

Time to Change





# The Book of Changes and the ICONGO Philosophy

For centuries the I Ching or the Book of Changes has been the sage, philosopher and counsel at life's turning points. Sought with sincerity and sensitivity, this ancient Chinese oracle helps promote success and fortune and imparts balance and perspective to individual life. Even today, the I Ching clearly and simply brings the wisdom of ancient Chinese sages and uses positive human qualities to give life its greatest rewards – prosperity, understanding and peace of mind.

The I Ching is a book that is more than a book. Regarded as the foundation text of Chinese wisdom and philosophy, it was also a source of inspiration to greats like Confucius whose education and teachings were formed by it. The I Ching is also a living, breathing oracle, a patient, omnipresent teacher whose guidance is not just philosophical, but also critical and pragmatic. It deals out flawless advice on every aspect of life and speaks not in abstract platitudes but in concrete terms about what to do in the *here and now*. Through hexagrams that communicate its wisdom, it deals as sagaciously with the immediate and the present as it does with future goals and ultimate objectives.

And it is this revered text of changes that is also the shining light for ICONGO as it marches ahead in its avowed mission to change our society into a better world and RIGHT every WRONG.



# ICONGO and Change

Progress is an outcome of constant discontent. Equality is extending dignity, opportunity and honour in equal measure. Harmony is a state of togetherness. And more than simple words, these are powerful tenets on which societies are built, philosophies by which nations prosper and principles that make us better human beings.

It is only constant change that takes individuals and communities closer to their goals of being just, equal and fair. And it is only change that can take a nation from where it is to where it could be. In the thousands of years of our existence, it is only change that has brought us to where we are.

Now, the road ahead remains to be crossed. But before we cross it, we need to take some very important decisions. Decisions that will change the destiny of thousands of people, promote understanding and fellowship and change the way we think about others.

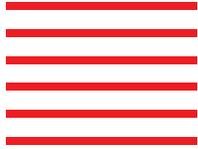
It is to spearhead this movement – the Confederation of NGOs (ICONGO) was established in 1995. Created with the express mission of promoting Philanthropy for Social Justice, ICONGO encourages people to invest with involvement. It seeks participation, empathy, sensitivity and understanding of social issues, before moving to right every wrong. ICONGO looks into concerns – big and small. Because it is only by touching every level, that one can change society.

# CH' IEN

The Creative



If you are alert to the Creative, you will meet with good fortune now.



This hexagram signals a time when the fundamental creative power of the universe is available to you. An unrestricted outpouring of benevolent energy makes possible profound progress for those who are consciously following proper principles.



## ICONGO and Social Change

Only humans are bestowed with the power to bring in change in the lives of others. ICONGO believes in harmonising and drawing on this power of humans to achieve its objectives of social change through awareness and involvement. ICONGO ensures that energy is collectively directed towards social progress.

To right every wrong through social philanthropy, sensitivity and creation of an equal opportunity state is the principle that drives ICONGO. To this end, it is today creating a more responsible and caring country and more humane citizens as it ushers in the winds of change.

ICONGO promotes social entrepreneurship by securing investments for long-term sustainability. In its effort to facilitate a more independent social and democratic structure, ICONGO aspires to bring professionalism to the NGO sector and promote self-dependence rather than dependence on grants and donations.

Because it is not enough to raise funds till you raise awareness, ICONGO sensitises individuals about social issues before generating funds through face-to-face dialogue or through direct sales.

And in the process, it's building a cadre of citizens who are responsible, forthcoming and united in their opinion to right every wrong.

To ensure that it touches the heart of every issue, ICONGO critically focuses and supports NGOs working at the grass-root levels and helps them mobilise resources and utilise them better.

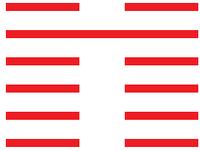
*You have to believe in the change before you bring in the change.*

# PI

Holding together



Seek union with others and with the Sage.



This hexagram denotes "holding together" and a time for creating union with others in order to complement and assist one another – just like rain complements the earth, which is an image often associated with this hexagram.



## ICONGO and Change through Partnerships

Change must touch not just one person, but multitudes. It must bring progress not just to individuals, but to communities. At ICONGO, change is a state that seeks to hold people together and unite them on the new road to the new future. Where members complement each other as they progress towards their shared destination.

ICONGO is a co-operative effort and the mission to carry out its objectives rests with all member NGOs who are by definition credible, transparent and accountable. Formed to create a collective infrastructure for NGOs, ICONGO is today a facilitating arm for them. It represents NGOs working on social causes like child rights and education, community welfare, environment, wildlife and animal rights, welfare of HIV positive people, cancer patients, disabled people, etc. The primary focus is on grass-root level NGOs since they are the ones who work with efficient and cost-effective models to make a difference, ensuring the best possible utilisation of available resources.

ICONGO seeks to create a society where progress is universal and principle is all pervasive. At the same time it ensures that responsibility and accountability are shared in equal measure, since there can be no change without there being change for everyone concerned. Moreover, social problems are universal problems.

And in its mission to solve them, ICONGO believes that it needs to change the attitude of people as a whole – at micro as well as macro levels.

And while ICONGO works extensively with international NGOs, government and corporate houses, it believes in preserving the right balance by focusing keenly on NGOs who work at grass-root levels. It is this approach that helps ICONGO reach out to issues that touch even the remotest corners of the country and ensure that no concern ever gets cornered.

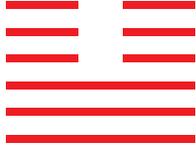
*No change is complete till there is change for everyone.*

T'AI

Peace



Heaven exists on earth for those who maintain correct thoughts and actions.



This hexagram signifies a time similar to spring; there is a strong flow of energy, harmony and prosperity and the reward of those who correctly balance their nature. It is by being aware of the inferior self and being ruled by the superior self that peace and prosperity are arrived upon.



## ICONGO. Bringing in the Change

Change requires introspection, awareness and devotion to process. For no goal can be achieved if the principle driving the change is incorrect. To ensure it's guided towards the right direction, ICONGO moves along a formulated course, based on its principles that balance peace and prosperity, self and selflessness.

Positioned like CII or NASSCOM as the NGO for People, ICONGO's main functions and vision are divided into 4 pivotal cross-functional action areas:

### **Innovation, Entrepreneurship and Consultancy**

The ICONGO vision for Innovation, Entrepreneurship and Consultancy involves working with various member NGOs to promote innovative ideas to benefit communities by creating opportunities for empowerment that make them self-sufficient and self-sustainable. What is emerging out of this association is a unique PUBLIC-PRIVATE-PEOPLE PARTNERSHIP.

### **Fundraising, Campaigning and Outreach through Mainstream Business Models**

The Fundraising, Campaigning and Outreach programmes of ICONGO involve mass mobilisation for social issues and raising funds through direct contact initiatives.

### **Training, Empowerment and Knowledge**

To further its philosophy of dynamic social change, ICONGO runs Training, Empowerment and Knowledge programmes. It has created ITEAM - a unique model for training the youth from the under-served communities. ICONGO Media 4 Change publishes a monthly magazine called BACKPAGE featuring social issues to create awareness and incubate a fund to make movies and TV shows.

### **Policy Influencing and Lobbying**

To create a wider canvas for its ideas and to give it a practical shape, ICONGO is swiftly taking its Policy Influencing and Lobbying wing across to the government and corporate houses and is working seamlessly with them to create an atmosphere that encourages social giving and investment by promoting philanthropy for social justice.

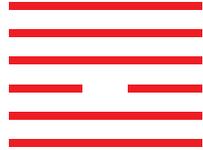
*You cannot change anything until you change the road you travel.*

# T'UNG JÊN

Fellowship with others



In fellowship with others, embody the principles of the Sage.



This hexagram addresses the proper basis for relationships with others. Every relationship, whether in love, work, family or friendship must be founded on and conducted under proper principles in order to succeed.



## ICONGO and Change through Membership

Every partnership is like a family. Where members bring in happiness, prosperity and harmony to the house. ICONGO believes that a strong alliance is the key to achieving goals together. It brings its financial and infrastructural support and helps in coordinating and implementing policies.

### **Value Advantages and Benefits to ICONGO Members**

ICONGO is a strong coalition that today provides its members financial and infrastructural support. Besides it also provides a wide range of facilities and benefits to the member NGOs to help them function and carry out their objectives better. It's promoting Cause Related Marketing opportunities and routing funds to its members.

Presently its alliance with newspapers, magazines and other media is bringing up to 90% discounts. ICONGO also gets its members special rates on mobile phones and mobile services and office equipment like computers. It's creating a design and printing hub with rates that would be more competitive.

To keep social issues in the media spotlight, ICONGO is empanelling advertising agencies, design shops, event management companies and PR agencies and working with TV networks for free airtime. With a panel of celebrity ambassadors and associations with theatre groups and multiplexes to promote its cause, ICONGO is changing the way its members operate as it binds them with unending love and care, so that on the road to progress everybody is well equipped to bring in the change they all believe in.

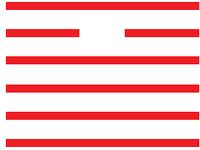
*The best place to start the change is always the closest.*

# TA YU

Possession in great measure



Those who are steadfastly balanced, humble,  
and in harmony with the Sage inherit everything under the Sun.



This hexagram indicates power and great clarity. By conscientiously following the path of proper principles, one can work closer with the Higher Power. And it is only by being steadfastly balanced, humble and in harmony with the Sage that one can inherit everything under the Sun.



## ICONGO and Change through Fundraising

Truth is the greatest possession. And its absence makes every acquisition pointless. At ICONGO great care is taken to ensure that reason, passion and resource move in harmony. It raises awareness before it raises funds. So that there is deep involvement, before there is any investment.

To ensure fast moving donor funds (FMDF), the ICONGO Direct Dialogue Fundraising (DDFR) sensitises people about prevalent social problems and seeks small contributions by getting them involved.

DDFR also raises funds through direct interaction on the streets and converts these one-time donors into long-term donors. A joint venture with ISING (Independent Social Investments Group) for corporate fundraising is in the pipeline and another joint venture with Iridium Interactive promoting online giving has been recently confirmed. The idea is to create various gateways to create interaction and support for ICONGO charities.

ICONGO is also setting up stores called CONGO SHONGO (Shops of NGOs). These retail shops will promote products exclusively made by NGOs. Talks are on for strategic partnerships with large chains like Big Bazaar and Cafè Coffee Day for CONGO SHONGO corners or counters. Trade Expos and fun fairs in association with boutique restaurants and hotels to promote handicrafts and NGO merchandise are also being finalised.

You cannot change without reason and resource.

ICONGO works with national and international NGOs that support various issues, communities and causes. Its focus is on organisations that work at the grass-root level and address problems and find answers to questions far beyond the metropolitan mass and media glare – issues that affect life and living conditions, in ways big and small. It has been formed to promote credibility and transparency in the NGO sector and encourage social investment and sustainable giving in Indian society. ICONGO acts as a resource manager to ensure rightful, just and fair channelisation and disbursement of funds. In its mission to create stronger and more independent NGOs, ICONGO is promoting the concept of self-sustenance through various business and social entrepreneurship models and skill-based livelihood programmes. Working beyond the challenges of geography and politics, it ensures that help reaches where it is required, no matter what it takes. ICONGO makes sure that the social investment of every Indian is managed with responsibility, love and care.



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