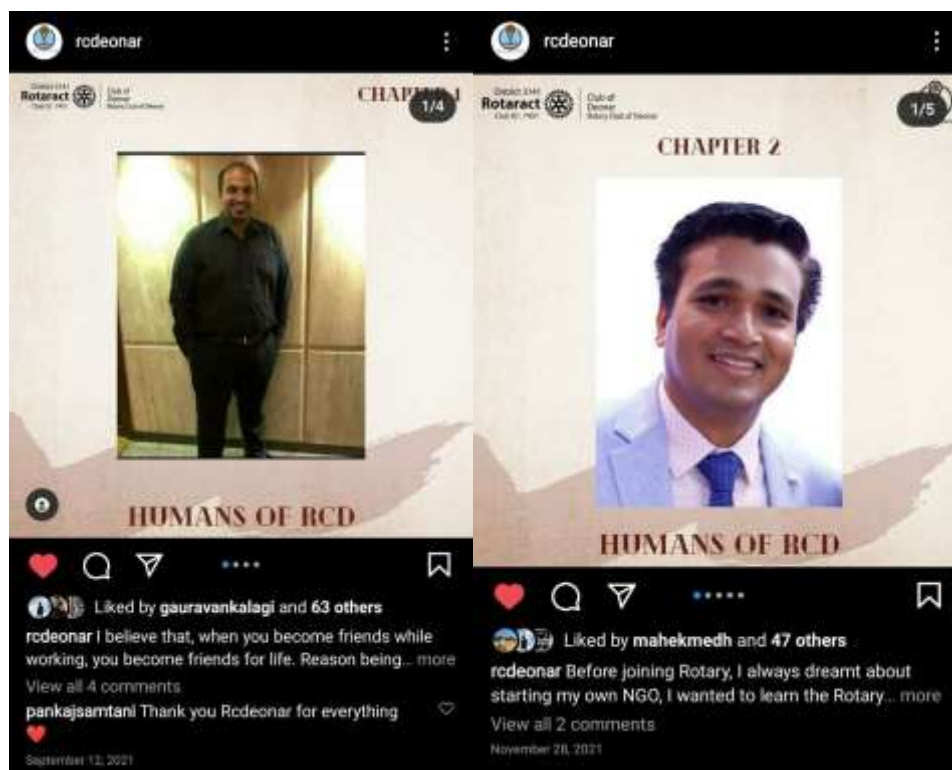
Humans of RCD Chapter 1 and 2 - Editorial

The main aim of this project was to help the members understand the Alumnus of the club in a more friendly and informal way and to help the members understand the Rotarians of our parent club and to have a glimpse of their journey.



For chapter 1, they were informed about their alumnus, who was once in their shoes, and the legacy left behind by them at the club through this project.

For chapter 2, when the post went up, it was viewed by many Rotaractors and the prospects of the club were able to learn about their beloved Rotarian.



Disruptors Cafe - Entrepreneurship Development

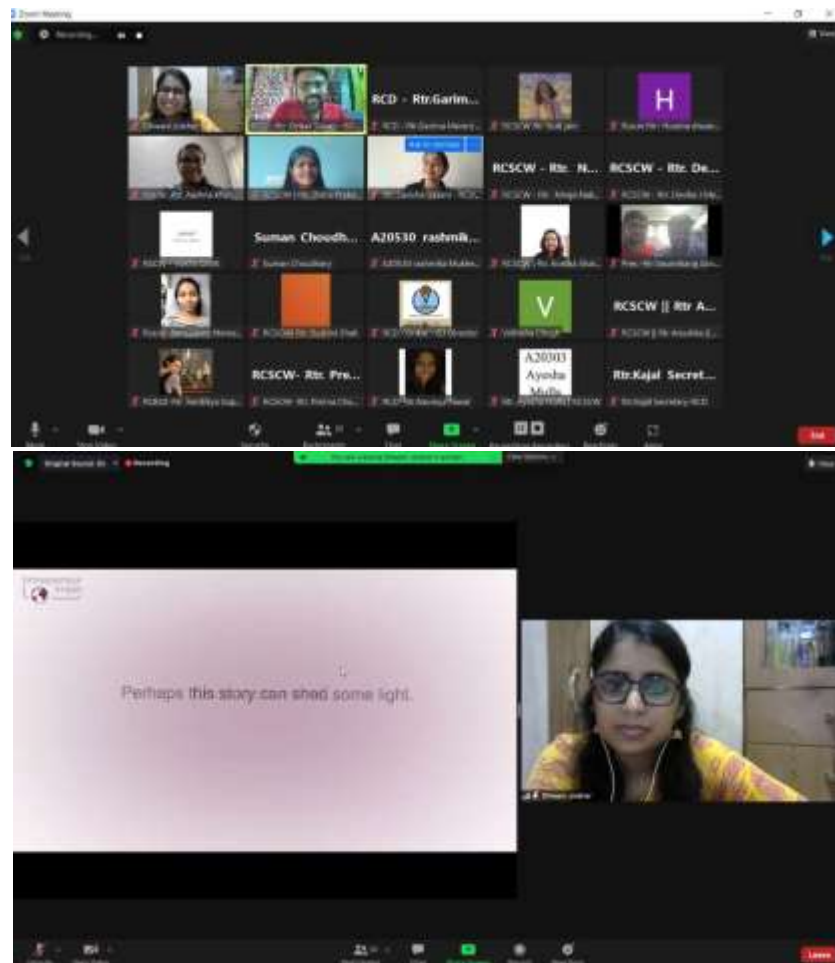
The main aim of this project was to promote entrepreneurial acumen through active conversations with business professionals.

Due to the COVID-19 pandemic, several entrepreneurs and small startups were facing difficulties to start their ventures. Also, we believe that there is an entrepreneurial spirit in



every one among us but many of them have no idea how to go about this journey and lack that confidence.

So we at Rotaract Club of Deonar along with the Rotaract Club of Sophia College for Women decided to conduct a webinar wherein we will call upon several well-developed entrepreneurs from different backgrounds and fields to the panel and solve the problems of the budding.



September Social Media - PR & Marketing

The main aim of this project was to increase engagement on our Instagram Page with the help of creatives and trending topicals.

A total of 12 posts, 11 stories, and 1 reel were posted.

Increased Engagement for our Instagram account of Rotaract Club of Deonar By 200%.

12.2k accounts were reached in the month Of September.



A total of 120 Profile Visits, 540 Likes & 30 Comments were received from the 12 posts.



Picture Perfect Quarter 1 - Digital Communication

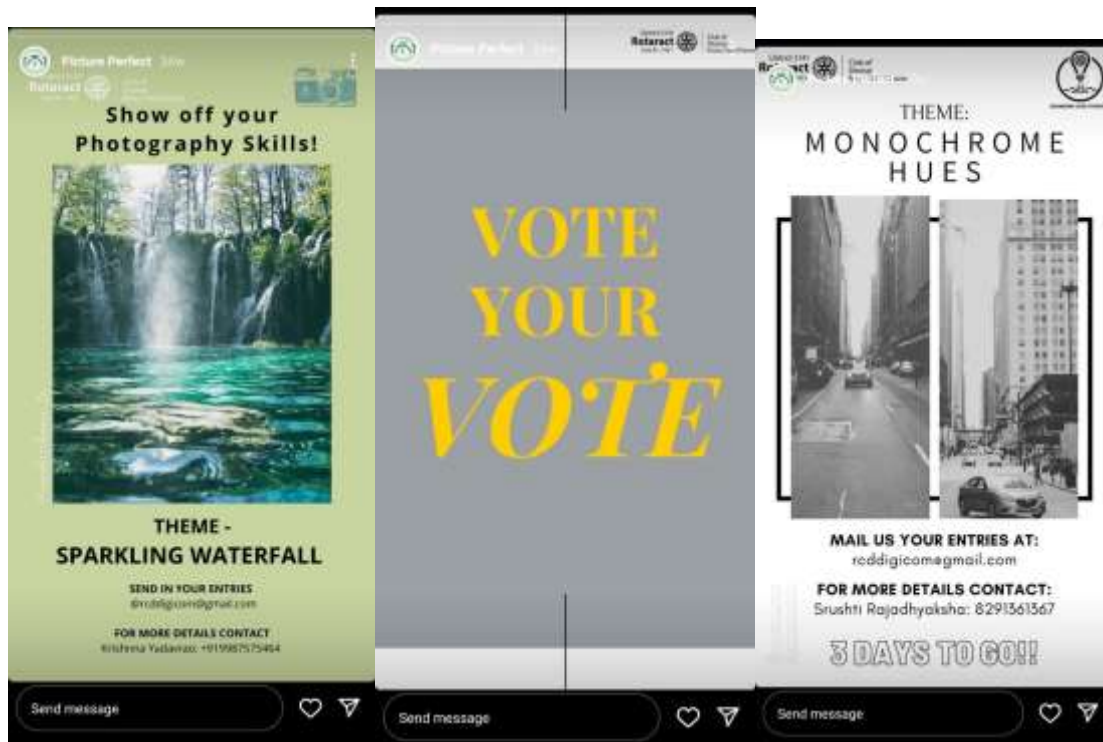
The purpose of the project 'Picture Perfect' was to get more interaction on our social media handles and to get people to know about RC Deonar.

Increased the engagement of the official Instagram account since people had to vote for the winner themselves.

It helped to grow the reach of the Rotaract Club of Deonar and increased the social media attention of the club.



People participated willingly and also enjoyed the overall activity.



Woman of the Week - Editorial

The purpose of this project was to help everyone understand a woman who has achieved things on a global or national platform, irrespective of their field; women who have contributed to our society in any possible way which made a difference.

The impact of this project helped everyone to know what kind of major work these women do for society.

The feedback was very positive. The members and our Instagram followers were happy to hear about such things which women do for society.



Trendy October - PR & Marketing

Like the project "September Social Media", this was also done to increase engagement on the social media pages. A total of 2 Posts were finalized and posted.

Increased Engagement for our Instagram account of Rotaract Club of Deonar.

A total of 120 Profile Visits, 127 Likes & 9 Comments were received from the posts.

A total of 1200 accounts were reached.



Heritage Tour - PIS

This was a fellowship project with the Rotary Club of Deonar. The Rotarians wanted an outing with the Rotaractors to know them better and strengthen the bonding so that we can look forward to carrying out more projects together. The aim of the project was also to educate the Rotarians and Rotractors about the heritage of our city, Mumbai.

We started planning the heritage walk in the month of December. Rtn. Herzel Issac stayed in

touch with us and recommended the venue for the walk after confirming with other Rotarians. We then investigated travelling sources. After everything was finalized, we sent out the itinerary on our WhatsApp Group.

This project emphasized fellowship. All members had an interaction with each other and played games which helped create a stronger bond.



Rotary Game Night - PIS

The main aim of this game night was to have a few fun activities to play during the Xmas Party, bond with the Rotarians, and have an enjoyable time with all of them. The Rotaractors and Rotarians had a really great time and bonded with each other. It was a relaxing time for everyone to have fun and have a good laugh.



Mini Vlogmas - PR & Marketing

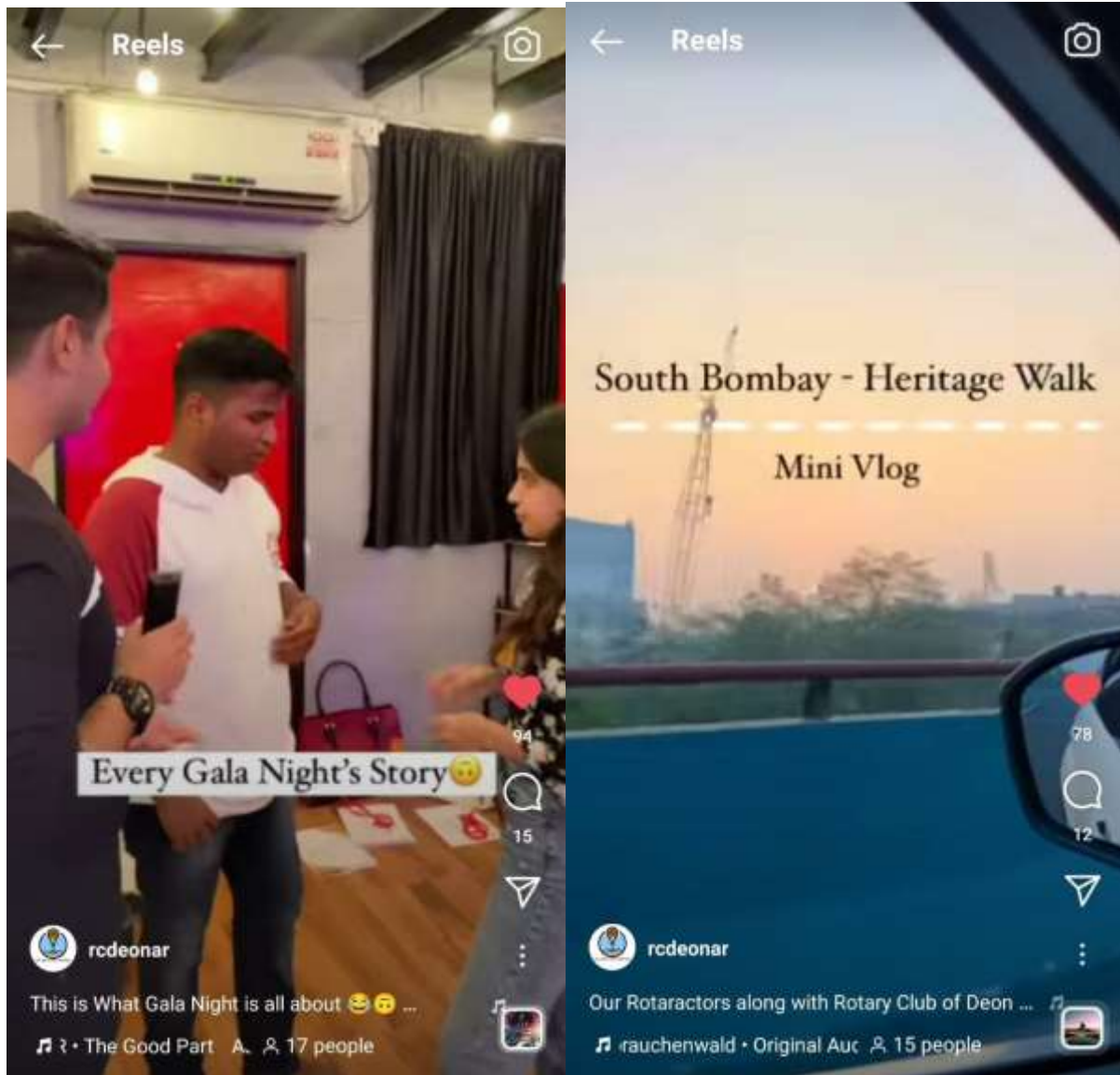
The main of this project was to increase the engagement on our Instagram Page with the help of mini vlogs and reels

A total of 5 Reels were finalized and posted.

Increased Engagement by +75.1% on account of Rotaract Club of Deonar.

A total of 460 Likes & 68 Comments was received from the 5 Reels.

A total of 9672 accounts were reached



Social Hype - PR & Marketing

The main aim of this project was to increase the engagement on our Instagram Page with the help of trending tropicals.

A total of 5 Posts were finalized and posted.

Increased Engagement for our Instagram account of Rotaract Club of Deonar.

A total of 155 Likes & 15 Comments was experienced from our 5 posts.

A total of 1171 accounts were reached.



Same yet Different - Editorial

The main aim of this project was to give the club members a brief knowledge about the different homophones in the English language.

Our main motive is to make everyone aware of these words for easy learning.

In this project, we have covered 7 sets of Homophones in 2 months (January and February), i.e. a total of 14 words.

The project received positive responses from one and all on the social media platform.





Say it Right - Editorial

The main aim of this project was to find, learn and share the correct pronunciations of the mispronounced words.

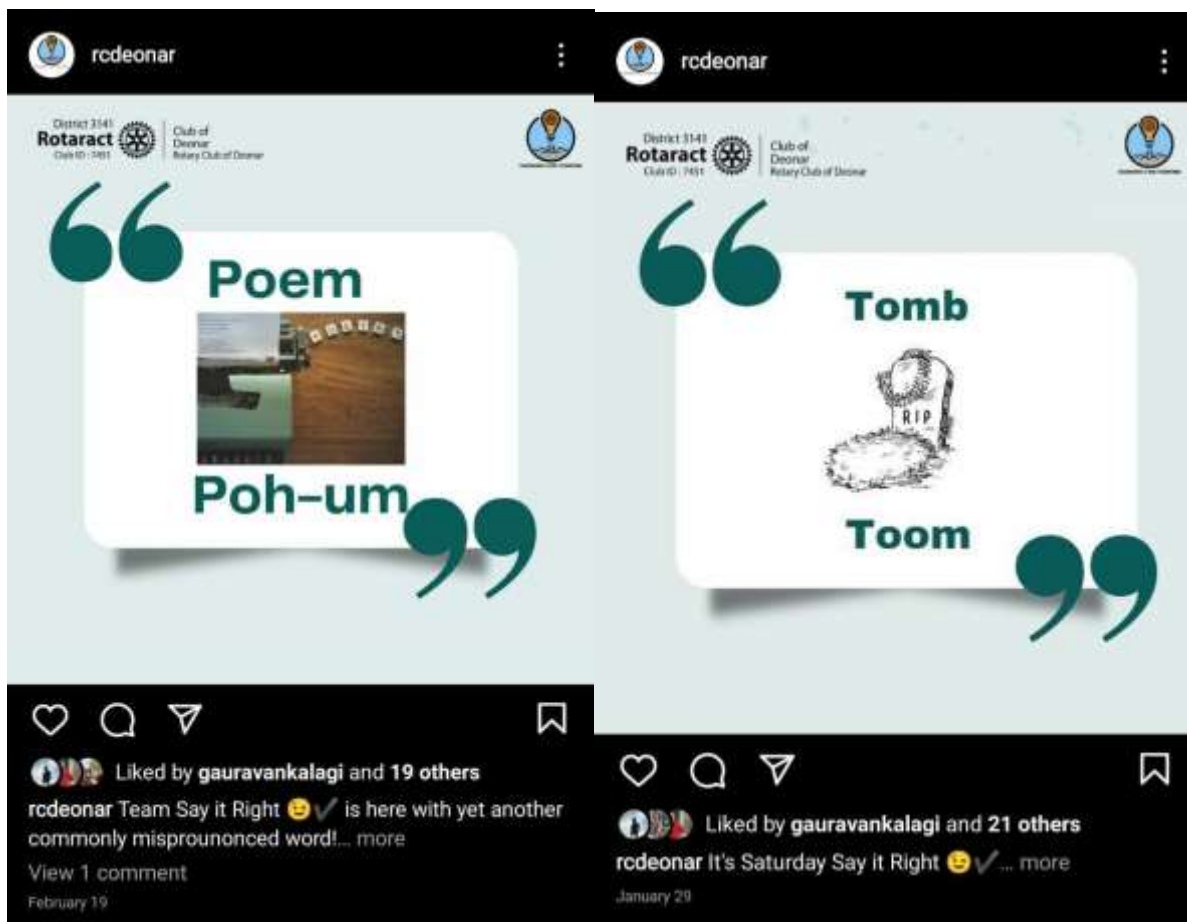
The Instagram posts had a good reach. New and unknown things were learned.

The project went on for 2 months (January and February) with fresh and interesting words each time along with their pronunciations.

A total of 6 posts were shared in the 2 months.



All the members and others who checked out the post on Instagram were indeed fascinated and surprised to know the actual pronunciations of the words that are commonly mispronounced.



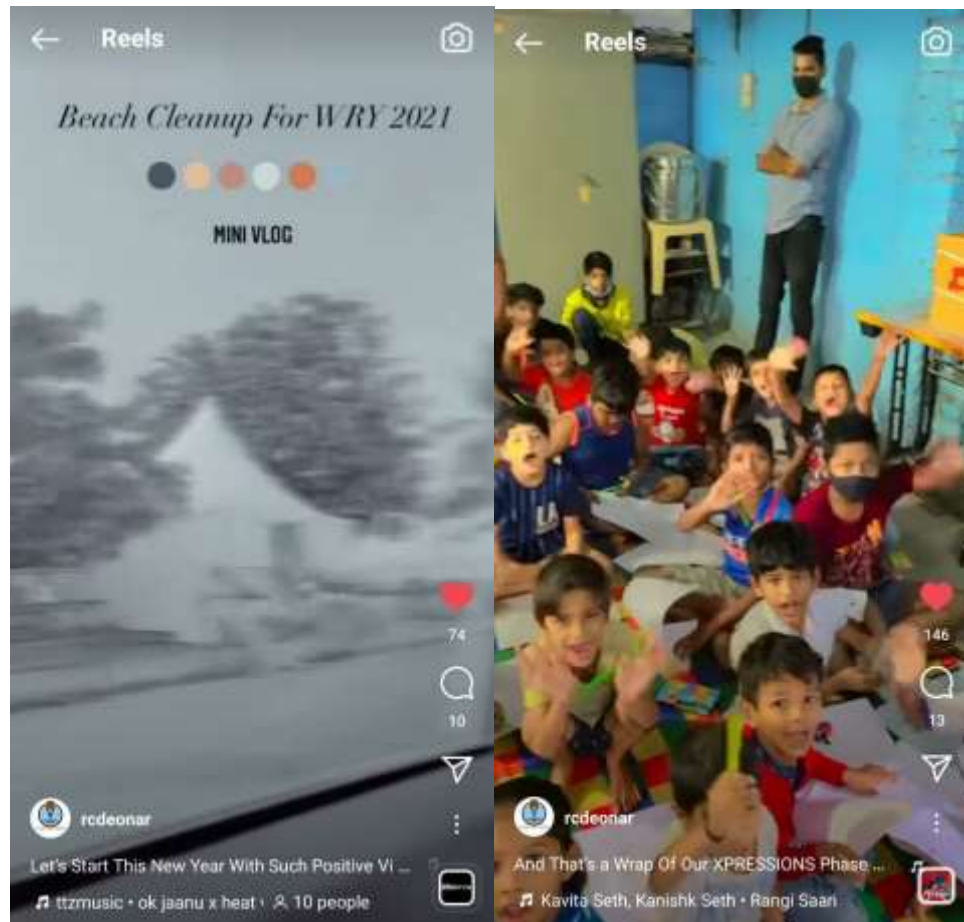
Mini Vodcasts - PR & Marketing

The main aim of this project was to increase the engagement on our Instagram Page with the help of trending tropicals and creating and sharing reels related to the same. A total of 3 Reels were finalized and posted.

Increased Engagement by +71.6 % for our Instagram account of Rotaract Club of Deonar compared to last month.

A total of 278 Likes & 27 Comments was experienced from our 3 Reels.

A total of 9.5K accounts were reached.



FLAGSHIP PROJECTS

Ganpati Hopping Challenge - Digital Communication

The purpose of the project 'Ganpati Hopping' was to get more interaction on our social media handles and to get people to know about the Rotaract Club of Deonar.

It was to also celebrate the festival of Ganesh Chaturthi along with the club by getting members to post pictures of themselves with Ganesh Idols.

It helped to grow the reach of the Rotaract Club of Deonar and increased the social media attention of the club.

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