

The Finite Earth Movement and Us
Start a Circle - Begin Climate Correction
FEM'Us Circle

GUIDEBOOK TO START AND RUN FEM'US CIRCLES



DECEMBER 3, 2025
THE FINITE EARTH MOVEMENT
Energy Swaraj Foundation

Table of Contents

| | |
|---|----|
| 1. What is a FEM'Us Circle?..... | 1 |
| 2. Who is a FEM'Us Circle Rhythm Keeper?..... | 1 |
| The Role of the Rhythm Keeper..... | 2 |
| 3. Message from Prof. Chetan Singh Solanki..... | 3 |
| 4. Welcome to the Rhythm Keeper..... | 4 |
| 5. Climate Change Urgency..... | 4 |
| 6. Each Person as Problem and Solution..... | 5 |
| 7. First Climate Action: From 1.8 Earths to 1 Earth..... | 5 |
| 8. Importance of FEM'Us Circle..... | 6 |
| 9. How to Form a FEM'Us Circle?..... | 6 |
| 10. Importance of Replicating Circles..... | 7 |
| 11. Role of a Rhythm Keeper..... | 8 |
| Your Responsibilities..... | 8 |
| Your Spirit..... | 8 |
| 12. Role of Recorder and Replicator..... | 8 |
| The Recorder..... | 9 |
| The Replicator / Spreader..... | 9 |
| 13. Running a Circle Meeting..... | 9 |
| Frequency..... | 10 |
| Structure of a FEM'Us Circle Meeting (45-60 minutes)..... | 10 |
| 14. Taking a Pledge..... | 11 |
| How to Conduct the Pledge?..... | 11 |
| 15. Importance of Pledge Contribution..... | 11 |
| 16. Types of Pledge Contributions..... | 12 |
| Levels of Contribution..... | 12 |
| 17. The 3-Step Ritual..... | 13 |
| SHARE - Reflection..... | 13 |

Guidebook FEM'US Circles - The Finite Earth Movement
Energy Swaraj Foundation

| | |
|--|----|
| PLEDGE – Resolution..... | 14 |
| INVITE - Replication..... | 14 |
| 18. Reflection (The Share Step)..... | 14 |
| 19. Resolution (The Pledge Step)..... | 15 |
| Examples of Finite Actions..... | 15 |
| 20. Replication (The Invite Step)..... | 16 |
| 21. Monthly Calendar..... | 16 |
| Suggested Monthly Calendar..... | 17 |
| Rhythm Keeper's Notes..... | 17 |
| 22. Reporting and Communication..... | 18 |
| Monthly Report..... | 18 |
| Communication Channel..... | 18 |
| Story Sharing..... | 19 |
| Circle ID and Recognition..... | 19 |
| 23. Recognitions..... | 19 |
| Member Recognition..... | 19 |
| Circle-Level Recognition..... | 19 |
| Special Contribution Recognition..... | 20 |
| Rhythm Keeper Recognition..... | 20 |
| Collective Recognition..... | 20 |
| 24. Bringing New Members to Circles..... | 21 |
| Who Can Join?..... | 21 |
| How to Invite?..... | 21 |
| Welcoming a New Member..... | 21 |
| Helping Them Stay Engaged..... | 22 |
| The Real Goal..... | 22 |
| 25. Nucleating New Circles..... | 22 |
| Why Nucleation Matters?..... | 22 |
| When to Nucleate?..... | 22 |

Guidebook FEM'US Circles - The Finite Earth Movement
Energy Swaraj Foundation

| | |
|------------------------------------|----|
| How to Nucleate a New Circle?..... | 23 |
| Mentoring the New Circle..... | 23 |
| Recording Nucleation..... | 23 |
| 26. Tips for Rhythm Keeper..... | 24 |
| 27. Closing Message..... | 25 |

1. What is a FEM'Us Circle?

A FEM'Us Circle is a **small group of 5 to 15 people** - family members, friends, colleagues, neighbours, or community members - who come together twice a month to reflect, discuss, and act on how to live within one Earth.

Each circle begins with a shared realization:

On a finite planet, infinite consumption is not possible.

Through open discussions, shared pledges, and simple actions, FEM'Us Circles help people reduce their consumption, cut waste, save energy, and live more consciously.

Every circle functions informally - no hierarchy, no politics, no judgment. Just people meeting with sincerity to correct their own behaviour and inspire others to do the same.

The FEM'Us Circles are the **living heart of the Finite Earth Movement (FEM)**.

They take the big global challenge of climate change and bring it into homes, campuses, workplaces, and communities - where real change happens.

Each meeting follows a simple 3-step ritual:

- **Reflection:** What did I reduce or repair since last time?
- **Resolution:** What new habit will I adopt now?
- **Replication:** Who will I invite next?

From these small gatherings, a people's movement grows - silently, steadily, and globally.

2. Who is a FEM'Us Circle Rhythm Keeper?

The person who **starts a FEM'Us Circle** automatically becomes its **Rhythm Keeper** - the one who takes the first courageous step to gather people for climate correction.

A Rhythm Keeper is not an expert or authority.

They are an **ordinary individual with extraordinary intent** - to live responsibly and to help others do the same.

The Role of the Rhythm Keeper

The Rhythm Keeper's role is simple, human, and deeply meaningful:

- **Gather people:** Bring together 5-15 members - family, friends, neighbours, colleagues - who care about the planet.
- **Host meetings:** Ensure two meetings happen each month in a friendly, informal atmosphere.
- **Guide discussions:** Help members reflect on their consumption habits, and encourage practical, measurable actions to reduce them.
- **Facilitate pledges:** Ensure each member reads, signs, and practices the FEM'Us Pledge.
- **Inspire replication:** Encourage others to start their own circles - the true measure of leadership.

A Rhythm Keeper is the **anchor** of the circle, ensuring it stays regular, focused, and alive.

They do not instruct; they inspire.

They do not command; they coordinate.

They do not lead from above; they lead from among.

3. Message from Prof. Chetan Singh Solanki

Dear Rhythm Keeper,

When I pledged **not to go home for 11 years** and chose to live in a solar bus, many asked me *why*. When I resigned from my prestigious position at IIT Bombay, people wondered how I could leave so much behind.

The answer is simple - because climate change is no longer just an environmental issue; it is a moral and civilizational emergency.

And when something threatens life itself, it must come before everything else, before comfort, career, and even home.

You, too, have chosen courage. By initiating and convening a FEM'Us Circle, you are joining me, not on the road, but in spirit, to correct the course of humanity. Your circle may seem small, but its purpose is profound: to make people aware, reflective, and responsible for their own consumption and choices.

Through your leadership, *awareness will become dialogue, and dialogue will become action*. Every pledge taken in your circle, every discussion held, every act of reduced consumption will help heal our planet - one home, one family, one heart at a time.

I am deeply grateful that you have stepped forward to lead.
Remember, we are united by one truth -

On a finite Earth, infinite consumption is not possible.

Together, we can awaken billions to live within one Earth.

With respect and hope,

Prof. Chetan Singh Solanki

Founder, Energy Swaraj Foundation

Initiator, Finite Earth Movement

4. Welcome to the Rhythm Keeper

You have taken on one of the most important responsibilities of our time. As a **FEM'Us Circle Rhythm Keeper**, you are not merely organizing meetings - you are **leading humanity's correction course**.

Climate change is not just a planetary issue; it is a people issue. And people are moved by people. You are that spark, the one who gathers others, kindles reflection, and sustains the flame of climate action.

Your circle may look small, but it represents something vast, the awakening of collective consciousness. Each meeting you host, each pledge you read aloud, and each new person you inspire, helps restore balance to our finite Earth.

The success of the Finite Earth Movement depends not on policies or technology, but on people like you, those who decide to act, and help others act.

You are the **foundation of FEM'Us Circles**, and therefore, the foundation of climate correction itself.

5. Climate Change Urgency

Climate change is no longer a future threat. It is our present reality. Floods, droughts, heatwaves, wildfires, what was once “abnormal” has now become our everyday weather. The world has already warmed by **1.2°C**, and we are racing toward **2°C** within just the next two decades.

Beyond that threshold, scientists warn of irreversible tipping points: glaciers gone, forests collapsing, oceans rising.

Each fraction of a degree means lives, livelihoods, and species lost forever.

For decades, we have relied on **policies, promises, and technology** to solve this crisis. Yet emissions continue to rise. Why? Because these address the *symptoms*, not the *root cause*.

The real driver of climate change is **over-consumption**. Our demand for more energy, more materials, more comfort, beyond what the planet can renew.

That is why the solution must begin not in conferences, but in **conscious living** - in homes, offices, schools, and communities that learn to live within the limits of one Earth.

6. Each Person as Problem and Solution

Every human action - from switching on a light to buying a shirt - consumes energy and material. Nearly **85% of the world's energy** still comes from carbon-based fuels. Every watt we use, every item we buy, leaves a trail of invisible emissions.

This means every one of us, knowingly or unknowingly, contributes to climate change.

Whether rich or poor, young or old, Indian or American, rural or urban, we all share the same cause of the problem. And therefore, we must all share the cause of the **solution**.

It is easy to blame governments or industries. But governments follow demand, and industries produce what we buy. The chain of destruction begins - and can end - with individual choice.

“I consume, I cause, so I must correct” is what everyone has to realize.

The moment we realize that *each act of consumption has a consequence*, we become aware. The moment we act on that awareness, we become part of the solution.

Your every act of mindful living, less electricity, fewer purchases, simpler choices - helps cool the planet.

7. First Climate Action: From 1.8 Earths to 1 Earth

Humanity today uses the resources of **1.8 Earths** but we have only one. This means that each year, we consume almost twice what nature can regenerate. We are drawing from the planet's future, from the lives of our children to feed the excesses of our present.

This imbalance is the root of climate change, biodiversity loss, and pollution. It is not just a scientific problem; it is a **moral imbalance**, taking more than what the Earth can give.

The first and most effective climate action, therefore, is simple: **reduce consumption**.

We do not need new money, machines, or technologies to begin. We need awareness and restraint - to live within one Earth again.

Reducing consumption reduces energy use. Lower energy use cuts carbon emissions. Lower emissions heal the air, water, and soil.

With one conscious choice at a time, we restore planetary balance.

Each FEM'Us Circle exists to make this principle - *Finite Earth, Finite Consumption* - a lived reality.

8. Importance of FEM'Us Circle

Awareness alone is not enough. Change happens when awareness becomes **shared**, when reflection becomes **dialogue**, and when dialogue becomes **collective action**.

A **FEM'Us Circle** is the simplest and most human way to bring people together for climate correction. Each circle becomes a living example of finite living, learning to consume less, waste less, and care more.

It's not about being perfect; it's about being *aware together*.

Your circle is not just a meeting group. It is a **microcosm of the new world** we are building.

When thousands of such circles form across cities, villages, and nations, they will create a global network of mindful citizens - the **Finite Earth Movement** in action.

9. How to Form a FEM'Us Circle?

Forming a FEM'Us Circle is easy. It begins with intention, not infrastructure.

You don't need permission, funding, or an office.

You need only **five to fifteen** people who care.

1. **Initiate** - Start with your closest circle - family, friends, neighbors, co-workers, or classmates. Explain that climate correction begins with *finite living* and that this circle will help everyone live that truth together.
2. **Register** - Once you have 5 -15 interested people, register your circle through the FEM website or WhatsApp link. This connects you to the larger movement and ensures your circle's voice is heard.
3. **Name** Your Circle - Choose a name that reflects your identity - *Gulmohar Circle*, *Swaraj Circle*, *Eco Mitra Circle*, or simply your locality's name.

A name gives belonging and pride.

4. First Meeting -

Begin by watching the **Consumption Literacy Capsule** video together.

Read the **FEM'Us Pledge** aloud, sign it, and collect the ₹111 contribution from each member.

Keep a printed copy of the pledge where everyone can see it.

From this moment, your FEM'Us Circle becomes part of the global movement for climate correction.

10. Importance of Replicating Circles

The strength of the FEM'Us Circle lies not in its size, but in its **spread**.

A circle that multiplies becomes a *movement*; a circle that remains closed becomes a *club*.

The mission of the Finite Earth Movement is to bring **1 billion people into** climate action.

That cannot happen by expansion from the top. It must grow like life itself: **one circle giving birth to another**.

As a Rhythm Keeper, your goal is not only to sustain your own circle but to **inspire others to start theirs**.

Each new circle you help form is a living ripple of awareness - it may be in another home, school, office, or even another city.

Through this chain of replication, FEM'Us Circles can reach every community, village, and nation.

Encourage your members:

- Invite friends or relatives to attend one meeting.
- Support them in forming their own circle.
- Stay connected as a *mentor circle*.

When every circle creates another, the FEM becomes unstoppable - a self-propelling wave of climate correction.

11. Role of a Rhythm Keeper

As a Rhythm Keeper, you are the **anchor** of your FEM'Us Circle - steady, patient, and committed.

You do not lead from above; you guide from within.

Your task is not to control others, but to **create space** for reflection, dialogue, and change.

Your Responsibilities

- **Organize meetings** regularly - once or twice a month.
- **Prepare the agenda** using the FEM 3-Step Ritual (Share -> Pledge -> Invite).
- **Ensure participation** - everyone's voice must be heard.
- **Maintain connection** - follow up with members and gently remind them.
- **Encourage replication** - motivate at least one member each month to start a new circle.
- **Submit reports** - record attendance, pledges, and contributions.

Your Spirit

- **Lead** with humility, consistency, and warmth.
- **Never impose** ideas; allow realizations to emerge.
- **Remind** members that they are not helping *you*, they are helping *the Earth*.

Remember: every action, every conversation in your circle, begins with your energy. When you show up with purpose, others follow with heart.

12. Role of Recorder and Replicator

A strong circle functions like a living organism - every role supports the other. Along with the Rhythm Keeper, two other roles ensure that your FEM'Us Circle stays **organized**, transparent, and expanding: the **Recorder** and the **Replicator** (also called the *Spreader*).

The Recorder

The Recorder is the memory of the circle. They maintain a simple record of:

- Attendance of meetings.
- Names of members who have taken the FEM'Us Pledge.
- ₹111 or higher contributions collected.
- Notes on the actions pledged by members.

They also submit a **monthly report** to the FEM network via a short Google Form or WhatsApp link.

This ensures your circle's work contributes to the national and global FEM database.

The Replicator / Spreader

The Replicator ensures that the circle grows beyond itself.
Their task is to:

- Invite new people to meetings.
- Help visitors understand the FEM'Us concept.
- Guide them to form their own circles.

The Replicator is the *voice* of the movement - turning participation into propagation. Each role rotates every few months so that everyone learns, leads, and contributes equally.

13. Running a Circle Meeting

A FEM'Us Circle meeting is not a lecture - it is a **conversation among equals**. The goal is simple: help every person reflect, act, and inspire others. Meetings can happen anywhere, at home, in a school, office, park, or courtyard. What matters is sincerity, not setting.

Frequency

- Hold meetings once or twice every month.

- Keep the time and day consistent. Regular rhythm builds discipline, and discipline builds culture.

Structure of a FEM'Us Circle Meeting (45-60 minutes)

| Stage / Step | Purpose | Led by | Time |
|---------------------------------------|--|--------------------------|------------|
| 1. Welcome & Introductions | Warm greeting, short context, purpose of today's meeting | Rhythm Keeper | 5 mins |
| 2. New Member Induction | New member reads and signs FEM'Us Pledge, contributes ₹111 | Rhythm Keeper + Recorder | 5 mins |
| 3. Reflection on Environment | Discuss visible local issues - heat, waste, erratic weather | Rhythm Keeper | 5 mins |
| 4. SHARE - Reflection Step | Each member shares one thing they reduced, reused, repaired, or refused since last meeting | Rhythm Keeper | 10-15 mins |
| 5. PLEDGE -Resolution Step | Group selects one <i>Finite Action</i> (from FEM Guidebook / Finite-30) to practice until next meeting | Rhythm Keeper + Recorder | 10-15 mins |
| 6. INVITE - Replication Step | Identify and invite new people to attend next meeting or form a new circle | Replicator | 5-10 mins |
| 7. Closing & Gratitude | Summarize discussion, short prayer or reflection for Mother Earth | Rhythm Keeper | 5 mins |

14. Taking a Pledge

The FEM'Us Pledge is the heart of every circle.

It transforms understanding into commitment and turns good intentions into measurable action.

When a person reads and signs the pledge, they publicly acknowledge a simple truth:

“On a finite Earth, infinite consumption is not possible.”

The pledge is not a ceremony. The pledge is a **personal declaration of responsibility**.

It reminds us that the planet's crisis is not “out there”; it is inside our daily choices, in what we use, buy, and waste.

How to Conduct the Pledge?

1. **Read Together** - The Rhythm Keeper reads the FEM'Us Pledge aloud while members follow and repeat key lines.
2. **Sign Individually** - Each member writes their name and date on their copy of the pledge.
3. **Receive the Copy** - Give each member their signed pledge to keep at home - ideally displayed somewhere visible.
4. **Contribute ₹111 or more** - A small act of contribution connects words with responsibility.

Encourage every new member to read the pledge again during meetings. Repetition builds remembrance, and remembrance builds culture.

15. Importance of Pledge Contribution

When a member contributes ₹111 (or more) while taking the FEM'Us Pledge, it is not a donation, it is an act of participation.

The contribution links *personal awareness* with *collective action*.

It says, “I am not just talking about change; I am helping it move forward.”

Money here is not about funding projects; it's about creating **ownership and connection**.

A small amount from many people builds something far greater than a large sum from a few - a true *people's movement*.

The ₹111 contribution supports:

- Printing and distribution of FEM'Us Pledge copies.
- Conducting **Climate Literacy Capsules** in schools and communities.
- Developing awareness materials that reach new audiences.
- Supporting the Energy Swaraj Yatra and outreach efforts.

The act of contributing also reinforces mindful consumption.

It reminds members that every rupee spent, even for a good cause, carries energy, material, and meaning.

Encourage each member to make their contribution with gratitude, not obligation.

16. Types of Pledge Contributions

While ₹111 is the universal and symbolic contribution, some members may wish to give more.

We honour every contribution equally - because in FEM, **value lies in intention**, not amount.

Still, different contribution levels allow people to express their commitment in ways that help the movement grow faster.

Levels of Contribution

| Type | Amount (₹) | Spirit | Purpose / Use |
|----------------------|------------|----------|--|
| FEM'Us Member | 111 | Equality | Joins the circle, receives pledge copy, supports local awareness materials |

| Type | Amount (₹) | Spirit | Purpose / Use |
|-------------------------|------------|---------------|--|
| FEM'Us Supporter | 1,110 | Encouragement | Helps fund 10 more pledges or one Climate Literacy Capsule |
| FEM'Us Champion | 11,100 | Commitment | Enables training or tools for multiple new circles |
| FEM'Us Patron | 1,11,000 | Legacy | Supports large-scale outreach and Yatra programs |

Each level connects individual action to a visible outcome - not charity, but **shared responsibility**.

You may tell your members: “When money connects to meaning, contribution becomes joy.”

Encourage people to choose freely. The FEM thrives on voluntary spirit - not pressure. Remind them: every ₹111 equals one more person awakened.

17. The 3-Step Ritual

Every FEM'Us Circle meeting follows a simple, powerful rhythm called the **3-Step Ritual**:

Share -> Pledge -> Invite.

These three steps transform climate awareness into a living practice.

SHARE - Reflection

Each member shares one action they have taken since the last meeting - something they reduced, reused, repaired, or refused.

These small stories build trust and inspire imitation.

The act of sharing keeps everyone accountable and emotionally connected.

PLEDGE – Resolution

After listening to each other, the group chooses one **Finite Action** to practice collectively till the next meeting. For example:

- Avoid buying new clothes this month.
- Use fans instead of air-conditioners when possible.
- Carry a refillable water bottle daily.

The Recorder notes the chosen action and its duration.
Each new pledge is a small but measurable climate correction.

INVITE - Replication

Before closing, the group decides who will bring at least one new person to the next meeting or help create a new circle.

This ensures the movement grows outward, not just inward.

18. Reflection (The Share Step)

Reflection is the soul of the FEM'Us Circle.

It is where awareness is born - when people pause, look back, and recognise how their actions affect the planet.

During this step, each member shares one action they took since the last meeting that reduced their footprint.

It could be as simple as:

- Switching off unused lights,
- Repairing a broken gadget instead of buying new,
- Choosing local food,
- Saying no to disposable cups.

When shared honestly, these small acts become sparks of imitation.
Members see that **change is possible**, not theoretical.

Encourage everyone to speak without fear or formality.
Even inaction - “I couldn’t reduce anything this week” - is a valid reflection, because awareness itself is progress.

End the step by appreciating every effort, however small.
Celebration sustains commitment far longer than criticism.

19. Resolution (The Pledge Step)

Resolution is where reflection becomes commitment.

After sharing, the group together decides one *finite action* to practice before the next meeting.

This step transforms discussion into measurable progress.

The Rhythm Keeper may begin by asking:

“What one habit can we all adopt this month to reduce our consumption?”

Encourage suggestions that are simple, specific, and collective.

Examples of Finite Actions

- Avoid buying new clothes this month.
- Use stairs instead of lifts whenever possible.
- Keep air-conditioner at 26°C or above.
- Eat local food and avoid packaged snacks.
- Turn off Wi-Fi and chargers at night.

The Recorder writes down the group's chosen action, and the date of adoption. At the next meeting, members will share their experiences such as successes, challenges, and learnings.

The key is not perfection, but participation. Each small habit adds up to massive change when multiplied by millions. Consistency in resolutions creates culture. Culture creates transformation.

20. Replication (The Invite Step)

Replication is the heartbeat of the FEM'Us Circle.

Without it, awareness remains local; with it, awareness becomes movement.

At the end of every meeting, each member commits to **invite at least one new** person before the next circle gathering.

It could be a friend, neighbour, colleague, shopkeeper, or relative, anyone willing to reflect and act.

Encourage members to share their experiences while inviting others:

- What question made people curious?
- What stories helped them relate?
- What objections did they face, and how did they respond?

This exchange of experience refines the art of spreading awareness.

The goal is not just to **add members**, but to **ignite more circles**.

When someone feels ready to start their own circle, celebrate it!

That is success - replication of leadership, not just expansion of membership.

Each new circle makes the movement stronger, deeper, and more diverse.

Through this simple human chain, FEM'Us Circles can reach villages, cities, and countries - without needing formal infrastructure.

21. Monthly Calendar

The FEM'Us Circle thrives on **consistency**.

Just like the moon follows its phases, every circle follows its **fortnightly rhythm** - two meetings a month.

Each meeting serves a unique purpose: one for reflection and action, one for outreach and growth.

Suggested Monthly Calendar

| Week | Focus | Key Activities | Role Emphasis |
|--------|--------------------------------------|---|---------------------|
| Week 1 | Reflection & Resolution | <ul style="list-style-type: none"> Conduct the first circle meeting. Members share progress on last Q. Select one new Finite Action (from TUPEE or Finite30). Record it in the logbook. | Convener & Recorder |
| Week 2 | Outreach Preparation | <ul style="list-style-type: none"> Members discuss whom to invite next. Prepare materials: pledges, small posters, stories. Identify potential new circle locations. | Spreader |
| Week 3 | Replication & New Members | <ul style="list-style-type: none"> Conduct second meeting. Welcome new members, hold pledge ceremony. Share success stories or challenges. | Convener & Spreader |
| Week 4 | Reporting & Rest | <ul style="list-style-type: none"> Submit simple monthly report (attendance, pledges, contributions). Encourage members to reflect individually. Plan next month's first meeting. | Recorder |

Rhythm Keeper's Notes

- Keep the cycle simple: **Reflect -> Act -> Invite -> Report.**
- Avoid overloading the group - small, consistent steps work best.

- Use the FEM Calendar or Portal (if available) to sync with national campaigns like *Finite30*, *No New Clothes Month*, or *Half Electricity Week*.

22. Reporting and Communication

Every FEM'Us Circle is a living cell of the Finite Earth Movement. When each cell reports its activity, the movement breathes as one body. Reporting isn't bureaucracy, it is **collective visibility**. It helps the world see that small circles together create massive change.

Monthly Report

Each Recorder submits one simple monthly report to the nearest FEM coordinator (or via the FEM Portal/Google Form).

It includes:

- Number of meetings held
- Total members (new and continuing)
- Finite Action practiced this month
- New members who took the FEM'Us Pledge
- ₹111 contributions collected (and receipts if any)
- Any local story or photo worth sharing

Communication Channel

Each circle joins a local WhatsApp or Telegram group coordinated by the district or city FEM team.

This serves to:

- Receive updates, announcements, and campaign themes
- Share photos, videos, and creative ideas
- Learn from other circles' experiences

Story Sharing

Every circle should share at least one inspiring story each month, how someone reduced their consumption, repaired something, or convinced others to join. These stories become the emotional fuel of the movement and may be featured on FEM's social media or newsletters.

Circle ID and Recognition

Each registered circle receives a **Circle ID** from FEM - linking it to the national network. Use this ID in all communications and reports. It symbolizes belonging to a movement that is local in practice, but global in spirit.

23. Recognitions

Recognition is not about competition - it is about **celebrating contribution**. In FEM'Us Circles, even the smallest act of mindfulness deserves applause. Acknowledging effort sustains enthusiasm and nurtures leadership.

Member Recognition

Every member who signs the FEM'Us Pledge and contributes ₹111 or more receives:

- A **FEM'Us Certificate of Commitment**, signed by the Convener.
- A **badge or sticker** - "I Can Afford, But Nature Cannot." This creates visible pride and identification with the movement.

Circle-Level Recognition

Circles that meet regularly, submit reports, and actively replicate new circles are celebrated at:

- **Local FEM gatherings or Yatra visits**
- **Online FEM community features or newsletters**
Recognition may include:
 - "Active Circle of the Month"

- “Emerging FEM’Us Circle”
- “Champion of Replication” awards

Special Contribution Recognition

To honour contributions that fuel the mission:

- **FEM’Us Member:** ₹111
- **FEM’Us Supporter:** ₹1,110
- **FEM’Us Champion:** ₹11,100
- **FEM’Us Patron:** ₹11,000

Higher contributors may receive acknowledgment on the FEM website, certificates, and a personal message from the Yatra team.

Rhythm Keeper Recognition

Rhythm Keepers are the **backbone** of the FEM’Us network.

Outstanding Rhythm Keepers - those who run regular meetings, file reports, and replicate circles will be recognised as “FEM’Us Catalysts.”

They may be invited to regional or national FEM events as mentors for new Rhythm Keepers.

Collective Recognition

Once every few months, FEM may announce a cumulative count:

- Total circles formed
- Total pledges taken
- Total carbon footprint reduced

This collective celebration reminds every member that their effort counts - and that together, we are building the largest citizen movement for climate correction.

24. Bringing New Members to Circles

The strength of FEM'Us Circles lies not in numbers, but in **renewal**. Every time a new member joins, the circle gains fresh energy, fresh stories, and fresh hope.

Who Can Join?

Anyone can become part of a FEM'Us Circle - there are **no qualifications**, only curiosity and sincerity.

Students, homemakers, shopkeepers, office staff, engineers, artists - all share one truth: *we live on one planet*.

Encourage diversity. The more mixed the circle, the more perspectives it brings - and the more complete its understanding of consumption becomes.

How to Invite?

Inviting someone to join is not salesmanship - it is **sharing a realization**. When reaching out, use simple, human language:

- “Would you like to live more consciously?”
- “We meet twice a month to reduce our own contribution to climate change.”
- “Join us for just one meeting - no money, no politics, only mindfulness.”

Avoid over-explaining; curiosity is a better magnet than persuasion.

Welcoming a New Member

When a new member arrives:

1. Introduce them warmly - every circle is a family.
2. Briefly explain the FEM'Us Pledge and invite them to read it aloud.
3. Facilitate their ₹111 contribution and signing of the pledge copy.
4. Give them their printed pledge to hang at home - as a personal reminder.

A heartfelt welcome is the beginning of transformation.

Helping Them Stay Engaged

- Pair each new member with a senior member (buddy system).
- Encourage them to share their “first reflection” at the next meeting - one action they took or planned.
- Involve them early in small tasks like hosting, recording attendance, or sharing stories.

Participation sustains belonging; belonging sustains commitment.

The Real Goal

Remember: bringing new members is not about expansion for numbers, it's about multiplying awareness.

Each person who joins brings their own small world - their family, colleagues, and friends - into the movement.

25. Nucleating New Circles

A true FEM'Us Circle doesn't just grow, it **germinates**.

When one circle gives birth to another, the movement expands organically, just like life on Earth: silently, steadily, and everywhere.

Why Nucleation Matters?

If each circle only grows in size, it becomes heavy; if it replicates, it becomes alive. Replication keeps circles intimate, participatory, and local - while letting the movement spread far and wide.

The goal of every Rhythm Keeper is to **nucleate at least one new circle every two months** - by encouraging a member or contact to begin their own.

When to Nucleate?

You know your circle is ready to nucleate when:

- Meetings are running regularly and smoothly.
- Members are confident about the 3R ritual (Reflection, Resolution, Replication).

- 1-2 members express interest in leading or hosting new meetings.

At that point, guide them gently - they're not leaving, they're **branching out**.

How to Nucleate a New Circle?

1. Identify a willing person to become the new Rhythm Keeper.
2. Help them form an initial group of 5-10 people (friends, family, neighbours).
3. Share basic materials - FEM'Us Pledge copies, meeting guide, and contribution details.
4. Attend their **first meeting** to model how it's done.
5. Ensure they register online (get a Circle ID).
6. Celebrate the creation - maybe with a simple group photo or shared meal.

Mentoring the New Circle

For the first few months, the original Rhythm Keeper can act as a **mentor**, helping the new circle stay consistent.

Stay in touch once a month, answer doubts, and share updates.

Eventually, that circle will create another - and another.

That is how **five circles can become fifty** without a single advertisement or campaign.

Recording Nucleation

Whenever a new circle is born:

- Record its name, location, and Rhythm Keeper details.
- Share it in your regional WhatsApp group or with FEM HQ.
- Keep a symbolic “Family Tree of Circles” - your visible legacy of change.

26. Tips for Rhythm Keeper

Being a Rhythm Keeper is not about managing people - it's about **sustaining purpose**.

Your calm consistency, small discipline, and inner conviction will inspire more than any speech ever can.

These practical tips will help you run a vibrant and lasting FEM'Us Circle.

Be Regular Meet twice a month even if few members attend.

Consistency builds culture. One missed meeting breaks rhythm; two breaks the circle.

Keep It Simple No jargon, no complex presentations. Each meeting is about one thing: *how to live with less, and live better*. The simpler it is, the more powerful it becomes.

Focus on Practice, Not Talk Encourage members to share **what they did**, not what they plan to do. Real change happens through habits, not ideas.

Celebrate Small Wins Applaud every reduction - switching off unused lights, reusing old clothes, repairing electronics. Each act of mindfulness is a victory for the planet.

Respect Time Start on time, end on time (45-60 minutes). People value circles that value their time.

Keep the Mood Light Use humor, stories, songs, or FEM Rhythms tracks.

Climate action is serious work - but seriousness should not make it heavy.

Delegate Let others take turns being Recorder or Spreader. Sharing responsibility creates ownership and succession.

Stay Connected Stay active on your regional FEM WhatsApp group or email chain. Share your updates and learn from others. Remember: a connected circle is a growing circle.

Handle Conflicts Gracefully If opinions clash, return to the shared truth: *finite planet, finite consumption*. Disagreement is natural - but disrespect is not.

Be the Example Nothing convinces more than practice. If you live the FEM principles, others will follow without persuasion.

27. Closing Message

Every great change in history began in small circles - of thinkers, freedom fighters, dreamers, and doers.

The FEM'Us Circle is born from that same faith: that **a few committed people, meeting regularly with sincerity, can shift the course of humanity.**

The climate crisis is no longer a headline - it is our lived reality.

But in every conversation you lead, every pledge you inspire, and every action you repeat, you are pushing back against despair.

You are proving that awareness can be structure, and structure can become a movement.

As a Rhythm Keeper, you are not just coordinating meetings - **you are shaping a culture.**

You are making sustainability a social norm, transforming consumption into consciousness.

When you help even one person reduce waste, or take the pledge to live within one Earth, you are restoring balance - to the planet, and to the human spirit.

Remember, this journey will not be easy - but it will be deeply meaningful.

Even if only a few circles remain active, their ripples will travel beyond your sight.

One small meeting today can light thousands tomorrow.

So, keep going with faith, with patience, and with joy.

You are not alone. You are part of something vast, global, and timeless
the collective awakening of humanity to live in harmony with its only home.

“On a finite planet, infinite consumption is not possible - but infinite hope is.”

- Finite Earth Movement