Euclid Society aims to uplift the underprivileged

The Euclid Society is the brainchild of David Oliphant and Mbulelo Gushu, both graduates from the University of Cape Town. Their vision is a simple but complex idea of changing the consciousness of the society by creating interest in the upliftment of our largely underprivileged population.

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An inaugural meeting was held last year to discuss the strategy that will be employed in order to supplement their objectives. The Euclid Society has sprung forth from the spirit of communal existence and pluralism which may be utilised to form a synergy through enlightenment. The Euclid tree is the tree of knowledge and the aim of this idea is firmly rooted in the metaphysical belief that we are social creatures who are meant to prosper as a group rather than as individuals.

Power groups

The members of the Euclid Society will work as social agents by sharing views and also being the eyes, ears and hands of the organisation. Once a sufficient skills membership pool is created, knowledgeable and skilled members will form power groups with field specific input. An example was given where power groups would enable NGOs and NPOs to gain access to funding and also to assist them in improving their situation by perhaps helping to lower overheads, with property advice, and money saving with proper book keeping.

The strength of the Euclid Society is dependent on the strength of its network consisting of its alumni and affiliates. The structure of the organisation as a social business where the proceeds from activities will be used to further the reach of the organisation in aiding with societal change. Mentors will be used as examples to inspire hope for young people between the ages of 13 and 21 who themselves are also from modest backgrounds. Young people learn to know themselves through their surroundings and by inspiring those to achieve their goals the organisation will improve their idea of self-worth and their capabilities.

Knowledge is essential to the organisation's existence as well as the preservation of life and its evolution. It is not a question of out with the old in with the new, as the abrupt change in laws and regulations may lead to even greater issues and drawbacks due to insufficient administrative skills and public policies to maintain order.

Measuring success

A long term goal of the Euclid Society is to change the way companies' success is measured; success of business should be measured in terms of pluralism, which emphasises the progress of oneself and one's surroundings. From one point it will look at profits generated but also at its net socio-economic impact which can be either negative or positive. Success of an organisation should be judged on the ability it has to improve both its own circumstance but also the circumstance of those around it and the society it is part of.

This balancing will incentivise participation in the ideal but also allows South Africans to become conscious consumers; by the association one has with a certain business or brand. No smoke and mirrors will be able to aid businesses from the image they create for themselves when they do have a negative score. This movement is in no way radical but a non-aggressive logical approach to our complex socio-economic problem.