

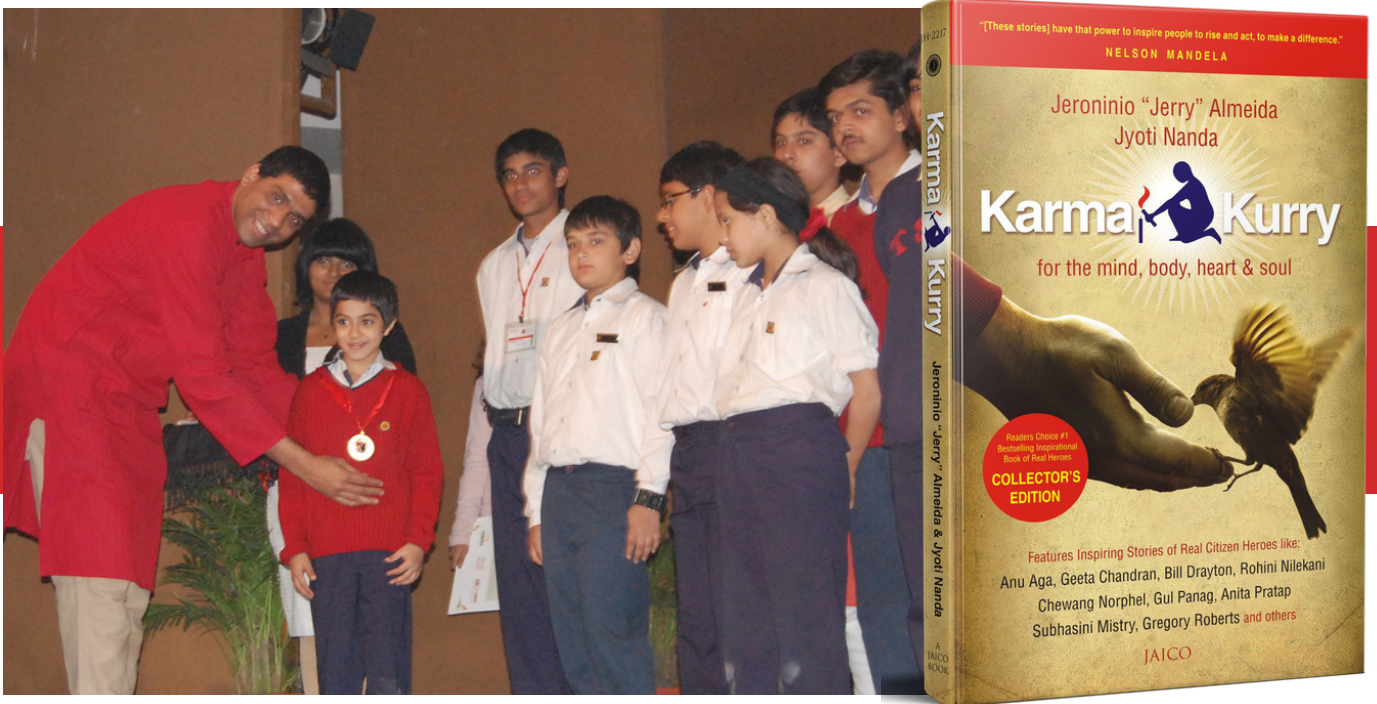
# REX KARMAVEER GLOBAL STUDENT STORYTELLING FELLOWSHIP (RKGSTF 2023-24)

EMPOWERED BY  
KARMAVEER CHAKRA AWARDS

Instituted by **iCONGO** in Partnership with **United Nations**

Here's your exclusive opportunity to be featured as a storyteller/co-author in the bestselling Karma Kurry book series with author **Jeroninio "Jerry" Almeida**

ELIGIBILITY FOR ENTRIES - CLASS V TO CLASS XII



## Inceptors and Architects of

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

# The biggest Gift and Award at Rex Karmaveer Global fellowship is knowledge, wisdom and learning2learn



Rex Karmaveer Global Student Storytelling Fellowship (RKGSSTF) is a community for students within the larger Rex Karmaveer Global Fellowship community (RKGFF) empowered by the Karmaveer Chakra awards instituted by iCONGO in partnership with the UN. Our fellowship is a **community of people** who are driven by purpose and have a shared vision, common cause and mutual intent of **learning2learn** for personal discovery, growth and transformation, **because all change starts with the self.**

We passionately work with **people from across the globe**, for the mission of **encouraging social justice through citizen action**, with a vision of **creating a better, safer, just, humane, egalitarian, fair and responsible society and world.** Thus our Passion Mantra is 'Together as ONE we can RIGHT every WRONG' to experience 'The Joy Of Giving', simply by being and leading the change. I Change to change our society. I change to change our community. **I change to change our nation. I change to change our world. I change to change everything and everyone.**

**Over the past 20 years** we have worked with various citizens & multiple stakeholders, to create win-win partnerships by bringing **together a wide cross-section of concerned, responsible and caring citizens of the world** from Government, Bureaucracy, Corporates, Academia, Civil Society, Media, Police, Armed Forces, Entrepreneurs, Sports, Movies, Music, Creative Arts, Performing Arts, Liberal Arts, Youth and Student sectors, **to stand up, speak out and make a difference** with **Individual social responsibility.**

Our **REX Karmaveer Global Fellows** are credible, ethical, members of society who are specifically curated, nominated and awarded in recognition of their work and accomplishments **to make a difference in society** or their inspiring work, deeds and ideas for action to **change mindsets** for the **betterment of self and society.** All our fellows are stellar **Voices of Conscience, Voices of Humaneness and Voices of People Power**, who exercise and rejoice **THE POWER OF ONE.**

Our **Rex Karmaveer Global Youth Fellows** are undergraduate students from different disciplines, **who have led by being the change that they envisioned in their ecosystem to inspire others to follow the untrodden path by creating an inspiring legacy** to make our world a better, safer place. We believe all our chosen **Rex Karmaveer Global Fellows** have huge potential to become bigger champions of change and better citizens of the world. All our **Rex Karmaveer Global Youth Fellows** have lifelong access to the coveted **Rex Karmaveer Global Fellowship** network, which offers **great life, leadership and learning2learn lessons** from some of the **best mentors-in-residence**, who are our senior fellows curated from around the world.

Our fellowship is **BY INVITATION ONLY** and the **Karmaveer Chakra (KVC)** award is given to students only after they complete the lessons in the first part of their fellowship and announce a project that they would work on as **champions of change.** The **Karmaveer Chakra** award and honour is not just a prize, recognition or medal, but an entrustment and trusteeship to follow the guiding principles and values of humanity **by shouldering more responsibility to discover more, learn more, grow more, do more, be more, change more and contribute more.**

The **biggest gift and award** of the **Rex Karmaveer Global Fellowship** is the **life, leadership and learning2learn lessons** through our stories that we share with each other **for greater self-awareness, self-discovery/transformation and social consciousness,** **to inspire solid character and unleash our unlimited heroic potential.**

*When winds of change blow,  
most hide behind walls,  
few choose to harness the wind  
and build windmills!*

## **ABOUT REX KARMAVEER GLOBAL STUDENT STORYTELLING FELLOWSHIP (RKGSTF)**

The REX Karmaveer Global Student Storytelling Fellowship (RKGSTF) is a short story writing contest open to students in grades V through XII. We are inviting kids from all around the country to submit a 300–1000 word factual tale about a real-life hero they know or have heard about, someone they believe has changed society for the better.

This fellowship will also serve as a bridge between aspiring authors and young writers. All of the participating children will receive a pre-recorded learning session that will aid in their imaginative story-building. Additionally, they will get the opportunity to collaborate with Jeroninio "Jerry" Almeida, best-selling author of the Karma Kurry book series.

All winners will be announced at Rex Karamveer Global Student Story Telling Fellowship and Karamveer Chakra Awards ceremony 2023.

An electronic certificate and medals will be given to each participating student. Gold, silver, and bronze medals will be awarded to the top 3, correspondingly.

## MISSION:

To inspire students / youth to pursue their dream and transform their passion into their vision and mission of life. To inspire them to step out of their comfort zone to find impactful stories about real-life heroes thus preparing them for the essential life, leadership and learning to learn skillsets of the future, which include effective communication, presentation and creative writing that is rooted in the art, craft and science of storytelling.

## WHY:

Global institutes and Think-Tanks have researched and identified Empathy, Emotional Intelligence and Learning2Learn is the most essential skill set and life skills of the future in all dimensions of life. Many students around the world (especially in India) lack skills in effective communication, presentation and creative writing and hence get left out of their life mission and career growth.

We aspire to encourage students to learn, advance and practice their communication, presentation and speaking skills for continuous improvement through storytelling.



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

**Rehan A. Khan — Healthcare CEO, Board Member & Investor**

My daughter Bani and I have been fortunate to attend Jerry’s leadership sessions. I attended the one he conducted at the Microsoft office and my daughter attended his session in school. Jerry has helped us both to see things in a different light with his simple insights and pedagogy. I have become more affirmative and encouraging with people and cognizant of my work-life-play balance. Bani has lost her inhibitions and shyness and become more confident and outspoken. When Jerry nominated Bani for the REX Karmaveer Global Fellowship and shared the form with us, the questions not only helped Bani to gain a clear path in her life but also helped me to understand what I need to focus on and what I need to let go of. The questions in the form are very powerful.



**Karan Bajwa- Country Head Of Microsoft**

# Meet our Authors/Mentors



Zak Ebrahim

*Motivational Speaker  
against terrorism*



Barke Kamuss

*Entrepreneur |  
Founder of Barke-Be  
Your Own Hero*



Mike Rana

*Veteran IAF Officer |  
Software entrepreneur |  
published author*



William Kamkwamba

*Innovator | The Boy Who  
Harnessed the Wind*



Tara Kaushal

*Media Consultant*

At REX Karmaveer Global Fellowship the quest for continuous learning, knowledge and wisdom is most imperative and what we consider as the greatness of our chosen fellows, the will and choice for eternal learning. We at RKGF lay huge emphasis for learning and learning2learn as the biggest gift and award for growth of our fellows and thus have created a very unique fellowship that adds huge value to all our REX Karmaveer Global Fellows through collaborative-learning, wisdom transfer and knowledge sharing.



Desmond Clark

*NFL American Footballer |  
CEO of Desmond Clark  
Investment Group*



Kabir Bedi

*Actor | Voting  
member of theHistorian  
Academy that Awards  
the Oscars*



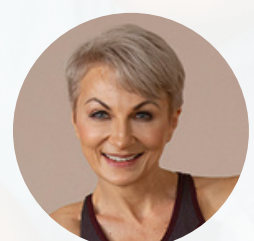
Gen. Ian Cardozo

*Army Officer | Military*



Rusty Labuschagne

*International  
Inspirational Speaker*



Vesna Peričević Jacob

*Physiotherapist | Pilates  
teacher*



I loved how the above excerpt talks not only about education and learning, it equally emphasized the need for “Learning2learn”! The sad truth of highly expensive degrees not building highly civilized members of society is starkly brought forward. Thank you, Jerry, for sharing these insights in a tangible format of understanding and weaving its truth in our every-day realities.

Bhavya Arora - Mental Health Professional

# MASCOT MENTORS

All chosen students will get to attend masterclasses packed not only with storytelling lessons but also with compelling life, leadership and learning2learn lessons with bestselling authors & storytellers like **William Kamkwamba** (The Boy who harnessed the wind), **Zak Ebrahim** (The Terrorist's son), **Kabir Bedi** (International Movie Star), **Gen. Ian Cardozo** (War veteran and living legend whose life story is being made into a movie titled Gorkha), **Desmond Clark** (NFL American Football Superstar and Hall of Famer), **Vesna Pericevic Jacob** (Functional Applied Science Specialist), **Tara Kaushal** (Journalist & Media Consultant), **Dr. Marcus Ranney** (Medical Officer in the Royal Air Force and NASA Kennedy Space Centre), **Natalie Turner** (Innovation Expert & Coach), **Joanne Flinn** (Business Leader), **Barke Kamuss** (Entrepreneur), **Sunil Robert** (Tata Business Leader, Marathoner & Toastmasters storyteller) **Monique Sakhi** (Mindful Coach & Image Consultant), **Arun Maira** (Former Chairman – Boston Consulting Group & Member - Planning Commission), **Rusty Labuschagne** (Entrepreneur & Motivational Storyteller) **Juanita Vorster** (Entrepreneur Mentor), **Vinay Gupta** (Business leader & CEO), **Eitu Vij Chopra** (Co-Founder Rex Karmaveer Global fellowship Mission & Initiatives, Teacher, Author, Poet and Mindset Coach), **Mike Rana** (Veteran IAF Officer, Software entrepreneur, blogger & published author), **Bishop Riah Abo El Asal** (Anglican Bishop of Jerusalem and Middle East who facilitate the Oslo Peace Accord) along with lessons in storytelling from Teenager authors **Shaina Bhatia**, **Simone Noorali** and Teenager Filmmaker & Storyteller **Vir Srinivas** who been chosen for several film festival awards (including Best History Film at the prestigious and most coveted Cannes World Film Festival) for his brilliant movie “Orders from Above”, which was made in 2021 during the second wave lockdown, without any funding or production budget.



Eitu Vij Chopra



Vinay Gupta



Shaina Bhatia



Sunil Robert



Vir Srinivas



Simone Noorali

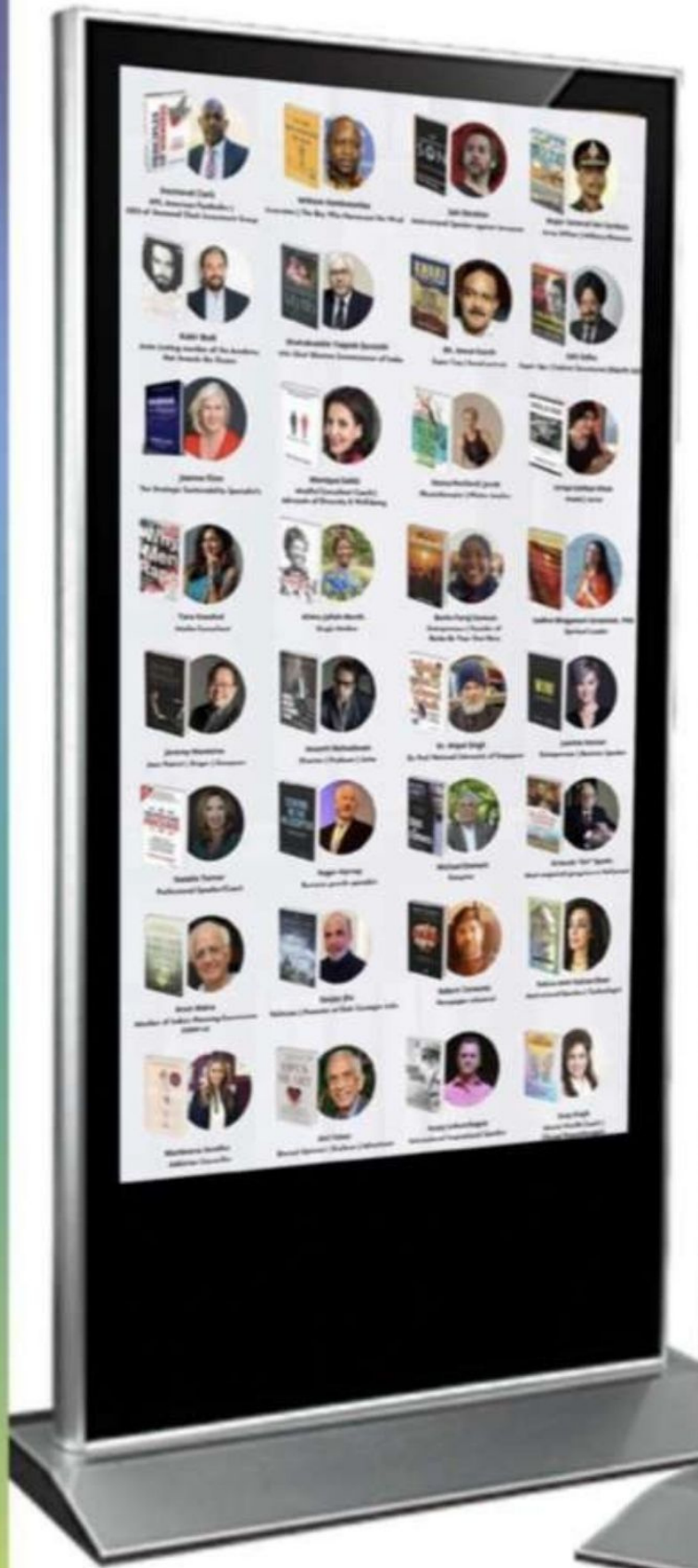


Jeroninio Almeida

**BE THE CHANGE!**

# World Class Storytellers

We shall also be including speakers from our online Bestselling Author Conversations



[www.rexideas.com](http://www.rexideas.com)

#Tmm7



## STORYTELLING MASTERCLASS HIGHLIGHTS, FEATURES, ADVANTAGES & BENEFITS.

### Benefits for student:-

To be part of our coveted and curated learning program, moJOsh Inspirator Life and Leadership lessons with Jeroninio Jerry Almeida and other Best-selling Authors/Writers. The students get the unique opportunity to be inspired and future-ready, through creative writing and reading skills as well as life skills and values to encourage them to pursue their dreams with passion and conviction and unfurl their heroic potential. The program also covers mental, emotional and moral intelligence learnings and tools that will support children to navigate through life with grace and equip them to take on responsibility and make a difference and be a contributor with a growth mindset.

### Features of RKGSTF:-

- One MASTERCLASS with master storyteller and iCONGO founder Jeroninio Jerry Almeida, the author of the Best-Selling Karma Kurry book series. Jerry is also India's leading Leadership and Inspirational coach.
- Learn from 10 Curated Story Telling & Creative Writing Tutorials with insights from international bestselling authors. These have been specially curated for students to learn writing and communication skills from globally acclaimed creative writers and authors in the industry, locally and internationally like, Peter J Merrick, Kabir Bedi, Nandana Sen, Gen Ian Cardoso, Bittu Sehgal, Pamela Gale Malhotra, William Kamkwamba and many more.

### Advantages for All Participating Students:-

- Learn, Improve and Practice Creative-writing, Public-speaking / Presentation and Communication skills with mentoring by real-time storytellers, filmmakers and authors.
- Students will also learn moJOsh Inspirator life, leadership and learning2learn lessons from mentors from around the world, worth INR 1 million (10 lakhs).
- All chosen participants will have access to cutting-edge skill-pills to hone their storytelling skillsets, cool-tools to improve their oratory & writing skills and storytelling practice cards.

**RKGSTF provides CORE ESSENTIAL SKILLS to PREPARE STUDENTS FOR LIFE AND FUTURE CAREERS** like creative-writing, creative thinking, critical thinking, problem solving, public speaking, effective communications, learning2learn and reading.



## STORYTELLING MASTERCLASS HIGHLIGHTS, FEATURES, ADVANTAGES & BENEFITS.

### Benefits for All Participating Students:-

- All students automatically become part of the Rex Karmaveer global community.
- Certificate of learning as a REX fellow to each student.
- Initiation into the Rex Karmaveer Global Community for more learning and growing opportunities.
- 600 Winners that will be finally chosen will get the opportunity to be published in the highly successful Karma Kurry book series.
- 600 Winners (300 each from Year V-Year VII & Year VIII- Year XII) will also be featured in exclusive AuthoREXperience conversations that are telecast live on our channel along with Bestselling authors.
- First Edition Collectors exclusively autographed copies of Karma Kurry books as learning and inspiration to each student.
- 80G Tax receipt for all payments to the parents.

### Benefits for Schools:-

- School accredited (named) for all Story Telling Winner mentions (600 students) across media and in Press releases.
- School Participation: Each school becomes part of the curation process and creates a 2/3-member Jury panel (Teacher+ Parent) to choose the 20 best entries from their school that could be chosen to be published in the Karma Kurry Book series with the school name mention too.
- Mention all schools as well as parents and teachers in the jury on our website.
- Participation Citation for school.

***I change to change the Society***

***I change to change the Nation***

***I change to change the World***

## STORYTELLING MASTERCLASS HIGHLIGHTS, FEATURES, ADVANTAGES & BENEFITS.

### Masterclass highlights-

- Learn, Improve and Practice Creative-writing, Public-speaking/Presentation and Communication (written & spoken) skills with mentoring by real-time storytellers, filmmakers and authors. Students will also learn moJOsh Inspirator life, leadership and learning2learn lessons from mentors from around the world, worth INR 1 million (10 lakhs). All chosen participants will have access to cutting-edge skill pills to hone their storytelling skillsets, cool tools to improve their oratory & writing skills and storytelling practice cards.
- Every student who signs up and participates will receive a Certificate of Merit and Citation along with a digital Karmaveer Chakra badge of honour. Every student will also become an integral member of the coveted and inclusive Rex Karmaveer Global Fellowship.
- An opportunity to be featured as a co-author in the bestselling Karma Kurry Book series. 100 the best stories will be chosen for the book. All stories submitted to us will be featured on a Real Heroes Web Portal, which has a large reader base and audience.



### Features-

- One MASTERCLASS with master storyteller and iCONGO founder Jeroninio Jerry Almeida, the author of the Best-Selling Karma Kurry book series. Jerry is also India's leading Leadership and Inspirational coach.
- Learn from 10 Curated Story Telling & Creative Writing Tutorials with insights from international bestselling authors. These have been specially curated for students to learn writing and communication skills from globally acclaimed creative writers and authors in the industry, locally and internationally like, Peter J Merrick, Kabir Bedi, Nandana Sen, Gen Ian Cardoso, Bittu Sehgal, Pamela Gale Malhotra, William Kamkwamba and many more.

## STORYTELLING MASTERCLASS HIGHLIGHTS, FEATURES, ADVANTAGES & BENEFITS.

### Advantages-

- Be part of a unique fellowship as our esteemed Honouree.
- An opportunity to have your story published with Asia's highest-paid inspirational author/storyteller in the bestselling Karma Kurry Book series.
- Unique life skills that they don't teach you in school and college from real-time practitioners and bestselling authors.
- Learn, Improve and Practice Creative-writing, Public-speaking/Presentation and Communication (written & spoken) skills with mentoring by real-time storytellers, filmmakers and authors. Students will also learn moJOsh Inspirator life, leadership and learning2learn lessons from mentors from around the world, worth INR 1 million (10 lakhs). All chosen participants will have access to cutting-edge skill pills to hone their storytelling skillsets, cool tools to improve their oratory & writing skills and storytelling practice cards.
- RKGSTF provides CORE ESSENTIAL SKILLS to PREPARE STUDENTS FOR LIFE AND FUTURE CAREERS like creative writing, creative thinking, critical thinking, problem-solving, public speaking, effective communications, learning2learn and reading.



- Learn unique and most essential moJOsh Inspirator life, leadership and learning2learn skills like creative writing, storytelling, and presentation (Basic modules) to prepare you for your career and journey of life.
- Be recognized as an RKGSSSTF with the Karmaveer Chakra Badge of Honour which you can add to your profile and Curriculum Vitae.
- As our fellow, you may also have an opportunity to be nominated and chosen for the Rex Karmaveer Global Youth Fellowship in the future, where you would gain cutting-edge lessons in entrepreneurship to become a Missionary Passiopreneur. These lessons are carefully curated with some of the best Missionary Passiopreneurs from around the world, who will mentor you to transform your passion into your mission for life and are worth over INR 5 mn (50 lakhs)

**These also include mindset-changing lessons for parents and teachers from the flagship learning programs created and conducted by the founders at the Rex Karmaveer Global Fellowship mission. Great Parents make Great Leaders - Cutting Edge Parenting lessons to enable focus on children's potential.**



What else could one look forward to the humble yet impactful **Jeroninio Almeida** as the motivational keynote speaker at RSC19. His words of wisdom are enough to inspire the change ushers of tomorrow to look forward to changes and challenges in future years.

**“Not Just Teachers- but awakeners, enlighteners and transformers, because teachers can see, touch and change the entire world, for the better”.**

**Team Building and Synergy, Conflict Management, Entrepreneur Mindset, Creative Writing, Project Management, Out of Box and Lateral Thinking, Strategic Planning and other Life/People and Soft Skills.**



At the Nudge Foundation



A mentoring program conducted for all senior women mentors and their mentees at Edelweiss.



**Not Just TALKS! Ideas for ACTION!**



# REX Karmaveer Education Change Champions Fellowship & Awards

*In an interview with EducationWorld, Jeroninio Almeida, management & OD consultant, inspirational orator-author-storyteller, internationally certified leadership-life coach and UN advisor had this to say about the path-breaking REX-Karmaveer Education Change Champions (ECC) Fellowship & Awards.*

## What is the REX Karmaveer ECC awards all about?

April 15, 2019 was a Red-Letter day for the education sector and schools. The REX-Karmaveer Education Change Champion Awards, was launched that day. **The awards are bestowed on schools that promote holistic character-rooted education** to make children better human beings, better citizens, and better leaders.

Powered by REX-Karmaveer-Global-Fellowship and **Karmaveer-Chakra Awards**, instituted by **International-Confederation-Of-NGOs-(iCONGO)** in partnership with **UN**, these awards are truly by, of and for educationalists, and a tribute to the people-president and life teacher **Dr. APJ Abdul Kalam** who had offered to be the ambassador for the awards and the **International-Volunteering-Olympiad** (now renamed **International-Volunteering-LifeSkilling-Fellowship** after our the education-change-champions shared insights about the nomenclature when we launched this in the forum).

Eminent educationalists are a part of the ECC-Learning-Circle, under whose guidance these awards were finalised. Co-chaired by honourable Aditi Mishra (Principal, DPS Gurugram) and globally renowned education reformer Mark Parkinson, other ECC-Learning-Circle members included education leaders/principals such as Eitu Vij Chopra, Dipinder Kaur, Faiqa Saulat Khan, Madhu Bhatnagar, Maya Norula, Seema Sablok, Simmi Sukul, Anil Puri, Nishant Sharma and Rakshit Tandon. They worked for over a year, to create **meticulous guiding principles** for creating a **credible awards initiative**, by researching and nominating worthy **Education Change Champion** schools from across India. The aim was to find **100 such schools and after researching many, 75 were shortlisted and 68 schools were awarded**. Awards were strictly not given in absentia.



Jeroninio Almeida

## How did the day pan out? Any personal takeaways?

The day-long forum had several panel discussions with eminent educators and parents, who discussed **"The need for character-building as a pillar-of-education"**, "why volunteering/service is essential for students?" and **"why schools should promote individual-social-responsibility to drive change for the better?"**

The forum also had inspiring talks by Manish Rai, a grassroots environmental activist who teaches children to preserve the environment, Dev and Chandni who run the Voice Of Slum schools and a soul-stirring presentation by **Aditi Mishra about the humbling experience of providing quality education to under-served/un-served children** through Shiksha Kendra at DPS, Gurugram, Sector-45.

My personal takeaway was from **Mark Parkinson's keynote**. He began by asking the over 250 eminent educators in the audience, **"are schools truly ready for change and for the future?"** He then spoke about skills that Industry wants, such as complex problem-solving, critical-thinking, creativity, people-

management, team-coordination, emotional-intelligence, judgment and decision-making, service-orientation, negotiation, and cognitive-flexibility.

## That did set the tone for the day, didn't it? What were the areas that you were keen to present to the audience?

I began with a slide that highlighted **skills-needs-gaps by Edxel-UK-Research**, which shows that future-skills desired by business leaders and parents are goal-setting, time-management, planning-preparation, teamwork, conflict-management, analytics, fun, desire-to-learn, good-health/hygiene and also life skills such as initiative, responsibility, self-direction, personal productivity, problem-solving, effective-communication (listening), collaboration, cross-cultural understanding, emotional-stability, entrepreneurial mindset and meaningful work.

I then asked a simple question, "do children study or learn in schools?" The prompt response was study, whereas **the most-imperative-skill for the future is learning-2-learn**, where individuals focus on self-learning in every moment/situation for continuous improvement.

I then shared a movie-clip from "The-Book-Of-Henry" where Henry is conversing with his teacher, Mrs. Evans. Henry, is a very gifted child who wants to stay in a normal school to stay grounded and not get some cocky sense of entitlement.

Henry Carpenter: Our legacy isn't what we write on our resume or how many commas we have in our bank account. It's who we're lucky enough to have in our lives and what we can leave them with. So, I say we do the best we can, and that's what I think about my legacy.

Mrs. Evans: Henry, remind me again why we can't put you in a gifted school?

Henry Carpenter: Because it's better for my psychosocial development for me to interact with peers at a normal school environment.

### What do you see as the main areas of concern when you work with children and adults?

After 12 years of working with hundreds of thousands of school owners/principals/parents/teachers/students in schools/colleges/B-schools around the globe through my talks/workshops, I have concluded that future-unready and creatively-challenged "broken" parents/educators/grown-ups (most, not all) are preparing children for the future and are stifling children with their limited beliefs, mindsets, thoughts, paradigms, and boundaries. To quote Frederick Douglas "It is easier to build strong children than to repair broken men".

Parents have reduced education to a career and fancy-lifestyle, and end up making children develop a false sense of entitlement. That's frightening!

Educators understand this but come under pressure as most parents only focus on performance-of-percentage. Thus, education

gets reduced to studying-by-rote, to get high-percentage and a certificate/degree. So, the child becomes a career mule burdened all his life, in a thankless-hated job (the Gallup-World-poll shows that 85% of people who come to work, hate their jobs). Truth be told, the child could have learned more, been more, done more, grown more, contributed more, if parents had chosen to focus more on their child's innate potential.

### Given the problems resulting from the educational focus on high percentage of marks, how do you see forums such as this attempting a shift?

As education change champions, we would like to lead parents and teachers to understand the need to go beyond academic knowledge and fancy-degrees.

Most Schools/Parents/Teachers focus on competence/talent without realizing that talent/competence is over-rated. It is not our talent/competence, but character that takes us beyond. Global studies have already proven this.

There is a dire need to focus on **character-rooted learning** and to **prepare children for learning-2-learn (identified as the most essential skill for the future), leadership and life skills which encompasses physical, mental, emotional, spiritual and moral intelligence**. I explained to educators "empathy and emotional/moral intelligence is the biggest skill and currency for future growth. **We must teach children to make a contribution and become contributors who create value and not just to chase a career as a "career mule".**

### What makes you say that making a contribution and volunteering are very important life skills?

The moJOsh-Inspirator learning was created by the REX Karmaveer Life-Skilling Gurukul, after 18 years of research and validated by several people around the world, who have gained through our training/coaching/mentoring workshops and talks in the corporate, education and non-profit sectors. The learning covers physical, mental, emotional, spiritual and moral intelligence and **character-rooted learning essentially required for life and future-careers**.

There is ample research/data on why volunteering is one of the best forms of life-skilling, and we are taking this character-rooted learning to schools through the **international-volunteering-lifeskills-fellowship (IVLF)** and moJOsh-Inspirator life, leadership and learning-2-learn lessons. They are designed to empower children lead a **humane, holistically healthy and happy, life and lifestyle**.

### What is the aim of IVLF?

Through **IVLF, we create joy and fun as we learn-2-learn**. Students shall choose to volunteer for any cause/activity dear to their heart. Schools should not enforce the volunteering activity on the child. **Every student shall be awarded/certified with the REX-Karmaveer-Chakra Badge-of-Honour/Citation, instituted in partnership with the UN**. This citation will enable children to create a **worthy profile/portfolio that has solid merit** for future education and career opportunities. **Currently, all Top universities/employers look for persons with these skills**.

We launched IVLF, at this forum, with the founder torchbearer schools who were awarded on 15-April, 2019.

### Any parting words, Jerry?

Imagine if **schools/teachers/parents inspired solid character to unleash heroic potential** and enabled children for learning-2-learn, to explore/realise/grow their unlimited-potential and powers, from childhood through the wonder-years-in-school, rather than making them study the same-humdrum-books like **sheep-in-a-herd** and leaving them more confused in life, after receiving an expensive-degree.

**Lions breed lions**. Hence through the REX-Karmaveer-Education-Change-Champions-Fellowship and **International Volunteering-LifeSkills-Fellowship and Awards**, we shall be working closely with the **holy trinity, i.e. students-parents-teachers**.



Ms. Eitu Chopra, Ms. Tina Rajan, Mr. Mark Parkinson, Mr. Anil Puri and Mr. Nishant Sharma (right to left)

**EW Grand Jury Awards 2017-18**



**GREEN SCHOOLS INDIA #1**

The Shriram Millennium School, Noida's director Uttara Singh (left) receives award from former India test cricket star Zaheer Khan



**GREEN SCHOOLS INDIA #2**

Sanskriti The Gurukul, Guwahati's founder Ashutosh Aggarwal (centre) receives award from iCongo's Jerry Almeida and Camlin's Chandrashekhar Ojha (right)



**GREEN SCHOOLS INDIA #4**

The Chintels School, Kanpur's director Kavisha Khurana Vij (centre)



**GREEN SCHOOLS #5**

St. Xavier's English High School & Jr. College, Thane's director Asha Telavane (right) and Janhavi Ravi (centre left)



**STEAM EDUCATION EXCELLENCE INDIA #1**

Lotus Valley International School, Noida's Jyoti Gupta (centre), Nidhi Kapur (centre left) & Malavika



**STEAM EDUCATION EXCELLENCE INDIA #2**

Venkateshwar International School, Dwarka's founder-principal Mrinalini Kaura (centre left)



**STEAM EDUCATION EXCELLENCE INDIA #3**

Wisdom High International School, Nasaik's principal-director Shalini Kadwe



**STEAM EDUCATION EXCELLENCE INDIA #4**

Redbridge International Academy, Bangalore's chairman Sandeep Agarwal



**STEAM EDUCATION EXCELLENCE INDIA #5**

Dr. Sarvepalli Radhakrishnan Vidyalaya, Borivali (W), Mumbai's principal Manisha Arondekar



**EXTRAORDINARY LEADERSHIP INDIA #1**

Miles Bronson Residential School, Guwahati's founder and principal Dr. Nripen Kumar Dutta (right) receives award from Zaheer Khan



**EXTRAORDINARY LEADERSHIP INDIA #2**

Army Public School, Delhi Cantt's principal Neetu Kapoor



**EXTRAORDINARY LEADERSHIP INDIA #4**

Sanjay Ghodawat International School, Kolhapur's chairman Sanjay Ghodawat with EW Grand Jury Award

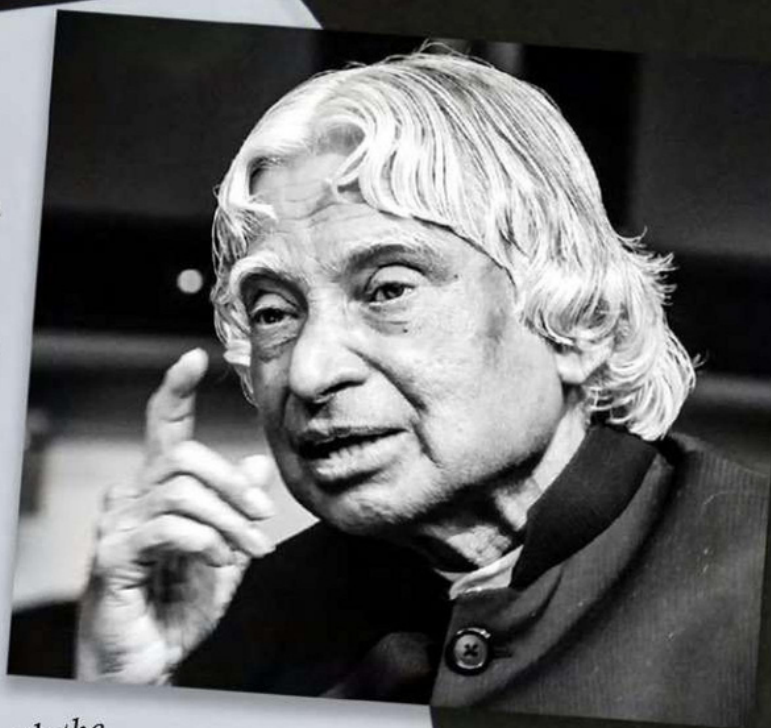
*“Modern education may make one intelligent but not wise. Wisdom comes from character, social consciousness, self awareness, human values & our own conscience that helps us differentiate right from wrong and choose the correct path.”*

*~ Jeroninio Almeida*

The words of **Dr. APJ Abdul Kalam** to Founder of Rex Karmaveer Global Fellowship and Award, Jerry Almeida were, “the idea to inspire solid character in young students, through partnerships with schools and colleges, has great potential to marshal change in our country. I feel it is a timely step in the right direction.

I am happy to address our young student leaders in schools and colleges to join the movement and become champions of change. I have a book titled, “Children ask Kalam”. We can also create a book series titled “Children and Students ask Kalam”, based on my interactions with the students, about our responsibilities, duties and ideas to be the change. I also echo your sentiments about the need to practice human values and fulfill our fundamental duties as citizens of this great nation. I have also shared thoughts similar to yours, in my books like *Envisioning an Empowered Nation*, *Inspiring Thoughts* and *Ignited Minds*.

I absolutely agree with you, that India will have a better future and become a truly great nation, when we change the mindset and attitudes of our people, children and youth. This has inspired me over the years to engage with youth and children to inspire them to serve the nation. I respect your slogan – “I change to change India”. I also share your belief that India will change only when each of us changes. Together we are a force and can inspire the world. This is possible when each of our 1 billion people become champions of change. Thus, I am honoured and privileged to be chosen as your Ambassador for the International Volunteering Olympiad. I humbly accept your invitation to be your Ambassador for the International Volunteering Olympiad mission”.







Emotional Intelligence



Innovation



Articulation



Engaged Learning



Public Speaking



Execution



Story-Telling



Perspective-Taking



Ideation



Presentation



Creative Writing



Critical thinking



TESTIMONIALS

Almeida wants to share stories of uns

We purely pledge to help raise funds through several avenues for the Karma Kurry series since this not just about books but the compelling mission led by Jerry." Published in 2013, the first book of the series was a non-fiction bestseller and will

**Will publish 10 books in the Karma Kurry series by 2020**

soon be followed by 10 others by 2020. Almeida had his first brush with social service when he was 17 and had volunteered to teach the children of sex workers in Mumbai's Kamathipura. Today this leadership trainer reaches out to other

By Barsali Bhattacharyya

BOOK deals running into a few crores of rupees are no big deal nowadays, with the Shiva Trilogy author Amish Tripathi having shown the way forward last year with his ₹5 crore deal with Westland. But the recently concluded ₹12 crore deal between Jaico Publishing House and Karma Kurry author Jeroninio 'Jerry' Almeida is more than just a big-buck project. Ask the life coach-turned-social entrepreneur-turned-author, and he explains, "This deal will help us spread the stories of the countless real-life heroes who live in our country."

Akash Shah of Jaico praises Almeida and says, "This is a one-of-its-kind publishing



Jeroninio 'Jerry' Almeida



JERONINIO ALMEIDA



Above Jeroninio addressing delegates at an international conference.

Jerry, a life/leadership/performance coach, inspirational-orator and management-consultant is fondly called *Karma-Guru* and *mojOsh-Inspirator*, by people who have learned with him to unleash their peak potential through the *mojOsh-Inspirator* learning programs and speeches. For Jerry, a book-is-not-just-a-book, but a journey for

experience and insight, from experiences of the lives of people, who have not settled for ordinary and gone beyond for extraordinary. Jerry brings ALIVE many human journeys, in his intrepid, inspirational and insightful books, to empower readers, to unleash their heroic potential. **Over the past 5 years, the overall sales of Jerry books have crossed 1.5 million in paperback and eBooks.**

THE EXPERIMENTAL EMPOWERING ENERGIZING STORYTELLER  
JERONINIO (JERRY) ALMEIDA

2015. Initially the thought was to briefly write about all the episodes of *Mann Ki Baat* with our interpretations and views. After discussions with family members and friends we evolved it to contain inspirational stories to initiate the reader into action - progressive action in 'nation building'.

The common thread: My co-writer Jerry and myself have common thoughts on many issues. Jerry is more of a social, political and economic crusader.



**The R & D:** As an author, I did go through the speeches a few times to enable me to convey my views to the reader through relevant anecdotes and stories. Each chapter commences with a wonderful quote by the PM, followed by 'Reflections' which conveys the gist of the episode and connects the

ter the PM's thoughts with our insights and ideas for citizen action.

**Personal thoughts:** The PM. He speaks from his heart. And consequently, we titled it *From the Heart of the Mind*. *Mann Ki Baat* is thoughts emanating from the heart of the mind of the PM and us as responsible citizens directed to the heart of the mind of the people of our beloved country. We have done our best to convey the message as effectively as possible in our book.

(The paperback is available on Amazon for Rs.317)  
Express Features

A NOBLE DEAL

A best-selling author and a publishing house sign a unique to donate royalties for a high



OUR CORRESPONDENT

**AUTHOR JERONINIO Almeida** and Jaico Publishing House announced a book deal for *Karma Kurry: The Hero in Me* book series on 30 October at Oxford Bookstore. *Karma Kurry* published in 2013 is a Non-Fiction bestseller in various lists. The unique book deal for an amount of Rs 12 crore for 10 more books to be published by 2020 is unique and iconic in the publishing industry. All proceeds, royalties and fees will be donated to the



Copies of Karma Kurry: The Hero in Me book on stands



national character building movement and other citizen action and social justice causes espoused by him, announced the author. Jerry has also been raising funds through the book for rehabilitation for the people affected by the Kashmir Floods. This is being done through an initiative called *IBTEDA- The beginning*, which is led not by NGOs but by conscientious people and citizens of Kashmir who are liv-

I change to change INDIA

A little after mid-2016, when my co-author Rajendran Panicker and Beekiri Serai publisher approached me with a request to join in as the commissioned author for the PMO approved book "Mann Ki Baat". I was pleasantly and simply speechless. Both Panicker and Serai had earlier heard me during my keynote speech at the Panekhula Arts and literary festival, where I had chosen to speak on the need to look at ourselves more deeply as Indians and my theme "Are we the world's largest democracy or hypocrisy?".

So, they both knew I was apolitical and did not believe in any political party, ideology or politician. Hence, I was surprised that they had chosen to commission me.

The irony was that I had earlier also led a much impactful campaign "Diwali-RAM-zan-who are we to draw a line" in the aftermath of the Gujarat riots of 2002, to sensitize the people of India about what had really happened in Godhra and subsequent events in Gujarat.

After a fortnight of reflection, I agreed to do the book

menting some of the PM's thoughts, but also countering some of his thoughts. And thus, when they agreed, I signed up and must say that I could share my thoughts sans any restrictions or edits. For me *Mann Ki Baat* is a medium to reach out to all my fellow Indians in India and overseas to tell them that the culture of India is not created by any politician or bureaucrat but by every citizen of India. We are responsible for the state of our state. "Mera Desh sabse Mahan nahi hai, par isme dosh mera hi hai" is the war cry.

The simple passion mantra for every Indian is "I change to change India, because India will change only when each one of us becomes the change. The parts I have written in *Mann Ki Baat* book along with Panicker are under the theme "From the heart of the mind" and is a wake up call for all my fellow Indians.

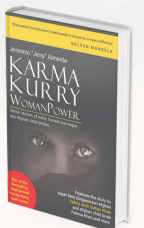
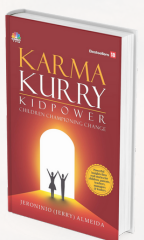
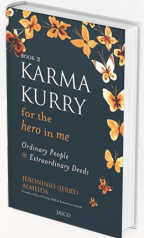
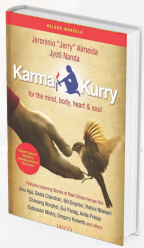
Most readers who write back to me thought this is a book that is just addressing social, economic and political concerns.

What most readers are realizing is that this is a book that does all of that and also unleashes personal potential by inspiring citizen action. There are also simple yet power-

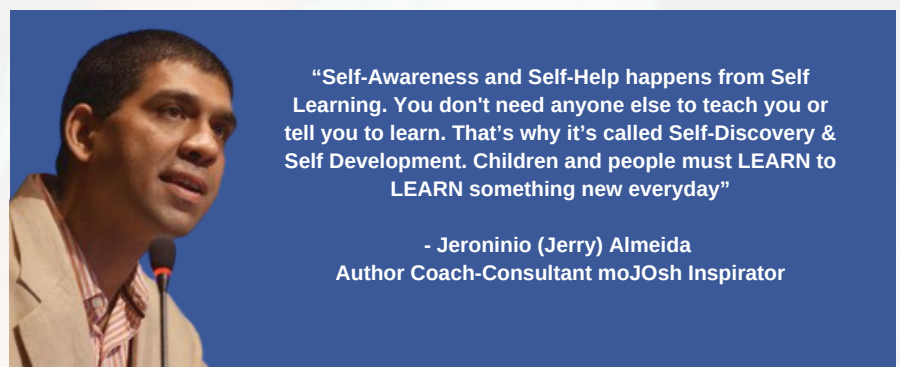
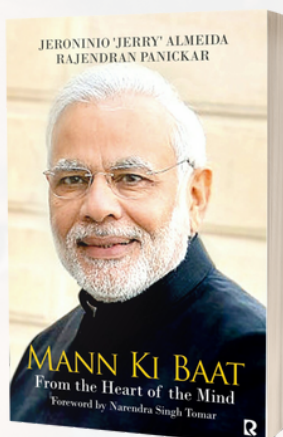


**"I was surprised that they had chosen to commission me to co-author the book on Mann Ki Baat"**  
- JERONINIO ALMEIDA

## ABOUT JERRY AND KARMA KURRY BOOKS



**Jerry** is a leadership coach and author of the international bestsellers Karma Kurry book series and also a guest columnist for several global magazines and portals like Times Of India, Economic Times, Indian Express, Speaking Tree, Time Magazine, International Herald Tribune, Business World, The Economist, Medium and others. Nelson Mandela wrote to Jerry in his foreword **“Karma Kurry stories have the power to inspire people to rise and act, to make a difference”**. Jerry, who is empaneled as a leadership subject matter expert with global leadership organisations (Franklin-Covey, Right-Management, McKinsey, DDI, and BCG ) and ivy-league institutions, is a mentor to mentors, having mentored several trainers/coaches, entrepreneurs, CEOs/CXOs in over 90% of Fortune 500 companies, Unicorn / Decacorn / Hectacorn-Ventures and their founders / entrepreneurs, School / College owners, Principals, Educators, and several young politicians and celebrities. Jerry was invited by the Indian Armed Forces for an exclusive empanelment to coach/mentor officers from the Indian Army, Navy, and Air Force. A chance meeting in 2003, with Dashrath Manjhi – The Mountain Man-inspired Jerry to conceptualise and create the **Karmaveer Awards to celebrate Real, Unsung, Everyday Heroes** and also write their true stories in the Karma Kurry Book series to inspire people and children around the world to become champions of change. Dr. APJ Kalam wrote to Jerry **“Karma Kurry stories are highly motivating and awe-inspiring. I intend to complete the whole book next week. I found your human interest, real hero stories, more powerful than the features in the Chicken Soup series, which are also my favourite books. Jerry, you are India’s answer to Jack Canfield and a Rockstar Storyteller.”** Jerry is the inceptor and architect of THE JOY OF GIVING, Karmaveer Chakra-Awards with the UN, Right every Wrong, One Billion Rising, One Billion Hungry, REX-Karmaveer-Global-Fellowship, and Swachh Bharat mission and has also authored several self-help books with insightful concepts packed with life, leadership and learning2learn lessons for personal and societal transformation. Dr. Amartya Sen (Nobel Laureate) sums up Jerry’s acumen and prowess as a coach and inspirational orator/storyteller **“When Jerry presents his stories and thoughts, one gets insights from thousands of books, places, people, scripts and villages”**. Jerry is Asia’s highest-paid author and signed a 12 crore book deal for the Karma Kurry book series. Last year in Partnership with Bharti Foundation and Network 18, Jerry launched the **Karma Kurry Kidpower book series**. In the first book, Jerry tells stories of 22 children from the underserved communities, who are educated in Governments schools but are GIVING BACK in a huge way to contribute to society and the country. All proceeds from this book will be utilized to send more children to better-equipped schools.



**“Self-Awareness and Self-Help happens from Self Learning. You don’t need anyone else to teach you or tell you to learn. That’s why it’s called Self-Discovery & Self Development. Children and people must LEARN to LEARN something new everyday”**

**- Jeroninio (Jerry) Almeida  
Author Coach-Consultant moJOsh Inspirator**

All you need to do is tell us a story of someone you know in your school, family (could be you or your sister/brother/mother/father/anyone), friend circle, neighbourhood or anyone you know from the public domain (Newspapers/magazines, social-media, hero portals etc) in your own words (could be a janitor or a minister, a teacher or a celebrity, your house help or your school principal... just anyone and everyone) (300 to 1000 words). We will nominate and choose your story as finalists for the book based on the power/merit of your story and storytelling skills. All stories that we receive will be featured on [www.karmadishoom.com](http://www.karmadishoom.com) which has a reach to millions of global readers.

A SAMPLE STORY



# DAVID ATTENBOROUGH

(BORN 1926)

David's parents were teachers, so he grew up in the grounds of a university, surrounded by travelling professors, thick books and talk of fabulous new discoveries. What fascinated him most of all was the natural world, and he spent hours outside hunting for fossils, shells and eggs.

David went to university to carry on his study of nature, then he joined the navy, hoping to catch a glimpse of it. Thrilled to finally venture out into world, he was annoyed when they only sent him as far as Wales!

Once he'd completed his service, he went to the BBC and asked if he could present shows about wildlife to the British public. The bosses were reluctant to put him on TV. There weren't many programmes about the natural world, and they weren't sure that anyone would want to watch them. They also thought that David's teeth were too big, and that no one would want to watch him either.

They couldn't have been more wrong.

By lying patiently in wait for days, weeks and months, the film crews that have worked alongside David on his programmes have caught some of the most beautiful shots of animals that have ever existed.

His shows have brought people face to face with gaping-mouthed anglerfish, illuminating the seabed with the glowing bulbs that hang from their heads. Viewers have seen sneaky cuckoos, slipping their own eggs into the nests of other birds. They have even been able to watch lions chasing, catching and feasting on zebras and gazelles from the safety of their living rooms.

David brought the exciting, magical and bizarre world of nature into the homes of millions of viewers. And he wasn't just entertaining them; he was letting them know about the magnificent creatures with which we share our planet, the dangers those creatures face and what we can do to help save them.

More than ten plants and animals have been named after David. When the British Antarctic Survey built a new ship to patrol the icy polar waters, they named that after him too: the RRS *Sir David Attenborough*.

The **Rex Karmaveer Global Story Telling Fellowship and Chakra Awards (RKGSTF)** is an exclusive fellowship and award for students from classes V to Year XII (Year V-VII & Year VII-XII) from schools across India for Fellowship Knowledge Giffit Contribution of INR 7500/-. All the student needs to do is tell us a story of someone they know in your school, family (could be you or your sister/brother/mother/father/anyone), friend circle, neighborhood or anyone you know from the public domain (Newspapers/magazines, social-media, hero portals etc) in your own words (could be a janitor or a minister, a teacher or a celebrity, your house help or your school principal... just anyone and everyone) (300 to 1000 words). We will nominate and choose your story as a finalist for the book based on the power/merit of your story and storytelling skills. All stories that we receive will be featured on [www.karmadishoom.com](http://www.karmadishoom.com) which has a reach to millions of global readers.



The Rex Karmaveer Global Story Telling Fellowship and Chakra Awards (RKGSTF) is an exclusive fellowship and award for students from classes V to Year XII from schools across India for Fellowship Knowledge Giffit Contribution of INR **7500/-**

**I believe that everyone is a hero, a leader, a volunteer, a teacher and a champion of change. All we need to do is acknowledge and understand this and then help others to also understand the same. That's all it takes!**

**- Jeroninio "Jerry" Almeida**

# HOW TO PARTICIPATE

## Application Process:-

- Kindly fill in the application form and make the payment as given. Application form attached.
- All entries should be sent to the school @ the given mail ID by latest by (date to be intimated on mail)
- Each entry should have a min of 300 words
- The school jury represented by the teachers and parents will nominate students from each category.
- All nominations to reach the RKSSTF team by ( date to be intimated on mail)
- 600 Winners to be announced by the RKSSTF team on along with Winning Schools will be intimated on citation and gratification dates.

## Process:-

- School invites students to participate in the RKSSTF 2023 via mail to parents( enclosed).
- Parents/Students fill in application form (Forms available in the Tool kit in letter to parents as Google form too) and submit entries to school.
- All entries to be sent to the school by ( date to be intimated in mail) School to appoint a 3 member jury including Teachers and Parents on.
- RKSSTF team to train and share best practices with selected jury members via zoom session. Dates to be shared with the school.
- School to nominate 10 best stories from each category.
- All nominations to be sent to the RKSSTF team latest by (date will be intimated via mail).
- Winners to be announced by ( will be shared soon after the launch)
- RKSSTF team to share dates and timelines for all winner gratification.

Unbox the writer within you to Unleash your unlimited heroic potential!

Why?

Because you are a hero who can recognize & reward heroes  
Because the world needs you to be a hero and champion of change



For governance-related and Collaboration queries  
Contact:

Eitu Vij Chopra: [eitu@icongo.in](mailto:eitu@icongo.in)

Celita Magalhas: [celita@icongo.in](mailto:celita@icongo.in)



[www.instagram.com/rexideasforaction](https://www.instagram.com/rexideasforaction)



[www.linkedin.com/in/rex-ideas-for-action-rkgf](https://www.linkedin.com/in/rex-ideas-for-action-rkgf)



[www.facebook.com/rexideas](https://www.facebook.com/rexideas)



[@rexideasforact1](https://twitter.com/rexideasforact1)



+91 96500 73293



[www.rexideas.com](https://www.rexideas.com)