

# REX KARMAVEER GLOBAL FELLOWSHIP AND KARMAVEER CHAKRA AWARDS instituted by iCONGO in Partnership with UN

Global Awards for Social Justice and Citizen Action.

**21+ YEARS**  
of Transforming,  
Inspiring & Energising  
Human Potential  
& Lives



The Karmaveer Chakra Awards are instituted by  
iCONGO in Partnership with UN

Inceptors and Architects of The Joy Of Giving, Karmayuga and Karmaveer Chakra Awards with the UN, One Billion Hungry, REX Karmaveer Global Fellowship, Right every Wrong, One Billion Rising, Swachh Bharat Mission and mojosh Inspirator life leadership & learning2learn lessons for personal transformation.

Karmaveer Lifetime Achievements | Karmaveer Maharatna | Karmaveer Joyti | Karmaveer Puraskaar | Karmaveer Chakra



**Together as one we  
can right every  
wrong!**



**Honouring the Power of  
Few & Recognising the  
Power of ONE!**







The greatest gift that you can give to others and to yourself is time. Embrace the gift of time whether you give it or receive it. - Philip Zimbardo



## Time, Knowledge and Service are the biggest gifts and awards at the REX KARMAVEER GLOBAL FELLOWSHIP(RKGF)

We at **RKGF** invest **TIME** to create exclusive **KNOWLEDGE** with life, leadership and learning2learn lessons to **SERVE** all our coveted and chosen fellows. - **Founders of RKGF**

The renowned leadership guru and thinker **Peter Drucker** said "Today Knowledge has Power. It gives us access to opportunity and advancement". In current times **Learning2Learn** has been identified as one of the most essential skills of the future. The ability to acquire new mindsets, skillsets, toolsets and knowledge quickly and continually through Learning2Learn in every moment and situation is crucial to **SUCCESS** in today's world of rapid change. If you don't currently have the aspiration, self-awareness, curiosity, and vulnerability to be an effective learner, then you get left behind in the **VUCA (Volatile, Uncertain, Complex, Ambiguous)** world.

The best way to find yourself is in the service of others.  
- Mahatma Gandhi

We at the **Rex Karmaveer Global Fellowship** **INVESTED OUR TIME TO SERVE OUR FELLOWS** (over 25 years of Research to Learn Human Potential, Mindsets & Behaviour) with exclusively curated and created community-specific and character-rooted, values-based self-help learning lessons (be it for Students, HR, OD, CSR professionals, Entrepreneurs, Educators, MSMEs and other sectors & communities) and **knowledge for people's personal development, transformation and advancement**. The simple intent is to **ENABLE, EMPOWER AND ENERGISE** each and every human being to achieve great **PEP**, which is to become highly **Proactive, Effective and Productive** in their **PERSONAL, PROFESSIONAL and ALL DIMENSIONS of LIFE**. Our fellowship is a community of people who are driven by their **PURPOSE OF LIFE** and have a shared vision, common cause and mutual intent of **Learning2Learn** for **PERSONAL DISCOVERY, DEVELOPMENT AND TRANSFORMATION** for the **BETTER**, because human science studies & research have proven that all change starts with the self.

Knowledge is a gift... Share your gift with others  
- Alfredo Salinas, Jr.

The biggest gift and award of the **RKGF** is the **life, leadership and Learning2Learn lessons** through the true stories and insights that we share with each other for **greater self-awareness, self-discovery/transformation and social consciousness**, to inspire solid character and unleash our unlimited heroic potential. Through our fellowship we create a unique **Rexperience (more powerful than Landmark Forum)** for shared and **collective learning by osmosis** (One thing that we often forget is that people used to learn 1-2-1) and that this traditional learning was considered the norm. It is proof that **learning by osmosis** works; it has for a long time. **Learning By OSMOSIS**. Learning by proxy, or being exposed to someone, can naturally achieve an unconscious assimilation of ideas, knowledge and even technical skills. The concept is not so different from animals learning from the herd or self-help **SUPPORT** groups of students/youth/people all naturally and collectively learning from each other), **through thought-provocation, wisdom-transfer and knowledge-sharing**. At the **Rexperience** all fellows learn not only from subject matter experts & mentors but also from each other as each and all of our fellows believe in sharing knowledge, wisdom, success, recognition and rewards abundantly with others.

Since, all change begins with the self and our Learning Passion Mantra at **RKGF** is

**"I change to change our world. I change to change our community. I change to change our society. I change to change our nation. I change to change humanity. I change to change everyone. I change to change everything."**

I cannot teach anyone anything, I can only make them think.  
- Socrates

At the **Rexperience**, we make the **life, leadership and learning2learn lessons**, practical and pragmatic with simple stories and ideas for action. Based on the **moJOsh Inspirator framework** (which has benefited several million executives in corporate trainings and teachers/parents/students in school/college talks/workshops), we apply powerful principles of support-groups, insight sharing and storytelling and have created a highly effective and compelling **Learning2Learn system**. The **Rexperience** also employs learning from essential self-evident natural laws like **The Law of Transformation, The Law of Attraction, The Law of Renewal, The Law of Continuous Improvement (Kaizen)** and the **Laws of Socratic Learning Methods/Socratic Dialogues**, based on the simple thought by **Socrates**. This makes the **collective learning** at the **Rexperience**, highly **interactive, participatory, thought triggering, insight instigating, inspirational, transformational, experiential and fun** as our Fellows share their stories and our **trained coaches/facilitators** bring the **LEARNING to LIFE** with a powerful sense of humour (related to the learning) by explaining the **HUMAN SCIENCES, INSIGHTS and IDEAS FOR ACTION** that can be **LEARNED** from the **TRUE CASE STORIES of REAL HEROES**. Hence, all chosen **Rex Karmaveer Global Fellows** get a **unique opportunity** to dive deep into an innovative Life-Changing & Mindset-transforming learning experience.

The gift of knowledge is the highest gift in the world  
- Swami Vivekananda

We at the **Rex Karmaveer Global Fellowship** inherently believe the thought above and thus we invest our time to **create knowledge with the most essential power-packed life, leadership and learning2learn lessons**, with love and diligent attention to detail, because **WE CARE** and are deeply concerned about each and every human being's advancement for the betterment and transformation of self, humanity and planet. **That is our most UNIQUE DIFFERENTIATOR, UNIQUE VALUE PROPOSITION at the RExperience where we believe in making the learning and philosophy into practical learning for empowerment and improvement**, rather than simply giving **esoteric, exotic, excruciating Gyaan**. People who have attended knowledge events at the **Rexperience** call it **the most energising, experiential and engaging growth mindset life-changing experience** they have ever attended. The main purpose of the **Rex Karmaveer Global Fellowship** is to create curated best practices & lessons for each community that we build within the **Rex Karmaveer Global Fellowship Communities** ecosystem. The intent is to ignite people's inner fires and fuel personal transformation. These are character-rooted lessons that are not taught in most (most, not all) schools, colleges, homes, organisations and societies.

The greatest gift you experience as **THE JOY OF GIVING** is to give anyone and everyone your time, your attention, your concern, your heart, your mind, your spirit, your soul, your knowledge and your love to **SERVE** one and all with passion, empathy, compassion, dedication and commitment. - **Founders of RKGF**





## iCONGO and Rex-Ideas For Action achievements and plans over the years!



IGNITING YOUNG MINDS AT GLOBAL YOUTH FELLOWSHIP @ IIT DELHI

iCONGO inherently believes that it is not mindless & arrogant charity, but humble & involved social justice that is wanting in our world. We passionately work with PEOPLE across the globe, for the mission of encouraging social justice through citizen action, with a vision of creating a just, humane, egalitarian, fair and responsible society. Over the past 16 years we have worked with various citizens & multiple stakeholders, to create win-win partnerships by bringing together a wide cross section of concerned citizens from Government, Corporate, Academia, Civil Society, Media, Celebrity, Youth and Student sectors to stand up, speak out and make a difference. Besides raising funds for small, medium and grassroots NGOs/CBOs for over 2 decades, iCONGO has also led policy/advocacy programs with the UN to promote the Corporate Integrity Index and 2% CSR contributions (with Ministry of Corporate Affairs, EU, CII and Anu Aga as the chief mentor), encourage Volunteering in schools & colleges (with Ministry of Sports & Youth Affairs), promote Communal Harmony Education in schools/colleges (with National Foundation for Communal Harmony – Ministry of Home Affairs) and led Electoral Reforms with Dalit Leader Mr. M.C. Raj (in association with the Chief Election Commissioner's office with 3 CECs Mr. Krishnamurthy, Mr. Lyngdoh and Dr. Quraishi as the mentors). iCONGO also created and promoted iTEAM- Institutionalized Training Empowerment & Advancement of the Marginalised with USAID support to create industry-based jobs for the blue/grey collar workforce in association with CII, NASSCOM, RAI and other industry partners. The iTEAM initiative which was created to employ the disabled and war wounded, was expanded to create workforces for all industry sectors and later adopted and adapted as Skill India. iCONGO has also conceptualised, created and promoted ideas for action (which are now global movements) like The Joy of Giving, RIGHT every WRONG, One Billion Hungry (with UN Food program), One Billion Rising (with Eve Ensler, Vagina Monologues and Un Women to advocate for all gender rights), International Year of Volunteering (with UNDP/UNV), Rex Karmaveer Global Fellowship & Karmaveer Chakra awards (instituted with the UN) and Swachh Bharat Mission (since 2003), which was later mandated by PM Modi in 2014.

More about iCONGO is this video story <https://www.youtube.com/watch?v=5RDDIzu0yOE&t=1s>

iCONGO also conceptualised and created THE JOY OF GIVING, the first charity lottery in the UK and FACE TO FACE FUNDRAISING initiatives in and from 2002, which have now become global movements. Our Passion mantra- Together as ONE, we can RIGHT EVERY WRONG. Over the years, iCONGO has integrally involved several people around the world to support and stand in solidarity with social causes and raised over 25,000 Crores or over 3 Bn USD for non-profits globally.

<https://www.youtube.com/watch?v=5RDDIzu0yOE>  
(This link has the iCONGO story by CNBC Young Turks).

iCONGO are also the inceptors, creators and architects of global movements like Say No to Corruption with the UN & REX Karmaveer Global Youth Fellowship, Rex Karmaveer Education Change Champions Fellowship, moJOsh Inspirator learning2learn system, The moJOsh magnificent 7 (Tmm7) inspirational Oratory experience, and many more inspiring learning initiatives that offer the best life, leadership and learning2learn lessons.

### The moJOsh Magnificent 7 (Tmm7) inception and Journey

Jerry Almeida is the author of the bestselling Inspirational Karma Kurry book series and Co-Author of PM Modi's Mann Ki Baat. Mann Ki Baat will be followed up with an annual book series initiative titled Jann Ki Baat to crowdsource public opinion/views/ideas for better governance and policies by all elected public servants, who are serving in Government now and in the future. A well-known leadership coach, corporate trainer, speaker, Jerry is also the founder of iCONGO (International Confederation of NGOs which instituted the Karmaveer Chakra awards and the Rex Karmaveer Global Fellowship in partnership with the UN).





## iCONGO and Rex-Ideas For Action achievements and plans over the years!



Jerry provides and provokes Leadership, Life and Learning2Learn lessons through powerful true stories of real heroes in his Karma Kurry and moJOsh Inspirator self-help book series to enable people to understand, unbox and unleash their unlimited heroic potential. His passion for learning with people to help them with their personal growth, inspired him to conceptualise and create Tmm7 inspirational oratory experience in 2014 to inspire everyone to go beyond.

Tmm7 was conceptualised and created in 2014 and inspired by several people, who were broken but refused to breakdown and accomplished significant breakthroughs. They were awarded the Karmaveer Chakra in 2013. Their stories inspired many people at the Rex Karmaveer Global Fellowship event in 2013. From 2014, Tmm7 has inspired people at corporate events and annual gatherings of businesses, business federations (Toastmasters, Rotary, TIE, BNI, Lions, WEF, Jaycees) and other organisations. Tmm7 which has been hailed by many as the most energising, entertaining and engaging experience, is a therapeutic, holistically healing, INSPIRATIONAL oratory experience, based on Jerry's book series Karma Kurry Karishma (KKK) - The Miracle.

The premise of the book series is that No Human Being is bereft of suffering and every human being gets broken in life at some point and more. We get broken not just physically but also mentally, emotionally, spiritually and morally. When broken, most give up and

break down. Few persevere and Break Through. That is Karishma-the miracle within. KKK features stories of several people from around the world who refuse to breakdown and have broken through. In the Oratory Experience, stories are brought to life with separate 9-minute talks of Tmm7 heroes. Jerry interlocutes insights and life-lessons in real time from the audience. Tmm7 has conducted talks for huge audiences ranging from 1000 to 36000+ people in indoor stadiums, auditoriums and webinars. Tmm7 touched over 3 mn lives so far.

After a hugely successful online talk in October 2020 with a large audience of over 36,000 people from 45 countries, we thought it was time to take Tmm7 to a larger audience through Hybrid LIVE/ONLINE inspirational public events with audiences from around the world joining online. We have designed the hybrid event as a 360-degree public self-help/healing experience. Besides a highly energising and effective experience packed with moJOsh Inspirator Life, leadership and learning2learn lessons (mindsets, virtues & powers like Gratitude, Vulnerability, Courage, Integrity, Humility, Contentment, Life, Resourcefulness, Empathy, EI, Science of Resilience etc.) for everyone in the audience, Tmm7 also addresses global issues that deserve our immediate and involved attention. - Diversity & Inclusion - Social Justice, Equal Opportunity and Parity - Child Rights - Peace & Oneness - Disability - War Wounded Soldiers - Women Rights - HIV Aids - Cancer - Child Sex Abuse - LBGTQ Rights - Rape & Sex Crimes - Domestic Violence - Infanticide & Feticide - Impoverishment & Marginalisation - Casteism & Racism - Trafficking- Sex Workers concerns - Child Rights - Mental Health - Depression - Youth transformation - Education Reforms. Over the years we have customised talks (and speakers) to address any and all issues and/or thematic events/ values apropos the organisation's brief. For the public event we have lined up some amazing speakers and entertainers from around the world.

10+ Entertainment Acts along with 50+ International Speakers/ Storytellers

**7** The moJOsh magnificent

The greatest storytelling, culturetainment & inspirational experience on Earth!

10 years of transforming, inspiring and Energizing Human Potential and Lives

THE FESTIVAL OF LIFE  
In Life at many points and more we all break.  
When Broken most give up and BreakDown  
Few persevere and BreakThrough  
THE MIRACLE WITHIN! THAT IS YOU!

Go Beyond & Go For Extraordinary.  
Right Here! Right Now!

The moJOsh magnificent 7  
#Tmm7 - The Hero In Me  
#Tmm7 - Hero For All



PANEL DISCUSSION OF SCHOOL LEADERS ON 15TH APRIL 2019 RKGECCFA



## iCONGO and Rex-Ideas For Action achievements and plans over the years!



### Rex Karmaveer Global Fellowship and Karmaveer Awards

iCONGO founded the Rex Karmaveer Global Fellowship and Karmaveer Awards to specially honour and award lesser known unsung, uncommon, unheard ordinary heroes from around the globe, who are championing change in our world with their extraordinary deeds. A lesser-known fact is that the inspiring story of 'Dashrath Manjhi' was first discovered by Jerry when he launched the joy of giving movement in 2003. Manjhi inspired Jerry to create and institute the Karmaveer Awards to recognise Ordinary Real heroes and tell their true stories in the Karma Kurry book series. Rex Karmaveer Global Fellowship has recognised people from around the world and is now creating communities with specific thematic fellowships like HR, CSR, CIOs, Teachers, Lawyers, Youth, and Education Change Champions (which includes School Owners, Principals, Teachers, Parents and Students) from schools across India. The awards are given every year on 26/11 (the day Indian Constitution was adopted in Parliament in 1949), which we have promoted as the Citizen Action for Social Justice Day from 2002 and now has been adopted by Government as the Constitution Day from 2015.

The Karmaveer awards were inspired by Mr. Dashrath Manjhi (The mountain man, who Jerry had the privilege of meeting in 2003, when we were launching of The Joy Of Giving movement) and instituted by International Confederation of NGOs (iCONGO) in partnership with United Nations (UN). Over the past 2 decades, we have felicitated several global citizens for championing change by addressing social causes and changing mindsets with their deeds and alternative ideas for action. Our Rex Karmaveer Global Fellows and Karmaveer award recipients and nominees include people (This is just an indicative list) like former President of India Mr. APJ Kalam, Dr. Verghese Kurien (first lifetime achievement Karmaveer), Dr. M. S Swaminathan (2nd Lifetime achievement award) former Chief Election Commissioners Mr. James Michael Lyngdoh, Mr. S.Y. Quraishi, Mr. Krishnamurthy, Global Citizens Mr. Bill Drayton (Founder Ashoka), OBE

Michale Norton (serial social entrepreneur and innovator), Mr. William Kamkwamba (The boy who harnessed the wind), Princess Francois Sturdza, King Charles (awarded when he was the Prince of Wales), Armed Forces Heroes Gen. Ian Cardozo (Gurkha movie is being made on his life), Brigadier Balram Mehta (Pippa the movie that release recently is based on his life), Captains of Industry & Philanthropists Ms. Anu Aga (Thermax), Ms. Rohini Nilekani (Infosys), Mr. Sridhar Reddy (CMD-CtrlS/Cloud4C), Mr. S. Sandilya (Eicher), Mr. Ajay Bijli (PVR), Mr. Sunil Mittal (Bharti Group), Mr. Karan Paul (Apperjay Group) Movie Directors Ms. Bhavna Talwar, Ms. Revathy, Mr. Hansal Mehta, Mr. Sanjeev Sivan, Mr. Onir, Mr. Pritish Nandy Actors Ms. Kajol, Mr. Rahul Bose, Ms. Gul Panag, Ms. Revathy, Ms. Amala Akkineni, Mr. Akhil Akkineni, Mr. Anupam Kher Musicians Mr. Remo Fernandes, Mr. Bobby Cash, Ms. Sonam Kalra, Ms. Sunita Bhuyan, Mr. Arzell Paparzell, Sportstars Ms. Mary Kom, Mr. Pullela Gopichand, Mr. Mahesh Bhupathy, Mr. Shams Alam, Ms. Deepa Malik, and many more dynamic, deserving, worthy champions of changelike Ms. Subhashini Mistry, Mr. Chewang Norphel, Mr. George Pullikthayil, Ms. Tulasi Munda, Mr. Laxman Singh, Mr. Arunachalam Muruganatham (Padman movies) who are leading the change and making huge positive contributions in our world. The monthly KBC Karmaveer episode on Sony is our license/IP and features our Karmaveer award recipients and our Karmaveers were also featured in Satyameva Jayate.

Our future plan is to begin the Rex Karmaveer Global Fellowship COMMUNITIES with Country & City chapters like Rotary, Lions and BNI. We are exploring energies with organisations for potential collaboration. Rex Karmaveer Global Fellowship and Karmaveer Puraskaar Awards conceptualised and created by the International Confederation of NGOs (iCONGO), are the most credible, coveted and celebrated Global awards for social justice and citizen action. In 2008 at the behest of the United Nations (UN), iCONGO in partnership with the UN also conceptualised and created the Karmaveer Chakra awards to recognise and reward Individual Social Responsibility and Small Actions that make the BIG difference in our world by International Volunteers and Global Citizens.



SCHOOL LEADERS FROM 100 SCHOOL'S FROM ACROSS THE COUNTRY 15TH APRIL 2019 RKGECCFA



## ABCDE

ABCDE is a platform to create entrepreneurial skills and mindset for youth through a day long festival in 2025 at Dr. Shyama Prasad Mukherjee stadium Goa and aid the government of Goa in job creation for the youth .

Participation of the government will showcase Goa as the pioneer state to take on the initiative of building entrepreneurial skills and thereby creating jobs through enterprise creation through this unique and one of the kind entrepreneurial educational festival.

### ABCDE : Any Body Can Do Entrepreneurship.

One day Learning festival for the youth from the creators of Rex Karmaveer Global Fellowship and Karmaveer Chakra Awards.

The Essential Learning: We focus on the mindset, skillsets and toolsets that entrepreneurs need to learn to enable their growth and move to the next level. Mindset - ABCDE - Anybody Can Do Entrepreneurship mind-grind Skillsets- Effective skill-pills and processes to become effective entrepreneurs Toolsets- Cool-Tools to enable you to plan your vision and prepare your action plan as entrepreneurs.

ABCDE is the fundamental learning where all students would understand the Entrepreneur mindset and the important skills and tools needed to embark on an entrepreneurial journey.

360 degree overview and learning for students from high school to college level.

#### LEVEL 1

ABCDE - launching very soon in Goa as one day hybrid festival

#### LEVEL 2

miLLLs online with 100 mentors from around the world ( launched during 2020 COVID)

#### LEVEL 3

Masterclass with Jeroninio Almeida as Rex Karmaveer Global Youth Fellowship and Karmaveer Chakra Awards ( which we launched in 2019 at IIT Delhi )



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## ABOUT iCONGO

iCONGO in a Nutshell:

The International Confederation of NGOs

([www.icongo.in](http://www.icongo.in))

passionately works with PEOPLE, for encouraging social justice through citizen action. On the other end, we work with the PEOPLE SECTOR (i.e. the NGOs which are rapidly losing out on credibility today), to reclaim and preserve public trust for the sector. Mostly managed by JUST VOLUNTEERS (which includes various concerned citizens and a few eminent people from Government, Academia, Literati, Media & India Inc), we sensitise “citizens at large” to “Be the change we want to see in our world” and go beyond JUST GIVING MONEY (because small or big donations without our looking into impact & accountability, cannot change the world).

We started iCONGO with the hope of getting people & corporate organisations to invest time, efforts & involvement for creating an egalitarian, just, caring & responsible society. We promote 26/11 every year as the “National Citizen Action Day”. We have been doing this from 2004 to inculcate the spirit of citizen action, in sync with our constitutional preamble adopted on 26/11 in 1949. Our constitution also has the “Ten Fundamental Duties” that were added in the 42nd Amendment of the constitution in 1976, which every Indian must fulfill for nation building and in order to enjoy one’s fundamental rights.



**60 YEARS AGO,**

WE MADE A PROMISE TO OURSELVES AND OUR MISSION IS TO REKINDLE THE SPIRIT OF THE PLEDGE AS CITIZENS AND THE PEOPLE SECTOR TO PROMOTE INCLUSIVE DEMOCRACY:

We, the people of india, having solemnly resolved to constitute india into a sovereign socialist secular democratic republic and to secure to all its citizens: justice social, economic and political; liberty of thought, expression, belief, faith and worship; equality of status and of opportunity; and to promote among them all fraternity assuring the dignity of the individual and the unity and integrity of the nation; in our constituent assembly this twenty-sixth day of november, 1949, do hereby adopt, enact and give to ourselves this constitution.

**ICONGO MISSION 2015 – CITIZEN ACTION IN SYNERGY WITH THE MILLENNIUM DEVELOPMENT GOALS.**

**ICONGO = CREDIBLE TRANSPARENT ACCOUNTABLE NGOS  
= PEOPLE MOVEMENT & CITIZEN ACTION**



## GUIDING PRINCIPLES:

### MISSION:

To encourage social justice through citizen action by providing a common platform for people from all sectors to get involved with credible, transparent and accountable ngos (as the ngo sector is the people & citizen sector) to be the change by coming together as one to right every wrong.

### Encourage social justice through citizen action:

We at icongo firmly believe that we the people are we the power, and in a democratic republic (which literally means people's rule), we as responsible and concerned citizens can be the change and promote good governance and social justice by taking a stand and speaking out against wrongs and bad governance to ensure equity and basic rights for one and all.

### Coming together as one to right every wrong:

We at iCONGO are convinced that each one of us has some cause dear to the heart, and want to do good as good humans and citizens to make a difference: be it with children, communities, animals, environment and so on. ICONGO endeavours to bring people together as concerned citizens to address the cause dear to their heart through their sector, the people sector i.e. the NGOs.

### VISION:

A nation and world where every human is not just a good person but also a good citizen who exercises her/his rights with full responsibility to ensure good governance and social justice for all our fellow beings and communities, animals and the environment.

### Good person but also a good citizen:

It's not about just giving a little money for a cause, but about practicing philanthropy for social justice; that is, making a social investment with time and involvement to understand social issues and advocating for the cause dear to our heart and coming together to build a just, caring and humane society, as we all need to remember and know that it is not charity that is wanting in the world but justice.

We demand (and not just ask) for rights for the virtue of being a human being living in sovereign socialist democratic republic country, for accountability and transparency from Government, NGOs, Uncaring Companies, judiciary, and irresponsible media and from fellow human beings themselves.

### Exercises her/his rights with full responsibility

We need to be responsible to get our rights, and are eligible for our rights only when we are responsible, involved citizens practicing true democracy where we ask for accountability and transparency when we sense something wrong within the system, be it with government, schools, judiciary or any other sector. We need to question everything as that's our fundamental right as a democratic citizen.





## GUIDING PRINCIPLES:

### OBJECTIVES:

At iCONGO we want to address all of the above and thus positioned ourselves uniquely from the very beginning, where we never raise funds for ourselves or retain any percentage of funds or resources we mobilize for member NGOs. NGOs have to go through a due diligence process to be accepted as members and have to adhere to The OMEGA RATING transparency and accountability charter, thus reclaiming and preserving public trust for the people sector

Our basic objective is to promote social justice through citizen action by creating a community and tribe of concerned, humane, caring and responsible citizens from all sectors who get TOGETHER AS ONE TO RIGHT EVERY WRONG.

We endeavour to use big ticket ground & media forums and mainstream media formats to sensitise, engage and involve people for social justice, through citizen action.

iCONGO shall work selflessly to create an ecosystem by creating a Total Resource Development infrastructure to promote ethical fundraising in sync with our beliefs and to promote philanthropy for social justice and sustainable social investment where people don't JUST GIVE but get involved as partners in change with a cause dear to their hearts through a pre- screened NGO member because it is not charity but justice that is wanting in the world.

iCONGO shall develop philanthropic gateways for citizens to get engaged with transparent and accountable NGOs.

iCONGO shall promote a hallmark of trust to mainstream smaller, lesser known NGOs, who are actually doing huge work on the ground and at grassroots levels.

iCONGO endeavours to build citizen action by sensitising people to ask for transparency and accountability from all quarters and responsibly practice all our fundamental rights.



### BELIEFS:

iCONGO sincerely and inherently believes in the philosophy of the leaders of our struggle for independence, including Mahatma Gandhi, Bhagat Singh, Mandela, Mother Theresa, Darwin, Che Guevara, Margaret Mead and other thought leaders like them, who lead the change for society selflessly without the need for big money, seats of power or any other material possessions. We need to be the change that we want to see in the world as common people and good citizens. Gandhiji had relinquished seats of power as he wanted to just do his duty as a citizen and in that he rose above and became extraordinary. Gandhiji had said that doing good for society is what the NGO movement should be and thus it will always remain the PEOPLE SECTOR.

Our inherent belief is that the NGO movement is the people sector and thus as a collective of NGOs we need to reclaim and preserve public trust in the people sector by getting people involved as good citizens with social causes. Hence we need to go beyond just asking for money and take people on a journey to understand the issues we work on as a collective sector. Funds are required by all of us, but the focus should be on self sustainability and drawing people in, rather than on constantly asking for grants without working on retaining long term relationships and trust, thus spoiling the ecosystem for the sector.

We sincerely believe that various people want to do good and be involved with NGOs but are skeptical and cynical about the sector as we have by ourselves blemished our credibility by not adopting good practices of accountability and transparency, but instead having high administration costs and issues of money siphoning and other such issues of corruption. We, as a sector, should not indulge in just taking grants from government or other bodies as most NGOs now just take grants for granted and do not work towards self-sustainability, and thus we today have 1.6 million NGOs in the country who are pure money chasers and do not deliver any service at the grass roots level. Grants are only a starting point, and we as a sector should take on the responsibility of ensuring self-sustainability in our projects so that citizens/ tax payers' money can be put to better use for building public welfare, public good and social justice.

## GUIDING PRINCIPLES:

### BELIEFS:

We sincerely believe that social justice through citizen action can be achieved for all causes by involving citizens with pre screened NGOs that adhere to “THE OMEGA RATING Transparency & accountability charter” that shall be adopted by the people sector as a collective movement to reclaim and preserve trust.

We sincerely believe and know that majority of the good work that is being done on the ground is by small grass roots NGOs that people in urban India may have never heard of, like they hear of the cool sounding NGOs, which do so for the simple reason that they are over-spending the money on PR that they should be spending on the community. Hence to link citizens to the PEOPLE SECTOR, we want to mainstream the work of the smaller grassroots NGOs who work with little or no funding but are making a huge difference for various communities and for social justice overall.

We believe that Together as ONE we can RIGHT every WRONG, if we start involving citizens with the PEOPLE sector to not JUST GIVE but practice Philanthropy for social justice by investing a little time and involvement for understanding issues and advocating for the same as concerned citizens to be and lead the change to promote good governance as ONE PEOPLE by asking for accountability and transparency from all sectors.

We believe that fundraising is not just about getting people to give money but about engaging people with the causes dear to their heart to ensure their involvement and commitment to being and leading the change they are investing in.



BILKIS BANO ON COVER OF **TIMES MAGAZINE**



WOMEN BEEN AWARDED THE **REX KARMAVEER AWARD AT SHAHEEN BAGH**

## POWER OF ONE, TOGETHER AS ONE WE CAN RIGHT EVERY WRONG

Bilkis Bano Dadi and all The Women of Shaheen Bagh, who were recognised by the REX Karmaveer Global Fellowship in January 2020, have been featured in the Time magazine as 100 most influential people in the world as voice of the people and an epitome of leadership.

Seen in the picture with Sarwari Dadi, Asma Dadi and Karmaveer awards and REX-Ideas for Action Co-founder Eitu Chopra, at Shaheen Bagh on 20 Jan 2020 when we recognised their spirited fight for justice. REX Karmaveer Global Mission were the first organisation to recognise all the women of Shaheen Bagh for their grit, determination and resilience to lead peaceful, dignified, non-violent protest. All the women heroes were recognized and awarded the REX Karmaveer Global Fellowship and Karmaveer Chakra - Global Awards for social justice & citizen action, instituted by ICONGO - International Confederation of NGOS in partnership with the UN- United Nations.



## CORE VALUES:

### iCONGO CORE VALUES:

Bharatiyata means non pseudo nationalistic and patriotic Indianness, where we inherently believe in being good citizens to promote true democracy by practicing the People's rule, to promote good governance and best practices of a people's government, and also by being secular as India belongs to all its citizens. Hindus, Muslims, Christians, Buddhists Sikhs, Jews, Parsis and Bharatiyata is the essence of this multi cultural diverse but ONE united biraadiri (community). "I CAN INDEPENDENTLY BE THE CHANGE FOR THE LARGER COMMON GOOD AND CAUSE" is our attitude in sync with Gandhiji's and Bhagat Singh's teachings to work selflessly for all our people, make an effect and thus uphold the holistic principles of our constitutional pledge we took as free and independent Indian citizens on 26th November, 1949. Making a difference and reaching out to help others is an Indian tradition from the Vedic times and Indians are the original socialist thinkers of the world for creating collective resources.

### SHAURYA:

To be a Karmaveer and have the Courage of conviction that enables us to face any WRONG, difficulty, danger or pain in a way that allows us to maintain control over the situation and have the inner strength to take stands and speak out without being apathetic, no matter who or what we are up against. It takes courage to be and make RIGHT and blow the whistle on things that are WRONG within a country, a sector, community, organization, society or an institution. We will be steadfast with our stand to speak out and be a voice against the wrong, even if unheard, and despite all adversity, ridicule and personal loss.

### AKHANDATA:

To have absolute Honesty and Integrity to hold to our code of values and speak truthfully and treat everyone fairly without any prejudice is Honesty and Integrity. Honesty is the basis of trust. Trust is the basis of relationships, whether they are personal or professional. Not to forget, many of us grew up with the motto, "Honesty is the Best Policy." We, as concerned citizens, shall cooperate as one team and a voluntary people movement called India to loyally and proudly address social causes and LEAD THE CHANGE with patient determination, self respect and commitment to make a difference with good humour, self reliance, fairness and helpfulness in an unbiased manner on a daily basis

### SWABHIMAAN:

To have self respect through ones actions and our deeds and by having mutual respect & Dignity for one and every fellow being, animals and our overall environment. Respect and dignity is of utmost importance. Our respect for individuals, animals and the environment can have a profound effect on us to develop our own values and self respect. To respect all with equity is the first step towards respecting oneself. The people we admire often serve as a model for how we share our lives for service towards others. There can be different kinds of respect – acceptance, regard, admiration, appreciation, honour. We, as concerned and responsible citizens, shall have the self respect for being the change and thus believe in and encourage equity and justice for one and all. We shall unambiguously speak out without being apathetic towards socio-political issues to RIGHT every WRONG with self respect, righteousness, compassion, empathy, humaneness, solidarity, proactive involvement and responsibility, thus owning up our fundamental rights.

### UPAAYKUSHALTA:

To be resourceful, self reliant and think out of the box by being creative to find solutions, rather than succumb to any problem under the sun or give up. Our credo is to never give up no matter what, as once we make up our mind to do the right thing we will stick to that and be relentless till we find a way and a solution to overcome, and we are determined to try and overcome.

### PAARDARSHITA:

And the best for the last is to be absolutely transparent and account- able with everything we do for building citizen action for social justice. We would strive to be frugal, prudent and efficient, with absolutely responsibility, for expenditure and fund management, as we recognize the fact that we are mere custodians and managers of the resources that have been given by people with the ability and desire to do good and be the change by addressing issues of people with needs that deserve attention and support.







THE KARMAVEER VALUE OF PHILANTHROPY FOR SOCIAL JUSTICE, WITH INVOLVEMENT, AND NOT JUST GIVING BUT A JUST SOCIAL INVESTMENT:

The best for the last for all us citizens to think about. Our actions shall govern the good we want to do. We shall sensitise and inform people not to just indulge in chequebook philanthropy because we get emotionally provoked by a child's face and thus want to help by giving some money: That's like giving a child begging on the street a rupee with little thought to what the child's real problems are. Thus giving money to a child's face you see in a magazine and a child begging on the street is similar, its thoughtless and uninvolved charity. Would be ever buy shares or mutual funds without understanding all the risk factors and market trends, or would we put our child in just any school without due diligence or would we even buy spectacles without getting our eyes properly tested? So, if we can check on everything where we invest, why don't we check on our social investment? STOP! STOP! STOP! Let's stop this as we are really not helping here, but we are making things worse. Don't just give. Get involved, understand the issue and INVEST JUSTLY with time, commitment, involvement and love. Can we give our own child the security if we just give money at home for her/ his upbringing? NO. We need to be involved, give some time, love and nurturing.

Let us understand that. We may sponsor and support a child with some money for one, two, five or even ten years but look into it, ask for accountability, measure the impact, ask the charity and government how the child is developing to be independent and empowered in the future.. WHY? Well in the past the children who have been used to get donations and funds are today still without an opportunity in life. Because we just gave and never monitored it. The child we once supported is today over 18 years and now a rag picker and a drug user because the same charity that used his face to raise funds has no use for her/him today. The government is not responsible for her/ him today as they are no longer children. So what have we done? Given money for some time, felt good that we made a difference in a child's life? No, not at all. We only made it worse for her or him as we never ever bothered to check on what's happening with that child. Would we do that with our own child? Think. Understand. Get involved. Be an active advocate. There is enough and more money and aid coming into India. Money is incidental. What is needed is the involvement as otherwise we are not really helping anyone to become empowered and independent.



## DR. APJ'S LETTER TO FOUNDER'S OF KVP

"Jerry, I have a humble request regarding my nomination. I read through the website and trivia booklet to learn more about the criteria for the Karmaveer Puraskaar awards.

I agree with Dr. Verghese Kurien that the Karmaveer award is the most credible honor, because of your guiding principles of egalitarianism, simplicity, austerity, fairness, and integrity. I have huge respect for Dr. Verghese Kurien, who was a dear friend and your first lifetime achievement award recipient. Therefore, I feel, that I need to do more in my personal capacity, to deserve the lifetime achievement award which all of you have nominated me for."





## RICHARD SAUL WURMAN

When I started TED in 1984, the idea was to create conversations, camaraderie and collaborations of Real People, who like sharing their ideas. I am glad to see that the founders of REX have created a conversation, not just of exclusive speakers, but an inclusive gathering of Real People and Ordinary Heroes, who stand for righteousness and doing right. I have observed that People can speak from their heart at REX and have the right of Free-Speech, without any censorship. REX has a grand vision and is become much bigger and better, than what I had intended TED to be originally. REX is the most unique knowledge forum globally, where one can go on a true journey from NOT KNOWING to WISDOM and AWARENESS.

It is meaningful, mindful, engaging, energising, entertaining and most of all it is a great learning experience, with people from all walks of life sharing ideas for action. \The original TED conference wasn't rehearsed, planned, edited or scripted; there were no long introductions or a dress code. What you saw on videotape is exactly how it happened live, and the conference was magical. REX is everything I wanted TED to be and the founders of REX have truly created what my original idea of TED was. At TED When a speech was boring, or it went too long, I would get up and very quietly walk over and stand behind the person. At REX the founder Jerry Almeida does something even better. True to his nature, he literally blows the whistle and this adds to the fun and charm of the overall learning experience.

– Richard Saul Wurman-Original Founder of TED before he sold it in 2002. He is a REX enthusiast and mentor and has been supporting us to stay on the path for creating engaging, energising conversations and learning at REX.



## FOUNDER'S MESSAGE:

Dear Friends, Champions of Change, Noble Laureates, Bravehearts and fellow Karmaveers, Important:

Somewhere and everywhere in the world our Karmaveer is championing change every day! Namaste, Asalaam Alaikum, Sat Sri Akal, Vanakkam, Salaam, Dorood, Shalom and greetings from all of us at iCONGO, REX Karmaveer Global Fellowship, Karmaveer Awards, Joy of Giving, Rex-Ideas for action, One Billion Hungry, One Billion Rising, RIGHT every WRONG and the Swachh Bharat Mission citizen action movement! I change to change India and the world by understanding and fulfilling my INDIVIDUAL SOCIAL RESPONSIBILITY.

In 2003 we asked ourselves "Can we plan ideas for action to?..."

- Create, launch and promote a global UNSUNG & REAL HEROES movement?
- Create a movement to encourage THE JOY OF GIVING around the world?
- Create a global forum to express thoughts without censorship?
- Create a web portal that enables citizens to write stories of Real Heroes?
- Create an app that helps people to report acts of corruption and wrongdoings?
- Encourage media organisations to celebrate Real Heroes?
- Inspire the UN partner with us to promote Real Heroes?
- To inspire and train people to Clean India?

- Plan and publish books that tell true stories of Real Heroes?
- Create an awards program where slum dwellers, CEOs and Kings are treated equally?
- Create a forum where we will never have VIPs culture?
- Create a fellowship that is promoted for the fellows, of the fellows and by the fellows?
- Create country and city chapters like Rotary and Lions for our fellowship?
- Do all this without any sponsorships/funding that makes us compromise our values?
- Create a Face-2-Face fundraising initiative that will benefit non-profits globally?

Yes, we can! Yes, we will! Yes, we did! This is what we can proudly say 21 years later. Bernard Malamud had said and I quote "Without heroes we're all plain people and don't know how far we can go." The Rex Karmaveer Global Fellowship and Karmaveer Awards has been a humbling journey since its inception in 2003 to celebrate ExtraORDINARY Citizens who are EveryDAY Heroes, who are making a difference in our world with their simple, path-breaking citizen actions. It was in 2006 that we chose our first batch of KARMAVEER NOBLE LAUREATES. I remember how a lot of people raised their eyebrows when I said to them that our vision is to create an egalitarian platform where captains of industry and celebrities would receive their awards from and along with slum



## FOUNDER'S MESSAGE:

dweller, beggar, labourer, farmer, and sex worker and share the same platform with them. Today I can proudly say that our vision and dream has come true- a dream to bring people from different walks of life together to work towards a just humane, egalitarian, inclusive, fair and responsible society.

Yes, we also have a dream, a dream where everyone will go beyond caste, religion, nation, gender and creed to work together as ONE to RIGHT every WRONG. And through Karmaveer we have created that microcosm by building an egalitarian platform over the years where people work together without any discrimination. The Rex Karmaveer Global Fellowship has now become that microcosm which has proven that Princes, Princesses, Captains of industry, Celebrities, Slum Dwellers, Street Children, Homeless Youth Sex Workers and people from all walks of life can live and work in harmony with each other to create the legacy of a better world. Over the past few years from a fledgling awards program, KARMAVEER AWARDS has emerged to become a highly coveted, revered award program. People from across the globe send in nominations for the awards every year and we choose a 20: 80 mix respectively of eminent people and grassroots unsung invisible heroes. We maintain the highest standards of integrity, empathy, courage of conviction, compassion and austerity at our awards ceremony and this has become the HALLMARK of the KARMAVEER AWARDS program. People who come from across the globe to receive their awards marvel at the simple standards that make the KARMAVEER AWARDS the first and only one of its kind in the world.

We are proud to have received all the endorsements and accolades from all our KARMAVEER NOBLE LAUREATES over the years, which encourages us to sustain our integrity, humility and courage of conviction. It has been a fruitful and gratifying journey curating, nominating and mainstreaming TRUE HEROES from across the country and the world and ONE is humbled by all the great work being done by these GREAT ORDINARY PEOPLE from the remotest corners of the country and world. These are the stories that we tell in our speeches and ethical leadership training programs in schools, colleges, B-schools, UN forums and conferences organised by organisations to inspire people to be the change.

During a speech I delivered in a B-school recently, a parent came up to me and said to me "The youth today does not have good examples of true heroes to follow in the real world. I am happy that you are inspiring the youth to choose the right leaders and heroes and not just blindly follow the false heroes and celebrities that society promotes today". So, we are happy to know that we are on the right path and yet we also realize that the mission is huge with miles to go before we sleep and hence, we are constantly finding ways to partner with projects to promote true ethical heroism. Imitation, they say is the best form of flattery and over the years YOUR KARMAVEER AWARD PROGRAM has created the trail for others to follow. Jack Welch,

I am told had once said that "when an idea is great shamelessly copy it". Today, several media houses and brands have shamelessly plagiarized our KARMAVEER AWARDS, THE JOY OF GIVING and RIGHT every WRONG idea to create awards programs like REAL HEROES, SOCIAL IMPACT awards, Lead India etc. Our humble appeal to them is to also copy our standards of austerity, integrity and simplicity. Its also apt to say that while many of them plagiarised and copied our Real Heroes awards ideas and had big sponsorships, none of them could sustain the awards like us for 21 years, which we have done with GRIT, PERSEVERANCE and CHARACTER, without any big sponsorships or funding.

We are also very happy and proud that our simple idea and action is helping in creating more and more EveryDAY HEROES from amongst ExtraORDINARY PEOPLE and we have actually encouraged people to emulate our idea or partner with us to help us in our quest to find heroes and create KARMAYUGA- THE RIGHT every WRONG generation.

Today, we have created several campaigns and ideas that have become huge movements, right from KARMAYUGA to the Joy of Giving, from the REX CONCLIVE to our KARMA KURRY books and our several other campaigns. All this has been possible because of the support and blessings of all our KARMAVEER NOBLE LAUREATES like you. We are very obliged to all of you for your overwhelming support and solidarity. We have also received huge support from several eminent and grassroots citizen heroes, media houses and some noble organisations like CtrlS, VSO, BBDO, Omnicom, UN and several other organisations who are our partners. It is with all this support that today we have become an energy to be and drive the change. I thank one and all of you for standing by us in this remarkable journey. It has truly been an enriching experience being at the helm of the KARMAVEER movement.

To conclude we must all remember always that each of us has the potential and power to make a big difference and create a legacy of a better world for future generations. Each of us can be a hero, a leader, a volunteer, a fellow and a champion of change. We need to always look within and discover that great leader and hero within ourselves and also help others to discover their greatness. Only when one is fully engaged can we ignite the passions of others to inspire and involve them by helping others to become more, learn more, do more and lead more.

If each of us do this, then we can all change the world for the better ONE by ONE. So welcome to the journey for being the change that we want to see in our world.

We need to keep walking on the path less trodden!  
Peace, Love and Oneness always

**Jeroninio Almeida- Founder REX, Karmaveer and iCONGO**

## Co-FOUNDER'S MESSAGE:



Dear Friends and Karmaveers! Namaste !

Greetings from all of us at iCONGO- International Confederation of NGOs, a dynamic people sector movement conceived in 2003 and founded in 2004 by various citizen volunteers and activists, who got together to form a dynamic platform for citizens and NGOs(the people sector to check social inequities) to work together to BE THE CHANGE. iCONGO belongs to all citizens who volunteer and come together as ONE to RIGHT every WRONG and address socio- political issues to make the world's largest democracy a true REPUBLIC, where We the people should be WE the Power to promote good governance and social responsibility by standing up and speaking out. Around the time we started conceiving the movement in 2003, we planned to form a citizen forum where concerned citizens got together to speak out against social wrongs by creating awareness and inspiring citizen action for social justice in an informed and responsible manner. Thus was born the RIGHT every WRONG movement that comprises of the RIGHT every WRONG CONCLAVE- and later named The Rex Karmaveer Global Fellowship And Karmaveer Chakra Awards in partnership with the UN a ConclIVE which is live event to inspire the world with stories from around the world to be the change and contribute and create a legacy of give . We curate stories of inspiring 7 years to 75 years plus to bring learning on our forum who we call Champions of Change .

It's a national forum for social justice & citizen action, where issues we discuss are documented and disseminated with citizens in Government for progressive and responsible governance, and the KARMAVEER PURASKAAR- Global awards for social justice and citizen action to celebrate the power of few and honour the power of ONE. We, as a collective of concerned citizens, truly believe from the heart that it is WE THE PEOPLE who can be the only drivers of change for a better balanced society where everyone has justice and social equity. It's time we stopped being apathetic and thinking what can I do? The point is each of us can BE THE CHANGE if we decide to do so. Let's stop thinking that change can only be led by Government and powers to be, as each of us as a responsible citizen needs to voice dissent against social wrongs and do whatever we can to LEAD THE CHANGE. In a country where we adulate movie stars and cricketers and have thousands of awards for them and other so called achiever's awards for promoting consumerism and marketing of FMCGs, tobacco and liquor brands, there is really no recognition for people who have gone beyond themselves and their business as usual by doing whatever little they can and by creating hope for the marginalised and all of us. These are people who are the real and unsung heroes who perform their duties selflessly to promote social justice and thus create a better humane world, not only for the marginalised and the poor, but also for all of us in the great Indian middle class. These are people who are role models for other change dreamers and leaders and like Mother Theresa, Gandhiji, Bhagat Singh, Martin Luther King, Nelson Mandela, Helen Keller believe in leading change silently and with absolute selflessness, without desire for seats of power or any recognition and glory. These are people who we call THE NOBLE LAUREATES and are selected for the KARMAVEER PURASKAAR. The KARMAVEER PURASKAAR is an endeavour to recognise and celebrate the power of ONE individual who believed that she/ he could BE THE CHANGE. The KARMAVEER PURASKAAR celebrates and recognises individual citizens from various sectors of society who have walked the talk and decided that it is better to light a candle than to curse the darkness, thus inspiring others to BE THE CHANGE. So if you believe that you can also be the change and be that ONE in a billion or you know of people who have led the change, please send us a nomination and join your movement with iCONGO. These awards were commenced in 2006-07 and are given out every year on 26th November, the day our constitutional pledge was adopted in 1949, which we are promoting as the National social justice and citizen action day to rekindle the spirit of our constitutional pledge.

**Jai Hind**  
**Co-Founder - REX Karmaveer Global Fellowships**  
**and Mission Initiatives & CEO- iCONGO.**  
**EITU VIJ CHOPRA**

**Just Another Volunteer**



## RIGHT EVERY WRONG MOVEMENT AND KARMAVEER PURASKAAR



RKGF Global 2019

The RIGHT every WRONG MOVEMENT & KARMAVEER PURASKAAR is a people sector movement to create action against apathy and promote social justice through citizen action. The movement consists of four parts:

1. The RIGHT every WRONG Conclave is a knowledge forum promoting Social Justice and Citizen Action, where citizen leaders from all sectors share knowledge with the citizens at large for creating informed and involved social responsibility.
2. The KARMAVEER PURASKAAR (Global Awards for Social Justice and Citizen Action) instituted by the people sector along with various partners, citizens from all sectors, and media supporters, as given in this document, is an annual awards & recognition programme to encourage citizens to address social issues and BE THE CHANGE. The awardees are caring and concerned citizens who have gone beyond business as usual to lead the change with an "I CAN DO" attitude by taking stands and speaking out against social wrongs. These awardees are dubbed as the Noble Laureates and the mission of the awards is to celebrate and inspire individual citizen action for social justice.

The idea is to nominate and select citizens from all the sectors, who have contributed to social justice & citizen action by going beyond BUSINESS as USUAL, and thus have been the change that they want to see in the world. These awards are given only to Individual Citizens and not to any organisation or company. The people sector instituted these awards to recognise real life unsung heroes who believe it is better to light a candle than to curse the darkness and have walked that extra mile to BE THE CHANGE and practice true democracy by fighting for social justice and practicing the power of ONE as Citizens for change.

This year we celebrate the seventh year of instituting the KARMAVEER PURASKAAR and the awards like every year shall be given the 26th day of November, the National Social Justice and Citizen Action Day.

The past awardees include Dr. Verghese Kurien, Dr. M.S.Swaminathan, Lt. Maj. Gen. R.s.Pannu, Smt. Nirmala Narula, Anina Joseph Mathew, Rajinder Johar & Dr. Kalyan Banerjee for the Lifetime Achievement Karmaveer Puraskaar and various eminent and common citizens who have performed extraordinary and exemplary duties to promote social justice through citizen action.

These Noble Laureates are the people we recognize through the KVP for dreaming and doing whatever they can to bring in change for the overall social justice. Over the past two years people in India have fondly started calling the KVP the Noble Prize for social action in India.

3. Citizen Advocacy Campaign The REW Citizen Advocacy Campaign is a movement where in we shall be engaging citizens at large to fight apathy and promote social justice through citizen action.
4. The Omega Rating The Omega Ratings is an in depth accreditation system for the NGOs, Government and Corporates to be transparent and accountable with good governance, best practices and social responsibility and thus reclaim and preserve public trust in the people sector.

The REW and KVP movement was launched in the 60th year of independence, where citizens came together for a new freedom movement to address social wrongs within the nation and rekindle the spirit of the Constitutional Pledge to promote social equity to one and all citizens. The KVP trophy was unveiled at the first CONCLAVE and AWARDS Ceremony by citizen leaders like Vasant Sathe, Oscar Ferenandes, J.M. Lyngdoh, L.M. Singhvi, Nandita Das, Neelam Katara Sabrina Lall, Sadhna Bhatnagar, Neelam Krishnamurthy, Suneeta Sharma, students and various other citizen volunteers.

## APEEJAY KARMAYUGA

Apeejay Karmayuga is a movement to Inspiring one and all to build their own Character and that of the Nation as a collective through virtuous & voluntary actions (Karmas) towards State and Society. We believe that there is a hero in each and all of us and these heroes we seek may be children who are 7 years old or an elder person who is 70+. Our Hero may be a school child, a corporate executive, a business leader, an entrepreneur, a journalist, a college student, a home maker, a mother, a farmer, a vegetable vendor, a slum dweller, a sex worker, a parliamentarian, a teacher, basically each and every citizen of our world can be our hero. The project will scout for Unsung everyday Heroes, highlight their stories in the citizen domain and reward them with Karmaveer Chakra and any other awards they may institute from time to time. Karmaveer Chakra is a medallion for Voluntary services, instituted by iCONGO in 2008 in partnership with the UN to award real heroes in all sectors

### **Karmaveer Chakra: (Instituted in 2008-09)**

This is a medal for outstanding citizen action as a volunteer for social justice. Past awardees- Vineet Kumar, Raktim Mukhopadhyay, Kavita Kumar, Anand Bhatt, Anita Mathew, Akshat Jain, Nitin Batra, Shashank Khattar, Prianjali Mitra, Rishika Sehgal Paranjay Roy Choudhury, Raghav Agarwal, Aakaar Gandhi, Jaideep Chaddha, Nikita Seth Pragya Bhargava, Dhruv Bhatnagar, Jawahar Khetan, Pranay Vir Singh, Aranya Dang Ishaan Sodhi, Kanishk Jain, Aryan Dhingra, Kunal Dhanda, Nanki Kukreja, Kimaya Kukreja, Deevanshu Sood, Sarthak Malhotra, Unnattee Eusebius Shahid Siddiqui, Dr. Kuresh Zorabi, Ritu Raj Kalra, Prof. Raghu Raman, Sandeep Sharma, Sandeep Chawla, Tara L. Venkatesan, A V Swamy, Rakesh Mathur, Akshay Singh, Alka Sharma, Ashma Rashish, Babita Bahadur, Irfan, Nisha, Pooja Singh, Rajabala, Sabila Khan, Sonia Singh, Anand Prakash, Pradeep Kumar, Komal Rathod, Poonam, Shama Parveen, Vijaylakshmi, Dr. Kanchan Mittal, Tashi Namgyal, Gayatree, Dr. K.Maran, Rahul Verghese, Abhinav Srihan, Manish Kumar, Varun Chopra, Mandira Srivastava, Prof.Yugal Rayalu, Nilanjana Sanyal, Shikha Kalita, Sanjay Rajoura, Gaurav Mehta, Shailesh Shetty, Akshai Abraham, Shamika, Dilip Sahoo, Nisha Subramanian Kunju, Karunakara M Reddy & Ria Saxena

**UNV-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to Citizen Volunteers for their Endeavor to promote and acknowledge volunteerism towards achieving the Millennium Development Goals Past Awardees- Gaurav Gaur, Hari Pado Biswas, Hemant Kumar Yadav, Rahul Pawa & Santosh Kumar

**RTI Nation-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to Citizen Volunteers for filing the Best RTI Application Past Awardees- A. Arjunan, Maheboob Patel, Aashish Rajgaria, Sameer Grover, Naveen Saini

**Silver Innings-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to Citizen Volunteers for Exceptional work for Senior Citizens Past awardees-

Mansulakhil Ruparelia, Dr. Padmanabha Vyasamoorthy, Sandip Parab, Manju Bhatia, Dr. Om Prakash, Umadevi Krishnamurthy, Geeta Shankar, Dr. Anand Ambali & Jimmy F. Dordi

**HFI-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to Citizen Volunteers for Exceptional Hemophilia Care Past Awardees- Dr Suresh Hangavadi, Kiranbhai Avasia, Dr Maganti Prasad, Mr Premroop Alva & Mukesh Garodia.

**RTF-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to Citizen Volunteers for Outstanding Child-led Initiative Past Awardees- Children from Surovi Shishu Panchayat, Shishu Panchayat of Gokak, Belgaum, Karnataka, CASP-Plan Bal Panchayat, New Delhi & Peace Channel, Kohima, Nagaland

**RTF-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to The Peace Gong Best Child Reporter Past awardees- Arindam Som, Santanu, Aishwarya Shirvanand, Seema Basavraj Tadasanapar, Swastik Loha Choudhury, Vitasta George, Nirjara Mahanta & Karan Grover

**SOIL-iCONGO Karmaveer Chakra (Instituted in 2011-12)** was given to The Inspired Leader Past Awardees-Seetesh Chanchal

**The Imagindia Institute-iCONGO Karmaveer Chakra (Instituted in 2011- 12)** was given to Citizen Volunteers for Exemplary Work on Come, Clean India Campaign Past Awardees- Ashok Kumar Dhingra, Deepak Srivastava, Dheerendra Kumar Singh, Nidhi Singh & Heena Jabeen

**The Imagindia Institute-iCONGO Karmaveer Chakra (Instituted in 2011- 12)** was given to Citizen Volunteers for Exemplary Work on Come, Clean India Campaign Past Awardees- Ashok Kumar Dhingra, Deepak Srivastava, Dheerendra Kumar Singh, Nidhi Singh & Heena Jabeen

**Skillshare International-iCONGO Karmaveer Chakra (Instituted in 2011- 12)** was given to Citizen Volunteers for Sharing Skills- Improving Lives through Community Volunteerism Past Awardees- Kali, Banita Malik, Daitari Kuldeep, Basanti Majhi, Dilip Kumar Meher, kalyani Bahera, Birla Thangathurai, Beena N.K., Gitanjali Bagderia, Bhuthala Jogamma, Jessi Thampiraj and Mr. Dhansingh Majhi

**EkTara- iCONGO Karmaveer Chakra for Community Service (Instituted in 2012-13)** was given to Citizen Volunteers for their selfless work for the communities Past Awardees - Ms. Lata and Ms. Payal

**THF-iCONGO Karmaveer Chakra-The Hope Alive Award (Instituted in 2012-13)** was given to Citizen Volunteers for their work on HIV/AIDS Past Awardees - Dr.Jagdish Harsh, Lucy Remruati, Lallianmang Khaute, Vinayakan Ellath, Joe Thomas & Mr. Henry E. Chang



## APEEJAY KARMAYUGA

**RSO -iCONGO KVC for Positive difference on Gurgaon roads- (Instituted in 2012-13)** was given to Citizen Volunteers for their work on road safety Past Awardees Mr. Vedant Kaushal, Mr. Rajiv Kumar Nandwani, Mr. Abhinav Chopra and Mr. Neeraj Diwan

**LAMP –iCONGO Karmaveer Chakra (Instituted in 2012-13)** was given to Citizen Volunteers for their contribution to music

**LAMP – iCONGO KVC FOR Gospel Music- Past Awardees** - Mr. Shantanu Arora and Ms. Joanne Fernandes

**LAMP – iCONGO KVC FOR Gospel Music- Past Awardees** - Mr. Shantanu Arora and Ms. Joanne Fernandes

**LAMP – iCONGO KVC FOR Patriotic/Nationalist/ Social Music Past Awardees** - Mr. Ranveer Saini and Shanta Durga Creations

**LAMP – iCONGO KVC for Folk Music Past Awardees** - Ms. Joanne Fernandes and Ms. Aashna Kunkolienkar

**LAMP – iCONGO KVC for Pop/Rock Music- Past Awardees** - Ms. Swati Jain and Ms. Ananya Panwar

**LAMP – iCONGO KVC for Music Maestro Past Awardees** - Ms. Sapna Abraham

**LAMP-iCONGO Karmaveer Chakra for CSR (Community Social Responsibility) Past Awardees** - Mr. Winston Samuel and Ms. Sheila Samuel

**LAMP-iCONGO Karmaveer Chakra for Music & Drama (Thespian) Past Awardees** - Dr. Gerald Rodricks

**PAWS Mumbai – iCONGO Karmaveer Chakra for Animal welfare and Environmental Protection (Instituted in 2013-14) Past Awardees** – Mr. Hitesh Yadav

**PVCHR – iCONGO Karmaveer Chakra for exemplary work for protection of Human Rights (Instituted in 2013-14) Past Awardees** – Ms. Shruti Nagvanshi and Dr. Rajeev Singh

**Wing Commander Sanawal Shah and Charan Singh iCONGO Karmaveer Chakra for exemplary work for Women Empowerment (Instituted in 2013-14) Past Awardees** – Vaidehi Sachin and Ms. Vipula Kadri

**VSO International – iCONGO Karmaveer Chakra for Community Volunteerism (Instituted in 2013-14) Past Awardees** – Ms. Nani Bhai Bhill, Ms. Meena Das, Ms. Shabnam Sheikh, Ms. Pushpanjali, Mr. Tankadhar Bagarty

**VSO International – iCONGO Karmaveer Chakra for Civil Society Leaders (Instituted in 2013-14) Past Awardees** - Mr. Murari Mohan Choudhary & Mr. Sanjit Patnayak



## KARMAVEER TRIVIA



Dr. Verghese Kurien receiving his award from honorable Indian statesmen and iCONGO chief patrons, the late Shri. Vasant Sathe (leading parliamentarian, socialist, lawyer and veteran minister) and Shri. L.M. Singhvi (India's leading jurist, diplomat, parliamentarian, constitutional expert and scholar who spoke about the constitution, our rights and duties in the first ever REX CONCLIVE)

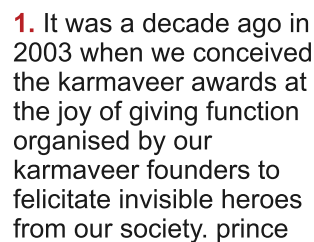
Little known finer points about the most revered global award (as paraphrased by our Karmaveer Noble Laureates, aspiring nominees and citizens at large) given to Global Citizens for BEING THE CHANGE.

"Of all the awards I have been honoured with, Karmaveer Puraskaar holds a special place in my heart, since unlike most other awards, one does not need to indulge in any nepotism or lobby with any political or social faction for the Karmaveer award. One can simply earn this honour and recognition by doing something noble to make a difference in our world." Dr. Kurien, our first Karmaveer Puraskaar Lifetime Achievement Award recipient said this to our founders during the ceremony and he expressed the same to his life partner, Mrs. Molly Kurien (who had also accompanied him for the award ceremony because Dr. Kurien insisted on being present at awards despite his failing health) and whose wish was that the Karmaveer Puraskaar - Global awards for Social Justice and Citizen Action should be mentioned topmost in the press release, issued after his death.

([http://articles.timesofindia.indiatimes.com/2012-0910/ranchi/33736253\\_1\\_verghese-kurien-tata-steel-white-revolution](http://articles.timesofindia.indiatimes.com/2012-0910/ranchi/33736253_1_verghese-kurien-tata-steel-white-revolution)).

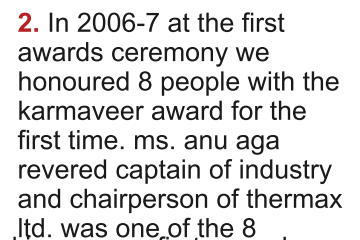
Mrs. Molly Kurien told us about this when we called her to express our condolences after Dr. Kurien's death. Dr. Verghese Kurien, undoubtedly the greatest Indian after Gandhiji and who was India's and the world's most leading, fearless, honest and committed social entrepreneur has left behind a lasting legacy, with his huge contribution for communities and environment. As a mark of our respect and a tribute for the legend, whose idea for action has made a huge difference in the lives of thousands of million people and children across the globe, we shall be naming the REX Karmaveer annual award as the Verghese Kurien - REX Karmaveer Puraskaar. We shall also continue to campaign for the Bharat Ratna for Dr. Verghese Kurien, a recognition that has been denied to him because of the fearless stands he took against emergency and several other wrong doings by several governments over the years.





3. In 2007 we felicitated 3 international celebrities mr. gopichand pullela, mr.remo fernandes & mr. rahul bose for all their noble work. several other movie, music and sports celebrities from india have also been

# we follow a strict policy of not giving awards in absentia, which was created with feedback from the past karmaveer awardees who are also invited to serve as jury members every year, thus making it an awards program governed by the community of karmaveer noble laureates. every year the karmaveer jury consists of 7 members who are invited from amongst the past awardees and 2 members who are independent, credible citizens who work on selecting the award recipients through a process created pro bono by mercer – the global hr consulting firm



**4.** In 2009 we launched the crusade against corruption in partnership with unodc at our 4th right every wrong conclave and karmaveer puraskaar awards ceremony. several people

**5.** In early 2010 we were approached by the advisor of an indian business family who owned a big healthcare business and they proposed to give us a huge donation in lieu of awarding the brothers who

## KARMAVEER TRIVIA

Managed the business now. This family had recently sold their Pharmaceutical business to a MNC Pharmaceutical organisation & had invested the moneys they made from the sale to create a Non Banking finance Company and some other affiliated businesses. They also own hospitals and other healthcare related businesses. The advisor who approached us was a senior retired Indian Army General along with another consultant. They told us that they have similar arrangements with other recognitions created by other institutions and media houses. Without mincing words we reprimanded this gentleman for his unscrupulous and appalling offer and told him that he could buy all the awards he wanted from media houses, but he can NEVER EVER get the KARMAVEER with all his immoral ways. We told him that the only way to earn and receive the KARMAVEER award is to genuinely make a difference in our society. That's all that is needed for ONE to be honoured with the KARMAVEER recognition. However these people had closed the doors altogether on themselves and would never be honoured with the KARMAVEER now.



**6.** In october 2009 our founder jeroninio almeida (jerry) met dr. phil zimbardo in a conference at croatia where they were co-panelists. dr. zimbardo is a living legend and is best known for his stanford

prison study (that highlighted the ease with which ordinary intelligent college students could cross the line between good and evil when caught up in the matrix of situational and systemic forces.) and authorship of various introductory psychology books, textbooks for college students, and books including the lucifer effect, the time paradox and the time cure. dr. phil zimbardo spoke about his plans to launch a hero imagination project (<http://heroicimagination.org>) during the conference and how he needed a huge grant of some million dollars to begin this project. jerry spoke at the conference about our movement to get people heroes together as one to right every wrong and about how we were inspiring citizen action through ordinary heroes with the karmaveer awards without any funding. dr. zimbardo reached out to jerry and asked him during the meeting about how karmaveer sustains without any funding?. jerry explained to him that we are passionate about the mission to create more and more heroes in our world and rely more on our resourcefulness rather than on resources. it was during this meeting that dr. zimbardo decided to immediately begin the heroic imagination project. this is what dr. zimbardo said to us after his return to stanford, " jerry, it was a delightful experience meeting with you and getting brilliant insights on the creation of true heroes. for years i have been trying to launch the heroic imagination project but have been unable to do so due to paucity of funding. i was happy to note that what i have been thinking for

years is already being done all of you involved with karmaveer in a big way. my meeting with you has inspired me to begin irrespective of funding and the work you all are doing to create true heroes in society is commendable and inspirational. it is only by creating true heroes from amongst ordinary citizens that we shall be able to combat evil in our world. thank you for showing us the light to begin with our own ingenuity". karmaveer over the years has inspired several campaigns like lead india, teach india, real heroes and social impact awards. several media houses have emulated our idea and newspapers/ magazines have now begun special people hero features. a young journalist and karmveer noble laureate, ms. tithiya sharma also embarked to find ordinary heroes from across the globe through her "100 heroes project"



**7.** Mr. Anthony Gonsalves the 82 year old living legend and music maestro par excellence who was also mentor to several music directors from the Indian Film Industry. Veteran Music Directors Laxmikant –

pyarelal who were also his protégés dedicated the song "my name is anthony gonsalves" to their mentor & guru. however the film industry & government never ever honoured this living legend & he was a forgotten hero. in 2010 for the first time this legendary hero was given an award which was the karmaveer award at a ceremony specially organised by the international film festival of india. mr. anthony gonsalves who got his public recognition for the first time in his 82 years of being was so happy that at the ceremony after being given the award he simply said "i am happy, so happy". after this mr. gonsalves was written about not only by media in india but also by media across the globe. after the karmaveer award mr. amitabh bachchan also wrote a tribute to mr. anthony gonslaves in the sunday times. a year later in 2011, the government of india & indian film industry who had ignored this true hero was duty-bound to honour him with the dadasaheb phalke award which is the highest honour given to people from the performing arts sector in india. ms. laxmi gonsalves who was with mr.gonslaves during the ceremony called our founders after the ceremony & said "my father has tears in his eyes today for finally being recognized by the industry. this has all been possible due to the efforts of mr. bardroy barretto, mr. armando gonsalves & all of you at karmaveer. it is the simple supremacy of the karmaveer award that has finally made it possible for us to get all the recognition that was long overdue to my father. my father asked me to tell you that karmaveer rocks and you need to ensure that karmaveer mainstreams several other forgotten heroes also"

**p.s. mr. anthony gonsalves passed away in january 2012 & we at karmaveer are humbled by his conviction in the karmaveer and shall always strive to mainstream forgottenordinary heroes who have created a left behind an extraordinary body of work and a huge legacy for future generations.**



## KARMAVEER TRIVIA



**8.** In 2010 we also awarded ms. jyothi and mr. mc raj who are dalit leaders and have been at the forefront of leading huge dalit rights movements in india. mr. mc. raj also spearheaded

the process on electoral reforms to propose proportionate representation rather than the current first past the post process. this is what they wrote in their blog, “we received our awards too! but it mattered very little. the atmosphere of responsibility to the nation and to the world so overwhelmed the participants that the award to individuals paled into insignificance. however, no one could deprive anyone of the pride in receiving the award. we could see it on the face of many. brahmins came and touched our feet and addressed us as their ammaji and appaji. it was not out of ignorance. it was after knowing very well that we are dalits. a world is in embryonic stage. we can come together and live together, dalits and brahmins. the karmaveer memento is huge. the karmaveer citation will stand tall for life.”



**9.** In 2010 we also announced karmayuga – the right every wrong generation to inspire people to become everyday heroes. the idea is to help create more and more heroes in our society

& world who can make a big difference with their simple actions. these are heroes who consistently act to be the change 24/7, over 365 days every year. 12 years ago we embarked on the journey of beginning the process for getting people involved with social issues & began the joy of giving movement. this movement has become popular across india now & is also being emulated at places in europe & usa. however after having begun the movement which has led to people mostly giving money to charity, we realized the need to get people involved with social justice to understand how each of us could become and lead the change. this comes from the deep belief that it is not just charity but justice that is wanting in our world. thus 9 years ago we also launched the right every wrong movement. we sincerely believe that no one can do everything but that everyone can do something to leave behind a legacy of a better world for future generations. like was said by the native americans “we do not inherit the earth from our ancestors, we borrow it from our children and that social service is the rent we pay to occupy our space on this earth”. we also know that everyone cannot join ngos as full time volunteers & leave everything else & need to fulfill other commitments in our day to day life and business as usual. however while we continue doing our business as usual & being whatever we are as professionals, students,

corporate executives, homemakers, teachers, government officials, lawyers, accountants, bankers, media professionals, journalists or whatever our roles may be , we can also do some small or big simple action to make a big difference. more details are on [www. righteverywrong.com](http://www.righteverywrong.com)



**10.** In 2011 during the launch of karmayuga we also announced our intent to create a series of books titled “karma kurry for the mind, body, heart & soul”. these books are soon to be published by a leading

publishing house and shall have inspiring stories of karmaveer heroes. these are stories that we tell in our discover the leder within training programs conducted by icongo in schools, colleges, b-schools and companies to inspire people to be the change. karma kurry books shall have several stories of heroes to inspire ethical leadership by understanding our human values and duties as citizens. karma kurry shall have a foreword by mr. nelson mandela. we had shared a few stories with mr. mandela in mid 2012 and this is what his office wrote back to us. “dear jerry, thank you so much for sharing your stories. mr. nelson mandela is unwell at the moment but specially made the time to read all the stories, which you shared in your email. he has expressed his best wishes to all of you and is highly inspired by all the work you are doing at icongo. he loved all the stories of the karmaveer award winners and was very impressed by karmaveer movement. he has agreed to write the foreword for your book and has requested you to share the completed manuscript once you are ready with the book.”



**11.** In 2012 we launched the rex karmaveer global fellowships. rex karmaveer global fellowships shall be inclusive of people who are making a difference in technology, innovation, entertainment, media,

design, performing arts, architecture, engineering, aviation, creative arts, fine arts and sciences, humanities. rkgf also comprises of writers & authors, journalists, activists, whistle- blowers, students, ngo, leaders, csr professionals, investment bankers, entrepreneurs, fundraisers, humane business strategists, leadership coaches, educationists, citizens from the armed & police forces, government leaders & bureaucrats, diplomats, engineers, consultants, entertainers and people from several other disciplines & sectors. rex kid- power fellows, rex youth-power fellows, rex senior fellows and rex veteran fellows evolve from many knowledge disciplines that reflect the diversity the

## KARMAVEER TRIVIA

fellowships. at rkcf we choose an eclectic combine of people, which includes everyone from life-changing innovators, brave crusaders & soldiers of peace & justice to integrate within the rex & karmaveer community for sharing their thought provoking ideas for action with millions of people across the globe for transforming lives through social impact projects & ideas for action. rkcf comprises of people who believe that knowledge is power and power must be share to create a balance of power in the knowledge age. all fellows must value learning and traditional wisdom and sharing knowledge. rkcf is an ecosystem where we unlearn and mentor each other by keeping an open mind for learning and sharing wisdom and progressive knowledge for mutual advantage and the common cause of creating a better, just, humane, egalitarian world. here at rkcf we need to value learning, knowledge & traditional eastern wisdom and best practices from western philosophy as our real wealth and award.



**12.** Over the years several karmaveer award recipients have gone ahead to win other global awards & fellowships, become global ambassadors for the un and international ngos and

become members of the planning commission, national advisory council and other top think tanks from across the globe. karmaveers have been extensively profiled in media from across the globe and the karmaveer website has over time become an archive for journalists and others from across the world to feature and scout for true heroes. several karmaveers have also partnered with each other over the years to create huge social impact in our society with their work through a win-win collaboration, thus endorsing our slogan of “together as one we can right every wrong”. over the years karmaveer has truly become an egalitarian and humane platform. karmaveer has brought together people from several sectors, nations and segments of society, who are finding ways to work together without any discrimination in a just, responsible and equitable way, irrespective of their caste, creed, religion, nationality and age. all these stories and more trivia about our karmaveer noble laureates shall be penned and featured in our karma kurry books.



**13.** Ms. Mary Pawlenty who is the founder of healing hearts foundation in india, a prominent member of the legal fraternity in the united states of america and the wife of mr. tim pawlenty, governor of minnesota and

usa presidential hopeful in 2012 was awarded the karmaveer in early 2012 for all her work to provide timely healthcare to children born with congenital heart diseases. several other global citizens like ms. lindsay levin, princess francois sturdza, mr. michael norton (obe) and others have been awarded and honoured over the years. more about mary pawlenty is on her wiki link.[http://en.wikipedia.org/wiki/mary\\_pawlenty](http://en.wikipedia.org/wiki/mary_pawlenty) (mary pawlenty picture)

**14.** Over the years the karmaveer awards have sustained our sanctity and austerity by not accepting any kind of insensible and insensitive funding. we have resisted the temptation by declining offers from sponsors whose idea of up- scaling the karmaveer award is to have a glitzy ceremony in a 5 star hotel. we declined as we do not wish to abuse the sensitivity of our grassroots heroes or lose our values of austerity, integrity and simplicity. hence it has always been a struggle to sustain the awards program. however with the support of our past award winners we have come a long way and are now into the 8th year of our awards program. over the years we are grateful to our karmaveer noble laureates who have reached out to offer their support and solidarity. our board member ms. amala akkineni and karmaveer award winner mr. sailesh rao pledged funds to sustain karmaveer in 2008. in 2010 mr. sridhar reddy of ctrls offered to underwrite most of the event costs and has been doing so for the past 3 years. this support encouraged all of us to reach out to our karmaveers with a simple appeal to support us sustain our integrity and sanctity and we were overwhelmed by the support pledged by several karmaveers who offered sums ranging from rs. 15,000 to rs. 1 million plus to help us sustain the karmaveer movement. your support shall always keep us on the right path to uphold the values of integrity, humility and courage of conviction, for always doing the right thing. together as one we can right every wrong.

**15.** The karmaveer awards program has always been accompanied by the right every wrong conclave. this is a knowledge forum that has churned great thought leadership with ideas to create huge social impact. this is a pioneering and premier knowledge forum from india and has attracted the best speakers from across the globe. the ideas created at the forum have been included in the auxiliary curriculum of several universities across the globe including the esteemed un managed, university of peace (upeace) in costa rica. over the years people who have spoken in the forum have called us the best knowledge platform in this part of the world and compared us with the world philanthropy forum, skoll world forum and ted. although these comparisons are flattering and with all due respect to these forums, we are not them because we unquestionably have our own identity and distinctiveness. in 2012 after a lot of consultation with several of our supporters, we decide to rechristen the movement as rex – ideas for action and the knowledge forum as rex conclave.



## SWACHHBHARAT

The roots for Swachh-Bharat- Mission began in 2003, when Colleges/B-schools started inviting me for ethical leadership talks-workshops when we launched JOY OF GIVING.



The start up of Swachh Bharat Mission in 2011 with Celebrities and Captains of Industry joining Jerry to clean the streets of India and set an example to inspire others. See here from left to Right facing you are Jeroninio "Jerry" Almeida, Baby Venika, Actor and Crusader Amala Akkineni, Good Samaritan and Entrepreneur Meitin Connolly, Actor, Crusader & Political Leader Gul Panag, UN Volunteers Leader Amita Dahiya and Sridhar Reddy CMD of CtrlS.

### SERVICE & SMILES



Mr Sridhar Reddy Of CtrlS with Advocate Abha Singh

**ALL FOR CHANGE:** People from all walks of life came together to celebrate their common dream — change — at the 5th annual Karmaveer Puraskar organised by Ctrl S and ICONGO (Indian confederation of NGOs). PS Reddy from Ctrl S said, "We have some unsung heroes for company tonight. They've done a lot to serve the society. Through this award function, we would like to tell their stories so that they reach the public and inspire them." Jeroninio Almeida from ICONGO echoed the same view, saying, "People from different fields have gathered today to celebrate good work."

**KHER'S DAD WAS HERE:** Anupam Kher's father Pushkarnath Kher collected Anupam's award for contribution to cinema. Sanjana Jon's endeavors towards saving the girl child were recognized too. Actor Imran Zahid was also present, but not to receive an award. "I'm here for Sanjana," he said. Abha Singh, who was awarded for her work for slum dwellers and postal services, was present with hubby YP Singh, who's nowadays busy with his film "Kya Yah Sach Hai — Is This The Truth." Meera Sanyal, Pradeep Gupta, and TK Mathews were the guests of honour.

## REX SYMBOLISM



REX - Ideas for Action is a movement to inspire people from all walks of life including grassroots unsung heroes, farmers, sex workers, students, youth, executives, home makers, policy makers, captains of industry, creative gurus, statesmen and all to share ideas that could lead to change.

The logo is designed to inspire the Eastern Ethos to BE THE CHANGE. REX is written in an eastern font and has the Rupee symbol because funds raised from REX would be invested in projects for the greater public good. The X in the REX has been designed to signify RIGHT every WRONG.

The human figure kneeling to light the candle signifies humility and integrity to reach out and drive change. Based on the Chinese proverb, "it is better to light a candle than to curse the darkness". Which in short means that let us go beyond our apathy and see how we can be and lead the change in our own small way? The core colours are Red and Orange. The RED colour which symbolises purity and joy in Eastern Cultures reiterates our intent to RIGHT every WRONG without any fear in the mind. Red is the energy, dynamism, excitement and passion of people to be the change and spread the joy of giving with purity of intent & integrity.

The ORANGE flame signifies the energy, happiness, generosity, vibrancy and warmth of concerned thoughtful people igniting change and having fun while they learn. Orange is also the colour of the flamboyance of our Rockstar Speakers and Alternative performers @ REX and signifies our humble ambition to lead change across the world with organic IDEAS FOR ACTION. The REX CONCLIVE symbol is a microphone so that people sharing ideas get a voice that is heard far and wide. It has been changed from Conclave to CONCLIVE as people would be heard LIVE with an on-ground and online audience. Everyone who speaks at REX would have the opportunity to be heard by over 5 million people across the globe and Everyone who speaks at REX would have the opportunity to be heard by over 5 million people across the globe and the numbers keep increasing every year. Besides a LIVE webcast all REX speeches and performances shall be available under REX TUBE for eternity on this website so people can learn from the ideas and action the same anywhere across the globe.



## REX, ICONGO SYMBOLISM



The RIGHT EVERY WRONG (REW) logo and Karmaveer Puraskar (KVP) trophy symbolism is based on the old proverb “it is better to light a candle than curse the darkness” which in simple language means stop being apathetic. Very often most of us hear about something going on in the world or our society that makes no sense and seems so wrong. Most of the times we would voice momentary concern shrug and say “this really sucks but what can I do?” Sounds familiar? That is our apathy and that actually sucks more than anything else as our penchant to bear injustice silently, whether against others or even ourselves, is despicable especially when we are so proud about living in an economically shining democracy.

Each of us can do something about addressing the wrongs and trying to RIGHT the WRONG. We don’t need to do too much but at least try to do something rather than think we cannot do anything. All we have to do is try. Let’s try and see if it works and we can be the change. Let’s see if we can, with our common sense, illuminate those without or those who have abandoned theirs temporarily. Let us see if we can try and make a difference in the world and not just retreat from its sickness. YES LET US TRY at least. It is not always the same thing to be a good person and a good citizen.

We need to be both as not all of us may be able to hold positions in government but governing government is the responsibility of citizens in a democracy and each and all of us have that responsibility. Thus when something goes wrong there is no one else to blame but ourselves, as we are living in silence and tolerating the wrongs.

That’s why the REW and KVP movement focuses on individual citizen action and recognizes people who have tried to BE THE CHANGE and inspired citizen movements by getting others to lead the change. Together as ONE we can RIGHT every WRONG. That is the spirit we have captured in the REW logo and KVP awards trophy as we truly believe that each citizen is the hope for the country. The trophy, based on the same philosophy, is given to Citizen Noble Laureates who have believed in the power of ONE. B’coz we believe that it is the ONE citizen who can be the change and lead the movement by proactively trying to light the candle than just to sit and curse the darkness. Yes, if we decide to believe that You and I together can move mountains, You and I and We can come together as ONE to try to RIGHT every WRONG. The trophy has been designed by young artist volunteers from “The Ideaworks” and signifies a person reaching out to light a candle to dispel darkness and help create a better, just and humane society.

**Citizens of India Unveiling the Karmaveer Trophy in the 1st Right every Wrong Conclave. Truly a coveted civil society & people’s award.**



## REX, ICONGO SYMBOLISM



### The iCONGO logo symbolism

I symbolises the power of 1. 1 symbolises various individuals, NGOs/ Charity organisations, SMEs, Government bodies, corporate and media organisations, working executives, homemakers and students and basically represent all of us. I symbolises all Indians. i am India. i am Indian. i am a caring, humane and socially responsible Indian. i am ONE individual citizen with rights and a responsibility to act on my rights. i am the one who can bring other ONES together to create a movement. i am India because i CAN BE THE CHANGE for the better.

In a nutshell when various individuals, organizations and communities come together as ONE, a change for the better is possible. Social action and responsibility is something we must all practice and choose a cause dear to our heart that we can support and get involved with, to advocate for change and best practices. The grey i symbolises all people and organisations that would like to come together and bring about change to RIGHT EVERY WRONG. The white i with the red dot is the power of ONE, when we all come together to reach out and involve ourselves with a cause dear to our heart. It may be children, communities like disabled people, victims of natural and man made calamities, HIV positive people, senior citizens, cancer affected, environmental issues, wildlife & animals and other causes dear to our heart. We all need to get involved and come together to do some good.

There is an old saying “when one is passionate and dreams about doing something for the larger common good, the universe conspires to make it happen.” Come, let us conspire to bring about a change together. Let us take a step towards forming the power of ONE together. Creating change for the better is in our hands as a people’s lobby through citizen action. Together as ONE let us practice true democracy fearlessly and passionately. Together as ONE let us influence change. Together as ONE let us create a just, caring, humane and responsible society. Together as ONE let us reach out to our marginalized and less fortunate fellow Indians. Together as ONE let us create a legacy of a better environment for generations to come. Together as ONE let us reach out to protect our wildlife and innocent animals. Together as ONE let us save the girl child. Together and united we stand against all wrongdoings for any cause against anyone, no matter how powerful a force we are fighting.

Let us be ONE voice, ONE nation, ONE India, ONE religion, ONE entity and ONE people by coming together as ONE force and advocating for ONE cause. Together as ONE we can RIGHT EVERY WRONG.

**Never forget we have a purpose of life and that purpose is not about creating wealth for ourselves and our near and dear ones but about creating a legacy of a better world, a better equitable society & a better environment for our generations to come because a compassionate society benefits all” - Founders of iCONGO.**



## REX CONCLIVE



Maj. Gen. Ian Cardozo



Mushtaq Ali receiving the award from Subha Rajan Tampi and Manoj Aravindakshan

REX - Ideas for Action is a nonprofit mission under the auspices of the RIGHT every WRONG & Karmaveer Puraskar global awards movement, which is promoted by iCONGO - International Confederation of NGOs & CtrlS Foundation. REX is based on the Eastern Ethos of encouraging rational & traditional wisdom for the betterment of society and humanity. REX CONCLIVE is the scaled up new avatar of the RIGHT every WRONG conclave. It is the first social impact knowledge forums in India, that were pivotal for pioneering cutting edge KINGSIZE thought leadership for addressing various social issues ranging from Education to Healthcare & Poverty to Marginalization, Climate Change, Corruption, Electoral Reforms, CSR, Communalism, MDGs and Constitutional Rights & Duties awareness. The movement has instigated and inspired other media campaigns and programs like Lead India, Teach India, Social Impact Awards, Real heroes' awards, and several other forums/ programs on social issues. Last year REX CONCLIVE 2012 witnessed the launch of the ONE BILLION RISING to address crimes against women globally.

The annual RIGHT every WRONG conclave has been bringing together the world's most fascinating thinkers

and doers who have shared avant-garde ideas & thought leadership that has been translated into action & movements through the iCONGO volunteers & member networks. Various thought leaders have spoken in the past 7 years, including global leaders & celebrities, sports people, students, business, media & civil society leaders. The past conclaves have had keynotes, panel discussions and debates and were open for participation strictly by invitation only. However from 2012 REX CONCLIVE which is India's pioneering and premier KNOWLEDGE & LEARNING forum was opened to the public. REX has now become a high profile, big ticket LIVE & ONLINE event where Global Thought Leaders are invited to engage with audiences of over 12 million people globally, by giving their most enthralling talk in 15 minutes or less.

More details on  
[www.rexideas.com](http://www.rexideas.com)

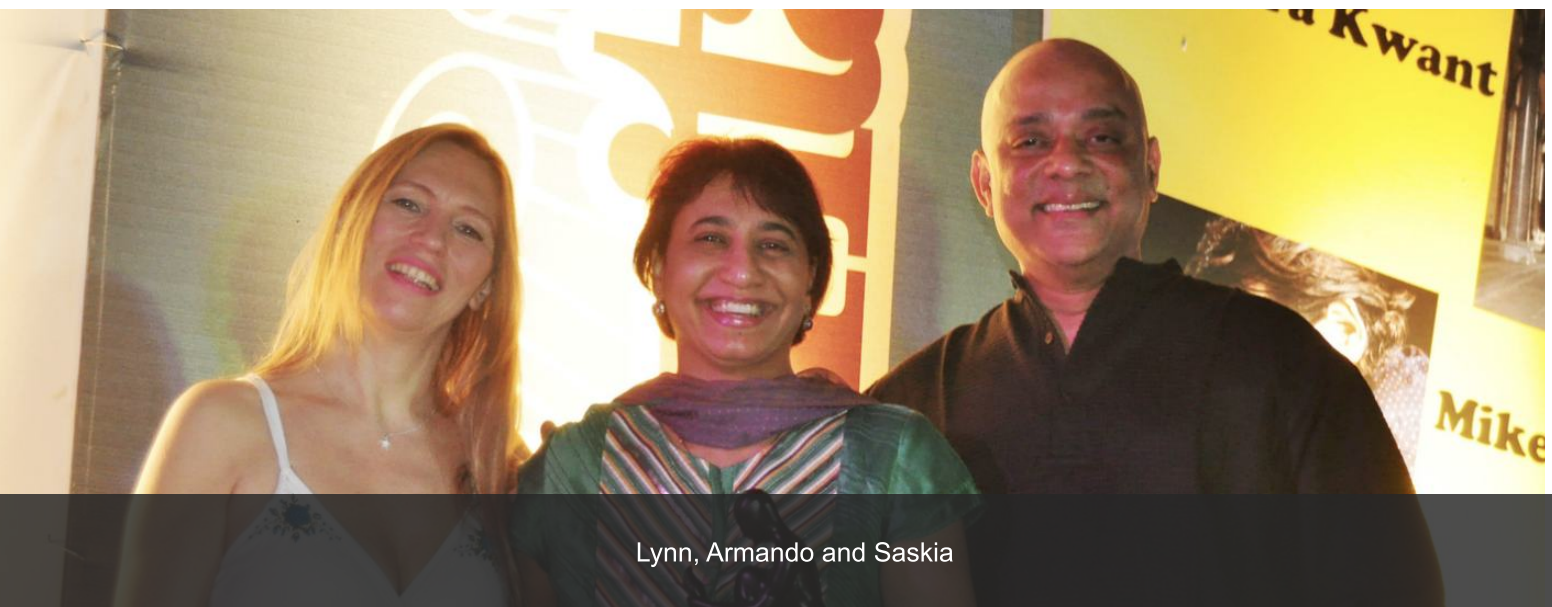
## KVP AWARDS

The “KarmaVeer Puraskaar (KVP)” is the National Awards for Social Justice and Citizen Action instituted by the people sector with various partner organisations, citizens at large and media supporters. The awards are a platform for people to come together to share discuss their views on socio-political issues, be it about poverty alleviation, marginalization, communal issues, HIV, Disability, climate change, electoral reforms or humane capitalism.

The awards are given every year on the 26th day of November, the day India adopted its constitutional pledge as a REPUBLIC in 1949. These awards are given to recognize, to encourage, celebrate and inspire citizen’s action for social justice. We need to recognize real life unsung heroes who believe ‘It is better to light a candle than to curse the darkness’ and have walked that extra mile to “Be the change they want to see in this world”. Various of our past awardees have been featured in documentaries and articles on Discovery Channel, National Geographic, BBC, TIME and gone on to win global fellowships, awards and become ambassadors of international and UN organisations.

The idea is to nominate and select citizens from all sectors. These awards are given to Individuals, and not to any organisation or company. Our KVP Awardees practice true democracy by fighting for social justice and value the Power of ONE to light the candle and dispel the darkness. They are caring and concerned citizens who have gone beyond business as usual, to be and lead the change with an “I CAN” attitude, by taking stands and speaking out against social wrongs.

Our past Awardees include Dr. Verghese Kurien, Dr. M.S. Swaminathan and Late Major General. R.S. Pannu for the Lifetime Achievement KarmaVeer Puraskaar and various other eminent and little known common citizens (refer awardees list on website), who have performed extraordinary and exemplary tasks to promote social justice through citizen action



Lynn, Armando and Saskia



Mr. Sailesh Mishra



Ms. Aditi Misra



## HISTORY OF AWARDS

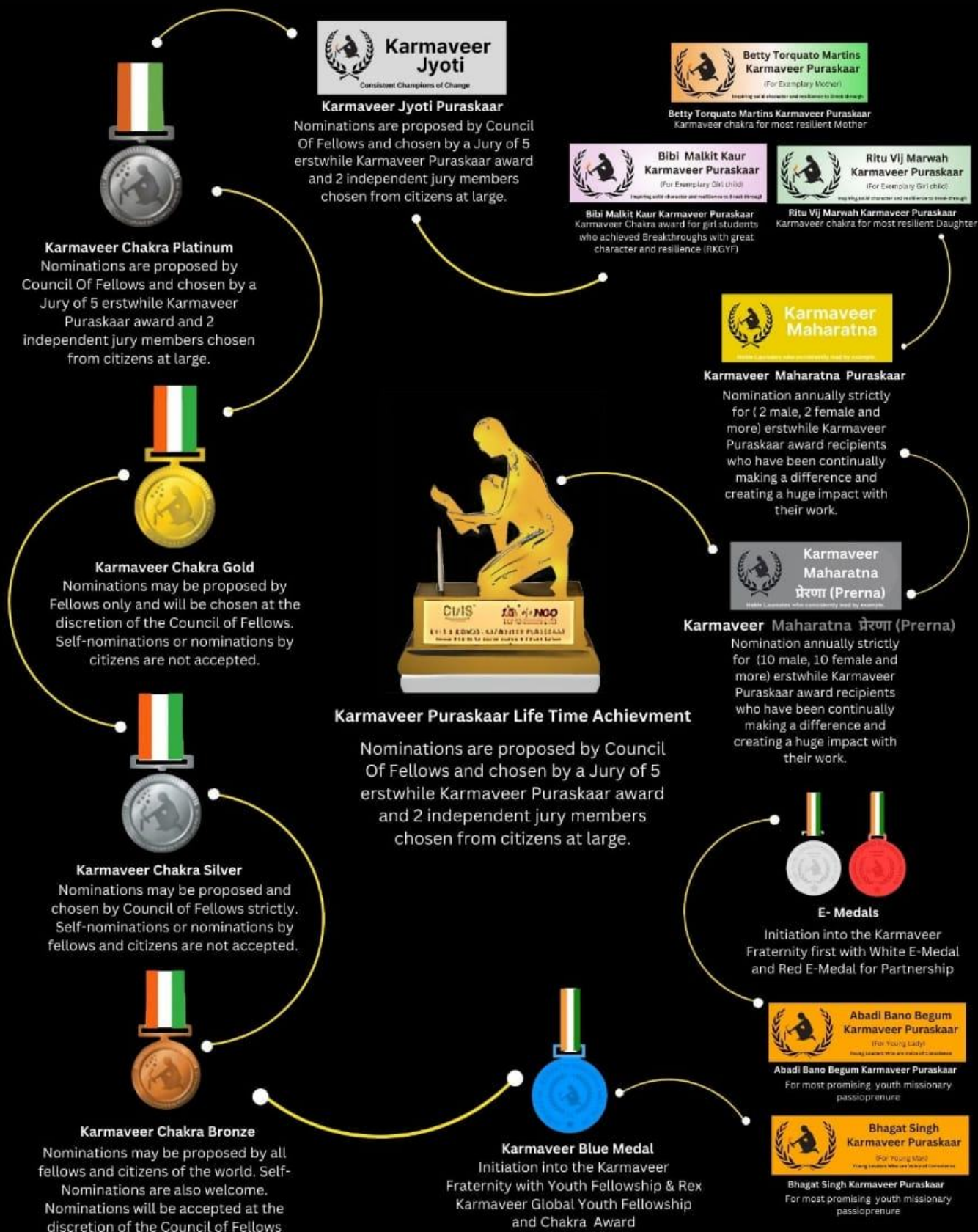
The Karmaveer Puraskar Awards were established in 2004 by independent social work practitioner Jeroninio (Jerry) Almeida, founder of ICONGO who felt, that there should be an awards ceremony to recognise the hard work and positive impact that social workers have on the lives of vulnerable children, families and adults. The aim of the KVP Awards is to recognize and inspire individual citizen social responsibility, justice' and action initiatives. In a country of almost 1 billion Indians, we have many awards for movie stars and other achievers launched by tobacco, FMCG, media, and beverage brands as marketing campaigns but we are yet to recognise the real-life unsung heroes who believe that it is better to light a candle than curse the darkness by leading a change. KarmaVeer Puraskar is given to change dreamers and doers who practise philanthropy for social justice"-Jeroninio Almeida, founder and chief volunteer, iCONGO. For the first time, these awards are for individual citizens from various sectors, for excellence and best practices in promoting social justice & action in their sector. Citizens are nominated and selected in the corporate, government, media, SME, students & other sectors, who have contributed to social justice & action.

The award is given to citizens individually for their contribution in leading change and is not for any organization. Over the years the awardee list has grown and touched many parts and sectors. The list includes from all walks of life. Stories like these are common. Mogalamma, a 22 year old woman who built community based organisations despite being affected by Polio. Saddam Basha, an auto rickshaw driver, who gave up his livelihood to go to the Gujarat camps after the 2002 riots to work on peace building initiatives. Mahadev Rajmane, who was working for the legal rights of poor prisoners after having been denied his rights and completed a prison term that was much longer than expected. Mangala Khillo, a bonded laborer, who after freeing himself was working for the release and rehabilitation of others in similar plight. We feel very passionate about such brave deeds and want to honour these unsung heroes through the KVP awards.



# KARMAVEER GLOBAL FELLOWSHIP

## HIERARCHY OF AWARDS





## HOW TO ENTER

A call for nominations will be sent out through mailers, our partners, mentors and nominators by 15th July and all Nomination Forms, duly filled and signed, should reach us by 30th October. All awards applications may be through nominations by self, our members, partners & management, our nominators, citizens at large and past awardees. The selection shall be done through a detailed online process, as set in the process paper by MERCER.

Any caring and concerned citizen, who has gone beyond business as usual to be and lead the change with an "I CAN" attitude, by taking stands and speaking out against social wrongs is eligible to apply or be nominated. The person should have performed extraordinary and exemplary tasks to promote social justice through citizen action, by impacting lives directly or by being socially conscientious and using her/his status in a positive way to lend visibility to a cause/issue. The person should have the spirit to BE THE CHANGE and inspire others to follow.

Each award category, other than the Lifetime Achievement Award and Lifelong Fight for Social Justice through Citizen Action, will consider a time frame of the last 5 years for the initiative. Each criterion will be evaluated over a period of last 5 years for every nomination. Please note certain award categories are exclusive of the nomination process and the management of iCONGO shall reserve the right to research, find and choose the awardees for these categories.

Nomination Form can be filled online or can be downloaded from our websites and sent by post (online preferred and more desired than snail mail, unless not possible due to lack of access to net by an awardee) Any Form, received after the last day of Submission or with incomplete information, will not be considered for selection. To accept forms post submission day, in case of delay due to unforeseen circumstances, shall be at the discretion of the management.

The selection process for determining the awardees will be a **4 stage process**:

**STEP 01** Prescreening of entries by iCONGO

**STEP 02** Short listing of entries by an Expert Panel

**STEP 03** Independent verification and validation of entries, based on Mercer Process Paper

**STEP 04** Final selection of the awardees by the Selection Committee



## CRITERIA & GUIDELINES

- Awards will be strictly on merit- by recommendation, nomination and selection.
- Citizens can be self nominated or nominated by iCONGO and our members, partners & management, our nominators, citizens at large and past awardees, but all nominations have to be routed through the panel of official nominators.
- Nominations can be sent by post or online (online preferred and more desired than snail mail, unless not possible due to lack of access to net by an awardee)
- Any Form, received after the last day of Submission, will not be considered for selection. To accept forms post submission day, in case of delay due to unforeseen circumstances, shall be at the discretion of the management.
- The selection shall be done through a detailed online process, as set in the process paper by MERCER. We shall send the nominations to our Selection Committee and have an online discussion to seek their independent approval and/or dissent, with clear rationale based on researched profiles and past work of all nominees.
- In case of single nominations in any category we reserve the right to select or reject the nominee for the final award, based on the information provided and the research we conduct to find more about the nominee and how much she/ he deserves the KarmaVeer for her / his work. The decision of the management in such cases is final and binding.
- The awardees will be given a trophy and a citation. The award does not involve any cash prize and any request for cash or monetary benefits by nominees or awardees shall not be entertained and the management reserves the right to reject any such nominations with immediate effect.
- The details of all the awardees will be put up on our website.
- The awardees will be intimated one month before the awards function.
- Awards shall not be given in absentia. However Awards in absentia may be considered at the discretion of the management, in case of any mishaps or unavoidable/ unforeseen circumstances due to which the awardees cannot be present. In case the management decides not to give away the award in absentia, after knowing the reasons for being unable to attend, then the management reserves the right to cancel the award or carry it forward to the next year. In case the award is given in absentia, a close family member or a colleague shall be present to receive the award and the awardee shall send in an acceptance speech on DVD or VCD format.
- Award may be given posthumously to next of kin, who shall be present to receive award.
- There is no age bar for awardees.
- The KarmaVeer Puraskaar is held every year on 26th November at Delhi. All KarmaVeer nominees/ finalists awardees shall attend the awards ceremony and make their own travel arrangements and bear their own expenses. iCONGO shall only help all awardees to facilitate accommodation, if help is needed for planning their stay in Delhi.
- All awardees shall have to be present through the entire awards ceremony and stay on till the end of the ceremony as a mark of respect and to show dignity towards other fellow awardees.
- The awards shall be given in a set sequence, as given in the KarmaVeer Booklet or decided by the management for the ceremony. No requests to change the sequence or receive the award faster shall be entertained.
- In case of any misconduct or unbecoming behavior by any awardee who has received a KarmaVeer Puraskaar, the management reserves the right to cancel the award even in the future and the persons name shall be removed from all websites.



Mark Parkinson receiving the Karmaveer Puraskaar from Sushma Veer and Dr. Lenin Raghuvanshi (past awardees)





## RAVI KALRA

India's most popular TV show KBC adopts the Karmaveer Awards Moniker (title or name) for their program and profiles REX Karmaveer Global Fellows and Karmaveer Award recipient like Ravi Kalra, on their shows. KBC adopted the Karmaveer Title for the KBC Karmaveer shows and showcase our REAL, UNSUNG Karmaveer HEROES to mainstream their work. SEEN HERE is our REX Karmaveer Global Fellows and Karmaveer Award recipient Ravi Kalra . Over the years the REX Karmaveer Global Fellowships, Karmaveer Puraskar and Karmaveer Chakra Award Recipients.



# Media Coverage

## पाठशाला के संस्थापक देव को कर्मवीर चक्र

2009 | प्रतिनिधि

समाज सेवा के लिए किए गए निरंतर प्रयासों के संस्कार के रूप में देव को कर्मवीर चक्र प्रदान किया गया है। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार।



देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार।

## Saluting the real heroes

The Karmaveer Puraskaar night meant to recognise the social initiatives of people across categories was a hit

By Sayant Sinha Roy

The 5th Karmaveer Puraskaar ceremony aimed at building a citizens' movement for social justice was held at Kalkaji Extension on November 26. This civilian award was given to individuals to recognise their dedication and commitment towards social issues. Meera Sangal, Pradeep Gupta and TK Mathew were the guests of honour at the award ceremony. The Karmaveer Puraskaar 2010 saw 38 responsible and socially aware citizens in 20 categories across sectors including media, corporate, government, civil societies, art and fashion, and several others. Even though you would have expected the event to be a stand-alone affair, it wasn't so. It was full of laughter and colours, and a few celebrities too. Obviously, the heroes



Among the other awardees, to name a few, were Manish Jain (Media Citizen Karmaveer Puraskaar), Syed Nazakat (Media Citizen Karmaveer Puraskaar), Anupama Kher (Artist's change Karmaveer Puraskaar), Sanjana Jain (Fashion Citizen Karmaveer Puraskaar), Shaboo Siddiqui (Karmaveer Chakra) and others. Designer Sanjana Jain said, "I am proud and honoured. It is an honour to receive an award like this, as it makes a person better and more motivated to contribute towards Society". On the other hand, renowned artist Anupama Kher, said through video chat, "I am happy to receive this award, specially because it is for the work that I do for special children."

## City-based IISER alumni receive Rex Karmaveer Chakra Award

ST CORRESPONDENT reporters@sakaaltimes.com

PUNE: Indian Institute of Science, Education and Research (IISER) alumni Kunal Sinha has received Rex Karmaveer Chakra Award (Bronze) in New Delhi on November 27 for his contribution of uplifting the poor by education. Rex Karmaveer Chakra Award is given every year for outstanding work in social impact with association iGono and United Nations. Sinha is an educationalist and founder-director of Shiksha Plus IIT and medical academy in Pune.



He and Neha Kaur are the co-founders of Shiksha Plus providing free preparation for the medical entrance examination for the last 10 years to many students across Maharashtra with a poor financial background.

"During three consecutive days of Rex Karmaveer Chakra Conclave, I got a chance to meet so many change-makers in the society and their stories are inspiring and motivational. I feel more focused and motivated during this event and will keep doing the same," said Sinha. Former President Dr APJ Abdul Kalam and 'Father of India's White Revolution' Dr. Verghese Kurien are amongst the notable recipients of Karmaveer Chakra Award.



सक़िब टाइम्स 'रेक्स कर्मवीर चक्र अवार्ड' सलमा मेमन को

## Gul Panag gets award



Actor Gul Panag was accorded with Karmaveer Puraskar at the Shri Ram School auditorium in DLF City Phase 3 on Saturday. The award is given to individuals who take up social issues and causes. Amongst others those received the award included Arzell Papazet Nelson, Kalyan Banerjee, Nila Madhab Panda, William Dalrymple and Chetan Sharma.

MANOJ KUMAR / HT PHOTO

## His name is Anthony Gonsalves

REAL TO REEL The man who lent his name to the song was a pioneering musician. This week he was felicitated - at long last

Shalini Singh

shalini.singh@hindustantimes.com



कर्मवीर पुरस्कार 2010 देव को कर्मवीर पुरस्कार प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार। देव को कर्मवीर चक्र प्रदान करने वाले हैं कर्मवीर चक्र समिति के अध्यक्ष डॉ. राजेश कुमार।

people older to him. "I was a kid, and teaching all these big boys," he smiles shyly. At 16, besotted with the film world, he went against his father's wishes to Bombay. At the recommendation of his uncle who worked with Naushad, Gonsalves got a meeting the music director. "Naushad heard me play and said, bada surr mein baja raha ha, naukri karega? (Your sense of tune is good, want to work?) I joined him. I would get to meet Devika Rani often. She was a nice looking girl and affectionate towards me," he says. As his work became popular, Gonsalves started working with Shyam Sundar and Sachin Dev Burman in films like Dholak and Mahal. From Majorda to



Hyderabad Today 'Rumana does city proud with KARMAVEER CHAKRA'



कर्मवीर पुरस्कार-2009 दिये गई दिल्ली। सोशल जस्टिस एंड सिटीजन एक्शन ने बृहस्पतिवार को एक समारोह में कर्मवीर पुरस्कार-2009 पुरस्कार दिया। संस्था की ओर से डा. के. श्रीनाथ रेड्डी, मंजु भरतराम, रोहिणी निलकान्ति, तरुण तेजपाल को विभिन्न क्षेत्र में उत्कृष्ट कार्य करने पर पुरस्कृत किया। संस्था की ओर से प्रतिवर्ष कर्मवीर पुरस्कार दिया जाता है।



## पुरस्कार समारोह 26 को

सामाजिक न्याय एवं नागरिक अधिकारों के लिए दिया जाने वाला राष्ट्रीय कर्मवीर पुरस्कार समारोह 26 नवंबर को होगा। इस बार का पुरस्कार अन्ना हजारे, डा. के. श्रीनाथ रेड्डी, मंजु भरतराम, रोहिणी निलकान्ति आदि को दिया जाएगा। यह पुरस्कार व्यक्तिगत शहरी को दिया जाता है जिन्होंने विभिन्न क्षेत्रों में सामाजिक न्याय को बढ़ावा देने के लिए काम किया हो।

## सैयद आबिद हुसैन को कर्मवीर चक्र सम्मान और रेक्स कर्मवीर ग्लोबल फेलोशिप के लिए चुना गया

सैयद आबिद हुसैन को कर्मवीर चक्र सम्मान और रेक्स कर्मवीर ग्लोबल फेलोशिप के लिए चुना गया। सैयद आबिद हुसैन को कर्मवीर चक्र सम्मान और रेक्स कर्मवीर ग्लोबल फेलोशिप के लिए चुना गया। सैयद आबिद हुसैन को कर्मवीर चक्र सम्मान और रेक्स कर्मवीर ग्लोबल फेलोशिप के लिए चुना गया। सैयद आबिद हुसैन को कर्मवीर चक्र सम्मान और रेक्स कर्मवीर ग्लोबल फेलोशिप के लिए चुना गया।







REX Karmaaveer Global Fellowship and Karmaaveer Chakra Awards - Past Gallery



## LETTER FROM CITIZEN VOLUNTEER

Dear Friends and Fellow citizens,  
Greetings from all of us at iCONGO- International Confederation of NGOs, a dynamic people sector movement conceived in 2003 and founded in 2004 by various citizen volunteers and activists, who got together to form a dynamic platform for citizens and NGOs (the people sector to check social inequities) to work together to BE THE CHANGE. ICONGO belongs to all citizens who volunteer and come together as ONE to RIGHT every WRONG and address socio- political issues to make the world's largest democracy a true REPUBLIC, where We the people should be WE the Power to promote good governance and social responsibility by standing up and speaking out. Around the time we started conceiving the movement in 2003, we planned to form a citizen forum where concerned citizens got together to speak out against social wrongs by creating awareness and inspiring citizen action for social justice in an informed and responsible manner. Thus was born the RIGHT every WRONG movement that comprises of the RIGHT every WRONG CONCLAVE- a national forum for social justice & citizen action, where issues we discuss are documented and disseminated with citizens in Government for progressive and responsible governance, and the KARMAVEER PURASKAAR- Global awards for social justice and citizen action to celebrate the power of few and honour the power of ONE. We, as a collective of concerned citizens, truly believe from the heart that it is WE THE PEOPLE who can be the only drivers of change for a better balanced society where everyone has justice and social equity. It's time we stopped being apathetic and thinking what can I do? The point is each of us can BE THE CHANGE if we decide to do so. Let's stop thinking that change can only be led by Government and powers to be, as each of us as a responsible citizen needs to voice dissent against social wrongs and do whatever we can to LEAD THE CHANGE. In a country where we adulate movie stars and cricketers and have thousands of awards for them and other so called achiever's awards for promoting consumerism and marketing of FMCGs, tobacco and liquor brands, there is really no recognition for people who have gone beyond themselves and their business as usual by doing whatever little they can and by creating hope for the marginalised and all of us. These are people who are the real and unsung heroes who perform their duties selflessly to promote social justice and thus create a better humane world, not only for the marginalised and the poor, but also for all of us in the great Indian middle class. These are people who are role models for other change dreamers and leaders and like Mother Theresa, Gandhiji, Bhagat Singh, Martin Luther King, Nelson Mandela, Helen Keller believe in leading change silently and with absolute selflessness, without desire for seats of power or any recognition and glory. These are people who we call THE NOBLE LAUREATES and are selected for the KARMAVEER PURASKAAR. The KARMAVEER PURASKAAR is an endeavour to recognise and celebrate the power of ONE individual who believed that she/ he could BE THE CHANGE.

The KARMAVEER PURASKAAR celebrates and recognises individual citizens from various sectors of society who have walked the talk and decided that it is better to light a candle than to curse the darkness, thus inspiring others to BE THE CHANGE. So if you believe that you can also be the change and be that ONE in a billion or you know of people who have led the change, please send us a nomination and join your movement with iCONGO.

These awards were commenced in 2006-07 and are given out every year on 26th November, the day our constitutional pledge was adopted in 1949, which we are promoting as the National social justice and citizen action day to rekindle the spirit of our constitutional pledge.

**Peace and Jai Hind**  
**EITU VIJ CHOPRA, Just Another Volunteer**

"If each of us does something to right wrongs in our own space and time, then together as one we can right every wrong."  
~Jeroninio Almeida

Karma Kurry  
for the mind, body, heart & soul



### Rex Ideas For Action



Never be frightened to share your MADDEST idea.celebrate your uniqueness and embrace it to unleash your heroic potential. "Onlyness" is POWER.  
Eitu Vij Chopra

www.rexideas.com



## LETTER FROM CITIZEN VOLUNTEER

Make no mistake about it. Often we think that we are doing good when we do a little charity. The fact however is that we all have a responsibility for doing good and when we do so, it is not that we are doing good to help others as whatever we do is also going to help us. It's simple! Think about it. What affects another person in society today may not affect you or me but that is just a matter of time.

If we do not address social, economic and political issues today then we cannot complain tomorrow when that same issue affects us. We may think- Oh! Those poor people, we need to help them. Sorry folks, it's not just them we are helping, it's us. We are all going to be victims of the system if we do not stop being apathetic and thinking well that's' not my problem as before we know it, the problem will be at our doorstep. Let us give you a small example- we may think education, which is a fundamental right, is only not working well for people below the poverty line, is it? Think again. How many of us in the great Indian middle class have problems finding the right school for our children without capitation fees or nepotism? How many of us can get our passports or driving licenses without paying bribes? How many of us get cheated as consumers and citizens and tolerate some injustice or other in day to day life silently? If you think, it's all of us who are denied justice and rights. Why? Think! Think! Think! We can go on with reams and reams of papers that we can write with examples.

But let us stop here and let you think! We have rights, and we have duties & responsibilities to fulfill in order to enjoy our rights. If we do not act responsibly and voice dissent against these wrongs then rightly so, we do not deserve our rights. Most of s always choose the easy way out and take short cuts but for how long. Never forget that in a democracy government and governance is a reflection of the people who are the electorate. If we keep silent it's a matter of time before we have similar fates like Jessica Lall or Nitish Katara or Priyadarshini, where people who think they have the power get away with all their atrocities and can use the system to twist justice. We have a responsibility to address it now. It's time to stop saying the system is bad, it's time to start saying I will BE THE CHANGE. I Change to Change India. I change to change the world. Like Socrates said "To move the world, we must first move ourselves". Because it is a proven fact now, that only when people get together as ONE to RIGHT every WRONG, can we get justice be it for ANY ONE of us or EVERY ONE in the 1.2 billion Indians. To conclude, We sincerely believe that if there is anything wrong within a democracy, those of us with the ability to take action have a responsibility and duty to take action. That my friends is responsible citizenship for a true democracy which means PEOPLE POWER and Republic which means the PEOPLE's RULE.

**From all the Karmaveer Noble Laureates, Citizen Volunteers and REX KARMAVEER GLOBAL FELLOWS.**







## EMINENT KARMAVEERS OVER THE YEARS !

Mr. APJ Kalam, Dr. Verghese Kurien (first lifetime achievement Karmaveer), former Chief Election Commissioners Mr. James Michael Lyngdon, Mr. S.Y. Quraishi, Mr. Krishnamurthy, Global Citizens Mr. Bill Drayton (Founder Ashoka), OBE Michale Norton (serial social entrepreneur and innovator), Mr. William Kamkwamba (The boy who harnessed the wind), Princess Francois Sturdza, King Charles (awarded when he was the Prince of Wales), Armed Forces Heroes Gen. Ian Cardozo (Gurkha movie is being made on his life), Brigadier Balram Mehta (Pippa the movie that release recently is based on his life), Captains of Industry & Philanthropists Ms. Anu Aga (Thermax), Ms. Rohini Nilekani (Infosys), Mr. Sridhar Reddy (CMD-CtrlS/Cloud4C), Mr. S. Sandilya (Eicher), Mr. Ajay Bijli (PVR), Mr. Sunil Mittal (Bharti Group), Mr. Karan Paul (Appejay Group) Movie Directors Ms. Bhavna Talwar, Ms. Revathy, Mr. Hansal Mehta, Mr. Sanjeev Sivan, Mr. Onir, Mr. Pritish Nandy Actors Ms. Kajol, Mr. Rahul Bose, Ms. Gul Panag, Ms. Revathy, Ms. Amala Akkineni, Mr. Akhil Akkineni Musicians Mr. Remo Fernandes, Mr. Bobby Cash, Ms. Sonam Kalra, Ms. Sunita Bhuyan, Mr. Arzell Paparzell, Sportstars Ms. Mary Kom, Mr. Pullela Gopichand, Mr. Mahesh Bhupathy and many more dynamic, deserving, worthy champions of change like Ms. Subhashini Mistry, Mr. Chewang Norphel, Mr. George Pullikthayil, Ms. Tulasi Munda, Mr. Laxman Singh, Mr. Arunachalam Muruganantham (Padman movies) who are leading the change and making huge positive contributions in our world. The monthly KBC Karmaveer episode on Sony is our license/IP and features our Karmaveer award recipients and our Karmaveers were also featured in Satyameva Jayate. Mor details about the awards are in the attached booklet.





## FELLOWS TESTIMONIALS



Dr. Nelson Mandela (Madiba)  
South African anti-apartheid  
activist

The Karma Kurry stories have that power to inspire people to rise and act to make a difference.



Mr. António Costa  
Former Prime Minister of  
Portugal.

Happy and delighted to receive the Karma Kurry book of inspiring global heroes, who are doing inspiring work to change the world. It was an honour and privilege to receive an autographed copy by Mr. Jerry Almeida, who is a fellow Goan and has made all people of Goa and Portugal proud with his penmanship and prolific storytelling.



Mr. Vivek Misra  
Founder & Group MD, Mynd  
Integrated Solutions Ltd.

A team that learns together, thrives together!! Thanks, Jerry, for an exhilarating three days of leadership and exciting insights, and hats off to the super star team of Mynd.



Dr. Camila Simmons  
Global CHRO of a Fortune  
100 company

I always tell Jerry that "Tony Robbins is the Jerry Almeida of the United States of America" as he not only brings in brilliant energy but also has real stories with real life lessons that one can relate with. After engaging Jerry for the mojosh magnificent 7 leadership talk for over 36000 senior and general management leaders from 47 countries in 2020 during the Covid Lockdown, we empaneled Jerry for Leadership trainings and executive coaching over the past 3 years.

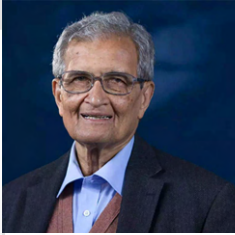
One can see clearly that Learning, Speaking and Coaching is not just a profession or vocation for Jerry but a passion to energize all people whose lives he touches with his talks, insights and coaching, to understand and unbridle their unrealized human potential. It is phenomenal to observe the transformation Jerry influences in people after they attend his talks or training programs. The moment Jerry starts talking, one is blown away by the passion, power and energy in his voice and the character of his content and intent to help people to learn, transform and grow. Jerry inspires at every level and breathes Testimonials(Published as received from the people, who shared feedback on mail, SMS or social media) life into people with his magnificent mojosh stories, insightful, inspiring ideas and improvisational, observational, witty humour and of course his inimitable, spontaneous, unscripted style as a highly effective, expressive and eloquent orator.



Mr. Amit Sharma  
Audience & Participant in  
moJOsh magnificent 7 event

I have Goosebumps. The talks are so inspiring it stopped my breath.

## FELLOWS TESTIMONIALS



Dr. Amartya Sen  
Author, Nobel Laureate &  
Professor Harvard University

I got a better perspective of how India and Indians work at the board meeting of PHFI where Jerry presented his paper. When Jerry presents his stories and thoughts, one gets insight from thousands of books, places, people and villages.



Mr. Pranab Mukherjee  
Former President of India

I am happy to learn about the Inspiring real-life stories of the students of Satya Bharti School, in this book - 'Karma Kurry Kidpower, a collection of stories of disadvantaged children from rural parts of India. I would like to compliment Mr. Jerry Almeida for bringing to the readers inspirational true stories of real unsung heroes that narrate the struggle of these students, especially girls and how they have overcome these challenges.



Ms. K. Sujatha Rao  
Former Secretary, Ministry of  
Health & Family Welfare

Jerry was very effective as a consultant and worked with our senior team at NACO to help us to streamline our country strategy.



Mr. Inderpreet Wadhwa  
Founder & former Chairman &  
CEO of Azure Power Global  
Limited.

At Azure Power whenever we have a complex problem that needs to be solved, we apply the JCJ Formula – (JCJ is Just Call Jerry). I have told all my senior leaders and HR head, whenever we face challenges related to management strategies, organisation development, leadership planning, Jerry is the “Go To Person” as he always delivers and helps us to generate simple and effective insights to resolve any all complex challenges.



Dr. Noam Chomsky  
The world's leading voice of  
dissent, philosopher & author

I like the Karma and Right every Wrong mission that balances ethical whistle blowing with telling stories of real heroes to inspire change champions and voices of dissent to challenge status quo.



Late. Ms. Meera Sanyal  
Chairperson & Country Executive  
of Royal Bank of Scotland

Jerry, you know I am a big fan of yours and every time I hear you speak, I am inspired to commit more time for social justice. I am also thankful to you for having shown us the way to straddle social work while we continue with our Business as usual as Corporate Executives.



## FELLOWS TESTIMONIALS



Ms. Arianna Huffington  
Author, syndicated columnist

Dear Bakhtawar, Greetings from all of us at Thrive Global. I have read Jerry's Karma Kurry books and am thrilled by all the genuine stories of real heroes and change champions, who are making a huge difference in our world. The stories in Karma Kurry warmed the cockles of my heart. I would love for you and Jerry to write about all of Jerry's great work for the Thrive Global site—to get started, and like to feature all his inspiring stories on our websites. For any further questions, feel free to reach out to Olivia Jorgensen, cc'd on this email. All the best for many more books in the Karma Kurry franchise. with warmest regards.Arianna.



Mr. Shashi Shekhar  
Editor-in-Chief, Hindustan Times.

With his powerful thought leadership and eloquent facilitation, Jerry helped the senior editorial and management team build a winning strategy together and for the first time Editorial and management are on the same page with various ideas.



Cdr. Mr. Clifford Parakh  
Veteran Indian Navy Officer

Jerry is the show stopper. Once you hear him speak you will understand. Pure magic.



Late Dr. Subir Raha -  
Founder Chairman, UN  
Global Compact & Former  
Chairman ONGC.

Jerry, we get full value for money with you as our consultant. Besides benefiting from the great insights, you shared in the workshop, you also made the evening gathering pleasant and mirthful with your soulful singing and light hearted humour. In the midst of an intensive lecture session where you are inspiring us with your eloquent concepts and insights on CSR and Humane Capitalism, we also got complimentary doses of laughter, thanks to your delightful tongue-in-cheek but wicked sense of humour. Jerry you not only outclass most Motivational Speakers, but you also stand out and can hold your own in any international stand-up comic act. To sum up Jerry you created interest for going beyond CSR and understanding Humane Capitalism. The humane capitalism concept created huge value for people working in PSEs, who are members of the UN Global Compact and yet have little to show in terms of social impact. PSE managers are just not interested in knowing how to create social impact with the funds they disburse. You took them on a journey in 3 days to understand sustainable development and not to just indulge in cheque-book philanthropy.



Ms. Carole Alberty - Audience  
& Participant in moJOsh  
magnificent 7 event

Jerry is the most interesting storyteller and tells stories with all hues of intrigue, suspense, fearless innovative stance coated with learning in the narrative every single time. The stories he tells and the interplay of anecdotes takes the pitch up and down like unique and melodious musical notes.

## FELLOWS TESTIMONIALS



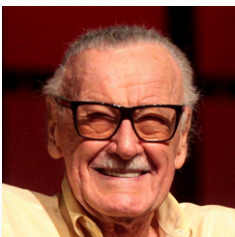
Mr. Vish Govindswamy  
Group CMD Sunshine Group  
Sri Lanka & Global Board  
member of Tata Tea.

Jerry has excellent stage presence as an Inspirational Speaker and complete command over the Leadership Subject Matter. He is not just an expert but an authority on leadership and management studies and content. Jerry presents the content with the right intent by talking straight and blending it with inimitable subtle humour, which takes the edges away from the truths of understanding how toxic we are as managers and business leaders.



Ms. Mairead Maguire  
Irish peace activist and Nobel  
Peace Prize winner (1976)

It was a pleasure hearing Jerrys speech in "The Economics of War & Killing" panel discussion. We live in a rich world and yet increasingly people are getting caught in the poverty trap and facing real hardship and pain. Jerry Almeida's excellent book sets out the problems and solutions through his extraordinary heroes, which gives hope to humanity. I believe, we the human family, like the traveller, have lost our way and need find it again with human values. We can choose to do this individually, by seeking truth and living our lives with as much integrity as possible like the heroes featured in the Karma Kurry books. We need to disarm human hearts and human beings, of greed for more money and power, one by one, community by community, country by country.



Mr. Stan Lee  
American comic book writer,  
editor, producer and publisher  
(Marvel Comics)

Jerry, Thank you for gifting me the collector's edition of your Karma Kurry book. I was delighted reading the stories and was provoked to think by your one line note that said "Stan, these are true stories of ordinary people with superpowers to make an extraordinary difference and are the real superheroes.". While I was bemused reading the note initially, I realized later as I read the stories that you are absolutely right.

These are indeed real superheroes and maybe you and I can explore synergies to create a Karmaveer Superhero character like our Stan Lee Superhumans project with The History Channel. Keep sharing more stories and lets speak soon. Best.



Ms. Tara Dewan  
Trustee & ED, Latika  
Roy Foundation

In Delhi even though some of the stuff you talk about seems too big for beginners like us; the fact that you've pulled it off belts out a strong "it's doable" message which is far more motivating than just theory on power point. There were ideas that flashed through my mind as you detailed your experiences and it's thanks to you that we pulled off a very successful 'World Disability Day' walk on the 3rd of December. In Dehradun You had a one-on-one going with everyone in the room, which is a rare skill! Jerry, you initiated change for the Latika Roy Foundation and made a difference in our way of thinking. Thank you for coming to us.



## FELLOWS TESTIMONIALS



Dr. Zachary Tumin  
Executive Director JFK  
School of Government,  
Harvard University.

Jeroninio Almeida shared their humane capitalism report with us and encouraged the first CSR & Corporate governance forum at Harvard Kennedy School with people from business & governance from the US and India through the US India Business Alliance. The forum was the birthplace for the world's most ethical companies an idea that adopted principles from the Humane Capitalism report.



Mr. Rehan A. Khan  
Healthcare CEO, Board  
Member & Investor

Jerry, thanks for sharing an outstanding note. Completely agree, I have been on the board of the leading boarding school in the country and after 3 years left completely disillusioned. Don't think most schools care about learning. While career ladders aren't all bad you would be surprised how many senior leaders I have met (many on my own teams) who can't write at an average level and certainly empathy and decency if taught will make a massive difference in the impact of businesses and orgs.



Dr. Phil Zimbardo  
Founder of the Heroic  
Imagination Project

These heroic stories must be read by all children and youth in schools, colleges and Universities. The Karmaveer stories I heard from Jerry, inspired me to begin the Heroic Imagination Project despite not having financial resources, since the right every wrong mission also began the discovery of heroes without any funding and they have sustained it purely with grit, determination and resourcefulness.



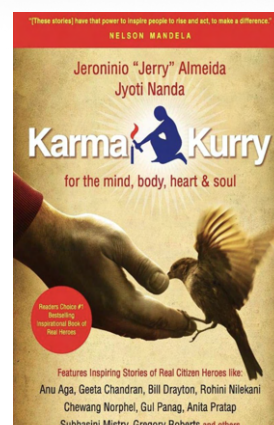
Ms. Preeti Sehgal  
Company Secretary & DGM  
CSR for Tata Steel

Dear Major.Brar, Greetings!! Thank you for your mail. It's good to know that Karma Kurry Series Book 2 is being launched !! All the very best !!!! It was heartwarming to hear the address of Jerry at the Women Economic Forum though the time slot didn't do the justice to the speaker like him. I would like to convey my regards to Jerry and also keep the communication channels open in case that we at Jamshedpur organise some event befitting to invite Jerry.Thanks and warm regards !!.



Mr. Alok Saxena  
MD and CEO of Elder  
Pharmaceuticals

Jerry, your speech was pure josh and junoon. For the first time with your talk, I experienced the wisdom of Socrates, the insight of Stephen Covey and the energy of Anthony Robbins.



## FELLOWS TESTIMONIALS



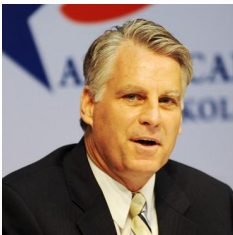
Mr. Shekhar Purnenedu  
Founder and MD

Mr. Shahi Thank you for the great recommendation and connecting Jerry with us. He is a great coach and consultant, highly knowledgeable and very humorous. Was able to control the crowd and had us in splits throughout the event and conveyed critical messages with light hearted humour and brilliant examples and stories. He was with us for 3 days and kept us entertained and engaged throughout the 3 days.



Prof. Bhushan Manchanda  
Professor & Head,

Your talk on "Corporate Governance and Business Integrity" during the 1st session was the most well attended of the Seminar and our faculty, staff and students are still talking about it. It was an honor for the JIMS community to be able to hear your thoughts and ideas.



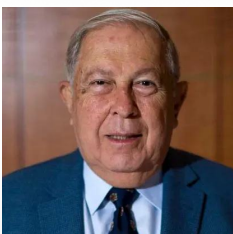
Mr. Timothy J. Roemer  
United States Ambassador  
to India

I heard Jeroninio speak at the CSR forum organised by the US Embassy. He has some very provocative thoughts and ignites passion within the business community by making us all think that we can all change the world for the better.



Hon. Mr. Lester S Hyman  
Veteran Barrister-At-Law &  
Senior American Statesman

I consider his most significant strength to be his ability to analyze and lead complex businesses and not-for-profit organizations. Mr. Almeida is highly qualified as a management consultant & trainer. I rarely have encountered such an enthusiastic, knowledgeable, highly intelligent, person with outstanding leadership abilities as Mr. Almeida. He is a delight to work with and a wonderful human being.



Mr. Yusuf Khwaja Hamied  
Founder & Chairman,  
Cipla.

I was invited to this fundraiser in London and I agreed to attend to learn more about the organisation. When Jerry took the stage and began talking about the cause, I could not stop myself from writing a cheque.



Mr. Bittu Sahgal  
environmental  
activist

Stay your course. You are a very valuable asset to all those fighting the good fight!.



## FELLOWS TESTIMONIALS



Ms. Sumbul Khan  
Former Sr. Vice president  
Mullen Lowe Group.

It was a pleasure to hear you at DPS today. And what was most inspiring is that you showed the kids a path to reason and question with courage.!



Late. Mr. Rudratej 'Rudy'  
Singh - Former President &  
CEO of BMW India

Your leadership talk was truly outstanding. The speech and content were revitalizing and touched our emotional cords deeply. Your ability to relate the daily happenings of these brave heroes to day-to-day corporate activities and business processes was dazzling. The team was spellbound by your stories, delivery and conviction. There were several leadership lessons to take home. It was evident from the Q&A sessions; all participants were eager to hear more from you and many of our senior business leaders want to engage you as their executive coach.



Mr. Francois Masoullie  
Former First  
Secretary

When Jerry talks, he speaks from the heart, lights a fire in your belly and ignites a spark for action in your mind. He is the most passionate orator I have seen in all my travels and deputation across the world.



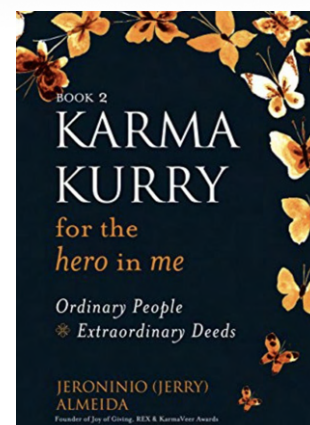
Mr. Gregory Roberts -  
Bestselling Author of  
Shantaram

When they talk about Just and Noble Causes for Charity and Social Justice, Jerry's is the first and most venerable name that came to mind to recommend for your show on Change Agents. Jeroninio, is a man of great integrity and courage, who is an invaluable guide to the best work being done for charitable and social justice causes in India.



Dr. John Graham -  
Formerly a US/UN  
Diplomat

Karma Kurry is food for the soul. As a leader of the global Giraffe Heroes Project for over 30 years, I know very well the power of telling the stories of heroes to inspire others into action. Jerry Almeida and his team have collected inspiring stories of real people working with courage and compassion to make a difference in their communities, their nation, and the world.



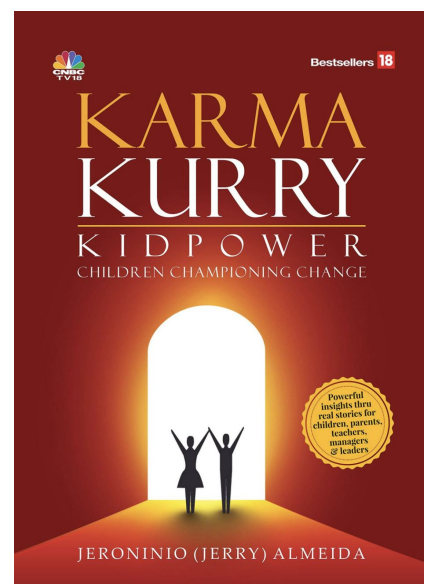
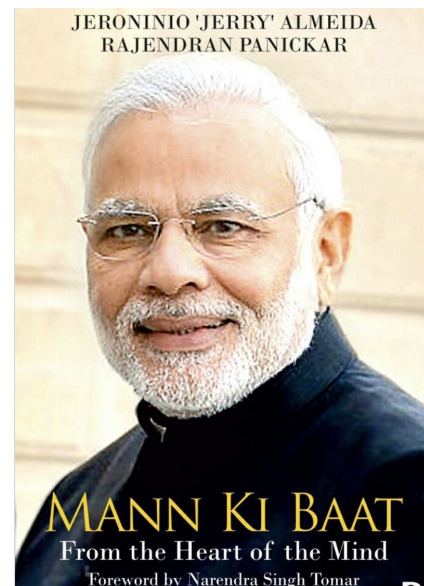
## FELLOWS TESTIMONIALS



Late. Zen Grand Master.  
Thich Nhat Hanh -  
Vietnamese Thien Buddhist  
monk

Letting go is also the practice of letting in, letting your teacher be alive in you is what I have always practiced as The Law of Karma, being a Buddhist monk and mindfulness teacher. My thoughts and sentiments are echoed in a thought by Jerry in his Karma Kurry book "I believe that everyone is a hero, a leader, a volunteer, a teacher and a champion of change. All we need to do is acknowledge and understand this and then help others to also understand the same. That's all it takes to be a hero, a leader, a volunteer, a teacher and a champion of change." This simple thought and the straightforward change mantra "I change to change the world" shared by Jerry in his author's note made me sit up with mindful attention to read Jerry's musings and insights with keen delight and curiosity, when our common publisher requested me to review Jerry's Karma Kurry and mojosh inspirator books. I was inspired by the clear and compelling real stories of real heroes featured in Jerry's books. Over the years I have shared, articulated and disseminated the core Buddhist teachings of mindfulness kindness, and compassion to a broad global audience through my writings and discourses and have come to be known as the father of mindfulness. The heroes featured in Jerry's books are not people or monks who just preach mindfulness, kindness and compassion but practice and live it every day. They are truly everyday ordinary heroes as defined by Jerry. Jerry's mojosh inspirator concepts, stories and insights are simple yet powerful and if practiced can truly help one to harness and activate the power of the mind. The core concept in the mojosh book of EVOLVING MINDFUL CONSCIOUSNESS (EMC ) created by Jerry has truly intrigued and inspired me at a deep level, having taught mindfulness for over 50 years and written over 100 books on the subject. The EMC concept as explained by Jerry in the book goes beyond the mindfulness concepts proposed by many and is the next level of mindfulness and consciousness. Jerry is a mindfulness and mindset master.

The mojosh mindfulness concepts are thoroughly well researched, articulated and explained by Jerry. Everyone who reads, understands, learns, internalises and practices the mojosh inspirator mindsets, virtues and powers will benefit immensely and be enabled to change oneself for the betterment of self and the world at large





## FELLOWS TESTIMONIALS



Shams Alam,  
Rex Karmaveer Chakra Awardee

I have received so many awards and recognition as a Paralympian but the uniqueness of Rex Karmaveer global fellowship and Karmaveer Chakra Awards is its learning. The ConClive is humbling and learning as we learn and inspire to keep on path of change and continuous development and giving back. The form that we fill while nomination process has been my go to document as it has taught me so much over the years I am associated that I go back to it often when I need more inspiration.



Uniqua Sahbaz Khan,  
Rex Karmaveer Chakra Awardee

It's really an amazing experience of mine I never thought I could be a part of this superb event thank you Jeroninio Almeida (Jerry) sir you're a superb human being too many super heroes in one platform sharing their good works it would only be possible because each of us have human values only humanity unite people of every caste, color, gender, boundaries cheers too our Rex Karmaveer Global family (RKGf) in my every work I try to share positive message towards society thank you once again Jerry Eitu Di for this wonderful platform and wish all good luck to our Rex family thank you



Christina Evers,  
Rex Karmaveer Chakra Awardee

"The Karmaveer Chakra Award is a prestigious global civilian honor bestowed by the iCONGO in collaboration with the United Nations, recognizing individuals worldwide for their unwavering courage and commitment to social change. This award, a tribute to the late A. P. J. Abdul Kalam, India's 11th President, celebrates those who dare to walk the path less traveled, igniting a wave of societal transformation. I am deeply honored to receive the Bronze medal, a recognition that not only humbles me but also reinforces my responsibility towards our society. As a proud member of the LGBTQIA+++ community and a transwoman, I understand the complexities of our struggle for equality and acceptance. This accolade symbolizes the valor and spirit of activism, encouraging citizen-led initiatives for social justice. I am truly grateful to be acknowledged as a KARMAVEER, and I extend my heartfelt thanks to the REX Karmaveer Global Fellowship, Eitu Vij Chopra, Jeroninio Almeida, and the entire team for their unwavering support".



Nita Sundararaju,  
Rex Karmaveer Chakra Awardee

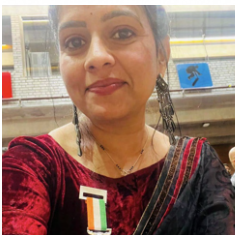
Just the name instills a sense of responsibility in the receiver. And it is a responsibility... Over a period of 3 days, as we got to know how so many people are doing wonderful work to contribute to society, we felt even more responsible to continue to do our best and serve in any way we can. We learnt how the culture of volunteering can create big impact... We learnt how selfless people are... We learnt how the younger generation is already contributing... In short we saw the good side of humanity - and really, what could be better than that? When Jyoti Agarwal recommended my name for the award, I had no idea what it really was! But after attending the event, I really understood what it means to be a part of REX - Ideas for Action, and I can't help but thank her for it! I'd be remiss if I didn't mention the team organising whole event here - Jeroninio Almeida, Eitu Vij Chopra, and others who are doing a fantastic job of curating, getting the right people, and keeping it real! Salaam!

## FELLOWS TESTIMONIALS



Arshil Saini,  
Rex Karmaveer Chakra Awardee

Im deeply honored to receive the Bronze REX Karmaveer Chakra Award instituted by #iCONGO in collaboration with the #UnitedNations. This recognition signifies my commitment to effecting positive change in the world. I extend my heartfelt gratitude to Jeroninio Almeida Sir and Eitu Vij Chopra Mam for their unwavering support, invaluable guidance, and mentorship on this impactful journey. I met many inspiring personalities who inspired me to work more and more for the betterment of the society and to make this world a better place,there influence on me left a deep impact on me and told the importance of implementing your ideas into Action the Karmaveer Chakra left a very positive impact on me and inspired me to do good things in future This award holds profound significance, inspiring me to persist in my mission of making a meaningful difference. REX - Ideas for Action



Sheetal Chauhan Jhurani,  
Rex Karmaveer Chakra Awardee

“Being heard is so close to being loved. There is immense power in allowing yourself to be heard and owning your unique story. It took me considerable time to find my voice, but now that I have, I am grateful for the global platform that allowed me to express myself. I extend my heartfelt thanks to the creators of the Rex Karmaveer Global Fellowship, Eitu Vij Chopra and Jeroninio Almeida, for enabling me to speak my mind, be heard, and feel loved.” <3



Savio Linus Mascarenhas,  
Rex Karmaveer Chakra Awardee

The Rex Karmaveer Chakra Award - Bronze Medal holds an incredibly special place in my heart, marking a pivotal moment in my journey. Receiving the Rex Karmaveer Award was a profound honour that strengthened my resolve to continue advocating for social justice and human rights. We immersed ourselves in profound discussions about critical issues like LGBTQIA+ rights, disabilities, and the struggles of marginalized communities. What struck me most was the sincerity and empathy of Eitu Ji and Jerry Ji. Their approach made every participant feel valued and heard. As a gay man and founder of an NGO dedicated to supporting individuals like myself, this platform provided me with a powerful stage to challenge misconceptions and advocate passionately for equality. I emphasized that sexual orientation is innate and deserving of respect, particularly among today's youth who are more accepting than ever before. The event allowed me to assert that diversity in gender expression and sexual orientation enriches our society and should be celebrated without prejudice. I left the event deeply inspired and motivated to continue my journey, knowing that together, we can create a future where diversity is celebrated and everyone is empowered to live authentically.”



**Dr.P. Giridharan, Jt. Director,  
Institute of Chartered  
Accountants in India**

You have trainers & then you have firebrand Rockstar trainers & Jerry is the biggest Rockstar when Jerry trains, He connects & changes.



## FELLOWS TESTIMONIALS



Riddhi Doshi Patel ,  
Rex Karmaveer Chakra Awardee

Here begins the journey at REX Karmaveer Global Fellowship . It was indeed a pleasure to speak on my dream - the dream which I had seen at a young age and implementing it now , the dream of creating a safe space for children to talk,share, discuss and most importantly - vent out.

I don't know how successful I would be , but the journey towards success had begun the day, I dreamt of it. The journey began when I launched it at a small scale and saw the children benefitting. And what better place then REX Stage that i speak about it

Thank you Eitu Vij Chopra and Jeroninio Almeida for creating such a wonderful space for people like me to share their dreams. Those 3 days at REX were thought provoking. It was just worth being there. Truly honoured and in Gratitude ....



Dr.Thirumurugan.S.V.M,  
Rex Karmaveer Chakra Awardee

In the midst of various awards being sold for a propaganda, I am truly honoured and humbled by the fact that I received the globally acclaimed Karmaveer chakra - Silver award for the social work which I have been doing for the last 8 years towards the prevention of child abuse. I went through an epiphany to even complete the application form as it made me realise the life I live in, & the life I intend to live further. My heartiest thanks & congratulations to all the organising committee members and the award winners who are involved in this and let's celebrate more global icons living among us doing the good deeds for the welfare of the society. Above all meeting likeminded people is literally icing on the cake. Kudos again.



Haroon Rashid,  
Rex Karmaveer Chakra Awardee

It's an immense gratitude as I am honored with the prestigious "Rex Karmaveer Award" by #ICONGO and the United Nations! The 3-day CONCLiVE was an enlightening and transformative experience. Each session brimmed with inspiring insights and thought-provoking discussions that deepened my understanding of leadership and social responsibility. The speakers, with their diverse perspectives, highlighted the power of empathy, innovation, and resilience in fostering sustainable change. The workshops encouraged active participation, fostering a strong sense of community and collaboration among attendees. This immersive experience not only broadened my horizons but also reinforced my commitment to making a positive impact through my writing and poetry. Embracing the philosophy of 'Learning to Learn,' I am profoundly moved by this recognition. My gratitude also goes to Eitu Vij Chopra, Jeroninio Almeida, and the entire iCONGO team for providing a platform where ideas turn into actions. Being a true Karmaveer demands continuous self-reflection and unwavering commitment. My heartfelt thanks to the iCONGO team for organizing such a powerful event.



Shashi Shekhar,  
Editor-in-Chief of Hindustan Times

With his powerful thought leadership & eloquent facilitation, Jerry helped the senior editorial & management team build a winning strategy.

## FELLOWS TESTIMONIALS



Rumana,  
Rex Karmaveer Chakra Awardee

I am profoundly honored to be part of the prestigious Karmaveer congregation that nurtures the spirit of doing right and emphasizes the importance of action. As a Karmaveer Chakra Gold Medal recipient, I believe this recognition underscores the values of empathy and collaboration, essential in creating meaningful change. The 3 day Rex ConCLive's is hallmarked with Constitution of India being read out in oath which serves as a powerful reminder of our shared commitment to justice, equality, and fraternity. Being a Karmaveer, especially as the daughter of Indian Air Force veteran, I hold values like discipline, courage, harmony, and above all our country in the highest regard. These principles have guided my journey also as a social entrepreneur, enabling me to connect deeply with diverse individuals and serve humanity better. We as a Karmaveer community foster a profound sense of gender equality, respect, and inclusion, enabling us to learn from each other's experiences and work together towards a more equitable society. It brings together people with similar values, providing a platform to bond, share insights, and collectively strive for positive change, which has only strengthened my resolve to champion these values in all my endeavors!

Jai Hind



Meena Vaidyanathan,  
External comm. Head of  
HCL Technologies

This was a brilliant training workshop. Just the right stuff that one needs to learn to be a leader.

Thank You.



Luke Samson, Director of  
Indian Harm Reduction  
Network Promoted by the  
Global Fund

Just helped us to create a focused vision despite having various agendas & agree to work together as one team rather than a network of.





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Planning, Execution & Vision by iCONGO, REX & KVP Founding Governing Council Members (In Association with Population First, WOTR, NNFI, PPI, NFCH)

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- Ms. Anjlee Agarwal
- Mr. Armando Gonsalves
- Mr. Arun Maira
- Ms. Chandini Chhabra
- Dr. Chinkholal Thangsing

- Mr. Crispino Lobo
- Mr. Ernest D'Souza
- Fr. Herman Bacher
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- Mr. Gautam Ghosh
- Mr. Gregory Roberts
- Mr. James Rebello
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- Ms. Pamela Gale Malhotra
- Princess. Francoise Sturdza
- Mr. R.V.Krishnan
- Mr. Rahul Chitella
- Mr. Raj Bhandare
- Mr. Raktim Mukhopadhyay
- Mr. Rabin Dhoble
- Ms. Ronita Torquato
- Major (Ms). Sangeeta Tomar
- Mr. Sanjeev Sachdev
- Mr. Sudhir Horo
- Mr. Sunil Gupta
- Mr. Sunil Nanda
- Ms. Sushma Veer
- Ms. Tara Sinha
- Mr. Valerian Mendonca
- Ms. Vandana Shah
- Dr. Venkat Pulla

### SECTORAL PARTNERS AIESEC

- AUSIB
- BCC&I
- CtrlS
- EU Indian Chambers
- FISME
- GLP
- Gtz
- ISS
- Lintas Media Group
- NASSCOM Foundation

- NECCI
- NFCH( An autonomous body
- Omnicom Group
- under the Ministry of Home Affairs)
- NNFI
- PPI
- RAI
- SDC
- TIE
- UNDP
- UNODC
- UNV
- VSO International

### KNOWLEDGE PARTNERS

- Christ College
- CMS
- Deakin University
- MDI
- Open Space
- SOAP
- SOIL
- SPJIMR
- St. Xavier's College
- TISS
- MEDIA PARTNERS
- Amar Ujala
- Big FM
- Business Standard Business World
- DARE
- Dataquest
- Deccan Chronicle
- Dialogue India
- Education World
- Exchange 4 Media
- Financial Chronicle
- First Option
- Hard News
- idishoom.com
- NDTV Profit
- Outlook
- Sanctuary Asia
- Tehelka
- The Asian Age
- UTV
- Dialogue India

### PROCESS PARTNERS

- Mercer

### ONLINE PARTNERS

- CranberryCommunications
- Alayga Technologies
- Swaran Soft

### CREATIVE PARTNERS

- BBDO
- Proximiti
- The Idea Works

### PR PARTNERS

- Regional PR

### FILMING PARTNERS

- A Little Anarky Films





## The simple Learning2Learn mantra

Jerry Almeida follows the Socratic Dialogue and Learning Method based on the simple thought by Socrates “I cannot teach anyone anything, I can only make you think!”, to enable people by triggering thoughts, igniting insights and instigating ideas for action, to THINK about how they can rise and become more to BreakThrough. Mentoring human potential as a life, leadership and learning2learn moJOsh Inspirator mindset coach for transformation, is not just a profession, vocation or calling, but a passion for Jerry to enable every human being, to get better, GO BEYOND and GO FOR EXTRAORDINARY.



# REX Karmaveer Global Fellowship and moJOsh Inspirator Credo

Cheers and Kudos to all our **Real-Heroes**, Brave-Hearts and Champions of Change in the world. All those idealistic, insane, unreasonable, impractical, impossible people, who believe they can be and lead the change. The Oddballs, the Mavericks, the Non-Conformists, the Revolutionaries, the Thought-Leaders, the Rabble-Rousers, the whistle-blowers, the Free-Spirits, the Alternative-Thinkers, the Missionary-Entrepreneurs, the Game-Changers. The Non Violent **Rainbow-Warriors**, the PEACE-SOLDIERS, the ECO-CRUSADERS, the KNOWLEDGE\_KNIGHTS in shining armour. The Square Pegs in Round Holes. The Optimists who go out without umbrellas seeking Rain and Dark Clouds. People who **LIGHT CANDLES TO DISPEL DARKNESS**. People who never follow the herd and walk the path less trodden. People who contest foolish dogmas. People who are Voices-of-Conscience. People who are Voices-of-Dissent. People who are **VOICES FOR THE VOICELESS**. People who are **DIVINE-BEINGS** on a **HUMAN MISSION**. People who **FULFILL THEIR RESPONSIBILITY** as HUMAN BEINGS. People who believe in creating a better, safer, just, humane, fair, egalitarian and responsible world. People who know that it is not mindless charity, but mindful social justice (fairness) that is wanting in our world. People who think, see, speak and do things, differently. People who believe in exploring synergies with other people, to find a better, bigger, higher way that lifts up humanity, breaks barriers, expunge borders, demolish walls and build bridges **To Heal the World**. People who become channels between the world as it is and **THE BETTER WORLD** that we could create together. People who believe in their **POWER OF ONE**. People who follow their heart, fulfill their dreams, pursue their passion and speak their mind to take their ideas to action. People who innovate by creating a **CULTURE OF FAILURE** and thrive to experiment without **FEAR OF FAILURE**. People who experience, feel and spread **THE JOY OF GIVING**. People who **SHARE KNOWLEDGE** to learn eternally. **PEOPLE WHO DO UNTO OTHERS, AS THEY WOULD WANT OTHERS TO DO UNTO THEM**. People who practice the **MORAL CODE OF HUMANITY** and not some inane, inhuman rules, traditions and laws. People who come together as **ONE** to **RIGHT every WRONG**. People who are vulnerable and yet **ARE** unstoppable, limitless and relentless to unleash their potential for transforming themselves and the world. People who know that they possess **THE ENERGY TO MOVE MOUNTAINS**, if they put their mind to it. People who have a vision and follow their mission and do not just live in default mode. People who believe, understand, know and live our slogan **"I Change to Change the World"**. B'coz change is inevitable and **EACH AND ALL OF US** can **LEAD THE CHANGE**. We the **ORDINARY PEOPLE** with **EXTRAORDINARY CHARACTER**, are the **UNREASONABLE ONES**, who know that change in our world has always been led by the **FEW** and not by the **MANY**. We choose to be **COUNTED IN THE FEW**. People who believe that each of us is **NOT JUST A TEACHER**, but an **ENLIGHTENER, AWAKENER** and **TRANSFORMER** who has the potential to influence change for the progress of the future. The world can speak against us, disregard us, snigger at us, fight us, differ with our righteousness and yet they cannot ignore us. Because **WE THE FEW COMMON CITIZENS OF THE WORLD** transform the world for the better with our small but significant **IDEAS FOR ACTION**. We kindle hope and inspiration for the future of the human race. And while many may see us as the **CRAZY ONES**, they also see in us True-Wunderkind and Real-Heroes. Because at the end of it all, **We the People** who are **SILLY** to think, that we can make a difference in our world, are **THE FEW** thoughtful, mindful, committed **ONES**, who do! We are **THE FEW**, who are the hope for humanity and our world. We are **THE FEW** who are worthy and deserving for the REX Karmaveer Global Fellowship, Karmaveer Awards and becoming Karmaveer Noble Laureates, Champions of Change and moJOsh Inspirators.



Ideas for Action - Life is not just about creating and amassing wealth and materialistic gains for one's own near and dear ones. Life is about creating a legacy of a better world for our future generations, because our own children also belong to the future generations. A better world benefits all and each of us can do something to create a better world. And if each and all of us 7 billion people do our little bit then the world will change for the better. We as individuals cannot change everything, but can change something. We can change ourselves to change everything. Each of us is just another human being, just another volunteer and just another moJOsh missionary, but we all have the heroic potential, to question ourselves about everything and do something to be the change. Come experience and enjoy **The Joy of Giving**.

Together as ONE, we can RIGHT every WRONG.



# moJOsh Inspirator 0.0



**Leadership, Learning2Learn and Life Lessons**  
to Understand, Unleash and Unbox your Unlimited heroic Potential  
to lead a **humane, holistically-healthy and happy** life & lifestyle with



**evolving mindful consciousness**

(This is the abridged, adapted, summarised version of the main  
moJOsh Inspirator self-help book launching later in 2019)



## moJOsh Inspirator

### Leadership, Learning2Learn and Life Lessons

include

**18 Years of**

*Rigorous Research, Reviews, Refinement, Revision, and Relearning  
of*

**5000+ Books and Literature from 10000 years ago to now...**

*From genres like Personal Development, Self-Help, Psychology, Positive Psychology, Practical Psychology, Philosophy, Poetry, Anthropology, Spiritualism, Mindfulness, Neuroscience, Success, Prosperity, Leadership, Autobiographies, Human Potential Stories*

*(which includes ancient books, human sciences, holy books and literature [eg. Thirukurral, Vachanas, i ching, Bhagwad Gita, Talmud, Granth Sahib, Bible, Quran, Enneagram] from several cultures, and anthropological books like "Lands & People" etc.)*

and

**25000+ research papers and theories**

*related to all the above mentioned genres plus uncommon therapies, principle-based learning, Ancient & Modern Human Sciences, Human Behaviour, Human Nature, Cultures, etc.*

**and over 10000+ true stories**

*of ordinary people who are REAL UNSUNG HEROES achieving the extraordinary  
and all this has been distilled and crystallised*

*after careful and diligent deconstruction of all these renowned ancient and modern books/ stories/ fables/ theses/ white papers on success, productivity, effectiveness, mindfulness and happiness*

*with trial and experiments for*

**Character-Rooted Leadership. Learning2Learn**

**and Life lessons & Effective Practices**

**on over 21,000 people directly,**

*(Direct in-depth interviews with over 21,000 individuals, including notably successful people and experts on success and happiness. The author also researched several people who had near death experiences and how that impacted their quality of life to transform for the better.)*

**to understand the impact**

*and over the past several years has impacted around the world over*

**1 million people and children**

*In closed door workshops in Fortune 500 companies, schools, colleges, B-schools conducted by the author in India and around the world in over 70 countries across the 5 continents*

**Plus 5 million people and children**

*Who attended the authors' speeches in several large gatherings, conferences and forums*

**Plus 20 million people**

*Who have read his features, insights and thoughts in several of his writings or featured articles in global newspapers, magazines and online blogs.*



# REX KARMAVEER GLOBAL FELLOWSHIP AND KARMAVEER CHAKRA AWARDS

The Karmaveer Chakra Award are instituted by iCONGO  
in partnership with UN



## CONTACT US

FOR MORE DETAILS, PLEASE LOG ON TO

 [karmaveerawards.com](http://karmaveerawards.com) |  [rexideas.com](http://rexideas.com)

CONTACT: EMAIL: [EITU@ICONGO.IN](mailto:EITU@ICONGO.IN)

