

Inviting Firebrand Influencers, Curators & Evangelists (FICE) to join the Rex Karmaveer Global Fellowship (RKGF) Mission

Work from Home Employment Opportunity for War Wounded /Retired Armed Forces Veterans,
People from the Disabled Community, NGO Workers, Volunteers, Students, Homemakers,
Retired and Working-Executives.



By the inceptors and creators of THE **JOY OF GIVING, RIGHT EVERY WRONG**,
One Billion Rising, Karmaveer Awards and Swachh Bharat Mission

100 Brilliant Candidates are invited to be interviewed, chosen and appointed as our esteemed FICE, MICE & GICE @ the prestigious **REX KARMAVEER FELLOWSHIP MISSION**

Work from your PC @ HOME for 3-4 hours and earn between **25,000 to 2,00,000 + per month!**

As our **CHOSEN** Firebrand Influencer, Curator & Evangelist (FICE) you will be our **Hero Discoverer** to research, nominate & choose Real Heroes & Champions of Change who will be chosen as our **Rex Karmaveer Global Fellows** and awarded the most coveted and inclusive **Karmaveer Chakra awards** that was instituted by the International Confederation of NGOs in association with the United Nations (UN).

As our FICE you would **ENERGISE, EMPOWER and ENABLE** our **NOBLE MISSION of CELEBRATING REAL HEROES** by researching, reviewing and recognising **UNSUNG REAL HEROES** and **CHAMPIONS OF CHANGE** for the most coveted, celebrated, credible honour, the **REX Karmaveer Global Fellowship and Karmaveer Chakra Awards**.

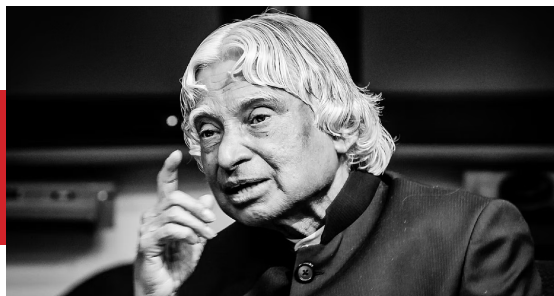
Rex Karmaveer Fellowship Mission

Various Fellowships cater to different communities that we have created over the past two decades like Students for **Youth Fellowship** or **MBA fellowship**, Teachers and Education Leaders for **Education Fellowship** OR Heroes and **Champions of Change** from any part of the Globe that form a Homogeneous community of **7 to 75+ of age** for the **Prime fellowship** that can be curated and nominated from the comfort of your home.

The **REX Karmaveer Recognition** is bestowed upon people who are making a huge difference in our world and also inspiring others to change their individual and societal mindsets with their path-breaking **ideas for action** as **Missionary**

<https://rexideas.com/fice-guiding-principles-incentives/>

As we scale up our awards program this year, we are looking for **FICE** who can work from Home (from your PCs) and help us to make the world a better place by researching, reviewing and recognising heroes, who can inspire all of us to be the change by learning more, growing more, being more, doing more, changing more and contributing more.



READ WHAT DR KALAM WROTE TO US ABOUT OUR MISSION.

<https://rexideas.com/apjabdulkalamletter/>

Here is your **EXCLUSIVE OPPORTUNITY** to do your bit to make a difference in our world.

As our FICE, while you help us to make a **HUGE DIFFERENCE**, you will also receive a handsome remuneration for just 2-3 hours of work every day (12- 15 hours a week in your spare time) and earn between **25,000 to 2,00,000+++** a month and more (**Earning the potential is based on your diligence, dedication and discipline to influence and persuade fellows to make the GIFFFT contribution, which helps towards the sustainability and credibility of the RKGF and Karmaveer Awards.**)

The idea is to grow our team of **Firebrand Influencers, Curators and Evangelists (FICE)** who then grow into **Master Influencers, Curators and Evangelists (MICE)** and **Grandmaster Influencers, Curators and Evangelists (GICE)** and your earning potential grows as you rise in our mission and who knows someday you may also earn the opportunity to be our **CO-FOUNDER** in our overall vision, mission and passion which is a dream of having **8 Billion Karmaveer** Citizens across the globe who practice proactive citizenship, fulfil our fundamental duties as citizens of the world, to enjoy our rights and contribute with our simple, humble ideas for action, towards achieving the UN Millennium Development Goals and Holistic Social Justice (Fairness, Parity & Equal Opportunity) for ONE and ALL.

PREMISE FOR CURATION AND NOMINATION

The **REX Karmaveer** Recognition is bestowed upon people who are making a huge difference in our world and also inspiring others, by changing mindsets. Our **EVERYDAY HEROES** are people who are fulfilling their responsibility as **HUMAN BEINGS**, by trying to leave behind a world, that is a bit better than the **ONE** they were born in. We must always remember the ancient native proverb **“We do not inherit the Earth from our ancestors, we borrow it from our children”**.

JOB TO ACCOMPLISH

As our Esteemed and celebrated **FICE**, all you need to do is **SCAN** newspapers, magazines, the internet, and social media portals (like **Facebook, LinkedIn, Twitter, Instagram, Pinterest, newspapers or magazines** and others, to find every day **REAL HEROES** in our **WORLD**, who are **CHANGING MINDSETS** and making a **BIG DIFFERENCE** with their **SMALL, SIMPLE** but **SIGNIFICANT IDEAS FOR ACTIONS**.



REMUNERATION OFFERED

From **25,000 to 2,00,000 +++ Per month**, based on efforts, devotion and commitment to the **JOB TO ACCOMPLISH (JTA)**, with personal responsibility.

EDUCATIONAL QUALIFICATIONS ARE OVERRATED

As a mission, we focus more on character than competence because while we can train people and make them competent within a week, building the character of the **REX KARMAVEER HEROES** could take a lifetime.



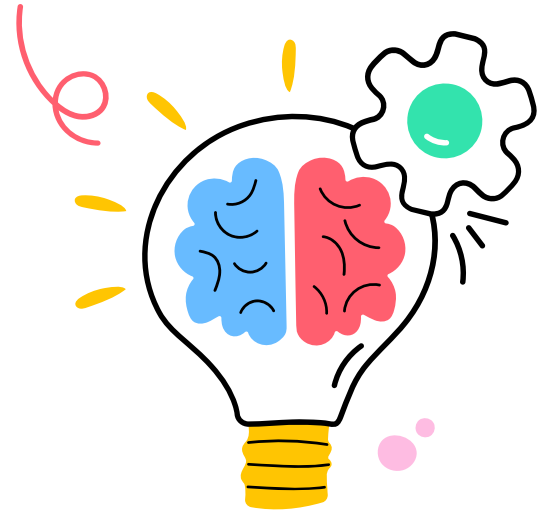
Our Various Fellowship communities curate people from different communities like Students, Youth, Women, Teachers, Professionals from all streams (HR, CSR, Finance, DEI, Marketing, Sales, etc.) and Champions of Change who are making a difference and being the change, from around the Globe that form Homogeneous community from **7 to 75+ of age** for the Prime fellowship.



The **REX KARMAVEER GLOBAL FELLOWSHIP MISSION** is all about ordinary heroes, who have achieved the **EXTRAORDINARY**. Many of our heroes are people who did not even go to school but have ethically created and built world-class schools, hospitals, and agriculture ventures and created opportunities for millions of people. Hence, we do not LAY emphasis on educational qualifications, degrees or certification, but on character, commitment, and consistency by the self **TO BE** and **LEAD THE CHANGE**.

SKILL AND WILL

An essential skill that you must have to apply **TO BE** a Curator in any of the Fellowships (but if you don't, no worries, we shall guide you) is **BASIC PROFICIENCY** to conduct research on the internet, **COMMUNICATE EFFECTIVELY** (spoken & written communication) **WITH CURATED FELLOWS TO NOMINATE THEM** and then meticulously **COMPLETE THE PROCESS** to choose the **RIGHT REAL HEROES** who are to be awarded and recognised. You must have the basic ability to work on Microsoft Excel, PowerPoint and Word, and an aptitude to draft, craft and send letters through email to People who are nominated for the **REX Karmaveer Global Fellowship and Karmaveer Chakra Award**. Basically, we looking for people with a Mindset/Attitude to find hidden gems and unsung heroes, who are worthy of the **REX Karmaveer Honour**, to **MAINSTREAM** their **HEROIC EXTRAORDINARY DEEDS** in order to **INSPIRE** people from around the world **TO BE THE CHANGE**.



WORK EXPERIENCE IS INSIGNIFICANT

Our Founder, **Jeroninio “Jerry” Almeida**, is the **Learning2Learn Concept Creator, Leadership Coach and Management consultant** by **PASSION**. He loves working with people to **INSPIRE SOLID CHARACTER and UNLEASH THEIR HEROIC POTENTIAL**. Jerry engages with corporate and other executives to make another flawed concept. So, if you have the **CHARACTER OF CONTENT** and **DRIVE to embark** on this extraordinary journey, with fire in your belly, heart and soul to find the **FIREBRANDS** who believe that it is better to light a candle and dispel the darkness, rather than just cursing the darkness, then read our website and get in touch. To reiterate, **WE DON'T EMPHASISE OR WORRY** about your **EDUCATIONAL QUALIFICATIONS or WORK EXPERIENCE**. What **WE CARE** about is your character, devotion, discipline and diligence to **BE THE CHANGE and LEAD THE CHANGE by BEING A HERO who CURATES and DISCOVERS the MORE INSPIRATIONAL REAL LIFE HEROES IN OUR WORLD**.

READ THROUGH OUR WEBISTE,
thoroughly, and if you think you CHOOSE
TO MAKE A POSITIVE contribution as our
FICE, then write to our founder
JERONINIO “JERRY” ALMEIDA directly at
jeroninio@icongo.in or our Co- founder
to Eitu Vij Chopra eitu@icongo.in and
CC Major. Bakhtawar Brar
(Veteran Indian Army Officer) at
Majorbakhtawarbrar@gmail.com

OR

High School Students to college or Post Graduate students and Teachers, Enlighteners and Awakeners, who are walking the untrodden path with their passion as well as Vocation to create inspiration by being **Champions of Change** be it in their **CHOICE** of an offbeat career or venture or even an idea to create social change and social good by creating a legacy and learning for the world. (For Youth, Education or MBA fellowships)

OR

Scope of creating a new Community to align with your area of social give and socially relevant work. People from our partner organizations like TiE, NASSCOM, PAI, CII, FICCI, UN, USAID, DFID, GIZ, SDC and other International Funding organizations and Corporate Foundations have also been attending over the years and have collaborated and created sustainable partnerships with

REX KARMAVEER GLOBAL FELLOWS and KARMAVEER AWARD recipients.

Over the two decades many of our chosen fellows after being chosen as **REX Karmaveer Global Fellows** have been chosen for other National and International recognitions, awards and fellowships like The President of India exceptional women achievers awards, Magsaysay, Forbes 30 Under 30, TIME 100 most influential people, Ashoka Fellowships, Skoll Fellows, Fulbright and others, after being chosen as a **REX Karmaveer Global Fellow**. They have also been featured in several TV shows and mainstream newspapers and magazines after receiving the **REX Karmaveer Global Fellowship** creates more visibility for their work and also helped to scale up their great work.



How can I be useful, of what service can I be?
There is something inside me, what can it be?
I always wondered why SOMEBODY
did not do something about this and that.
Then I realised that I am that SOMEBODY.
That was the day I unleashed my true potential.

~ Jeronino Almeida

Rex Karmaveer Global Fellowship Communities and Karmaveer Chakra Awards



Instituted By:



The **Rex Karmaveer Global Fellowship Communities (RKGFC)** like Youth, Teachers, Education Change Champions, MSME, HR, CSR, Learning & Development and several other communities are community-specific Fellowships within the larger **Rex Karmaveer Global Fellowship (RKGF)** empowered by the Karmaveer Chakra awards instituted by iCONGO in partnership with the UN. Each of our **community-specific 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 are fellows are stellar Voices of Conscience, Voices of Humaneness and Voices of People Power, who exercise and rejoice **THE POWER OF ONE.**

For example, Our **Rex Karmaveer Global Youth Fellows** are undergraduate students from different disciplines and **Education Change Champions** are school principals, directors, owners, **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, humane 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 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 share community-specific learning plus general learning)**, 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.**

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

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

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

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

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

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

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

Since, all change begins with the self and our Learning Passion Mantra at **RKGF** is
"I change to change our world. I change to change our community. I change to change our society. I change to change our nation. I change to change humanity. I change to change everyone. I change to change everything."

REX Karmaveer Global Fellowship

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

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

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

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

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

moJOsh Inspirator 0.0



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



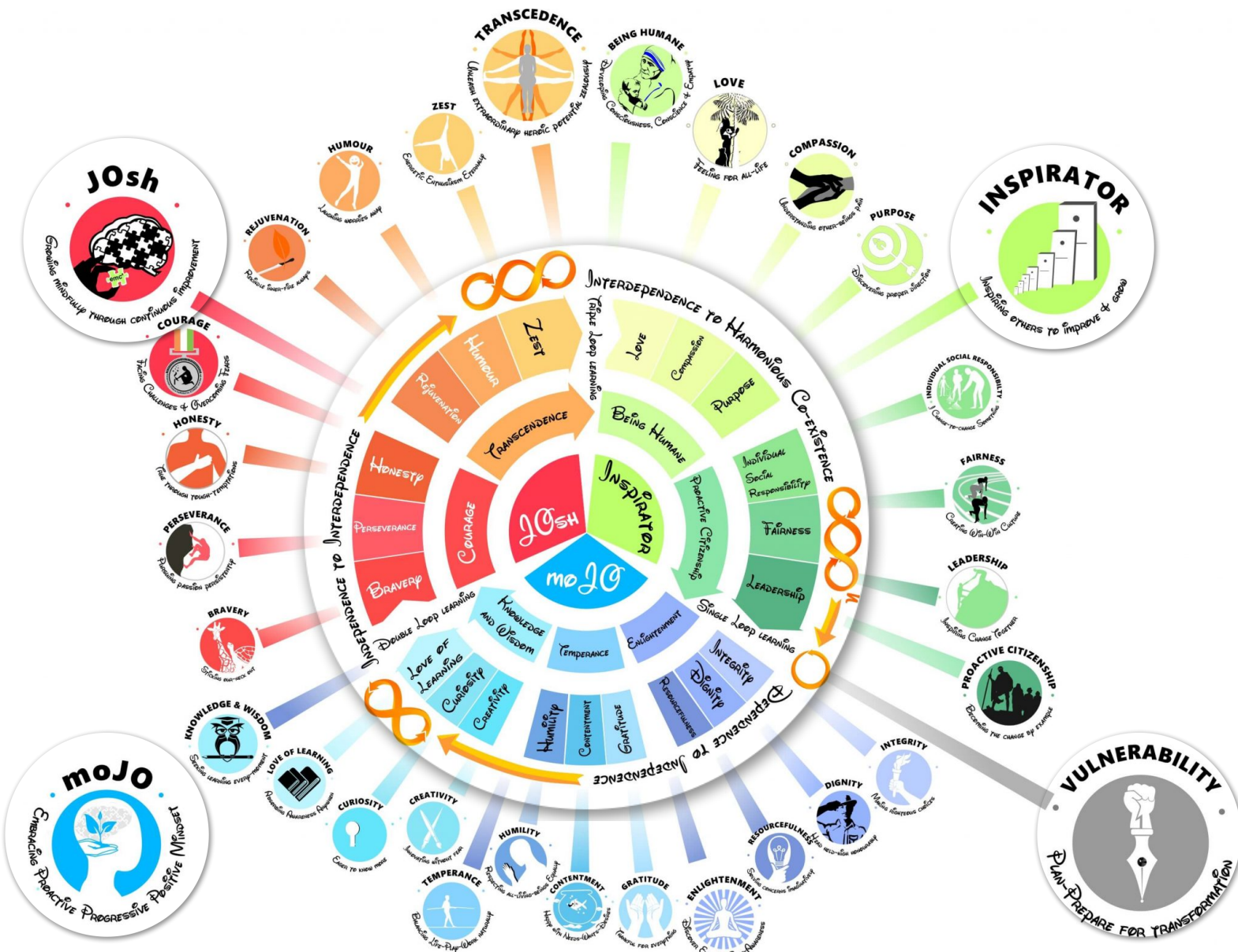
evolving mindful consciousness

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

The **moJOsh Inspirator** learning framework and programme consists of, Vulnerability--the **0 mindset, virtue and power** as well as **3 magnificent mindsets, 7 valuable virtues and 21 priceless powers** (values aligned with principles) which would enables one and all practitioner with the power to overcome limiting beliefs, and thus help you unleash and achieve your **full and unlimited heroic potential** by **inspiring solid character** and **personal trustworthiness** in all dimensions of life.

The term **moJOsh Inspirator** stems from:

moJO – Kindle and rekindle your inner fire, your everlasting audacious spirit, your positive energy and unlimited heroic potential;
JOsh – Unleash your happiness, zealous excitement, and creative enthusiasm; and
Inspirator – Share and enable inspiration in others, with a mindful joy of giving and junoon (Heroic Passion).



moJOsh Inspirator is a simple concept, which is both a noun and a verb!

As a noun, it is a person who inspires others with small, simple and heroic actions that make a big difference. It is those who inspire you and me at many levels to unleash **the hero in me and you**
As a verb, it refers to your own ability to discover and unleash the inherent powers and gifts you are blessed with and enable others and inspire them to do the same.

FOR THE PAST FEW YEARS, we at the REX-Karmaveer-Global-Fellowship and Karmaveer-Awards-Mission have been inspired by the deluge of messages/emails about how the Padma awards have adopted our idea of recognising unsung heroes. This year my friend James Andrade, a veteran-politician and entrepreneur from Goa, sent me a Padma-Awards video and message, "The Government has copied your Karmaveer".

My response to James, "They are doing it for few years now. I am happy that they are finally recognising Unsung-Heroes. Our intent with Karmaveer was always to subtly, slowly but surely influ-

ordinary-heroes. Today many media-organisations, brands and government have adopted/adapted our idea globally.

- The first and only awards that have a strict NO-VIP-TREATMENT for almost two decades now. Be it the Prince of Wales, Sports-Stars, Movie Actors and Directors, Farmers, Slum Dwellers, Sex-Workers and all who have been awarded over the years, are treated with equal and same respect. We have no VIP seating and do not entertain requests for any extra-special treatment for anyone.
- We do not invite any VIPs, Ministers or Bureaucrats to give the awards. The awards are given by our Karmaveer Award community (Founding members and Karmaveer-Award recipients).

ades ago and created the most credible, egalitarian and inclusive awards platform.

- Our dream is the creation of a better, safer, egalitarian, just, humane and responsible society, nation and world. We dream of having 7.5 billion Karmaveers who are simply recognised for being champions of change.
- Our Passion Mantra is "Together as ONE we can RIGHT every WRONG". Unlike TED and other speaking events, at the Rex -Ideas for action CONCLive (the knowledge and wisdom transfer event that accompanies the award) there is no censorship on what people can say (as speakers or panelists) to address, social, political, economic and other issues that are plaguing our world.

They Can Copy Our Karmaveer Idea, But Not Our Culture & Values



ence the Government/Media awards to recognise real-heroes rather than just giving awards to people (politicians, entrepreneurs, business managers, celebrities and others) who had lobbying power and may be unworthy of the awards". I added, "They can shamelessly copy our idea but will never copy our values/culture because we would never give awards to Kangana Ranaut, Akshay Kumar and others of their ilk, who mislead the public with their chicanery."

So, why do I say they cannot copy our vision, values, culture, ethics and passion? Here we go with seven simple points.

- We are the first to recognize unsung-

In the first awards ceremony the Karmaveer Award for Lifetime achievement was given to Dr Varghese Kurien by unserved-children/youth. I remember in 2004 some people raised their eyebrows, when I first spoke about creating an egalitarian platform like "Karmaveer", where everyone from captains of industry, government officials, media professionals, activists, youth, children, slum-dwellers, Brahmins, Dalits and sex-workers would come together, without any prejudice about one another.

Today we can humbly say we have achieved what we set out to do two dec-

- The first awards programme to revoke awards for wrongdoings. We revoked the awards of Vikram Akula and Tarun Tejpal.

- The biggest Gift/Award at Rex Karmaveer Global Fellowship is knowledge, wisdom and learning to learn from one another. The Karmaveer awards are not just an award but a trusteeship for award-recipients to shoulder responsibility to learn more, grow more, be more, do more, contribute more and empower more by continually championing change for making a difference in our world. (More later). **BW**

The author is the moJOshinspirator, a management & OD consultant & business leadership & life coach

IT IS THE PADMASHRI-AWARDS season! For the past three years we at the REX-Karmaveer-Global-Fellowship and Karmaveer-Puraskaar-Awards-Mission are overwhelmed with the deluge of messages/emails we get from friends, associates, volunteers, supporters and award-recipients on how the Padmashri awards now recognise Karmaveers (our awards that felicitate unsung, unheard, uncommon heroes who are champions-of-change). This year I got many messages saying "Jerry, all Karmaveers are chosen for Padmashri-2021".

We have come a full circle and the journey is gratifying, now that everyone from

one to right every wrong and experience The Joy of Giving" without bias.

Today we at REX-Karmaveer-Global-Fellowship and iCONGO-International-Confederation-of-NGOs can proudly say that we have achieved what we set out to do 18 years ago and have achieved a small but significant step towards creating an egalitarian, just, humane and, fair responsible society through the REX-Karmaveer community. This would reflect best in the words of M.C Raj of REDs – a Dalit leader, author, scholar, Karmaveer-Noble Laureate and Change-Champion for the Dalit cause globally.

I quote from his blog: "The Karmaveer Award is not any ordinary one. People

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-Award Trophy is a huge responsibility."

Over the years many TV channels/newspapers adopted the Karmaveer model and created Real Heroes and Social Impact awards with huge corporate sponsorship. However, 18 years later the REX-Karmaveer awards are still held every year without sponsorships, while other awards by TV/print media are not around anymore. The REX-Karmaveer Mission sustains because our intent is purely to felicitate Real Heroes and it is supported by the community of award-re-

Be The Karmaveer, Who is a Champion of Change!"




the citizenry to government to journalists, media and TV shows like *Kaun-Banega-Crorepati* and *Satyameva-Jayate* not only celebrate/showcase our Karmaveer unsung heroes, but many have also adopted our Karmaveer moniker for their shows and branding.

In 2003 some people raised their eyebrows at our advisory board meeting, when I first presented the ideas about creating the first and only egalitarian platform with 'Karmaveer Awards' where everyone from captains-of-industry, people in government, media moguls, journalists, activists, youth, children, students, slum dwellers, Brahmins, Dalits and sex workers would come "Together as

come all the way from New York, South Africa, Japan, London, France, Canada, China and we from Bangalore. This award is a serious business. It is not glamour. It is a commitment. 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.

recipients, who donate to the cause. Former award recipients like P. Sridhar Reddy of CtrlS and Cloud4C and Karan Paul of Apeejay Group came forward to generously underwrite the REX Karmaveer awards event.

Ideas for Action: Einstein said, "Great spirits with different ideas will always encounter opposition from mediocre minds." Never feel limited by the inertia, limiting-beliefs and apathy of people, who fear to attempt the impossible. Stick your head out, think differently and attempt the untried 

*The author is the majoShinspirator, a management & OD consultant & business leadership & life coach
The views expressed are personal and do not reflect those of BW Businessworld*

Jeroninio Francisco Torquato Almeida

DEMOCRATISING HEROISM

HEROISM IS NOT just about moving mountains and doing big things, but about doing small things with great love, humaneness and **individual social responsibility**, to make **the big difference**. My journey in life is to tell stories of heroes I meet every day, through my *Karma Kurry* books, columns and conferences where I speak.

Stories of ordinary people who performed extraordinary deeds like Manjhi who moved a mountain, Madeline Cartwright an educator who improved an entire city, Subhashini Mistry a domestic house help who built a huge hospital, captain of industry Anu Aga who started giving two per cent of profits for CSR, Oseola McCarthy a janitor who started an endowment-fund to support poor students, Chewang Norphel who built artificial glaciers with his bare hands.

Besides telling true stories of greatness, I also like telling stories of people who are doing small but significant things in their own space and time. To mainstream real heroes and their ground-breaking work, we began the Rex-Karmaveer-Global-Fellowships and Karmaveer-Chakra awards with the UN.

Sashi Priyadarshini, a senior-leader at HP, who encourages people daily to donate organs. Gaurav Mishra, who declined attractive corporate offers to start a state-of-the-art entrepreneur mentoring movement. Madhavan Rajaram a senior-engineer at ONGC who creates indigenous skills and tools to empower



For me, any person who does something to champion change or change mindsets of people is a hero

farmers. Girish Gogia an entrepreneur, completely paralyzed after a spinal-cord injury, inspires people to be positive with his speeches. Preeti Monga who became completely blind at the age of 12, now coaches other people living with disabilities to find employment.

Darab Talyarkhan a 70-year-old corporate governance advisor-director, mentors young-entrepreneurs to be sustainable. Sudeep Nagarkar a romance-author (IIT engineering drop-out) influenced his family, neighbours, friends to understand that engineering is not the only profession. Saurabh Nimbkar a pharmaceutical executive who sings songs and begs in Mumbai trains, to raise funds for cancer patients. Kaizaad Kotwal an Emmy-award winning actor who speaks out against wrongs in our world. My list of heroes can go on.

Ideas-For-Action: The hero in you inspires the hero in me. None of us can do everything, but all of us can do something. For me, any person who does something to champion change or change mindsets of people is a hero who influences a better society and world. Dr A.P. J. Abdul Kalam who was nominated for the Karmaveer awards in 2016 called the Fellows, Hero-discoverers and Inspirators. These heroes are inspiring and discovering more champions-of-change every day. Every hero's great journey begins with one small step and those small steps have led to a big change. For example, Sashi Priyadarshini who had influenced 60 people to donate organs, when she was chosen for the fellowship in 2013, has now inspired over 12,000. An award, acknowledgement and appreciation of one's work inspires people to be more, grow more and do more. Together we can make the world a better place, if each of us **does our small bit by becoming-the-change.** **BW**

The author is an inspirational orator and missionary entrepreneur

WHEN WINDS OF change blow, most hide behind walls, few choose to harness the wind to build windmills!

This is the tagline of our moJOsh Inspirator book, which has character-rooted Life, Leadership and Learning2Learn lessons for our youth who are not just future entrepreneurs, but missionary Passiopreneurs, who choose to create value with their passion, mission and ideas-for-action.

Our learning is based on true stories of real heroes who have created impact in real-time. William Kamkwamba, has a life story that brings all these lessons to life and we are sharing a few here (Full

him to the local-village-library. In William's words, his curiosity, creativity and love for learning2learn helped him understand how electronics works. Simply by working with rough plans he found in a book called *Using Energy* and his creativity and mature-critical-thinking to modify the plans, at age 14 William built an indigenous electricity-producing windmill from spare-parts and scrap that he foraged in scrapyards. That is William's well-documented story in a nutshell and the rest like they say is History.

I strongly recommend to all entrepreneurs, managers, educators, parents and children to read William's book and watch the Netflix movie titled *The Boy Who Harnessed The Wind*. There are some great lessons for people/children

ple today. William created value, not just valuation. William had no resources or funding. This is yet another lesson that proves "all resources are futile, if we do not apply resourcefulness to create/discover resources needed to build something out of nothing."

We also learn from William's story to beware of the E3-Entrapment. Education (Formal education mostly puts us in a box rather than make us think out-of-the-box). Experience (we are not just products of our experiences, but also victims of the limiting-beliefs-experiences of our grown-ups). Entitlement (our education/experience makes us career-mules who follow-the-herd), rather than creating our own path.

William is now fundraising to build

W. Kamkwamba – the Boy Who Harnessed the Wind



story is in the moJOsh-Inspirator-book). In my quest for continuous-learning and sharing-knowledge from ordinary-real-heroes who have created extraordinary-social-impact, I engaged in a curious, creative cool-convo with William recently.

For the uninitiated, William (Born in Malawi. August 5, 1987) is an inventor, teacher, mentor, orator and author. Born in a family that relied primarily on farming, William loved learning in school and playing with friends, using recycled materials. In 2002, Malawians were plagued by a debilitating famine, which devastated their lives and livelihood. Unable to pay school-fees, William was forced to leave school. His love-for-learning drove

from all age-groups. The primary-lesson is the entrepreneur-mindset. As a corporate trainer I engage with business managers to move from employee-mindset to entrepreneur-mindset. We have also customized this programme for young-students-entrepreneurs titled ABCDE-Anybody-Can-Do-Entrepreneurship. William is a self-evident example.

Born in a country that never had windmills, where no one believed that windmills would work, William built something out of nothing that is benefiting the entire country and the peo-

Moving-Windmill-Innovation-Center (www.movingwindmills.org), a hands-on-collaborative-learning-space in Malawi to inspire young-innovators globally, to learn how to create simple-innovations to impact their community, by using local-resources. William needs \$20 million in the initial phase and has raised \$7 million. I request all business leaders, entrepreneurs, investors, Grantmakers, to support his noble mission by donating to Moving-Windmills or becoming their ambassador or inviting William for a Motivational-Talk. **BW**

*The author is the moJOsh inspirator, a management & OD consultant & business leadership & life coach
The views expressed are personal and do not reflect those of BW Businessworld*

Jeroninio Francisco Torquato Almeida

HUMAN BEINGS CAN MOVE MOUNTAINS

THOUGHT LEADERSHIP FOR REFLECTION! In late 2002 while preparing to launch The Joy Of Giving movement, I was researching the Musahars (a mice-eating, ostracised and marginalised community that lives in abject poverty) and are called untouchables within untouchables (Yes! Besides the so-called Brahmins, Dalits and other castes, we also have a hierarchy of higher, highest untouchable, mid-level untouchable, lower lowest untouchable.) Seems we have reduced humanity to the lowest levels of indignity.

While walking through the villages in Bihar, I had this elderly gentleman, pulling my kurta and pointing to some mountains in the horizon. He pulled me to his *charpoy* (a traditional woven bed) and showed me a hammer and chisel. I could not understand a word and struggled for some time to understand his mumblings. We then found another villager who knew Hindi. He explained to us that this is Dashrath Manjhi, who cut the mountain with his bare hands, hammer and chisel by working 10 hours every day, every week for 22 years. He did not want anyone else to die like his wife, whose life he could not save, since he could not cross the mountain on time.

Yes, friends I am privileged to have met this so-called untouchable, the legendary Dashrath Manji. I held the hammer and chisel with which he achieved the impossible. Meeting Manjhi was a life-changing, mind-altering experience.



Manjhi and other real heroes like him have unleashed their potential and do so much more for society than most of us

Manjhi inspired me to research heroic potential. Thus, began my journey of telling stories of real heroes through Karmaaveer awards and Karma Kurry books.

Ideas for Action: In 2015, I was delivering a speech for a large gathering in Bangalore. I start all speeches with 'Namaste', which means God resides in every human being and all human beings need to be treated with respect to unleash their unlimited potential. After explaining the spirit of 'Namaste', I asked the audience, if this learning came from India, pray where did castes and untouchability come from? I was speaking on human-potential and told them that every human (Brahmin, Dalits, CMD, CEO, young executives, interns, peons, janitors) had unlimited potential. I started the story of Dashrath Manjhi. One young corporate manager (IIT/IIM educated) stood up and started shouting at me. 'How can you compare Dalits with Brahmins? How can you say they have the same potential as us?' I told him that I inherently believe that we all have unlimited potential.

Manjhi and other real heroes like him, have unleashed their potential and do so much more for society than most of us, educated elitists. I told him if he has an issue with my egalitarian thoughts, he was free to get a refund and leave. He walked out in a huff. Alas, all the education has not helped people rid themselves of their fixed, feudal mindsets. We need to discard our biases and work on our own potential and the potential of others by developing a growth-mindset.

Businesses need to coach their executives to live **diversity and inclusion** and not just celebrate a Diversity and Inclusion Day. Doing so will improve productivity at the workplace. **BW**

The author is an inspirational orator and missionary entrepreneur. He has been commissioned to write an eponymous book on the Prime Minister's radio address

REX Karmaveer Global Fellowship and moJOsh Inspirator Credo

Cheers and Kudos to all our *Real-Heroes*, Brave-Hearts and Champions of Change in the world. All those idealistic, insane, unreasonable, impractical, impossible people, who believe they can be and lead the change. The Oddballs, the Mavericks, the Non-Conformists, the Revolutionaries, the Thought-Leaders, the Rabble-Rousers, the whistle-blowers, the Free-Spirits, the Alternative-Thinkers, the Missionary-Entrepreneurs, the Game-Changers. The Non Violent *Rainbow-Warriors*, the PEACE-SOLDIERS, the ECO-CRUSADERS, the KNOWLEDGE_KNIGHTS in shining armour. The Square Pegs in Round Holes. the Optimists who go out without umbrellas seeking Rain and Dark Clouds. People who **LIGHT CANDLES TO DISPEL DARKNESS**. People who never follow the herd and walk the path less trodden. People who contest foolish dogmas. People who are Voices-of-Conscience. People

who are Voices-of-Dissent. People who are **VOICES FOR THE VOICELESS**. People who are **DIVINE-BEINGS** on a **HUMAN MISSION**. People who **FULFILL THEIR RESPONSIBILITY** as **HUMAN BEINGS**. People who believe in creating a better, safer, just, humane, fair, egalitarian and responsible world. People who know that it is not mindless charity, but mindful social justice (fairness) that is wanting in our world. People who think, see, speak and do things, differently. People who believe in exploring synergies with other people, to find a better, bigger, higher way that lifts up humanity, breaks barriers, expunge borders, demolish walls and build bridges *To Heal the World*. People who become channels between the world as it is and **THE BETTER WORLD** that we could create together. People who believe in their **POWER OF ONE**. People who follow their heart, fulfill their dreams, pursue their passion and speak their mind to take their ideas to action. People who innovate by creating a **CULTURE OF FAILURE** and thrive to experiment without **FEAR OF FAILURE**. People who experience, feel and spread **THE JOY OF GIVING**. People who **SHARE KNOWLEDGE** to learn eternally. **PEOPLE WHO DO UNTO OTHERS, AS THEY WOULD WANT OTHERS TO DO UNTO THEM**. People who practice the **MORAL CODE OF HUMANITY** and not some inane, inhuman rules, traditions and laws. People who come together as **ONE** to **RIGHT every WRONG**. People who are vulnerable and yet **ARE** unstoppable, limitless and relentless to unleash their potential for transforming themselves and the world. People who know that they possess **THE ENERGY TO MOVE MOUNTAINS**, if they put their mind to it. People who have a vision and follow their mission and do not just live in default mode. People who believe, understand, know and live our slogan *"I Change to Change the*

World". B'coz change is inevitable and **EACH AND ALL OF US** can **LEAD THE CHANGE**. We the **ORDINARY PEOPLE** with **EXTRAORDINARY CHARACTER**, are the **UNREASONABLE ONES**, who know that change in our world has always been led by the **FEW** and not by the **MANY**. We choose to be **COUNTED IN THE FEW**. People who believe that each of us is **NOT JUST A TEACHER**, but an **ENLIGHTENER, AWAKENER** and **TRANSFORMER** who has the potential to influence change for the progress of the future. The world can speak against us, disregard us, snigger at us, fight us, differ with our righteousness and yet they cannot ignore us. Because **WE THE FEW COMMON CITIZENS OF THE WORLD** transform the world for the better with our small but significant **IDEAS FOR ACTION**. We kindle hope and inspiration for the future of the human race. And while many may see us as the **CRAZY ONES**, they also see in us True-Wunderkind and Real-Heroes. Because at the end of it all, *We the People* who are **SILLY** to think, that we can make a difference in our world, are **THE FEW** thoughtful, mindful, committed **ONES**, who do! We are **THE FEW**, who are the hope for humanity and our world. We are **THE FEW** who are worthy and deserving for the REX Karmaveer Global Fellowship, Karmaveer Awards and becoming Karmaveer Noble Laureates, Champions of Change and moJOsh Inspirators.



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

Together as ONE, we can **RIGHT** every **WRONG**.



moJOsh Inspirator

Leadership, Learning2Learn and Life Lessons

include

18 Years of

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

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

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

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

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and over 10000+ true stories

of ordinary people who are REAL UNSUNG HEROES achieving the extraordinary and all this has been distilled and crystallised after careful and diligent deconstruction of all these renowned ancient and modern books/ stories/ fables/ theses/ white papers on success, productivity, effectiveness, mindfulness and happiness with trial and experiments for

Character-Rooted Leadership. Learning2Learn

and Life lessons & Effective Practices

on over 21,000 people directly,

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

to understand the impact

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

1 million people and children

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

Plus 5 million people and children

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

Plus 20 million people

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

KARMA KURRY BOOK SERIES

The first book series in the world that celebrate **REAL ORDINARY HEROES** who are making an **EXTRAORDINARY DIFFERENCE IN OUR WORLD**. Some of the fellows and award recipients have also been featured in the bestselling Karma Kurry book series, which is now being made into a TV show by a major satellite TV network). In a nutshell, you need to diligently **CURATE** and **CREATE** a list of people, who are **WORTHY** and **DESERVING** of the **REX Karmaveer Global Fellowship and Karmaveer Chakra Award**, which is the most coveted, credible and **CHARACTER ROOTED** award in the world. **The SIMPLE PURPOSE** of the **REX KARMAVEER GLOBAL FELLOWSHIP and AWARDS** is not just recognition but entrustment of **MORE RESPONSIBILITY to DO MORE, BE MORE, LEARN MORE, GROW MORE, COLLABORATE MORE and most of all INSPIRE OTHERS MORE to BE AND LEAD THE CHANGE IN OUR WORLD.**



IF YOU ARE CHOSEN IN THE EXCLUSIVE 100 curators, then you will also get to attend an alife-changing, mind-altering, potential-discovering and core inspiring **LEARNING SESSION with** our founders.. That is how serious we are. **YOU WILL BE INTERVIEWED DIRECTLY BY THE** Founders and Founding Curators for JUST 15 MINUTES. And if you MAKE THE CUT, then you are in. **REMEMBER** making the cut is not about your gift of gab, how knowledgeable you are, or YOUR DEGREES and **WORK EXPERIENCE**, it is simply about how prepared and inspired you are to work with us at **REX and MAKE A DIFFERENCE**. So the simple cue is to READ the WEBSITE, to be apprised of What you have to answer about MISSION, VISION, VALUES and more.

Please read our Guiding Principles, Just Another Volunteer Code and the overall website to understand more about the mission (some essential links are given below) and then apply to us with a **1-page profile and your STATEMENT OF PURPOSE** about why you want to join us as our **REX Karmaveer Global Fellowship** Curator and how you would make a positive contribution to our mission.

<http://rexIdeas.com/>

<https://rexideas.com/about-rex/>

<https://rexideas.com/curator-guidelines/>

Please read our credo page to understand more about how we choose people to award.

Our THE BASIC PURPOSE OF BEING is to CHANGE THE WORLD by CHANGING EACH INDIVIDUAL HUMAN BEINGS. I CHANGE TO CHANGE THE NATION and

THE WORLD IS the simple ethos OUR CREDO.

<http://rexIdeas.com/Index.DhD/fellowship-credo/>

BE PREPARED to UNLEASH the CHAMPION OF CHANGE within you! In short, PLEASE APPLY TO JOIN US because YOU WANT TO DO WHAT YOU LOVE or YOU WANT LOVE WHAT YOU DO... let's strive to be judicious with each other's time!