

# The 10th KARMAVEER PURASKAAR (KVP) 2015-2016

(Global awards for social justice and citizen action by civil society and the people sector)

**Real Uncommon Heroes, Citizen Samaritans and Noble Laureates**



**Recognition by "We the People" for the POWER of ONE Citizen to BE THE CHANGE**

**A Coveted Inclusive Fellowship of Compassionate Citizen Noble Laureates with Courage of Conviction to RIGHT every WRONG.**

Do you have it in you to be the change and be chosen for the next Karmaveer Puraskaar (2015-2016) ?



Shall you be the next CHOSEN ONE in 7 Billion Karmaveers?



I am only one,  
But still I am one.  
I cannot do everything,  
But still I can do something;  
And because I cannot do everything  
I will not refuse to do the something that I can do.  
Edward Everett Hale

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# LETTERS FROM CITIZEN VOLUNTEERS

I don't measure a man's success by how high he climbs but how high he bounces when he hits bottom.  
George S. Patton

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 Teresa, 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**

**Jugnu Grewal - Honorary Curator - Karmaveer Puraskaar Global Awards', Co-Founder - REX and Executive Founding Director iCONGO.**

**"Not all of us can do great things,  
but we can do small things with great  
love"- Mother Theresa**

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 us 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.**



**Citizens volunteers and Karmaveer Yogi's rekindle the spirit of our constitutional pledge on 26th November the National Social Justice & Citizen Action Day.**

# LETTERS FROM CITIZEN VOLUNTEERS

The best way to find your self is to lose yourself in the service of others."  
Mahatma Gandhi

Dear Friends and fellow Karmaveers,

Namaste and greetings from all of us at iCONGO, REX, Karmaveer, Joy of Giving and the RIGHT every WRONG citizen action movement!

I change to change India and the world by understanding and fulfilling my INDIVIDUAL SOCIAL RESPONSIBILITY.

Bernard Malamud had said and I quote "Without heroes we're all plain people and don't know how far we can go." Karmaveer has been a humbling journey since its inception a decade ago 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 slum dwellers and sex workers 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 and responsible society. Yes, We also have a dream, a dream where everyone will go beyond caste, religion, nation 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. Karmaveer 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 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 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 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 scouting for 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 and 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.

"Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained."

**Helen Keller**

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 and RIGHT every WRONG idea to create awards programs like REAL HEROES, SOCIAL IMPACT awards, I Lead India etc. Our humble appeal to them is to also copy our standards of austerity, integrity and simplicity. 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 KARMAVEER- THE RIGHT every WRONG generation.

Today, we have created several campaigns and ideas that have become huge movements, right from KARMAVEER 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, Avesthagen , VSO, Mahindra- Spark the Rise, BBDO and the UN. 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 and a champion of change. We need to always look within and discover that great leader 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!

**Shalom and Jai Hind!**

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



Amala Akkineni presenting the Karmaveer Puraskar to Mr. APR Nair

## KARMAVEER TRIVIA

Honouring THE POWER of FEW and Recognising THE POWER OF ONE!

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.



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)

"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.

This was seen in this Times of India article that first appeared after his death on 9th September 2012 ([http://articles.timesofindia.indiatimes.com/2012-09-10/ranchi/33736253\\_1\\_verghese-kurien-tata-steel-white-revolution](http://articles.timesofindia.indiatimes.com/2012-09-10/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.

# KARMAVEER TRIVIA

## Honouring THE POWER of FEW and Recognising THE POWER OF ONE!



2. It was a decade ago in 2003 when we conceived the Karmaveer awards at the JOY OF GIVING function organised by our Karmaveer Founders to felicitate Invisible Heroes from our society. Prince Charles was honored as a Karma Mitra-Friend in action by The Founders of iCONGO, REX and KARMAVEER. Prince Charles then honored and celebrated 4

invisible, unsung, ordinary citizen heroes of society for their extraordinary work. Ms. Mogalamma a 22 year old slum dweller working for polio affected; Mr. Saddam Basha an auto rickshaw driver promoting peace & communal harmony; Mr. Mahadev Rajmane a prisoner working for legal rights; Ms. Mangala Khilloa a bonded labourer who did marvelous work for labour rights. Thus was born the egalitarian, austere & simple KARMAVEER movement under the aegis of iCONGO and Karma Mitra Foundation with the core objective of promoting INDIVIDUAL SOCIAL RESPONSIBILITY (a term coined by all the volunteers of iCONGO).



3. In 2006-7 at the first awards ceremony we honoured 8 people with the Karmaveer award for the first time. Ms. Anu Aga revered captain of industry and Chairperson of Thermax Ltd. was one of the 8 citizens who were honoured in our very first year along with Ms. Marcella D'souza, Mr. Verghese Kurien, Mr. James Michael Lyngdoh, Mr. Harsh Mander, Mr.

Arun Maira, Mr. Crispino Lobo and Mr. Vikram Akula. She was honoured for all her noble work for society and for being the first captain of industry in India to announce 2% of profits for the benefit of social causes. This noble action of Ms. Anu Aga set the precedent for industry to pledge 2% of profits for addressing social issues. Now after years of policy influencing by civil society leaders, other Karmaveer awardees and iCONGO volunteers, the government announced that all PSU's shall mandatorily contribute 2% of profits for social causes. Very soon the private sector overall may also have to contribute 2% of profits for social welfare. Several captains of Industry like Dr. Viloo Patell, Ms. Meera Sayal, Mr. P. Sridhar Reddy Mr. Karan Paul, Mr. Ajay Bijli, Mr. Sunil Mittal, Mr. Marian Noronha, Mr. Duncan Watkinson and others have also been honoured with the Karmaveer over the years.



4. In 2007 we felicitated 3 international celebrities Mr. Gopichand Pullela, Mr. Remo Fernandes and Mr. Rahul Bose for all their noble work. Several other movie, music and sports celebrities from India have also been nominated and chosen for the Karmaveer. Over the years several international celebrities have been nominated and awarded the Karmaveer

Puraskaar which include Ms. Kajol, Ms. Gul Panag, Ms. Saskia Laroo, Mr. Gregory Roberts (author of Shantaram), Mr. William Dalrymple, Mr. Arzell Paparazell and others. We have also received nominations of international celebrities like Ms. Ashley Judd for all her humanitarian work, Mr. Carlos Santana for his work through his Milagro foundation and Mr. Will Smith for all his community service work. In 2009 Mr. Nick Vujicic, prominent motivational speaker and inspirations for millions of young people across the globe was also nominated for the Karmaveer award. However we have been unable to give these awards due to their being unable to receive it personally due to some other commitments.

# 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.



5. 26/11 has been celebrated by us as the CITIZEN ACTION DAY for over a decade now since this is the day we in India adopted our constitution in 1949. For years we have been creating awareness about how CITIZENS need to ACT and fulfill their FUNDAMENTAL DUTIES and RESPONSIBILITIES to ENJOY THE PRIVILEGE OF OUR RIGHTS. In 2008,

26/11 got whole new meaning due to the terror attacks in Bombay. CITIZEN ACTION came to the fore when people came out on the streets demanding GOOD GOVERNANCE. This was the year that we at iCONGO embarked on the journey to create progressive electoral reforms through our RIGHT every WRONG movement under the patronage of our chief patron and retired CHIEF ELECTION COMMISSIONERS Mr. James Michael Lyngdoh (awarded the KARMAVEER in the first year i.e. 2006-7) and Mr. Krishnamurthy. The desired Electoral Reforms were worked on for over 4 years with active Citizen Participation and involvement of Electoral Process Experts from across the globe. The proposed reforms were then given in early 2012 to Chief election Commissioner, Mr. Shahabuddin Yaqoob Quraishi (awarded the KARMAVEER in 2012, who immediately set up a committed to study and act on the proposed reforms. It is also important to note that Ms. Meera Sanyal (CEO of RBS) who was awarded the KARMAVEER on the eve of 26/11 announced the next day during her speech at the conclave that she plans to contest elections and INSPIRE CITIZEN ACTION. In 2008, we also instituted the KARMAVEER CHAKRA in partnership with the UN.



6. 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 including children and youth who were leading the crusade in their own small way to make a big difference by SAYING NO TO CORRUPTION were awarded the KARMAVEER. The idea was to

inspire CITIZENS to be the change and SAY NO TO CORRUPTION. This was the beginning of a long battle against corruption that began at our conclave and awards ceremony. Mr. Anna Hazare (who was to launch a full blown campaign against corruption later in 2011) was also nominated and chosen for the award in this year, but could not attend the ceremony due to some unforeseen circumstances.



7. 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 managed the business now. This family had recently sold their Pharmaceutical business to a MNC Pharmaceutical organisation and 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.

Tell me and I'll forget; show me and I may remember; involve me and I'll understand.- Confucius

## KARMAVEER TRIVIA

### Honouring THE POWER of FEW and Recognising THE POWER OF ONE!



8. 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 KARMAVEER Noble Laureate, Ms. Tithiya Sharma also embarked to find ordinary heroes from across the globe through her "100 HEROES PROJECT"



Anurag Nirbhaya (iCONGO Trustee) and Jyoti Nanda presenting the award to Dr. N S Ravishankar



9. 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 and guru. However the Film Industry

and Government never ever honoured this LIVING LEGEND and 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 (IFFI in Goa). 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 Gonsalves in the Sunday Times. A year later in 2011, the Government of India and 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 (daughter) who was with Mr. Gonsalves during the ceremony called our founders after the ceremony and 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 and 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".

[http://articles.timesofindia.indiatimes.com/2012-01-20/goa/30646575\\_1\\_goans-anthony-gonsalves-music](http://articles.timesofindia.indiatimes.com/2012-01-20/goa/30646575_1_goans-anthony-gonsalves-music)

<http://www.hindustantimes.com/Entertainment/Music/His-name-is-Anthony-Gonsalves/Article1-634468.aspx>

P.S. Mr. Anthony Gonsalves passed away in January 2012 and we at Karmaveer are humbled by his conviction in the Karmaveer and shall always strive to mainstream forgotten ordinary heroes who have created a left behind an extraordinary body of work and a huge legacy for future generations.



10. In 2010 we also awarded Ms. Jyoti 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."

<http://troubledgalaxydetroyeddreams.blogspot.in/2010/12/fwd-karmaveer-on-26-nov.html>

<http://dalitrefugees.blogspot.in/2010/11/fwd-karmaveer-on-26-nov.html>  
(MC Raj and Jyothi picture)



# KARMAVEER TRIVIA

## Honouring THE POWER of FEW and Recognising THE POWER OF ONE!



11. 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 and 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 and began THE JOY OF GIVING movement. This movement has become popular across India now and is also being emulated at places in Europe and 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 and leave everything else and need to fulfill other commitments in our day to day life and business as usual. However while we continue doing our business as usual and 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)



12. 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 LEADER 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."



Ms. Aruna Vasudev with Amala Akkineni and Praveen Kumar (VSO)



13. 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 FELLOWSHIPS. At RKGF we choose an eclectic combine of people, which includes everyone from life-changing innovators, brave crusaders and soldiers of peace & justice to integrate within the REX and KARMAVEER community for sharing their thought provoking ideas for action with millions of people across the globe for transforming lives through social impact projects and ideas for action. RKGF 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. RKGF 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 RKGF we need to value learning, knowledge & traditional Eastern wisdom and best practices from western philosophy as our real wealth and award.



14. 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.



15. 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)

# KARMAVEER TRIVIA

## Honouring THE POWER of FEW and Recognising THE POWER OF ONE!



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



17. In 2012 we also announced the Karmaveer - Golden Candle awards. These are awards that would be the highest honour annually given to past award winners within the Karmaveer ecosystem for their sustained citizen action to be the change and make a difference in our world. Ms. Sumithra Prasad and Mr. Abhishek Bharadwaj were bestowed with this honour in REX

CONCLiVE- 2012 for their sustained citizen action for social justice. During the REX CONCLiVE- 2012 we also witnessed the launch of the ONE BILLION RISING campaign to address crimes against women and everyone shared ideas about how citizens need to address eve teasing, rapes, violence and other atrocities where innocent women are targeted. It was a SAD BLACK DAY for India, when a few days after our REX CONCLiVE- 2012, we had a heinous crime in India, with the brutal rape and murder of a young girl at Delhi. This girl was christened as Damini and Nirbhaya by the media. This young girl whose real name was Ms. Jyoti Singh Pandey, ignited an uprising in India with people coming out to protest on the streets. These protests happened without any leader at the helm and probably marked the beginning for the flame of change to grow into a blazing fire for citizens to wake up and address wrongs and social evils in our society. As a tribute to Ms. Jyoti Singh Pandey we shall now be rechristening the Karmaveer- Golden Candle awards as the KARMAVEER JYOTI.



18. 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.

The above mentioned are just a few indicative finer details and there are many more memorable moments and thoughts that shall be available on our website. Our website which used to get very huge traffic was hacked in early 2013 and the hackers demanded a huge sum. Hence we changed our website from [www.karmaveer.com](http://www.karmaveer.com) to [www.karmaveerglobalawards.com](http://www.karmaveerglobalawards.com)

A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.- **Christopher Reeve**

Nothing is given to man on earth – struggle is built into the nature of life, and conflict is possible – the hero is the man who lets no obstacle prevent him from pursuing the values he has chosen. – **Andrew Bernstein**



Pramilla Chhabra being awarded by Nidhi Arora and Prof. Ganesan (past awardees)



Rajeev Kumar receiving Karmaveer Puraskaar from Geeta Puri and Aseem Asha Usman (past awardees)

# iCONGO AND OUR GUIDING PRINCIPLES

It is in the best interest of a man to become a Karma-Yogi and work to the best of his abilities and without bothering about the results.  
Sama veda

## iCONGO in a Nutshell : The International Confederation of NGOs-

(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.

iCONGO is mentored by leading development leaders, intellectuals, academicians, captains of industry, media professionals, statesmen, civil servants, movie & sports personalities, and most of all citizen volunteers as activists (and you may join too) who want to be the change. Together as ONE we can RIGHT every WRONG, be it with issues related to hunger, children, marginalised communities, human rights, education, livelihood, animal rights, environment and every cause that impassions you and us. iCONGO is a citizen movement as "we the people are we the power" (republic means people's rule) by leading the change together and thus as ONE PEOPLE OF THIS SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC

**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



Anthony Gonsalves, receiving his Karmaveer Puraskar at IFFI, Goa

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.

**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

"Only the person having firm conviction and iron volition can attain strength and energy. At no stage of Karma does he ever hesitate."

Rig veda

# iCONGO AND OUR GUIDING PRINCIPLES

Try not to become a man of success but a man of value.  
Albert Einstein

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.
- 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.

**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



**Past awardees Wg Cdr. Sashanka Roychoudhary and Vandana Shah presenting the award to Deepa Malik**

- 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.

## 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.

I cannot believe that the purpose of life is to be "happy." I think the purpose of life is to be useful, to be responsible, to be compassionate. It is, above all, to matter and to count, to stand for something, to have made some difference that you lived at all.

**Leo C. Roste**

# ICONGO AND OUR GUIDING PRINCIPLES

"I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy."  
Rabindranath Tagore quotes

**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, humanness, 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 accountable 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 we 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

We all participate in weaving the social fabric;  
we should therefore all participate in patching the  
fabric when it develops holes.

**Anne C. Weisberg**



**Past awardees Dr. Chinkholal Thangsing and Anupam Kaparia presenting the award to Tinku Khanna**

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.



**Noble Laureates Saskia Laroo and Armando Gonsalves welcome Lynn de Souza to the Karmaveer fraternity. Lynn was presented her award at the Goa Forgiving launch concert.**

# THE RIGHT EVERY WRONG MOVEMENT & KARMAVEER PURASKAAR

I must do something" always solves more problems than "Something must be done."

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 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 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.

In November 2007, we launched the Karmaveer Chakra- the national medallion for proactive voluntary action and shall be given to citizens, who are proactive volunteers and work selflessly through the people sector, for a cause dear to their heart not just by giving money but by being involved with the cause, understanding the issues and actively advocating for the cause.

Man's abiding happiness is not in getting anything but in giving himself up to what is greater than himself, to ideas which are larger than his individual life, the idea of his country, of humanity, of God."

**Rabindranath Tagore**



### 3. Citizen Advocacy Campaign

The REW Citizen Advocacy Campaign is a movement wherein 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.

Pity may represent little more than the impersonal concern which prompts the mailing of a check, but true sympathy is the personal concern which demands the giving of one's soul.  
Martin Luther King, Jr.



## THE REW, KVP & iCONGO SYMBOLISM

What is the meaning of life? To be happy and useful.  
Tenzin Gyatso, 14th Dalai Lama

The RIGHT every WRONG (REW) logo and Karmaveer Puraskaar (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 was designed by young artist volunteers from "The Ideaworks" and signifies a person reaching down to light a candle to dispel darkness and help create a better, just and humane society.

### The iCONGO logo symbolism

i symbolizes the power of 1. i 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 and a better environment for our generations to come because a compassionate society benefits all" - Founders of iCONGO.

It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost. - Arthur Ashe.



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

What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.

# AWARD CATEGORIES

It is not enough to understand, or to see clearly. The future will be shaped in the arena of human activity, by those willing to commit their minds and their bodies to the task.

Robert Kennedy

All awardees are nominated and selected by past awardees, fellow Noble Laureates, people from the managing committee, governing board and the various partners for change as shown in this document. The jury comprises of some of the finest people from various sectors along with some past awardees, who make their selection after assessment with due diligence and research, conducted under the vigilance of the founders and our audit and process partners. These awards are given to citizens in various sectors who have led social action and change by selflessly going beyond themselves and their business as usual with an "I CAN MAKE A CHANGE" attitude as responsible and caring citizens.

**Lifetime Achievement KVP (Instituted in 2006-07)** is given to an ideal citizen Noble laureate with strong principles and values, who has dedicated her/his life for the community empowerment and welfare by making a measurable and positive contribution.

Past Awardees: Dr. Verghese Kurien, Dr. Swaminathan, Lt. Maj. Gen. R.S. Pannu, Smt. Nirmala Narula, Aneena Joseph Mathew, Rajinder Johar, Dr. Kalyan Banerjee, APR Nair & Aruna Vasudev

**Lifelong Fight for Social Justice thru Citizen Action KVP (Instituted in 2007-08)** is given to citizen Noble laureates who have stood up and spoken against the system by initiating people action against elected powers and the judiciary for bad governance and lack of social justice and equity.

Past Awardees – Alyque Padamsee, Neelam Katara, Neelam Krishnamurthy, Sabrina Lall, Sadhna Bhatnagar, Suneeta Sharma, Pamela Gale Malhotra, Virendar Mohan Trehan, Dr. Chandrakant Puri, Sumithra Prasad, Lt. Sanjoy Ghose, Geeta Venkadakrishnan, Lt. Shahid Azmi and Ravi Kalra

**Government Citizen Karmaveer Puraskaar (Instituted in 2006-07)** is given to citizen Noble Laureates from the government sector, bureaucracy or any political fraternity for going beyond the call of duty and confidentiality clauses and promoting good governance and social justice within and outside the system by listening to the call to do what is right.

Past Awardees – Harsh Mander, J.M. Lyngdoh, Prof. Manoj Sharma, Abha Singh, Dr. Mahesh Gaur, Chhavi Rajawat, Dr. S.Y. Quraishi and Dr. Bhagaban Prakash

**Armed Forces (Instituted in 2010-11)**

Past Awardees - Maj. Gen. Ian Cardozo, Gen. Vinod Saighal and Col. N M Verma (Retired)

**IPS Officer (Instituted in 2009-2010)**

Past awardees - Dr. Kaarthikeyan

**IAS Officer (Instituted in 2011-12)**

Past awardees- Parimal Rai and Dr. Sarala Gopalan (Retired)

**Panchayati Raj Karmaveer Puraskaar- (Announced in 2008-09, inassociation with ISS)** will be given to citizen laureates who have been instrumental in initiating and implementing good self governance policies, at the rural levels, to make Panchayati Raj system more efficient

Past awardees - Vijaytai Prabhakar Patil

**Corporate Citizen Karmaveer Puraskaar (Instituted in 2006-07)** is given to individual citizen laureates from the corporate sector who have promoted holistic corporate social responsibility to practice the triple bottom line approach where they don't just give through cheque book philanthropy, but get involved and advocate for social change. This award has the following categories:

Corporate Leaders Karmaveer Puraskaar (Instituted in 2006-07)

Past Awardees – Anu Aga, Arun Maira

**Corporate Citizens for Holistic CSR Initiatives Karmaveer Puraskaar (Instituted in 2007-08)** is given to the CEO and CSR Head of a Corporate, who have initiated and Implemented Holistic CSR Initiatives by going beyond chequebook philanthropy, to bring about a social change

Past Awardees – Mamta Saikia, Sunil Mittal (Bharti Foundation) Ajay Bijli, Deepa Menon (PVR Nest), Niranjan Khatri & Nakul Anand (ITC Welcome Group), Karan Paul & Renu Kakkar (Apeejay Surrendra Group)

**Corporate Citizens for Holistic Media Initiatives (Instituted in 2008-09)**

is given to individual citizen laureates from the corporate Sector, who have promoted Holistic media initiatives, where they have used Media as a strong tool to advocate social change and inspire people to get involved with various issues

Past awardees - Indu Jain, Pooran Pandey & Pradeep Gupta

**Corporate Citizen for Holistic IT Initiatives (Instituted in 2007-08)** is given to individual citizen laureates from the corporate Sector, who have promoted Holistic IT initiatives, where they have used IT as a strong tool to advocate social change and inspire people to get involved with various issues

Past Awardees - P. Sridhar Reddy

**Corporate Executive Karmaveer Puraskaar (Instituted in 2008-09)** are for any corporate citizen Noble laureate irrespective of rank and designation for promoting social justice through voluntary citizen action

Past Awardees- Meera Sanyal, Dr. Viloo Morawala Patell, Venkat Changavalli, Subha Rajan Tampi, Frederick G Mendonca and N S Ravishankar

**Corporate CEO's Foundation Karmaveer Puraskaar (Instituted in 2008-09)** is given to individual citizen laureate, who is a CEO of a company and has established a Foundation, which is going beyond chequebook Philanthropy and is involving the employees in a holistic manner, to bring out a sustainable change in the society

Past Awardees – Ashok Kurien, Satya Narayanan, Lynn DeSouza & Chetan Sharma

**Corporate Citizens for Holistic CRM Initiatives Karmaveer Puraskaar**

**(Instituted in 2010-11)**- This Karmaveer is given to the CMO and CEO of a Company and the team from the advertising/ marketing agency/NGOs who have initiated, developed and implemented a Holistic 360 degree CRM campaign to bring about social change and citizen awareness and action. In addition to having a great advertising/ marketing appeal, the campaign must also have a PUBLIC ADVOCACY mission to engage citizens at large and motivate them to involve themselves with the issue, thus promoting citizen action for social justice.

**SME Citizen Karmaveer Puraskaar (Instituted in 2008-09)** may be given to an enterprise owner or an individual working in an enterprise. The criteria being what they have done to promote best practices like fair wages for labour, preventing child labour or mistreatment of workers and other such best practices.

**Global Karmaveer Puraskaar-** Given to citizen Noble laureate who has dedicated her/his life to create awareness about various issues and promote social justice around the world. The award has the following subcategories

**1. Global Citizen Lifetime Achievement KVP (Instituted in 2010-11)**

Past awardees- June Connolly & Dr. David M. Dror

**2. Global Indian Karmaveer Puraskaar (Instituted in 2007-08)** given to a Citizen Noble laureate of Indian origin settled overseas, for promoting social justice.

Past Awardees – Pavan Sukhdev, Dr. Sailesh Rao, Dr. Venkat Pulla, Malika Dutt, Kayzad Namdarian, Angeli Kapoor, Marian B Noronha, Asha Glynis D'Souza, Vijay Mehta, Carmen Miranda & Suri Sehgal

**3. Global Citizen Karmaveer Puraskaar (Instituted in 2009-10)** – Dedicated to the memory of Anita Roddick – Founder of Body Shop for beginning a business purely to lead social change and promote citizen action is given to an individual global Citizen Noble Laureate who has dedicated her/his life to the pursuit of social justice by addressing social issues around the world.

Past awardees - Princess Francois, Jitman Basnet, Claudia Ciesla, Lindsay Levin, Kumi Naidoo, Loralee Martha-Mae-Lee, David John Lee, Duncan Watkinson, Michael Norton, Nida Shams & Mark Parkinson

**4. Global Artists 4 Change (Instituted in 2010-11)**

Past awardees - Saskia Laroo & Arzell Papazell Nelson

**Real Wealth Creators for the Communities (Instituted in 2006-07)**

is given to Citizen Noble laureates who have demonstrated strong commitment for wealth creation, not for themselves but for the entire community, thus promoting social equity and paradigms for inspiring other wealth creators and

We move with the momentum to succeed, goals we wish to achieve.  
We plant a seed in our mind with the thought of growing this seed from a dream to reality of one day. Hard work and dedication brings forth progress and progress is what makes that seed you plant grow."  
M. Stafford



# AWARD CATEGORIES

If everyone is moving forward together, then success takes care of itself.  
Henry Ford

social entrepreneurs to follow and adopt.

Past Awardees – Crispino Lobo, Dr. Marcella D'Souza, Vikram Akula, Rajendra Joshi, Vipin Sharma, Siva Cotipalli, Rahul Barkataky, Lakshmi V. Venkatesan, Tulashi Ballav Dash, Nileema Mishra & Nand Kishore Chaudhary

**Artistes 4 Change Karmaveer Puraskaar is given** to Citizen Noble Laureates from the performing arts sector, who through their popular status, have been able to BE THE CHANGE and inspire others to lead the change along with themselves. There are five subcategories in this section:

**1. Movies (Instituted in 2007-08)**

Past Awardees – Rahul Bose, Kajol, Anupam Kher, Gul Panag & Dr. Swaroop Sampat Rawal

**2. Music (Instituted in 2007-08)**

**Singer (Instituted in 2007-08)**

Past Awardees – Remo Fernandes, Bobby Cash, Ritika Sahni, D J Narain, Susmit Bose, Deepika. T, Vidya Shah & Rekha Surya

**Band (Instituted in 2008-09)**

Past Awardees - Gautam Ghosh, Susmit Sen, Amit Kilam, Rahul Ram, Lt. Asheem Chakravarty, Babush Santana, Indraneel Hariharan, Sharat Chandra Srivastava, Gyan Singh, Sacchin Kapoor, Karan Sharma & Rajat Kakkar

**3. TV<sup>A</sup>, (to be instituted 2011-12)**

**4. Theatre (Instituted in 2007-08)**

Past Awardees - Sushma Veer, Lushin Dubey, Arvind Gaur, Mahabanoo Kotwal & Arjun Sajanani

**5. Dance (Instituted in 2008-09)**

Past Awardees - Geeta Chandran & Shallu Jindal

**Kids 4 Change (Instituted in 2007-08)** is given to children with a compassionate heart and a determination to bring about a change by contributing to various causes, in their small but unique way.

Past awardees - Benzy Kumar, Akhil Akkineni, Aradhana Chhachhi Rijuta Lamba, Pasam. Venika Rao, Angadbir Singh Sabherwal & Arvindh Natarajan

**Sports People 4 Change Karmaveer Puraskaar (Instituted in 2007-08)** is given to citizen noble laureates from the sports sector who have been socially conscientious and have been able to use their status to lend more visibility to a cause/issue.

Past Awardees – Gopichand Pulella, Mahesh Bhupati, Shvetha, Malathi Holla, Bittoo Sondhi, Mary Kom, Ajeet Bajaj, Kuldeep Singh Bisht, Deepa Malik & Pradeep Raj

**Professional Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is given to a citizen Noble Laureate, maybe an individual, from any professional category like lawyers, architects, CA's etc. who has demonstrated strong commitment towards leading social change.

Past Awardee – Raj Bhandare, Madhu Bhatnagar, Shrenik Rao, Asim Sarode, Partho Bhowmick, Dr. Ramesh Chandra Srivastava, Dr. Sunita Dube, Biraja Mahapatra, Sachin Yashwant Shigwan, Dr. Chinni Krishna, Dr. Ashish Satav, Dr. Chiro Mitra, Dr. Hubert Gomes, Kodakkal Shivaprasad, Navin Gulia, Jaya Mehra, Dr. Prashant Deshmukh, Nidhi Arora, Bhupinder Singh Kohli, Dr. Suman Aggarwal & Dr. Mukesh Bavishi

**Media Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is given to a Citizen Noble Laureate who may be a media baron, senior/junior most reporter, and has been instrumental for creating best practices in media reporting for promoting social issues and sensitizing people to the cause. This award has the following subcategories:

**1. Mainstream Film Maker (Instituted in 2007-08)**

Past Awardee – Revathy, Pritish Nandy, Onir

**2. Filmmaker on Contemporary Issues (Instituted in 2008-09)**

Past Awardees - Bhavna Talwar, Girish Joshi, Nila Madhab Panda & Hansal Mehta

**3. Documentary Film maker (Instituted in 2008-09)**

Past Awardees - Nitin Das, Akanksha Joshi, Geeta Singh Avinash Singh & Vijay S. Jodha

**4. Short Filmmaker (Instituted in 2008-09)**

Past Awardees - Aalap Deboor, Sehej Mantri, Sheetal Bhan, Swati D'Souza Ridhesh Sejpal, Rahul Chitella, Rintu Thomas & Sushmit Ghosh

**5. Print Journalist (Instituted in 2007-08)**

Past Awardees - Altaf Ahmad, Umesh Anand, Rita Tarun Tejpal, Syed Nazakat, Anita Pratap, Madhu Trehan, Radhika Ravindra Raj, Tithiya Sharma, Shahid Siddiqui & Pramila Chhabra

**6. Author (Instituted in 2008-09)**

Past Awardees - Vandana Shah, Gregory Roberts (Shantaram), William Dalrymple & Sonia Faleiro

**7. Literary Consultant (Instituted in 2008-09)**

Past Awardees - Mita Kapur

**8. TV Reporter (Instituted in 2010-12)**

Past awardees - Shereen Bhan & Nirmala Nair

**9. Online Reporting (To be Instituted in 2011-12)**

**10. Photo Journalist (Instituted in 2010-11)**

Past awardees - Mahesh Bhat

**11. Music Videos (Instituted in 2010-11)**

Past Awardees - Manish Jain

**Student Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is given to a Citizen Noble Laureate from the citizen sector, a graduate / post graduate who has been able to bring about some societal change through sheer student driven initiatives. This youth may have demonstrated genuine commitment towards social responsibility and may have been instrumental in motivating others for bringing about a change.

Past Awardee – Ishita Chaudhary, Inir Pinheiro, Dharendra Pratap Singh, Jithin C Nedumala, Kush Kalra, Tanvi Girotra & Mushtaq Ali

**Young Social Entrepreneur Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is given to a young leader who is below the age of 40 years and has not only been business savvy, but also has been socially responsible in a genuine manner and has been an effective arbiter of social justice and equality. This is for people below the age of 40 who have done well (in business) and done good (for social causes) at the same time and have made social responsibility an integral part of the business model from inception.

Past awardees – Abhishek Bharadwaj, Meghna Agrawal, Madhusudan Agrawal, Joe Winston, Rahul Gupta, Rasaal Dwivedi, Prateek Kumar, Piyush Bhartiya, Kopal Gupta, Vijendra Shekhawat & Rushi Ghadawala

**Social Entrepreneur Citizen Karmaveer Puraskaar (Instituted in 2013-14)** is given to a leader who is above the age of 40 years and has not only been business savvy, but also has been socially responsible in a genuine manner and has been an effective arbiter of social justice and equality. This is for people above the age of 40 who have done well (in business) and done good (for social causes) at the same time and have made social responsibility an integral part of the business model from inception.

Past awardees – Arunachalam Muruganantham

**Civil Society Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is given to Citizen Noble Laureates from the people sector who have put in dedicated efforts to uplift the status, empower and to mainstream the social causes of marginalised communities, animals, environment, women by creating cutting edge impactful

Nothing great will ever be achieved without great men, and men are great only if they are determined to be so. For glory gives herself only to those who have always dreamed of her."

Charles De Gaulle

# AWARD CATEGORIES

All the religions of the world, while they may differ in other respects, unitedly proclaim that nothing lives in this world but Truth.  
Mohandas Gandhi

models for the NGO sector to replicate and adapt from.

This Award is given in the following subcategories

## 1. Disability Issues (Instituted in 2007-08)

Past Awardees - Shanti Raghavan, Divya Arora, Anjee Agarwal Sanjeev Sachdeva, Akhil Paul, Syed Sallauddin Pasha, Mahantesh Ghativallappa, Kavita Kumar & Y B Shivaprasad

## 2. Cancer (Instituted in 2008-09)

Past Awardees - Harmala Gupta

## 3. HIV (Instituted in 2008-09)

Past Awardees - Dr. Ashok Rau, Dr. Chinkholal Thangsing & Anupam Kataria

## 4. Community Welfare (Instituted in 2008-09)

Past Awardees - Dr. T.K.Mathew, Anouradha Bakshi, Jyothi Raj, M C Raj & D. Shankarappa

## 5. Fundraising (Instituted in 2008-09)

Past Awardees - Surat Sandhu, Noshir Dadrawala & Wg. Cdr. Sasanka Roy Chaudhary

## 6. Education, Health and Empowerment (Instituted in 2008-09)

Past Awardees - Shobha Murthy, Mamoon Akhtar, Dr. Kiran Modi, K.C.Malick, Seetha Mahendran, T. Dinesh Kumar, Dr. Chandrasekhar Sankurathri & Suresh Chand Gupta

## 7. Women Empowerment and Child labour (Instituted in 2008-09)

Past Awardees - Nusrat Naqvi, Roshnara Mohanty & Dr. Sanyal

## 8. Animal Welfare (Instituted in 2008-09)

Past Awardees - Nigel Otter, Anuradha Sawhney, Pradeep Kumar Nath, Rukmini Sekhar, Jyotsana Sharma & Sunish Subramanian Kunju

## 9. Wildlife Conservation (Instituted in 2007-08)

Past Awardees - Nanda Rana, Latika Rana, Kartick Satyanarayan, Geeta Seshamani & Nirmal Ulhas Kulkarni

## 10. Care for Elderly (Instituted in 2008-09)

Past Awardees - Sailesh Mishra

## 11. Social Communications and Campaign Strategist (Instituted in 2008-09)

Past Awardees - Meenakshi Madhwani, Sharad Sharma & Shankar Ghose

## 12. Social Venture Mentoring (Instituted in 2008-09)

Past Awardees - Varun Sahni

## 13. Social Entrepreneurship/Transformation (Instituted in 2008-09)

Past Awardees - Rajendra Misra, Shailendra Uniyal, Emmanuel Upputuru, Faith Dharma Gonsalves, Prof. Dr. R. Ganesan, Vijay Pratap Singh (Aditya), Mahesh Bora & Nisha Bora

## 14. Education (Instituted in 2009-2010)

Past Awardees - Manju Bharatram, Safeena Husain & Dr. M S Pillai

## 15. Health (Instituted in 2009-2010)

Past Awardees - Dr. K. Srinath Reddy, Dr. Dinesh B Baliga, Dr. Shylaja Devi Purushotaman, Dr. Arun Nevatia & Dr. G. Vardharajan

## 16. Peace and Harmony (Instituted in 2009-10)

Past Awardees - Armando Gonsalves & Dr. Parasuraman

## 17. Responsible and Involved Philanthropy (Instituted in 2009-10)

Past Awardees - Rohini Nilekani

## 18. Gender issues (Instituted in 2010-11)

Past awardees - Harish Sadani, Hema Deshpande, Dr. Nayreen Daruwalla & Rashmi Anand

## 19. Child Abuse (Instituted in 2010-11)

Past awardees - Pooja Taparia

## 20. Environment (Instituted in 2010-11)

Past awardees - Bibhu Prasad Mohanty

## 21. Child Rights (Instituted in 2011-12)

Past Awardees- Vinayak Lohani

## 22. Governance (Instituted in 2011-12)

Past Awardees-Anant Trivedi & Anupama Jha

## 23. Anti Trafficking (Instituted in 2011-12)

Past Awardees- Ruchira Gupta, Hema Bedi & Tinku Khanna

## 24. Livelihood Generation (Instituted in 2012-13)

Past Awardees- Rupen Pattanaik

## 25. Human Rights (Instituted in 2012-13)

Past Awardees- Renu Thakur, Lenin Raghuvanshi & A K Parashar

## 26. Art & Culture (Instituted in 2012-13)

Past Awardees- Aubrey Aloysius & Lorraine Aloysius

## 27. Leprosy (Instituted in 2013-14)

Past Awardees- Shyamalatha Mohan Raj & Ashish Gautam

**Communal Harmony Karmaveer Puraskaar (Instituted in 2009-2010)** in association with Global Foundation for Communal Harmony, an autonomous body under the Ministry of Home Affairs- is given to an individual citizen laureate who has been putting in considerable efforts to promote Communal Harmony

Past Awardees - Sh. Idris Nizami, Dr. Atul Krishna & Hemant Kumar Yadav

**Young Creative Citizen Karmaveer Puraskaar (Instituted in 2007-08)** is

given to an individual citizen laureate who has used his creative skills to bring about awareness about various social causes, among the citizens, through online creative contests.

Past awardees - Ankur Garg, Vivek Kumar Singh, Ambar Prakash, Dr. Gaurav Chhabra & Aseem Asha Usman

**Fashion Citizen Karmaveer Puraskaar (Instituted in 2009-10)** is given



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

Real education should educate us out of self into something far finer; into a selflessness which links us with all humanity."

Nancy Witcher Astor

# AWARD CATEGORIES

If your actions inspire others to dream more, learn more, do more and become more, you are a leader.  
John Quincy Adams

to citizen noble laureates from the fashion sector, who have been socially conscientious and have been able to use their status to lend more visibility to a cause/issue.

**This award has three subcategories**

- Fashion Entrepreneur

Past Awardees- Geeta Puri

- Fashion Designer

Past Awardees - Sanjana Jon

- Model

**Art Citizen Karmaveer Puraskaar (Instituted in 2009-10)** is given to citizen noble laureates, who have used the medium of art effectively to highlight a social cause/issue and to bring about a change in the society.

**This award has two subcategories**

- Art Entrepreneur

Past Awardees - Isha Singh & Payal Khurana

- Visual Artist

Past Awardees - Ritam Banerjee & Sanjay Austa

**Karmaveer Bravery/Courage of Conviction Award (Instituted in 2010-11)** in memory of Lt. Neerja Bhanot. This award will be given every year to citizens who have shown grit and courage under adverse circumstances.

Past awardees - Neerja Bhanot (Posthumous), Maheshwar Peri & Dr. Indu Choudhary

**Karmaveer Puraskaar for Promoting Citizen Action (Instituted in 2010-11)**

is given to Citizen Noble laureates who have made dedicated efforts to promote citizen action and create awareness about various issues

Past awardees - Promod Chawla, Anita Bhargava, Sanjay Bhargava & Pooja Kapoor

**YT –iCONGO Karmaveer Puraskaar (Instituted in 2011-12)** is given to Entrepreneurs profiled by Young Turks. This award will have two subcategoriesYT



Golden candle award being presented to Deepika T



Dr. Chiro Mitra receiving the Golden Candle Award

**Disclaimer: New award categories are instituted every year, based on the feedback received from citizens, awardees and the nominations that we receive. Awards in any particular category may not be given if we don't get worthy nominations in that category, in that year.**

**Karmaveer Puraskaar-Social Entrepreneur**-This award will be given to social entrepreneurs, whose initiatives have been launched for Social transformation  
Past Awardees-Dr. Sonia Mackwani.

**YT Karmaveer Puraskaar- Profit Entrepreneur**- This award will be given to entrepreneurs who have gone beyond their business as usual and have initiated some substantial work for the society

Past Awardees- Anupam Mittal & Rajeev Kumar

**Karmaveer Jyoti – (Initiated in 2012-13) In 2012** we also announced the Karmaveer - Golden Candle awards. These are awards that would be the highest honour annually given to past award winners within the Karmaveer ecosystem for their sustained citizen action to be the change and make a difference in our world. In 2013-14, it renamed Karmaveer Jyoti, in honor of Jyoti Singh Pandey

Past Awardees-Sumithra Prasad, Abhishek Bharadwaj, Deepika T & Dr. Chiro Mitra

**One Vision to Change the World Karmaveer Puraskaar (Initiated in 2013-14)**

This award will be given to past REXfellows (male and female), democratically chosen by all fellows, who show great Vision to Change the world through their sustained efforts

Past Awardees- Nisha Subramanian Kunju & Kaizaad Kotwal

**Chakra for excellence (Instituted in association with UNODC in 2008-09)** is given to Law Enforcement Officers who have been vigilant and have gone beyond the call of their duty to stop injustice in the society.

Past awardees - Sh. Upendra Prasad, Sri Md. Shakir Hussain, Himanshu Swarnkar, Mahendra Pratap Singh, Nikita Ketkar, Navin Gulia, Javed Ahmad Tak, Deepak Kumar Saha, Sudesh Kumar, Deepak Kumar, Rashmi Ranjan, Usha Krishna Kumar, Parvati Tampi, Arti Nayak, Binayak Dewan, Sunil Jain, Dr. Vikram Jaggi & Hitesh Yadav

**9th Karmaveer Puraskaar Award Recipients 2014-15**

Then add names as shown here Ms. Kamila Tyabji (Posthumous), Dr. David Dror, Ms. Subha Rajan, Prof. Dr. R. Ganesan, Mr. R. Madhavan, Mr. Veenubhai Valia, Mr. S. Sandilya, Mr. Ravi Chaudhary, Ms. Suvarna Raj, Mr. Sonu Bhole, Ms. Srabani Sarkar Neogi, Ms. Mandira Srivastava, Ms. Kalpana Chowdhary, Ms. Gunjan Bihari, Ms. Gaurav Maa Snehlata Hooda, Dr. Rachna Khanna Singh, Dr. Tapas Kumar Ray, Dr. Pradip Kumar Sarmah, Mr. Ashwin Karthik, Dr. Mitu Khurana, Ms. Nafeesa Ismail Mr. Sutirth Mukherjee, Mr. Simon Jaykob, Mr. Dipayan Banik, Ms. Heera Rupani, Mr. Raju Koli, Ms. Yashashree Gurjar, Mr. Sanjeev Sivan, Dr. Yunus Sola, Col. Anil Alagh, Pandit Vikash Maharaj, Ms. Nitisha Nanda, Ms. Vandana Bhargwaj, Ms. Priyanka Malhotra, Mr. Rahul Verghese, Lieutenant Vineet Kumar

I am absolutely convinced that no wealth in the world can help humanity forward, even in the hands of the most devoted worker. The example of great and pure individuals is the only thing that can lead us to noble thoughts and deeds. Money only appeal"

**Albert Einstein**

Take up one idea. Make that one idea your life – think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success."

**Swami Vivekananda**

# 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, Priyanjali Mitra, Rishika Sehgal Paranjoy 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- Mansulakhlal 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

Pasty 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

**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 Kranmaveer 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

**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 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 (posthumous)**

**VSO International - iCONGO Karmaveer Chakra for Community Volunteerism (Instituted in 2013-14) - Past Awardees - Ms. Nani Bhai Bhil,**

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 and**

Mr. Sanjit Patnayak

# REX CONCLIVE

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.

Thought leadership is based on youthful righteousness - the openness to risk group rejection in the pursuit of a better way of doing things

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)



**KINGSIZE THOUGHT LEADERSHIP FOR CHANGE**  
**REX CONCLIVE** FIGHT EVERY WRONG ACTION  
 EMPOWERING & ENTERTAINING IDEAS  
 SOCIAL INNOVATIONS & ENTREPRENEURS

25th, 26th & 27th Nov, 2012  
 Jesus and Mary College, Chanakyapuri, New Delhi

Date	Event	Time
25 Nov	REX Conclave	9:00 am - 6:00 pm
26 Nov	REX Conclave	9:00 am - 5:00 pm
	Press Conference	3:00 pm - 5:00 pm
	Karmaveer Puraskar Dinner	6:00 pm - 9:00 pm onwards
27 Nov	REX Conclave	9:00 am - 6:00 pm
	Karmaveer Chakra	6:30 pm - 9:00 pm

View Venue Route Map

Click here to get your REX 2012 Tickets at [www.rexideas.com](http://www.rexideas.com)



An insurance scheme for which you **will** never see a TV ad

Community-based health insurance is an idea that is changing reality for the underprivileged in rural India.

Dr. David Dora, Chairman of the Micro Insurance Academy, spoke at REX CONCLIVE 2012 about the pilot projects in India and Nepal that are making healthcare affordable and accessible for those living beneath the poverty line. Dr. Dora is among the many local and overseas thinkers who are making REX a platform dedicated to Ideas for Action. These talks will soon be available for you to watch free of cost.

Follow "REX - Ideas for Action" on Facebook for updates.

CtrlS [www.ctrls.com](http://www.ctrls.com) [www.co2go.com](http://www.co2go.com)

**REX** IDEAS FOR ACTION

Logos of sponsors: AICTE, IIT Bombay, Dishoom, VSG, Wipro, HCL, etc.

States are not moral agents, people are, and can impose moral standards on powerful institutions. **Noam Chomsky**

Our lives begin to end the day we become silent about things that matter. – **Martin Luther King, Jr.**



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

# REX Fellowships ( Instituted in 2012-13)

Patience, persistence and perspiration make an unbeatable combination for success.  
Napoleon Hill

The **REX GLOBAL FELLOWSHIP** was launched this year to help life-changing innovators from around the globe to integrate within the REX and KARMAVEER community, sharing their impactful ideas for action to a million audiences and transforming lives through projects and ideas of hope. REX Kid-power fellows, REX Student Fellows, REX Youth Power Fellows, REX Senior Fellows and REX Veteran Fellows evolve from many knowledge disciplines that reflect the diversity of REX members: People who are making a difference in Technology, Innovation, Entertainment, Media, Design, Performing Arts, Creative Arts, Fine Arts and Sciences, Humanities, Writers & Authors, Journalists, Students, NGO Leaders, CSR Professionals, Investment Bankers, Entrepreneurs, Fundraisers, Humane Business Strategists, Leadership Coaches, Educationists, Armed & Police Forces, Government Professionals, Consultants and several other disciplines. **REX KID-POWER FELLOWS:** This Fellowship category will bring together children between the ages of 7-15 years from across the globe who are innovators, making a difference with their simple thoughtful actions.

**REX YOUTH-POWER FELLOWS:** This Fellow program will bring together youth who are aged 16 and upwards up to 16 -25 years from across the globe who are creative knowledge thinkers with an insight and vision to demonstrate innovative ideas that has the potential to create an impact and influence the world.

**REX SENIOR FELLOWS:** The Senior Fellow program will bring together from across the globe, young aspirants aged between 25 -40 years who have influenced their incredible ideas and projects to bring about change and impact.

**REX VETERAN FELLOWS:** This Fellow program will bring together experienced and influential people aged 40 years and above, located globally from across economies especially emerging economies who have implemented innovative ideas and projects that have been actioned and created an impact.

**REX Fellowship MISSION** is to encourage Social Justice REX Fellowship Vision: The creation of an egalitarian, just, humane and responsible society, nation and world.

REX Fellows are perceived as warriors who fight for the weak. Warriors who take on the arrogant mighty; Warriors who form the human shield that protects the values that give us hope; Warriors who fight mindsets and thoughts that strike at the very heart of man- his selfishness.

**“ Soora So Pehchaniye Jo Lare Deen Ke Het, Purja Purja Kat Mare, Kabh Hu Na Chhade Khet”-**

Guru Gobind Singh

Translated: Thus know the mark of the brave, one who fights for the rights of the weak, severed limb by limb, he stands ground.

**The way of the warrior- REX Fellowship values**

1. Rectitude- Just actions, integrity, equity and sincerity

**COMBINATION FOR SUCCESS.  
NAPOLEON HILL**

2. to never submit to intimidation, to confront pain, danger and uncertainty with resolute fearlessness, bravery, perseverance and zest
3. Benevolence- voluntary giving of help to the needy, proactively seeking one's position where she/he can be of most service.
4. Respect- positive feeling of esteem and deference towards Indian constitution and REX Fellows. All actions and conduct with regard to that esteem.
5. Honesty- truthfulness and straightforwardness with conviction
6. Honour- to keep one's word, own ones responsibilities and fulfill one's mission
7. Loyalty- faithfulness to the Constitution of India and precepts of the fellowships

Around 60 REX Fellows were awarded their fellowships in 2013

Around 100 REX Fellows were awarded fellowships in 2014.



REX Fellows 2014

# AWARD NOMINATION DETAILS & SELECTION PROCESS

Intolerance is itself a form of violence and an obstacle to the growth of a true democratic spirit.  
Mohandas Gandhi

## SELECTION PROCESS

A call for nominations will be sent out through mailers, our partners, mentors and nominators. 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. 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, but 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.

The call for nominations will be sent out by **15th August** and all Nomination Forms, duly filled and signed, should reach us by **15th September**.

The entries will be pre-screened, validated and sent to Selection Committee by **20th September**.

The awardees will be notified by **1st October**.

## Eligibility for Nomination-

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.

The eligibility for the awards shall be based on the following considerations-

- How does the nominee's action symbolize "Social Justice through Citizen Action"
- Background of issues addressed and need for action and intervention
- The social issue, cause or situation in the community, environment or society that was addressed by the nominee, to be the change and encourage social justice and citizen action.
- What was the nominee's Objective? What were the Actions taken to achieve the Objective by the Nominee? What were the resources involved, duration, level of impact of the actions taken.
- What were the Outcomes/ Results? What kinds of benefits were gained? What were the advantages the community or targeted cause gained as a result of the efforts of the Nominee.

- What were the challenges overcome by the Nominee to focus upon this cause? What were the kind of constraints or problems that were faced by the nominee and how they were overcome?
- Sustainability and Scalability of the project
- Replicability of the model to address the same issue in other areas

## Procedure for Submission of Nominations

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.

Nominators for all awards include:

- Managing Committee
- Governing Council Members
- Mentors
- Past Awardees
- NGO Members
- Honorary Directors
- Citizen Volunteers
- Concerned Citizens at large

## SELECTION PROCESS

The selection process for determining the winner of the awards will be a 4 stage process:

- Stage 1:** Prescreening of entries by iCONGO
- Stage 2:** Short listing of entries by an Expert Panel
- Stage 3:** Independent verification and validation of entries, based on Mercer Process Paper
- Stage 4:** Final selection of the awardees by the Selection Committee

"Time period for award consideration"

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.



Awardees 2014

Be kind to all around and serve one another; love to be just and true in all your dealings; pray always and so live your life that sorrow cannot touch you. Look upon the people of your own race and those of other races as members of one organism; sons of the same Father; let it be known by your behaviour that you are indeed the people of God. Then wars and disputes shall cease and over the world will spread the Most Great Peace." **Abdul-Baha**

# PARTNERS FOR CHANGE

Every right implies a responsibility; Every opportunity, an obligation, Every possession, a duty.  
John D. Rockefeller

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

## MENTOR PATRON

Lt Sh Vasant Sathe  
Veteran Statesman

## Chief Patrons

Ms. Anu Aga  
Mr. Anant Trivedi  
Mr. James Lyngdoh  
Mr. L.M. Singhvi  
Mr. Promod Chawla  
Mr. T.S. Krishnamurty

## FIRST YEAR 2006-07

Mr. Akshat Jain  
Ms. Amala Akkineni  
Mr. Anil Bharadwaj  
Ms. Anita Cheria  
Mr. Ashok Kanwar  
Begum Bilkis Latif  
Mr. Bobby Sista  
Mr. Daniel Edwin Jaya Das  
Mr. Deepak Parekh  
Mr. Deepak Chopra  
Mr. J. J. Irani  
Mr. Jagdish Sharma  
Mr. Jamshyd N Godrej  
Ms. Jasmer Dhingra  
Mr. Karan Ahuja

Mr. Keshub Mahindra  
Ms. Lynn D'Souza  
Dr. N. Bhaskar Rao  
Ms. Rajshree Birla  
Mr. Ratan N. Tata  
Mr. Rex Fernandes  
Ms. Rufina Fernandes  
Dr. S. Parasuraman  
Mr. Tejendra Khanna  
Mr. V. R. Jathar

## SUBSEQUENT YEARS

Ms. Anita Mathew  
Ms. Anjee Agarwal  
Mr. Armando Gonsalves  
Mr. Arun Maira  
Ms. Chandini Chhabra  
Dr. Chinkholal Thangsing  
Mr. Crispino Lobo  
Mr. Ernest D'Souza  
Fr. Herman Bacher  
Ms. Garima Khanna  
Mr. Gautam Ghosh  
Mr. Gregory Roberts  
Mr. James Rebello  
Ms. Jamuna Rangachari  
Dr. Jayashree Pandya  
Dr. Lalit Kumar  
Ms. Mallika Dutt  
Ms. Marcella D'Souza  
Ms. Meera Sanyal  
Ms. Mita Kapur  
Mr. Nalong Mize

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  
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Lintas Media Group  
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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

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SPJIMR  
St. Xavier's College  
TISS

## MEDIA PARTNERS

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Deccan Chronicle  
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Outlook  
Sanctuary Asia  
Tehelka  
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The Idea Works

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Regional PR

## FILMING PARTNERS

A Little Anarky Films



One Vision for the World Karmaveer Awardee Kaizaad Kotwal with  
Dr. David Dror and Adv. Sukhbir Singh

With every civil right there has to be a  
corresponding civil obligation.

Edison Haines



# GLIMPSES FROM THE PAST

“One great thought can change the dreams of people. One great action lived out by each of us can change the world”



If you want a love message to be heard, it has got to be sent out. To keep a lamp burning, we have to keep putting oil in it.  
**Mother Teresa**

**The KARMAVEER Puraskaar is a coveted recognition for a chosen few, who have decided to 'Be The Change' that they want to see in this world. This award is not instituted to promote any consumer brand and has a rich and empowering value based philosophy as its foundation. The award is not given to just anyone and everyone, but to concerned citizens who have consistently proven that it is better to light a candle than to curse the darkness by doing whatever little or big they could for social justice through citizen action. Past awardees have gone ahead to win bigger awards and have also become global ambassadors/ advisers/ champions/fellows and leaders for international organisations.**

Based on discussion and suggestions from various awardees, nominators and citizens, the Karmaveer Puraskaar criteria (besides the process and nomination audit we follow as recommended by MERCER and implemented by GRANT THORNTON) for award winners is as given below.

- Every year we would have a Selection Panel of about 9 persons, drawn from all over India, consisting of the people of India (as these are the National people awards for social justice and citizen action) from all walks of life and 2-4 past awardees. The names of selection committee members, along with their profiles, will be put up on REW and karmaveer website
- Award will be strictly on merit- by recommendation, nomination and selection
- We would have fixed guidelines for nomination, selection and also for the awardees (given below)
- The list of nominators will be up on the website. All past awardees are also nominators
- 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. All awards may be through nominations by self, people at large or our nominators. However some award categories may be exclusive of the nomination process and the management of iCONGO shall reserve the right to research, find and choose the awardees for these categories (details of such categories given below). 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 year wise on [www.righteverywrong.com](http://www.righteverywrong.com), [www.karmaveer.com](http://www.karmaveer.com) and [www.dishooom.com](http://www.dishooom.com), along with their citations.
- The awardees will be intimated one month before the awards function

## Guidelines-

- 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 and noble laureates. If any person leaves after receiving their award, the management reserves the right to call back for the trophy and citation and cancel the award
- 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.
- All awardees shall be required to write a few thoughts and speak on the theme of the RIGHT every WRONG conclave in the year of receiving award.

## Award categories Open to Selection

- Award Categories Open to Selection
- Lifetime Achievement KVP
- Lifelong Fight for Social Justice Through Citizen Action
- Corporate Citizen KVP
- Media Citizen KVP
- Civil Society Citizen KVP
- Student Citizen KVP
- Professional citizen KVP
- Young Social Entrepreneur Citizen KVP
- Kids 4 Change
- Art 4 Change
- Fashion 4 Change

## Award categories Nominated by iCONGO

- Global Citizen KVP
- Global Indian KVP
- Real Wealth Creators for the Communities
- Government Citizen KVP
- Artistes 4 Change KVP
- Sports People 4 Change
- Young Creative Citizen Karmaveer Puraskaar
- Karmaveer Chakra

# Karmaveer Puraskaar and Chakra - Differentiator

*"Don't worry when you are not recognized, but strive to be worthy of recognition."  
Abraham Lincoln*

## **Karmaveer Puraskaar (KVP)**

Karmaveer Puraskaar are Global Awards for Social Justice & Citizen Action. Based on the simple mantra of being the change we want to see in our world by lighting a candle to spread light, rather than cursing the darkness, KVP is given to citizens who consistently perform basic duties & responsibilities.

The Karmaveer Puraskaar is given to citizens of Indian origin as well as Global Citizens for their selfless and sustained efforts to "Be and Lead The Change", as our "Individual Social Responsibility" towards building an egalitarian, just, humane & responsible Society, Nation and World

Karmaveer Puraskaar takes into consideration the social impact made by the person, over a period of atleast 5 years. In some compelling cases the time factor may be relaxed at the management's discretion.

Karmaveer Puraskaar takes into consideration the overall contribution & Total Social Model set up by the person, including her/his approach and/or the Impact, Replicability, Sustainability of the project.

Karmaveer Puraskaar has to be nominated by someone. No self nominations are accepted.

Karmaveer Puraskaar nominations are accepted from People known to iCONGO, past awardees, our nominators, partners & supporters or people who know of a person's work intimately.

Karmaveer Puraskaar shall be given to any individual in any category only once in a lifetime. We shall not nominate or choose a person twice. However based on the continuity and sustainability of their work we, at our discretion, may also consider awardees for other categories or for lifetime achievement.

Karmaveer Puraskaar shall be strictly given to awardees only at our annual Karmaveer Puraskaar awards gathering on 26/11. We may consider giving an award outside the ceremony only if there is an unavoidable situation.

KVP may be revoked in case of any wrongdoing by an awardee.



**THF Karmaveer Chakra- Hope alive Award**

## **Karmaveer Chakra (KVC)**

Karmaveer Chakra is the National Medallion of honour for proactive voluntary citizen action to Be & Lead the Change. Launched in partnership with the UN, it is given to citizens who have begun to perform their duties & own their responsibilities as citizens.

The Karmaveer Chakra is given to citizens, including students, for their selfless FIGHT FOR THE RIGHT to improve systems & encourage good governance by initiating legal action and voluntary activism to lead the change for the greater public good & citizenry at large.

Karmaveer Chakra takes into consideration the volunteering spirit of the person, the immediate impact of her/his actions and the will to continue serving the society.

Karmaveer Chakra takes into consideration the Citizen Action of the person, the way it has impacted the target community and served as a source of inspiration for others around her/ him

Karmaveer Chakra may be through self nomination or nomination by others.

Karmaveer Chakra nominations can be suggested randomly by all citizens at large from across the globe. Karmaveer Chakra awardees also become nominators once they have received the KVC honour.

Karmaveer Chakra awardees may apply every year even after winning a Chakra, for a different volunteer action, and also be eligible for the Karmaveer Puraskaar after we know more about their work. Thus Karmaveer Chakra awardees have a multiple opportunity of being honoured & recognised for their work by being consistent by sustaining their efforts.

Karmaveer Chakra shall be strictly given to awardees at the RIGHT every WRONG conclave. We may relax this for school children/ students and bestow the honour at a school gathering.

KVC may be revoked in case of any wrongdoing by an awardee.



**Silver Innings Karmaveer Chakra for Exceptional Work for Senior Citizens**



**For more details, please log on to** [www.karmaveerglobalawards.com](http://www.karmaveerglobalawards.com) or contact  
Jugnu Grewal, Honorary Curator, Karmaveer Puraskar Global Awards  
**Email only:** [jugnu@icongo.in](mailto:jugnu@icongo.in) or [jugnualmeida@gmail.com](mailto:jugnualmeida@gmail.com)