

RESOLUTION 17R-37

To request the RI Board to consider publishing the annual presidential theme in Hindi

Proposer(s): District 3070, India

Endorsed by: District 3070 through an annual district conference, Amritsar, Punjab, India, 19 March 2017

1 WHEREAS, there are approximately 1.23 million Rotarians across the globe, and

2

3 WHEREAS, nearly 12 percent of the total global membership is from India, and

4

5 WHEREAS, Hindi is the national language of India, and

6

7 WHEREAS, Hindi is already one of the Rotary languages, and

8

9 WHEREAS, the annual presidential theme is published in other Rotary
10 languages, but not Hindi, and

11

12 WHEREAS, the presentation of the annual presidential theme in Hindi will be
13 absorbed easily into the vast populace of this country and will lend recognition to
14 Rotary and its work, ultimately leading to its growth

15

16 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
17 International consider publishing the annual presidential theme in Hindi, one of
18 the Rotary languages.

(End of Text)

PURPOSE AND EFFECT

19 India has a vast population of 1.3 billion. Hindi is the language which is
20 understood throughout the length and breadth of the country. To increase the
21 penetration of Rotary and help people understand the purpose of Rotary, it is
22 profitable to have an annual presidential theme which is used in all public
23 relations exercises by the organization. The theme in the local language is more
24 comprehensible and accepted by a majority as their own. Publishing the annual
25 presidential theme in Hindi entails no major expenditure and yet can yield huge
26 benefits in terms of acceptability, enhanced public image, decent membership
27 growth, and strengthening of The Rotary Foundation.

FINANCIAL IMPACT

- 1 If implemented, this resolution would have no substantial impact on RI if the
- 2 annual presidential theme were translated into Hindi.
- 3
- 4 RI currently provides support for Hindi based upon needs determined from
- 5 surveying clubs and the local office. For example, club officer kits are provided in
- 6 Hindi. However, if all publications were translated into Hindi, this would result
- 7 in an increase in expenses for RI which cannot be determined at this time.