



CULTIVATING GROWTH AT THE GRASS ROOTS

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# THE BOSTON PLEDGE

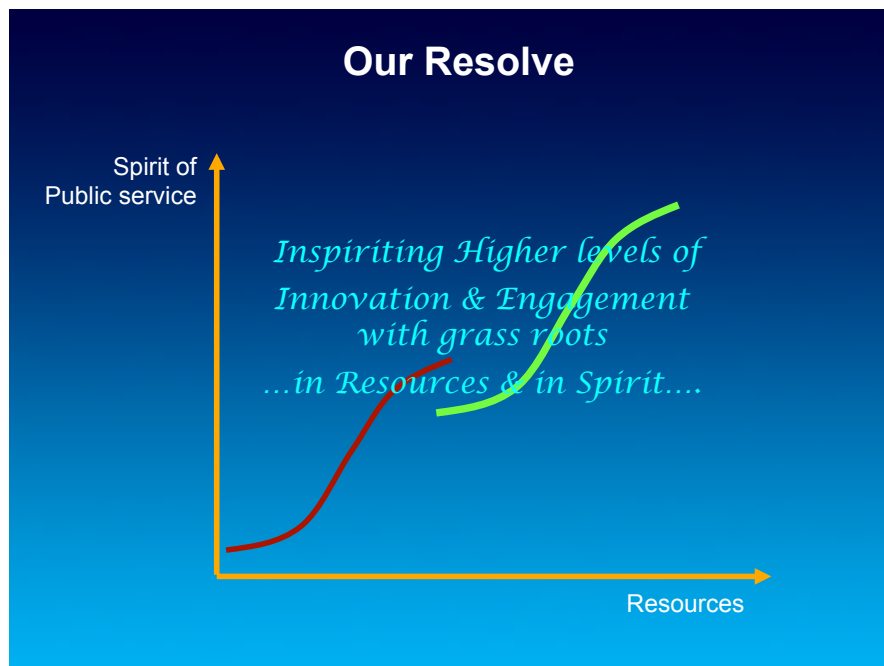
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## The Boston Pledge

*Uncovering the Power Within,  
Incubating Services for Public Good*

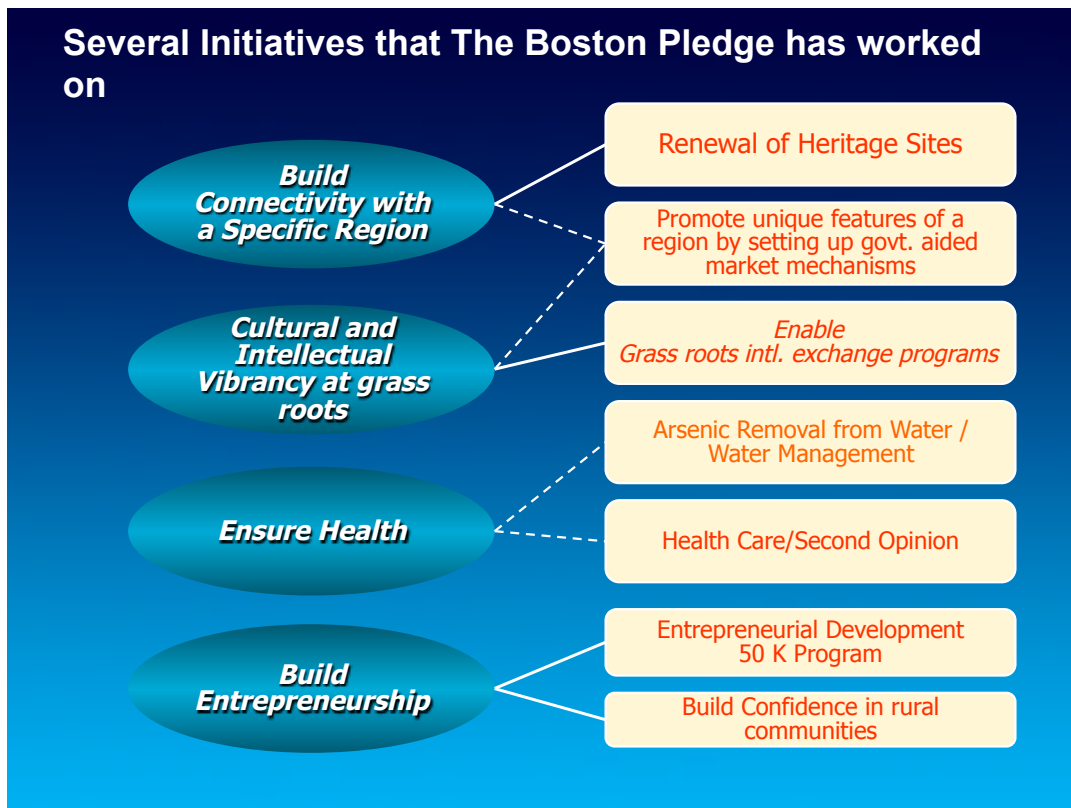
Born in the first year of this millennium, The Boston Pledge (TBP) is a non-profit organization that brings together outstanding professionals committed to public service from various spheres of life and professional disciplines to directly serve base of the pyramid issues. It is our strong conviction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

Our mission is to continually develop and perfect a dynamic process which will enable people in privileged regions engage with socio-economic issues in less privileged regions, in encouraging all round development, and in evolving 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 those root issues for rejuvenating communities before problems turn into insuperable quagmires. Specifically our focus is on education, health, small-scale industry development, cultural renaissance and service-sector revitalization in the under-privileged communities, irrespective of where they may be located, – *developed and developing nations*.

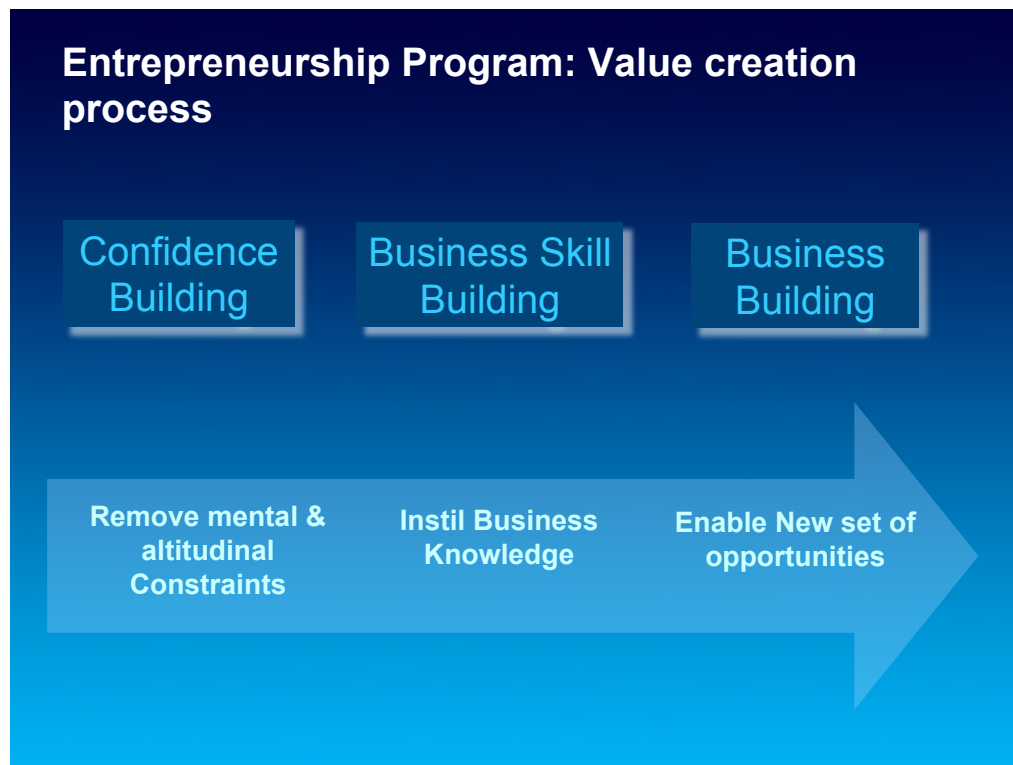
Toward this mission, we view TBP as an incubator of voluntary public service. From Boston to Kolkata, TBP is currently working on several different initiatives including (i) Entrepreneurial Development to facilitate bottom-up enterprising (ii) The Arsenic remediation in ground water, and (iii) Rural development in different parts of the world to boost agro based industries or help creation of services important for the agriculture and logistics of inputs and outputs from agricultural platforms.



Entrepreneurship Springboard Program (ESP) one of TBP's flagship programs has helped people close to the base of the pyramid write more

than 550 business plans of which about 15% are being mentored and nurtured towards becoming full fledged businesses.

The process essentially entails organizing 3 to 5 hour workshops for the participants who are typically high school drop-outs and/or unemployed covering three distinct objectives including: Confidence building, Business skill building and business plan writing and development. The exhibit below illustrates how the process moves forward .



For such a process it is essential that in the regions where we organize the workshop we have access to fully committed organization – which could be a business house, a Chambers of Commerce, a committed government agency, or an NGO who essentially serve three objectives:

1. Market the program targeted towards the people we wish to serve
2. Provide the infrastructure such as meeting room with AV facilities where the workshops are organized, ad local logistics support for visiting TBP faculty /trainers and mentors.

3. Ensure a few individuals representing the local businesses or academia or professional community are committed to work with TBP to mentor the ESP graduates.

In addition to enabling birth and development of micro initiatives, The Boston Pledge members (who represent Top tier management consulting firms) have served governments in developing regions of the world to develop regional socio-economic growth strategies. Such strategies typically spell out how best a region could be developed, - keeping in mind the skills-set and availability of human resources, mix of natural resources, and then identify specific niches where a economy could secure natural competitive advantage to boost economic growth.

The exhibit below summarizes the major events that typically constitutes TBP calendar:

### **Key Annual Events of the The Boston Pledge:**

- **ESP workshops in multiple locations**
- **Annual Conference on a relevant subject**
- ***Mentoring & supporting social entrepreneurship initiatives***
- ***New initiatives(desirable):***
  - > *Regional strategies*
  - > *Innovation/Incubation labs in rural areas*

At the core of our work, we celebrate the thoughts of one the Greatest Philosophers and Public servants of the 19<sup>th</sup> 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”*.