



Karmaveer Chakra  
instituted by iCONGO  
in partnership with the UN

## About Apeejay Karmayuga

Fundamental Duties as enshrined in the Indian Constitution are virtuous and voluntary actions, in other words Karma, to be performed by Indian citizens towards State and Society in conjunction with the all-pervasive Fundamental Rights that they can demand from State and Society. Fundamental Duties provide a roadmap to Character Building of Indians as Individuals and India as a nation. Our Character as a Nation and as Individuals has declined as this has not panned out and it is imperative that we as a Nation recognize that this cannot carry on. Integrity and Values must be evidenced in the moral and performance areas of life of Indians and discharged with virtuous and voluntary actions towards State and Society. An Indian who does so is a Karmaveer, a person of Solid Character who inspires the pursuit of solid character in his family and community. Apeejay Karmayuga will scout for such Indians across the country and bestow on them the coveted Karmaveer Chakra, instituted by iCONGO in partnership with the UN in 2008.

## Our Vision

Inspiring Solid Character

## Our Mission

- To aspire towards a Yuga i.e. an era, where each Indian performs Karma i.e. voluntary and virtuous action as prescribed by ancient Indian scriptures and Fundamental Duties as prescribed in the Indian Constitution.
- To inspire Indians towards every day practice of Individual Social Responsibility™ and Citizen Action.
- To inspire a generation towards pursuit of Solid Character as an alternate goal post.

## Our Outreach

As a part of its outreach for scouting Indians with Solid Character, Apeejay Karmayuga will seek to spread its net wide towards various Collaborations. These are Karmayuga Joint Awards Program Collaborations Plan as well as Karmayuga Evangelists and Ambassador Evangelists Plan.

## Joint Awards Program Collaborations Plan

As a part of its outreach for scouting Indians with Solid Character, Apeejay Karmayuga seeks to collaborate with private, public and third sector organisations, educational institutes, senior citizen bodies and resident welfare associations, etc. to create a Joint Awards Program. The program will be co-branded with the Partner and will reward the Partner's stakeholders for their virtuous and voluntary actions towards state and society. Winners will be recognised with Karmaveer Chakra (Bronze) co-branded with the Partner. The Partner can choose to create Awards for various categories and recognize 2 stakeholders per category for the Bronze Chakra as per Selection criteria provided by Apeejay Karmayuga. The Partners will send names and profiles of the Bronze Chakra awardees latest by 30<sup>th</sup> December, 2014 to Apeejay Karmayuga



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Committee. Their work will be assessed alongside all other Partner Awardees and Awardees from direct applications on Apeejay Karmayuga website and they could be one of 100 to be selected for Silver Karmaveer Chakra or one of the 10 chosen for the Golden Karmaveer Chakra and to be designated as Apeejay Karmayuga Ambassadors. Collaborative Partners could be Schools, Colleges, B-schools, Companies, SMEs, PSEs, NGOs, Media Houses, Government Bodies, Village Panchayats, Housing Societies, Citizen Initiatives, Events, Marathons, Film Festivals.

### **Evangelists and Ambassador Evangelists Plan**

As a part of its outreach for scouting Indians with Solid Character, Apeejay Karmayuga seeks to take the support of those whose life is an embodiment of Ethics and Integrity and who understand that virtuous and voluntary actions towards State and Society by a collective mass of Inspired Indians can be a game changer for our Nation. Such Individuals will be invited through our Ambassador Evangelists plan to represent our mission on ground and will be given a team to work with.

As a part of its outreach for scouting Indians with Solid Character, Apeejay Karmayuga seeks to collaborate with self-driven individuals who understand what we are trying to achieve, who believe in our Vision and Mission, who understand that collectively we can achieve a mass movement to Inspire Solid Character in Indians and who want to add their force to our quest. We will invite such individuals to our Evangelists Plan and they will work together with our regional Mission Leaders.

### **Our Award**

Karmaveer Chakra, the national medallion for Voluntary services has been instituted by iCONGO in partnership with the UN in 2008. It is being taken forward in 2014 with a much larger mandate with support from Apeejay Trust, the welfare trust of Apeejay Surrendra Group. All Awards are given along with Citations and Benefits. There are 3 awards as follows:-

**Bronze:** Awarded to stakeholders of Partners of Joint Awards Program Collaborations, co-branded with the Partner, selected by Internal Juries set up by the Partner as per the criteria and guidelines instituted. Additionally Apeejay Karmayuga Jury will award the Bronze Chakra directly to applications received on the Project website.

**Silver:** Awarded directly by Apeejay Karmayuga, selected by National Jury from Bronze Chakra Awardees pan India.

**Gold:** Highest honor awarded directly by Apeejay Karmayuga, selected by National Jury and Personal Interviews.

### **Our Jury**

#### **National Jury – Apeejay Karmayuga**

A 5-member Panel set up by iCONGO and Apeejay Trust. The Jury is supported by a National Committee of 5 members from iCONGO and Apeejay Trust.



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### Partner's Internal Jury - Joint Awards Program Collaborations

Set up by each Collaborative Partner comprising of people from Partner's management or external people as decided by the Partner, ideally to be chaired by an External member.

### Timeline

**Bronze Awardees Selected by Partner's Internal Jury:** by 30<sup>th</sup> December 2014

**National Jury meeting** - 30<sup>th</sup> January, 2015

**Personal Interviews** - 19/20<sup>th</sup> March, 2015

**Award Ceremony:** During Rex Conclave, iCONGO's pioneering knowledge forum in March 2015; likely date: 21<sup>st</sup> March, 2015

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