



CULTIVATING GROWTH AT THE GRASS ROOTS

THE BOSTON PLEDGE

150th Anniversary of Tagore and 10th Anniversary of The Boston Pledge

Sustainability, Technology and Humanity

The Promise of Universal Conscience

Saturday November 19, 2011 | 2 – 6 pm

ASEAN Auditorium at Tufts Fletcher School

160 Packard Ave. | Medford, MA

Abhijit Banerjee

Professor at MIT Sloan, Author of Poor Economics, Co-founder of Poverty Action (JPAL)

A very large part of making aid work is careful thinking. I will argue that all too often well meant interventions fail because not enough thought and careful experimentation went into their design and conversely when an intervention is really able to pinpoint the exact problem a small push can go a very long way. This years pledge needs to be a pledge to give thought as well as time and money.



Elisha Goodman

Social Innovator and Sustainable City Planner, Former President of Hawaii Organic Farmers Association

Food security is one of the most pressing issues of the 21st century for countries around the globe. As the economic crisis gives pause to the Global Food Crisis, we must find ways to feed a swelling population in the face of a shrinking base of resources. To accomplish this, humans must learn to do more with less by creating closed-loop systems in the realms of waste and agriculture as we as a species refine our relationship with nature and technology.

Panel Discussion: Sustainability and Human Consciousness

*Featuring **Doug Rauch** (right), former President of Trader Joe's, CEO of Conscious Capitalism Institute and **Shubhro Sen**, Co-Founder & Executive Director of Conscious Capitalism Institute*

Human beings did not stop evolving when we got up on our hind legs. Our evolution has continued, even accelerated, but is now more inward. As a species, we are rapidly becoming more intelligent, more educated, more informed, more connected and more conscious. Taken together, these changes spell a profound shift, as we humans have entered the Age of Transcendence. The implications of this are profound for every sphere of our existence. This panel will explore the consequences of these changes for the world of business in particular.



Master of Ceremony

Panel Moderator

Panel Moderator

Key Note Speaker

Dr. Jerry Brightman

Mr. Jay Srinivasan - Technology at the Base of the Pyramid

Dr. Raj Sisodia – Sustainability and Human Consciousness

Dr. Partha Ghosh - The Universal Man and Relevance of Tagore in the 21st Century

Single: \$35
Couple: \$55
Students: \$5

For tickets & more information, please visit:
thebostonpledge.org