

Jeroninio Almeida (Jerry) - *Management Consultant/ Professional Trainer & Mentor Coach (Leadership, NLP & Organisation Development, Developing Human Potential & Personal Effectiveness, CSR, Social Entrepreneurship, Sales, Marketing & Communications), Motivational Speaker, Social Entrepreneur, Business/Marketing Strategist, Curator for big ticket Charity Events & Knowledge Forums, Social Development Worker, Writer, Fundraiser, Philanthropist & Just Another Volunteer.*

Jerry has inherently believed from his days as a teenager, that the greater purpose of life is not to just create wealth for oneself and one's family, but that life is to be lived for our greater purpose. This reason of life is to create and leave behind a legacy of a better world for future generations where there is social equity, a better world and environment for one and all. He believes that this in turn shall contribute towards building a more just, humane & responsible society, nation & world for all our children and future generations.

It was this belief that motivated Jerry to become a full time management consultant & leadership trainer. Today he uses his training practice to build people into leaders who strive to excel not only in their life & business as usual, but also decide to become and lead the change to create an egalitarian, humane society. Although, Jerry has been training and mentoring people from the young age of 17, for over 2 decades now while he was a business strategist & serial entrepreneur, Jerry took to training and speaking in public forums with a passion since 2003.

Jerry who has travelled widely and reads voraciously, is a dynamic, compelling, entertaining and highly sought after speaker and speaks inspiringly on various topics & issues. He has spoken in global & national forums organised by the UN, World Economic Forum, US High Commission, World Affairs Council, Rotary International, YEO and other prestigious organisations from amongst the international community. Jerry also conducts lectures as visiting faculty in B-schools across the globe and teaches Ethical Entrepreneurship, Leadership, Ethics & Values, CSR- Humane Capitalism, Fundraising, Cause Related/Social Marketing & Communications and other themes. Today, over half a million people from across the globe have benefitted and become more aware because of Jerry's motivational, inspiring talks & lectures and firebrand speeches.

Jerry who started his career at the age of 16 with Indian Express to start the first B2B pages in India, has been a business strategist & entrepreneur who has been responsible for promoting various top businesses/ brands (in diverse sectors) like Microsoft, Discovery Channel, MTV, Gold Flake, Classic, Taj Group of Hotels, Shopper's Stop, Westside, Cadbury Schweppes, L'oreal, Sun Microsystems, Pepsi, Virgin Music, EMI, Channel V, Silicon Graphics, Bacardi, Baskin Robbins, Hallmark, Sony, Hutchison, BPL, ANZ Grindlays, Western Union, Columbia Tristar, Fox, TNT/ Cartoon Network, Paramount, Plus Channel, LIC and others in India. His first business venture that he commenced in 1988, while he was 17

was an advertising/ experiential marketing/ entertainment consultancy.

This is the consultancy that pioneered big ticket events (including the first fundraising events around national monuments like the Gateway of India and India Gate), below the line & cause related marketing (The Magic Box on jet airways and the Proctor & Gamble- Whisper Save the blind girl child campaign were conceptualized by Jerry) and movie marketing (Jo Jeeta Wohi Sikandar was the first Hindi movie that had paid product placements and sponsored contests & events).

After having nurtured this agency for over a decade with his partners, the agency was acquired by an American Advertising conglomerate. Jerry, then began various dotcom ventures including the first exclusive email service with unlimited space in 1997. In 1999 Jerry got involved with the start up a media & entertainment venture which produced & distributed music, movies in partnership with EMI and Hollywood studios. Through this venture, Jerry also floated the first venture fund to support Hindi Cinema. In 2002 produced the first Bollywood movie "Ek Alag Mausam" with Nandita Das and Anupam Kher to mainstream the issue of HIV which set the trend for others to produce cause-related cinema in India. Jerry also produced the Joy of Giving music video, the first of its kind initiative in partnership with MTV & Channel [V] to involve the youth with marginalized children & communities.

Jerry, who is now a social entrepreneur, founded iCONGO- International Confederation of NGOs and has been the architect of various game changing fundraising campaigns and social movements, which include popular national movements like The Joy of Giving, RIGHT every WRONG, Karmaveer and Karmayuga movements. Jerry also pioneered face to face fundraising & MLM fundraising in India with Karma Mitra in 2002. These movements have been pivotal for changing the overall attitude for fundraising, philanthropy & social justice amongst the citizens of India. The RIGHT every WRONG movement created the thought leadership for national movements on climate change, electoral reforms, saying no to corruption and also inspired the No criminals campaign, Engage Voter, Lead India, Teach India, Real Heroes awards, Social Impact awards and the national anti corruption movement. The Diwali Ramzan (communal harmony campaign that spread like wildfire and made people aware of the Gujarat pogrom), Page 3 and FTV campaigns were also Jerry's ideas.

In 2003, the International NGO that Jerry was heading in India was dubbed in media as a NEW AGE NGO for promoting efficient & effective project management. At that time Business Standard reported that to hear Jerry speak was like listening to an emerging guru. Those words have come true and Jerry has now truly emerged as a Guru who is invited to give inspirational talks at CEO/ YEO meets and AGMs. Jerry besides speaking in high profile forums invests his weekends sharing experiences with various students and grassroots communities to help them find the leaders within themselves.

Jerry has been extensively profiled in media nationally and globally . CNBC recently did an exclusive story on the various initiatives, ventures, campaigns and movements planned, launched, implemented & executed by iCONGO. <http://youngturks.in.com/index.php?y=1&autono=430161&part=1&con=next>.

Jerry has also inspired a story on how accountability needs to be driven in social development and this story was carried by TIME magazine & BBC globally. Jerry also selectively writes on leadership, management, CSR and social issues for prestigious newspapers and periodicals and is also on the advisory board of the "Education World" magazine.

For the past 7 years while establishing iCONGO, Jerry has been involved as an advisor for the British Government and planned and implemented the "Public Diplomacy Initiative" launch with Tony Blair's India visit in 2005. The PDI objective was to promote the UK cutting edge as a Business, Creative Arts, Innovation & Entrepreneurship and Education destination. In 2006, Jerry was headhunted by McKinsey to lead on the strategic planning for Public Health Foundation of India, a public private partnership and was part of the founding team. In 2007 Jerry was invited to serve as an Advisor by the US India Business Alliance (USIBA) to promote bilateral trade & investment and worked closely with business and government on both sides. In 2009 Jerry started up the social venture fund, LetzDream Foundation with Vikrant Bhargava (Party Poker co-founder), to invest through "CARING CAPITAL" in grassroots microfinance, agricultural and rural livelihoods & entrepreneur projects. He forged an alliance with the Agriculture Finance Corporation and NABARD. The first few projects were created through a strategic alliance with BNGVN founder Nileema Mishra (Magsaysay awardee 2011). The model is to invest in communities where money is given for the first time to farmers/ rural entrepreneurs (including men) based on their real time need and loans of up to 2,00,000 (5000 USD) were given sans any interest. The farmers are paying back responsibly. This successful model is now being replicated in various communities across India and has led to an integrated village development model.

For the past few years Jerry has also been mentoring various social entrepreneurs and has incubated ventures to promote responsible rural tourism, a last mile rural marketing company, an education model to provide mainstream education to children and some other ventures that work with a business / revenue model. He also serves on the board of a few organisations like The Touch of Hope Foundations, SkillShare International- UK, Catholics Bishops Convention of India, Wotr, VSO UK, Goa Forgiving and War Wounded Foundation. Earlier this year Jerry was nominated by the Ministry of Youth Affairs and UNDP to serve on the UN advisory board to work on promoting volunteerism and achieving the Millennium Development Goals. Jerry was also invited by the Ministry of Home Affairs to serve on the advisory board to encourage volunteers for peace & communal harmony and devotes his time voluntarily to all these causes.

Over the past few years Jerry has successfully consulted and trained various corporate foundations to plan & implement their CSR strategy. He has also been instrumental for designing Blue Ocean strategies for MNCs to create cost effective health, food, nutrition & daily needs products for people living in the base of the pyramid.. He also created iTEAM (Institutionalized Training Employment & Advancement of the Marginalized) with USAID and other industry associations to create workforce employment for marginalized youth. The iTEAM model has now been adopted & adapted by National Skills Development Corporation and other corporate foundations and NGOs. He has trained various PSUs like ONGC, SAIL, BHEL, BP, PFC etc. through the UN Global Compact to create & implement their vision and strategy planning. In the recent past Jerry has also successfully led training programs for leadership development with middle, senior and top management of companies like Airtel, Times Foundation, Times of India, Abbot Laboratories, Actis Finance, Vodafone , Accenture, IBM, NDTV, Hindustan Times, Amar Ujala, Global Fund, Bill & Melinda Gates Foundation, UN, Young India Fellows, Save the Children and others. Jerry is also engaged as an advisor with a senior politician in Goa and 2 young parliamentarians in Delhi.

Jerry has been a finalist for the Eisenhower Fellowship and the Yale World Fellowship. He also received nominations for the Young Global Leader (WEF) and Magsaysay awards but humbly declined the awards because he believes that there is a need for lot more to be done for social justice and what has been done so far is just a speck of sand in the desert. Besides founding iCONGO, Jerry has also successfully launched various other social ventures which includes a B2B wholesale retailing business for NGO products, a cause merchandise company, a media company, a fundraising & social entrepreneurship training foundation (www.icodevgurukul.com), a CSR/ Cause Related Marketing consultancy (works with BBDO, Publicis, Lintas and other agencies to design campaigns) and a public advocacy cinema venture fund that produced "I AM" with public funding that was raised through the internet and social media. This movie which had an eclectic mix of actors from Bollywood was released successfully in 2012 and has become a social communications & fundraising case study. (More details on all ventures, movements & initiatives are on www.icoxchange.com).

Jerry lives in Gurgaon- Delhi NCR with his wife Jugnu Grewal Almeida (who runs her own boutique real estate consultancy) and their 2 sons Zorawar & Ransher. Jerry is currently working on his first book on "successful leadership" which is titled "Building a mission with a mouse.... A Dead Mouse! Through iCONGO the Karma Guru (so called by his close friends and associates) is also launching in 2012 a series of books with Penguin modeled on the "Chicken Soup for the soul" books. These are aptly titled ""Karma Kurry for the mind, body, heart & soul - Soul Stirring & Heart Warming inspirational stories for celebrating the Human Spirit".

This profile is purely for information. Thank you!