

The 11th Annual Conference of The Boston Pledge

Making Vedic Philosophy Work

Innovation Opportunities at the Base of the Pyramid

November 17, 2012 | 2:30 – 5:30pm

ASEAN Auditorium, Fletcher School of Law & Diplomacy
160 Packard Ave.
Medford, MA 02155



CULTIVATING GROWTH AT THE GRASS ROOTS

THE BOSTON PLEDGE

www.thebostonpledge.org



"Tufts Gordon Institute is focused on creating a new generation of engineering leaders who will bring innovation to the complex challenges and opportunities of the new millennium."

**Robert J. Hannemann, Sc.D.
Director, Tufts Gordon Institute
gordon.tufts.edu**

Conference Schedule

Registration	2:30
Introduction <i>David Mak</i>	2:45
TBP & The New Deal in the 21st Century <i>Partha Ghosh</i>	3:00
The BOP Innovation Panel <i>Dr. Amy Smith (Head of Development Lab MIT)</i> <i>Dr. Marthinus van Schoor (CEO/Chairman, Mide)</i> <i>Dr. Elisia Goodman (Development Lab MIT)</i> <i>Dr. Geoff Chapin (CEO, Next Step Living)</i> <i>Mr. Chitra Neogy (The Anya Project)</i> <i>Mr. David Duehren (SoundFest)</i>	3:20
Sustaining Healthy Communities <i>Dr. Jai Dev, Meenu Sigh, Dr. Pratibha Shah</i>	4:20
Village Blueprint for Grassroots Innovation: The Boston Pledge Experiment <i>Partha Ghosh</i>	5:00
Refreshments & Networking	5:30

Welcome

Acknowledgements

In six weeks time as we bring down the curtain on 2012, we must realize that this year has been perhaps one the most momentous years ever: from the rise of the Arab Spring, the broken records in the London Olympic games, the discovery of Higgs Boson aka the God particle, the detection of light from the universe's first stars (predicted to have formed 500 million years after the big bang), turbulences in the financial markets to the EU sovereign debt crises, the shifting powerbase in China, the tensions of the U.S. elections, and Hurricane Sandy. Reflecting on all of these events together, we are reminded to be humble and look to the future with a fresh perspective – where wisdom will thrive where fundamental innovation will bring about a better balance of the 3Es – Equity, Ecology and Ethics, and where a song of contemplative silence will rise above the noise of mundane trivia.

The 2012 Boston Pledge annual conference brings together a group of outstanding professionals to share multiple perspectives on innovation and lessons from the most ancient philosophy of the world. Together we explore how to connect the treasures of the past with the possibilities of the future through an innovative fusion of thoughts and actions. The talents and skills of a wide array of professionals who represent multiple disciplines and cultures, and diverse social and professional backgrounds, are united towards a common purpose. Such a purpose must uncover the power of self-determination at the base of the pyramid, and transition towards a new socio-economic conscience, which is self-actualizing and self-energizing, forward looking and un-limiting, to create a more equitable and sustainable future.

It is our distinct honor to thank everyone who has directly and indirectly contributed to the development and the organization of this conference entitled **Making Vedic Philosophy Work: Enabling Innovation at the Base of the Pyramid** on November 17, 2012. In particular, support provided by the students and leadership of The Fletcher School Law & Diplomacy and Tufts Gordon Institute are noteworthy. In addition, special sponsorships from Action Printing and several other organizations are invaluable.

Partha S. Ghosh
The Boston Pledge - November 2012

The Boston Pledge

Uncovering the Power Within, Incubating Services for Public Good

Born in the first year of this millennium, The Boston Pledge (TBP) is a non-profit organization that brings together outstanding professionals committed to public service from various spheres of life and professional disciplines to directly address bottom-of-the-pyramid issues. TBP has the strong conviction and overarching belief that by (1) transcending the constraints of self interest and the limits of national borders, (2) providing outstanding leadership to channel intellectual know-how and financial resources to individuals, groups, or government bodies working for the betterment of society, and (3) focusing on empowering people at the grass roots, we will be able to create a virtuous dynamic that could build a more equitable and sustainable society in the long term.

Our mission is to continually develop and perfect a dynamic process to enable people in privileged regions to engage with socioeconomic issues in less privileged regions for the purpose of encouraging all round holistic development and creating a multidisciplinary and multiethnic network for service to humanity. While many humanitarian organizations offer invaluable services following disasters, natural or moral, our goal is to proactively reach out to those regions that need improvement and address root issues for community rejuvenation, before problems turn into insuperable quagmires. Specifically, our focus is on education, health, small-scale industry development, cultural renaissance, and service-sector revitalization.

Toward this mission, we view TBP as an incubator of voluntary public service. From Boston to Kolkata, TBP is currently working on several different initiatives including (1) entrepreneurial development to facilitate bottom-up enterprising (2) remediation of arsenic in ground water, and (3) rural development in different parts of the world.

At the core of our work, we celebrate the thoughts of one the greatest philosophers and public servants of the nineteenth century, and a luminary in The First Parliament of Religions at Chicago in 1893, Swami Vivekananda: "Our Real Awakening takes place when we dedicate our life to an Exalted Ideal."

Introduction



Master of Ceremony
David Mok
The Boston Pledge

David Mok currently collaborates with the Boston Pledge on conference initiatives and outreach. As a recent graduate from Tufts University with a degree in International Relations, he has shown a strong interest in poverty alleviation through harnessing technology. He is an aspiring entrepreneur, working both as a social media consultant and managing a startup company. Previously he spoke at the annual Boston Pledge conference, won the Tufts Social Enterprise Business Plan Competition, served as Marketing Director of Oxford Entrepreneurs and was the recent recipient of the prestigious Wendell Phillips Award.



Theme Setup
Partha S. Ghosh
The Boston Pledge - Chairman

Partha S. Ghosh is the chairman of The Boston Pledge. As a true global citizen, policy advisor and a strategist for Corporates and Governments he is known worldwide as an innovator of Business and Economic models. He teaches Globalization & Economics at Tufts Gordon Institute, Innovation & Strategic Technologies at the Fletcher School, and Leadership at MIT. Mr. Ghosh was a partner at McKinsey & Company and is the founder/Managing director of Strategy/Policy advisory firm Partha S Ghosh & Associates.

Making Vedic Philosophy Work Enabling Innovation at the Base of the Pyramid

We need a fundamentally new approach to economic development—one that is sustainable and equitable. Eighty percent of the global economy is in the early stages of economic development, and resource availability continues to dwindle as we increasingly question the limits of our extraction from and destruction of nature. In the absence of fundamentally new ways of thinking, massive injection of capital to serve nineteenth- and twenty-century models is not only wasteful, it could well reverse the progress of civilization.

In certain quarters, a consensus is emerging that the issues facing modern society will require all of us to engage in long-range, innovative thinking. At the same time, the “quick fix” and “more of the same” mindsets that policy makers and corporate leaderships work with end up causing a mismatch of perspectives. In name of being practical, we fail to be transformational.

Individuals and institutions have for centuries assumed positions of power and influence, yet they fall short of what they are supposed to deliver. In spite of the great thoughts in books of theology, philosophy, and management sciences, we are left questioning the judgment capacity of our world.

Civilization at cross roads?

At an individual level, humanity today indeed appears a bit confused, if not lost. Human life is a saga of continuous struggle, full of strife punctuated with fleeting glimpses of happiness. Peace and joy are elusive, and we do not even know where and how to look for them! Life begins with this quest for happiness and is spent in seeking it in different endeavors, pursuits, and relationships. More often than not, life ends without our having been able to truly grasp and hold happiness. Humanity, nature’s supreme creation, dies with dreams shattered, a purpose unfulfilled, and a life wasted! Is this the fate of creation’s most endowed, capable, and supremely intelligent species? Is this acceptable?

The time has come when we must (i) forget our self interests in the grandeur of our vision, in a larger ideal, in love of truth and love of humanity, (ii) apply our scientific and technological genius in re-innovating our industries so that future products and processes are ecology-friendly and energy-friendly, and (iii) enable equitable and sustainable wealth creation processes

We are at a point in the development of a global civilization when we need a generational shift in our state of being, in our ways of becoming, and in our thinking.

Moving forward, leadership worldwide must make several fundamental adjustments in its thought processes to avoid the danger of applying linear thinking to nonlinear and turbulent geo-economic and geo-political dynamics.

Vedic Philosophy and Its Relevance in 21st Century

“Vedic Philosophy” can provide a shining light of hope as we move forward in creating the global civilization of the twenty-first century. The ancient knowledge of the Vedas, pristine and crystallized, having stood the test of time, shows us how we have fallen from our true identity. Vedic philosophy is blowing a clarion call to connect with our true nature and feel whole again. The source of all happiness, the fountain of joy lies deep within our own being. It gives us a blueprint of life itself and a road map complete with landmarks to help us embark upon the journey of life and to enjoy the ride.

The universe exhibits design, organization, and interconnectedness. As thoughtful human beings, we conclude that intelligent design presupposes intelligence. Intelligence is associated with sentience, with consciousness.

The Vedas describe the nature of consciousness and matter. The Vedas comprise the body of knowledge that is inherent in the fabric and fiber of the Universe and life itself. As the elementary particles of life are inherent in matter itself, the messages (mantras) of the Vedas are inherent in consciousness itself.

The Vedas provide a clear road map for the welfare of humanity. When Vedic principles are brought to life, the individual is changed for the better, the environment is improved, and the society is uplifted. The Vedic teachings must be imbibed through practice. Vedic science is a practical one, not a theoretical one. Thus, to understand the essence of the Vedas, one must incorporate Vedic principles into one's life and action, and not merely philosophize about them.

A Vedic lifestyle creates a firm foundation, and a firm foundation stabilizes the mind. Only a stable mind can be focused. A focused mind creates proficiency and efficiency. An unfocused mind is careless and wasteful. The implementation of Vedic principles on all levels--from personal to global, whether in the realm of business, politics, religion, education, or any other arena--will result in universal good and total well-being.

Through a Vedic lifestyle, we can find peace and stability amidst the changing flux of relationships and create harmony and a spirit of co-operation amongst family, friends, and work life. A stable and integrated mind is the foundation of a strong community and positive contributions to society. The Vedic spirit could help in unleashing the power of the mind at the base of the pyramid, and we could indeed give birth to new economic models and ways of being, which are not only bottom up and but also more sustainable in symphony with nature.

A Case for Health: The Fundamental Challenge of Humankind

Health care management today is perhaps the most pressing economic issue across nations – rich and poor. The era of antibiotics is coming to a close. Multi-drug resistance has forced the scientific community to acknowledge that the post-antibiotic apocalypse may be closer than anticipated. The modern medical world, which has historically turned a blind eye to traditional healing modalities and healthcare solutions of yore, is now reluctantly admitting that its narrow vision of equating health with the absence of disease might have been a great folly.

Ayurveda, which is considered by some as the fifth Veda, offers time-tested holistic solutions for health and wellness. In Ayurveda, prevention and maintenance of health are given utmost importance – therapeutics and treatments come later. Ayurveda provides simple and easy tools to empower all to take charge of their own health and wellness. Ayurveda treats the patient, not the disease. The time is right to look at a comprehensive healing system such as Ayurveda, which addresses all three cornerstones of health – mind, body and spirit.

Such a holistic approach that is in harmony with nature can be applied to other areas, from communication, energy, and food to transportation and tourism to develop new economic models. The base of the pyramid could indeed offer open minds, which are not victimized by the consumption habits of the 21st century. In order to develop practical possibilities to celebrate and practice wisdom from Vedic Philosophy, The Boston Pledge, with your support, hopes to establish a center of imagination, incubation, and innovation (I cubed = I³). This center, which will be the first of its kind, will offer people facilities and knowledge at the grass roots level to develop creative solutions to address the issues they face at the base, in contrast to importing or imposing outdated models from the top of the pyramid.

With ancient philosophies as the inspiration and fresh mindsets at work, our objective is to energize creative ferment at the base of the pyramid to create sustainable and equitable economic development for the global civilization of the twenty-first century.

The Boston Pledge

Partha S Ghosh

with Jai Dev, Pratibha Shah, Meenu Singh

Select Abstracts From Previous Conferences

"We stand on the threshold of trying economic times – but times from which some brilliant thinking is beginning to emerge especially from the variety of Micro movements we are seeing in the world today. At times like this we should heed the words of Albert Einstein who is quoted as saying that the problems we face today cannot be solved with the same type of thinking that existed when the problem arose.

As we gather today, it is our collective hope that the powerful thought leaders who are here with us will contribute their wisdom and insights beyond the economic turbulence we face today and help guide us to see a future we never imagined – one balanced with the reality of economic realities and common wisdom. It is not necessarily what our collective vision is – but what the collective vision does."

Dr. Jerry Brightman

"People have evolved to a higher consciousness, and business must keep pace or further lose the public trust and continue to cause damage to the planet and to society. A new paradigm for business, called Conscious Capitalism, offers a hopeful way forward, creating financial, societal and other forms of wealth while offering greater meaning to their employees."

Dr. Raj Sisodia

In my view, there is an urgent need to communicate with the public and help to explain where there is consensus, and where are there doubts about the issues of sustainable development.

Jeffrey Sachs

In this rapidly changing global climate, we need to find new technologies that will help stem the tide. The technologies alone are insufficient to address changing climate needs. We need to develop and inform business leaders into environmental advocates and leaders to grow the environmental economy.

Pamela Goldberg

Select Abstracts From Previous Conferences

An Inquiry into the Power of Micro Forces: Realizing the New Possibilities

Today, humanity faces challenges that are indeed significant and profound. We must fundamentally change our mindset in terms of what we value, how we engage with each other, and more important, how we revere the forces of nature, however microscopic they may be. Without such a shift of thinking, the progress civilization has witnessed in the last 50,000 years could be rapidly be drawn into a black hole. On the other hand, thanks to new technologies in the fields of bio-, info-, opto-, and nano-sciences, equally significant opportunities exist for creating an improved balance of the 3Es – Energy, Ecology, and Equity. It is not the deficit of means, but perhaps the deficit of leadership that is constraining humanity from making the next big leap.

Through improved understanding of nature, we have learned that microscopic mutations, natural and/or man-made, have triggered mega changes; history has repeatedly taught us that, in times of crises, a few small communities and even a few courageous individuals have triggered large-scale social changes. I strongly believe that the time has now come, when we have to agree, beyond the conventional constructs of capitalism and socialism, to a new dynamic enabled by the fusion of micro-volunteering, micro-venturing, and micro-finance on top of the base of the “inverted socio economic pyramid,”

*Only though such a paradigm shift will we be able to unleash the powerful forces that will move humanity towards a more sustainable and harmonious future. Perhaps in the absence of better word, we could call the new dynamic “Cellularism.” Do we have the **will** and the **courage** to pay it forward?*

Partha S Ghosh
2010 Annual Conference

"With the increasing turbulence in financial markets, continuing ecological imbalance, deteriorating relationships between different segments of societies and nations, twenty first century is clearly not a period when we could extend the formulae of the past into the future.....

.....We believe during the 21st century humanity will need to deal with two fundamental type of tensions that are threatening the advancement of our civilization: (i) tensions between nature and humanity and (ii) tensions between different societies/ ideologies across nations and within nations.

In that spirit we are particularly honored and distinctly privileged to celebrate during the conference a true Renaissance figure (a Nobel Laureate) Rabindranath Tagore's 150th birth anniversary, - whose work influenced the late 19th century and the first half of the 20th century thoughts, decisions and actions, across multiple dimensions: - Art and Armament, Conscience and Colonialism, Diplomacy and Divinity, Ecology and Economics, Prose and Poetry, Politics and Philosophy, Science and Sociology cutting across range of issues embracing all the five continents. Is not it our responsibility to take the thoughts of such giant figures forward to help create a better world?"

*Partha S Ghosh
2011 Annual Conference*

Panel 1: The BOP Innovation Panel:

PROBLEM = OPPORTUNITY



Amy Smith*
Head of D-Lab, MIT

Amy Smith is an American inventor, educator, and founder of D-Lab at MIT. She works to develop technologies and build creative capacity internationally. Her gifts to the world; the students she trains will be an even more enduring one. Among her many accomplishments, the MIT engineer received a MacArthur “genius” grant in 2004 and was the first woman to win the Lemelson-MIT Prize for turning her ideas into inventions. She is the Director of D-Lab, co-teaching several of the courses, and co creator of MIT’s IDEAS Competition. She is co-founder of the International Development Initiative and a Senior Lecturer in the Department of Mechanical Engineering.



Dr. Marthinus van Schoor
CEO, Midé Corporation

Dr. Marthinus (Tienie) van Schoor grew up in South Africa and studied and lectured at the Massachusetts Institute of Technology in the Department of Aeronautics and Astronautics. Dr. van Schoor founded Midé Technology Corporation in 1989. As a research and development firm, Midé excels in the application of smart material technologies to solve challenging engineering problems. With its own, commercial and government funding, Midé developed and is currently producing vibration energy harvesters, piezoelectric actuators for tactile communications, wireless and self-powered sensors and bulkhead shaft seals for the US Navy and commercial ships.

*To be confirmed



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

Elisha is an organic farmer at heart, transplanted to the city where she works on developing closed-loop systems in agriculture, energy, and waste. She is past President of Hawaii Organic Farmers Association and cofounder of two non-profits in Hawaii focused on food security and sovereignty. Elisha obtained a Master in City Planning from MIT in 2011 and holds a Certificate in Permaculture Design, from the ERDA Institute in Australia. Elisha's recent work includes building an aquaponics pilot project with partners in Lynn, Massachusetts and bringing aquaponics overseas after winning the Muhammad Yunus Challenge on Improved Agricultural Processes For Better Livelihoods. She also is Co-instructor for MIT's D-Lab Waste and works with the X PRIZE Foundation on social prizes and prize design for cleaner burning cook stoves in the developing world.



Dr. Geoff Chapin*
CEO, Next Step Living

Geoff founded Next Step Living in 2008. Prior to Next Step Living, Geoff served as a Senior Manager of the Bridgespan Group, a strategy consulting firm for public entities and non-profits. Clients included the Energy Foundation, The City of San Francisco, The Portland Public School District, and the Packard Foundation.

Prior to this, Geoff led teams at Bain & Company in the New York and San Francisco offices where he advised clients in the consumer products, telecom, and online industries amongst others. Geoff served as a teacher at his Alma Mater, The Roxbury Latin School, and is a graduate of The Kennedy School of Government and MIT's Sloan School of Management. Prior to this he worked at a consulting firm in the healthcare, nonprofit, and financial services sectors. Geoff has also worked in the public housing sector at the Community Builders in Boston and advised the Housing Authority of San Francisco. Geoff received his BA from Williams College in Political Economics.



Chitro Neogy **Founder, The Anya Project**

Chitro Neogy is a global consultant and entrepreneur with over 15 years track record of managing technology in Internet, healthcare and financial services. He is the co-founder of Acadia Edge Group, a 2004 MIT startup, specializing in emerging technology applications development & marketing, business consulting and advisory services. Earlier, he served in technical and management roles at several organizations including Fidelity Investments, WebMD, Netscape Communications and Cap Gemini.

He is the General Secretary of The Boston Pledge, spearheading the non-profit's Entrepreneurship Springboard Program that has created over 300 grass-root businesses in India. Chitro holds a B.Tech in engineering from IIT-Kanpur, a M.S. in robotics from University of Cincinnati and a MBA from MIT Sloan School of Management.



David Duehren **CEO, SoundFest**

David Duehren, is the former co-founder and Chief Technology Officer of Brooktrout Technology, a publicly traded technology company. Guided company from startup, through it's IPO (NASDAQ:BRKT), growth, maturation, and eventually acquisition. Senior executive with more than 20 years' experience in managing technology, product development and building world-class organizations. He holds five patents.

SoundFest designs and develops hearing assistance devices that leverage the power and ubiquity of smartphones. Unlike expensive hearing aids, SoundFest products embed sophisticated signal processing software into smartphones, tablets and other multi-media consumer products to deliver uniquely convenient and effective personal sound amplification devices (PSAPs) at less than one-tenth the average cost of a hearing aid.

Panel 2: Sustaining Healthy Communities: A Vedic Approach



Jai M. Dev

Jai M. Dev is a personal financial advisor, and business financial advisor. He has owned and operated a number of successful businesses and has more than 25 years of experience in finance, having served as the Chief Financial Officer of several corporations including Maha Associates Inc., Wholesale Floral Corp, and World Free Commerce Inc.

Jai Dev is a lifelong student of Dr. T. R. Khanna, a renowned Vedic scholar, and has been a featured speaker at temples, satsang centers, and Vedic study groups all over North America.

In 1985 he started a Vedic journal called the Light of Wisdom (which was later known as Gyan Jyoti). His articles, essays and poems have appeared in publications around the globe, including Vanza Jyot in UK, Vedic Light in India, and Navrang Times in the USA.



Meenu Singh

Meenu Singh is an Empowerment Coach, Speaker, Spiritualist, Reiki Master, NLP and a hypnotist. She leads Mindful Transformation workshops and The Golden Bridge (an eightfold path to transform the human mind) immensely successful in Singapore, South East Asia and now here in the US.

While pursuing a PhD in (theoretical) Physics, University of Delhi, India and teaching Physics at the undergraduate school in University of Delhi, India, Meenu became fascinated with concepts of mind, time and space and what started as her inner quest has transformed in her being a channel of love, knowledge and peace for fellow seekers in this journey of life. She has spent over twenty years in learning the knowledge of life and Vedanta from various masters and Gurus in India and then in South-East Asia.

Prior to moving to the US, she was successfully engaged in running a business consulting practice in Training Strategy and Finance. She was also the founding director of Aavishkaar International, parent company to Aavishkaar India, a leading micro venture fund and a pioneer Social Entrepreneurship engine.



Dr. Pratibha Shah

Dr. Pratibha Shah holds a Post Graduate degree in Ayurveda from the prestigious National Institute of Ayurveda, Jaipur, India. She has trained with and learned the secrets of traditional Ayurveda practice and pulse diagnosis with the world renowned Vaidya, late Pandit Nanakchand ji Sharma. She was working as Chief Medical Officer, at CGHS (Central Govt. Health Scheme), New Delhi, India, before moving to US in 2004. She has been practicing Ayurveda for more than 20 years and conducts and speaks at Ayurvedic events all year round. Presently, she is on the Board of several leading Ayurvedic organizations in USA and is working towards promotion, propagation as well as integration of Ayurveda with mainstream medicine globally.



Jahangir Sultan Professor of Finance Founding Director, the Hughey Center for Financial Services Bentley University

Dr. Sultan is Professor of Finance and Founding Director, The Hughey Center for Financial Services/Trading Room at Bentley University. His research interests include topics such as foreign exchange exposure management, dynamic hedging, international portfolio diversification, closed-end country funds, country risk analysis, asset pricing, modeling volatility using GARCH, insider trading and program trading. Dr. Sultan has published articles in prestigious journals including the Journal of Financial and Quantitative Analysis, European Journal of Finance, Journal of International Money and Finance, Journal of Financial Engineering, Journal of Financial Research, Journal of Business Finance and Accounting, Journal of Applied Financial Economics, and Journal of Futures Market. He received the 1999 Bentley University Scholar of the Year award

The Boston Pledge Beliefs

"With egos outside and divine within the possibilities are limitless" . . .

. . . "How much good we could do is only limited by how far our vision could stretch and how much courage we could draw from our inner self" . . .

. . . "We only get to know who we are when we immerse ourselves to uncover paths with unknown twists and turns, always being open to those inspiring churns" . . .

Quotes from Partha S Ghosh

Boston Pledge Members



Nicola Chang is an undergraduate at Tufts University and is currently pursuing a double major in Economics and International Relations. Nicola is especially interested in Economic Development, Behavioral Economics, and Political Philosophy. Aside from her academic pursuits, Nicola is very passionate about the issue of Human Trafficking (also known as Modern Day Slavery) and actively spreads awareness of this modern-day issue both on- and off-campus. Nicola can be reached at nicolatchang@gmail.com



Rex du Pont, PhD, CFA – recently retired as Vice President and Director of duPont Aerospace Company. Prior to that he taught finance at Boston University, the University of Maryland and Polytechnic Institute of NYU. He was Chief Policy Analyst for Energy Finance at the Federal Energy Agency during the oil crisis of the 70s, and was a General Partner of the Wall Street firm of Francis I. duPont, Gloré Forgan.



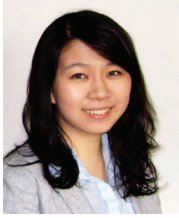
Apparao Karri is Director of Administration of the Boston Pledge and has 15 years of global experience and a keen eye for emerging trends in the information technology industry. He has been associated with a number of start-up companies and is currently exploring the impact of social media and resulting business strategies in the form of ‘Crowd Sourcing’ and ‘Micro Consulting’.



Rui Li is a graduate student at Tufts University majoring in Economics who graduated from a Chinese University with B.S and Master in Business. Born in Anhui, Rui is a dreamer and a practitioner of social change. He has a strong interest in literature, history and business innovation. He also is an amateur stand up comedian, screenwriter and social volunteer. Currently, he is working on social media initiatives with David Mok and macro-economic analysis with Mr. Partha Ghosh.



Luyao Li holds a Master of Planetary Science at the Department of Earth, Atmosphere and Planetary Sciences, MIT. Luyao is born and raised in Beijing, China. Having experienced the rapid economic development as well as seen the tremendous environmental issues and disparity of wealth distribution in China in the last 5 years she has a deep concern with the health of the environment and global poverty. She and her husband Hui Wang have gone back to rural Anhui, China to start a sustainable farm to practice permaculture under the goal of helping local Chinese farmers to regain food and energy independence.



Lorie Lin is a graduate of Tufts University having majored in Quantitative Economics, with a minor in Entrepreneurial Leadership. Born in Shanghai, Lorie moved to the United States at age seven and has developed an interest in global markets, entrepreneurship and business consulting. Her past experiences include internships in corporate banking, equity research, and marketing for start-ups. In one of her current projects.



Sarajoit Malik is the Founder and Managing Director of Access International Capital LLC a firm with HQ in Boston and presence in US, EU, India, Far East that specializes in Cross-Border Strategic Transaction Advisory services. (www.aicadvisory.com). He has a B.A. (Honors) and M.A. from India's prestigious St. Stephen's College, and pursued a post graduate study in Law at Harvard Law School, Cambridge MA, where he achieved high honors and was appointed Visiting Scholar and Fellow of Harvard.



Anuradha Mazumdar works as a Senior Analyst for Progress Software, a leading solution provider for business application platform. She has over 10 years of experience working in various industries. She held various technical and leadership positions in Siemens, Accenture and SDL. She holds a B.Tech in Computer Engineering and a Masters in Information Management System from Harvard University.



Shwetha M.B is pursuing Master's in Engineering Management at the Tufts Gordon Institute. She has an interest in Entrepreneurship and Business Development. She has worked as an Embedded Software Engineer at Delphi Automotive Private Limited. She holds a Bachelor's degree in Instrumentation and Electronics Engineering from SJCE, Mysore and a Master's degree in Automotive Embedded Systems from Manipal University.



Sanjay Mazumder is the founder and CEO of RiverMeadow Networks, a Boston start-up to introduce disruptive innovation in cloud computing for next generation IT data centers. Over last 15 years, Sanjay was involved in strategy, business development, product management and marketing, solution delivery as part of startups and large organizations (IBM, Telcordia and Lucent Technologies). Sanjay is a proud alumnus of Indian Institute of Technology, Kanpur and Babson College, Massachusetts. Sanjay offers his humble support in The Boston Pledge initiatives with his believe in 'technology for compassion'.



Dr. Jerry Brightman is currently President of The Leadership Group (TLG). Founded in 1996 and currently located in Canaan, New Hampshire, TLG is focused on helping leaders and their teams understand and actualize those behaviors that will make them great. He is blessed to be in the unique profession of traveling around the world trying to transform managers into positive, creative, and innovative leaders. Sometimes he succeeds and sometimes he fails – but he always keeps on trying!



Inder Monga, a Boston Pledge member with the Entrepreneurship Springboard Program (ESP) in India is a senior technologist with Lawrence Berkeley National Labs focused on advanced networking and applications research. With 15 years prior experience with Wellfleet/ Bay Networks/ Nortel, his professional expertise lies in the seamless integration of Networks and applications. Inder has helped commercialize multiple innovations from patents to revenue. He regularly presents visionary technical concepts and papers and research and industry conferences, and chairs experts panels and groups. Inder has a M.S. in Computer Engineering from Boston University and Bachelors in Electrical Engineering from Institute of Technology, Kanpur, India.



Vijay Narang and his wife Madhu have recently moved to USA to be with their children and grand children and to commence a second career - this time in the area of Business Information. He graduated from IIT Kharagpur in 1964 and worked in various leading corporates including GEC, Good Year, IBM and ITC. He has been participating in various management and leadership programs at Harvard and Wharton



Ruma Neogy is an environmental engineer specializing in environmental compliance management, remediation, air and wastewater pollution controls & treatment for over 12 years. She has extensive experience in working with a diverse range of industries such as manufacturing, electroplating, wood coating, paper and pulp industries, pharmaceutical and major health care facilities across multiple states. Her primary interests are in sustainability and education. Ruma Neogy has a M.S. in Environmental Engineering from the University of Cincinnati, a B.Tech. in Civil Engineering from BUET, Dhaka and is a certified LEED AP.



Shirish Nimgaonkar's experiences have been in starting and growing entrepreneurial ventures, acquisitions and operations in the technology sector and emerging markets. He is currently a Senior Vice President at Access International Capital, an M&A advisory firm in Boston, and manages strategy and transactions for cross border companies. He holds a B.Tech from Indian Institute of Technology-Bombay, MS from Stanford University and MBA from Harvard Business School.



Sharath Patil works as an Analog Design Engineer for Melexis Inc, a company designing ICs for automotive applications. He holds a Bachelor's degree in Electronics Engineering from SJCE, Mysore and a Master's degree in Electrical Engineering from The University of Texas, Arlington. He has a social outlook and a passion to inspire kids to develop and nurture creativity.



Reshma Singh, LEED AP is the Principal of Akalscapes, a Bay Area Landscape Design consultancy, highly regarded for creative design excellence built upon a solid foundation of environmental responsibility. She has consulted with Lawrence Berkeley National Labs on energy-efficient design of commercial buildings. Singh has co-edited *Practicing Green: Transitioning to a New World of Sustainable Opportunities*, a book showcased at Making Green Economy Real, at the 2009 annual conference for The Boston Pledge. She has a Bachelors degree in Architecture, followed by a Masters in Landscape Architecture from Harvard University, where she was awarded the Community Service Fellowship.



Hui Wang is a 2nd year Master of Mechanical Engineering student at Northeastern University. Hui grew up in an impoverished village in Anhui, China. He was lucky enough to pass the College Entrance Examination and got the chance to study at one of the top tier universities in China, becoming the first college student in his village. His growth environment enabled him to have a deep understanding of the living conditions of poor Chinese farmers and the problems they face, and he also have a sense of responsibility to bring positive changes. When he graduate in May 2012, he and his wife Luyao Li will start a sustainable farm in his hometown, Anhui province of China. Their goal is to using permaculture as a mean to help locals regain safe food source and transform from the current chemical-based energy-intensive farming practices.

Who should Commit to The Boston Pledge (TBP)?

Have you ever imagined a world that is radically different? Have you ever dared to believe in the famous lines of Tagore below? If you have, TBP is for you.

*"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 lead forward by thee into ever-widening
thought and action--
Into that heaven of freedom, my Father, let my country
awake."*

While this was an idealistic dream for a newly awakening country that the poet had, today something has gone utterly wrong with the rapidly changing world. We live in a world of deprivation for many and excess for a few, in a world - massively powerful and abjectly powerless at the same time, in a world that can self-destruct at the point of a few buttons. Perhaps it is time for us to really believe that we, the ones in privileged surplus environment, can contribute toward creating a world where there will be true equity, prosperity, and happiness. Realize your dreams. Join TBP. Yes, it is possible.

How could TBP help you achieve your personal and professional goals?

You must wonder, - *"how I, who is so busy in a fast paced world, can be a catalyst toward change. While I appreciate the ideals and dreams behind TBP, it may be just too much for me. Is it possible to combine professional and personal goals and help the world at the same time?"* **Yes, it is.** Many professionals and business people have begun working toward a more environment friendly and more enlightened business practices.

In the process of creating a global network of people committed to public service, TBP is committed toward harnessing all the energies released by successful people toward a common goal. You can benefit from such cooperation and make a difference at the same time.

Most importantly, as TBP brings together professionals from different disciplines and echelons of career ladders, the opportunity to learn from each other is limitless only when we approach issues with the true spirit of problem solving, to help people dream, and then enable them realize those dreams. It provides a wide and a robust platform to experiment with your inner-self, which could be often risky in the corporate environment. As people dedicate their time and passion to our mission, TBP provides a fertile ground for developing the discipline of time and communication management, building confidence in your own skills, - as to how they could be used in service of difficult problems and most importantly in the process uncover your own leadership capacities.

After all, in the words of Eleanor Roosevelt: *“the Future belongs to those, who believe in the Beauty of their dreams”.*

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We will welcome your inputs to what TBP is up to. We will respect any contributions you make.

We do believe it will be a great privilege for all of us involved in expanding the scope of public good with a global perspective.