

# HUMAN EXCELLENCE WITH YOGIC SCIENCE

- INTERNATIONAL INSTITUTE FOR GLOBAL CITIZENSHIP
- INTERNATIONAL SCHOOL FOR CIVIL SERVICES & SPORTS
- INTERNATIONAL INSTITUTE FOR GLOBAL LEADERSHIP



**BHAGAWAT GITA**  
FOUNDATION FOR VEDIC STUDIES

Gita 2.33 atha chet tvam imam dharmyam saṅgrāmaṁ na kariṣhyasi  
tataḥ sva-dharmaṁ kīrtiṁ cha hitvā pāpam avāpsyasi

If you refuse to fight this righteous war, abandoning your social duty  
and reputation, you will certainly incur sin.





# 5 Causes of Human Suffering as per the Yogic wisdom

Living in the contemporary world, individuals are constantly burdened with a multitude of challenges. These include financial difficulties, relationship conflicts, workplace dilemmas, mental and physical health concerns, ineffective governance, substandard education and healthcare facilities, a lack of law and order, delayed justice, unsanitary surroundings, inadequate infrastructure, graduating without practical skills, limited employment opportunities, and untrustworthy acquaintances. Furthermore, individuals encounter challenges due to the ongoing violence resulting from frequent wars that stem from ego, ignorance, sectarian divisions, religious differences, insufficient diplomatic communication among nations, and the shortcomings of the United Nations, among other factors. The accumulation of these problems makes it exceedingly difficult to attain peace and tranquillity. It is important to note that the list of issues seems never-ending. However, our wise ancestors have thoroughly examined the problems individuals and society face, identifying the core five challenges known as Pancha kleshas. By addressing these fundamental issues, it is believed that all other problems can be effectively resolved. Now, let's examine these kleshas and comprehend the immediate steps we must take on a war footing and the measures we must adopt to combat them perpetually.

## PANCHA KLESHA

In the yoga sutras, the five main causes responsible for human suffering are as below.

- Avidya** - **Delusion** or ignorance because it obscures the higher Self.
- Asmita** - **Egoism**, in which physical, emotional and mental aspects of the mind and body are mistaken for the true Self.
- Raga** - **Attachment**, the desire for material objects, relationships, status and power.
- Dvesha** - **Aversion** to unpleasant things, people and experiences and, therefore, the lessons within them.
- Abhinivesha** - **The fear of death** and the ignorant clinging to life.



Now, let us see the above in a little detail.

**Avidyā (Ignorance)** is the lack of knowledge about our true nature and the consequent identification with the impermanent aspects of our being. This ignorance leads to attachment and desire and is the root of the other 4 Kleshas in yoga. Ignorance leads us to believe that things are permanent when, in reality, they are always changing. To overcome suffering, we must first overcome ignorance. This can be done by gaining knowledge about our true nature. The yogic philosophy proclaimed by Lord Krishna in the Bhagavad Gita holds that our true Self is not our bodies or even our minds. Rather, we are eternal, spiritual beings with a stable energetic essence, regardless of the circumstances surrounding us. Once we realize this, we will no longer identify with the transitory aspects of our being and be free from attachment to impermanent things.

**Asmita (I-am-ness)** The second Klesha, or cause of suffering in yoga, is Asmita (I-am-ness). This is our identification of ourselves with the false projections of our ego. It refers to how our minds create projections that we believe are us when, in reality, we are so much more. These self-beliefs such as "I am a doctor" or "I am a mother" can be internal or external. For example, external beliefs are things like "I do not have enough money" and internal beliefs are "I am not worthy or good". When we identify with the ego and projected images, we inevitably become trapped within them. Much of your time becomes about not losing that which you think is part of yourself. Nothing is intransient - except the essence of your being, also known as the true Self - and this Klesha necessarily creates suffering when you lose one of those self-beliefs to change and grow. Yogic philosophy proclaimed by Lord Krishna in Bhagavad Gita helps us overcome this ahamkara and makes us comprehend that we are akarta, non-doers.

**Raga (Attachment)** Raga is defined as an attachment to things, people, or ideas. When we are attached to something, we become attached to the desire to have or possess it. This leads to suffering when we don't have what we want or when we lose what we have. Overcoming Raga is done by cultivating detachment in our yoga practice. Detachment doesn't mean that we should not enjoy life or that we should not have goals and ambitions. It simply means that we should not be attached to the things in life as they are temporary. We should not let our happiness depend on them. Yoga teaches us how to let go and connect with our true nature, which is beyond the physical world.



We impart classes on Patanjali Yoga Sutras for a period of 4 months along with classes on Bhagavad Gita at our Gita University campus.

**Dvesha (Aversion)** Dvesha, or aversion, is the feeling of dislike towards what we have experienced. Aversion leads to many powerful emotions like anger, hatred, fear, physical pain and suffering. To overcome Dvesha, we must cultivate understanding and compassion. When we understand the root causes of our aversion, it becomes easier to let go of it. Compassion helps us see things from another person's perspective and empathise with their situation. Through understanding and compassion, we can learn to accept things as they are and move fluidly through life. Karma Yoga proclaimed by Lord Krishna in the Bhagavad Gita helps overcome all the dualities of life, such as Raga-Dvesha, Happiness - Sorrow, etc and become a Stitapragyna.

**Abhinivesha (The will to live)** Even though we are all aware that one day, we will die and our loved ones will die, our fear of death is buried deep in our subconscious. Death can be a difficult concept to handle, and some people may unconsciously not want to confront it at all. It is a fear of change. We all like to stick with what we know, especially if we are confident that it will be better than what we had before. But when it comes to death, achieving better than we have now isn't guaranteed. We're not entirely sure what happens after death, so this fuels our subconscious fear of it. To overcome Abhinivesha, we need to let go of our attachment to life itself and the value judgement we make on phenomena being better or worse than before. Only then can we learn that death itself is natural and lift our fear of it. The knowledge of the soul, called Sankhya Yoga, will help people overcome this easily.

**SOLUTION :** When discussing the creation of a sustainable and thriving society, the key lies in ensuring that citizens, officers, and leaders are all working towards the same objectives. Citizens must overcome all sorts of sectarian toxicities, take ownership of their actions and positively contribute to their communities. Officers, especially those in top positions, must uphold integrity and focus on serving and protecting the people. Leaders, whether in politics or business, should prioritize decisions that benefit everyone and serve as role models. A robust and harmonious society is formed when all three sectors cooperate and fulfil their obligations.

**PLAN OF ACTION:** Hence, establishing the "International Institute for Global Citizenship" as Project 1 to educate individuals worldwide on the principles of Karma and Dharma was conceived. Project 2 is aimed to nurture individuals who exemplify the virtues of Ram-like righteousness and place them in influential government positions. Furthermore, Project 3 was designed to give businesspeople, politicians, celebrities, and their descendants essential leadership wisdom. While some may argue that the estimated budget of Rs.2200 crores is excessive, we firmly believe that this investment is a small price to pay for the significant impact it can have on individuals and society globally. This amount is minimal compared to the funds allocated for events like the Krishna and Godavari Pushkar in AP and the construction of statues and temples worldwide, which do little to enhance humanity. We anticipate the support and cooperation of dharmic individuals, state and central governments, and the wealthiest 1000 dharmic people in India to kickstart the project promptly and complete it by December 2026.





## GOOD CITIZENS



### INTERNATIONAL INSTITUTE FOR GLOBAL CITIZENSHIP

Our ultimate goal is to promote global peace by eliminating all forms of sectarian toxicity among individuals through the teachings of the two Yogic paths advocated by Lord Krishna in the Bhagavad Gita.

## GOOD OFFICERS



### INTERNATIONAL SCHOOL FOR CIVIL SERVICES & SPORTS

The objective is to transform orphaned children into individuals embodying the qualities of Lord Ram, with a specific emphasis on preparing them for successful careers in the Indian Civil Services.

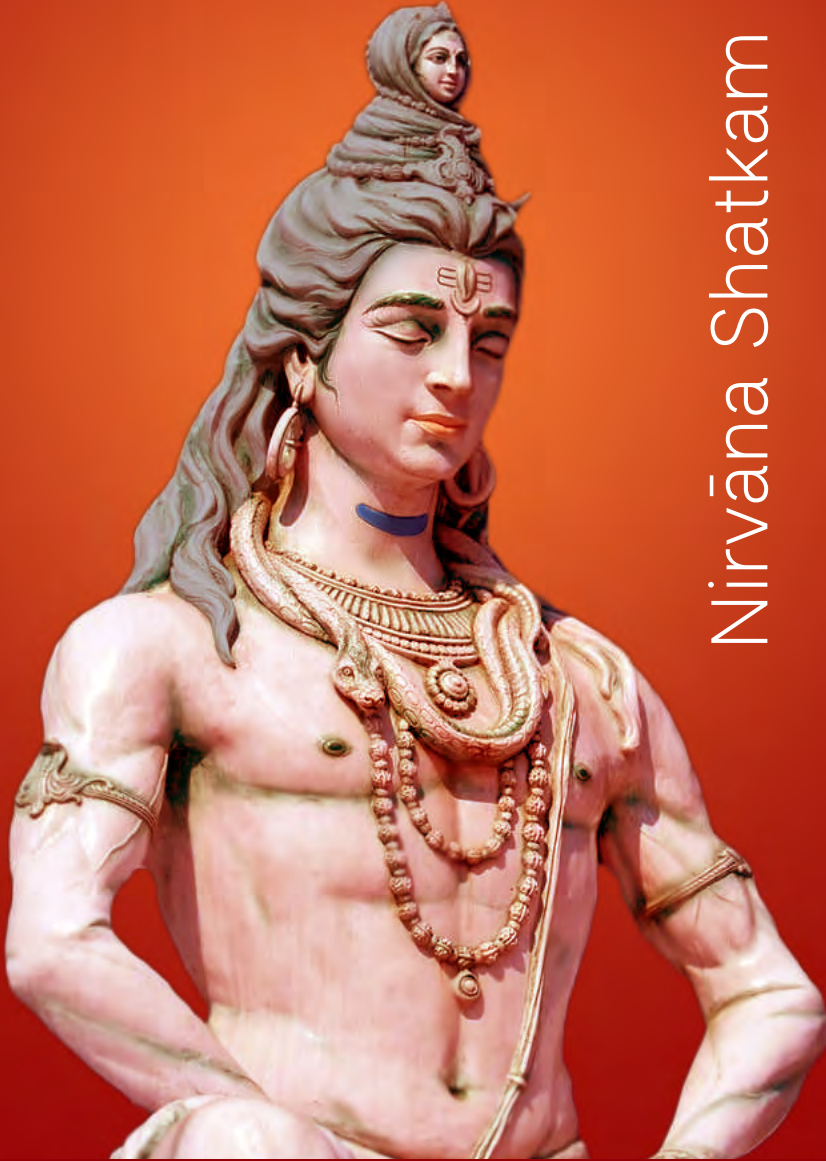
## GOOD LEADERS



### INTERNATIONAL INSTITUTE FOR GLOBAL LEADERSHIP

Our main goal is to educate business people, politicians, and celebrities on the principles of Karma and Dharma. Additionally, we aim to guide the directionless Affluent youth towards achieving the same success as their parents by revealing the hidden truth behind their birth.





## Nirvāṇa Shatkam

The Atmashatkam, also known as Nirvanashatkam, consists of 6 verses from Jagatguru Adi Shankaracharya. Śaṅkara was a young boy of age eight and wandering near River Narmada, seeking to find his guru, where he encountered the seer Govinda Bhagavatpada who asked him, "Who are you?". The boy answered the below 6 stanzas, which are known as "Nirvāṇa Shatkam" or Ātma Shatkam" after which Swami Govindapada accepted Ādi Śaṅkara as his disciple. These verses will lead us to Self-Realization.

mano buddhi ahankara chittani naaham  
na cha shrotravjihve na cha ghraana netre  
na cha vyoma bhumir na tejo na vaayuhu  
chidananda rupah shivo'ham shivo'ham

I am not the mind, the intellect, the ego or the memory,  
I am not the ears, the skin, the nose or the eyes,  
I am not space, not earth, not fire, water or wind,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

na cha prana sangyo na vai pancha vayuhu  
na va sapta dhatur na va pancha kosha  
na vak pani-padam na chopastha payu  
chidananda rupah shivo'ham shivo'ham

I am not the breath, nor the five elements,  
I am not matter, nor the 5 sheaths of consciousness  
Nor am I the speech, the hands, or the feet,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

na me dvesha ragau na me lobha mohau  
na me vai mado naiva matsarya bhavaha  
na dharmo na chartho na kamo na mokshaha  
chidananda rupah shivo'ham shivo'ham

There is no like or dislike in me, no greed or delusion,  
I know not pride or jealousy,  
I have no duty, no desire for wealth, lust or liberation,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

na punyam na papam na saukhyam na duhkham  
na mantro na tirtham na veda na yajnah  
aham bhojanam naiva bhojyam na bhokta  
chidananda rupah shivo'ham shivo'ham

No virtue or vice, no pleasure or pain,  
I need no mantras, no pilgrimage, no scriptures or rituals,  
I am not the experienced, nor the experience itself,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

na me mrtyu shanka na mejati bhedaha  
pita naiva me naiva mataa na janmaha  
na bandhur na mitram gurur naiva shishyaha  
chidananda rupah shivo'ham shivo'ham

I have no fear of death, no caste or creed,  
I have no father, no mother, for I was never born,  
I am not a relative, nor a friend, nor a teacher nor a student,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

aham nirvikalpo nirakara rupo  
vibhut vatcha sarvatra sarvendriyanam  
na cha sangatham naiva muktir na meyhaha  
chidananda rupah shivo'ham shivo'ham

I am devoid of duality, my form is formlessness,  
I exist everywhere, pervading all senses,  
I am neither attached, neither free nor captive,  
I am the form of consciousness and bliss,  
I am the eternal Shiva...

By embracing our true selves and connecting with the higher power within us, we can find peace and unity with each other. Our goal is to make people look inward and recognise the sacredness that resides within each of us rather than getting caught up in external man-made divisions. When we let go of our ego-driven battles and open ourselves up to that divine spark within, we can truly make the world a better place for everyone. So, imbibing the six stanzas of the above-sacred text is the ultimate goal of the "Advaita" philosophy.



# Objectives



## OBJECTIVE 1: INTERNATIONAL INSTITUTE FOR GLOBAL CITIZENSHIP

We firmly believe sustainable global peace can only be attained through global citizenship. To become global citizens, it is crucial to explore the fundamental aspects of our inner selves and comprehend the profound purpose of our existence in the privileged form of a human body. To accomplish this, we propose introducing the Sovereign Yogic science as a scientific discipline to individuals outside India. We aim to ensure that Karma Yoga reaches more than half the world's population by 2050 and three-quarters by 2100. We hold a firm conviction that this endeavour will eliminate all forms of divisive toxicities that stem from differences in religion, nationality, language, ethnicity, and caste and instead foster unity among individuals based on the inherent oneness of their souls at a broader level.

## OBJECTIVE 2: INTERNATIONAL SCHOOL FOR CIVIL SERVICES & SPORTS

It is possible to cultivate and embody one's admirable qualities and character traits through continuous observation. With this fundamental understanding, we have formulated our second objective and resolved to replicate the exemplary character of Lord Rama in 10,000 young individuals across India within the next three decades. If the traits of King Rama were instilled in a generation of young people, we can see a decrease in crime rates, corruption, and injustice. These youths would be committed to upholding moral values and serving society selflessly. With these real heroes taking top bureaucratic positions, the political landscape will shift towards more honest leaders who prioritize the well-being of their constituents over personal gain. Overall, India would experience a renaissance of Dharma characterized by compassion, integrity, and unity among its citizens. It's an intriguing thought experiment that highlights the impact of strong role models on shaping society for the better.

## OBJECTIVE 3: INTERNATIONAL INSTITUTE FOR GLOBAL LEADERSHIP

Yogic Science to CEOs, Politicians, Civil Services officers and Affluent children: Over 60 million millionaires worldwide generate extensive employment opportunities and drive the global economy. It is concerning to observe that most of their offspring do not possess the same admirable qualities as their parents. Should these individuals deviate from the right path, it could potentially jeopardise the future of our world. The esteemed mentors at Gita University's International School for Global Leadership will bestow the enlightening wisdom of Yoga upon these affluent youngsters, elevating them to the stature of their parents by conscientiously reminding them of their privileged birth resulting from virtuous actions in their past lives. Additionally, Gita University will conduct 1-week classes to enlighten the Affluent people about the advantages of adhering to righteousness and the repercussions of deviating from it.

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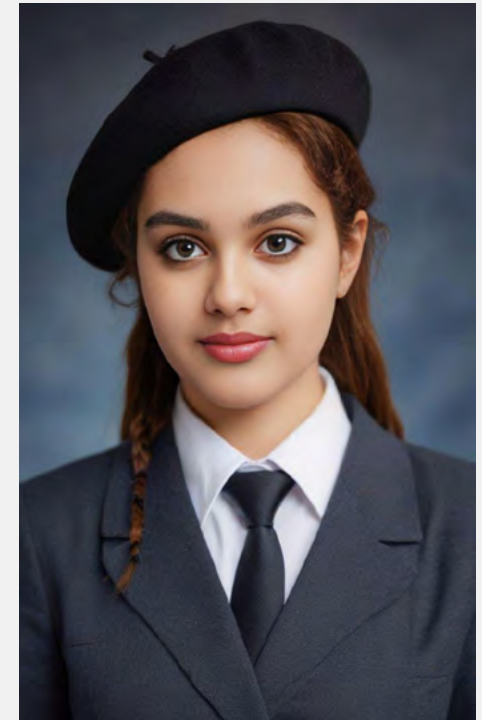
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If people are not laughing at your goals, your goals are too small.

Azim Premji

quotezany





# OBJECTIVE-1

## INTERNATIONAL INSTITUTE FOR GLOBAL CITIZENSHIP

- Physical Gita University
- Mobile Gita University
- Digital Gita University



# GITA UNIVERSITY

## INTERNATIONAL INSTITUTE FOR GLOBAL CITIZENSHIP



### PHYSICAL UNIVERSITY

Our objective is to establish a centralized campus dedicated to creating 10,000 Gita gurus who will then establish 10,000 sathsanghs. These gurus will be equipped with all the necessary print and digital content related to the Gita. Additionally, we will establish systems and methodologies to facilitate localized discourses on the Gita. Our ultimate goal is to certify seekers on their knowledge of the Supreme Brahman and work towards having 100 crore Gita followers by 2045, with the aim of multiplying this number fivefold by 2050.

### DIGITAL UNIVERSITY

To achieve this, we have devised a plan to produce the Bhagawat Gita in 10 different styles, translated into 20 of the most commonly spoken languages worldwide. We will then utilize the best digital marketing strategies available to promote these versions, ensuring that the wisdom of the Gita reaches every computer and smartphone across the globe. Currently, we have already created three styles of the Gita in over 5 languages, which can be accessed on our YouTube channels. Furthermore, we will involve 40,000 online Gita gurus in this process.

### MOBILE UNIVERSITY

This marks the third approach we are taking to spread the wisdom of the Gita to the world. As part of this initiative, we will deploy mobile vans, functioning as digital libraries, at 1000 locations outside of India. Each van will cater to approximately 6-7 million people. These vans will carry a wide range of wisdom books from renowned publishers such as ISCON, Gita Press, Ramakrishna Matt, JK Yog, Sadhguru, Sri Ravishankar, and others. These books will be available for purchase. Additionally, we will distribute Bhagawat Gita books written in a question and answer format, consisting of 108 questions, in 20 different languages, free of cost. Our aim is to distribute a total of 100 crore Gita books, along with our free mobile apps.









# Global Peace with Bhagawat Gita



Bhagawat Gita



Global Citizenship



Global peace.

Bhagawat Gita makes people understand their real self and the purpose for coming to earth. They will have purity in thoughts, words and actions and will do only Dharmic deeds. They understand thoroughly the Principle of Karma and Dharma that becomes a base for the kind of body the soul gets into. Any person who knows the consequences of committing the minutest magnitude of bad Karma will never dare to harm himself, and a person who knows the exponential benefit of doing minuscule good karma will never refrain from doing it. They understand that God is not a name or form to argue about, but an ultimate supreme energy that embeds all of us within it and makes us experience whatever we wish and whatever we deserve with its Supreme MAYA.

Bhagawat Gita teaches life skills with which one can keep aside one's weaknesses and move forward with a focus only on one's strengths. It will make people stick to dharma, stand by it, and fight for it. Like Lord Rama, they will befriend only good people even if they are found to be less powerful and will avoid bad friends even if they are more powerful. Slowly, with the help of all good people, firmly stuck to dharma, having faith in themselves and in the highest cosmic power, they will march towards success. They can even attain liberation if they do not have any accrued karma phal (karmic debt) to experience.

With Gita's wisdom, they see every living being within themselves and themselves within every living being. So they can easily overcome sectarian toxicity and live a life full of compassion for all living beings. They become aware that they are a spec of "ONE limitless energy", and this world is an illusion based on the attraction of the sense objects to the objects of perception. After understanding the journey of souls and one's true self, they realize that only their karma and dharma decide their fate, and it's never a personal discretion or favour of God. Upon listening to the Bhagawat Gita once, even people of other faiths feel like listening to it repeatedly. So, we firmly believe that sustainable peace and harmony between people of various races, nationalities, languages, religions and traditions is possible only with Gita Wisdom. Hence, the project's mission is to take the sovereign science to at least 5 billion people outside India by 2050.





## TRUE CIVILIZATION

Envision a metropolis brimming with towering skyscrapers, bustling international airports, and expansive highways, yet devoid of the profound wisdom and teachings of the Bhagavad Gita. In such a city, despite its cutting-edge conveniences and technological advancements, its residents may discover themselves adrift in a symbolic wilderness reminiscent of a tribal community. Genuine civilization transcends surface-level distinctions and acknowledges the shared essence that unites all living creatures - the divine spark within us. When we can perceive this same divinity in every individual, irrespective of their ethnicity, faith, or convictions, we surpass the constraints of sectarianism and intolerance—being authentically civilized entails nurturing a spirit of compassion and empathy towards all beings, recognizing that we are all interconnected and part of a greater whole. It demands that we transcend narrow-mindedness and bias, embracing diversity and unity in equal measure. By embodying this mindset, we become impervious to the poison of sectarianism and instead cultivate an atmosphere of concord, comprehension, and reverence for all living creatures. Ultimately, genuine civilization emanates from acknowledging each person's inherent value and dignity and treating them with love and kindness. Neglecting our spiritual and emotional well-being puts us at risk of resembling contemporary tribes. Any nation should be termed as developed only when it strikes a balance between material riches and inner contentment, which is crucial for harmony between people of diverse beliefs and faiths.



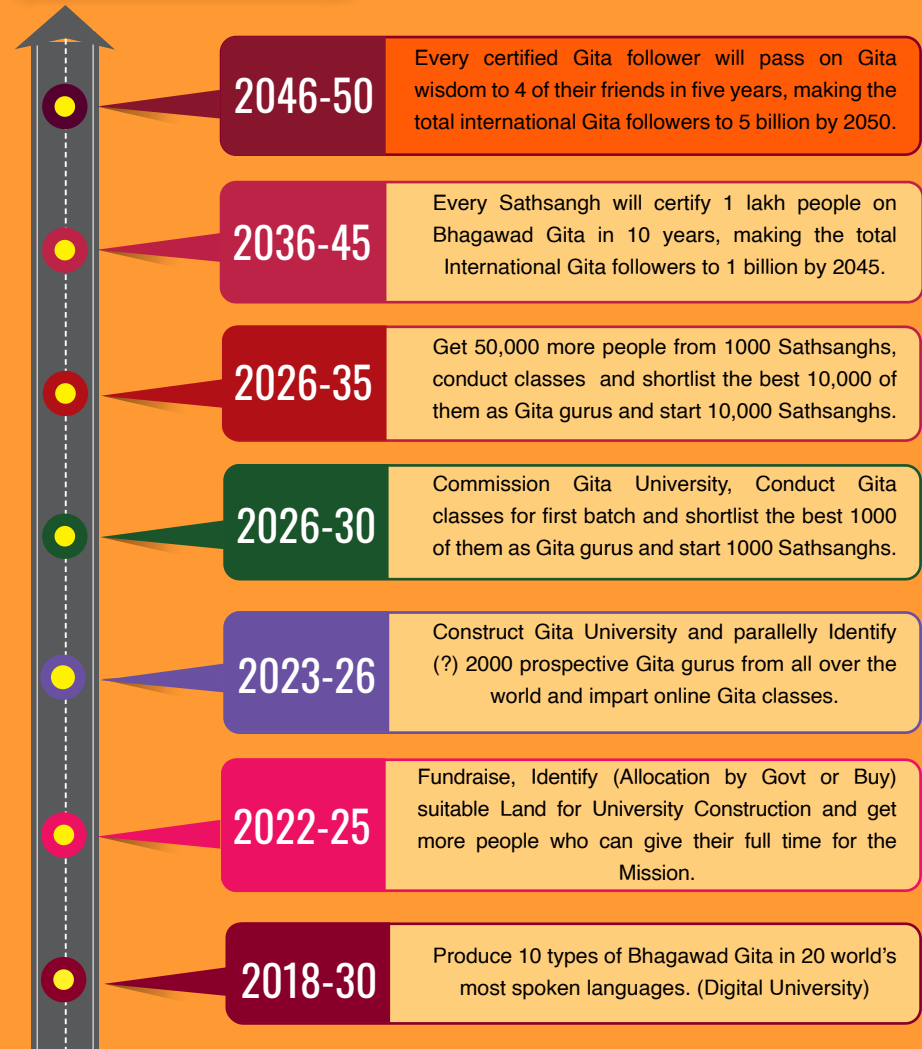


## OUR VISION

Our vision is to attain global peace, not by avoiding war and conflicts, but by fostering an understanding of the "Principle of Karma and Dharma" as taught in the Bhagavad Gita.

## OUR MISSION

Over 50% of the world follow Bhagawad Gita by 2050







# Why Bhagawad Gita is mandatory for the world?

## Global perspective

### People are divided

It is evident on a worldwide scale that people are being divided by artificial boundaries like religion, race, geography, social class, nationality, language, and more, resulting in a notable rise in hostility towards one another. This pattern is hindering the efficiency of governments, as they are consistently compelled to deal with these inconsequential matters instead of concentrating on more constructive priorities.

### Cosmopolitan culture is inevitable

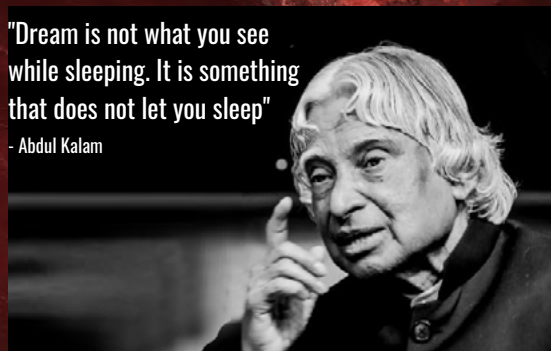
In the current trends of the world becoming a Global village, it is a challenge for people with a wide variety of beliefs to co-exist. Nations that had homogeneous citizenship during the early 1900's now have people of diverse ethnicities and religions. It is impossible for countries with a democratic setup to impose religious restrictions or to expect their citizens from the same religion or ethnicity.

### It is always “The good” vs. “The bad”

The eternal conflict in our world lies between individuals categorised as “the bad/irrational” and those classified as “the good/rational.” While “the bad” may sometimes be associated with specific religious beliefs or factions, their negative tendencies are primarily shaped by their upbringing, surroundings, and inherent characteristics. Good individuals consistently gravitate towards positivity, while flawed individuals are drawn to negativity, regardless of their environment. We must move beyond the notion that current turmoil is solely due to particular religious groups or sects. Instead, we must strive to establish a society where goodness is rewarded, and wrongdoing is either rectified through education or met with appropriate consequences.

"Dream is not what you see  
while sleeping. It is something  
that does not let you sleep"

- Abdul Kalam



"We must accept finite  
disappointment, but never  
lose infinite hope"

- Martin Luther King



## Good citizenship needs conscious effort

The tranquillity of society relies on the effective leadership of rulers and the discernment of the populace. By cultivating wisdom and righteousness among the people, they will naturally understand which causes are worth fighting for and which are not. They can choose their leaders wisely, thus fostering a sense of accountability and guiding governments towards positive actions.



## Bad Citizenship and Its solution

Citizenship has reached such a deplorable state that any political party promising good governance stands no chance of being elected into power. When citizenship lacks intelligence, trivial matters gain significance while essential issues are disregarded, creating a perplexing situation for elected governments to fulfil their moral obligations effectively. Consequently, in today's world, democracies face a tremendous challenge in educating the public and fostering a development-oriented mindset.

For this, we have to squeeze out toxic religious and all sorts of sectarian madness from citizens and make them dharmic and growth-centric.

## How to detox the wrong Identities?

Eliminating sectarian-based sentiments and erroneous identities can be achieved through reasonable restrictions and the utmost vigilance exercised by governments. However, this task is arduous due to the leniency shown by previous administrations. Implementing overly complex methods to control sectarian issues may not be sustainable in the long term, as they can escalate into a civil war.

The optimal strategy for global peace involves enlightening individuals on self-awareness and the purpose of life by imparting the teachings of the "Principles of Karma and Dharma". Instead of merely discouraging certain behaviours, it is more feasible to enlighten people about the broader aspects of life. This can only be accomplished through the wisdom imparted by the Bhagavad Gita, thus emphasising the significance of the Gita University Project.





# Individual perspective

## Generation with Short-Temper

The rise in agitation and short-temperament is evident across all walks of life, from children to CEOs. While feelings of annoyance and anger are natural, it is crucial how individuals choose to handle them. Impulsive actions and thoughtless words often lead to unfavourable outcomes.



## No good relationship with anyone

Relationships are strained, and inner peace seems elusive, regardless of one's material possessions. Intense emotions like love, hate, anger, and desire are causing unrest and sleepless nights. An ego-centric mindset of always being right can be detrimental to personal relationships.



## Good Karma Vs Bad Karma

Misdeeds, whether legal or moral, stem from a lack of discernment between right and wrong actions. Understanding the repercussions of negative actions can deter individuals from harming themselves, while recognising the benefits of positive deeds can encourage them to act accordingly.

## Good should be always nourished

The primary responsibility of parents and society is to ensure that individuals who possess inherent goodness are not influenced by those who are morally corrupt. To maintain their virtuous nature, good individuals require proper upbringing, which includes imparting moral lessons from ancient Indian epics such as the Ramayana and Mahabharata. The Pancha tantra, a collection of moral stories written by Acharya Vishnu Sharma, can serve as valuable life lessons for children. Additionally, the government must establish a just judicial system that rewards the righteous and punishes the wrongdoers. Furthermore, individuals with a virtuous and righteous nature should comprehend that adhering to their moral duties, as emphasised in the Gita 18.37, will ultimately lead to significant benefits in due course of time. They should also recognise that individuals with a morally corrupt nature, as mentioned in the Gita 18.38, may appear to enjoy material pleasures and a better life but will ultimately face suffering.

Evil grows exponentially stronger when good individuals become cowards, making life unbearable for the virtuous. Yet, when good people unite and become warriors like Arjuna, evil can be conquered, making life easier for the honest and good. The Gita University Project encourages the discouraged and bewildered 'inherently good people', who make up over 90% of the human race, to stand together and fight against evil, creating a better world.

**GITA 18.37 yat tad agre visham iva pariname amritopamam tat sukham sattvikam proktam atma-buddhi-prasadajam**

That which seems like poison at first, but tastes like nectar in the end, is said to be "Satvika sukham" This is the result for Dharmic people. It is generated by the pure intellect that is situated in self-knowledge.

**GITA 18.38 vishayendriya-samyogat yat tadagre amritopamam pariname vishamiva tat sukham rajasam smritam**

Happiness is said to be "Rajasika Sukham" when it is derived from the contact of the senses with their objects. Such happiness is like nectar at first but poison at the end. This is the result for Adharmic people.





### Sloka 5.15

nādatte kasyachit pāpaṁ na chaiva sukṛitaṁ vibhuḥ  
agñānenāvṛitaṁ gñānaṁ tena muhyanti jantavaḥ

The omnipresent God does not involve Himself in the sinful or virtuous deeds of anyone. The living entities are deluded because their inner knowledge is covered by ignorance.

### Sloka 6.5

uddhared ātmanātmānaṁ na ātmānaṁ avasādayet  
ātmaiva hi ātmano bandhuhu ātmaiva ripur ātmanaḥ

Elevate yourself through the power of your mind, and not degrade yourself, for the mind can be the friend and also the enemy of the self.



## Bhagawad Gita is the only suitable book for people of all faiths

Gita 7.21 yo yo yām yām tanuṁ bhaktaḥ śhraddhayārchitum ichchhati  
tasya tasyāchalām śhraddhām tām eva vidadhāmyaham

“whatever celestial form a devotee seeks to worship with faith,  
I steady the faith of such a devotee in that form”.

So, here in Bhagawad Gita, it is up to the individual to choose the form or the Formlessness of God. This plurality of worship is the true spirit of God, which all civilised nations should endorse and encourage for peaceful living. That is why many wise people worldwide agree that “Gita is the only book that suits people of all faiths,” hence coined as Raja Vidya by Lord Krishna.

But, it is so sad that such a supreme science is nowadays seen with the narrow lens of the mean word “religion”. It is high time to make the world understand the true nature of living beings that act according to their three inherent modes of material nature: Satva, Rajas & Tamas.

### Bhagawad Gita 3.27, 28

prakṛiteḥ kriyamāṇāni guṇaiḥ karmāṇi sarvaśhaḥ  
ahankāra-vimūḍhātmā kartāham iti manyate  
tattva-vit tu mahā-bāho guṇa-karma-vibhāgayoḥ  
guṇā guṇeṣhu vartanta iti matvā na sajjate

All activities are carried out by the three modes of material nature. But in ignorance, the soul, deluded by false identification with the body, thinks itself to be the doer. The enlightened distinguish the soul as distinct from guṇas and karmas. They perceive that it is only the guṇas (in the shape of the senses, mind, etc.) that move amongst the guṇas (in the shape of the objects of perception), and thus they do not get entangled in them.



# GITA FOR CHILDREN

## The greatest gift a parent can give a child is Bhagawat Gita

In the present era, children have unrestricted access to various technological advancements such as smartphones, tablets, television, the internet, and more. While these offer numerous benefits, there is a downside to it as well. It has resulted in a generation that is becoming increasingly restless and dissatisfied, leading to a rise in mental health problems and long-term damage to their cognitive abilities. The prevalence of mental health issues among children is a global concern that demands attention. We can effectively address most children's problems by prioritising the following aspects.

1. Proper parenting.
2. Avoiding conflicts between parents.
3. Proper schooling and teacher's guidance.
4. Counsellors at school talking to children frequently.
5. Schools addressing the problem of bullying.
6. Having at least 1 Good friend.
7. Participating in at least one Sports activity.
8. Working on Socializing and Public speaking skills.
9. Creating an environment where children can interact frequently with their grandparents, etc. Interaction with grandparents.

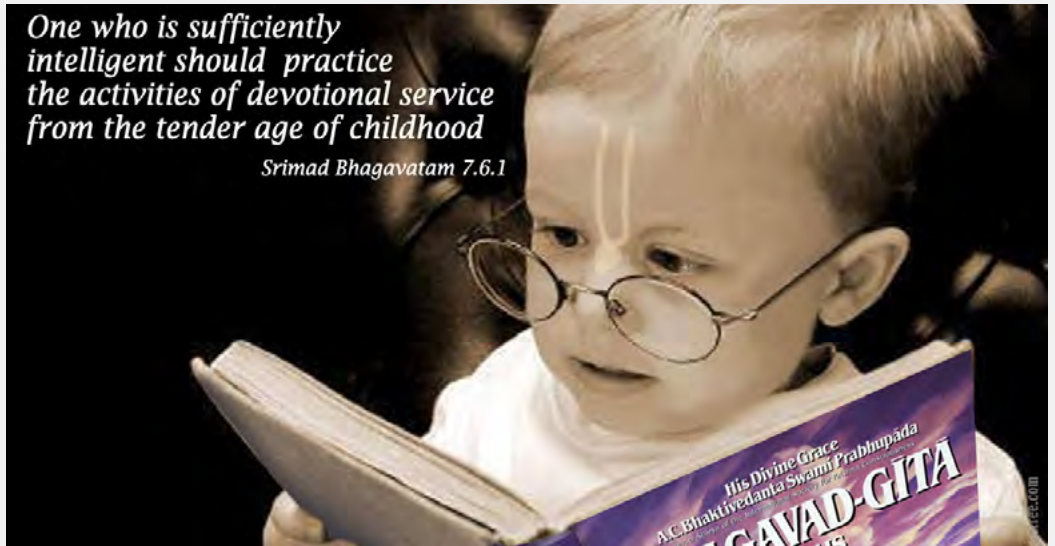


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to see the video at  
the end of the webpage

The parents and school are exerting their utmost efforts within their capacities and potentials, resolving half of the issues effectively. The remaining concerns can easily be tackled by introducing Gita to children.

### BHAGAWAD GITA 2.62, 63

dhyayato vishayan pumsaha sangas teshupajayate  
sangat sanjayate kamaha kamat krodho'bhijayate  
krodhadbhavati sammohaha sammohat smriti-vibhramaha  
smriti-bhranshad buddhi-nasho buddhi-nashat pranashyati





## How can the Bhagavad gita help our children?

Now, let's explore the key lessons derived from the Gita. The Gita offers a wealth of knowledge that can be acquired over a lifetime, but here are a few noteworthy takeaways from children's perspectives.

- Teenagers often believe everything is fine for others while nothing seems to go well for them. However, by embracing Gita, they can overcome this misguided belief and perceive that everything can be positive for everyone.
- Currently, a large number of children are experiencing Body Dysmorphic Disorder. Failure to address this issue can result in serious outcomes such as suicidal thoughts and actions, heightened anxiety, depression, eating disorders, and more. Consequently, this condition significantly hampers the overall quality of life, making it challenging to carry out daily activities and concentrate on academic pursuits. The children affected by this disorder constantly feel compelled to examine their physical appearance in the mirror. By embracing Gita's teachings, individuals understand their bodies as mere vehicles bestowed upon them due to their past life karma. They strive to maintain their physical well-being to the best of their abilities. A notable illustration of this mindset can be seen in the renowned Michael Jackson, who suffered from this disorder. Had he been acquainted with the wisdom of Gita, he would have wholeheartedly accepted and appreciated his inherent appearance.
- Through the teachings of gita, children begin to perceive the interconnectedness of all things and recognise their own reflection in everything around them. When encountering any living being, they acknowledge the presence of a shared soul, fostering a deep sense of empathy and ensuring they never inflict harm upon others. Consequently, they cultivate compassion towards all living creatures and transcend the limitations imposed by narrow-mindedness and sectarian divisions.
- The most significant challenges in the world stem from imprudent and poor citizenship, resulting in the incapacity of numerous governments to provide effective governance to their citizens. It is widely acknowledged that the foundation of prosperous nations lies in the presence of virtuous citizens who elect capable leaders. By studying the Gita, individuals acquire the ability to discern between virtuous and unscrupulous individuals, thereby impeding the election of those with ill intentions.
- Meditation, as detailed in Chapter 6 of Gita, is regarded as a form of mind-body complementary medicine. Through meditation, children can develop the ability to concentrate on a specific aspect, such as their breath, and clear their minds from a chaotic stream of thoughts that may lead to stress. By practising meditation, children can approach their daily activities with a sense of calmness. Furthermore, they will be more receptive to their parents' suggestions for their well-being without becoming agitated.
- Gita's influence will ensure adherence to Dharma and instil a resolute determination to defend it. Consequently, the populace will exhibit heightened engagement and unwavering commitment, refusing to succumb to

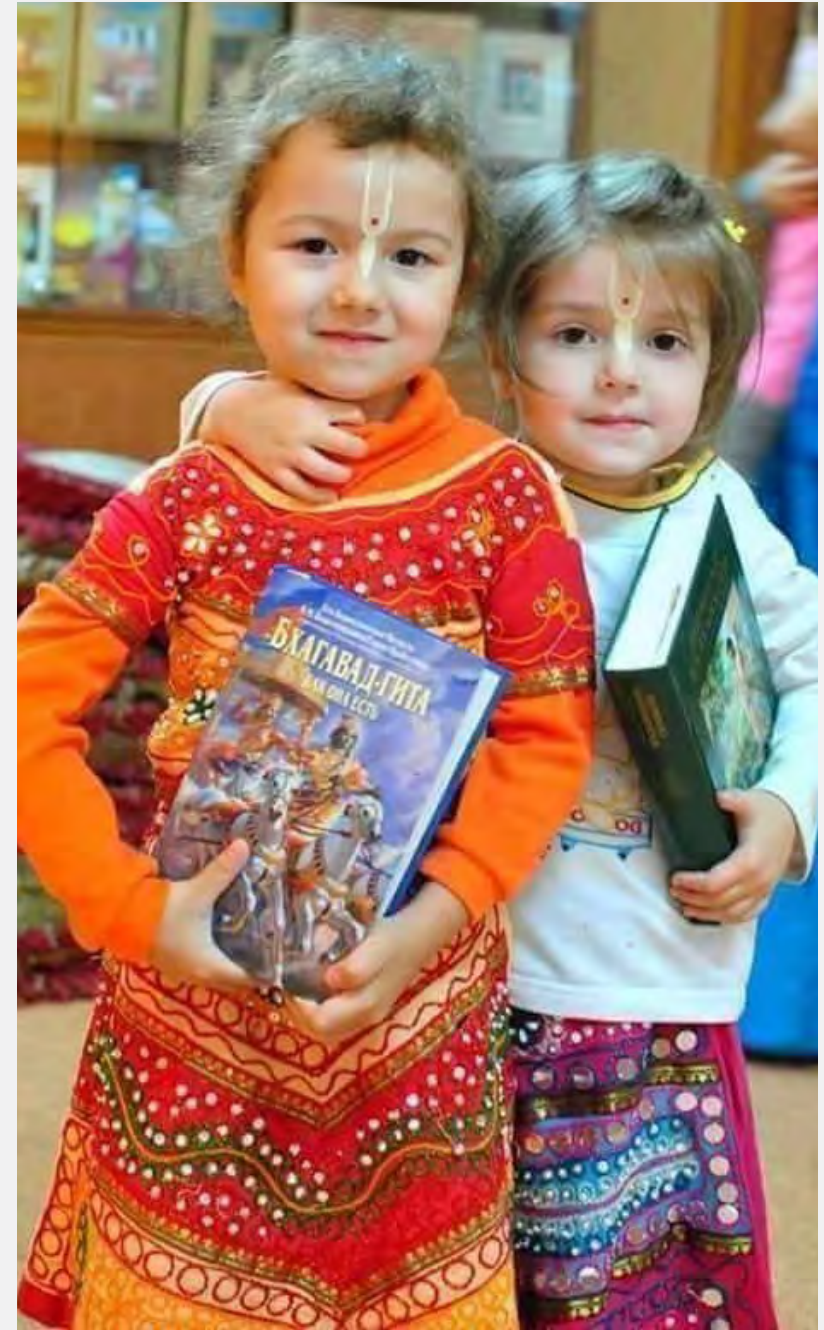


malevolent forces. They will acquire the ability to assert their own rights and interests.

- The Bhagavad Gita has the power to help children comprehend their true essence and the reason for their existence on this planet. Consequently, they will never experience feelings of solitude or despondency.
- The youngsters will be able to set aside their shortcomings and progress, directing their attention towards their areas of expertise.
- The youngsters shall acquire the skill of befriending virtuous individuals, regardless of their lack of influence, and shall steer clear of detrimental companionships, even if they possess greater power. Gradually, aided by their benevolent allies, resolutely adhering to righteousness, having unwavering belief in their own abilities, and placing their trust in the supreme authority responsible for the impeccable arrangement of countless galaxies, they shall progress towards triumph in the realm of material existence.
- The children will learn to perform only prescribed actions, as they know the severe repercussions of engaging in abandoned actions.
- The youngsters shall be able to perform all tasks with a selfless mindset. They shall refrain from claiming credit for their accomplishments. They understand that numerous factors contribute to the success of any action, as stated in Gita 18.14.
- They will not experience suffering or depression if they do not achieve the desired outcome, as they

will acquire the ability to embrace both success and failure, happiness and sorrow with equanimity. They will cultivate detachment from worldly objects and approach all tasks with a sense of duty. This way, they become karma yogis by the time they get to their forties, giving them scope for leading another 30 years of blissful life on this planet. By practising Karma Yoga and reaching its pinnacle, the result of all their actions will be credited to God, whether good, bad, or mixed. This way, they will turn down the karmic debt to ashes and get liberated, as said in gita shloka 18.12.

- By understanding the teachings of the gita, individuals will cease engaging in conflicts over the identity and appearance of God. Instead, they will comprehend that our actions and moral duties, known as karma and dharma, shape our lives. Furthermore, they will recognise that the bestowal of blessings or curses is not at God's personal discretion. Consequently, they will avoid falling into the snares set by deceitful pastors, fraudulent spiritual leaders, astrologers, numerologists, Vastu consultants, colour stone merchants, black magic people, and others.
- The Bhagavad Gita provides solutions to all the moral challenges adolescents encounter during their teenage years. This invaluable resource is particularly beneficial for young individuals as they navigate through the complexities of life and confront various obstacles. Equipped with the wisdom of the Gita, teenagers can find solace and guidance in their journey towards maturity.





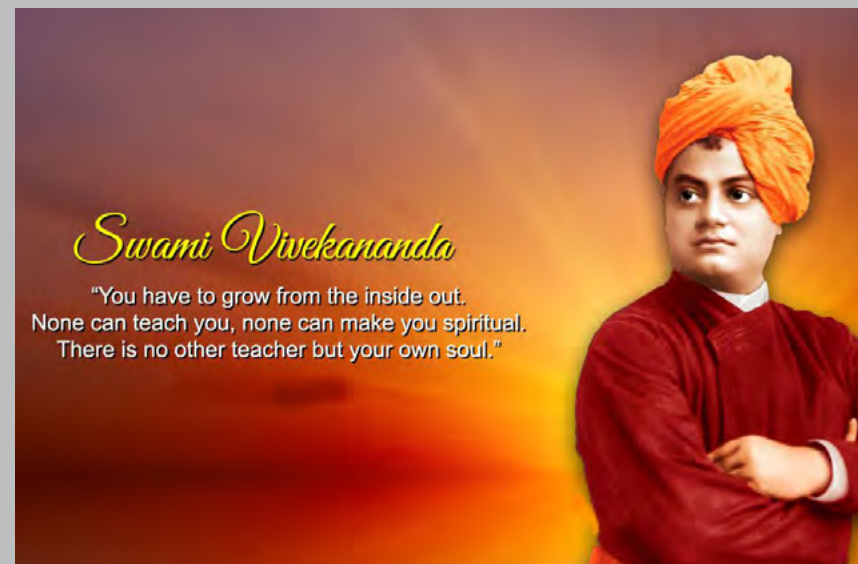
- Children will gain a comprehension of the natural cycle of life and death, which will alleviate any feelings of loneliness that may arise when their parents depart from them permanently at some point in time.
- The Bhagavad Gita can assist children in cultivating the attributes of a composed individual. It equips them with the ability to manage anger problems proficiently, thereby ensuring a harmonious married life. Ultimately, children, enriched with the wisdom of the Gita, will evolve into commendable members of society, benefiting both the family and the nation.

## A last word to Parents before we conclude.

You are working tirelessly, sacrificing sleep and putting your life and well-being at stake to provide material possessions for your children. It is widely acknowledged that material possessions alone cannot ensure happiness or contentment. If you desire for your child to always have a smile on their face and lead a life of dignity, we kindly urge you to impart the wisdom of the Bhagavad Gita to them. This sacred text can serve as a valuable resource during sadness and despair.

## How can we learn Gita?

Visitors to our YouTube channels can learn about Gita. We have created Gita in three different styles. The initial style focuses on the meditative aspect of the Gita, allowing beginners to practice reciting Sanskrit Slokas. The second style aims to help individuals understand the meaning behind the Slokas. Lastly, we offer a unique rendition of the Gita accompanied by fusion music. Please visit our website at [www.gitauniversity.in](http://www.gitauniversity.in) to access our YouTube channel links.



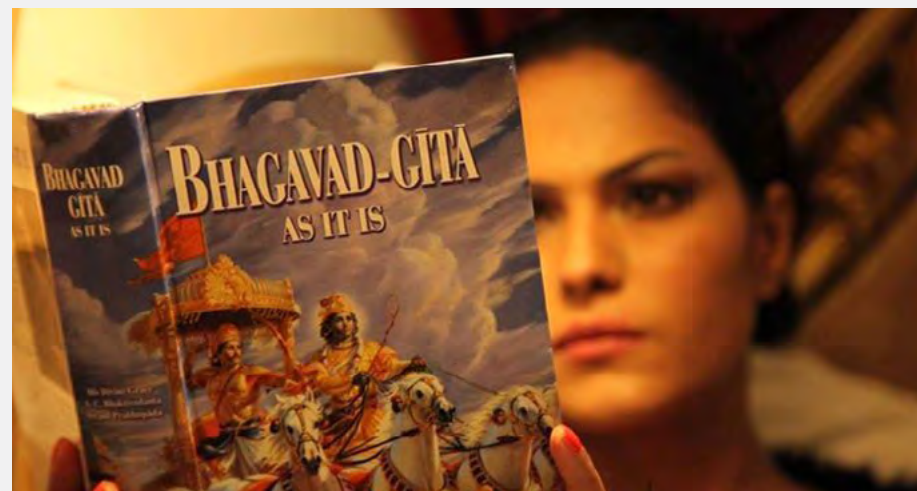
## Best Gita books for study?

In addition to acquiring knowledge of the Gita through our YouTube videos, we recommend purchasing Gita press books online from their official website, [gitapress.org](http://gitapress.org), or the [www.gitapressbookshop.in](http://www.gitapressbookshop.in). This allows individuals from all around the globe to access these valuable resources.

Other valuable resources:

<https://www.holy-bhagavad-gita.org/index>,

<https://asitis.com/>



# FAILURE FOR 5000 YEARS

## Bad dominates only when Good fails to do its job

Indians, despite possessing the highest spiritual knowledge, inexplicably retreated from their position as a Vishwa Guru 3000 years ago. This created an opportunity for fringe groups to impose their primitive, politically motivated, and barbaric philosophies on the world through force and deception. Consequently, people not only developed a fear of God, but also began to perceive the supreme energy as a notorious criminal and an insecure sadist who constantly threatened dire consequences unless worshipped. As a result, the majority of the world abandoned the "Principle of Karma and Dharma" and mindlessly embraced the irrational theories put forth by a few power-hungry, inhumane, self-proclaimed Godmen.

## Shame on us

It is widely acknowledged that the Vedas are highly intricate and require a deep understanding of the Sanskrit language to be correctly comprehended and interpreted. Therefore, it is understandable that Vedic knowledge is scarce in the world. However, what is truly disheartening is our failure to transmit even the Mahabharata and Ramayana Itihasas, which can be easily understood by any ordinary individual. We have also mishandled the Bhagawat Gita for the past 5000 years, leaving it neglected and abandoned by the world.

## Was Gita accessible in ancient India?

The extent to which Gita Wisdom was available in ancient India and the world remains uncertain. If it had been fully accessible to Lord Buddha and other seekers, their arduous search for absolute truth may not have been as challenging. Therefore, it is plausible that either the Gita was not readily accessible or there was a severe scarcity of Gita gurus. The truth behind these circumstances will forever remain a mystery.

For various reasons, we have failed to pass on the incredible wisdom bestowed upon us by great sages and rishis, and for this, we must hang our heads in shame. It is thanks to Jagatguru Adi Shankaracharya that the Vedic knowledge has been restored and presented to the public in a readable and understandable format. This has not only boosted our morale, but also enabled us to withstand 1,200 years of cultural destruction and attacks on Sanatana Dharma.







## Are we selfish?

In contemporary times, India has witnessed the emergence of numerous spiritual leaders who have made significant contributions. However, the majority of these gurus have confined themselves to preaching within their ashrams or delivering discourses upon invitation, without making any efforts to institutionalize and propagate the teachings of the Bhagavad Gita. It is disheartening to observe that many gurus prioritize personal fame over the dissemination of this profound philosophy. Consequently, we rarely witness corporate gurus, prominent Dharmic organizations, or Temple boards actively nurturing gurus who can cater to the spiritual needs of seekers worldwide. We express our gratitude to all those who have preserved this invaluable treasure, and now it is our responsibility to share it with the rest of the world.

## Lord Buddha - the only one

Throughout history, Lord Buddha stands as the sole figure who created a multitude of gurus, granting them spiritual degrees and sending them across the globe to propagate the philosophy he believed to be the "sole path" towards attaining truth. This is extensively discussed in Chapter 6 of the Bhagavad Gita, known as "Atma Samyama Yoga". Buddha's philosophy has empowered more than half of the world to resist the irrational notions of "believe and be rewarded in heaven" or "believe or face damnation" for centuries.



Thanks to our Guru and Guide Sri.Srila Prabhupada for his significant efforts in spreading Gita wisdom worldwide.



## Thanks to our ancestors

India remains the only nation that endured the brutal onslaught of merciless, barbaric, and inhumane foreign rulers for 1,200 years, spanning approximately 50 generations, while steadfastly preserving its cultural and dharmic heritage. Although around 10% succumbed to the torment and allure of foreign rulers, over 90% of Indians continued to follow the path of Sanatana Dharma by the time the British relinquished control of India.

## Souls are dying in self-rule

We are well aware that numerous individuals sacrificed their lives under the oppressive rule of foreign invaders to safeguard their Dharma for 1,200 years. However, in the era of self-governance, countless souls are perishing every second, which is a fate far worse than physical death. It is distressing to witness people forsaking their "Dharmic path," even for minor ailments, under the influence of pastors. This unfortunate outcome arises when individuals become psychologically vulnerable, and these so-called "pastors" exploit their vulnerability for personal gain.



## FAILURE FOR 5000 YEARS (contd..)

### Loosely defined Article 25

Although the concept of freedom of religion is enshrined in our constitution, our approach has been too lenient and permissive. Furthermore, our elders failed to adequately consider the ethical guidelines for the propagation of one's religion. The loosely defined Article-25 has resulted in the emergence of over 1 million pastors who exploit people's faith, working tirelessly around the clock and extorting 10% income from the naive. Unfortunately, these fraudsters primarily target the vulnerable and less privileged members of society who are less equipped to handle life's challenges.

### People are becoming Zombies

Regardless of their belief system, every individual should strive to transcend sectarian divisions and cultivate character, strength, understanding, and consciousness to lead an inclusive and fulfilling life. However, in independent India, numerous innocent individuals fall prey to the influence of pastors, becoming disconnected from the rest of society. Once they deviate from the righteous path, they become mindless beings seeking to convert others to their misguided beliefs.

This phenomenon has persisted worldwide for two millennia. Unless we address this delusional mindset that places faith above good deeds in determining divine blessings, the future of humanity remains uncertain. According to the teachings of the Bhagavad Gita, God plays a minor role in our personal growth. It is our adherence to righteous living, or dharma, that truly contributes to the fulfilment of our desires. Lord Krishna elucidates the five factors that influence every action we undertake through our body, speech, or mind: the physical body itself, the doer (the soul), the various senses, the different types of effort exerted, and the latencies of past life karma.

### Grandchildren of Tortured Ancestors are confused

It is a bitter reality that individuals who abandon Sanatana Dharma suddenly develop an affinity for foreign rulers who inflicted torment upon their ancestors, causing the deaths of millions and the destruction of numerous temples. They begin to despise every aspect of Indian culture and tradition. However, this is not the end of the matter. They conveniently forget that India was once the wealthiest nation in the world until the 17th century, and shamelessly propagate the notion that India adopted civilization, education, clothing, infrastructure, and more from inhumane and barbaric foreign rulers.

### Tamasoma Jyothirgamaya

The world adhered to the principles of Karma and Dharma in some form until the end of the Dwapara Yuga. However, in this Kali Yuga, people started following politically motivated, man-made content that is both eerie and deceptive. Addressing this issue cannot be accomplished overnight; it is a lengthy process that may take one to two generations. We must employ surgical methods to eradicate the deeply ingrained, irrational philosophies from the hearts and minds of individuals.



We are all aware that darkness is not an entity in itself; it is merely the absence of light. Therefore, there is no point in blaming others for the pervasive darkness. Instead, let us illuminate our lives with the teachings of the Bhagavad Gita and strive to create a better world to inhabit.





The Ancestors of these individuals were subjected to cruel torture by foreign monarchs. Paradoxically, their descendants grew fond of these outsiders and began hurling stones at their own kin.





# Reasons for the decline of Dharmic living in the world.

## Introduction

Lord Krishna preached the Bhagavad Gita to Arjuna 5000 years ago. Until 2500 BCE, people from all nations worshipped the five elements of nature and the Sun God. Some people imagined the formless God in some form as per their wish and prayed to him. They knew their present-life attributes, such as the selection of their mother's womb, physical and mental faculties, financial status, intelligence, rational thinking, happiness and sorrow, etc., had their source in the deeds of their past life. People in the first 3 Yugas used to attain the four human goals - Dharma, Artha, Kama and Moksha by focusing on their Karma without an obsession with the name and form of God. Now, this eternal principle is limited to only two to three countries out of 195 countries.

**Now, people have forgotten that their afterlife depends on their deeds and have started believing that keeping faith in a particular name of God will get them to heaven. This kind of insane philosophy that God's name has value over Good deeds will create a society full of criminals. Therefore, everyone who believes that only deeds matter and that God or God's name doesn't matter must investigate the reasons behind such skewed logic becoming popular and take necessary steps to revert the same on a war footing.**

Only by retreating from the insane God theories can we avoid the bloodshed that is happening all around the world in the name of Holy wars. We herewith present a few probable reasons for humans developing such insane logic and perverted philosophies

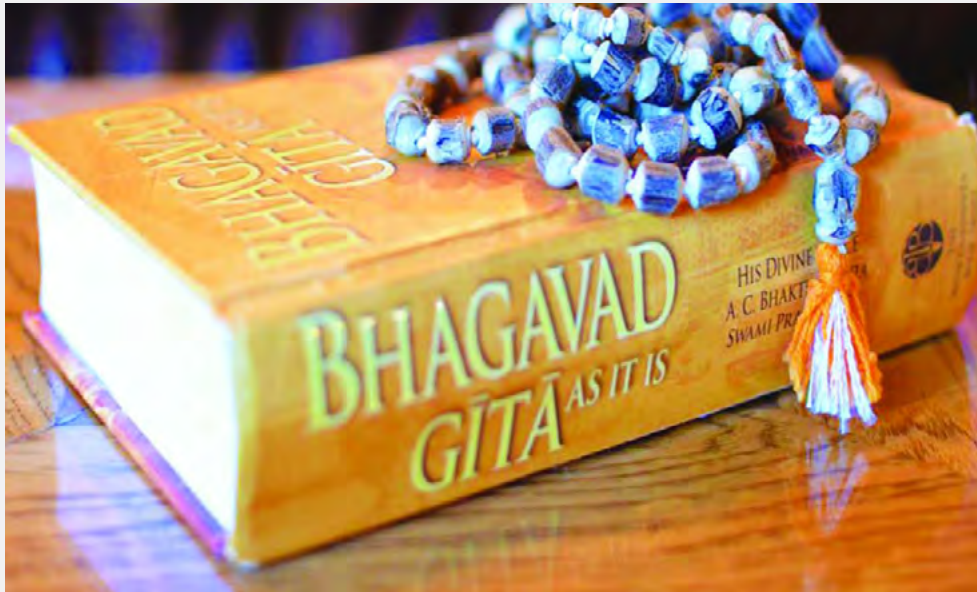
### **REASON 1** We have miserably failed to take Ramayana outside India.

Numerous archaeological findings indicate that the tale of Lord Rama gained widespread fame across the globe until the era of the Mahabharata. This fame was decimated and confined to the Indian subcontinent in the past 5000 years. The reason can be partly attributed to the effect of kaliyuga, but it would be unjust if the wise got away from their share in the problem. Indians, who claim to be spiritually smarter than the rest of the world, failed to convey the story of Lord Rama outside India. That is why people outside India are unaware of Dharmic living.

If people do not know the story of Lord Rama, there is no way to understand how one should think, talk, act, and live a righteous life, no matter the extreme difficulties they face. And yet, when the demonic rulers ignored Rama's existence and mocked a great person who had guided humanity for countless millennia, we continued to remain silent like timid spectators.







The growth of ignorance, originating from outside India, has flourished unchecked, and now this ignorance has infiltrated India. Despite gaining independence, India missed the golden opportunity to become a global spiritual leader, a role it had held for countless centuries. Consequently, both India and the entire world are now suffering the repercussions. Hence, it becomes the primary duty of individuals who perceive themselves as guardians of righteousness to contemplate the factors contributing to vanishing the historical account of an extraordinary person who traversed this planet, embodying an unyielding dedication to uprightness amidst extremely tough challenges.

It is truly disheartening that, even in this modern age, no one has taken adequate initiative to share the history of a divine incarnation of the supreme cosmic power with people outside India. We all have to think whether or not it is justifiable to say or believe that humanity has lost its dharmic path without putting substantial effort into making the world understand the history of Lord Rama. It is sad to note that over 99% of the Dharmic people lost their fighting spirit because of their selfish living and peace-loving sattvic nature.

Dharma is in a coma state now; therefore, we strongly opine that it is impossible to make people understand how they should be dharmic without acquainting them with the forgotten chronicles of Lord Rama, who has stuck to dharma all through his life.

## REASON 2 We Failed To Take The Essence Of The Gita To The World.

Krishna preached Geeta to Arjuna between the Dwapara and Kaliyuga periods. It is evident to anyone with even a modicum of intelligence that this wisdom is meant for the people of Kaliyuga. Lord Krishna gave this wisdom to reduce the intensity of Kali in our minds. So, gita wisdom is a vaccine to humanity that removes all sorts of sectarian toxicities within us and reveals many other life secrets. Had the wise defended this Yogic science without being lost in the world, the virus of ignorance would not have spread so much, and the world would have been entirely different now.

## REASON 3 We remained silent spectators.

We all know that there were many international universities in Akhanda Bharat, such as Takshashila and Nalanda, which used to teach Engineering, Medicine, Astronomy, Mathematics, Law, Military science, Vedic scriptures, etc., to people worldwide. When evil people are destroying these international centres of excellence, our kings, who are supposed to protect Dharma, sadly adopt the non-violent path of Buddha, ignoring Krishna's path of removing evil at any cost. The kings renouncing their prescribed Karma could have been another reason for the decline in the number of dharmic living people worldwide.







The saddest aspect is that even in seven decades of India's self-rule, there was no effort to establish international centres of human excellence and give back the lost dharma to the world. Had they been restored and had Bhagavad Gita wisdom been passed on to people of all nations in the past 70 years, we could have saved millions of lives that are lost in the process of brutal ethnic cleansing and unnecessary wars and bloodshed. The ruling of the ignorant for the last thousands of years has created a feeling of inferiority among people following the dharmic path, to such an extent that many feel ashamed to talk openly about an excellent universal dharma, where Deeds only matter and God's name doesn't matter.

So, we request our present rulers, right from the Chief Ministers of states, Prime Ministers and presidents of all Nations and the top heads in the United Nations organisation, to stop looking at the sovereign science from a narrow religious lens and understand the benefits of the same to humanity and encourage the same at all levels on a war footing.

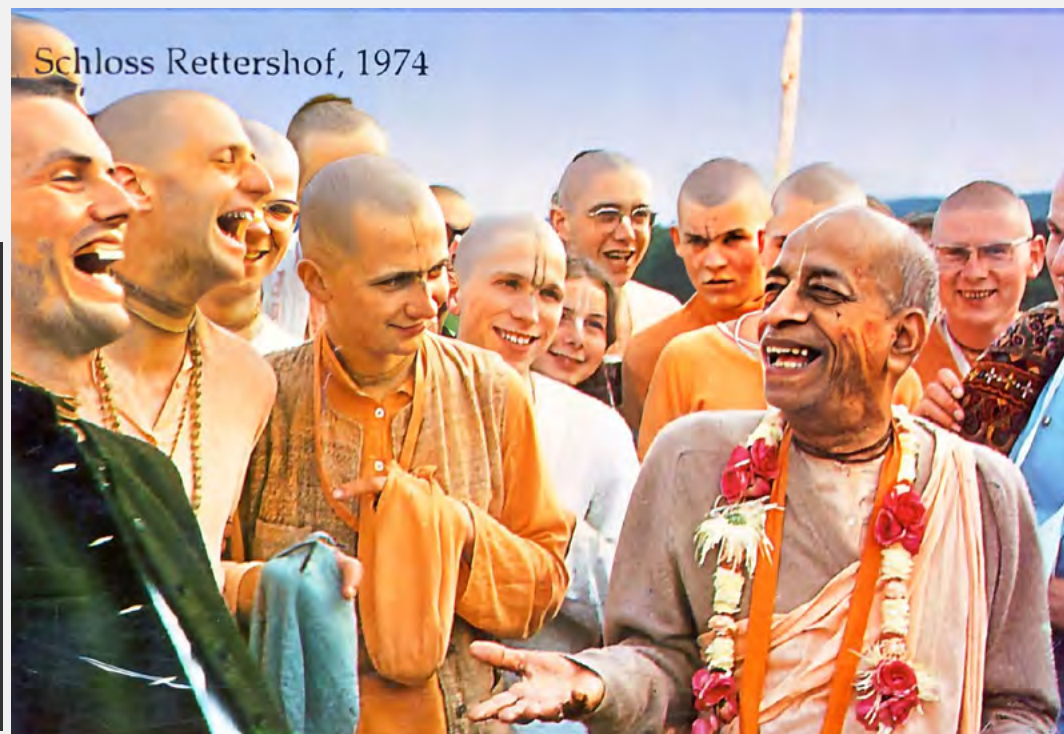
It is astounding and distressing to learn that corporate CSR leaders do not include Gita Education in their CSR funding guidelines. We implore the central governments to include the profound science of yoga in their extensive range of skill development programs, as self-awareness is the fundamental aspect that distinguishes humans from animals. With utmost humility and respect, we appeal to corporate organisations and the central governments of all nations to prioritise the development of human beings, enabling them to transcend their primal instincts and acquire the means to sustain their lives.

## REASON 4

### Indians Are A Chosen Race By Gods.

Many Indians, especially our spiritual masters, feel that they alone have the capacity to understand the essence of the Bhagavad Gita. It is disheartening to observe that many Vedic scholars, who hold esteemed positions in the realm of dharma, harbour the belief that the Bharat race is vastly superior to people of other races and nations. This perception from people who claim to be next to Gods may also be a reason for the ignorance that intoxicated 85% of the world.

In the past six decades, numerous saints, particularly Shri Prabhupada, have transcended this narrow perspective and taken the teachings of the Gita to foreigners, propagating that all humanity is equally worthy of the knowledge of the self. Our decision to undertake this endeavour would not have been possible without his audacious actions during difficult circumstances. We extend our most profound admiration to our esteemed leader, an extraordinary individual, and we devote this undertaking in his honour.





## REASON 5 We Were Oblivious To The Decline Of Dharma Outside India.

Another subtle thing we have forgotten is that when our neighbouring houses are in flames and if we water our house without trying to extinguish the fire in the adjoining houses, the fire will eventually spread and turn our house to ashes. When the fire of ignorance destroyed neighbouring countries, the emperors of India and their advisors should have interfered, defended, stood against evil and made dharma flourish. Sadly, this did not happen, and the oblivious attitude among many of the Indian kings not only destroyed over 50% of United India but also led to 100% destruction outside it.

## REASON 6 Selfish Attitude And Ego Of A Few Corporate Gurus.

Finally, our analysis of Dharma's decline would remain incomplete if we failed to mention one unfortunate aspect.

In India, some individuals attain the highest spiritual knowledge and gain esteemed social recognition and reputation due to their virtuous actions in their previous lives. Despite possessing the intellectual and financial capacity to mentor numerous gurus, they refrain from doing so due to their excessive ego. They are unwilling to acknowledge others as superior to them or at least equal to them. Instead, they constantly seek praise and validation from others, finding contentment in that alone. Living their lives with arrogance, they squander the golden opportunity bestowed upon them and degrade themselves in their subsequent lives.

When they depart from this world, the vast institutions they established are left without a worthy successor. Throughout history, we have witnessed numerous instances of this nature, and unfortunately, we will continue to witness more in the future. It profoundly saddens the Goddess of Dharma to witness these gurus, who are meant to embody the qualities of a stitha Pragnya, succumb to envy and hatred.

The individuals operating Vedic schools, such as the Shri.Chinna jeeyar swamy, Shankara Matts, Ramakrishna Matts, ISKON, Swami Narayan, Chinmaya Mission, and many more, serve as inspiration and exemplary figures for us. They tirelessly uphold the Dharma, working around the clock and selflessly propagating it globally.



# Loss of Rational Intellect - Its dangerous repercussions on society.

If the principles of karma and dharma are disregarded, society will be governed by ignorance. This disregard will not only lead to a pachydermatous attitude, civil disorder, perpetual chaos and bloodshed in society but also put the supreme cosmic energy that is commissioning the infinite galaxies on a very low pedestal.

Some individuals use various names to refer to the super cosmic power, while others call it by one name. It is acceptable for anyone to assume God with a single name. However, believing in one name creates hatred for all other names, ultimately fostering a fanatical and extremist mindset. If in the majority, these individuals do not hesitate to harm those who go against their belief systems.

These uninformed minds fail to comprehend the profound truth that the names of God are nothing but infinite divine manifestations and characteristics. These innocent individuals cannot grasp that we can only merge with boundless consciousness by relinquishing all our qualities and attributes and seeking refuge in the all-pervading and all-powerful knowledge. Their ignorance does not end there. They believe that God will only bestow blessings upon those who pray using the specific name they believe in. They vehemently propagate and intimidate others, warning that God will severely punish them if they pray using a name that goes against their beliefs. They resort to manipulation and deceit, dedicating their entire lives to enticing people onto their path of ignorance.



## Exodus 35:2

King James Version

Six days shall work be done, but on the seventh day there shall be to you an holy day, a sabbath of rest to the LORD: whosoever doeth work therein shall be put to death.

When individuals reach the pinnacle of their ignorance, they believe that God's blessings or punishments are not contingent upon one's good deeds but rather on the name of the deity they adhere to. Under the influence of this intoxicating ignorance, even the well-educated engage in foolish arguments in the name of God, disregarding the true essence of divinity. In such a society, profound conflicts arise, ultimately casting doubt on humanity's very existence. Also, It is disheartening to observe that governments are fostering and tolerating this affliction under the guise of honouring diverse viewpoints. The fact that individuals with deranged minds can pen nonsensical drivel in the name of God and further propagate it through deception and intimidation is a testament to the detrimental consequences of upholding such ideologies. This prevailing issue stands as a significant obstacle in our world today. Hence, if we regard ignorance as a personal opinion deserving of respect, it will inevitably destroy the entire world.







If the cells in our body fail to combat the deadly viruses originating from external sources, not only will the cells perish, but it will also pose a grave threat to the overall well-being of the human body housing these cells. Likewise, we must comprehend that we resemble a single unit within the omnipotent cosmic force. Consequently, we must combat ignorance internally and externally through every possible avenue. So, fighting ignorance is the only way to demonstrate love, respect, service and gratitude to the supreme cosmic energy that embeds all living beings and makes them experience whatever they wish and whatever they deserve with its supreme Maya. If we neglect the virus called ignorance, it hijacks our intellect, becomes monstrous and diverts us from the essential truth.

The fundamental truth that the spiritual masters keep ascertaining is that depending on the virtue and sin we have committed, we will go to heaven or hell. After completing the experiences in these planes, we will rebound with a deserving body and experience the karmic debt based on our previous birth deeds. Only our selfless actions and overcoming all the dualities will free us from the karmic debt and liberate us from repeated life and death. Finally, after reaching the highest level of non-dual wisdom, individuals will comprehend the ultimate absolute truth that the supreme cosmic power remains undivided and equally present within all living beings. Furthermore, they will recognise that nothing in this world is distinct from this power or exists outside of it.

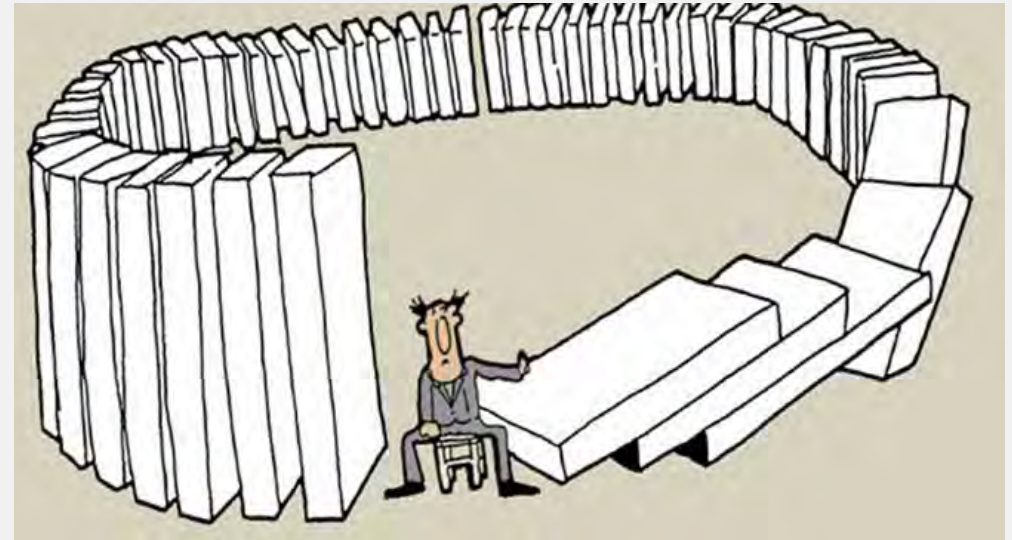
After thorough investigation and ratification, our sages presented this essential wisdom to the world, which people from all over the world used to have till 2500 BCE. If people can comprehend the presence of one super-intelligent cosmic power in everyone and everywhere, then individual peace and global peace will be a natural outcome. Conversely, if this understanding is lacking, one may deduce that God is an irrational figure and a tyrant possessing extraordinary abilities and that humanity is enslaved to him. Such illogical religious ideologies will inevitably steer society towards madness.

Furthermore, the misguided notion that heaven or hell is solely determined by the name of God we believe in, rather than our religious conduct, negates the importance of leading a virtuous life. Those who adhere to such irrational arguments bring about their personal downfall, contribute to societal unrest, and create divisions among individuals. This excessive obsession with a single name for God will inevitably result in ongoing violence and conflict among people with diverse belief systems.

# Benefits to humanity for being aware of the principle of karma.

The consciousness of the principles of Karma will make a virtuous demeanour mandatory in individuals, ultimately fostering a harmonious community. In the absence of clean water, humans will adapt to consuming impure water when faced with thirst. Humans possess an inherent yearning for self-discovery, setting them apart from animals. Without access to the wisdom found in the Gita, individuals may mistakenly perceive their limited knowledge as all-encompassing. Ignorance proves to be more dangerous than intoxication, as it paves the way for the end of the human race on this planet.

Artificial lighting cannot bring about a verdant Earth; only sunlight has the power to do so. Similarly, only through the practice of Karmayoga can we uncover the mysteries surrounding our existence and find purpose in our lives. Should individuals fail to awaken to the complexities of life, not only will they squander their present birth, but they may also regress and reincarnate as animals, birds, or insects in their subsequent life due to their failure to employ their human intellect rationally.



The principle of Karma establishes God's divine law in our hearts, stating that we alone are solely responsible for all our gains, losses, happiness, and sorrow. Practising the basic principles of Karma will gradually lead to the path of Karma Yoga. If you learn and practice Karma Yoga skillfully, taking the help of learned Gurus, it slowly leads to Yoga of equanimity. Then, the highest non-dual knowledge, opens up the top chakra within our body, where we see everything in ourselves and ourselves in all living beings. Also, we will see the creator in the entire creation and the entire creation within the creator. When we understand that the supreme Lord resides in the hearts of all beings and governs both the animate and inanimate entities through his yogic Maya, it becomes impossible for us to harbour hatred towards any living being.

This simple, non-dual spiritual wisdom can establish universal peace if made available to all. It will minimise conflicts between countries, races, people of different faiths, etc., and create a harmonious society. Cultivating equanimity through Yoga encourages a mindset that appreciates and honours the perspectives of others, reducing conflicts not only between various societal factions but also within families.



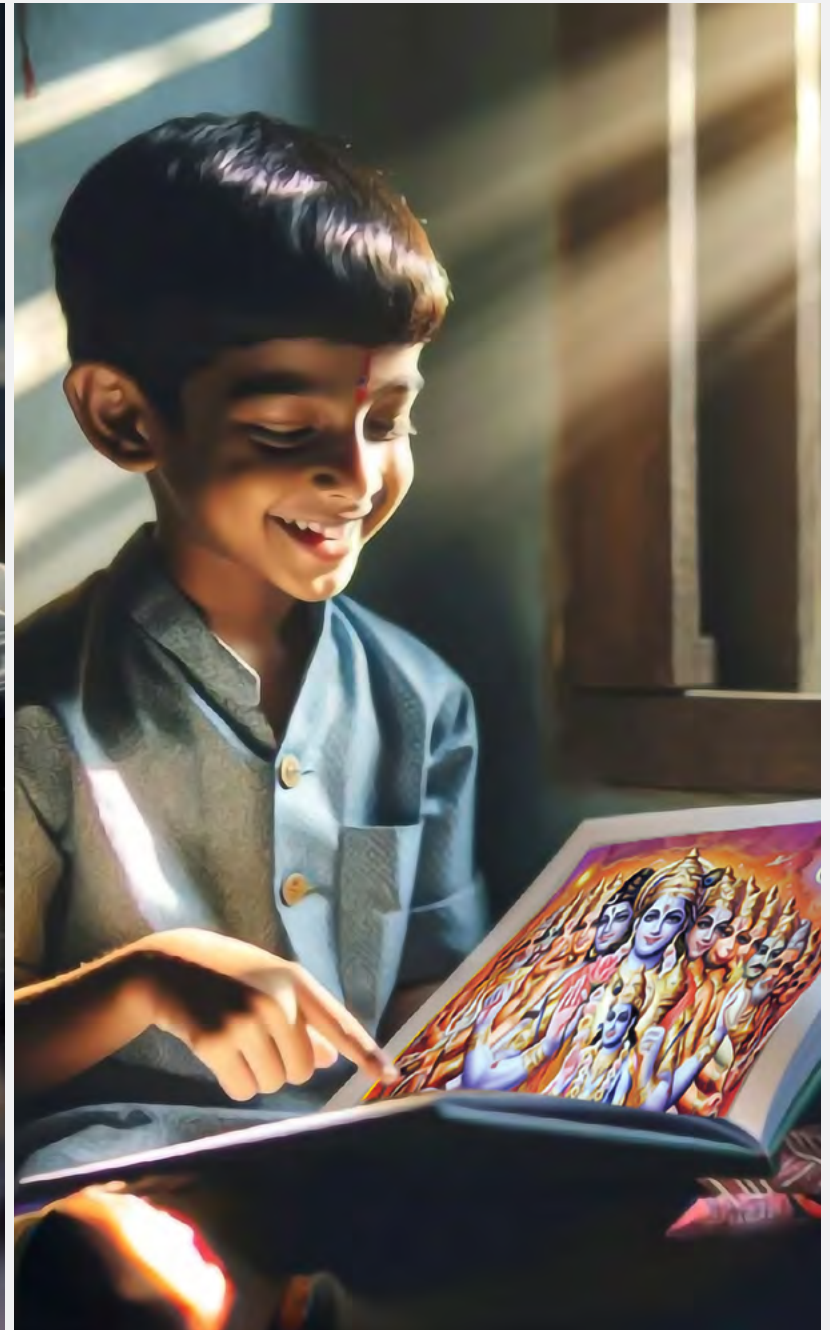


Children will understand the broader picture of life and the purpose of coming to this planet. They will develop the ability to embrace the contrasting aspects of life, such as success and failure, with equanimity, ultimately becoming individuals with a stable and composed mindset, as “stitha pragnya”.

Moreover, as a result of this enlightenment, older people will no longer harbour any concerns when the time comes for them to depart from their physical bodies. They will eagerly anticipate the opportunity to witness the celestial realms described in sacred texts while maintaining enthusiasm for obtaining new bodies.

We often see people who live their entire lives with dignity and respect bursting into tears when they realise the time has come to depart. They keep praying to God to keep their old bodies alive, defying all of nature’s fundamentals. They lately realise that neither the people to whom they dedicated their entire lives nor the assets they accumulated would come with them. They leave their bodies like an orphan and stand guilty and empty-handed in Yama’s court.

We wish that such a situation should not come to anyone, especially not to those wise people who believed only in hard work till the fag end of their lives and worked hard for the well-being of their families.



# The responsibility of Gita gurus towards society's well-being.

The wise have a crucial duty to share their profound knowledge with the masses, ensuring ignorance does not prevail in our societies. Their inherent quality is to study the Vedic scriptures and enlighten politicians, businesspeople, farmers, and the working class with supreme wisdom. By embracing Para dharma instead of adhering to Swadharma, they have inadvertently disrupted the equilibrium of the human work pyramid, resulting in the grave consequences we are witnessing every day worldwide.

If the masters of the Yogic science and the politicians, who collectively make up less than 1% of the population, are dedicated to Swadharma, then the remaining 99% can experience a tranquil existence. The failure of our spiritual leaders to enlighten politicians about the advantages of adhering to righteousness and the repercussions of deviating from it has instilled a sense of fearlessness within the political class. As a result, the general public disregarded the moral consequences as they observed their role models engaging in unethical practices to accumulate wealth rapidly, resulting in peculiar and unjust conduct in society.



Therefore, to reduce the fierce hostility between nations, religions, castes, races, regions, languages and people of the same family, the wise have to take responsibility on their shoulders. They should sit with the government leaders of all states and nations and explain the benefits of Karma Yoga to humankind.

They are supposed to make the government heads understand how blessed they are to get into such positions and the good deeds they would have done in their past lives to get into such responsible positions. The wise should guide them along the same righteous path in their current existence, just as they did in their previous lives, to facilitate their ascent to even more remarkable achievements in their next life. Once the wise make the political leaders understand the principles of Karma and Dharma, they should convince them to introduce Karma Yoga to the youth of their country or state. In this manner, the wise must consistently foster logical reasoning within society.

**If the wise relinquish their roles and retreat, irrational philosophies such as "believe or die" and "believe and secure a place in heaven" will dominate and ruin the world.**

	<b>BRAHMANA</b> Monks Doctors Counselors		<b>VAISHYA</b> Entrepreneurs Merchants Shop Owners
	<b>KSHATRIYA</b> Police Soldiers Kings		<b>SHUDRA</b> Workers Artists Craftsmen



# The increasing demand for psychiatrists and psychologists is a worrying factor.

The statistics indicate that around 1.2 million doctors specialise in psychology and psychiatry globally. With pastors acting as accelerators and considering the ever-growing demand, this figure is expected to rise to 2 million by 2050. This implies that the entire global population will be impacted by mental health issues, highlighting a significant concern for the whole world.

Based on the latest survey findings, it is evident that mental illness predominantly affects children, women, and the elderly. The medical community will be disgraced if they fail to address the underlying causes and discover a lasting remedy. The true worth of medical science lies in its ability to minimise the dependency on doctors rather than perpetuating their necessity with each passing year.

Another concerning factor is the increasing thoughtlessness and recklessness among the younger generation. This is a clear sign of the imminent danger the world is about to face. The heedless and foolish conduct demonstrated by the younger generation, in addition to their mindless fury and hostility towards individuals holding contrasting opinions and beliefs, poses a grave danger of morphing them into perilous assets for terrorists. Over the past thirty years, we have observed terrorists exploiting innocent youth and children to sow disorder and violence within society.



On the other hand, it is essential to note that many individuals who have achieved great success and possess all the necessary comforts struggle to find happiness. We must understand here that a constant conflict exists in addition to the attraction between the untainted soul and worldly desires driven by the three modes of nature. Those driven by action and material pursuits may find temporary satisfaction in their possessions. At the same time, those who are in the withdrawal mode may struggle to find joy in material wealth, ultimately leading to unhappiness and a sense of being lost. Therefore, if individuals discover themselves dissatisfied despite their material belongings, they must promptly pursue the guidance of a Gita guru. Neglecting to do so might result in depersonalisation disorder, which has the potential to trigger thoughts of self-harm.

**That is why our elders have repeatedly warned us that there is no doctor better than Lord Krishna and no science better than Bhagavad Geeta. That is why it is called the sovereign science and sovereign secret. Hence, Karma Yoga requires the largest educational network in the world. We hope everyone will agree with this view and see that there will be one Karma Yoga Institute for every 100 thousand people by the end of the 21st century.**

# Pastors and Godmen are adding fuel to the fire.

While 1.2 million psychiatrists and psychologists worldwide are trying to make sick people healthy, pastors are working the other way around, turning healthy people into sick, creating further demand for these doctors. We all know that many godmen employ coercive tactics, using threats to force people into believing in their God or face the death penalty. Conversely, a few other godmen entice individuals by promising them a guaranteed place in heaven and good health if they believe in their God. It is estimated that there are more than 5 million pastors globally who tirelessly spread these irrational theories about God and turn healthy youth into psychopaths.

**While these individuals are believed to exceed 1 million in number across 6,40,930 villages all over India, is it an ambitious goal to strive for a minimum of ten thousand Geeta gurus worldwide who can advocate for the principles of Karma and Dharma? is what we request all the dharmic people to ask themselves before feeling that having ten thousand gita gurus is a greedy target.**

Therefore, by the end of the 21st century, our goal is to train 100,000 Geeta Gurus, and within the next decade, we aim to have at least 10,000 Geeta Gurus. This ambitious endeavour will significantly contribute to mitigating mental disorders and sectarian toxicity within society. As a result, it becomes imperative to incorporate Gita Shastra into the psychology curriculum. Consequently, psychologists who are currently practising will be obligated to study the Bhagavad Gita to enhance the outcomes for their patients.

Questioning the possibility of training ten thousand gita Geeta Gurus in 10 years indicates timidity rather than courage. Discerning individuals do not dwell on the difficulties or possibilities but instead direct their attention towards the relevance of this endeavour for society.

Our ancestors have bestowed upon us an abundance of hope and positivity. As we solemnly carry the deceased to the crematorium, we lower the funeral bier and gently place it on the ground three times, reciting the Narayana or Datta mantra, yearning for the revival of the departed soul. If we exhibit such unwavering optimism to bring life to the lifeless, how much more optimism should we demonstrate to awaken society from the madness attributed to God? - is what the wise should contemplate deeply and decide whether our targets are gluttonous.





# Why is this project necessary when many other organisations are already working on spreading Gita's wisdom?

It is imperative to address the necessity of the Gita University Project, especially considering the extensive efforts that numerous institutions have dedicated to propagating Geeta's wisdom over several decades. We sincerely appreciate the hard work and dedication exhibited by these organisations in their pursuit of universalising the teachings of the Gita. However, the results obtained and the efforts exerted thus far could be more convincing upon closer examination of the statistics.

According to statistics, a mere 0.1 per cent of the global population, excluding India and nine other Asian countries, endorse the principles of karma and dharma. That means about 6 million people out of the 6 billion residing outside the Indian subcontinent embrace the karmic tenets of the Vedic wisdom. Furthermore, among these 6 million individuals, the number of non-Indian origin proponents is less than six lakhs. These figures lead us to conclude that we have yet to succeed in elevating the Sovereign science to its desired level.

While we hold temples in the highest regard, we firmly believe that Geeta Bhavans have the potential to dispel ignorance among individuals and foster a sense of global citizenship. There is a noticeable trend of educated individuals disengaging from

believing in God, especially in developed nations. More and more people are rejecting the idea that God willingly endured brutal torture and death to save humanity from sin. Instead, they are increasingly drawn to concepts such as karma, yoga, meditation, Ayurveda, Indian cuisine, astrology, past life regression, Kuchipudi dance, Indian film dance, Carnatic music, and so on.

We should take Karma Yoga intriguingly to the present generation.

We know that people will not be attracted to betel nuts and betel leaves that aid digestion if given separately. However, if these ingredients are combined with other delicious elements, people will gladly consume them and benefit from the core properties of betel. This psychology of people highlights the importance of presentation and packaging. We all know that our principle of Karma is prodigious. If it can be designed, packaged and presented intriguingly, we can take this wisdom to over 50% of the world by 2050.



	ESTIMATED 2010 HINDU POPULATION	PERCENTAGE OF POPULATION THAT IS HINDU	PERCENTAGE OF WORLD HINDU POPULATION
India	973,750,000	79.5 %	94.3 %
Nepal	24,170,000	80.7	2.3
Bangladesh	13,520,000	9.1	1.3
Indonesia	4,050,000	1.7	0.4
Pakistan	3,330,000	1.9	0.3
Sri Lanka	2,830,000	13.6	0.3
United States	1,790,000	0.6	0.2
Malaysia	1,720,000	6.0	0.2
Burma (Myanmar)	820,000	1.7	0.1
United Kingdom	800,000	1.3	0.1
Subtotal for the 10 Countries	1,026,780,000	44.9	99.4
Subtotal for Rest of World	6,290,000	0.1	0.6
World Total	1,033,080,000	15.0	100.0

So, it is a challenge for the present-day gurus to make all sections of people logically understand the reasons behind their suffering and show them the solutions through Bhagavad Gita's wisdom.

**For us to overcome the day-to-day challenges and become successful, to get a next life with better attributes than we have today, to have the fortitude to face adverse situations with steadfastness, to get rid of the cycle of birth and death, there is no other alternate than to rely on Bhagavad gita wisdom. Our Gita experts must be able to effectively communicate this information to the public using the most simple language possible.**

“Religion, God, Believing in God benefits us, Disbelief puts us in hell, God sits above and sees everything, so we have to fear him, There will be no health or financial problems if we surrender and pray to him, etc.” The present generation of young individuals despises hearing such irrational and absurd statements. The youth have ceased attending the houses of worship due to their dissatisfaction with these irrational words. So, we constantly witness numerous temples devoid of people being shut down in all the developed countries.

In this scenario, the outcomes will be limited even if individuals invest vast sums of money in constructing new temples, erecting towering statues of unprecedented height, allocating millions of rupees for festivals, etc. These endeavours cannot instil the Yogic wisdom within people’s hearts. They merely showcase these institutions’ presence and magnificence without significantly augmenting the number of subscribers to Sanatana Dharma.



There is nothing more frightful than ignorance in action.

A subtlety we need to be aware of is that if the wise do not think dynamically, there arises a vast scope for ignorance to propel. We will get the same old results if we follow the same old methods. Wisdom and knowledge serve as the most potent tools wielded by the wise. However, if the wise do not utilise these tools effectively and adapt to the ever-changing dynamics of society, ignorance will gradually infiltrate and manipulate human minds, resulting in extensive harm and ongoing violence. In a society lacking the principles of Karma, fundamental principles such as democracy, civil rights, and freedom of thought will be sacrificed, leading to immense suffering for the people.





Regrettably, individuals will become so intellectually impaired that they mistakenly perceive righteousness as wickedness and vice versa. Consequently, they comfortably ignore the terror elements within them and keep unjustly blaming the wise for the continuous bloodshed and loss of life that becomes a routine occurrence in their surroundings. They plan to invade the world by playing the victim card and showcasing to the world that they are the most peace-loving people on planet Earth. Until now, the non-utilization of GITA wisdom as a powerful tool has led to a significant decline in the belief in the eternal principle of Karma.

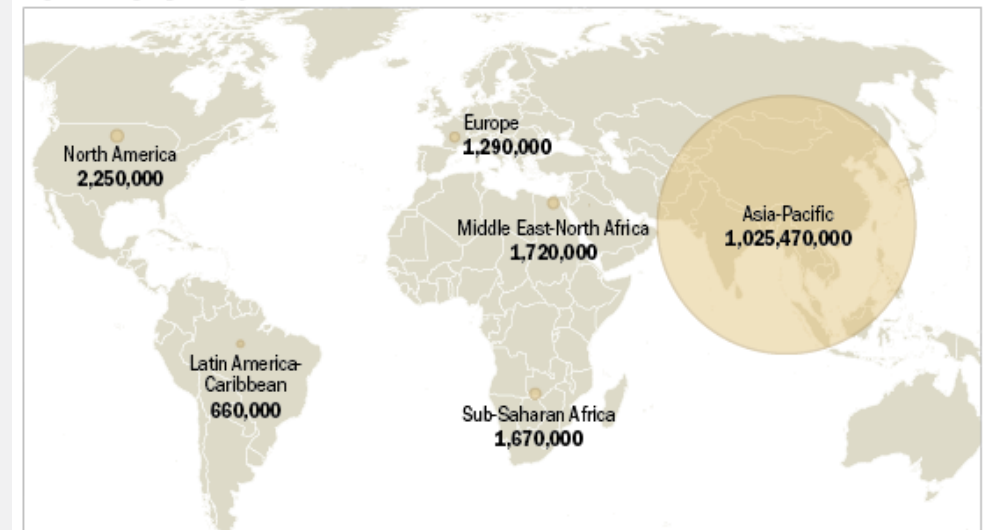
This eternal theory, widely accepted worldwide around 4000 years ago, now only holds 15% of its former influence. Therefore, we must separate this profound science from the confines of religions, traditions, norms, and cultures and present it to the world.

For those few individuals who perceive this project as unnecessary, we feel compelled to elucidate the thought process that influenced our decision to adopt an unconventional approach. We hold the utmost reverence for all organisations that advocate Gita's wisdom globally. They serve as our mentors and exemplars. We would not have embarked on this project without their prior endeavours during the most arduous times. Despite numerous challenges, they have persevered tirelessly and established a solid foundation for dharma in many countries. If we can construct structures upon the foundation laid by our esteemed mentors, our lives will be enriched, and the objective of this project will be accomplished.

**Our conclusion regarding the necessity of this project, while many others are working on the same subject, is as follows. Adding 100 more organisations to the current ten can quickly restore the ancient eternal dharma to its former glory. From the second organisation onwards, each one would have faced the same question of redundancy. If they had succumbed to such pessimism, the existing organisations would have suffered a fatal blow, resulting in significant damage to the dharmic principles on a global scale. Therefore, we eagerly anticipate the emergence of more organisations, bringing forth fresh ideas alongside the existing ones. We expect that every successful business person who follows the principles of dharma will provide their support and blessings to all emerging organisations, similar to how Lord Krishna supported Arjuna.**

### Regional Distribution of Hindus

*Population by region as of 2010*



# It's now or never.

One group adopts demonic traits and develops extreme hatred towards people who oppose their philosophy and indulge in grave terror acts, while the other group, due to higher education, corporate jobs, increased technology, and improved economic situations, thinks logically and indulges in building bridges between people.

In this Internet age, the young generation has stopped believing blindly in their religious leaders or family heads. They commenced employing logical reasoning in their thought process, displaying no hesitation in discarding any irrational or nonsensical notions. That is why we see about two hundred million people around the world become atheists or agnostics with an aversion to the creepy and insane scriptures they are ordered to believe as holy. While this exponential growth is concerning, it signifies the beginning of a new era with thinking citizens, unlike sheep, which the world has witnessed for 2000 years.



The perspective held by atheists, asserting that God does not exist, is a million times superior to adoring a God who is insecure and sadistic, punishing billions of people by subjecting them to perpetual deep fry in hell simply because they did not worship the God as per their beliefs. These atheists believe that it is more virtuous for humanity to embrace the notion of a godless existence rather than live under the shadow of toxic ideologies that threaten eternal damnation for those who do not adhere to a specific deity. We wholeheartedly agree with their perspective. Therefore, we contend that atheists and agnostics are the most suitable ones to comprehend the principles of Karma, as it dismantles the arbitrary powers attributed to God and passes on the blessing and cursing powers to one's own deeds.

For thousands of years, the world lacked the opportunity that now exists in the form of mobile phones, where people hold the power in their hands. Additionally, all religious texts have been made available to the public over the past decade through reasoned discussions and debates. This means there is no chance for any questionable content to remain hidden under the guise of holiness. These texts are now under the scrutiny of human intellect and thorough examination. As a result, any irrational ideas will gradually be absorbed in the years to come, given the abundance of content on platforms like YouTube and Google. It is, therefore, our minimum responsibility to present the two Yogic paths specified by Lord Krishna to the world within the next 30 years, allowing everyone to determine if they foster a sense of unity among all living beings.



Through this wisdom of non-dual oneness, we can eliminate all mental ailments, particularly the toxic sectarianism that promotes the belief that “my god is better than your god.” Notably, the percentage of individuals influenced by extremist religious ideologies as of date is at most 10%. The peril posed by religious toxicity surpasses that of a lethal virus. Thankfully, in the present era, 90% of the population remains unaffected by this virus. By promptly administering the vaccine called the “Yoga of Equanimity”, the current mentally healthy people can acquire immunity against the GOD Virus, potentially safeguarding countless innocent individuals’ lives.

If there is a delay in spreading the teachings of the Gita, the current ten per cent of the global population affected by the God virus will consistently display zombie-like behaviour. This will eventually result in a rapid increase in virus-affected individuals, and we estimate this to reach 50 per cent of the world population by 2050. As a result, the situation will become unmanageable and alarming, requiring governments to deploy many armed police personnel to eliminate five billion zombies to save the remaining five billion unaffected people.



We firmly believe that God, who is supposed to enhance our rationality and independence, has instead become a hindrance to peaceful coexistence. It made humans devalue their skills and beg him for all their needs and desires. Therefore, true peace cannot be achieved without dismantling all forms of God’s theories and establishing a non-dual spiritual philosophy. Our faith is rooted in karma and Dharma, and we firmly believe that the two yogic paths recommended by the highest cosmic authority are more easily comprehensible than a mother’s guidance to her child.



18.20

sarva-bhūteṣhu yenaikaṁ bhāvam avyayam īkṣhate  
avibhaktaṁ vibhakteṣhu taj jñānaṁ viddhi sāttvikam

Understand that knowledge to be in the mode of goodness by which a person sees one undivided imperishable reality within all diverse living beings.





## IS A MIRROR FOR EVERY SOUL.



The Bhagavad Gita is a reflective tool for individuals with human bodies, which allows them to see their inner true self. When someone gazes into this soul mirror, they may initially be taken aback, much like animals. However, they will undoubtedly establish a connection with their true consciousness over time.

The Gurus from Gita University will introduce these soul mirrors to humanity, helping them comprehend that they are tiny fragments of boundless intelligence, consciousness, and energy. They will realise that they willingly embraced physical forms to partake in the material realm, traversing through countless bodies in succession.

Furthermore, they will gain insight into the fact that the dualities they encounter arise from their yearning to experience nature and that they can be transcended by attaining complete contentment in their encounters and comprehending the Yogic approach to merging with the supreme intellect.





## Bhagavad Gita is a user manual for every soul taking a human body.

Jalaja nava lakshani  
Sthavara laksha-vimshati  
Krimayo rudra-sankhyakah  
Pakshinam dasa-lakshanam  
Trinshal-lakshani pashavah  
Chatur lakshani manavah

Bhagavad Gita is a user manual for every soul taking a human body. Out of 8.4 million living beings, only humans can look at their user manual and operate themselves accordingly. Despite the efforts of demons to destroy this invaluable manual, the Gurus of India have preserved it, thanks to the benevolence of Maharishi Veda Vyasa, Jagad-guru Adi Shankaracharya, and their devoted disciples.



For thousands of years, the branches of the Vedic tree were burnt, cut and destroyed by evil individuals. However, thanks to our esteemed Indian gurus for preserving at least the main portion of this sacred tree. It is incumbent upon righteous Indians to provide the essential nourishment to this divine tree of knowledge, ensuring it grows branchlets all over the globe. The nourishment comes from the Gita Gurus, whom we aspire to produce in abundance through our esteemed Gita University Project.



Instead of attributing the downfall of society to demonic influence, the primary cause lies in the failure of knowledgeable individuals to wield the mighty sword of wisdom. We should retrace our steps and search for where we have gone astray. The current sorry state of affairs can be attributed to the absence of role models who can effectively guide people in their prescribed and abandoned actions. As a result, we aim to establish one Geeta Guru for every 1 million people worldwide by 2035 and to bring the teachings of Yogic science to over half of the global population by 2050.



# DIGITAL GITA UNIVERSITY

In addition to constructing the physical university, the foundation is simultaneously working on the digital Gita University. This endeavour involves digitalising various texts such as the Bhagavad Gita, Ramayana, Bhagavatam, Bhaja Govindam, Gajendra Moksha, Nirvana Shatkam, Manisha Panchakam, Sivaaparadha Kshamapan Stotra, Vidura Neeti, Rani Madalasa Lullaby, Dashopanishads, Shiva Gita, Ashtavakra Gita, Brahma Sutras, Vasistha Gita, as well as 54 short films that teach the intricacies of Dharma to children and 54 short films that explain the principles of Karma Yoga in a simplified manner.

These materials will be produced in the 20 most widely spoken languages worldwide and will be completed within three years of the commencement of Gita University. Furthermore, these videos, shorts, and reels will be disseminated to people globally, starting with a daily budget of one lakh rupees from 2027. The budget will gradually increase to one crore rupees per day by 2040, utilizing the most effective digital marketing techniques available.



## DASHAVATARS OF BHAGAVAD GITA (2018-2030)

In order to ensure that the Bhagawat Gita is accessible and captivating to all individuals, we made the decision to present it comprehensively. Therefore, we have undertaken the task of visually presenting the Bhagawat Gita in 10 different styles and 20 world languages, catering to the diverse mindsets of people across the globe. This project was initiated in 2018, and thus far, we have successfully completed the Bhagawat Gita in 3 unique styles and five languages, which are available on our YouTube channels. We are currently doing Valmiki Ramayana in 3 languages. To listen to the slokas, kindly scan the QR Codes provided at the conclusion of this page.



**The first style of Bhagawat Gita** is done with a plain, simple and soft recitation with tambura backing.



**The second style of Bhagawat Gita** is done with Hindustani ragas (with meanings also recited) for the people who wish to learn on their own.

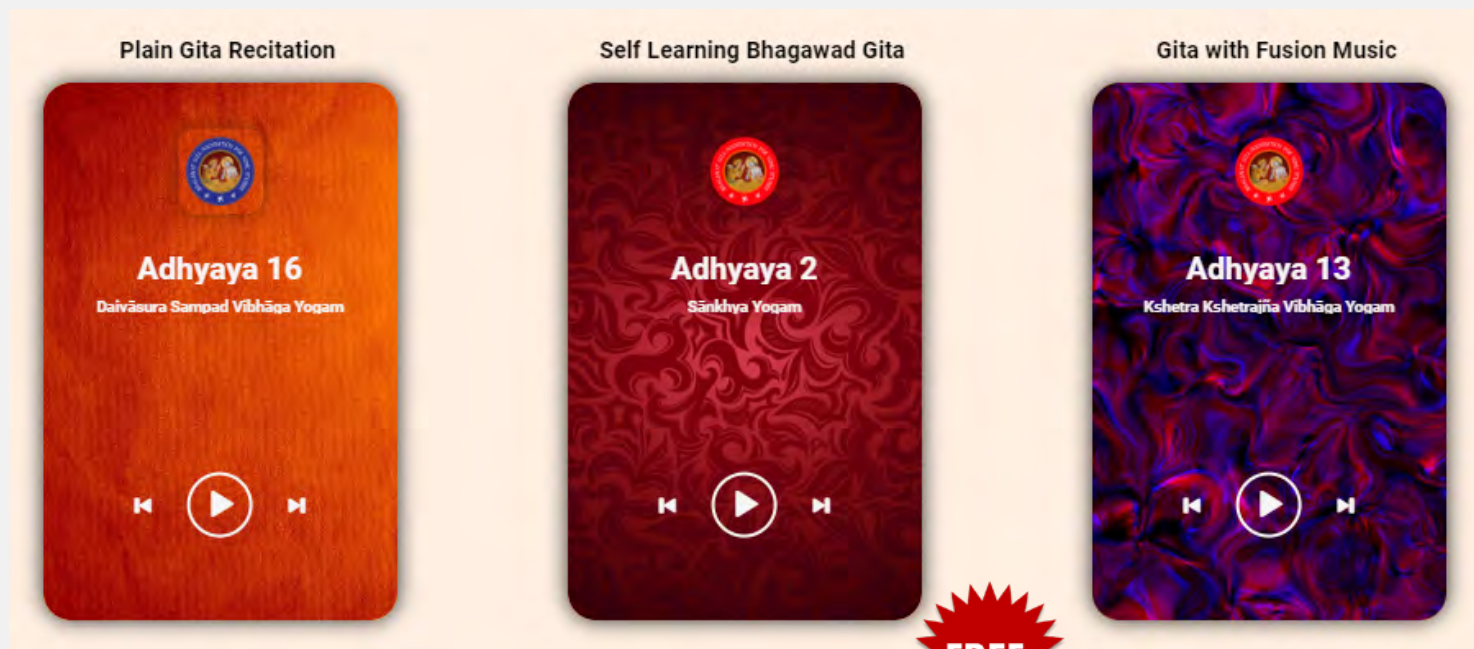


**The third style of Bhagawat Gita** is done with Fusion Music for Foreigners, today's youth and Music lovers.

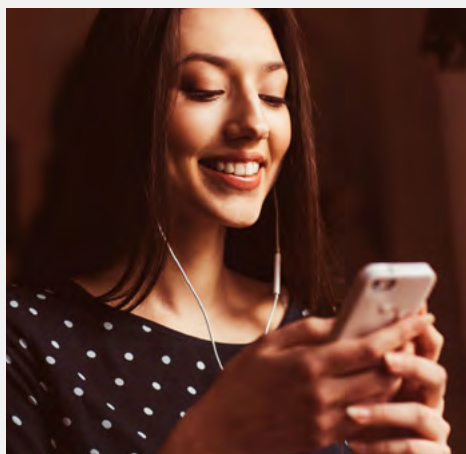
The tenth and final version, the Dashavatar, promises to be a remarkable display. It will feature a virtual reality representation of Lord Krishna, standing at an impressive height of 108 feet, engaging in a Q&A session with Arjuna about the essence of the Bhagawat Gita for 45 minutes. The grand finale will showcase a mesmerising visual presentation of the Virat roop. This captivating spectacle aims to inspire individuals of all religious backgrounds to embrace the principles of karma and dharma. The visual content will be showcased in the Mini theatres across all 1000 Sathsanghs, alongside a collection of short films produced by various dharmic organizations.



Visit our website to listen to our 3 styles of Bhagavad Gita.  
[www.gitauniversity.in](http://www.gitauniversity.in)



DOWNLOAD BHAGAVAD GITA WITH FUSION MUSIC



We are pleased to announce that the 'Gita with Fusion Music' is now available for free download. This will be highly beneficial for the younger generation and music enthusiasts. It will create an exceptional experience if you listen to it with headphones during your morning walk or while driving in your car on long journeys. Additionally, children will find it engaging to learn the slokas, sing along, create short videos, and appreciate the beauty of the Sanskrit language. After you submit the form with your information, you can download all 18 mp3 files as a convenient zip file.



Scan the QR Code to open our [gitauniversity](http://gitauniversity.in) website.

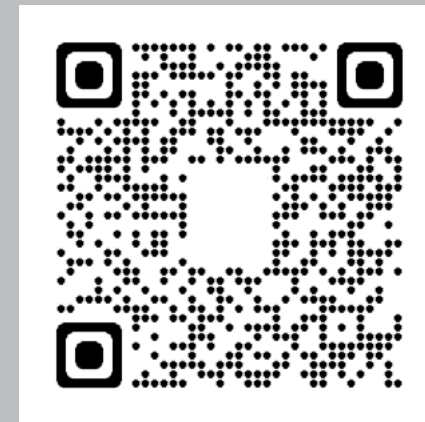
yajnarthat karmano'nyatra  
loko'yam karma-bandhanaha  
tadartham karma kaunteya  
mukta sangah samachara

Work must be done as an offering to the Supreme Lord; otherwise, work causes bondage. Therefore, perform your prescribed duties, without being attached to its results.

Support Digital University

For Content Development  
4000 people @ Rs.1000/- pm

For Digital marketing  
6000 people @ Rs.500/- pm (2023-2030)  
10 lakh people - 10 rupee a day (2030-2050)



Scan the QR Code to donate small amount every month.



# GITA IN 5 LANGUAGES & 3 STYLES

Scan the below QR codes to reach our YouTube channels.

Telugu	English	Hindi	Kannada	Tamil
 Learn Slokas Recitation	 Learn Slokas Recitation	 Learn Slokas Recitation	 Learn Slokas Recitation	 Learn Slokas Recitation
 Self Learning Gita	 Self Learning Gita	 Self Learning Gita	 Self Learning Gita	 Self Learning Gita
 Gita on Fusion Music	 Gita on Fusion Music	 Gita on Fusion Music	 Gita on Fusion Music	 Gita on Fusion Music



# MOBILE GITA UNIVERSITY





# 1000 MOBILE WISDOM VANS

(500 in the USA and 500 in the Rest of the world)

One mobile van will be allocated for every seven lakh individuals in the USA, with a pair of staff members assigned to each van. These vans will travel within their designated areas, stationed at public locations, educational institutions, and other places where people gather. The staff on the mobile vans will showcase specific materials to capture the attention of individuals interested in self-knowledge. The purpose of these vans is to inform the public about the nearest Sathsangh (Gita Bhavan/ Karma Yoga Centre) and distribute flyers containing intriguing questions related to the basic principles of life and the creation of God. The flyer will pose thought-provoking questions on the fundamental concept of God, prompting individuals to reconsider and reflect on what they have been taught over the years. By distributing our flyer alone, we can dispel the ignorance that hinders human progress and envision the significant benefits if individuals attend Sathsangh and engage with our Gita Guru.

Small Booklets such as - "Making our Children Successful?", "Navigating a Fulfilling Marriage", "Coping with Aging", "Embracing Death with a smile", "Simplified Karma Yoga", "Who am I?", "Am I dear to God?", "The Three Modes of Nature", "The Body-Soul Dichotomy", "Divine vs. Demonic Traits", etc. will be available for purchase at \$1 apiece.

Mobile vans will transport a wide range of Indian wisdom books, including those from ISKCON, Gita Press, Ramakrishna Mutt, Sri Sri Ravi Shankar Ji, Sadguru Jaggi Vasudev Ji, Mrs Roopa Pai Ji, JK Yog, as well as English books from Shankara Matts and other spiritual masters. These books will be available for purchase at their listed prices. The mobile wisdom vans will operate under a self-employment business model, with all profits from book sales going to the van operator and their assistant. Both individuals will possess a basic understanding of the Gita to address any inquiries from the public.





# 100 CRORE GITA BOOKS IN 100 MONTHS

## DISTRIBUTION PLAN AND FUNDS REQUIRED

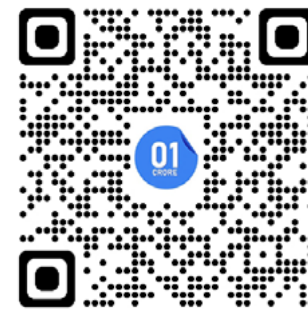
The primary purpose of the 1000 Wisdom Vans is to carry a Gita Book authored by Gita University, which will be available for purchase at a price of \$5. These vans will also carry various other 18-page booklets authored by Gita University, which will be distributed for \$1 per booklet. Each mobile wisdom van, staffed by two individuals, will strive to sell 10,000 Gita books or booklets per month, equating to approximately 350 to 400 books per day. The goal of one mobile van is to distribute one million books (10,000 books per month x 100 months = 1,000,000) within a span of 100 months. Therefore, the 1000 mobile vans will diligently work towards the ambitious goal of selling 100 crore Gita books over the course of 100 months. This endeavour, hence, has been named Shata Koti Gita Jnana Yajna.

To accomplish this gigantic task, we require substantial funds to print this vast quantity of books. We kindly request one crore Dharmic individuals from around the world to sponsor one book at a rate of Rs.200/—per month.

Join this Shata Koti Gita Jnana Yajna by expressing your interest. Scan the QR Code to leave your name.

To enroll your name, please visit  
<https://gitauniversity.in/join-sangh/>





Enrol your name in the  
Koti Jan Sangh



Enrol your name to  
Sponsor 1 Gita book





# PHYSICAL GITA UNIVERSITY



# How Five Billion Gita followers by 2050?

3

## Construct Gita University & Identify 2000 Spiritually elevated people from outside India.

During the years 2024 and 2026, we will construct Gita University. In conjunction with the ongoing construction of the university, our focus will be on identifying 2000 individuals who possess a heightened spiritual consciousness, with a significant majority of 75% hailing from the United States. Initially, we will impart Gita wisdom through online platforms, and subsequently, these individuals will be welcomed as the inaugural batch of students after commissioning Gita University.

**Hollywood Films on Lord Rama and Krishna:** Here, we strive to make a Hollywood film on Lord Rama and Krishna to enable Gita University to attract students worldwide and wipe away the world's misconceptions about them for ages. If we cannot produce these films, we shall align with those planning to make them globally and request that they showcase the all-time real heroes without tampering with the facts.



**Short Films:** We shall also make a few short films in the 20 most spoken languages of the world to dispel ignorance from people's hearts. The titles we are planning are; "Does God monitor our Actions?", "Who am I?", "Purpose of life?", "Understanding the game of life?", etc. These short films will connect Gita University to spiritually elevated souls, the raw material for Gita gurus worldwide. During these three years, we shall establish an international society for yoga institutions and bring all the existing yoga centres under one society. Apart from freely providing them a chance to showcase their services along with location and contact information (like just dial) on the society's website, we shall request them to add Bhagavad Gita to their services list by becoming affiliates of Gita University.

4

## Commission Gita University & Present the first 1000 Gita gurus to the world.

If everything goes as planned, we can commission Gita University on 20th December 2026. The selection process for the university will involve a thorough examination and careful selection of 2000 potential Gita Gurus, who will then be admitted to the university campus as the inaugural batch of students. These individuals will undergo 120 days of intensive training directly from the renowned Gita Gurus of India. After a thorough examination by experts from our Principal Matt, which has been professing Gita wisdom worldwide for five decades, the top 1000 will be ratified, certified, and empowered to teach Bhagavad Gita and to initiate Gita Bhavans globally. To begin with, we plan to establish 75% of these Sathsanghs in the United States of America. In comparison, the remaining 25% will be distributed among ten other developed nations, including a few in Europe and East Asia. We aim to take Gita wisdom to over 50% of American citizens within ten years of Gita University's construction.

**Note: Step-1 (Making Gita Content), Step-2 (1+18 Celebs endorsing the M5B Project, Land Acquisition, Fundraising)**

5

## Create 10,000 Gita Gurus & Have ten crore Bhagawat Gita followers outside India by 2036.

Through a network of 1,000 Gita Bhavans, the Gurus will disseminate the teachings of the Gita to individuals residing within their jurisdiction. Each Sathsangh, from 2027 to 2036, will strive to certify 100,000 people on Gita Wisdom. This endeavour will lead to ten crore subscribers across all 1000 Gita Bhavans by the end of 2036. Furthermore, during these ten years, each Sathsangh will identify 50 spiritually enlightened individuals from their students at a rate of 5 per year. These selected students will be sent to the Gita University campus for advanced training in the profound knowledge of the Gita.

Consequently, between 2027 and 2036, Gita University will conduct Gita classes for 50,000 prospective Gita gurus, with 5,000 spiritually elevated people attending each year. The top 1,000 will be certified as Gita gurus. They will establish new Gita Bhavans, totalling 10,000 in a decade. The initial 1,000 Sathsanghs will oversee these 10,000 additional Sathsanghs. Therefore, by 2036, there will be 10,000 subsidiary Sathsanghs in addition to the existing 1,000 primary Sathsanghs worldwide and a staggering ten crore Non-Indian origin Gita followers in the field. This implies that there will be one Sathsangh for every one million people by 2036.



6

## One billion NRI Gita followers by 2046.

Between 2036 and 2045, with the help of 10 crore certified Gita followers on the field, every sathsangh will impart Gita wisdom to one lakh individuals within its jurisdiction. Consequently, by the end of 2046, all the 10,000 sathsanghs will have a staggering 100 crore foreigners embracing the Principle of Karma and Dharma. So, by 2046, along with India having 100 crore people, there will be an equal number of people accepting the principles of karma and Dharma outside India.

7

## Mission 5 Billion accomplished.

In four years, between 2047 and 2050, every certified Gita follower will be able to share the wisdom of the Gita with four people from their circle of family and friends, growing the 1 billion foreign Gita followers in 2046 to 5 billion by 2050.





# CONCLUSION ON MISSION 5 BILLION PROJECT

Let us backtrack from our goal of reaching 5 billion people by 2050 and focus on the immediate action to achieve our mission.

- Achieving the endorsement of 5 billion individuals for the principles of Karma and Dharma by 2050 will be sinecure if we have 1 billion subscribers by 2046.
- The above will be a cakewalk if we have Ten crore Gita followers and 10,000 Gita Gurus by 2036.
- The above will be possible if we can produce 1000 Gita Gurus and establish 1000 Sathsanghs by 2027.
- Creating International Gita gurus will be possible by establishing an international centre for human excellence called Gita University.
- This ambitious endeavour can be made possible by pooling 1200 crores of funds, inspiring 0.1% of the 1 billion dharmic individuals worldwide to donate a small amount along with convincing the top 108 richest Hindus globally, where each one can contribute 12 crore rupees.
- Such inspiration can be achieved by bringing 1+18 credible celebrities who can endorse this divine project.



# INFRASTRUCTURE REQUIRED FOR GITA UNIVERSITY

## International Institute for Global Citizenship



1

### Infrastructure for Gita & Yoga Professors Training.

- Batch Size : 2000, Duration: 4 months.
- Capacity per annum: 6000 annually.
- 1000 # Rooms 350sft each room.
- Total construction area (Plinth): 3.5 Lakh sqft
- Common Areas: 1 lakh sqft
- Kitchen and Dining Halls: 20,000 sqft
- 4 # 500-Seater Seminar Halls: 4 x 7500 sqft : 30,000 sqft
- Total construction area: 5 lakh sqft
- Construction cost per sft: Rs.8000/-
- Total cost : 5 lakh sft x Rs.8000/- = 400 crores (A)
- Auditorium for 2000 People: 30000 sft, 30 crores (B)
- Nominal land cost to be paid to Govt (100 acres): 50 crores (C)

2

### Infrastructure for Finishing School for fresh graduates

- Batch Size : 500, Duration: 1 week.
- Batches per annum: 50.
- Annual Training capacity: 25000.
- 2 # Lecture Halls for 250 People: 5000 sqft
- 1 # Lecture Halls for 500 People: 5000 sqft
- Dormitory Accommodation for 500 people: 35,000 sqft
- Kitchen & Dining: 45,000 sqft
- Common areas: 15,000 sqft
- Total construction area: 1.05 lakh sqft x 8k = **84 crores (D)**





# GITA UNIVERSITY PROJECT ESTIMATE

3

## Infrastructure for Board Members, Gita gurus & Staff

- 100 # 3BHK Flats for Resident members (1800sft) : 1,80,000 sft
- 100 # 2BHK Flats for Key office staff (1200sft) : 1,20,000 sft
- 200 # 1BHK Flats for sub staff (600sft) : 1,20,000 sft
- Common Areas, Dining & Kitchen : 80,000 sft
- Total Construction Area : 500,000 sft
- Construction cost per sft: Rs.8000/-
- Total cost : 5 lakh sft x Rs.8000/- = **400 crores (E)**

- Internal Roads, Land scapping, Drainage etc = 44 crores (F)
- Fixed Deposit (2 years monthly expenses) : 200 crores (G)

Note: Donations from Objective-3 will be spent to meet the monthly expenses for Gita University.

Total cost: A to G = 400+30+50+84+400+44+200 = 1200 crores

**Total Estimated Project Cost : 1200 crores**

## BANK ACCOUNT DETAILS

**BHAGAWAT GITA FOUNDATION FOR VEDIC STUDIES**

**IFSC CODE: INDB-0000-320**

**A/C NO: 25-98490-31068**

**Bank Name: INDUSIND BANK**



We require 108 Divine people who can donate Rs.12 crores each. All these 108 generous donors together will hold 60% shares in the Gita University project.

# GITA BHAVAN'S ESTABLISHMENT, ROLE AND SUSTENANCE

Between 2027 and 2030, we aim to establish 1000 Sathsanghs with our first group of certified Gita gurus. Following that, from 2027 to 2035, Gita University will train an additional 10,000 Sadhgurus to establish an equal number of Sathsanghs across 195 countries. The collective efforts of these 1000 + 10000 Sathsanghs will be dedicated to imparting Gita wisdom to 5 billion individuals by 2050.

## Free services at Sathsanghs

- Life skills training with Gita
- Family counselling with Gita
- Make your Child a go-getter with Gita
- Handling depression with Gita
- Celebrating old age with Gita

## Paid services at Sathsanghs

- Yoga and Meditation
- Diet and Weight loss
- Ayurveda online services
- Astrology Services
- Gym and fitness club

To prioritise the selection of Gita Guru, we will prefer existing Yoga gurus worldwide, mainly young and dynamic women. These individuals possess an inherent understanding of the physical and mental aspects of Yoga, making it easier for Gita University to educate them on the profound connection between the body, mind, and soul. Ultimately, they will be taught the supreme yogic science, the union of Atma with Paramatma, as preached by Lord Krishna. Without grasping the soul's critical aspect in Yoga, it is akin to preparing the seven chakras without igniting any of them.

## Sathsangh's monthly expense

The significant expenses, including premises rent, the honorary salary of the Gita Guru, the wages of other sub-staff, power bills, and other overheads will total another \$100,000 per month.

To sustain the operations of the Sathsanghs, we encourage every member who benefits from the free services to contribute \$10 monthly through a centralised "Support Sathsanghs" portal.

Additionally, each Sathsangh should aim to motivate 1000 premium members from its surrounding population of 1 million, who can donate \$100 per head every month. This will enable them to meet their monthly expenses effectively.







## Centralised Donations

Gita University (subject to the availability of the central funds) is committed to supporting the Sathsanghs until they have 1000 premium monthly supporters who can contribute \$100 monthly. For all 10,000 Sathsanghs to become self-reliant, we need monthly support from one crore dharmic people worldwide for the next 3 decades.

## How can we initiate a Sathsangh?

We plan to gradually establish 1000 Sathsanghs worldwide between 2027 and 2030 after conducting thorough research on their scope and feasibility. Of these 1000 centres, 75% will be in the United States. To gather the necessary funds for starting the Sathsanghs from 2027 onwards, the foundation will encourage individuals to make small monthly donations between 2024 and 2026. The University will then establish a Sathsangh based on the membership and voluntary contributions it receives globally. If a Guru is ready to begin but the University lacks sufficient funds to establish a physical Sathsangh, the Guru will provide teachings online. Additionally, to minimise initial establishment expenses, we will prioritise existing "Yoga centres" to become Gita University franchises or affiliates. We have a preference for organizing a sathsangh on the outskirts of the city, covering a minimum area of 10 acres. However, initially, an area of 4000 sq. ft with a hall capable of accommodating 100 people will suffice.

### Gita 3.9

yajñārthāt karmaṇo'nyatra loko'yaṁ karma-bandhanaḥ  
tad-arthaṁ karma kaunteya mukta-saṅgaḥ samāchara

Work must be done as a yajna to the Supreme Lord; otherwise, work causes bondage in this material world. Therefore, O son of Kunti, for the satisfaction of God, perform your prescribed duties, without being attached to the results.



# HOLLYWOOD FILMS ON **RAMA & KRISHNA**



Scan this QR Code  
to express your interest





# IT IS HIGH TIME TO INTRODUCE THE TRUE HEROES TO THE WORLD.

## Religion - The deadliest invention in the history of humankind

The concept of God, aimed at providing insight into our origins, purpose, and the essential aspects of life, namely Karma and Dharma, seems to be having an adverse effect on human progress. While some advocate for blind faith or face dire consequences, others claim that belief can lead to miraculous healing. Additionally, some assert that belief will grant unimaginable earthly pleasures in the afterlife, surpassing earthly enjoyment.

## Hollywood Film on Lord Rama and Krishna. - a Proposal.

Considering the ongoing hatred and violence we witness daily, producing a Hollywood movie centred around Lord Raama emerges as the most effective and expeditious means to showcase the principles of righteous living to a global audience. With this Hollywood film, we get an opportunity to showcase to the worldwide audience the importance of respecting and cherishing our parents, fostering strong relationships with our siblings, maintaining an unwavering commitment to our partners, confronting evil forces with resilience, understanding the significance of choosing virtuous friends, navigating a righteous path in challenging times, and most importantly, exemplifying the qualities of an upright politician when serving in public office. This cinematic endeavour will be a powerful medium to inspire individuals across cultures and languages to embrace these values and lead a meaningful and virtuous life.

## What is the core purpose of this film?

This movie is set to dispel any misconceptions the Western world may have about King Raama, the most remarkable human being to have ever graced this planet. Its purpose is to enlighten the global community about the fundamental principles of karma and dharma, paving the way for the emergence of numerous potential Gita gurus and making people approach our sathsanghs with a positive opinion of Lord Rama and Lord Krishna.



Gita 3.21

yad yad acharati shreshthas tat tad evetaro janaha  
sa yat pramanam kurute lokas tad anuvartate

Whatever actions great persons perform, common people follow. Whatever standards they set, all the world pursues.

Visit our website [www.universalheroram.com](http://www.universalheroram.com) for complete details.

**How wonderful will the world be with 10,000 Ram-like youths?**  
(See Objective-2, Page 70 for full details)





"A guru plays a vital role in developing one's spirituality, serving as a guide and mentor on the path to enlightenment. The guru imparts valuable wisdom, insight, and support to assist seekers in navigating their spiritual journey. Moreover, the guru offers personalized guidance and direction tailored to the specific needs of their disciples. Additionally, the guru is a source of inspiration and motivation, embodying compassion, wisdom, and mindfulness. By learning from the guru's experiences and teachings, individuals can deepen their self-understanding, enhance their spiritual growth, and ultimately attain a higher level of consciousness. We seek a guru overseeing Gita University to create 10,000 Gita gurus by 2036 and 1 lakh Gita gurus by 2100."



## GITA UNIVERSITY AWAITS A WORLD'S RENOWNED SPIRITUAL MASTER AS ITS CHANCELLOR.

### Guru Parampara:

Parampara, or the passing down of knowledge from teacher to student in a lineage, is crucial in acquiring the knowledge of Brahman. In the Hindu tradition, this sacred knowledge cannot be learned solely through books or intellectual study. It requires direct transmission from a guru who has received it from their guru, and so on. This lineage ensures that the teachings remain pure and unchanged, allowing for an authentic understanding of Brahman to be passed down through generations. The parampara also provides a sense of connection to those who came before us, creating a sense of community and spiritual kinship. By honouring and maintaining this tradition, one can deepen their spiritual practice and truly grasp the profound wisdom contained within the concept of Brahman.

### Dire consequences of not having parampara when seeking Vedic wisdom.

Parampara is the traditional lineage or chain of teachers and disciples that has been passed down for centuries in India. Without this lineage, one risks misinterpreting or misrepresenting the ancient Vedic texts. The knowledge contained in these texts is extremely profound and complex, so having a qualified teacher to guide you through them is crucial. Without parampara, there's a danger of getting lost in translation or missing key insights that can only come from someone who has studied and practised within this lineage. It's like trying to navigate a dense forest without a map – you may end up going in circles or completely missing the hidden gems along the way. As we plan to create 10,000 gurus by 2035 and 1 lakh by 2100, we seek to get associated with a reputed Guru / Spiritual Organization / Matt to maintain proper parampara and help our Foundation move in the right direction.

### Role of Hindu matts in India?

Hindu matts, or monasteries, promote peace and harmony within society. These spiritual centres serve as hubs for seeking inner tranquillity through meditation, yoga, and other mind-calming practices. By promoting self-awareness and compassion, Hindu matts encourage individuals to cultivate peaceful relationships with themselves and others. These institutions often host community events, cultural celebrations, and charitable initiatives that foster unity among diverse groups. Through teachings of non-violence (ahimsa), tolerance, and respect for all living beings, Hindu matts provide guiding principles for individuals to lead virtuous lives and contribute positively to society. The wisdom shared at these spiritual sanctuaries helps individuals find peace within themselves and radiates outward into the world to create a more harmonious and understanding community.

### We are looking forward to a spiritual master!

Associating our foundation with either Shankara matts or another reputable spiritual organisation with a strong history of spreading Gita Wisdom will greatly benefit us. These ancient monastic institutions are dedicated to the philosophy of Advaita Vedanta and actively promote spiritual growth and self-realisation. By becoming affiliated with one of these matts, our foundation and the students from our Gita University will have access to a guru parampara or lineage of spiritual teachers. Furthermore, our Gita gurus will be able to deepen their understanding of Vedanta through teachings and discussions led by highly knowledgeable spiritual leaders within the matt. With a mastery of the highest standards and a proven track record, this association will significantly assist us in launching our project worldwide. Our formal association with a reputed Matt will also instil our donors' trust and expedite fundraising.

### Waiting for Lord Krishna to align us with a Spiritual Master.

When we think about finding a guru of the highest standards, there's no one better than Lord Krishna himself. He embodies divine wisdom and guidance, and his teachings in the Bhagavad Gita are timeless and relevant even today. By seeking out Lord Krishna as our spiritual guide, we can rest assured that we are aligning ourselves with someone who possesses infinite knowledge and compassion. With Him by our side, we can navigate life's challenges with grace and strength, knowing that we have the ultimate source of wisdom guiding us along the way. So, we eagerly anticipate Lord Krishna's presence in our project through a GURU of his choice, who can lead us on a journey of passing on Gita wisdom to over 50% of the world by 2050.



Koti Koti Pranams to our guru, without whom we wouldn't have attempted this project. We are blessed to walk in his footpaths.



# VOLUNTEERS AND YOUTUBERS!



Gita 18.68,69

ya idam paramam guhyam mad-bhakteshu abhidhasyati | bhaktim mayi param krtva mam evaisyaty asamsayaha ||  
na cha tasman manushyeshu kaschin me priya-krttamaha | bhavita na cha me tasmad anyah priyataro bhuvi ||

One who spreads the supreme secret (Gita) to the devotees, will come to Me undoubtedly. There is no person in this world (now or ever) dearer to Me than he.

## Volunteers

Wisdom cannot be imparted to individuals without the backing of a minimum of 1% of virtuous individuals who will step forward with an unwavering determination to eradicate ignorance. Today, 85% of people believe that they will get heaven not based on their deeds but in the name of the God they believe in. Therefore, without support from 1 crore people, Gita cannot be taken to 500 crore people worldwide. These one crore people should support for 30 years like a freedom movement to drive away the ignorance. Only then can it be called "the biggest Gnana Yagna in Kali-yuga". All those wishing to join our 'Gita content broadcast group' may kindly submit their interest by visiting our website link, shown on this page.



Scan this QR Code  
and fill-up the  
volunteer form.

## 1000 Popular YouTubers Wanted

We aim to share the wisdom of the Gita with 500 crore individuals by gathering one crore supporters. Their financial support will enable us to implement top-notch digital marketing strategies to spread the teachings of the Gita in the 20 most widely spoken languages globally. To unite this group of one crore individuals and keep them engaged, we seek assistance from a minimum of 100 popular dharmic Youtubers who resonate with our "Global Peace through Gita" mission. We would greatly appreciate it if these Youtubers could conduct an interview with our directors and share a few crucial videos to attract supporters.



Scan this QR Code  
and submit the form  
to help us in our Mission.

## OUTCOME OF GITA UNIVERSITY PROJECT

The 10,000 Gurus from Gita University will make the people break their mean religious ties, which are huge obstacles to their spiritual growth and make them Dharmic with the least focus on the name and form of God.

### WHAT IS DHARMA?

(Bruhaddharma Puranam, Purva Khandam)

Dharma protects this universe in the symbolic form of Taurus (Vrushabha) with four legs (four basic principles). This Dharma walked on four legs in Kruta / Satya Yuga, three legs in Treta Yuga, Two legs in Dwapara Yuga and now in this Kali Yuga, it is walking only on one leg.

Satyam Daya Tadhaa Shantirahimsacheti Keerthitaha |  
Dharmasyavaya Vasthata Chatvaraha Purnatam Gataha ||

The Four arms of Dharma are Satyam (Truth), Daya (Kindness), Shanthi (Peace) and Ahimsa (Nonviolence).



**Satyam (Truth)**  
has 12 facets



**Daya (Kindness)**  
has 6 facets



**Ahimsa (Nonviolence)**  
has 7 facets



**Shanti (Peace)**  
has 30 facets







Amithyavachanam Satyam Sweekara Pratipalanam |  
Priyavakyam Gurohseva Drudhamchaiva Vratam Krutam |  
Astikyam Sadhu Sangashcha Pitur Matuhu Priyankaraha |  
Shuchitvam Dvididham Chaiva Hreera samchaya Evacha ||

**The twelve types of Satyam are** 1. Not telling lies, 2. Being responsible for what we have committed, 3. Talking fondly and sweetly, 4. Serving teachers and gurus, 5. Strong Determination and adherence to rules and regulations, 6. Having faith in God, 7. Association with good people, 8. Doing works that will please our parents, 9. Exterior neatness, 10. Inner (thoughts) neatness, 11. Shyness (Being reserved) and 12. Not expecting that we don't deserve.



Paropakaro Danam Cha Sarvadha Smita Bhashanam |  
Vinayo Nunata Bhava Svekaraha Samata Matihi. ||

**The six types of Daya are** 1. Philanthropy, 2. Donating and helping needy and poor, 3. Always talking with a smile on the face, 4. Humility, 5. Not to feel great of oneself (having down to earth nature) and 6. Equanimity (treating all creatures equally).



Ahimsatvasanajayaha Parapeeda Vivarjanam |  
Shradha Chatidya Seva Cha Shantarupa Pradarshanam |  
Atmiyata Cha Sarvatra Atma Budhihi Paratmasu ||

**The seven types of Ahimsa are** 1. Not being power Hungry, 2. Not to hurt others by thoughts, words or actions, 3. Full Attention on any task we do, 4. Hospitality (Serving guests), 5. Always having cool and calm face, 6. Being dear and friendly to everyone and 7. Looking at every being as a Soul.



Anasuyalpasantosha Indriyanam Cha Samyamaha |  
Asangamo Mounamevam Deva Pojavidhow Matihi |  
Akutaschidbhayatvam Cha Gambhiryam Sthirachitata |  
Arokshabhavaha Sarvatra Nispruhatvam Dhruda Matihi |  
Vivarjanam Akaryanam Samah Pojavamanayoho |  
Shlagha Paragunesteyam Brahmacharyam Druti Kshama |  
Athidyam Cha Japo Homa Tirdha Sevarya Sevanam |  
Amatsaro Bandha Moksha Gnanam Sanyasa Bhavana |  
Sahishnutasu Dhukheshu Akarpanya Mamurkhata ||

**The thirty types of Shanti are** 1. Looking into one's own mistakes instead of finding fault with others, 2. Being satisfied for little things (even for being able to see, being able to walk, being able to eat, being able to talk etc.), 3. Keeping control of all sense organs, 4. Being detached on the works we do, 5. Being calm all the time, 6. Performing Deva Yagna, 7. Fearlessness, 8. Augustness, 9. Strong willpower, 10. Not having extreme temperament anytime, anything or anyone, 11. Not having craving on anything, 12. Affirmative mind, 13. Refrain from bad thoughts, words and deeds, 14. Equally accepting grace and disgrace, 15. Appreciating others character, 16. Not doing theft, 17. Celibacy, 18. Courage, 19. Forgiveness, 20. Hospitality, 21. Chanting, 22. Doing rituals that satisfies Demi Gods, 23. Pilgrimage, 24. Serving holy people, 25. Not being jealous of anyone, 26. Knowledge of bonding and liberation, 27. Sainly feelings, 28. Being cool even in extreme grief, 29. Not being timid and 30. Not being a stupid (irrational / rigid thoughts).



## THIS IS DHARMA

**Yadha Swalpamadharmam Hi Janayettu Mahabhayam |  
Svalpam Apyasya Dharmasya Traayatee Mahatoo Bhayat ||**

Adharma, even if it is done in a fraction, it will lead to disastrous results. Likewise Dharma, even if it done in a fraction, it will shield us and will lead to happiness and bliss.



# SUMMARY

Below are the three ways we have presented so far to drive away the ignorance that is the prime cause for all our miseries.

## Plan-1 : Physical University

Constructing Gita University, creating 10,000 Gita gurus and establishing 10,000 Sathsanghs, one for every 1 million population all over the world.

### Financial support required:

108 people- 12cr each (or)  
1200 people - 1cr each (or)  
12,000 people - 10 lakhs each (or)  
10 lakh people - Rs.12,000 each

## Plan-2 : Mobile University

Distributing 100 crore Bhagavad Gita books authored in an easily understandable format through 1000 mobile wisdom vans.

### Financial support required:

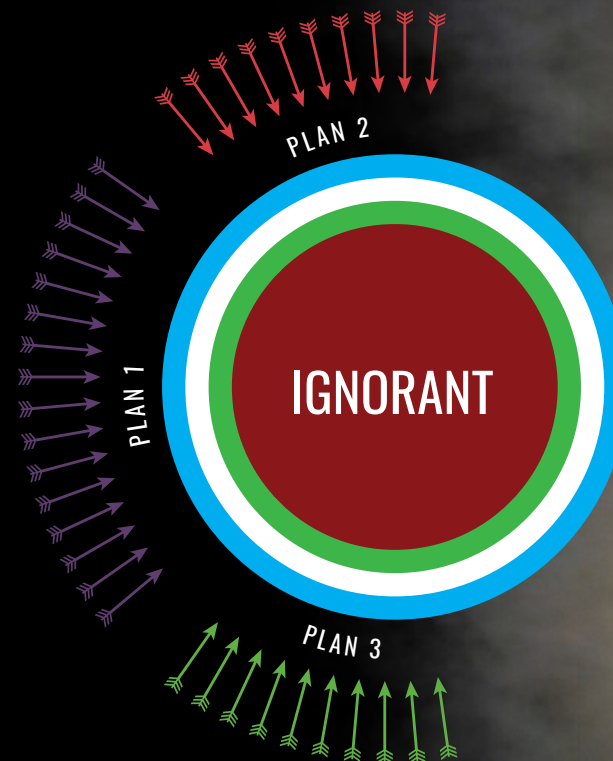
1000 mobile library vans - 25 lakhs each.  
and 1 crore people @ Rs.200/- pm  
towards the cost of one Gita book.

## Plan-3 : Digital University

Creating Gita content in 20 most spoken languages of the world and promoting the content on social media with aggressive digital marketing campaigns.

### Financial support required:

For Gita Content Development  
4000 people @ Rs.1000/- pm  
For Digital marketing  
6000 people @ Rs.500/- pm (2023-2030)  
1 crore people - 1 rupee a day (2030-2050)



" Ignorance is poverty. Ignorance is devastation.  
Ignorance is tragedy. And ignorance is illness. "  
-- Jim Rohn

" The highest form of ignorance is when you reject  
something you don't know anything about. "  
-- Wayne Dyer

" Ignorance is brutal. The brutality of ignorance is such  
that it will make you dead while alive. "  
-- Jaggi Vasudev

" Ignorance is an enemy, even to its owner. Knowledge  
is a friend, even to its hater. Ignorance hates  
knowledge because it is too pure. " -- Sri Chinmoy



# QR CODES

Scan the below QR codes for the below YouTube videos.



Why  
Bhagavad Gita?



Bhagavad Gita  
for Students



Dashavatars of  
Bhagavad Gita



Learn Slokas  
Recitation easily



Gita With  
Hindusthani Ragas



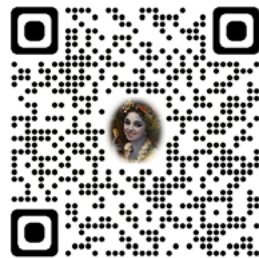
Gita With  
Fusion Music



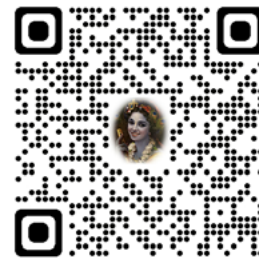
How 5 Billion  
Gita Followers?



Infrastructure  
required?



Funds Required?  
a rough estimate



Hollywood Films  
on Lord Rama!



Sponsor 1 Sarga of  
Valmiki Ramayana



Donate for  
Gita University









# OBJECTIVE-2

**International School for Indian Civil Services & Sports**

Present 10,000 Real Heroes to the world by 2060 with 16 attributes of Lord Ram.

## 16 QUALITIES OF LORD RAMA



If our politicians, IAS, IPS, and IRS officers were to embody the above 16 qualities of Lord Rama truly, the impact would be nothing short of revolutionary. Imagine a world where leaders were courageous, humble, just, truthful, and self-disciplined. It's hard to ignore the positive changes that would transpire in society when those in positions of power prioritize righteousness and ethical conduct above all else. With a focus on integrity, compassion, and devotion to serving others, corruption would become a thing of the past, and genuine progress would flourish. The idea of a paradise on Earth may seem far-fetched, but it could become a reality with leaders who hold themselves to such high standards as Lord Rama did. We aim to create 10,000 Ram-like people who can bring about positive transformation for India and the entire world.

yad yad acharati shreshtha tat tad evetaro janaha  
sa yat pramanam kurute lokas tad anuvartate

## The International School for Civil Services & Sports

There is a scarcity of individuals who can serve as role models in contemporary society. Without these role models in the public eye, fostering good citizenship becomes a daunting task. Therefore, our aim is to replicate the virtues of Rama and produce 10,000 exceptional young individuals with deep wisdom through our Objective-2: "The International School for Civil Services & Sports".

The lack of moral standards in the top officials is hampering the nations progress.

The lack of values and ethics in leaders and bureaucrats worldwide contributes to the numerous issues we witness today. They're more concerned with their own agendas or personal gain than making decisions that benefit all of us. Instead of having integrity and putting the needs of the people first, it feels like they're just looking out for themselves. And that can lead to corruption, inequality, and just a general sense of distrust among the public. We need honest, compassionate leaders committed to doing what's right, regardless of personal gain.





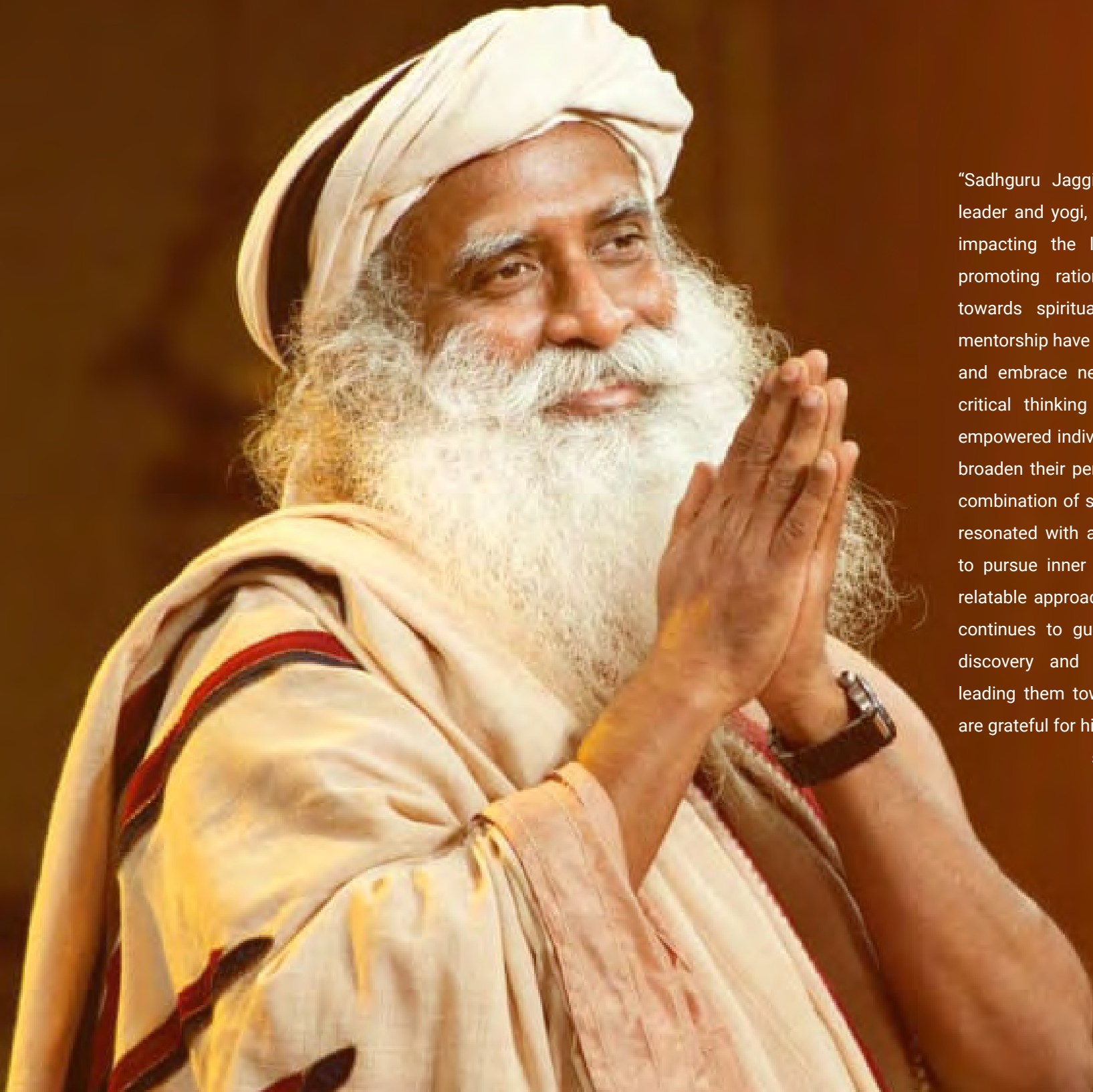
## Dire consequences for the lack of role models in the society.

It is widely acknowledged that the lack of dharmic role models can lead to a society where individuals perceive the biggest criminals, muscle men, and terror group leaders as heroes. When people don't have someone they admire or aspire to be like, they quickly lose their sense of direction and moral compass. This can lead to unethical behaviour and decisions that ultimately harm individuals and society. If there is someone available to demonstrate the correct approach to tasks or assist you in navigating difficult circumstances, it protects us from becoming disoriented and making uncertain decisions. It's crucial for us as a society to have positive role models who exemplify moral values and ethical behaviour so we can all strive to be the best versions of ourselves.

### Concept and Idea

It is indeed possible to cultivate the qualities and character traits of someone you admire by consistently observing and listening to them. By doing so, you can aspire to become like them. You can understand how they navigated their life by closely observing or reading about the individual and analysing their behaviours, thought processes, and reactions to various situations. Once you know their mannerisms and personality traits, you can start incorporating them into your daily routine. We know very well that embodying someone else's character takes time and effort. Still, with patience and determination, one can strive to become the best version of themselves, inspired by those they admire. If one starts practising at a young age, their character will be more open to adopting and changing due to a flexible mindset. However, if the same practice is initiated later in life, individuals may be resistant to change and unwilling to adopt new behaviours due to a fixed and inflexible mindset. By beginning at 5, one can quickly transform into a role model they are exposed to and exhibit exceptional character throughout their lifetime.





"Sadhguru Jaggi Vasudev, the esteemed spiritual leader and yogi, has been instrumental in positively impacting the lives of numerous individuals by promoting rational thinking and directing them towards spiritual awakening. His teachings and mentorship have enabled people to escape ignorance and embrace new possibilities. By advocating for critical thinking and introspection, Sadhguru has empowered individuals to challenge their beliefs and broaden their perspectives on the world. His unique combination of spirituality and practical wisdom has resonated with audiences globally, motivating them to pursue inner peace and fulfilment. Through his relatable approach and profound insights, Sadhguru continues to guide individuals on a path of self-discovery and personal development, ultimately leading them towards enlightenment and truth. We are grateful for his inspirational guidance and humbly seek his blessings."





Considering the above facts, an intriguing idea was born, and we have firmly resolved to present it before you and seek your blessings and involvement for implementing it.

## How wonderful will the world be with 10,000 Ram-like youths?

### Why did we choose to clone King Rama's characteristics?

King Rama is often hailed as the embodiment of virtue and righteousness. His character is revered for his unwavering commitment to Dharma and ability to make decisions based on moral principles rather than personal gain. Throughout ancient texts like the Ramayana, King Rama is depicted as a just and noble ruler who always puts the well-being of his people above all else. His actions serve as a guiding light for others to follow, showcasing traits like selflessness, compassion, and integrity. In a world filled with individuals driven by selfish motives, King Rama stands out as a beacon of true character and moral fortitude unmatched by any other being.

So, Imagine a world where we could produce 10,000 character clones of Rama in the coming 30 years, a figure revered as an embodiment of righteous living. The potential impact on global peace could be enormous. With each clone embodying the teachings of Rama - love, kindness, and compassion - there would be a common ground for people of different faiths to come together and find harmony. Religious wars often stem from misunderstanding, fear, and differences in beliefs. But with Rama clones spreading his message of righteousness, these barriers could begin to break down. It's an intriguing concept that shows the power of righteousness in uniting people of diverse cultures, languages, races, nations and religious faiths.

### India's rise to superpower status would be inevitable.

Imagine a world where India is a superpower, not because of its military might or economic prowess, but because of the integrity and righteousness of its government officials and political leaders. If we could clone the character of Lord Rama in our IAS and IPS officers, we would see a drastic shift in how our country is currently governed. Lord Rama was known for his unwavering dedication to truth, justice, and duty - qualities sorely lacking in many of our bureaucrats and politicians today. If our top officials could embody even a fraction of Lord Rama's virtues, corruption would be rooted, poverty alleviated, and justice would be served swiftly and fairly. It may seem like an impossible feat, but imagine the possibilities if we had leaders who truly put the well-being of their citizens above all else.

# International School for Indian Civil Services and Sports.

## Gift 10,000 Ram-like bureaucrats to the world.

Our secondary objective is to provide 16 years of education to orphans from different regions of India by establishing a residential campus. The school is set to begin with a capacity of 960 students, with 60 students graduating annually. These students' education expenses will be sponsored by 960 generous individuals nationwide. We wish to dedicate 600 Graduates to India every year from 2040, starting with 60 from 2031. These 600 graduates will receive professional training to participate in the Olympic games, Master Ramayana and Bhagavad Gita. They also learn all positive aspects from all other religious texts, learn martial arts, and more. Their academic focus and goal will primarily be securing success in the 400+ IAS and IPS job opportunities announced yearly.

## The Impact of our Graduates.

Our graduates, armed with the highest understanding of the Bhagavad Gita, Ramayana, Positive aspects of all other religious texts, Martial arts, Sports, and more, will not only be the pillars of our society but also the harbingers of change. They will be instilled with integrity, service, and dedication, ready to win over the 400+ IAS and IPS job opportunities notified every year in India. Their success will not just be personal but will also reflect the noble cause of our school, inspiring hope and optimism for a non-corrupt, Developed India and a peaceful world. This noble cause inspires and motivates us to put forward such a gigantic project.

## How can sports consciousness in people help the nation?

Playing sports brings immense value to a nation in many ways. At the most basic level, sports promote health and fitness among the population, leading to a more active and energetic citizenry. The exercise involved in playing sports helps reduce obesity and conditions like heart disease, diabetes, and other chronic illnesses. This benefits the nation by lowering healthcare costs and having a more productive workforce. Beyond physical health, sports encourage essential values like teamwork, discipline, determination, and good sportsmanship. When people play team sports, they learn how to work together towards a common goal, support each other, and handle both success and failure. These skills translate into being better employees, leaders, and citizens. Sports also unite people across divides like race, religion, and economic status as they rally behind their favourite teams and athletes. This fosters a sense of community, belonging, and national pride. Major sporting events like the Olympics and World Cup allow countries to engage in friendly yet spirited competition. Doing well in these events brings prestige and honour to nations. Sports inspire people to strive for excellence, uplift communities and proudly represent their countries. This brings immense intangible value that strengthens the fabric of society.





For all these reasons, playing sports is hugely beneficial for any nation. That is why we will have mandatory physical education classes every day and a wide array of sports teams and clubs that students can join. We will have coaches and trainers to help students excel in their chosen sport. Our school events calendar will have various inter-house and inter-school sports competitions. Sports teach perseverance, sportsmanship, and graceful acceptance of victory and defeat. By making sports an integral part of student life, we want to nurture all-rounded individuals ready to succeed in any arena. So, we will make our students discover the joys and benefits of sports so that we can provide training, guidance, and encouragement for participation in at least one sport based on their interests.

## India's Olympic journey sees gradual improvement.

India has a long and storied history in the Olympics, although its medal count has traditionally been low compared to other large nations. The country first participated in the Olympics in 1900 and has sent athletes to compete in every Summer Olympic Games since 1920. Some of India's most notable Olympic moments include hockey player Dhyan Chand leading the country to gold medals in 1928, 1932, and 1936. In recent decades, India has seen increased success at the Olympics. At the 2020 Tokyo Games, India won 7 medals, including gold in the javelin throw by Neeraj Chopra. This was India's best result since the London Games in 2012. While India has historically focused on sports like field hockey and wrestling, the country is expanding into new events. Indian athletes have proven increasingly competitive in shooting, badminton, boxing, and track and field. India aims to increase medal counts by investing in athlete development and training facilities. With a vast population and growing economy, India has enormous potential to become an Olympic powerhouse. However, the country still faces challenges like a lack of infrastructure in rural areas. Overall, India's Olympic journey has seen gradual improvement through the decades, and we will put in total effort so that our students can win medals at the state and national levels and in the Olympics.

## Martial arts to our students.

Our school will provide special training in self-defence and martial arts. This program will be offered to all students as an optional enrichment activity to promote personal growth, discipline, and safety. Students who participate will attend weekly classes led by professional martial arts instructors. The classes will cover various techniques from arts such as karate, judo, and taekwondo. Students will learn stances, blocks, kicks, and punches to defend themselves in physical confrontations. Beyond the physical skills, they will also learn about focus, respect, confidence, and maintaining calm under pressure. The training will encourage students to avoid violence when possible while giving them the tools to protect themselves if needed. At the end of the program, students will have the chance to test for belt rankings to mark their advancement. Providing this unique opportunity allows our school to nurture all-rounded individuals. Students emerge more secure in themselves, with the skills and wisdom to handle challenges in life. This program truly sets our school apart in enriching the lives of students.



## Our students will imbibe the ancient Sanatan heritage.

We have made a firm resolution to add the study of ancient Hindu scriptures and moral tales to the curriculum for all students. This will include the Bhagavad Gita along with our Itihasas Ramayana and Mahabharatam. Studying these epic and philosophical dialogues will give students a deeper understanding of the characters and the morals vital to understanding the principles of Karma and Dharma that direct the journey of our souls. Teachers will guide students through these ancient texts' complex narratives and themes. Students will reflect on duty, action, and purpose by reading the dialogue between Krishna and Arjuna in the Bhagavad Gita. They will learn about morality, loyalty, and righteousness through the grand stories of Rama and Sita in the Ramayana and the Pandavas and Kauravas in the Mahabharata. These texts are rich in metaphor and require a nuanced reading to appreciate fully. In addition to these canonical works, students will study the moral fables and animal tales written by Vishnu Sharma, collectively known as the Panchatantra. These lively stories feature animal protagonists and simple plots that illustrate principles of wise living. Students will enjoy these creative tales while absorbing more profound wisdom about speaking, acting, and thinking virtuously. Studying this body of important Hindu literature will give our students a strong foundation in their cultural heritage and timeless ethical principles. They will learn critical lessons about dharma, karma, and the path to enlightenment while connecting to some of the most renowned stories and characters in Indian tradition. This will enrich their education and provide valuable historical, philosophical, and moral context.

## Every orphan child will have foster parents.

This program aims to provide much-needed assistance and support to orphaned children as they pursue their education and become the most valued Individuals in this nation. Under this initiative, orphanages will be partnered with local couples who have volunteered to sponsor a student's academic costs. The sponsoring couples will cover expenses like tuition, books, uniforms, and school supplies to alleviate the financial burden on these vulnerable youth. In addition to monetary aid, the couples will also serve as mentors and caregivers for their sponsored students. They will take an interest in the child's studies, attend school events, provide encouragement, and give guidance. This personal investment of time and care can immensely impact the student's motivation and success. Though coming from difficult circumstances, these orphaned children will now have the backing to focus on their academics and work towards a brighter future. The couples sponsoring them generously open their hearts and wallets to empower each student to thrive. This program fosters human compassion while creating opportunities for orphaned youth to enter India's most privileged Civil services.





## Orphan children will be picked with extreme caution.

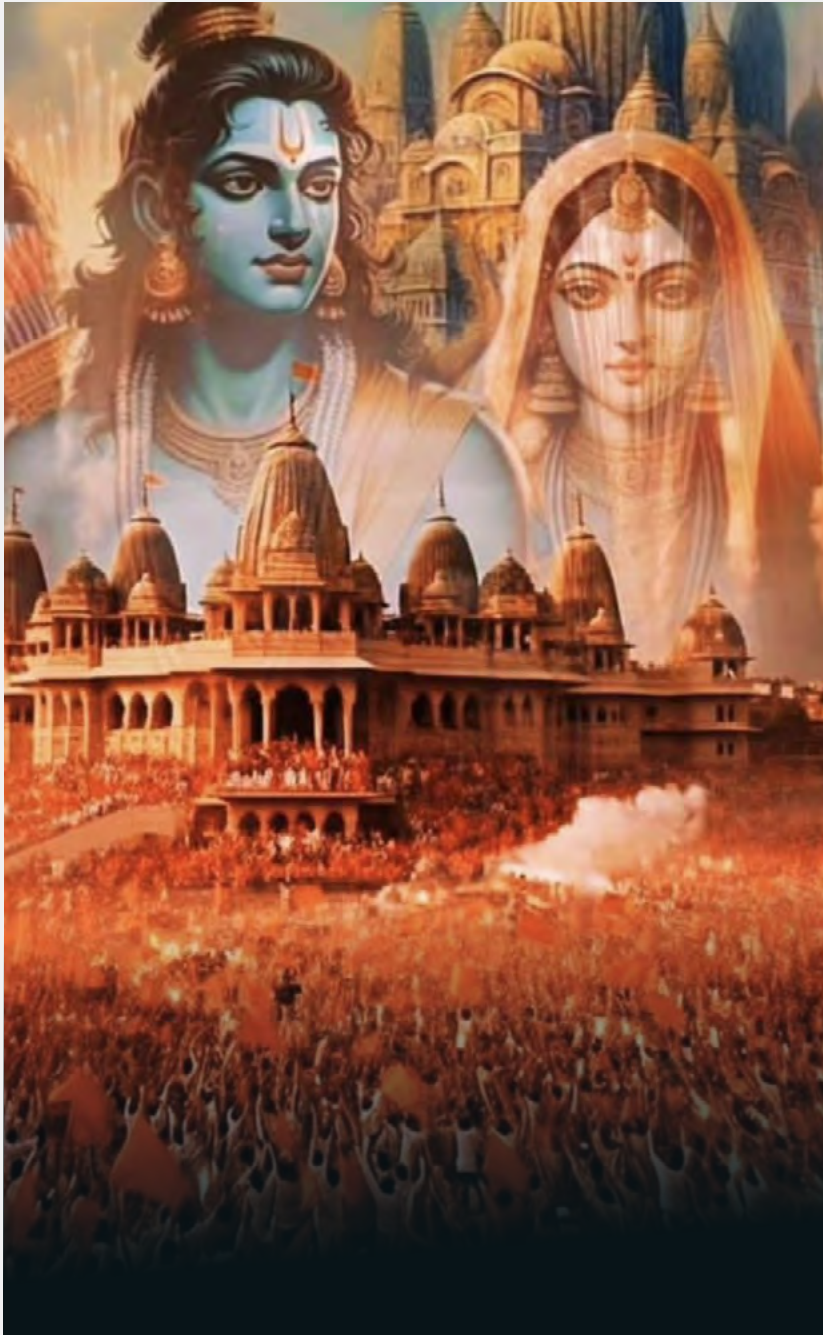
Given that the child we select today should bring joy to their sponsored parents and pride to India, our search extends to orphaned children above the age of four throughout the expansive territory of India. From the sprawling megacities to the remote rural villages, we will search for those who have lost their parents and find themselves alone in the world. Once identified, these children will undergo a careful selection process, evaluating their background, needs, and potential. The most promising candidates, though disadvantaged by circumstance, will be invited to enrol at our specialized school. Here, with the benefit of a nurturing environment, dedicated teachers, and innovative programs, we will give them every opportunity to learn and grow. Education will empower them, instilling knowledge and skills for the future. Counselling will help them process their grief and trauma. Role models will inspire them to dream big. With the proper support and encouragement, their inherent talents will emerge, and they will gain the confidence to excel. When they graduate, these once-orphaned youth will have the strength, compassion and abilities to make a real difference in the communities around them. No longer statistics of abandonment, they will stand as heroes - living proof of what children can achieve when given a chance.

India will proudly claim them as her sons and daughters, amazed by their accomplishments. This initiative aims to change the lives of people all over the world by installing 10,000 heroes with dharmic values by 2060 in the most critical positions, such as IAS, IPS, IRS, IFS and other services. These heroes will never yield when their higher-ups entice them and will exhibit the highest bravery and wisdom.

## Why Indian Civil Services only?

The Indian Administrative Service (IAS) and Indian Police Service (IPS) are India's most prestigious and influential government services. They are responsible for administering policies, implementing government programs, overseeing law and order, and maintaining the bureaucracy that keeps the country running. However, corruption and lack of discipline among some officers have hampered efficiency and progress. It will transform the system if every IAS and IPS officer exemplifies strict, disciplined and non-corrupt qualities. Strictness ensures rules are followed, and no one gets special favours. Discipline leads to timely execution of duties, adherence to processes and no laziness. Our Children will also aim to become advocates to make justice affordable to poor and needy.





**A complete absence of corruption ensures public funds are not misused for private gain and citizens are treated fairly. This level of integrity and professionalism across the board would enable good governance.**

It would lead to effective delivery of services, successful development programs, robust infrastructure, increased foreign investment, and growth in critical sectors like manufacturing and technology. A disciplined bureaucracy and police force would drastically reduce red tape, bureaucracy, delays and inefficiencies. This would spur faster economic growth and social progress. Law and order would improve, leading to lower crime rates and a safer society. The nation would progress rapidly with every able officer sincerely doing their duty. Talent and skills would be optimally utilized. This efficiency and public trust in government institutions would propel the country into a developed nation and global superpower in the coming decades. It may seem an impossible ideal, but bringing in higher quality recruits, better training and incentives can transform the services. If India's top civil servants and police officials live up to the highest standards of public service, the ripple effects can enable India to rise as a superpower.

### **10,000 RAMS CAN NOT ONLY MAKE INDIA, A SUPER POWER, BUT CAN ALSO MAKE THE WORLD PEACEFUL.**

If all the IAS and IPS officers in India were to embody the virtues of Lord Rama, the country could undoubtedly ascend to superpower status in a short span of time. Lord Rama symbolizes integrity, wisdom, bravery, and righteousness. His exceptional leadership skills are unmatched, and if our civil servants were to follow his example, they could significantly impact the nation. By prioritizing honesty, dedication, selflessness, and integrity in their work, these officers could revolutionize governance and administration in India. This shift could result in a more transparent and accountable system, where decisions are made for the greater good rather than personal gain. They would earn the trust and confidence of the people, contributing to the nation's collective prosperity. Moreover, a focus on justice and fairness could lead to a decrease in corruption and an increase in trust in governmental institutions. By embracing these qualities, India could soar to new heights and establish itself as a global powerhouse.





We aim to instil dharmic principles from the pyramid's base to the summit.

The path to India's success lies in its people upholding their dharmic duty. The ancient wisdom of the Bhagavad Gita can guide all sections of society towards righteous action. The nation prospers when citizens follow dharma, conducting themselves with integrity, compassion and self-discipline. When politicians lead with wisdom, integrity, and service to others, policies uplift people. When officers enforce laws justly and without corruption, safety and justice prevail. Yet greed, hatred, and selfishness often corrupt people's conduct. The Gita explains how disciplining the mind and transcending selfish desires enables one to act for the greater good. Its teachings on selfless service, devotion to duty, and equanimity empower people to overcome their egos and see themselves as instruments of a higher purpose. If the lofty wisdom of the Gita permeated all levels of Indian society, it would inspire people to live up to their full potential.

**With citizens, leaders, and law enforcers all aligned to dharma,  
India would flourish and regain its lost superpower status.**

That is why we have geared up separate institutions to breed dharmic living for citizens with Objective 1, Develop Good Civil servants with Objective 2 and pass on the transcendental wisdom to CEOs, Politicians and their offspring with Objective 3. We hope all the concerned citizens, along with Mother Nature, will bless this project and enable it to deliver a peaceful society with thinking and brave citizens, not sheep and cowards.

7.19, 7.20

**bahūnām janmanām ante jñānavān mām prapadyate  
vāsudevaḥ sarvam iti sa mahātmā su-durlabhaḥ**

**kāmais tais tair hṛita-jñānāḥ prapadyante 'nya-devatāḥ  
taṁ taṁ niyamam āsthāya prakṛtyā niyatāḥ svayā**

After many births of spiritual practice, one who is endowed with knowledge surrenders unto Me, knowing Me to be all that is. Such a great soul is indeed very rare. Those whose knowledge has been carried away by material desires surrender to the celestial gods. Following their own nature, they worship the devatās, practising rituals meant to propitiate these celestial personalities.



## Funds Required for Intl.School for Civil Services & Sports

- 16 years of Education, School Capacity: 960
- 16 Classrooms, Class size: 60
- Classrooms: 16 x (1200sft) = 19,200 sft
- Staff rooms & Admin areas = 25,000 sft
- Common areas for above plinth area = 20,000 sft
- Dormitory & Study Area for 960 people @ 200sft per student = 192,000 sft
- Kitchen, Dining, Misc = 25,000 sft
- 50# 2BHK Flats for teachers & Mgmt.Staff : 1200sft each = 60,000 sft
- Total construction area = 3,41,200 sft
- Cost per sft incl. interiors and furniture: Rs.8000/- per sft.
- Corpus and Working Capital = Rs.127.04 crores
- Total Project cost: 3.412 lakh sft x Rs.8000/- + Corpus = Rs.400 crores

**Total Project cost : Rs.400 crores.**

**We require 400 generous donors who can donate Rs.1 crore each.**

**Note:1 - Keeping in view of expanding the school capacity 10 times in 10 years, we require 100 acres of land for this project.**

**Note:2 - The student's annual cost will be borne by foster parents.**

	OUTGOING	SUCCESSFUL
YEAR	GRADUATES	IN CIVILS (65%)
2031	60	39
2032	120	78
2033	180	117
2034	240	156
2035	300	195
2036	360	234
2037	420	273
2038	480	312
2039	540	351
2040	600	390
2041	600	390
2042	600	390
2043	600	390
2044	600	390
2045	600	390
2046	600	390
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2057	600	390
2058	600	390
2059	600	390
2060	600	390
	15300	9945







### BANK ACCOUNT DETAILS

**BHAGAWAT GITA FOUNDATION FOR VEDIC STUDIES**

**IFSC CODE: INDB-0000-320**

**A/C NO: 25-98490-31001**

**Bank Name: INDUSIND BANK**

## Donate your Assets If you do not have any Descendants.

Childless individuals may kindly consider donating some of their assets to our foundation. By selflessly giving to a deserving organisation, you can accrue positive karma that returns exponentially in the future. This act of generosity is seen as a way to balance out any negative karma from past actions and pave the way for a more prosperous future. So, if you're without offspring and looking for a way to leave your mark, consider sharing your wealth with our Foundation.

We are about creating a generation of strong, ambitious individuals ready to take on the world. Our foundation works hard to inspire and empower young people to become brave, resilient and determined like rams. So, if you have some excess assets, please consider donating them to our cause. Your contribution will help us reach our goal of creating 10,000 ram-like youth by 2060. Every little bit helps us, and together, we can make a real difference in the lives of these future leaders. Your support will be greatly appreciated.



God has provided you with everything you need except for children. That means you are not just here to procreate and add to the population, but you have the potential to do something amazing. God says to you the below words.

"I did not bestow upon you children for a reason. You have had many children in your previous lives whom you raised successfully. However, now that you have transcended, I want you to no longer become entangled in worldly attachments. You are no longer an ordinary individual but a remarkable soul born with a specific purpose. Therefore, cease your sorrow and connect with your inner self. Your soul communicates with you and will provide guidance. I will send my divine desire to you, which I cherish the most. Trust me. Your love for a child is with me, and my mission to clean up the mess in the world is with you. Your task is to identify it, spend time on it and accept it."





## Corpus Fund for Orphans Civil Services School

When you donate to a corpus fund, you're contributing to a cause that will impact generations. By investing in the corpus, you're helping to ensure that funds will be available perpetually to support various initiatives and projects in the future. It's like creating a legacy of giving that will continue forever. Donating to a corpus fund will be great if you want to act perpetually and eternally in your giving!

Affluent individuals may help us pool a corpus of 1000 crores by 2030 for our orphan school for Civil Services. This act of kindness and generosity can help offset any negative energy, bring positivity into their lives, and ultimately contribute to a better world. So, consider contributing to the corpus to improve your karmic points.

### Donate with Caution.

When donating money, it's extremely important to be mindful of who you give it to and how they utilise it. If we donate our hard-earned money to people who don't deserve it or won't use it wisely, we could accumulate bad karma for ourselves. That's why it's crucial to research and choose wisely when deciding where to donate. Ensure you support organisations or individuals by examining how the project impacts society. By being conscious of where your money goes, you can ensure that you're spreading positivity and good vibes rather than unintentionally causing harm to yourself.



### Have excess cars! We need a few of them.

If someone has a bunch of cars just sitting around collecting dust, please consider donating them to our Foundation, which is dedicated to positively impacting the world. They would greatly help reach more people and do even more good work. They also add value when we drop off and pick up distinguished guests from the airport or elsewhere.









# OBJECTIVE-3

**International Institute for Global Leadership.**

(For Politicians, Business people, Celebrities & their offspring)  
a must-to-attend program for youth to be eligible for marriage.

# Program for Politicians and Bureaucrats

## Responsibilities of a Politician for a Good society.

Politicians have many responsibilities beyond just making promises and giving speeches. Politicians should be honest and transparent and have the best interests of their constituents at heart. They must prioritize the needs of the people they serve, listen to their concerns, and work towards solving their problems. A good politician should also be knowledgeable about public policy and have a strong sense of ethics. They need to be able to collaborate with others, compromise when necessary, and make tough decisions for the greater good. Most importantly, a good politician should strive to build trust with the public by being accountable for their actions and fulfilling their promises during their campaign. Ultimately, their duty as people's representatives is to work tirelessly to create positive societal change.

## How can politicians deliver the maximum to their people?

Politicians can deliver maximum results by prioritizing self-care and maintaining a healthy work-life balance. This could include regular relaxation techniques such as meditation, exercise, or hobbies that help unwind after long meetings and negotiations. Politicians should also surround themselves with a robust support system of advisors and mentors who can provide guidance and perspective during challenging times. Setting realistic goals and expectations for themselves can help prevent stress and allow them to focus on the issues that truly matter to their constituents. By staying true to their values and principles, being transparent in their actions, and listening to feedback from the people they serve, politicians can build trust with their voters while minimizing stress and delivering the best possible outcomes for those who rely on them.

## How can politicians get re-elected?

Politicians can get re-elected without spending money by building solid relationships with their constituents. Politicians can demonstrate that they genuinely care about the well-being of those they serve by being approachable, listening to people's concerns, and actively engaging with the community through town hall meetings, community events, and social media. Furthermore, by delivering on campaign promises, advocating for critical issues that affect their constituents, and working diligently to address community problems, politicians can earn the trust and support of voters without relying on expensive advertising campaigns or fundraising efforts. Connecting with people personally and demonstrating a commitment to serving the public good are vital strategies for winning re-election without breaking the bank.







## What makes a politician corrupt, and what ways to overcome it?

Politicians may be tempted to engage in corrupt activities to recoup the funds they have distributed to voters. However, if individuals become more discerning and refuse to accept note for vote, politicians will be incentivized to work in the public's best interest. It is essential to acknowledge that various factors such as the desire to accumulate wealth, hunger for power, inadequate auditing systems, lack of accountability when caught in corruption, the high costs associated with maintaining their political party, corrupt media, judiciary, and police officers, and disregard for the karmic consequences and unethical behaviour of family members can all contribute to politicians resorting to illicit practices for financial gain. To combat political corruption, it is crucial to implement robust measures such as strengthening auditing mechanisms, promoting transparency and accountability, ensuring swift and fair justice for corrupt individuals, and fostering a culture of ethical governance.

## How can politicians be Free of corruption?

Politicians should ensure that their decisions and actions are open to public scrutiny to help keep everyone honest. Investing in having a Citizen Help Centre, Enabling people to post their problems on an issues portal or through a phone call, Having an excellent grievance addressal system, and Install a genuine unbiased coordinator for every 50 families will lead to a situation where one needs not buy votes when contesting in the next election. This act will significantly reduce the scope for corruption. It may not be easy, but staying corruption-free is achievable with the awareness of the Principles of Karma, dedication and integrity.

## How can Gita Wisdom benefit politicians?

With its timeless wisdom, the Bhagavad Gita holds immense potential to impact politicians in their decision-making processes positively. Its teachings revolve around duty, righteous action, and selflessness. By embodying these principles, politicians can effectively navigate the complexities of governance with integrity and compassion, ultimately serving the greater good. As elucidated in the Gita, understanding the notion of Dharma, or rightful duty, enables politicians to make morally guided decisions, placing ethics above personal gain. Additionally, the Gita emphasizes the importance of maintaining a balanced mind during times of crisis, a crucial attribute for effective leadership. By implementing the teachings of the Gita in politics, we can witness a transformation towards more ethical, compassionate, and efficient governance. Politicians who adhere to Dharma would eradicate corruption and unethical behaviour from their decision-making processes. Recognizing the deadly consequences of their wrong actions motivates politicians to act with integrity, aligning their choices with moral principles. Prioritizing the welfare of society over personal gain fosters a more equitable system of governance.

# Orientation Program for Wealthy Business People & Celebrities

## How can business people/celebrities be stress-free and blissful?

Wealthy business people can achieve a stress-free and blissful life by prioritizing self-care and maintaining a healthy work-life balance. This includes making time for regular exercise, meditation, and hobbies that bring joy and relaxation. Seeking support from trusted friends, family members, or professional therapists is also crucial in managing stress levels. Additionally, delegating tasks to capable employees and learning to avoid unnecessary commitments can help reduce overwhelming feelings. Setting realistic goals, practising gratitude, and staying present in the moment are all effective ways for wealthy individuals to cultivate inner peace and enjoy their success without sacrificing their well-being. Balancing work and personal life is essential for creating a fulfilling and harmonious existence.

## What makes CEOs Exceptional and efficient?

If wealthy business people want a fresh start, they can reorient themselves and become exceptionally great by prioritizing social responsibility and giving back to their communities. They can use their resources to support local charities, start philanthropic initiatives, or invest in projects that positively impact society. They can find greater fulfilment and purpose in their lives by shifting their focus from accumulating wealth to making a difference in the world. Additionally, they can reevaluate what brings them joy and satisfaction, whether spending more time with loved ones, pursuing hobbies outside work, or exploring new passions. Reflecting on their values and goals can help them redefine success on their terms and create a more meaningful and balanced lifestyle. By incorporating empathy into their decision-making processes and actively engaging in social causes, these influential individuals can use their resources and influence to impact society positively.

To become an efficient CEO, it's essential to have a solid understanding of various key areas, including leadership, strategic decision-making, financial management, and communication skills. A CEO should be able to motivate and inspire their team, make tough decisions under pressure, manage budgets effectively, and communicate their vision clearly with stakeholders. Additionally, negotiation, problem-solving, and risk management skills are crucial for navigating the constantly evolving business landscape. It's also beneficial for CEOs to stay up-to-date on industry trends and continuously strive for personal growth through networking opportunities and ongoing education. Ultimately, a successful CEO must blend hard skills (like financial acumen) and soft skills (like emotional intelligence) to lead their organization successfully into the future.



## How does Gita wisdom benefit CEOs?

The wisdom in the Bhagavad Gita can greatly benefit CEOs by helping them navigate the complexities of leadership and decision-making. The text emphasizes the importance of self-awareness, mindfulness, and ethical behaviour, all essential qualities for effective leadership. By practising these teachings, CEOs can cultivate a deeper understanding of themselves and their impact on others, leading to better communication with employees and stakeholders. Additionally, the Gita teaches the concept of detached action, encouraging leaders to execute their duties without being attached to the outcomes. This mindset can help CEOs remain resilient in times of uncertainty and make decisions with clarity and intention. Overall, incorporating the wisdom of the Bhagavad Gita into their leadership approach can lead to tremendous success and fulfilment for CEOs in their professional and personal lives.



## Children of Affluent people are losing their way.

About 60 million individuals globally possess a net worth exceeding one million dollars. These individuals, constituting a mere 0.75% of the global population, are significant in generating extensive employment opportunities worldwide and serve as the driving force behind the global economy. The remarkable contributions of these diligent and highly skilled businessmen, politicians and celebrities have propelled the progress we witness today. Moreover, they play a pivotal role in bolstering the infrastructure of their respective nations, as they are the highest contributors to tax revenues.

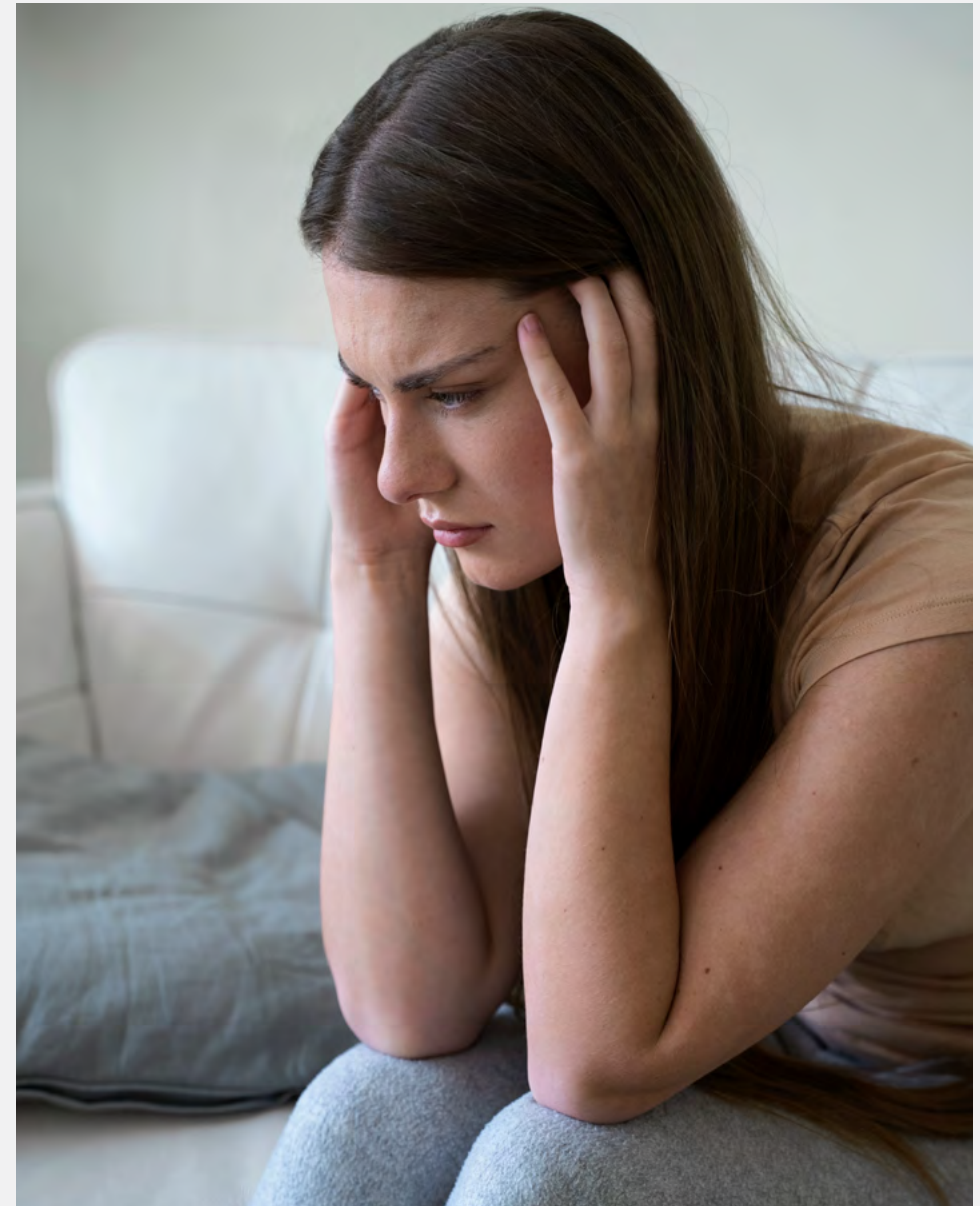
It is concerning to observe that most of their offspring do not possess the same admirable qualities as their parents. Should these individuals deviate from the right path, it could potentially jeopardise the future of our world. These people, because of their highest reputation in society, are unable to go to counselling centres even if they are found to have mental issues. Additionally, it is distressing to acknowledge that a staggering 47% of married individuals are unable to effectively navigate their relationships, leading to profound disappointment and depression. Furthermore, the affluent younger generation, who are expected to serve as a source of inspiration for their peers, are succumbing to mental fragility and immersing themselves in darkness.

### The Psychological Impact on Children of People with Good Wealth.

Let's explore the elevated expectations, pressures, and potential emotional disconnection encountered in such households, illuminating the unique obstacles and opportunities for personal growth and overall welfare of the children born to affluent business people, politicians, and celebrities.

#### 1. Unrealistic Expectations and Performance Pressure.

Children raised in affluent households often face immense pressure to meet the lofty expectations set by their family's wealth and social standing. This pressure to excel in academics, careers, and social circles can become overwhelming for them. Studies indicate that these high expectations can lead to feelings of anxiety, self-doubt, and a sense of inadequacy as children strive to meet or surpass these standards. Additionally, the relentless pursuit of success can overshadow the importance of personal fulfilment and intrinsic motivation. As a result, children may feel compelled to choose paths based on external validation rather than their genuine interests and passions. This will undermine their sense of autonomy and impede the development of a strong self-identity.



## 2. Materialism and the Paradox of Wealth.

Affluence can give rise to a mindset focused on material possessions, where the primary measure of self-worth is external symbols of wealth. This excessive preoccupation with materialism can result in a distorted value system, where pursuing possessions precedes pursuing genuine happiness and meaningful relationships. Moreover, children who grow up in privileged circumstances may encounter a paradoxical challenge in recognizing the actual value of their resources. Research indicates that children from affluent backgrounds may struggle with gratitude and a sense of entitlement, hindering their ability to empathize with others and develop a strong work ethic. As a result, these individuals may struggle to form enduring, mutually supportive relationships based on genuine connections and shared values.

## 3. Emotional Disconnect and Loneliness.

The presence of material riches does not automatically ensure emotional well-being or strong family bonds. Pursuing financial prosperity can sometimes monopolize the time and focus of parents, leaving little space for emotional bonding with their children. This lack of emotional connection can lead to feelings of loneliness and isolation, as children may feel invisible or unheard despite being surrounded by material luxuries. Additionally, the luxury and social standing linked to immense wealth can attract shallow relationships based on superficial factors rather than genuine connections. Offspring of affluent households may find it challenging to determine whether others are genuinely interested in them as individuals or in their family's wealth, resulting in a profound sense of distrust and struggles in forming authentic relationships.

## 4. Impacts on Identity Formation and Purpose.

Ample resources can present distinct obstacles for children as they navigate the journey of shaping their identity and finding their purpose. It can be challenging for them to distinguish their true interests and passions, as their decisions and opportunities may be influenced by the expectations of their family or the pressures of society. Moreover, individuals from privileged backgrounds may doubt the authenticity of their accomplishments, questioning whether their success is genuinely earned or merely a result of their financial advantage. This internal conflict can erode their self-confidence and diminish their ability to foster a genuine and purposeful sense of self.





## 5. Opportunities for Growth and Well-being.

While the psychological impacts of great wealth can present significant challenges, it is essential to recognize the opportunities for growth and well-being within these circumstances. Children can more effectively navigate the pressures and expectations by fostering open and supportive communication within the family. Encouraging a balanced perspective on material wealth and promoting gratitude for non-material aspects of life can help counteract the adverse effects of materialism. Furthermore, parents can promote the development of empathy and a strong work ethic by involving their children in philanthropic endeavours or community service. Engaging in acts of kindness and cultivating a sense of social responsibility can foster a more grounded understanding of self and a deeper connection to others.

## Conclusion

Growing up in a family with great wealth brings both privileges and unique psychological challenges for children and families. While the pressure to meet unrealistic expectations, the risk of materialism, emotional disconnect, and questions of identity are valid concerns, the knowledge of the self and intentional efforts can help mitigate these issues.

Hence, we have resolved to construct the world's first International Institute for Global Leadership that caters to the needs of wealthy business people, politicians, celebrities and their offspring. We propose to conduct 6-day classes for CEOs, Politicians and Celebs while we propose to conduct the same at length for 30 days for their children of age above 25. Our Gita gurus will make the wealthy and people in top political and bureaucratic positions understand how blessed they are to get into such positions. The Gurus will further make them realise the good deeds they must have done in their past lives to get to their current position. The wise should guide them along the same righteous path in their current existence, just as they did in their previous lives, to facilitate their ascent to even more remarkable achievements in their next life.



## Children of affluent business people are devoid of any goals.

Wealthy young individuals often lack clear aspirations compared to their accomplished parents. This phenomenon can be attributed to several factors. Firstly, growing up in a privileged environment can foster a sense of entitlement and complacency, where these young individuals do not feel the need to strive for success as everything is readily available to them. Moreover, constantly being surrounded by wealth and luxury can hinder the development of resilience, perseverance, and determination, often acquired through overcoming challenges and hardships. Additionally, the achievements of their parents may cast a shadow over their own accomplishments, causing them to feel inadequate and incapable of reaching the same level of success. We at our Institute for Global Leadership will make these young people discover their passions and establish meaningful goals that align with their values to break free from this cycle of aimlessness, finally making them live up to the standards and expectations of their parents.



## Successful marriages - Next to impossible in celeb kids.

The divorce rate is high among wealthy businesspeople and the children of celebrities. Their demanding careers and lifestyles often cause stress and tension in their relationships. Businesspeople juggle many responsibilities that affect their personal lives. Celebrity offspring deal with public scrutiny and pressures that impact their marriages. Coming from privilege, they may prioritise their needs over effective communication in marriage. Their entitlement may clash with the reality of sharing life with someone, leading to disagreements. Immediate attention is required to address the causes of divorce among the affluent to prevent further increases. With our 30-day training at our Institute for Global Leadership, we will help the youth lead a blissful married life.



## The over-socializing of affluent youth is straining marriage relationships.

It's no secret that celebrities lead unique lifestyles with constant attention and pressure from the public eye. This can often lead to them seeking solace and connection with people outside of their marriage, including strangers. The nature of being more social with strangers is a major factor in divorces in celebrities because it can create a sense of novelty and excitement that may be lacking in their current relationships. Additionally, the constant temptation and opportunities for infidelity that come with fame can strain even the strongest of marriages. With access to countless admirers and potential partners, it's easy for celebrities to seek validation and companionship from strangers rather than address issues within their marriages. Ultimately, this behaviour can affect trust, communication, and fidelity, ending many celebrity relationships. Encouraging open communication and setting boundaries around social activities can help alleviate some of the strain on marriage relationships caused by over-socializing affluent youth.



## Ego is the main issue in the celebrity kids.

The affluent children are unable to cope with their marriages due to a combination of ego and their upbringing. When we let our egos get in the way, we become more concerned with being right than finding common ground and working together as a team. This can lead to unnecessary arguments, hurt feelings, and a breakdown in communication. It's important to check our egos at the door and prioritize love, respect, and compromise in our marriages. Putting aside pride and opting for understanding and empathy can go a long way in strengthening the bond between partners and fostering a healthy, happy relationship.





## Affluent youth are more vulnerable to drugs, women, and alcohol.

The rise in addiction among affluent youth can be attributed to a combination of factors, such as societal pressure, easy access to substances, and a lack of coping mechanisms. Many affluent young people face immense pressure to live up to the high expectations of their families, peers, and society. This can lead them to turn to drugs, women, and alcohol as a way to escape or cope with their stress. Additionally, the wealth and privilege that come with being affluent often make it easier for these youths to obtain substances and engage in risky behaviours without facing immediate consequences. The solution lies in providing better education and support systems for these young individuals, helping them develop healthier coping mechanisms, promoting positive behaviour choices through role models and peer influence, and addressing any underlying mental health issues that may contribute to their addictive behaviours. Ultimately, creating a more nurturing and understanding environment for affluent youth is key to preventing addiction and promoting overall well-being.



## Lacking even the basic culinary skills.

Another bitter fact is that when affluent people tie the knot and dive headfirst into married life, they realise neither couple knows the basics of cooking. Suddenly, what was supposed to be a blissful honeymoon period turns into a battlefield every time they enter the kitchen. These newlyweds find themselves embarrassing, from burnt dinners to undercooked pasta. It's not just about lacking culinary skills - it's about communication breakdowns, frustration, and possibly even hurt feelings when one partner feels like they're carrying the load in the food department. Had these privileged kids learned cooking before marriage, there wouldn't have been many fights over dinner preparation. During our 30-day classes, our expert chefs will teach these affluent individuals everything about cooking, from breakfast to biryani.



## Lacking compassion.

It's not uncommon to see wealthy young individuals displaying a lack of compassion towards their employees and staff. One reason may be the sense of entitlement that often comes with extreme wealth. Growing up with privilege can sometimes lead to a disconnect from the struggles and needs of others, as they may never have been exposed to situations where empathy and compassion are necessary. Additionally, some individuals may prioritise status and success above all else, leading them to exploit those beneath them to maintain their high social standing. Finally, the pressure to uphold a certain image of wealth and power can also contribute to these behaviours, as some may feel the need to assert dominance over their workers to showcase their own superiority. Overall, the lack of compassion seen in some affluent youth towards their workers is likely rooted in a combination of entitlement, societal expectations, and personal values.

Affluent Young individuals must realize that nature will reciprocate the negative energy or bad karma we put into the world. Therefore, the youth must empathize with others, choose their words carefully, and respectfully treat their peers or subordinates. They must look beyond superficial appearances and acknowledge that every individual is divine, entangled in Prakriti and navigating through life under various conditions and limitations.

Many wealthy individuals are observed donating large sums of money and valuable items to deities in temples, seemingly unaware of the hardworking individuals who tirelessly provide them with comfort and joy around the clock. These individuals overlook the divine presence of the gods manifesting in the form of their employees and labourers, instead choosing to seek favour from lifeless entities in temples that hold no karmic significance.

## Affluent youth devoid of any responsibility.

It's not uncommon to see wealthy young people neglecting their responsibilities towards society or their families. When you have everything handed to you on a silver platter, it can be easy to take things for granted and fail to appreciate the impact of your actions on others. Another contributing factor may be the lack of accountability that comes with having financial security; when consequences are few and far between, there is little incentive to consider how one's actions might affect those around them. Additionally, societal pressures and expectations placed on these individuals to excel academically or professionally may leave little room for them to prioritise their obligations towards others. Overall, a combination of privilege, lack of consequences, and external pressures may lead some affluent young people to neglect their responsibilities towards society and family.

It is essential to help these individuals comprehend the virtuous actions they may have performed in their previous lives that resulted in being born into prosperous families with successful parents. Subsequently, we must guide them in their personal development to accumulate additional karmic merits, which will not only shield them from decline but also enhance their status and ensure the prosperity and well-being of future generations.



## Affluent businessmen are losing their dharmic path.

If the offspring of these affluent business people are straying from the rightful path and failing to achieve any significant accomplishments, what will be the fate of our nation in the distant future? These individuals are expected to assume control and propel our economy forward. However, we face a genuine predicament if they are all adrift and lacking purpose. We require these individuals to rise to the occasion and establish their success if we desire a flourishing future for our country. Otherwise, the possibilities of what may occur are uncertain. It is a matter that warrants our attention, hence our specialised 30-day program at the Institute for Global Leadership.

## The nation's progress will be hindered.

If the children of successful business people get caught up in bad habits like drug addiction or reckless spending, it can put a damper on a nation's progress. These offspring are supposed to be society's future leaders and innovators, but who will step up and drive the economy forward if they're too busy dealing with their personal issues? Plus, their behaviour could reflect poorly on their families and their associated businesses, which could hurt public perception and investor confidence. It's like a domino effect - one person's bad habits can affect many others in ways you may not even realise. So, everyone needs to stay focused and make positive choices for the greater good.

## Transform overindulged youth into Global leaders.

In a hypothetical scenario, picture a world where self-entitled and pampered individuals evolve into influential, authoritative figures globally. While this concept may appear unrealistic, it is essential to recognize that every person possesses the capacity for personal growth and transformation. By offering these individuals appropriate guidance, encouragement, and avenues for self-improvement, they can learn to leverage their abilities for the betterment of society. Through structured mentorship initiatives, leadership development programs, and exposure to various cultures and viewpoints, these formerly egocentric individuals can appreciate the importance of empathy, cooperation, and civic duty. With unwavering commitment and persistence, it becomes feasible to shape even the most privileged individuals into empathetic and efficient leaders dedicated to positively impacting the world.





## How can Bhagavad Gita wisdom reorient the affluent youth?

The Bhagavad Gita, an ancient scripture from India, holds invaluable wisdom that can offer guidance and solutions to the challenges faced by today's affluent youth. By emphasizing selflessness, duty, and inner peace, the Bhagavad Gita can assist these young individuals in navigating their materialistic lifestyles and cultivating a more profound sense of purpose and fulfilment. By practising karma yoga and detachment from material possessions, the youth can prioritize spiritual growth over material wealth. The concept of dharma teaches them to fulfil their responsibilities towards society and family with sincerity and integrity. Ultimately, embracing the teachings of the Bhagavad Gita can lead affluent youth towards a more balanced and harmonious way of life, liberating them from the pressures of consumerism and societal expectations.

## How does Gita's wisdom help in reducing the ego between young couples?

The wisdom of the Bhagavad Gita highlights the significance of selfless love and devotion in relationships, emphasizing the need to prioritize unity, understanding, and compassion over personal desires or egos. By internalizing these teachings, couples are encouraged to view each other as extensions of themselves rather than separate individuals. This profound interconnectedness fosters a sense of mutual respect and empathy, preventing conflicts from escalating to the point of inevitable divorce. Moreover, the Bhagavad Gita instils patience, forgiveness, and resilience in couples as they face challenges together, motivating them to navigate their differences with a shared sense of purpose and spiritual growth. Ultimately, the Bhagavad Gita provides couples with a strong foundation for cultivating lasting, harmonious relationships by nurturing a mindset rooted in love and spiritual awareness.

## Benefits of Karma yoga for affluent young business professionals.

Karma yoga can bring numerous advantages for business professionals as it cultivates a mindset focused on selflessness and enhances overall satisfaction. By practising karma yoga, individuals focus on serving others and making positive contributions to society rather than solely pursuing personal gain. This change in perspective can lead to stronger relationships with colleagues, clients, and employees and a more profound sense of purpose in their work. Additionally, karma yoga encourages integrity and compassion in all business interactions, which helps build trust and credibility within the industry. By incorporating karma yoga into their daily routines, business people can increase their chances of success and create a more positive and harmonious work environment.

The qualities of a Stita prajna allow individuals to remain composed and rational in high-pressure situations, enabling them to make sound decisions without being swayed by emotions. Business professionals embodying the qualities of a Stita prajna can gracefully navigate setbacks and challenges, maintain a constructive outlook, and focus on solutions rather than problems. The wisdom of the Gita offers valuable insights that can assist business professionals in navigating the inevitable ups and downs of their careers with poise and calmness. By emphasizing the importance of detaching oneself from outcomes and focusing on fulfilling responsibilities without fixating on success or failure, Gita's wisdom promotes a consistent and composed approach to business challenges. This philosophy teaches individuals to stay serene and collected, regardless of whether they are experiencing success or facing obstacles.

By embracing this approach, business professionals can uphold equilibrium and a broader perspective, enabling them to make well-informed decisions and handle challenging situations with resilience and confidence. Ultimately, incorporating the teachings of the Gita can empower business experts to confront the uncertainties of entrepreneurship with certainty and authenticity.

**I HAVE STARTED READING  
BHAGAVAD-GITA  
ARJUN INSIDE ME HAS STARTED  
AWAKENING.**



## Appeal to 600 Generous Businessmen/ Governments.

We are dedicated to developing a thorough residential program lasting 30 days and operating full-time. This initiative will be created with assistance from top psychologists and experts in personality development and leadership training worldwide. The main goal is to shape the offspring of successful businesspeople and celebrities into individuals with empathy, exceptional business manners, and a strong ambition for success. Within 2-3 years of our orientation program, we hope to instil and nurture the 16 qualities embodied by Lord Rama. Our respected mentors will offer these privileged individuals continuous guidance as their second parents. The program's curriculum will be unveiled six months before the launch of the Institute. During this period, we will seek input from the CEOs of the 5,973 companies globally that generate annual revenues exceeding 1 billion US dollars.



### The takeaways from “International Institute for Global Leadership.”

If entrepreneurs conduct their businesses following righteous principles, not only will the economic fortunes of nations transform, but the individuals working under them will also experience genuine happiness. Arjuna, filled with immense sorrow on the battlefield, received the profound wisdom of Two Yogic paths from Lord Krishna, who guided him to fulfil his prescribed duty. Likewise, the esteemed mentors at Gita University's International School for Global Leadership will bestow the enlightening wisdom of Yoga upon these affluent youngsters, elevating them to the stature of their parents by conscientiously reminding them of their privileged birth resulting from virtuous actions in their past lives.

Therefore, we have decided to establish an Institute for Global Leadership, the first of its kind in the world, catering to the requirements of affluent business individuals, politicians, celebrities, and their descendants. We intend to offer 6-day courses for CEOs, Politicians, and Celebrities, while extending the duration to 30 days for their offspring above 25. Our Gita mentors will enlighten affluent individuals and those in prominent political and bureaucratic roles about the blessings of their positions and the virtuous deeds that led them to such responsible roles. Our Institute will guide them on the righteous path in their current life, just as they did in their past lives, to facilitate their progression towards even more significant accomplishments in their future lives.





## Infrastructure Required for Intl. Institute for Global Leadership

- 350 # 3BHK Flats @ 2000sft / flat : 7 lakh sft
- Kitchen & Dining Halls : 20,000 sqft
- 10 # 200-Seater Lecture Halls : 10 x 3000 sqft = 30,000 sqft
- Total construction area : 7.5 lakh sqft
- Construction cost : Rs.8000/- per sft
- Total cost = 7.5 lakh sft x Rs.8000/- psft : **Rs.600 crores**
- Land required 25 acres.

**Total Project cost Rs.600 crores.**

## We require 600 generous donors who can donate Rs.1 crore each.

We invite 600 companies or generous individuals to invest 1 crore rupees each in this much-needed project, with investors holding a 60% stake in the institute and receiving complimentary admission for their children for two decades following the institute's launch.



## Programs

### ■ 6-day program (Redefine success)

for CEOs, Politicians and Celebrities.

Fees: Rs.2 lakhs as Donation / fees.

Capacity: 5000 dignitaries per annum @ 100 every week.

### ■ 30-day program (Blissful life) for Affluent Youth.

A must program for a successful personal/ business/ married life.

Fees: Rs.5 Lakhs as Donation / fees.

Free for children and grandchildren of donors over 1 crore.

Capacity: 24000 rich kids per annum @ 2000 per month.

## BANK ACCOUNT DETAILS

**BHAGAWAT GITA FOUNDATION FOR VEDIC STUDIES**

IFSC CODE: INDB-0000-320

A/C NO: 25-98490-31002

Bank Name: INDUSIND BANK



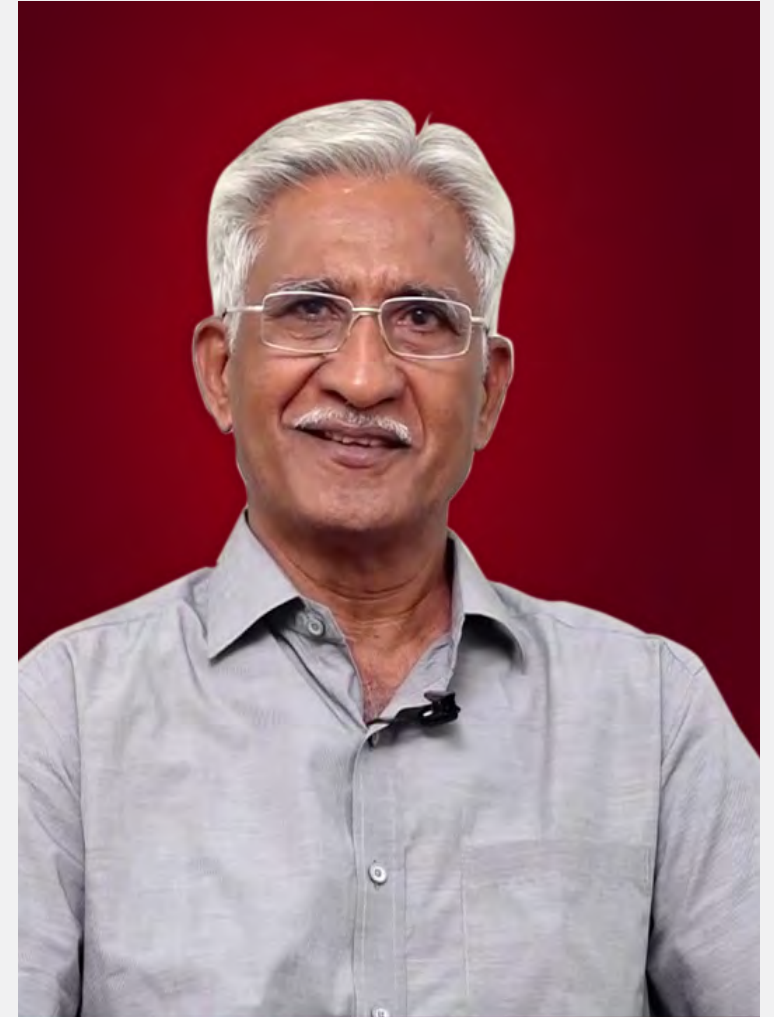
# MESSAGE FROM OUR CHAIRMAN

[ PUJYA SRI.CHALASANI BALA RAMAYYA ]

“ I extend my humble prayers to all individuals. Having served in the Air Force for nine years, I ventured into entrepreneurship and achieved the highest level of success in my field for approximately two decades. However, neither my business nor the wealth it generated could quench the thirst of my soul. Consequently, I dedicated my life to serving society, particularly in sports education and RSS activities. Over the past twenty years, I have given away over 400 acres of land for various philanthropic endeavours and produced over 100 youth who have won medals at National and International levels. As I approach a phase of withdrawal from all activities, I have heeded the request of the Founder Director and assumed the role of Chairman in this Foundation.

With unwavering determination, I have committed to realising the Gita University Project by 2026. As Chairman, I assure all donors and stakeholders that every rupee will be utilised to fulfil our Foundation's objectives: the International Institute for Global Citizenship (Gita University), the International School for Indian Civil Services & Sports and the International Institute for Global Leadership. Initially, we planned to commence construction in 2022 and 2023, as per the original schedule. However, we encountered delays due to a lacklustre response from the previous TG state government. We are pursuing this matter with the current government and anticipate a fruitful outcome by September 2024. I have volunteered to donate my land for any of the three proposed objectives, and the board will probably consider this for any portion of the project if there is a delay past September 2024.

Nevertheless, the board has decided to approach the current honourable CM of TG state to secure an allocation of 200 acres of land. We will patiently wait until the conclusion of September 2024; subsequently, the board may consider accepting my land as a viable option for objective 3 to start with. We intend to conduct the Bhumi puja in September 2024. We are confident that many people will be motivated to join our cause if an individual or organisation with the utmost credibility in India will endorse this mission. We firmly believe that Lord Krishna will guide us in discovering such an extraordinary individual or organisation. The timelines for our mission are clearly defined, and we anticipate an equally enthusiastic response and reciprocation from our supporters. Therefore, I humbly implore every individual who upholds righteousness and human excellence to come forward and actively participate in the grandest Jnana Yajna of this Kaliyuga. ”





# WHO WILL RUN THE FOUNDATION?

## About the Founder Director.

D. Anand K. Reddy initially conceived the foundation with persistent perusal from Lord Shiva and Shri. Adi Shankaracharya and timely revelations and guidance from his beloved guru, Shri Prabhupada. Mr.Reddy is a post-graduate in Structural Engineering and a Managing Director of a Private limited company that trains Civil and Mechanical Engineers on various Design software. Incidentally, it was the first company in India to commence training on vertical CADD software in 1994. The company has successfully trained 1.2 lakh students from over ten countries and is regarded as the country's single largest CADD Centre and the highest quality CADD Institute.

## People behind this project?

Material desires differ from person to person based on their education, skills, interests, the activeness of their trigunas, and past life karma. So, any project concerned with material desires or objectives may be attributed to individuals. But, the feeling of the inner soul will be the same and will not change with bodies. Every soul strives for internal peace and happiness and always tries to have harmony with others because of its interconnection at the root level. This project is a mere projection of what "you" must have felt all these years. We are sure you will be happy to see your feelings transformed as this Project. So, it will be mean to think that this project is a patent idea of any individual. It is just the reflection of all satvik-natured people.

## Who will run the foundation?

The Foundation's operations will be overseen by an 18-member board of directors, carefully selected and nominated by the Chairman and the Founder Director, and approved by the 108 Shareholders holding 60% shares in the Foundation. Each board member will serve a one-year term, with the possibility of renewal based on their contributions to the Foundation. This board will be responsible for setting strategic direction, supervising management, and safeguarding the Foundation's objectives. In addition to the 108 Shareholders who will permanently be on the Chief Advisory Board, there will be 108 prominent celebrities on the Chief Advisory Board.

This project is being done without attachment to the fruit of action, with a non-doer feeling, with an equipoised state of mind, as a Yagna and a submission (havis) to Gods.

## No one is happy.

It is disheartening to witness conflicts based on imaginary divisions such as race, religion, region, caste, etc. The sight of extremist groups imposing their beliefs through violence or coercion is truly distressing. The misuse of public funds for personal gain by corrupt officials and citizens is a cause for despair. Without political influence or wealth, it is difficult to seek justice. The collusion between muscle men, politicians, and law enforcement only adds to the sense of helplessness. Our hearts bleed when we see the sincere and educated face many difficulties, even for a basic living. Many of us are holding our breath for the fear of pain in forceful death and responsibility for our loved ones. Hence, we strongly feel that the current society needs a complete reformation and revamp from the bottom to the top; therefore, this project is to light the lights of wisdom (Gnana Jyothi) in people's hearts.

## Let us get into action.

Everyone is well aware of the issues plaguing society, and they often share their frustrations with their loved ones, feeling a profound sense of disappointment when they cannot rectify the situation. This organisation serves as a platform for all those individuals who possess a strong sense of righteousness and are silently yearning to eradicate the ignorance that is robbing us of our peace of mind and our children's freedom.



## Let us get into action.

Everyone knows what is wrong with society, and they express their anguish with their friends and family and get deeply disappointed for not being able to set things straight. This foundation provides the platform for all dharmic people to dismantle the ignorance that is stealing our peace of mind.



## OBJECTIVE-1

# FUNDS REQUIRED



12A Registration: AAJCB4366NE20215  
80G Registration: AAJCB4366NF20213  
CSR Registration: CSR00038630

## Infrastructure required for International Institute for Global Citizenship

### Infrastructure required for Gita Professors Training.

- 1000 # Rooms 300sft each room.
- Total construction area (Plinth): 3 Lakh sqft
- Common Areas: 1 lakh sqft
- Kitchen and Dining Halls: 20,000 sqft
- 4 # 500-Seater Halls: 4 x 20,000 sqft : 80,000 sqft
- Total construction area: 5 lakh sqft
- Construction cost per sft: Rs.8000/-
- Total cost : 5 lakh sft x Rs.8000/- = **400 crores (A)**
- Auditorium for 2000 People: 30000 sft, **30 crores (B)**
- Nominal land cost to be paid to Govt: **50 crores (C)**
- Batch Size : 2000, Duration: 4 months.
- Capacity per annum: 6000 annually.

### Infrastructure for Board Members, Gita gurus & Staff

- 100 # 3BHK Flats for Members/Gurus (1800sft) : 1.8 lakh sft
- 100 # 2BHK Flats for Key office staff (1200sft) : 1.2 lakh sft
- 200 # 1BHK Flats for sub staff (600sft) : 1.2 lakh sft
- Common Areas, Dining & Kitchen : 80,000 sft
- Total Construction Area : 500,000 sft
- Construction cost per sft: Rs.8000/-
- Total cost : 5 lakh sft x Rs.8000/- = **400 crores (E)**
- Internal Roads, Land scapping, Drainage etc = **44 crores (F)**
- Fixed Deposit (2 years monthly expenses) : **200 crores (G)**

### Infrastructure for Finishing School for fresh graduates

- 2 # Lecture Halls for 250 People: 5000 sqft
- 1 # Lecture Halls for 500 People: 5000 sqft
- Dormitory for 500 people: 35,000 sqft
- Kitchen & Dining: 45,000 sqft
- Common areas: 15,000 sqft
- Total const. area: 1.05 lakh sqft x 8k = **84 crores (D)**
- Batch Size : 500, Duration: 1 week.
- Batches per annum: 50.
- Annual Training capacity: 25000.



Total cost: A to G  
400+30+50+84+400+44+200 = 1200 crore

We require 108 generous donors who can donate Rs.12 crore each.

Total Project Cost: Rs.1200 Cr.





## OBJECTIVE-2

### Infrastructure Required for International School for Civil Services & Sports

- Classrooms: 16 x (1200sft) = 19,200 sft
- Staff rooms & Admin areas = 25,000 sft
- Common areas for above plinth area = 20,000 sft
- Dormitory & Study Area for 960 people @ 200sft per student = 192,000 sft
- Kitchen, Dining, Misc = 25,000 sft
- 50# 2BHK Flats for teachers & Mgmt.Staff : 1200sft each = 60,000 sft
- Total construction area = 3,41,200 sft
- Cost per sft incl. interiors and furniture: Rs.8000/- per sft.
- Corpus and Working Capital = Rs.127.04 crores
- Total Project cost: 3.412 lakh sft x Rs.8000/- + Corpus = Rs.400 crores
- 16 years of Education, School Capacity: 960
- 16 Classrooms, Class size: 60

We require 400 generous donors who can donate Rs.1 crore each.

Note:1 - Keeping in view of expanding the school capacity 10 times in 10 years, we require 100 acres of land for this project. Note:2 - The student's annual cost will be borne by foster parents.



Total Project cost: Rs. 400 Cr.

## OBJECTIVE-3

### Infrastructure Required for International Institute for Global Leadership

- 350 # 3BHK Flats @ 2000sft / flat : 7 lakh sft
- Kitchen & Dining Halls : 20,000 sqft
- 10 # 200-Seater Lecture Halls : 10 x 3000 sqft = 30,000 sqft
- Total construction area : 7.5 lakh sqft
- Construction cost : Rs.8000/- per sft
- Total cost = 7.5 lakh sft x Rs.8000/- psft : Rs.600 crores
- Land required 25 acres.

We need 600 donors who can donate 1 crore each.

The families of donors are welcome to stay on our campus for a week annually to oversee the program's quality. Donors and their descendants are entitled to participate in any program without charge. The names and pictures of donors contributing two crores or more will be showcased at the entrance of the apartments.



Total Project cost: Rs. 600 Cr.

# Fundraising plan

## 1 Endorsement from One plus 18 of the most reputed people.

Brand Ambassadors Team lead: Before we bring 18 brand ambassadors to the Gita University Board, we intend to have an ambassadors team lead, a distinguished individual with excellent English language skills. This individual should be capable of actively contributing to the project by persuading a select group of prominent businessmen and celebrities to agree to be on the 18-member Ambassadors Board of the Gita University Project.

Following the establishment of an 18-member ambassadors board, a national press conference will be held in Mumbai with a well-known spiritual leader from India. The head of the Ambassadors team will present a detailed summary of the project to Print and Electronic Media, encouraging the public to support the initiative. The goal is to inspire 1 million individuals to contribute Rs.1000/—monthly for 12 months.

As a parallel effort, the team lead will meet 108 of India's richest people to seek 12 crore funds from each of them. Together, these 108 people will hold 60% of the shares in the foundation, thereby having 100% control over the Mission 5 Billion Project.



## 2 Fundraising.

We hope to receive 10% of the funds in the first three months after conducting a national press conference, with which we can complete the foundation works and the ground floor skeleton. Based on our progress and selfless intentions, Mother Nature will automatically transpire and bless the project with the remaining funds within two years, parallel to the construction target time of 30 months.





### Fundraising plan for Objective-1: Rich Businessmen/ Celebrities



Once we secure the required land pool, the team will meet with India's top celebrities and business people. Our objective is to pool twelve crores each from 108 divine people. These corporate donors will collectively own 60% of the Foundation and fully control its operations. Initially, each donor may contribute Rs.2 crores. Once all 108 donors are confirmed, a detailed project presentation and Q&A session will be organised. Following the meeting, the remaining Rs.10 crores can be donated. Subsequently, our auditors will oversee the legal procedures to transfer 60% of the shares to these 108 individuals.

**108 Divine People  
Businessmen / Celebs.  
Donate 12 crores each**  
Note: These 108 donors  
will hold 60% Shares  
in the Foundation.

### Fundraising Method 2: Focus India's High Networth Individuals

Our International School for Indian Civil Services and Institute for Global Leadership are pivotal establishments that significantly impact the future of India and the global community. By providing 16 years of education to orphaned children to serve in the Indian civil services, we are enhancing the efficiency and competence of the administrative system while instilling ethical leadership qualities in them. Similarly, our International Institute for Global Leadership is dedicated to cultivating the potential of young individuals from privileged backgrounds to overcome their limitations and achieve the same level of success as their predecessors. These institutions collectively contribute towards fostering a brighter future for our nation and the world. Therefore, investing CSR funds in these initiatives would be prudent in nurturing responsible and capable leaders who can bring about positive change in society.

Our world's future truly depends on the generosity of high-net-worth individuals passionate about making a positive impact. By donating to causes that focus on the most neglected and essential projects, these individuals have the power to enact significant change and improve the lives of countless people. Their financial contributions will create a more equitable and sustainable society for all. Seeing how impactful philanthropy can be when it is channelled towards tackling some of the most pressing challenges facing our world today is inspiring.

India is home to over 12,000 individuals with an ultra-high net worth, each with assets worth over \$30 million. Our Objective-2 (International School for Indian Civil Services) necessitates

a funding of 400 crores, while our Objective-3 (International School for Global Leadership) requires 600 crores, resulting in a total of Rs.1000 crores. By identifying a mere 10% of these ultra-HNIs capable of contributing an average of one crore rupees, we can establish these two institutions even before the commencement of Gita University (Objective-1).

**We humbly appeal to the 1000 compassionate  
HNI's to contribute Rs.1 crores each, totaling  
1000 crores, towards Projects 2 and 3 of our  
Foundation.**



**Hi-Networth Individuals  
& CORPORATES COMPANIES  
WE REQUEST CSR FUNDING.**  
If 200-1000 Firms donate  
1 - 5 crores each, we can reach the  
target of 1000 cr funds required  
for Objective 2 & 3 projects.



### Fundraising method 3

#### Social Media influencers.



We aim to identify 100 prominent social media personalities with good followers on their YouTube, Facebook, and Instagram profiles. These individuals will come from various fields, including motivation, home decor, automotive, culinary, political news reviews, spiritual teachings, entertainment, temple exploration, travel, actors and actresses official social media platforms, fitness, beauty, health, tutorials, unboxing, DIY, pranks, vlogging, and any other social media sites with good audience. We will request that they share the Mission 5 Billion project video with their audience. Additionally, we will approach Carnatic and Hindustani singers and classical dancers nationwide and request them to post the Mission 5-Billion project video on their social media platforms to expedite the initiative.

### Fundraising method 4

#### MLAs, MPs, IAS&IPS, State Govts.

In addition to the first three approaches mentioned here, we plan to engage with all MLAs and MPs across India. By ensuring a dedicated team represents our project and reaches out to these officials, we anticipate a positive response from 200 MPs of the 500+ members and 1000 MLAs from the 4000+ members. Furthermore, we are prepared to provide a complimentary automated citizens' grievances addressal system to all politicians who assist in constructing Gita University.

We will also appeal to all 29 states to contribute funds for Objective-2 and 3 on the pro rata basis of the population. This collective effort aims to gather 1000 crores from all Indian states, encompassing a population of 135 crores. For instance, a state with a population of five crores may contribute  $(5/135) \times 1000 \sim 37$  crores towards this initiative. Additionally, we will contact all IAS and IPS officers to seek their support. Finally, we request that India's top 10 royal families endorse any of our three projects and join the 108 Chief Advisory Board.



### Fundraising method 5

#### Crowd Funding

In addition to securing 1200 cr funds from 108 divine affluent individuals for Objective-1 and 1000 cr from 200 - 1000 HNIs, we will employ crowd-funding techniques to meet our Digital University Expenses, Establish Sathsanghs, Print and distribute 100 cr Gita books outside India, etc. We expect at least 1 million people from the 1 billion Hindus to donate as little as Rs.500/- per month until we reach our Mission 5 billion by 2050.



**1 Million of 1 Billion  
Dharmic people**

We request donations as little as  
Rs.500/- pm from all Executive  
class till we reach our Mission.





# Vedic Townships

We look forward that reputed developers construct a minimum of 20% of their projects as Vedic townships, exclusively catering to individuals who adhere to Sanatana Dharma and three other dharmic religions, namely Jainism, Buddhism, and Sikhism. We envision the inclusion of a Gita Bhavan, in addition to the traditional community hall, along with 3 to 4 flats to accommodate revered Gita gurus and swamijis.

To provide an illustration, in the event that the foundation receives surplus funds, it will allocate them towards the development of a Vedic township. The foundation will procure land in Hyderabad and entrust it to a reputable local developer for the construction of a Vedic township. In this scenario, the developer will market the residential units to individuals following dharmic spiritual beliefs who adhere to the established community guidelines and regulations. The foundation, as the landowner, will receive a full return on its investment, in addition to a Gita Bhavan built to international standards and equipped with modern amenities, 10% of the land for parking and outdoor Vedic gatherings, and 10% of the units for Gita teachers and other Vedic scholars. If such Vedic communities were established globally, it would promote an understanding of leading a life filled with compassion towards all living beings. Individuals would cultivate divine virtues and become valuable assets to society.

The residents of the Vedic townships will receive comprehensive education on the Bhagavad Gita, enabling them to understand that the same indivisible cosmic energy equally exists within every living being. They will realise that this world is an illusion that arises from the attraction of the sense objects with the objects of perception.



# 1108 Divine souls can change the world.

WE CANNOT DO THIS WITHOUT YOU



## Past life Karma for Celebrities and Rich people!

The accumulated karma of celebrities and affluent individuals undoubtedly holds great significance on the positive spectrum. It is irrefutable that these individuals must have engaged in numerous righteous actions in their past lives. As a consequence of their previous life karma, they are blessed with fame, wealth, and happiness that many others in this world aspire to achieve but are unable to attain.

## We need help from these great souls

Based on your commendable actions in the past and present, we humbly request your kind support towards any of our three endeavours: the International Institute for Global Citizenship, the International School for Indian Civil Services and Sports, or the International Institute for Global Leadership.

## 1108 Divine souls can change the world.

We need 108 individuals willing to contribute 12 crores each to achieve the first objective. For the second objective, we require the assistance of 400 generous individuals who can donate one crore rupees each. Lastly, the third objective calls for 600 generous donors who can contribute one crore rupees each. By uniting a total of 1108 donors, we can make a significant impact on people's lives and foster global harmony.

### Institute for Global Citizenship

Total Estimate: 1200 cr  
We look forward for 108  
Divine people who can  
donate 12 cr each.

### Institute for Indian Civil Services

Total Estimate: 400 cr  
We look forward for 400  
Generous people who can  
donate 1 cr each.

### Institute for Global Leadership

Total Estimate: 600 cr  
We look forward for 600  
Generous people who can  
donate 1 cr each.



To reach the Our Founder President, please call us on 89779-31068.





## We request for allocation of CSR funds

The future of corporate social responsibility (CSR) in India shows immense potential and carries significant accountability. By aligning CSR efforts with global sustainability goals and leveraging technology, collaboration, inclusivity, and stakeholder engagement, organizations can pave the way for a more ethical and sustainable future. We are optimistic that at least one of our three objectives will align with CSR funding criteria, and we look forward to CSR funds being allocated for the next two to three consecutive years.

If companies cannot support our initiatives with CSR funds, we kindly urge CEOs to consider contributing as individuals.



## The Five Takeaways for our Generous donors

01

### Donors will oversee the operations

Our 1108 Donors together hold 60% shares in the Foundation.

02

### Yajnas for Good Health

We invoke devatas for the excellent health of our donors.

03

### "1108 Donors" The 10th Avatar

Our 1108 donors together logically become the 10th Avatar of Lord Vishnu.

04

### Vanaprastha Ashrama

Our 1108 donors can choose our campus for their Vanaprastha journey.

05

### Discover your soul

We document and present "the inner selves" of our donors to the world.



## 1108 Donors are not mere donors. They own 60% shares in our Foundation.

Donating to our foundation will make you an integral part of our organization. Similar to how The Indian School of Business (ISB) was established in 2001 by a group of businessmen and academicians in Hyderabad, a group of exceptional businessmen can initiate three projects that aim to promote human excellence and global peace by fostering the principles of Karma and Dharma among all individuals. Our donors will become shareholders or board members in whatever manner possible per the prevailing Section-8 company laws. All 1108 donors will oversee the foundation's operations to maintain transparency and prevent wastage of funds. We will establish a robust system of accountability and transparency. Moreover, the diverse backgrounds and perspectives of our donors, who are highly accomplished individuals, will bring forth innovative ideas and approaches to efficiently and ethically manage the foundation.

We eagerly anticipate the participation of these 1108 generous donors to enable us together to achieve the objective of creating 10,000 International Gita gurus, 10,000 Ram-like officers in top positions and Karma yoga to the most successful, influential and affluent people and their children.

This is all about 1,108 divine people coming together and taking ownership in promoting peace and standing together as advocates for a better world. So, we request you to step up as shareholders in the mission for global peace and blissful life across all sections of people. Together, we can make a difference!



## We request Gods for the Good health of our donors.

Homas, also known as fire rituals, has been a traditional practice across cultures for many years to cleanse the mind and soul. Through performing homas, people can diminish the impact of their past actions and mitigate any adverse outcomes. This age-old Vedic tradition enables individuals to effectively navigate difficult circumstances by fostering a positive atmosphere and fostering spiritual development. Whether one needs guidance, safeguarding, or just seeking tranquillity, homas serve as a means to establish a connection with the divine and discover inner resilience in times of adversity.

We perform homas for nine days exclusively for our donors to thank their generosity, invoke the divine with ved mantras and send them some good vibes to shield them from all negative effects. These people believed in nurturing society with dharmic values, while others were oblivious to their surroundings. They truly deserve all the blessings in the world, and none others can be superior or divine to them. So, we pray for them to receive everything

they want because they've given so much of themselves. Our ved pandits not only seek God's blessings for the well-being of our donors, but they also fervently pray for them to maintain a vibrant and youthful spirit until the end of their days. Our goal is for them to exude energy in their every step, radiate a sparkle in their eyes, and embrace life with unwavering enthusiasm during their golden years. Ultimately, we aspire for them to depart from this world, free from any suffering gracefully.

### 9-DAY HOMAS FOR OUR DONORS' GOOD HEALTH

We do Ganesha Homam on the first day, followed by Maha Lakshmi homam, Saraswati homam, Dhanvantari Homam, Sudershana homam, Navagraha Shanthi homam, Chandi homam, Rudra homam and finally ending with Maha Mrityunjaya Homam on the 9th day.



## The 11 avatars of Lord Vishnu. You can be one of them!



The Kalki avatar is believed to be the tenth manifestation of Lord Vishnu. It is said that Kalki will appear during a time of immense chaos and destruction to eradicate those who follow the path of adharma and establish a new era of enlightenment. This divine incarnation will be a formidable warrior who will rid the world of evil forces and establish righteousness. However, it is essential to acknowledge a fundamental point at this juncture. A teacher can only assess a student's performance in a subject after imparting the necessary knowledge. Without the teacher providing instructions, he has no right to evaluate or punish the students for their poor performance. Similarly, it would be impossible for Kalki Bhagawan to pass judgment on people outside of India without introducing the principles of Dharma and Karma to the world. Understanding Dharmic living is inconceivable without knowledge of the Ramayana, just as grasping the fundamentals of life requires familiarity with the Bhagavad Gita.

Therefore, if we believe in the advent of Kalki Avatar, we must acknowledge that he must act proactively and undertake a project that disseminates the principles of Karma and Dharma to every corner of the world. Trust us. This project is not from the minds of anyone over here. It has taken shape through revelations from the highest cosmic energy, aiming to introduce Dharmic living to the global community. Without divine intervention, it is impossible to conceive a project of this magnitude where we aim to create 10,000 International Karma Yoga professors by 2036, 1 lakh by 2100, and 10,000 civil service officers of exceptional calibre akin to Lord Ram by 2060. Additionally, the project aims to impart Karma yoga teachings to corporate businesspeople, politicians, celebrities, and their young children.



## Vanaprastha at Naimisharanya “You have spent all your life for your Family, Business and Society. Time to give your last 10 years for yourself.”

### The Ashrama System

Brahmacharya	Student Life	5-24
Gruhastha	Household Life	25-65
Vanaprastha	Retired Life	65 -75
Sannyasa	Renounced Life	75-100

We extend a warm invitation to our donors who have reached the age of 65 to settle at Naimisharanya, a 24-acre campus that is protected from Kali purush. Here, they will have the opportunity to mentor our orphan students as they strive to develop qualities akin to Lord Ram and help guide the children of wealthy families to follow in their footsteps.

The Vanaprastha stage is one of gradual withdrawal. The person's duty as a householder ends: He has become a grandfather, his children are grown up, and this is the time to exit the second ashrama and move on to the third. Once he decided to move on to the third ashrama, he handed over all his businesses to his children and taught them the skills required to handle the business empire. At this age, he should renounce all physical, material, and sexual pleasures, retire from his social and professional life and leave his home to a place where he can seek the truth and purpose behind this creation from learned gurus.

We invite all our donors to stay at our/ your campus (Yajna Sthal) during their last decade to partake in the Yajna of reviving the world from bottom to top with the principles of Karma and Dharma. They can prefer to buy one 2000 sft Flat and settle down here. They can communicate with their children whenever they need to clarify a few things concerning business or whatever. They may even visit their children twice a year or invite them to the campus for a day or two. We provide you with the below facilities.







# 04

## THE 18 TAKEAWAYS AT YOUR VANAPRASTHA

1

The Gita, the 10 Upanishads, and the Complete Ramayana and Mahabharata, will be taught in the first three years, followed by Puranas for the next 7 years.

2

Can oversee the functioning of Gita University, Civil Services School & Global Leadership Institute.

3

Can share your expertise and experiences with the students from any of our three projects.

4

Can learn Gita from Gita gurus, deliver your own interpretation and make them accessible to the world.

5

Can interact with other wonderful colleagues who are also accomplished in their walk of life.

6

You can motivate the world by sharing your wisdom with local and global print, electronic, and social media journalists.

7

Will participate in Sathsang discussions on Bhagavad Gita and many other topics.

8

Can interact with our orphan students at "Civil Services School" and motivate them.

9

Separate gardens are designed in different parts of the campus to enable members gather and discuss.

10

All medical facilities will be provided associating with a super speciality hospital.

11

A dedicated servant maid will be available 24x7 for help or to attend to any emergency situation.

12

24/7 duty doctor, dedicated nursing team, ambulance and nursing services 24x7 at the campus.

13

A 24-hour Restaurant with healthy food will be available. Full care will be taken even if completely bedridden.

14

Can prefer quitting the body at the campus and having last rights with proper vedic rituals.

15

Our Ved pandits will perform a homa to request Gods give you a special treatment and respect.

16

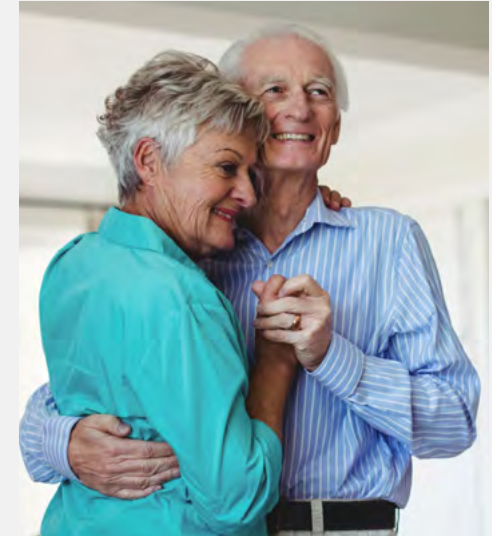
Our Ved pandits perform all the pitru tarpans every year to give your soul more power.

17

You will own a 2000 sft duper luxury flat in our 24-acre donors lounge.

18

The flat / membership may be transferred to your spouse or nominee.



Note: This is an offering to our donors to make them extremely happy and blissful during their last decade of life and to help them have a wonderful journey in other realms after leaving their current bodies. We also love our donors to help mould our students into the most ethical people on this planet and guide the children of affluent youth with the do's and don'ts from their experiences.





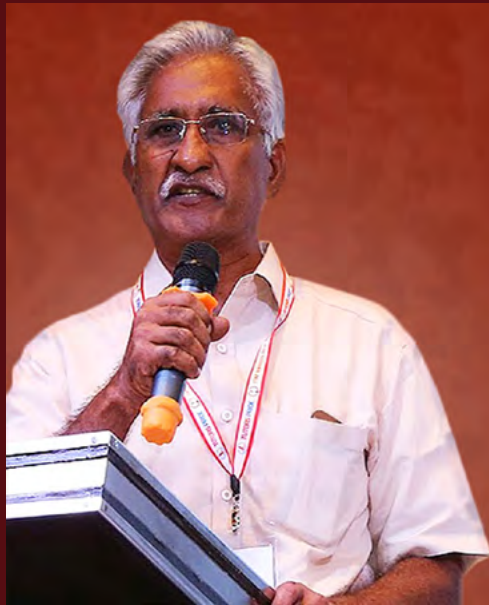
## An exclusive service for our 1108 donors.

Becoming a successful entrepreneur or celebrity requires dedication, perseverance, determination, discipline, hard work, character, and a deep passion for their craft. Success is not a result of chance or luck but a deliberate and conscious effort. Every accomplished individual can be likened to Arjuna, as their life experiences have taught them valuable lessons and their inner consciousness has served as their guiding force, much like Lord Krishna. We aim to unveil the “inner soul” of our 1108 divine generous donors and showcase it to the world as their “Atma gita”.



It is truly disheartening to witness numerous remarkable individuals departing without immortalizing their legacies, principles, and morals for future generations to learn from, draw inspiration from, adopt, and integrate into their lives. Our initiative is to prevent this from happening again, especially with our generous 1108 donors. We are committed to documenting and sharing the “Personal Gita” of our donors, who can serve as modern-day Lord Krishnas, inspiring future generations.

To accomplish this goal, we will conduct an exclusive interview with all of our donors, delving deep into their innermost thoughts and feelings, and then share it with the public. These intimate Gita teachings will significantly benefit their future generations, family members, friends, youth, and the community. The interview will be carefully edited and divided into three segments, each lasting 90 minutes. The initial segment will be uploaded to our YouTube channel right away. The second segment will be aired posthumously. The third segment will be given to the designated recipient seven days after the second segment airs. The interview will be skillfully edited with professional background music. The first video will focus on “Life Lessons”, the second will explore “Self-discovery”, and the third will feature a heartfelt message to their loved ones.



Chalasani Balaramayya garu  
Chairman  
**Bhagawat Gita  
Foundation for Vedic Studies**



#### BHAGAWAT GITA FOUNDATION FOR VEDIC STUDIES

Email: [gitauniversity@gmail.com](mailto:gitauniversity@gmail.com)

Websites: [www.gitauniversity.in](http://www.gitauniversity.in), [gitayajna.org](http://gitayajna.org)  
[valmikiramayana.in](http://valmikiramayana.in), [universalheroram.com](http://universalheroram.com)



#### Organization type.

This is a section-8 organization, registered with the Ministry of company affairs, Government of India. For 12A and 80G Certifications, please visit our website link as given below.

<https://gitauniversity.in/certifications/>



Anand K. Reddy. M.Tech (structures),  
Founder Director  
Ph.89779-31068, 8520-933-933





# BHAGAWAT GITA

## FOUNDATION FOR VEDIC STUDIES

Section 8 Non profit Organization Registered with MCA, Govt. of INDIA

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Bhagawadgitatamil

Bhagawadgitakannada



Scan the QR Code for the Project  
Video in English, Hindi & Telugu

**sarva-dharman parityajya - mam ekam saranam vraja**  
**aham tvam sarva-papebhyo - moksaisyami ma shuchaha**

sarva-dharman—all varieties of religion; parityajya—abandoning; mam—unto Me;  
ekam—only; saranam—surrender; vraja—go; aham—I; tvam—you; sarva—all; pa-  
pebhyah—from sinful reactions; moksaisyami—deliver; ma—not; sucah—worry.

**Abandon all varieties of religion and just surrender unto Me.**

**I shall deliver you from all sinful reaction. Do not fear.**