

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

# The moJOsh Magnificent

The greatest storytelling,  
culturetainment & inspirational  
experience on Earth!



## 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!**

# 10

years of Transforming,  
Inspiring and  
Energizing Human  
Potential and Lives



The  
**moJOsh**  
magnificent **7**

#Tmm7 - The Hero In Me  
#Tmm7 - Hero Har Dil Mein

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The coveted **Karmaveer Chakra Awards** were instituted by **iCONGO (International Confederation of NGOs)** in partnership with the **UN (United Nations)**.

## Inceptors, Creators and Architects of

THE JOY OF GIVING, One Billion Hungry & Karmaveer Chakra Awards with the UN, Right every Wrong, One Billion Rising, REX Karmaveer Global Fellowship, Swachh Bharat Mission and other global movements.



iCONGO – International Confederation Of NGOs has incepted, created and promoted global campaigns, missions and movements like **The Joy Of Giving** (has become an international movement and ignited campaigns like Giving Tuesday, The Joy of Giving week, Global Giving and raised billions for social causes over the past 2 decades), **One Billion Hungry** (with the UN), **One Billion Rising** (in partnership with Eve Ensler, Mahabanoo Kotwal and Kaizaad Kotwal of Vagina Monologues), **Right every Wrong** (with several multi-sectoral bodies), **REX- Ideas For Action**, **iTEAM** (Institutionalised Training, Empowerment and Advancement of the Marginalised in partnership with USAID and bodies like CII, NASSCOM, RAI to train unserved/underserved youth for industry related job skills. The model was later adopted and adapted to SKILL INDIA), **Campaign for Electoral Reforms** (with the office of the Chief Election Commission of India), **International Year of Volunteering** (with the UN), **Say NO to Corruption** (with the UN), **Rex Karmaveer Global Fellowship**, **Karmaveer Maharatna**, **Karmaveer Puraskaar**, **Karmaveer Jyoti**, **Karmaveer Chakra Awards** (with the UN) and **Swachh Bharat Mission** (adopted by the Government of India) and many more initiatives.

## The Rex Karmaveer Fellowship & Karmaveer Chakra Award

iCONGO founded the **Rex Karmaveer Global Fellowship and Karmaveer Chakra Awards** in partnership with the **United Nations (UN)** to specially honour and award lesser known **unsung, uncommon, unheard ordinary heroes** from around the globe, who are **CHAMPIONING CHANGE** and **CHANGING MINDSETS** in our world with their extraordinary deeds. Some of the eminent credible recipients include **Dr. Verghese Kurien, Former President Mr. A.P.J Kalam, Ms. Anu Aga, General. Ian Cardozo, Mr Bill Drayton, Mr. James Michael Lyngdoh, Ms. Mary Pawlenty, Mr. Gregory Roberts (Shantaram), Princess Francois Sturdza** and many others, who have done some incredible extraordinary work with their simple ideas for action.



A lesser-known fact is that the inspiring story of '**Dashrath Manjhi**' was first discovered and written by Jerry, our Founder in 2003. **Manjhi** inspired us to create and institute the **Karmaveer Awards** to recognise Ordinary Real heroes and tell their true stories in the **Karma Kurry** book series. India's most popular TV show **KBC (Kaun Banega Crorepati)** adopted the Karmaveer Awards Moniker and profiled **several Rex Karmaveer Global Fellows and Karmaveer award recipients** in their shows. Besides **KBC** several other organisations and institutions around the world have partnered with **Rex Karmaveer Global Fellowship** and **Karmaveer Chakra** awards to recognise and mainstream **UNSUNG "Everyday Ordinary Heroes"** in several countries and few organisations have also adapted the idea to create awards for **REAL HEROES**.

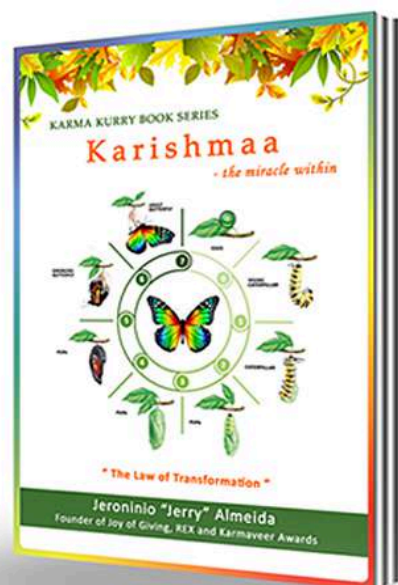


Over the past **20 years** we have worked relentlessly with people from across the globe to create win-win partnerships by bringing together a wide cross-section of concerned, responsible citizens of the world from Government, Corporates, Academia, Media, Police, Armed Forces, Entrepreneurs, Sports, Movies, Creative Arts, Youth and Student sectors, to stand up, speak out and make a difference with Individual social responsibility.

The **Karmaveer Chakra Award** and honour is **not just a prize, award, trophy, recognition or medal, but an entrustment and trusteeship** to follow the guiding principles and values of humanity by shouldering more responsibility to **LEARN MORE**, discover more, grow more, do more, be more, change more and contribute more.

## Karma Kurry Karishma Book Series

The concept of our **Karma Kurry Karishma- the miracle within** book series is to celebrate stories of resilience and human miracles. The Book Series has true stories of extraordinary champions of change and are based on **"The Law of Transformation"** to enable people to go for extraordinary, accomplish evolutionary breakthroughs and achieve success in their personal/professional space and all dimensions of our divine human life. Stories from our Karma Kurry book series have been adopted as case studies by several institutes that teach entrepreneurship and social impact programs like IIM, IIT, MIT, UCB, LSE, TISS, ISB, Wharton, Harvard, Yale, Oxford, Duke and Penn School of Social Policy & Practice.



Many Karma Kurry heroes like **Laxman Singh, William Kamkwamba, Chewang Norphel, Subhashini Mistry, Tulasi Munda, George Pullikthayil, (3 Idiots movie Inspirator Sonam Wangchuk's- mentor and Inspirator)**, who have created grassroots innovations for Agriculture and Environment are now case stories in some major international universities that have courses on Agriculture Sciences and Environmental Engineering including The College of Agriculture and Life Sciences (CALS), at Cornell University, the only Ivy League institute that offers a course on agriculture.



Our **'Karmaveer Everyday Ordinary Heroes'** stories from Karma Kurry books have also been adopted for movies like **Manjhi, Padman, Gorkha**, and shows like **Satyameva Jayate and Kaun Banega Crorepati**.





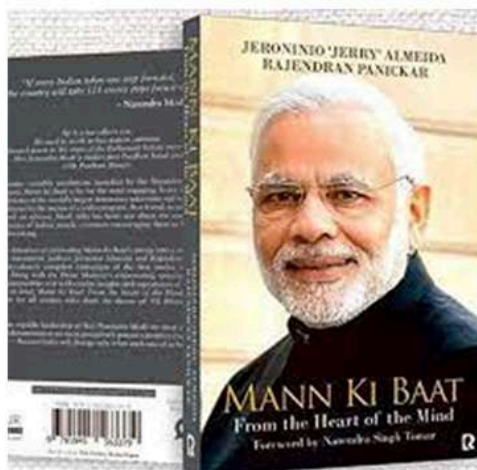
India's most popular TV show KBC adopted the Karmaveer Awards Moniker (title or name) for their program and profiled several KBC adopted the Karmaveer Title for the KBC Karmaveer shows and showcase our REAL, UNSUNG Karmaveer HEROES, Rex Karmaveer Global Fellows and all Karmaveer award recipients like Ravi Kalra, on their shows. to mainstream their work.

[Seen here: **REX Karmaveer Global Fellow** and **Karmaveer Award recipient RAVI KALRA**]



## Mann ki Baat to Jann ki Baat

In 2016 Jerry Almeida was chosen and invited by the Prime Minister's office to co-author the "Mann Ki Baat" book with PM. Narendra Modi. Jerry accepted the invitation on two conditions:



1) To not only complement, but also counter and share positive/constructive feedback on PM. Modi's thoughts, ideas and policies to continuously improve governance and best practices for India and all Citizens of India.

2) To follow up on **Mann Ki Baat** with an annual **Jann Ki Baat**- Citizen's Manifesto book series- a first and one-of-its-kind socio-political experiments in the world- to invite citizens to share with dignity, their thoughts, insights, ideas for action and positive /constructive feedback for bureaucrats and ministers in the Government of India.

## Preamble and Inception of Tmm7

**Why Tmm7 true stories of resilience?** Because these are Stories of people who are transforming themselves for the new tomorrow. These stories of human resilience and transformation have helped many to rise through some really dark and despondent times by connecting with people whose stories were shared in **Tmm7 events** and learning from their true stories of resilience. Each story ignites inspiration for people to tide thorough bad and sad times to rise, **GO BEYOND and GO FOR EXTRAORDINARY.**

We are drawn to Everyday Ordinary Hero stories because they comfort and heal us. Everyday Ordinary Hero stories calm people's fears, sustain their spirits, nourish their hopes, and foster important values of strength, endurance and resilience and inspires them to BreakThrough by **Never Giving Up** and **Never Giving in.**

## Inception of Tmm7

**Tmm7** was conceptualised and created in 2014 and inspired by several people, who were broken but refused to breakdown and accomplished significant breakthroughs. From 2014, Tmm7 has inspired, touched and transformed over 3 million lives via corporate events, conferences and annual gatherings of **Fortune 500 businesses, UN organisations and business federations and clubs like CII, FICCI, Toastmasters, Rotary, BNI, Lions, WEF, Round Square, Jaycees, YEO, YPO, World Affairs Council** 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/storytelling event experience**, based on Jerry's **Karma Kurry** book series.

**The Miracle Within each of YOU:** In the **Oratory and Storytelling Experience**, stories are brought to life with **separate short stories and talks of Tmm7 heroes**. Jerry makes the experience more engaging, experiential and enthralling as he interlocutes insights, stories and life-lessons in real time from the people in the Live audience and those attending it online, who are exhilarated to rise and share their stories and create a self-help **support group healing connection and immersive life-changing, mind-altering, holistic transformational experience**.

Tmm7 employs principles of a self-help support group learning sessions and involves Provocative therapy, NLP, Gestalt, Coaching and Mentoring. Jerry facilitates the learning and insights from the audience and makes the **life lessons REAL for people** to internalise, imbibe and inculcate.

## 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**.



## Organizations we've worked with

**Tmm7** has inspired several employees / stakeholders of organisations like, Microsoft, Target, Walmart, Amazon, L'Oréal, Exxon Mobil, Reckitt, Unilever, Cognizant, Oracle, Capgemini, SAP, Apple, Merck, Ford Motors, General Motors, Hyundai, BMW, Bank of America, Intel, IBM, Procter & Gamble, Metlife, Aviva, Airbus, Disney, Vodafone, Microsoft, Pepsi, Seagrams, Pernod Ricard, Diageo, Coca Cola, TCS, UN Women, UNODC WHO, World Bank, and many other organisations around the world (The list is indicative and not exhaustive).

During the Covid Pandemic Jerry designed and delivered the first TMM7 online session for over 5000 employees of a Fortune 500 Pharmaceutical MNC. Since then he has engaged with over 300 organisations and delivered online Tmm7 talks with high effectiveness and energy. In October 2020, Jerry delivered an online **Tmm7 talk for over 36,000 employees from 45 countries** for a Fortune 100 IT consulting firm and received a **5/5 rating and 100% Net Promoter Score (NPS)**. **This inspired us to conceptualise Hybrid (onground/online) LIVE PUBLIC events to empower masses around the world.**



# Tmm7 Guiding Principles

## The moJOsh magnificent Vision

We **dream of a world where we engage, empower and energise** every human being to **GO BEYOND** and **GO FOR EXTRAORDINARY** as Champions of change by understanding, unboxing and unleashing their unlimited human potential.

## The moJOsh magnificent mission (How we deliver our vision)

We research and create character-rooted life lessons through powerful storytelling to **inspire solid character** towards **unleashing heroic potential** for the benefit of every human being to live a **holistically healthy, happy and humane** life.

## The moJOsh magnificent Values



## Tmm7 Live (Onground and Online) Hybrid Event

Tmm7 is a Festival of Life to come **ALIVE and THRIVE!** We welcome one and all to join us to celebrate A Festival of True Stories, Real Heroes and Ideas for action with compelling life, leadership and learning2learn lessons to unleash our **UNLIMITED HEROIC HUMAN POTENTIAL.**

For the first-time a 2-day (TBC) hybrid event where people can join in for inspirational life, leadership and learning2learn lessons from world-class bestselling authors, sagacious storytellers, inspirational orators, leadership gurus, coaches, mentors. The event will be interspersed with and varied entertainers which include magicians, musicians, buskers, happiness therapy clowns, stand-up comics, dancers & singers who are relevant to the cause of Tmm7 and embody the THRIVE values of Tmm7.

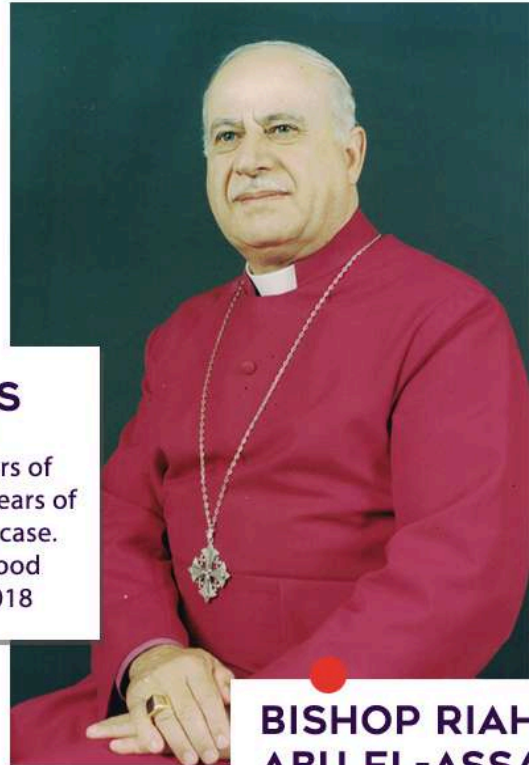


## WORLD-CLASS STORYTELLERS & INSPIRATIONAL HEROES



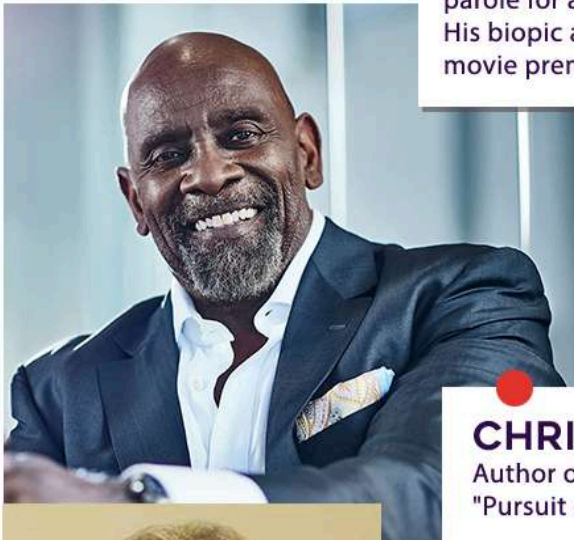
### BRIAN BANKS

A superstar American footballer after six years of imprisonment and 5 years of parole for a false rape case. His biopic and Hollywood movie premiered in 2018



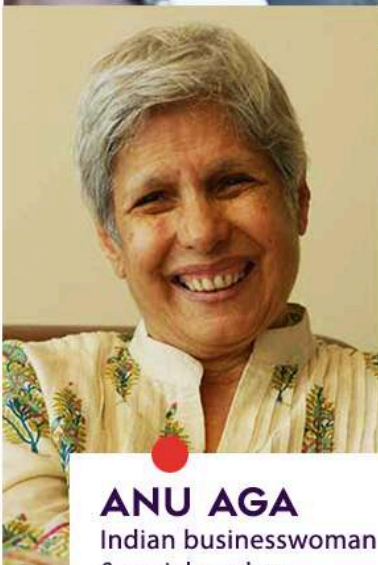
### BISHOP RIAH ABU EL-ASSAL

Israeli Palestinian Anglican bishop, who was the Bishop in Jerusalem from 1997 to 2007 and facilitated with the Oslo Peace accord signed by Government of Israel and Yasser Arafat of PLO



### CHRIS GARDNER

Author of critically acclaimed "Pursuit of Happyness"



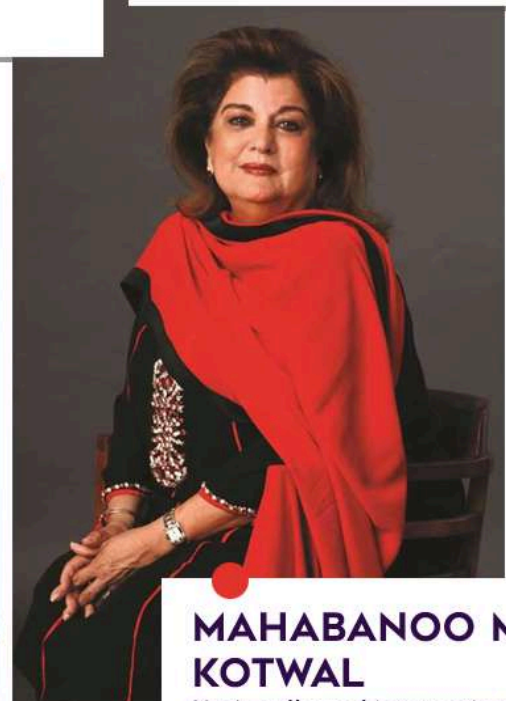
### ANU AGA

Indian businesswoman & social worker



### NICK VUJICIC

The Life without limbs chap... You know him!



### MAHABANOO MODI KOTWAL

Nationally and internationally acclaimed producer, director, and stage and screen actor. Brought THE VAGINA MONOLOGUES, to India to talk of women empowerment and rights



## WORLD-CLASS STORYTELLERS & INSPIRATIONAL HEROES



### DESMOND CLARKE

NFL American Football Superstar and 12 times NFL Hall of Famer who played for top NFL teams like Chicago Bears, Miami Dolphins and Denver Broncos. Now an entrepreneur and Motivational speaker, DC shares insights from his book 5 principles of winning)

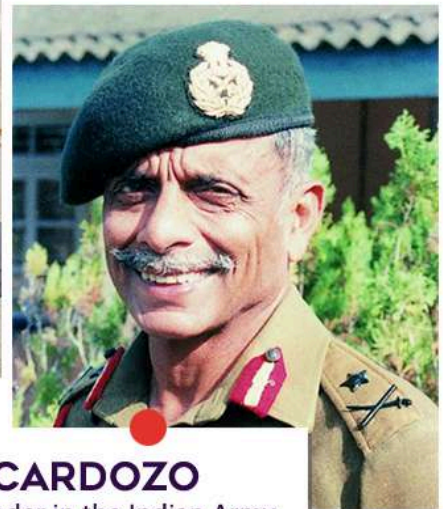


### ELLE ADDA

Disney movie lead vocalist, commercial model, actress, and fitness trainer. She was recently chosen as the front act for the concert of Chris Botti and Sting. She is also an Under Armour brand ambassador and Holistic-Health Coach

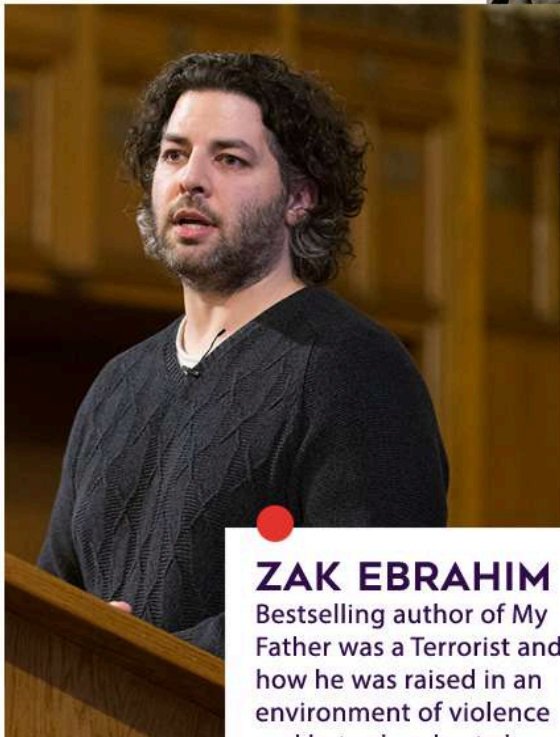
### GREGORY DAVID ROBERTS:

Australian author of novel Shantaram, former heroin addict and convicted bank robber who escaped Pentridge Prison



### GENERAL IAN CARDOZO

The fearless and Heroic leader in the Indian Army



### ZAK EBRAHIM

Bestselling author of My Father was a Terrorist and how he was raised in an environment of violence and hatred and yet chose to live a life of love and peace

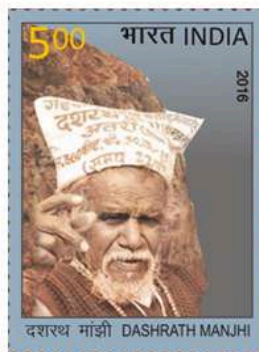


### RUSTY LABUSCHAGNE

Falsely accused of Murder, imprisoned and tortured for 10 years. A victim of political vendetta in Zimbabwe. Now a bestselling author, motivational speaker and entrepreneur



**Jerry Almeida** shares stories of resilience (**Dashrath Manjhi, William Kamkwamba, Subhashini Mistry, Laxman Singh, Michael Norton, Tulsi Munda, Bill Drayton and others**) featured in **Karma Kurry** book series and explains the science of resilience. This would happen throughout the event between storytelling talks, panels and acts.



#### **DASHRATH MANJHI**

Famously known as **The Mountain Man**. (Bollywood movie of the true story by the same name)



#### **WILLIAM KMWAKWAMBA**

An innovator and author from Malawi is a Boy who harnessed the wind. [The Boy who Harnessed the Wind-Netflix movie]



#### **SUBHASHINI MISTRY**

A widow at 23, mother of 4, house maid, vegetable vendor and manual labourer went on to build a charitable hospital called "**Humanity Hospital**" for the poor



#### **LAXMAN SINGH**

of Laporiya, village has worked for 35 years, to create wasteland into wetlands. **Scientist and conservationist** from across the globe come to him to learn his simple and effective water conservation model

**Hosts: (Cyrus Broacha and Gul Panag TBC)**



#### **CYRUS BROACHA**

is an Indian TV anchor, theatre personality, comedian, political satirist, columnist, podcaster and author



#### **GUL PANANG**

is an Indian actress. She is a social activist and Entrepreneur



## Some salient points to remember and pay attention to!

**Format-** LIVE Hybrid Event for Onground + Online Global Audience

**Duration-** 15-24 hours for a global audience (TBC)

**Target Audience-** Global Citizens who seek inspiration, personal development & transformation

**Ticket Sales (Online):** Global audience with online ticketing partners in several countries

**Ticket Sales (Offline):** Corporates, Colleges, Schools, channel partners and influencer networks

**Strategic Alliances-** with technology, cab/food/travel/fintech/edtech/mobile wallet and other apps/ brands

## Vision and Future Plans

While we begin with the Hybrid Storytelling Events for a global audience of 1,00,000 + people in the first event and subsequent series of events, we also have plans to scale this organically in the next 3 years and future plans include

1) **Karma Kurry Karishmaa** - The Miracle Within Book Series

2) **Annual Reality Show** in partnership with an OTT platform

3) **Theatrical Production** on the lines of Vagina Monologues

4) **Sponsored Tmm7 Certified** Celebrity Influencer led Podcasts, Viral Videos and Learning content for partner brands

5) **Special Fireside Chats** and Club Entertainment in association with Clubs/Restaurants globally

6) **Merchandise of our Trademarked movements** like The Joy of Giving, RIGHT every WRONG and Tmm7 in partnership with licensed partners

7) **Karishmaa App** for online learning on the lines of Mind Valley

## Tmm7 - Council of Co-Founders and Leadership Team (in Alphabetical order)



**Anil Puri**- Entrepreneur, Chairman & Managing Director of AP Securitas Group of Companies, National Vice President of the Industry Association

**Anurag Nirbhaya**- Chartered Accountant, Insolvency Expert, Founding Trustee- iCONGO

**Avinash Misquitta**- Entrepreneur-in-residence and Human Potential Research Expert

**Celita Magalhaes**- Co-Founder- Rex Karmaveer Global Communities, Media Expert, Life Coach

**Eitu Viji Chopra**- Co-founder -Rex Karmaveer Global Mission, Life and Mental wellness coach

**Mark Parkinson**- Formerly and Investment Banker, now an Educator & Learning Expert

**Sunil D'Souza**- Events and Entertainment Expert

**Sunil Lulla**- Media Expert and Founder & Chief Evangelist of The Linus Adventures

**Vivek Kaushik**- Entrepreneur-in-residence and Innovation Expert

## Financial and Legal Advisors

NIRBHAYA AND ASSOCIATES



LEGISDOM LAW OFFICES





## Tmm7 Festival Director & Theatrical Producer



**Anahita Uberoi - Actor, Director and Producer, worked extensively in New York, Mumbai and Germany**

Trained at the Herbert Berghof Studio in New York and worked as an assistant director in New York on fifteen productions, both On Broadway as well as Off Broadway where she got the opportunity to work with Oscar award and Tony award winning directors, actors and playwrights. She is the Festival director for all of Sanctuary Nature Foundation's environmental events, was the creative consultant for BookMyShow and currently a consultant with NCPA (National Centre for Performing Arts). During the pandemic, she curated over 100 online performances and workshops spreading over dance, music, theatre, writing, standup and art

## Jerry the Tmm7 Founder, Creator and Inceptor



**Jerónimo 'Jerry' Almeida** is a leadership coach and author of the international bestsellers Karma Kurry book series and also a guest columnist for several global magazines/newspapers/portals. Jerry, who began his career as an Advertising/Experiential Marketing Entrepreneur & Sales Trainer at the age of 17, is today empanelled as a leadership subject matter expert with global leadership-organisations and ivy-league institutions for over 2 decades now and is a mentor to the mentors, having mentored School/College owners, Principals, Educators, young politicians, celebrities and several trainers/coaches, HR teams, Entrepreneurs, CEOs/CXOs in several Fortune 500 companies and Unicorn Ventures. Jerry was consecutively nominated as the world's 10 most innovative coaches/mentors by the International Coaching & Mentoring Foundation. Jerry was also invited by the Indian Armed Forces and the IAS academy for an exclusive empanelment as their in-house coach mentor for serving officers and bureaucrats.

Jerry's **Karma Kurry book series** has sold few million books globally and signed Asia's biggest book deal. Jerry's books were nominated for the New York Times, Wall Street Journal and other bestseller listings.

Mode, an international business and lifestyle magazine, profiled Jerry as the most energizing, empowering & experimental storyteller in the 10 most influential authors in the world, along with Arianna Huffington, Brene Brown, Oprah Winfrey, Sheryl Sandberg, Neil Gaiman, Khaled Hussein, Malcolm Gladwell, Thich Nhat Hanh and Jack Canfield. In 2020 another global Magazine listed Jerry in the 50 most admired global Indians along with some others like Arunima Sinha, Bhaichung Bhutia, Deepa Malik and Kartikeya Sarabhai.

In 2020, in Partnership with Bharti Foundation and Network 18, Jerry launched the **Karma Kurry Kidpower** book series. In the first book Jerry tells stories of 22 children from the underserved communities, who are educated in Governments schools, but are GIVING BACK in a huge way to contribute to society and country. Jerry's international self-help book project in the moJOsh Inspirator series titled '**Karma Kurry Karishmaa- The Miracle within**' will be published by an international publishing house

More about Jerry: [www.JerryAlmeida.com](http://www.JerryAlmeida.com) and [linkedin.com/in/jeroninio-jerry-almeida-6186892/](https://linkedin.com/in/jeroninio-jerry-almeida-6186892/)



# Testimonials (Published as received from the people, who shared feedback on mail, SMS or social media)



I am extremely encouraged and inspired with all your Karma Kurry stories and the thoughts in your mojosh Leadership learning notes. To encapsulate my feedback for the learning on the mojosh Inspirator notes 'Karma Kurry stories and mojosh lessons are highly motivating and awe inspiring and simply potent to positively impact all humankind.' I found your human interest, real hero stories, more powerful than the features in the Chicken Soup series, which are also my favourite books. Jerry, you are India's answer to Jack Canfield and a Rockstar Storyteller.

~ **Dr. APJ Abdul Kalam - Scientist & Former Indian President** (Excerpt from Dr. Kalam's letter to Jerry Almeida)



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

~ **Dr. Nelson Mandela (Madiba) - South African anti-apartheid activist, politician, and statesman who served as the first president of South Africa from 1994 to 1999.** (Excerpt from his foreword for Jerry's first Karma Kurry book)



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. António Costa - Former Prime Minister of Portugal.** (Excerpt from Mr. Costa's letter to Jerry Almeida)



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.

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



I think a hero is any person really intent on making the world a better place for all people. Karma Kurry heroes epitomize the spirit of my thought and makes heroism appear like an easy, everyday thing. The book is in a class of its own and as they say in the literary world 'unputdownable'.

~ **Dr. Maya Angelou - Celebrated writer, artiste and civil right activist.**

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.

~ **Mr. Pranab Mukherjee - Former President of India**



I always tell Jerry that "Tony Robbins is the Jerry Almeida of the but also has real stories with real life lessons that one can relate 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.

United States of America" as he not only brings in brilliant energy with. After engaging Jerry for the mojosh magnificent 7 leadership

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 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.

~ **Dr. Camila Simmons - Global CHRO of a Fortune 100 company**



# Testimonials

(Published as received from the people, who shared feedback on mail, SMS or social media)



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 !!

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



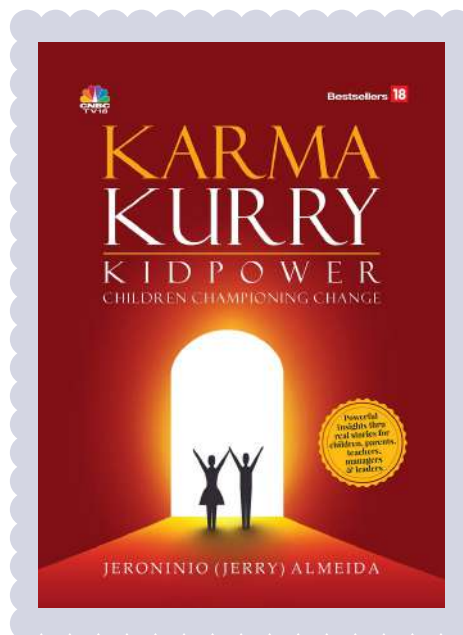
At Azure Power whenever we have a complex problem that needs to be solved, we apply the JCJ Formula – (JCJ is Just Call Jerry). I have told all my senior leaders and HR head, whenever we face challenges related to management strategies, organisation development, leadership planning, Jerry is the “Go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

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



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.

~ Dr. Noam Chomsky - The world's leading voice of dissent, philosopher, cognitive, scientist, political commentator, linguist and author.



Jerry draws out interesting and intriguing life lessons as a very effective interlocutor binding the story to moJOsh life lessons as an Inspirator that makes the whole experience novel. So along with Inspiring true stories, the storyteller Jerry creates Aha moments through and through!

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



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

~ Ms. Shruti Shroff - Audience & Participant in moJOsh magnificent 7 event



My daughter Bani and I have been fortunate to attend Jerry's the Microsoft office and my daughter attended his session in light with his simple insights and pedagogy. I have become more affirmative and encouraging with people and cognizant of my life-play-work balance.

leadership sessions. I attended the one he conducted at school. Jerry has helped us both to see things in a different

Bani has lost her inhibitions and shyness and become more confident and outspoken. When Jerry nominated Bani for the REX Karmaveer Global Fellowship and shared the form with us, the questions not only helped Bani to gain a clear path in her life but also helped me to understand what I need to focus on and what I need to let go. The questions in the form are very powerful.

~ Mr. Karan Bajwa - Former Country Director of Microsoft, Former MD of IBM India, Current VP of Google Cloud



# Testimonials

(Published as received from the people, who shared feedback on mail, SMS or social media)

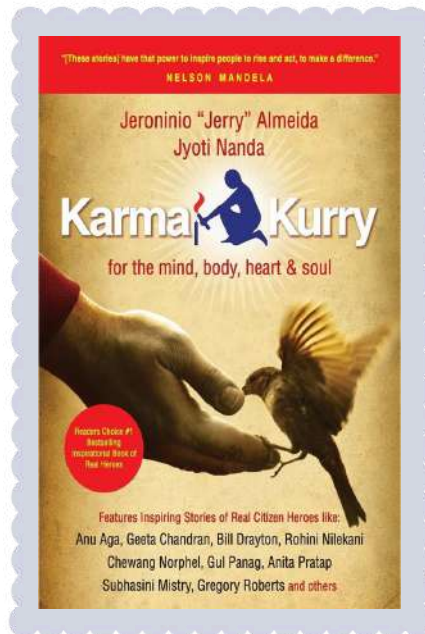
Dear Bakhtawar, Greetings from all of us at Thrive Global. I have read Jerry's Karma Kurry books and am thrilled by all the genuine stories of real heroes and change champions, who are making a huge difference in our world. The stories in Karma Kurry warmed the cockles of my heart. I would love for you 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.

~ **Ms. Arianna Huffington** - author, syndicated columnist, businesswoman, co-founder of The Huffington Post, founder and CEO of Thrive Global, and author of fifteen bestselling books



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.

~ **Late. Ms. Meera Sanyal** - Chairperson & Country Executive of Royal Bank of Scotland and Independent Candidate in 2009 elections South Mumbai



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.

~ **Dr. Phil Zimbardo** - Founder of the Heroic Imagination Project, Professor Emeritus at Stanford University and living legend known for his Stanford Prison Experiment titled Lucifer Effect.

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.

~ **Mr. Vish Govindswamy** - Group CMD Sunshine Group Sri Lanka and Global Board member of Tata Tea.



It was a pleasure hearing Jerry's speech in "The Economics of increasingly people are getting caught in the poverty trap and out the problems and solutions through his extraordinary heroes, which gives hope to humanity.

War & Killing" panel discussion. We live in a rich world and yet facing real hardship and pain. Jerry Almeida's excellent book sets

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.

~ **Ms. Mairead Maguire** - Irish peace activist and Nobel Peace Prize winner (1976), Norwegian People's Peace Prize (1976); Carl von Ossietzky Medal (1976); Pacem in Terris (1990)



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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.

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

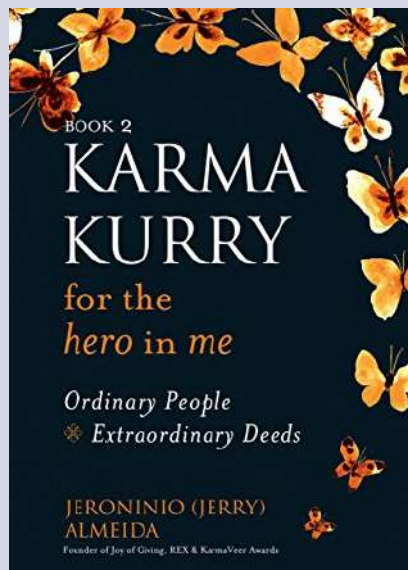


Jerry was very effective as a consultant and worked with our senior team at NACO to help us to streamline our country strategy.

~ **Ms. K. Sujatha Rao - Former Secretary, Ministry of Health & Family Welfare, Government of India & Former Director NACO**

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.

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



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.

~ **Mr. Alok Saxena - MD and CEO of Elder Pharmaceuticals**



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.

~ **Mr. Vivek Misra - Founder and Group MD, Mynd Integrated Solutions Ltd.**



When I started TED in 1984, the idea was to create conversations, ideas. What TED has become today, is a sponsorship engine, which Teleprompters and cannot speak their mind or real ideas, due to sponsor influenced censorship. 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 Right every Wrong. 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.

camaraderie and collaborations of Real People, who like sharing their is pretentious, elitist and appalling. Now, speakers read out from

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REX is the most unique knowledge forum globally, where one can go on a true journey from not knowing to knowledge, 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.

~ **Mr. Richard Saul Wurman - Original Founder of TED before he exited TED in 2002**



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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.

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



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.

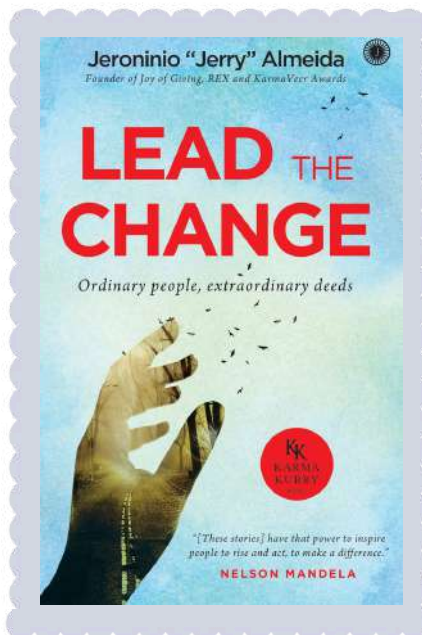
~ **Mr. Shekhar Purnenedu - Founder and MD - Cogoport a Decacorn (10 bn USD valuation) venture poised to be a Hectacorn (100 Bn USD valuation) in next 3 years.**



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.

~ **Mr. Timothy J. Roemer - United States Ambassador to India**



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. Yusuf Khwaja Hamied - Founder & Chairman, Cipla.**



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.

~ **Prof. Bhushan Manchanda - Professor & Head, Corporate Affairs, Jagannath International Management School (JIMS)**



Jerry, Thank you for gifting me the collector's edition of your Karma provoked to think by your one line note that said "Stan, these are true 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.

Kurru book. I was delighted reading the stories and was stories of ordinary people with superpowers to make an

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.

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



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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.

~ **Hon. Mr. Lester S Hyman - Veteran Barrister-At-Law & Senior American Statesman during the Jimmy Carter, Ronald Reagan, George Bush Sr., Bill Clinton, George Bush Jr. and Barack Obama Administration.**



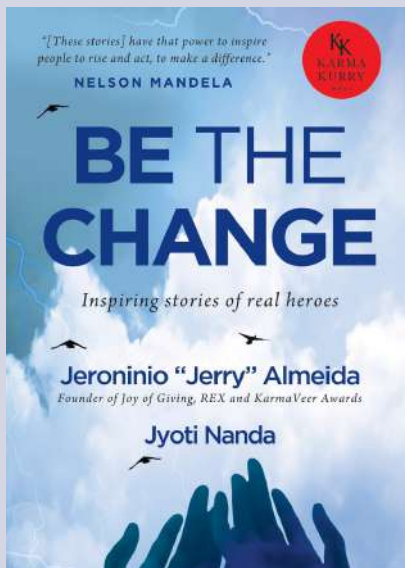
It was a pleasure to hear you at DPS today. And what was most inspiring is that you showed the kids a path to reason and question with courage!..

~ **Ms. Sumbul Khan - Former Sr.Vice president Mullen Lowe Group. Buisness lead- Virtue Worldwide media**



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

~ **Mr. Bittu Sahgal - environmental activist, writer and the founder of Sanctuary Nature Foundation**



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. Francois Masoullie - Former First Secretary – Political for the European Union Mission in India, Charge D’Affaires of EU in Georgia & Author of Middle East Conflicts.**



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

~ **Cdr. Mr. Clifford Parakh - Veteran Indian Navy Officer**



Letting go is also the practice of letting in, letting your teacher be being a Buddhist monk and mindfulness teacher. My thoughts and 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.

alive in you is what I have always practiced as The Law of Karma, sentiments are echoed in a thought by Jerry in his Karma Kurry book "I

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<sup>®</sup>) 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<sup>®</sup> 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.

~ **Late. Zen Grand Master. Thich Nhat Hanh - Vietnamese Thien Buddhist monk, peace activist, prolific author, poet, teacher, and founder of the Plum Village Tradition, historically recognized as the main inspiration for engaged Buddhism.**



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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.

~ Late. Mr. Rudratej 'Rudy' Singh - Former President & CEO of BMW India and Sales Director of Royal Enfield



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.

~ Mr. Gregory Roberts - Bestselling Author of Shantaram in his email to Oprah Winfrey to recommend Jerry for her India Series show.



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.

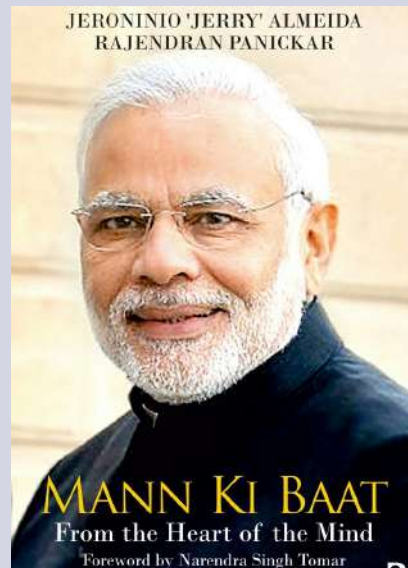
~ Ms. Carole Alberty - Audience & Participant in moJOSH magnificent 7 event



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.

~ Ms. Tara Dewan - Trustee & ED, Latika Roy Foundation



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.

~ Dr. John Graham - Formerly a US/UN Diplomat



Jerry, we get full value for money with you as our consultant. workshop, you also made the evening gathering pleasant and 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.

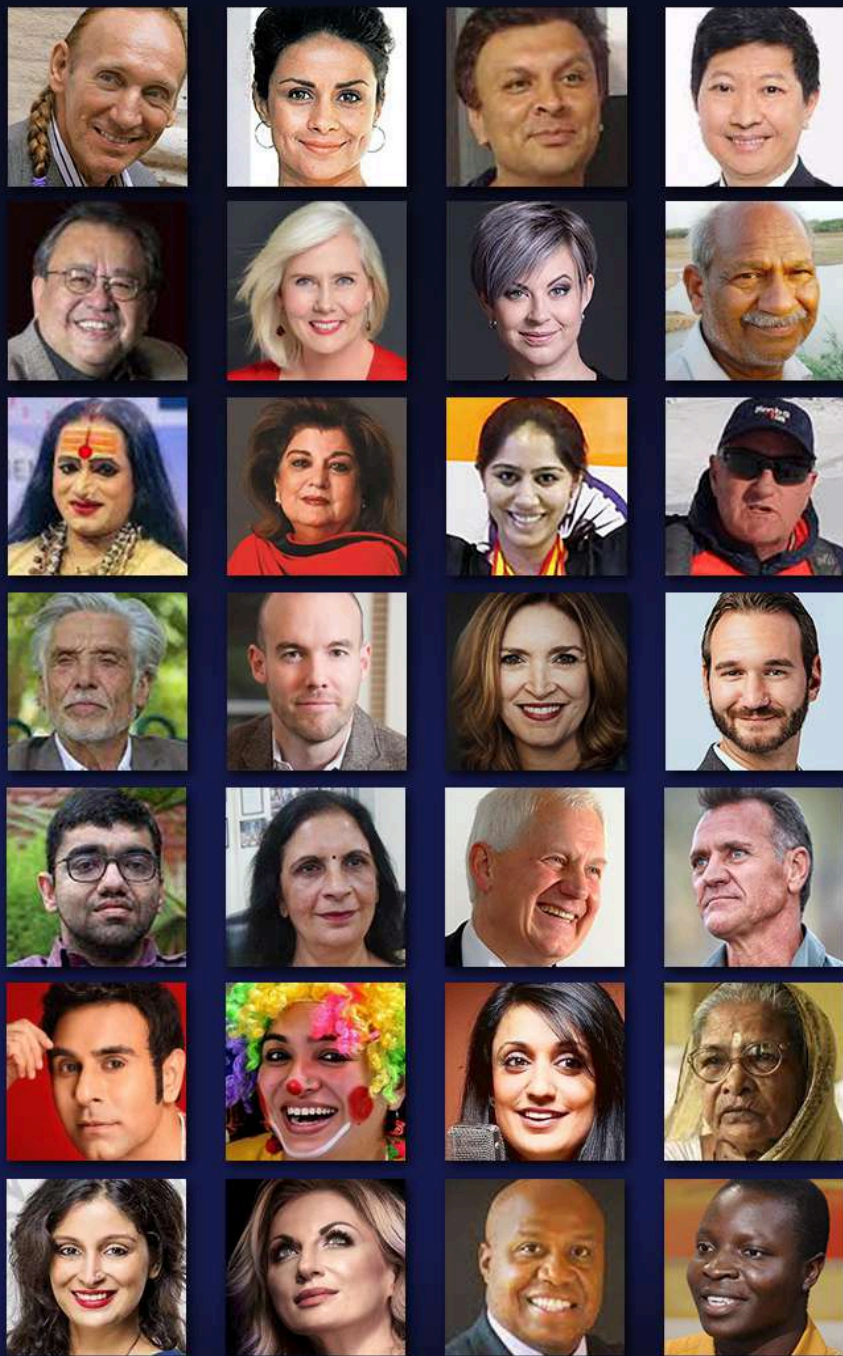
Besides benefiting from the great insights, you shared in the mirthful with your soulful singing and light hearted humour. In the

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.

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



10 + Entertainment Acts along with 50+ International Speakers, which include bestselling authors, war heroes, movie/theatre actors, sports stars, leadership coaches, inspirational orators, sagacious storytellers, energising entrepreneurs, captains of Industry, change champions and many broken people who refuse to breakdown.



We salute the huge power, potential and **PEP (Proactiveness, Effectiveness & Productivity)** within each of you. UNLEASH YOUR HEROIC POTENTIAL with Real Life Stories & Inspirators.

Join in for an  
**EXTRAORDINARY TRANSFORMATIONAL EXPERIENCE!**

# The moJOsh Magnificent 7

There are...

7 laws of Attraction,  
7 laws of Success,  
7 laws of Gratitude  
7 laws of Wisdom  
7 laws of Life  
7 laws of Human Nature  
7 laws of Transformation  
& more life, leadership and  
learning2learn lessons in  
the unique experience

**The moJOsh magnificent 7 (#Tmm7)**

**Our Learning2Learn passion mantra:**

I change to change the world,  
I change to change the nation,  
I change to change society,  
I change to change everything,  
I change to change everyone!

**Because all Change starts with me!**

For sponsorship, partnership and more  
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