

**KARMAYUGA is an initiative by VSO India & iCONGO to ignite the VOLUNTEER spirit among the citizens**



**iCONGO and VSO India, through Karmayuga campaign, have embarked on a Quest for Citizen heroes who have gone beyond their business as usual and have volunteered to bring about a social change.**



**Gitanjali- Mind without Fear**  
**By *Rabindranath Tagore***

**Where the mind is without fear and the head is held high;  
Where knowledge is free;  
Where the world has not been broken up  
into fragments by narrow domestic walls;  
Where words come out from the depth of truth;  
Where tireless striving stretches its arms towards perfection;  
Where the clear stream of reason  
has not lost its way into the dreary desert sand of dead habit;  
Where the mind is led forward by thee into ever-widening thought and  
action---**  
**Into that heaven of freedom, my Father, let my country awake.**



SatYUG (Era or Generation of Truth)

KaIYUG (Era or Generation of Vice)

Now Together as ONE we can  
RIGHT every WRONG  
and create

**KarmaYUG**

The Era of Citizen Action for Social Justice

Founders of KARMAVEER, RIGHT every WRONG and Joy of Giving



# About Initiative Partners



The International Confederation of NGOs- passionately works with PEOPLE, for encouraging social justice through citizen action. On the other end, we work with the PEOPLE SECTOR , to reclaim and preserve public trust for the sector. Mostly managed by JUST VOLUNTEERS we sensitise "citizens at large" to "Be the change we want to see in our world" and go beyond JUST GIVING MONEY

VSO India is the world's leading independent international development organisation that works through volunteers to fight poverty in developing countries.

VSO's high-impact approach involves bringing people together to share skills, build capabilities, promote international understanding and action, and change lives to make the world a fairer place for all.





# - KARMAYUGA -



## **THE RIGHT every WRONG generation**

- Because it is not mindless, arrogant charity but involved, humble social justice that is wanting in our world.
- A step towards creating an egalitarian, just, humane, responsible society where I do not just give some money, but understand issues and get involved to be & lead the change.
- Based on the bedrock that nobody can do everything to change the world singlehandedly but everybody can do something.



# - KARMAYUGA -



## THE RIGHT every WRONG generation

- Last year when we announced Karmayuga 10s of thousands people from across the globe sent us details of their work for the betterment of society. This encouraged us to build this into a movement.
- The best part is NO ONE needs to join us as or any NGO as volunteers or GIVE us money, newspapers, clothes.
- All that is expected of anyone & everyone is to resolve that “I CAN” do something and then do whatever one can for the betterment of society in their own space & time. Simple!!! Isn't it?



# I CAN DO SOMETHING



## (Some ideas)

- Simply put “anyone and everyone can participate and no one needs to give any money or do anything extra but just things that you feel need to be RIGHTED in your own way. It could be about planting trees in your neighbourhood, feeding milk to stray dogs in your locality, addressing people who eve tease, refusing to pay a bribe to the traffic cop, filing a RTI against some wrongs, donating blood, pledging your organs or anything small or big you may want to do to right a wrong, anytime throughout the year and post the same on our website during KARMAYUG so that more people follow your example



# I CAN DO SOMETHING



## (Individuals- Some leaders by example)

- **Lynn D'souza** does her thing to help support animal rights and gets all her colleagues involved with development work, while having her hands full as Chairperson of Lintas.
- **Armando Gonsalves** organised a peace concert in Goa without any sponsors or funding after 26/11 to spread ONENESS and PEACE.
- **Meitim Connelly** from Hyderabad who was involved with our joy of giving movement from 2003 ,was so inspired that she now sacrifices her weekly Sunday Brunch and with the money saved feeds hungry children and stray dogs.
- **Mike Ghouse** has founded the unity day in the US to bring people from all faiths together and celebrate oneness and secular values.
- **AD Singh** was inspired by the RIGHT every WRONG movement to found RESTAURANTS AGAINST HUNGER.
- **Sushma Veer**, an actress from Kannada Cinema ,was inspired by the RIGHT every WRONG movement and at regular intervals mobilizes students from Bangalore and plants trees .
- **Kayzad Namdarian** started the movement feed a child with just a click to sensitise people about children dying of hunger across the globe.
- **Mamoon Akthar**, a librarian with a 3000 Rs. Salary, gave up his house to create an education centre for children living in his community.
- Many more such leaders by example are with us today and can be read about on the web and facebook.





# How I CAN DO SOMETHING?



## (Individuals)

- You could do any of the things given in slide 6 or come up with some of your own ideas and share them with us.
- You could create “Action against Apathy” by making citizen action for social justice fun, hip and happening.
- You could adopt, in your own small way ,the Gandhian motto of “Being the Change we want to see in this world”
- You could be our evangelist and get more people to participate.

You could decide to right a wrong like Dr. Chiro Mitra a veterinary who saved a child



[Watch YouTube video](#)



# How I CAN DO SOMETHING?



## (Individuals)

Subhashini Mistry' lives in a village called Hanspukur just about 20Km south of the city center of Kolkata. Her husband died of gastro enteritis in the 70s. Soon after his death, she decided that she would not let anyone else face the kind of difficulties she had to face due to lack of healthcare. She had to bring up her five children and keep her own body and soul together. Over the next twenty years she toiled as a housemaid, manual labourer and vegetable seller and saved 20000 rupees. Meanwhile she educated her son Ajoy Mistry and got him to be a doctor with help from philanthropists. She established a trust called "**humanity trust**" and bought about half an acre of land and established a hospital in a small hut.....

## Subhashini Mistry





# How I CAN DO SOMETHING?



## (Individuals)

Tulasi Munda was born into a poor tribal family, the day before India attained Independence in the remote and impoverished Serenda region in Orissa. She learnt to read and write by herself. Inspired by Mahatma Gandhi, Vinobha Bhave and Jayaprakash Narayan, she decided that the only gift that she could give to her people would be education. 35 years ago she established a school under a tree. She sold puffed rice to raise money. Over the years the school has educated over 15000 people! Her organisation, called *Adivasi Vikas Samithi* runs the school in Serenda and have 16 outreach centres in the villages of Keonjarh district and helps primary education accessible to the poor.

## Tulasi Munda





# I CAN DO SOMETHING



(Kids, Youth & Students - Some leaders by example)

- **Steven McCutcheon** rode a horse from India to China trying to create awareness about children who have no access to education and health.
- **Shrenik Rao** cycled across India to create awareness about climate change.
- **Akhil Akkineni**, a young boy from Hyderabad, was inspired by RIGHT every WRONG to educate and sensitise all his school students (peers, juniors and seniors) and through them their parents to understand more about the drinking water pollution issues due to which children in Andhra were being diagnosed by Fluorosis.
- **Aradhana Chachhi**, a 9 year old, was so affected by the plight of the Tsunami victims that she would make lemonade and sell it in her colony and school to sensitise people about the issue.
- **Diwakar**, our blind lil champ, sings to empower other children like him get their education.
- **Baby Benzy**, a ten year old autistic girl, who has a god gifted talent to sing, with support from her mother Kavita Kumar has been organizing concerts to raise awareness about the talent of the special children.
- Many more such leaders by example are with us today.



# How I CAN DO SOMETHING? (Kids, Youth, Students)



- You could do any of the things given in slide 6 or come up with some of your own ideas and share them with us.
- You could create “Action against Apathy” by making citizen action for social justice fun, hip and happening.
- You could adopt, in your own small way ,the Gandhian motto of “Being the Change we want to see in this world”
- You could be our evangelist and get more people to participate.
- You could be like Prannay and save tigers by working with the cause & community directly.





# How I CAN DO SOMETHING?



## (Schools)

- Organize sensitization talks in your campus
- Involve your students actively in social activities
- Organize creative contests/events to encourage students to express their views about various social issues
- Work hand in hand with other schools to create student led campaigns
- Encourage the students to act as social ambassadors and advocate social issues within their families and neighborhoods

**Sri Ram School** has taken up Environmental issues in a big way. Each campus is a zero garbage zone, it harvests its roof top rain water, recycles grey water, composts garbage, recycles paper and conserves energy. All campuses are polythene free zones

The Junior Schools are equipped with a 'Green Brigade' that emphasises saving the environment within the school and in the neighbourhood. The Senior Schools have a Tiger Task Force that visits nearby tiger reserves and helps in any way that they can towards the conservation of the tiger - India's national animal.



# How I CAN DO SOMETHING? (Colleges)



- Organize sensitization talks in your campus
- Involve your students actively in social activities
- Organize interactive conferences/events to give your students in-depth knowledge about socio-political issues and to encourage students to express their views
- Engage students in social projects with different NGOs
- Encourage your Theatre Clubs to come up with Street Plays on Socio-political issues

SOIL ( School of Inspired Leadership), a B School in Gurgaon, has started Social Innovation Programme (SIP) to engage its students with NGOs, as a part of curriculum. The students do a year long internship( one day a week) with an NGO and hence get hands on knowledge about various social issues

<http://www.soilindia.net/organizes-workshop.html>



# I CAN DO SOMETHING



## (Businesses - Some leaders by example)

- **TOI** launched the **TEACH INDIA** campaign to involve citizens for imparting education to those who don't have access to quality education
- **Idea Cellular** launched **Use mobile Save Tree** campaign to make the common man start thinking of ways to contribute significantly towards saving paper, and therefore, the green cover necessary for the health of the planet
- **PVR Limited**, across all its offices and cinemas, uses Bio Block system in the washroom urinals which saves 19,089,000 liters of water every year
- **Bharti foundation** started **Satya Bharti School Program** with a goal to establish 500 Primary and 50 Senior Secondary Schools reaching out to over 200,000 children across India. The program aims to create a replicable, scalable and holistic model of quality education in the country.
- **Yes Bank** started Responsible Banking (RB), which walks the middle path between charity based traditional CSR and pure profit driven business, with an approach to align their core operations along sustainability principles in order to formulate effective, sustainable solutions to social and environmental problems that directly impact our immediate ecosystem.





# How I CAN DO SOMETHING? (Businesses)



- Build an internal environment where all your employees feel motivated to bring about a social change
- Build a holistic CSR policy and motivate your employees to contribute their time & ideas to make it a success
- Start campaigns and generate ideas within your business houses as to how you can make your workplace more environment friendly
- Encourage Whistle blower Policy within your organization to build a healthy ecosystem
- Start CSR campaigns to get a lot of citizens involved with social issues



India Pictures and  
Publicis Capital  
Launched the BLOW UP  
Campaign  
To Save Public Property



# I CAN DO SOMETHING



## (NGOs & CSOs - Some leaders by example)

- **Divya Arora**, a differently abled person, chose the entertainment industry as an actress, director and writer, to bring about awareness and create sensitivity for the cause through theatre
- **Dr. K.Srinath Reddy** has shown exemplary social commitment in advancing public health on many fronts and desires to bring about a revolution in our country's overall health response.
- **Anouradha Goburdhun Bakshi** shunned all the luxuries of the world to hear the voice of her conscious and is working as a selfless spirit to unlock the floodgates to provide dignity to the underprivileged ones.
- **Nigel Otter** has dedicated his life for the welfare of animals and nature in the Nilgiris and has made tremendous and numerous achievements in stopping illegal poaching of elephants, illegal tapping of electricity, stopping stone quarrying, exposing hunting of livestock and stopping poisoning of tigers.
- **Sailesh Mishra** aspires to provide wide range of need-based services for all the elderly, irrespective of social and financial background.
- **Pooja Taparia** has been involved with social issues since her school days. She has been putting in efforts to enable survivors of child abuse to come to terms with their trauma and move on to lead fulfilling lives.
- **Anuradha Sawhney's** love for animals and nature began in school, when she would go hungry as she fed her lunch to stray animals and birds
- **Sharad Sharma**, a free-lance cartoonist and comics' trainer., promotes comics as a communication tool in remote and difficult areas. His endeavor has been to reflect, through his work, various current social issues that require attention.

Founders of KARMAVEER, RIGHT every WRONG and Joy of Giving



# How I CAN DO SOMETHING?



## (NGOs & CSOs)

- Design effective campaigns to involve as many people as possible with your activities and motivate them to do something to bring about a change.
- Generate ideas about creating mass awareness
- Start simple campaigns in schools and colleges to sensitize the youth
- Collate the work done by your volunteers and send them to us
- Shoot videos of good volunteer action and send them to us

Population First created the Laadli campaign to highlight the girl child issue, which was later on adopted by Delhi government as well

<http://www.youtube.com/watch?v=8nKwWl9Sn6>  
[w](#)



# I CAN DO SOMETHING

(Celebrities - Some leaders by example)



- **Rahul Bose** is one of the premier actors of alternative Indian cinema. Apart from working primarily on cinema that sends a message, noteworthy among his work in the social sector is his post-tsunami effort in the Andaman and Nicobar Islands and his work on preventing discrimination of all kinds, with special focus on communal harmony, children and gender equality.
- **Remo Fernandes** has been writing songs on socio-political protest from an early age onwards. His songs have campaigned for responsible action against drug abuse, promiscuity leading to HIV- AIDS, awareness about SARS, bird flu and much more
- **Lushin Dubey** is best known for her involvement in promoting children's theatre in Delhi and has always been engaged in some or the other social cause
- **Geeta Chandran** is a role model in the arts of social responsibility. She raised and highlighted issues like female infanticide, issues of stigma and discrimination in society, issues like terrorism, traumatizing children, discrimination based on caste and religion in society etc
- **Anupam Kher**, concerned with giving back something to society and those less privileged than him, has been a teacher to differently-abled children for many years now and is one of the founder members of 'The People For Animals'. In 2008, he established The Anupam Kher Foundation- a public charitable trust, to spread education among less privileged children and to provide palliative care to people with life-limiting diseases
- **Gopichand Pullela** refused a lucrative endorsement for a big cola company, insisting that values are more important than the money. He is also involved with various other causes including PETA.



# How I CAN DO SOMETHING? (Celebrities & Sports Stars )



- Use your talent to create awareness about causes
- Act like a Ambassador to endorse causes and motivate people to join you in your campaign
- Inculcate a Social message in your work and spread awareness through blogs etc

Salman Khan has undertaken initiatives such as Being Human art and Being Human merchandise to create awareness about the cause.



Anupam Kher is brand Ambassador for P&G's 'Project Shiksha'



P&G Live, Learn and Thrive® Initiative.



# I CAN DO SOMETHING



## (Media - Some leaders by example)

- **Onir**, a filmmaker, producer, writer and editor, has constantly used his filmmaking skills effectively to create awareness about various causes. Be it the controversial issues like Homosexuality or the less spoken about issues like sodomy, his movies have certainly been a reflection of truth.
- **Altaf Ahmad**, a freelance journalist and a social activist with a special interest in human rights, has been working for the last 25 years on communal and linguistic harmony, and peace and human rights
- **Gregory David Roberts** has been closely involved in providing free, open and universal education to the poor. His Shantaram initiative works towards educating poorest of the poor, in order to help break the poverty cycle that keeps families without access to education.
- **Mita Kapur, a literary Consultant**, has fought relentlessly for the cause of the downtrodden and Dalits, and for cases of domestic child labour abuse.
- **Vijay Jodha**, a writer, photographer and film maker, has devoted himself to social service, having covered issues like environment, culture, communal harmony and the empowerment of the marginalized.
- **Shereen Bhan**, the Executive-Editor CNBC-TV18, through her shows such as Young Turks, Change Agents and The Heart of Business, tries and focuses on social entrepreneurs who believe in the magic of changing lives and who are the real change agents for the society. She believes that social entrepreneurs have emerged with innovative solutions to society's most pressing social problems



# How I CAN DO SOMETHING?



## (Media)

- Use the Power of Pen to highlight pertinent social issues
- Start literary campaigns to involve more people with social issues
- Motivate people to encourage volunteer spirit
- Start Media campaigns to create more awareness and involve masses

Tehelka and Dialogue India have been highlighting various socio-political issues

<http://www.tehelka.com/>  
<http://dialogueindia.in/magazine/>



# Here are some more ideas !!



Start a car-pool!! Pledge your organs!! Donate your books!! Address people who eve tease!! Turn off appliances at the main!! If it says 50 Kmph, do 50 Kmph!! Fix your A/C Temprature to 24!! Put waste in the bin!! Share your lunch with someone!! Refuse to pay a bribe to the traffic cop!! Shoot videos of good volunteer action!! Fit energy-saving light bulb in your house!! Learn & teach someone basic first aid!! Use a mug not a plastic cup at your workplace!! Organise a Blood Donation camp at office!! Use both sides of every piece of paper!! Blow the whistle on workplace bullies!! Don't charge your phone overnight!! Walk somewhere you'd normally drive!! Decline plastic bags wherever possible!! Feeding milk to stray dogs in your locality!! Take public transport when you can!! Turn off the tap while you brush your teeth!! Teach others how to file a RTI against some wrongs!! Encourage Relatives not have Child as Domestic help!! Encourage Children to plant a tree in neighbourhood!! Encourage your Theater Clubs to organise Street Plays on Social Issues!! Collect and recycle old phones, Chargers, toys, etc in your neighbourhood!!





# What will you get in return ?



The best actions/stories shall be awarded the **Karmaveer Chakra** every year and all people/ children/ youth who participate shall be awarded the **“KARMAVEER- THE RIGHT every WRONG generation Certificates”** for being the change and promoting Social Justice through her/ his Citizen Action.



# Thank You

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



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