



Unplugged 2.0

Club Service



Submitted by
Rtr. Kaumini Mapa (Secretary)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
May 31st, 2025
at the
Multiple Locations

Secondary Avenues

- Membership Development and Retention

Description

Unplugged 2.0 was a flagship multi-phase fellowship initiative organised jointly by eight Rotaract Clubs across five geographical zones. Unlike conventional events, this series uniquely blended **music, emotion, and culture** to promote unity, creativity, and remembrance. Built on the success of the original “Unplugged” series, this year’s instalment amplified its scope by integrating **three distinct phases**—each curated to reflect a different thematic experience: **tribute, celebration, and reflection**.

Phase 01: A Tribute to Rtr. Vaishnavan

Held on **26th October 2024** at **Ash-Shifa Home for the differently abled**, this phase was designed as an emotional homage to **Rtr. Vaishnavan**, a beloved member of RAC Chunnakam who tragically passed away. A heartfelt evening of live acoustic performances, personal stories, and symbolic acts (like candle lighting) brought together Rotaractors in solidarity and reflection. The setting of the differently abled home added layers of empathy and intergenerational connection, making it a meaningful kickoff.

Phase 02: Sleigh for a Merry Open Mic Night

Held on **20th December 2024** at **Hotel MaRadha, Colombo**, this phase adopted a festive, light-hearted tone to celebrate the spirit of **Christmas and year-end togetherness**. Over 120+ Rotaractors, district leaders, and alumni gathered for an electrifying open mic experience. Songs were performed in **Sinhala, Tamil, and English**, promoting multiculturalism and language inclusivity. From solo guitarists to acapella trios, the room was filled with warmth, laughter, and networking—a highlight in many club calendars.

Phase 03: Vesak Unplugged

Concluding the series on **25th May 2025** at **Café Nuwara, Kandy**, this final phase embraced **spirituality and serenity**, reflecting on the teachings of the Buddha and aligning with the Vesak season. The venue's tranquil ambience and carefully curated acoustic sets created a peaceful atmosphere where participants shared original songs, poetry, and spiritual reflections. This phase brought closure to Unplugged 2.0 by emphasising **inner peace, harmony, and gratitude**.

Across all three phases, **Unplugged 2.0** served as a testament to the power of music in bridging distances—be it geographical, cultural, or emotional. It created a deeply connected network of Rotaractors who shared not only melodies but also stories, smiles, and solidarity.

Objectives

1. Foster Fellowship and Cultural Exchange To bring together Rotaractors from various clubs across Sri Lanka, creating a vibrant platform for fellowship, bonding, and mutual appreciation through the universal language of music.

2. Promote Inclusivity and Multilingual Expression

To encourage members to perform songs in various languages, celebrating the linguistic and cultural diversity of Sri Lanka and promoting unity through shared artistic experiences.

3. Encourage Artistic Growth and Confidence

To provide a supportive environment for members to explore and enhance their musical talents, whether through solo performances, group singing, or learning new songs.

4. Facilitate Collaboration Across Clubs

To strengthen inter-club relationships by organising the project in multiple phases, allowing Rotaractors from different regions and backgrounds to participate actively and consistently.

5. Inspire Through Professional Talent

To motivate and uplift members by featuring guest performances from professional singers, offering exposure to high-quality musical performances and potential mentorship.

6. Create Lasting Memories and Experiences

To offer a joyful and memorable experience where members can unwind, connect, and celebrate their creativity beyond their usual service projects.

Goals

SDG Goals

- 3 - Good Health and Well-being
 - 3.4 Reduce mortality from non-communicable diseases and promote mental health.
- 10 - Reduced Inequality
 - 10.2 Promote universal social, economic and political inclusion.
- 16 - Peace and Justice Strong Institutions
 - 16.7 Ensure responsive, inclusive and representative decision-making.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Economic and Community Development
- Peace and Conflict Prevention/Resolution

Other focus Areas

Project Chairs

Name	Volunteer Hours
Mahdi Namiz	192 Hours (Appox.)
Ahmadh Booso	183 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Yazeed Ahamed	158 Hours (Appox.)	Project Secretary & Coordinator
Nafeel Casseem	84 Hours (Appox.)	Social Media Content Publishing
Kaumini Mapa	24 Hours (Appox.)	Operations Staff

Buwanajee Coralage	24 Hours (Appox.)	Operations Staff
Ihthisham Iqbal	23 Hours (Appox.)	Operations Staff
Hasif Haleem	24 Hours (Appox.)	Operations Staff
Total Hours		712 Hours

Club Participation

Club Name	Count
Rotaract Club of Ratnapura	10
Rotaract Club of Colombo North	1
Rotaract Club of College of Chemical Sciences	16
Rotaract Club of Kandy Metropolitan	19
Rotaract Club of Colombo Fort	26
Rotaract Club of Informatics Institute of Technology	2
Rotaract Club of Wellawatte	6
Rotaract Club of ICBT	1
Rotaract Club of Chunnakam	2
Rotaract Club of National Institute of Business Management	3
Rotaract Club of Royal Institute of Colombo	2
Rotaract Club of Colombo	1
Rotaract Club of University of Ruhuna	1
Rotaract Club of Colombo Port City	4
Rotaract Club of APIIT	6
Rotaract Club of National School of Business Management	1
Rotaract Club of PanColombo	1
Rotaract Club of Matale	6
Rotaract Club of Kandy	5
Rotaract Club of National Institute of Business Management - Kandy	4
Rotaract Club of Kandy Hill Capital	4
Rotaract Club of Katugastota Region	11
Rotaract Club of Kurunegala	4

Other Organization Participation

Organization Name	Organization Type	Count
-------------------	-------------------	-------

Rotary Club of Colombo Fort	rotary	1
Interact Club of Sylvester's College	interact	4
Guests	other	8

District Steering Committee Participation

Name	Designation
Hillary Perera	Joint Director - Club Service
Ishini Himansha	Joint Director - Professional Development
Harini Sadewani	Joint Director - Professional Development
Sayumi Tissaarachy	Joint Director - Club Service
Aaron De Soyza	Joint Director - Sports & Recreational Activities
Sharan Balasubramaniam	Joint Director - Membership Development
Santhamurthy Baalumurthy	Joint Director - Club Service
Manusha Wickramaratne	Joint Director - Public Relations
Salman Mohamed	Rotaract District Secretary
Dulan Samarawickrama	Joint Director - Community Service
Savani Jayawickrema	Joint Director - Community Service
Gajaba Senaratne	Assistant District Rotaract Representative
Basharath Isamath	Assistant Rotaract District Treasurer
Nazmi Mahamood	District Rotaract Representative Elect

Budget

Income

Description		Amount
Phase 02 Tickets		33500 LKR
Phase 03 Tickets		29500 LKR
Total Income		63000 LKR

Expenses

Description		Amount
Phase 01 - Food		-10200 LKR
Phase 03 - Venue		-15000 LKR
Phase 03 - Sounds		-7000 LKR
	Total Expense	32200 LKR
Total		30800 LKR

Project Planning

The planning of **Unplugged 2.0** followed a **multi-phased, collaborative framework**—designed to ensure that each phase reflected its unique theme while maintaining consistency in branding, structure, and emotional tone. The success of the initiative lay in the collective ownership and creative synergy between all participating clubs.

Conceptualisation and Alignment

The idea for Unplugged 2.0 was seeded as a continuation of the previous year's "Unplugged" series, with the vision of deepening fellowship through emotionally resonant music-centred gatherings. Early discussions were focused on purpose alignment—ensuring the project would deliver not only entertainment but also emotional depth and interclub unity. Each phase was assigned a thematic identity, and clubs were designated roles based on their strengths, geographic location, and logistical capacity.

Clubs first collaborated to frame a shared narrative for the event—one that connected remembrance (tribute), celebration (holiday spirit), and reflection (spiritual calm). This helped ensure a sense of storytelling that flowed across all three phases.

Theme and Structure Development

Each phase was independently curated but collectively structured. The planning team built a modular event framework for each phase:

- **Opening activity or reflection**
- **Musical performances (open mic or curated)**
- **Interactive segment (tributes, poetry, or group singing)**
- **Networking and fellowship time**

The unifying element across all phases was the open mic format, which allowed organic, heartfelt participation from all attendees. Planning teams for each phase designed the content to match the tone:

- Phase 01 prioritised sensitivity and legacy storytelling
- Phase 02 emphasised joy and cultural exchange
- Phase 03 promoted mindfulness and quiet creativity

Club Coordination and Role Allocation

Roles were clearly segmented between clubs, including responsibilities for:

- **Event flow management**
- **Performer curation and registration**
- **Venue setup and aesthetics**
- **Photography and post-event documentation**
- **PR and digital promotion**
- **Tribute facilitation and emotional tone curation**

All planning was done with a strong emphasis on equal ownership, allowing each club to bring in their regional flavour and ideas while staying aligned to the broader Unplugged identity.

Performer Outreach and Content Planning

Call-outs for performers were shared internally across Rotaract zones, ensuring a mix of returning talents and first-time performers. Performers were encouraged to share original compositions, multilingual songs, or music with personal meaning. Curation teams ensured the lineup represented different styles, voices, and communities.

The content was planned to flow naturally with the audience's mood, from slower opening pieces to lively sets in the middle, and calmer acoustic numbers toward the end of each phase.

Special attention was paid to balance cultural representation across Sinhala, Tamil, and English music, showcasing Sri Lanka's diversity.

Experience Curation and Ambience

Beyond music, the planning focused on creating **immersive atmospheres**:

- **Phase 01** used minimal décor and warm lighting to foster intimacy and tribute
- **Phase 02** featured festive ornaments, holiday backdrops, and thematic snacks
- **Phase 03** was set in a cozy, candle-lit space with white and gold Vesak tones

Props like memory boards, handwritten notes, and symbolic items (lotus flowers, stars, candles) were introduced to reflect the themes. Volunteers managed stage flow, audience interaction, and transitions smoothly to keep participants engaged throughout.

Branding and Documentation

A consistent Unplugged 2.0 logo and visual theme were used across all promotions.

Dedicated photography volunteers documented each phase, capturing not only performances but candid fellowship moments. These visuals were later compiled into carousels and recap posts to tell the story of the series visually.

Impact Assessment and Feedback Integration

After each phase, internal debriefs were conducted to assess:

- Emotional resonance
- Participation diversity
- Flow and time management
- Creative highlights

Insights were used to adapt the next phase, ensuring growth and improvement with each step. Participants were encouraged to share reflections either verbally at the event or via feedback forms.

Public Relations Plan

The Public Relations plan for **Unplugged 2.0** was carefully curated and executed to match the emotional and thematic tone of each phase, utilising a multi-platform and multi-club approach for maximum reach and resonance.

Platforms Used:

- **Instagram, Facebook, LinkedIn, and WhatsApp** served as the core channels for outreach and engagement.
- Content was shared through the official accounts of **all eight organising Rotaract Clubs:**

Rotaract Clubs of CCS, Colombo Fort, Chunnakam, Jaffna Midtown, Kandy Hill Capital, Kandy Metropolitan, I

Timeline-Based Execution:

The PR campaign was rolled out in three strategic stages for each phase:

1. **Pre-Event Publicity**

- Visually engaging **countdown posts, event flyers, and caption campaigns** were released on all social platforms.
- Posts were customised to reflect the tone of each phase:
 - Phase 1 (Tribute): Warm, respectful visuals and nostalgic tones
 - Phase 2 (Festive): Colourful, joyous content aligning with Christmas
 - Phase 3 (Reflective): Calm, spiritual imagery fitting Vesak

1. **During Event Coverage**

- Live stories and updates were shared during each phase on Instagram and Facebook to maintain momentum
- WhatsApp groups were used for community reminders and RSVPs.

2. **Post-Event Engagement**

- **Highlight reels and photo dumps** were published for each phase to celebrate participation and showcase moments.
- Special focus was placed on curating high-quality visuals that conveyed the mood of each event, be it emotio

Design Language & Thematic Consistency

- Each phase was **visually branded** to match the **time of year** and the **emotional context** of the event:
 - October's phase leaned on twilight tones for remembrance.
 - December featured festive reds and greens.

- May utilised soft pastels in line with Vesak serenity.
- Typography, logos, and symbols were standardised to maintain project identity across platforms.

Cross-Club Coordination

- The social media responsibilities were shared, with each club taking charge of content creation and publishing.
- Captions were collaboratively drafted and reviewed to reflect inclusivity and unity.
- Posts were synchronised across clubs to amplify visibility and engagement.

Impact

- High engagement was recorded across all platforms, with significant organic reach.
- The reels especially helped retain post-event visibility and built anticipation for potential future editions (e.g., L).
- The PR strategy reinforced emotional connection with the audience, especially through tribute-based messag

PR links

<https://www.instagram.com/p/DBjEIQ-THfM/?igsh=dG01MXJsczh3YmRp>

<https://www.instagram.com/reel/DCoQkNShBaq/?igsh=MXczdjVvZzVhYWRONg==>

https://www.instagram.com/p/DEW_JRbl-UM/?igsh=dXF5bWdtMHU1Mjc4

https://www.instagram.com/p/DEW_Oo5IZGi/?igsh=MW5rcGhzcGFtbHZ5dg==

https://www.instagram.com/p/DEW_VplopUq/?igsh=Nnd5dmxudm41ZHp3

<https://www.facebook.com/share/p/12LxxriHm1x/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_unplugged2-connectinglives-serviceaboveself-activity-7267775697283100672-0FcM?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAAcTgKZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

<https://www.instagram.com/reel/DDYaeqfB7dd/?igsh=NXc1aXJoYXlPbjdp>

<https://www.instagram.com/reel/DDI1MXlIXx5/?igsh=MW0wd3NyZXJoczRseQ==>

https://www.instagram.com/reel/DDrci_Nlnej/?igsh=MTRYbmbpubXQ2ZnZqZQ==

<https://www.instagram.com/reel/DDuEbEfBBvD/?igsh=OHMyOTc1bXZ5azBv>

<https://www.instagram.com/p/DDwpTkHTYnb/?igsh=YzhhbHM3MGZ2M2l3>

<https://www.instagram.com/reel/DDw8qcOhTm7/?igsh=ZmdoZzY1cTljbzlr>

<https://www.instagram.com/p/DEXG8VTolh1/?igsh=MXdkcDFmcXp2NXg4cA==>

<https://www.instagram.com/p/DEXI22-l4H7/?igsh=Y2VmM3BpYW1vcjFx>

https://www.instagram.com/p/DEXJ3Kyltj_/?igsh=MTEyaHNIOGx1cjdleQ==

<https://www.instagram.com/reel/DEVCuPLIn-i/?igsh=MTBnNzBwNWNxOGxzbg==>

<https://www.facebook.com/share/p/16so7NhH8x/>

<https://www.facebook.com/share/p/1BP7VyBh4A/>

<https://www.facebook.com/share/p/1Jenw6ssFJ/>

<https://www.facebook.com/share/p/1K1yHQ17qn/>

<https://www.facebook.com/share/p/1Gua8JwQjm/>

<https://www.facebook.com/share/p/1CbWyqeSFy/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7271134731079983104-7RRg?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_the-wait-is-over-registrations-for-unplugged-activity-7271138924301815808--FWL?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7271392395542339584-q_O?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7275807391764422656-ZLWq?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7275808441779068928-9yYW?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7275812209090314240-uWZm?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7275815953378983936-iN48?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7275819745201831936-OWcO?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7281369864395464706-zwaa?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

<https://www.facebook.com/share/p/1Ado5WY69C/>

<https://www.facebook.com/share/p/1Ado5WY69C/>

<https://www.facebook.com/share/p/1RehVF9EVD/>

<https://www.facebook.com/share/p/1FHAS4X1Y4/>

<https://www.facebook.com/share/p/1Bf22t2mJd/>

<https://www.facebook.com/share/p/1L1sGELV3b/>

<https://www.facebook.com/share/p/19GbJsvhYt/>

<https://www.facebook.com/share/p/1AN5fNQG38/>

<https://www.facebook.com/share/p/12H7o4UPB8o/>

<https://www.facebook.com/share/p/19CmQHPJXp/>

<https://www.facebook.com/share/p/16kzhQxSr8/>

<https://www.facebook.com/share/p/15YGcgRESx/>

<https://www.facebook.com/share/p/1FmUw1GQGV/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7325238477283819520-sL3m?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-unplugged2-openmicnight-activity-7325459687703744512-4cmG?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_we-are-thrilled-to-extend-our-heartfelt-gratitude-activity-7327423504625090560-OhW2?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

<https://www.instagram.com/p/DJTBYygTR-a/?igsh=MXVoMnl2cDdtYmY3NA==>

<https://www.instagram.com/p/DJbaZcUJRth/?igsh=MTNldnUyaDc1bHZ6NA==>

<https://www.instagram.com/p/DJbf61XT0CJ/?igsh=MWttaHMwNnRzNmQ0aA==>

<https://www.instagram.com/p/DJbpDTkTlmZ/?igsh=djR2aW8xbGY2eHVj>

<https://www.instagram.com/reel/DJcSOLINlxB/?igsh=eDI1aWJlZzcwbXpz>

<https://www.instagram.com/p/DJd3Me3gnEL/?igsh=MW50cWg1aWFzYXNicQ==>

<https://www.instagram.com/p/DJd8hEcAwIA/?igsh=MXdoZTZuNW9tZWpxbw==>

<https://www.instagram.com/p/DJeGOEui-Xg/?igsh=MThrYWZ1NzMweXE2NA==>

<https://www.instagram.com/p/DJeGpObiwvo/?igsh=MTVhNHEwcWoyNmtmMw==>

<https://www.instagram.com/p/DJeK6lrC5KM/?igsh=MThpb2l1czQzemNh>

<https://www.instagram.com/p/DJg6iZ1zjaM/?igsh=Zmw3cWYhYnZjanR4>

<https://www.instagram.com/reel/DCTsBwVzwK4/?igsh=a2M1NGJvcTl4cmNo>

<https://www.instagram.com/reel/DJcSOLINlxB/?igsh=eDI1aWJlZzcwbXpz>

Beneficiaries

- Children at Ash-Shifaa (Home for Children with Special Needs)
- Rotaractors
- Participants of Unplugged Musical Sessions

Partners

- MaRadha Colombo
- Ash-Shifaa (Home for Children with Special Needs)

Outcomes

Short-Term Outcomes

- Strengthened bonds and friendships among Rotaractors from different zones and backgrounds
- Created a supportive space for emotional expression through music and tribute
- Boosted member engagement through diverse participation across three different cities
- Promoted cultural appreciation by including Sinhala, Tamil, and English music performances
- Provided an immediate sense of community, warmth, and belonging among participants
- Successfully honoured the memory and legacy of Rtr. Vaishnavan in a meaningful way
- Increased inter-club collaboration and event management experience

Long Term Outcomes

- Fostered a strong foundation for future joint initiatives among the eight clubs
- Built a culture of inclusivity, remembrance, and celebration within the Rotaract movement
- Strengthened inter-zonal relations that may lead to district-level collaborations
- Enhanced the clubs' reputations as inclusive and creative hubs of fellowship and service
- Created a sustainable model for music-centred fellowship projects (e.g., potential Unplugged 3.0)
- Contributed to the preservation and promotion of Sri Lankan multicultural harmony
- Inspired younger members to take leadership roles in planning emotionally resonant projects

Areas of Improvements

- Earlier logistics confirmations for venues and speakers
- Stronger pre-event PR with teasers and email marketing
- Better post-event feedback collection
- Tighter connection between phases for seamless storytelling
- Enhanced visual content delivery for broader digital engagement

Gallery



