



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

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ROTARACT CLUB OF LALA LAJPATRAI COLLEGE (Zone 1A | RI Year 2024–25)

About the Rotaract Club of Lala Lajpatrai College (RCLALAS)

The Rotaract Club of Lala Lajpatrai College (RCLALAS) is one of the most dynamic and award-winning clubs under *Rotaract District 3141*. The club focuses on professional, personal, and entrepreneurial development through events that don't just build resumes, they build confidence, skills, and lifelong connections.

With a strong hold in **digital media, sports, and community service**, RCLALAS offers everything from **intercollegiate championships** and **personality development sessions** to **treks, trips, and free travel opportunities** across cities. Members gain access to real-world exposure, **network with founders and mentors**, and grow through hands-on leadership.

In the year 2024–25, the club conducted over **220+ events**, with notable impact across community outreach, public relations, international service, and cultural innovation.

Here are some of our most impactful projects from the year:

1. Astitva – Ek Pehchaan

NAME OF EVENT: *Astitva – Ek Pehchaan*

DATE: 22nd October 2024 – 24th December 2024

TYPE: Flagship Project

AVENUE: Community Service

NUMBER OF BENEFICIARIES: 1237+ lives impacted

VENUES: Across 9 NGOs and institutions in Mumbai

AIMS OF THE PROJECT:

- To give a platform to individuals from different communities to be seen and heard.
- To work closely with NGOs and provide value through meaningful engagement.
- To bring joy to beneficiaries through festivals like Diwali, Children's Day, and Christmas.
- To promote inclusivity through sports, music, art, and interaction.
- To spread awareness and understanding among youth about different social identities.
- To create a space where every individual feels celebrated, not judged.

TARGET COMMUNITIES:

- Deaf and mute children
- Visually impaired individuals
- Children with Down Syndrome
- Specially abled youth

- Underprivileged children
- Tribal communities
- LGBTQIA+ individuals
- Senior citizens

BRIEF REPORT OF THE ACTIVITY:

Astitva – Ek Pehchaan was a two-month-long initiative that included 16+ activities, each uniquely designed to engage, entertain, and empower communities often overlooked by mainstream society. Each activity was focused on bringing joy and confidence to the participants while fostering empathy in volunteers.

KEY HIGHLIGHTS:

- **Sparks of Happiness** – Diya and lantern making with deaf children at *King George School*
- **Voices of Joy** – Singing and sweet distribution with visually impaired individuals at *The Blind Institute*
- **Echoes of Kindness** – Therapeutic yoga, jamming and housie with senior citizens at *King George Old Age Home*
- **Arohan** – Origami, balloon relay and cup stacking at *Kalyandeeep School* (for children with Down Syndrome)
- **Aspire** – Blindfold games, Red Light-Green Light, and sports at *Jeevan Ankur Trust*
- **Light a Life** – Team-based obstacle games at *A.K. Munshi School*
- **Compassion Connect** – Drawing, leaf painting and interactive games at *Bombay Institute for the Deaf and Mute*
- **Rise Together** – Community awareness and outreach activity at *Girgaon Chowpatty*
- **Ektara** – Diya painting, traditional games and a rangoli spelling *ASTITVA* with *Tribal NGO* in Mulund
- **Power of We** – Inclusive football matches, cup games, and expression activities at *Anza Special School*
- **Talent Fest** – Grand celebration at college with over **450+ attendees**, showcasing performances by specially abled dancers, blind singers, LGBTQIA+ artists and tribal youth
- **Winter Wonderland** – Christmas celebration at *Jai Vakeel Foundation*, full of music, gifts, and joy

ACHIEVEMENTS:

- Successfully partnered with **9 NGOs** across Mumbai
- Impacted **1237+ lives** through direct engagement
- Mobilised over **100 volunteers** over two months
- Hosted **16+ activities**, from festive events to creative workshops
- **Won the “Best Community Service Impression Acer”** award in *Rotaract District 3141* among **150+ clubs and colleges**

OUTCOME OF THE PROJECT:

Astitva served as a bridge between communities and compassion. Through creative, hands-on engagement, it gave space for voices that are often unheard. The project not only brightened the lives of beneficiaries but also transformed volunteers, teaching empathy, patience, and the power of meaningful action. It fostered bonds, broke barriers, and left lasting impressions on every life it touched.



2. Bombay Culture – 2025

NAME OF EVENT: *Bombay Culture*

DATE: 1st February 2025 – 15th March 2025

TYPE: Flagship Project

AVENUE: Public Relations & Marketing

NUMBER OF BENEFICIARIES: 436+ participants

VENUES: Across Mumbai (college campus + iconic public spaces)

OBJECTIVES OF THE PROJECT:

1. To celebrate World Rotaract Week through culture-driven engagement.
2. To promote the Rotaract movement and attract new members.
3. To showcase Mumbai's vibrant street and food culture.
4. To engage the youth through interactive, nostalgic and city-based events.
5. To boost social media outreach through experiential content.
6. To foster collaboration across clubs and communities.

BRIEF REPORT OF THE ACTIVITY:

Bombay Culture – 2025 marked the 11th edition of the club's legacy project, designed as a PR and engagement campaign spread across 40 days. The events captured the essence of Mumbai while creating visibility for the Rotaract movement.

KEY HIGHLIGHTS:

- **28 Days, 28 Food Spots** – Explored Mumbai’s iconic food joints, with 50K+ reel views.
- **Kuch Meetha Ho Jaye** – Fundraising for Unnati village, blended with on-ground sweet distribution.
- **Midnight Cycling Adventure** – Night ride across Marine Drive and the Gateway of India.
- **Justice Gateway** – Simulated court trial with real-world debates and team-based participation.
- **Gully Cricket** – 5-over turf tournament with inter-club teams and local outreach.
- **Bombay Beyblade Mania** – A nostalgic tournament revisiting childhood fun.
- **Rahasya – The City Treasure Hunt** – Clue-based exploration of locations like Dadar, Haji Ali, Banganga.
- **Hall of Fame & Street Culture** – Honoured Mumbai’s dabbawalas, police, and local heroes through performances and campaigns.

OUTCOME:

The campaign connected over 400+ participants and created awareness around the spirit of Mumbai and the ethos of Rotaract. Each event successfully blended culture, nostalgia, energy, and community while simultaneously growing the club’s identity across social and physical spaces. It strengthened inter-club bonds, brought new member interest, and positioned Bombay Culture as a standout PR model.

ACHIEVEMENTS:

- Organised **8 major events** across 6 public locations in Mumbai.
- Over **310+ guests and 100+ LLC Rotaractors** participated.
- Digital reach of **50K+ views** across reels and posts.
- Received **ambassadorial support from 5 clubs** – including RCHG, Ruia, Wilson, and Jai Hind.
- Praised by district officials and alumni for innovative execution.
- Featured in **2 district-level promotions**.
- **Won the Best PR Event Crown at Rotaract Mumbai’s AARA Night** among 150+ clubs.



3. Ummedien – A Ray of Hope

NAME OF EVENT: *Ummedien – A Ray of Hope*

DATE: 11th May 2025

TYPE: Flagship Project

AVENUE: Community Service & Partners-In-Service

NUMBER OF BENEFICIARIES: 554+ students and villagers

VENUE: Adarsh Vidyalaya, Utavali Village, Maharashtra

OBJECTIVES OF THE PROJECT:

1. To create meaningful connections with rural youth and support their holistic development.
2. To educate and spread awareness about menstruation, puberty, and hygiene.

3. To inspire children through career-focused and motivational sessions.
4. To offer a safe space for self-expression, imagination, and dialogue.
5. To boost creativity, confidence, and collaboration through engaging activities.
6. To sensitise villagers to topics that are often seen as taboo in rural areas.
7. To uplift the community by focusing on youth as long-term changemakers.
8. To leave behind lasting memories and values that encourage growth and learning.

BRIEF REPORT OF THE ACTIVITY:

Ummedien – A Ray of Hope was a one-day rural outreach project that focused on the emotional, creative, educational, and physical development of students in Utavali village. With over 10 core members, the team engaged with more than 550 children and community members through interactive and sensitive sessions.

KEY HIGHLIGHTS:

- **Puberty & Menstruation Sessions:** Age-appropriate and sensitively handled by trained Rotaractors in separate classrooms for boys and girls. Focused on hygiene, confidence, and awareness.
- **Simon Says:** A dynamic, bonding activity designed to improve communication and build leadership through fun challenges.
- **Speak Up, Speak Out:** A public speaking workshop where students transitioned from one-liners to poetry and short speeches.
- **Storytelling with a Twist:** Encouraged imagination through stories woven from personal dreams, told in Hindi, Marathi, and English.
- **Outdoor Games:** Lagori and Frisbee brought energy and joy to the school ground, promoting teamwork and sportsmanship.
- **Doodle Your Thoughts:** A creative doodling session led by Rtr. Richa Ghosh, where students visualised their identities through art.
- **Dream Big, Start Small:** A career-awareness talk that introduced students to traditional and offbeat career options.
- **Community Outreach:** A visit to the village *goshala* and nearby lake to feed animals, reflecting values of compassion and responsibility.

OUTCOME:

The project created a ripple of confidence, creativity, and openness within the Utavali school community. Children are left with not only knowledge but also memories, laughter, and inspiration. Topics once considered taboo were normalised, students discovered their voice, and the village witnessed a new wave of youthful curiosity. For Rotaractors, the experience was deeply grounding and emotionally fulfilling.

ACHIEVEMENTS:

- Successfully executed 8 unique sessions within one day.
- Reached **554+ beneficiaries**, including students and villagers.
- Led by a fully trained home club team with zero external trainers.
- Achieved **5,000+ impressions on Instagram**, increasing awareness of rural education.
- Received appreciation and gratitude from school staff and students alike.
- Recognised as one of the most *emotionally impactful community service events* of the year by club members and alumni.



4. World Population Day – 2024

NAME OF EVENT: *World Population Day – 2024*

DATE: 11th July – 31st July 2024

TYPE: Global Joint Project

AVENUE: International Service & Community Development

NUMBER OF BENEFICIARIES: 10,000+ lives impacted across 4 countries

VENUES: Mumbai, Bhilai, London, Online Platforms, Schools & Slum Communities

OBJECTIVES OF THE PROJECT:

1. To spread global awareness on overpopulation and its consequences.
2. To engage multiple countries through impactful visual and educational campaigns.
3. To normalise conversations around safe sex, menstruation, and family planning.
4. To involve youth in interactive, inclusive sessions about population trends.
5. To collaborate with international Rotaract clubs for shared learning and impact.
6. To educate school and slum children through relatable and sensitively handled topics.
7. To integrate art, advocacy, and education for long-term awareness.

BRIEF REPORT OF THE ACTIVITY:

World Population Day – 2024 was a multi-location, multi-format initiative held over 20 days. With activities spread across India, the UK, Kenya, Sri Lanka and Nepal, the project tackled urgent population-related concerns through creative expression, school awareness, donation drives, global conversations, and public display campaigns.

KEY HIGHLIGHTS:

- **Dire Display (Bhilai)** – Public poster installation at Jawaharlal Nehru Hospital, impacting 4000+ visitors.
- **United We Stand (London, UK)** – Awareness placard march at London Bridge, reaching 4000+ passersby.
- **Puberty Prachaar (Ghatkopar)** – Sessions for 60+ underprivileged children at Gully Classes on puberty and family planning.
- **Kaun Dumb? (Steel City)** – Distributed 75+ sanitary and contraceptive kits in rural Bhilai to destigmatise hygiene and protection.
- **Sisters in Service (Online)** – Panel session with Rotaractors from Coimbatore, Nagpur and the Covai User Group, reaching 150+ attendees.
- **Twinning to Triumph** – Online engagement with clubs from Sri Lanka, Nepal, Kenya, and India using creative games to simulate global population pressure.
- **Culture Clash (Podcast)** – Global student-led discussion on safe sex and teen pregnancy, hosted by a London-based university student.
- **Overpopulation Connection (Mumbai Schools)** – Sessions at Amulakh Amichand School, impacting over 600+ students with modules on migration, competition, and future challenges.

OUTCOME:

World Population Day 2024 made global conversations local and accessible. The campaign blended creativity with advocacy, reaching thousands across four countries. From placard protests in London to sex education in Mumbai's slums, every activity built awareness, empathy, and responsibility in its audience. With cross-border collaboration, youth engagement, and community outreach, the project stood as a blueprint for international impact through grassroots action.

ACHIEVEMENTS:

- **Reached 10,000+ people** across India, the UK, Nepal, Kenya, and Sri Lanka.
- Successfully conducted **8 powerful events**, including donation drives, podcasts, sessions, and displays.
- Collaborated with **8 international clubs** across **4 countries**.
- Featured **36 home club members** and **664 total participants**.
- Garnered **3000+ views** on social media reels and 700+ post interactions.
- Recognised by alumni and members as one of the **most globally impactful projects** of the year.



5. *Respect Your Tricolour*

NAME OF EVENT: *Respect Your Tricolour*

DATE: 8th August – 15th August 2024

TYPE: Flagship Project

AVENUE: Public Relations & Marketing | Community Service

NUMBER OF BENEFICIARIES: 1600+ lives impacted

VENUES: Schools, NGOs, Lamington Road Police Station, Sanjay Gandhi National Park, Online

OBJECTIVES OF THE PROJECT:

1. To reignite patriotism and pride for the Indian Tricolour among youth and citizens.
2. To celebrate Independence Day through acts of service, sustainability, and gratitude.
3. To amplify unheard voices through inclusion-focused initiatives like “Unmute Their World.”
4. To promote respect for the national flag through educational skits in schools.
5. To strengthen Indo-Pak bonds with a cross-border cultural celebration.
6. To engage youth in self-defence, sustainability, and letter-writing for civic appreciation.

BRIEF REPORT OF THE ACTIVITY:

Respect Your Tricolour was an 8-day initiative filled with patriotic activities combining education, social service, cultural exchange, and environmental action. The campaign aimed to promote national pride with modern relevance, highlighting unity, diversity, and responsibility.

KEY HIGHLIGHTS:

- **Tiranga Talks:** An exclusive interview with Lt. Col. Govind Tahlil shared real stories from the Indian Army.
- **Unmute Their World:** Raised ₹7000+ to provide hearing aids through AURED Foundation, helping the hearing-impaired experience the National Anthem for the first time.
- **Little Soldiers:** self-defence workshop conducted for school students, ending with a gratitude letter campaign for Mumbai Police.
- **Patriotic Hearts:** Skit performances in 3 schools on the respectful disposal of the Indian flag and the meaning of true celebration.
- **Tree Plantation Drive:** 78 saplings planted in Sanjay Gandhi National Park in partnership with Gaia Conservation Foundation.
- **Borderless Patriotism:** Zoom collaboration with Rotaract Clubs of Pakistan on their Independence Day, involving cultural exchange and trivia.
- **Flags of Freedom:** Flag hoisting at Lamington Road Police Station, followed by heartfelt letter distribution to police personnel.
- **Social Media Campaign:** Instagram reels and stories with a combined reach of **4700+**, including a dedicated aftermovie.

OUTCOME:

The event beautifully merged tradition with innovation, sparking a deeper sense of patriotism in over 1600+ attendees. It provided a platform to include the underrepresented, honoured those who serve the nation, educated young minds, and encouraged eco-consciousness. The initiative not only respected the flag but celebrated the people it stands for through voices, trees, letters, and smiles.

ACHIEVEMENTS:

- Successfully executed **8 activities** across multiple verticals.
- Reached **1600+ beneficiaries**, including students, veterans, police officers, and citizens.
- Raised **₹7000+** for hearing aid support.
- Cross-border collaboration with **2 Rotaract Clubs in Pakistan**.
- The Instagram campaign crossed **4700+ reach**, with 1700+ reel views.
- Executed 3 school skits with over **600 children** engaged directly.
- Recognised by faculty, civic leaders, and beneficiaries for patriotic impact.



6. Street Store

NAME OF EVENT: *Street Store*

DATE: 28th May – 31st May 2025

TYPE: Flagship Project

AVENUE: Community Service

NUMBER OF BENEFICIARIES: 500+ individuals

VENUES: Vidyavihar Slum & Antophill Slum

OBJECTIVES OF THE PROJECT:

1. To provide underprivileged individuals with the dignity of choice when receiving clothes.
2. To reimagine traditional donation drives by creating a respectful, store-like experience.
3. To ensure donations meet the real needs, sizes, and preferences of recipients.
4. To shift the focus from charity to empowerment through free and fair access.
5. To foster a giving culture that prioritises presentation, intention, and care.
6. To celebrate the joy of choosing something that many in underserved communities rarely experience.

BRIEF REPORT OF THE ACTIVITY:

Street Store was designed to be more than just a donation drive. It was about restoring choice, dignity, and humanity to the process of receiving. Instead of distributing clothes directly, a store-like setup was created in two slum areas, giving individuals the experience of “shopping” for what they truly wanted and needed.

KEY HIGHLIGHTS:

- **Cloth Collection Drive:** Over 1500+ items sorted and categorised by size, gender, and type across age groups.
- **Store Setup:** On-ground setup included signage, sectioned displays for men, women, and kids, and volunteers guiding recipients.
- **Dignified Shopping:** Attendees browsed racks, tried clothes, and picked what they loved, mirroring an actual shopping experience.
- **Volunteer Engagement:** Club members offered personal assistance, size recommendations, and warm encouragement.
- **Emotional Impact:** Many beneficiaries shared that it was their first time choosing clothes for themselves or their children.
- **Inclusive Environment:** Each individual was treated as a valued guest, creating a welcoming and memorable space.
- **Zero Waste Model:** Leftover items were stored for future use, maintaining the sustainability of the drive.

OUTCOME:

Street Store redefined the way giving is perceived. It moved away from transactional handouts and built an environment where joy, freedom, and dignity were central. It empowered 500+ individuals to make choices for themselves, something deeply human, yet often inaccessible to the underserved. For the volunteers, the experience was eye-opening and emotional, reinforcing the belief that even simple changes in approach can lead to a profound impact.

ACHIEVEMENTS:

- **Over 500 individuals** received clothing through an organised and respectful system.
- **1500+ garments** were sorted and displayed in a structured, accessible manner.
- Praised by community leaders for the thoughtful execution and emotional depth of the project.
- Received heartfelt feedback from beneficiaries who expressed joy and gratitude for being able to choose.
- Recognised internally as one of the most **emotionally resonant and thoughtfully executed projects** of the year



ACHIEVEMENTS AT THE 10TH DISTRICT ASSEMBLY AND AARA NIGHT

RCLALAS Secures First Place at the 10th District Assembly

On 26th July 2025, at the Bhartiya Vidya Bhavan Auditorium, Girgaon, the Rotaract Club of Lala

Lajpatrai College (RCLALAS) was honoured as the *Best Rotaract Club* in Rotaract International District 3141. Among over 120 participating colleges and clubs, RCLALAS secured the first position, surpassing leading institutions such as Jai Hind, HR, KC, Hinduja, NM, Mithibai, etc. This recognition was awarded at the 10th District Assembly & AARA Night, an event that celebrates outstanding performance and leadership across the district.

We extend our sincere gratitude to the Rotary Club of Bombay Mid-Town and our dedicated alumni for their continued support, guidance, and encouragement throughout the year.

The club also received several notable ACER Awards:

- Rtr. Nirbhay Oberai – Best President
- Rtr. Richa Ghosh – Best Secretary
- Rtr. Ansh Jhaveri – Best Digital Communications Director
- Rtr. Krisha Shah – Best Partner-In-Service Director
- "Astitva – Ek Pehchaan" – Best Community Service Project

RCLALAS earned three prestigious crowns for its flagship initiatives:

- *House of Rotaract* under Human Resource Development
- *Bombay Culture* under Public Relations & Marketing
- *Beyond the Limits 11.0* under Club Service

Special nominations were received by Rtr. Mohsin Khan, Rtr. Sarah Pardiwala, Rtr. Hozefa Khajiwala, Rtr. Sakina Bagasrawala, Rtr. Mustafa Anand, and Rtr. Kanak Kedia, in recognition of their valuable contributions throughout the year.

This achievement stands as a testament to the commitment, excellence, and leadership of the Rotaract Club of Lala Lajpatrai College.

