

INTERNATIONAL SCHOOL FOR BHAGAWAT GITA

Sri Vedic
Township



BHAGAWAT GITA
FOUNDATION FOR VEDIC STUDIES

Gita 7.2 jñānam te'haṁ sa-vijñānam idaṁ vakṣhyāmyaśheṣataḥ
yad jñātvā neha bhūyo'nyat jñātavyam-avaśhiṣyate

“I shall now reveal unto you fully this knowledge and wisdom,
knowing which nothing else remains to be known in this world.”

TRUE CIVILIZATION

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.



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" If the suns come down, and the moons crumble into dust, and systems after systems are hurled into annihilation, what is that to you? Stand as a rock; you are indestructible. You are the Self, the God of the universe. Say - "I am Existence, Absolute Bliss, Absolute Knowledge, I am He," and like a lion breaking its cage, break your chain and be free forever. What frightens you, what holds you down? Only ignorance and delusion; nothing else can bind you. You are the Pure One, the Ever-blessed."

Swami Vivekananda







International School for Bhagawat Gita

- Creating International Gita Gurus.
(1000 in 5 years, 10,000 in 25 years and 1 lakh in 75 years)
- Karma Yoga for Foreigners visiting India.
- Karma Yoga for Celebrities, Politicians and CEOs.
- Gita Wisdom for Affluent Youth.
(A must-attend program for a successful marriage.)
- Karma Yoga for Graduates.

FIVE REASONS FOR HUMAN SUFFERING

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.

Living in today's world, individuals are relentlessly burdened by a multitude of challenges. These range from financial hardships, relationship conflicts, and workplace stress to mental and physical health issues, ineffective governance, substandard education and healthcare systems, lawlessness, delayed justice, unsanitary environments, and poor infrastructure. Many graduates without practical skills, face limited job opportunities, and struggle with untrustworthy associations. Additionally, society is plagued by persistent violence fueled by frequent wars—rooted in ego, ignorance, sectarianism, religious intolerance, inadequate diplomatic dialogue between nations, and the limitations of global institutions such as the United Nations. The cumulative weight of these issues makes the pursuit of peace and inner tranquillity increasingly elusive. Importantly, this list of problems appears endless. Yet, our enlightened ancestors meticulously examined these societal struggles and identified five fundamental root causes—the Pancha Kleshas. By addressing these core afflictions, it is believed that all other challenges can be resolved at their source. Let us now explore these kleshas and recognize the urgent and sustained actions needed to overcome them.



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.

Bhagawad Gita 2.64

rāga-dveṣha-viyuktais tu viṣhayān indriyaiś charan
ātma-vaśhyair-vidheyātmā prasādam adhigachchhati



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 Thus, the concept of establishing the International School for Bhagavad Gita was developed to educate people around the globe on the tenets of Karma and Dharma. This institution aims to provide essential leadership insights to business leaders, politicians, celebrities, and their families. While some may contend that the projected budget of Rs.450 crores is excessive, we firmly believe that this investment is a modest cost for the profound influence it can exert on individuals and society at large. This sum pales in comparison to the financial resources allocated for events such as the Krishna and Godavari Pushkar in Andhra Pradesh and the construction of statues and temples worldwide, which contribute little to the betterment of humanity. We look forward to the support and collaboration of dharmic organizations, state and central governments, and affluent dharmic individuals in India to back this initiative, thereby contributing to a lasting solution to the various sectarian discord that impedes global and individual peace.



Global Peace with Gita Wisdom



Bhagawat Gita



Global Citizenship



Global peace.

The Bhagavad Gita reveals to every sincere seeker the knowledge of their true self (Atman) and the profound purpose of their journey on Earth. It purifies one's thoughts, words, and actions, guiding individuals to perform only Dharmic deeds, aligned with universal harmony. Through its timeless teachings, one gains a deep understanding of the laws of Karma and Dharma, recognizing that these divine principles shape the kind of body and circumstances the soul inherits life after life.

When one realizes, even faintly, the inevitable consequences of even the smallest misdeed, one trembles at the thought of hurting oneself or another. And when one tastes the sweetness of performing even the tiniest act of goodness, one is inspired to walk forever on the path of virtue. Such is the transformative power of Gita's wisdom. The Gita elevates one's vision, making them realize that God is not confined to a name, form, or sectarian identity, but is the Supreme Consciousness, the boundless energy that pervades all beings and governs this creation through the mysterious power of Maya.

The Gita is not just a philosophical text; it is the ultimate manual of life skills. It empowers individuals to overcome their weaknesses and to build a life based on their inner strengths. It inspires one to stand steadfast in Dharma, defend it when necessary, and live by it. Like Lord Rama, a student of the Gita learns to cultivate the company of the virtuous, even if they seem powerless externally, and to keep a respectful distance from those lacking righteousness, regardless of their worldly power.

With the collective strength of Dharma, unwavering self-belief, and trust in the Supreme Being, such individuals inevitably progress toward material success and, ultimately, Moksha (liberation) — provided they have exhausted their accumulated Karmic debts.

Through the Gita's wisdom, seekers begin to see all living beings within themselves and themselves within all living beings. Such realization naturally dissolves all sectarian divisions and leads to a life filled with compassion, empathy, and universal love. They come to know that they are but a spark of the One Infinite Reality, and that this material world is nothing but a temporary stage shaped by the play of sense objects and perception.

Having understood the eternal journey of the soul, seekers realize that neither fate nor divine favoritism determines their destiny, but only their Karma and Dharma. The Gita teaches that God is ever impartial, simply reflecting to each being the fruits of their own actions.

It is no surprise, therefore, that even those who belong to other faiths, upon sincerely listening to the Gita once, often feel an irresistible urge to listen again and again. We firmly believe that lasting peace, unity, and harmony among the diverse peoples of this world — across races, nations, languages, religions, and cultures — can only be established through the universal message of the Bhagavad Gita.

At the International School for Bhagavad Gita, our mission is to make this knowledge accessible, relevant, and transformative — not as dogma, but as a universal science of life. We aim to equip individuals with life skills drawn directly from the Gita — cultivating resilience, ethical decision-making, emotional intelligence, and a deep sense of interconnectedness with all life.

Our vision is clear and bold: To enable at least 5 billion people across the world to be introduced to the wisdom of the Bhagavad Gita by 2050. We believe this will not only enrich individual lives but also contribute to global peace, sustainable development, and human flourishing. It is our aspiration that Hyderabad will be the birthplace of this movement — the first city to host this humble but ambitious effort. From here, we envision the message of the Gita radiating to every corner of the globe.



Why Bhagawad Gita is mandatory for the world?

Global perspective

People are divided

It is evident across the world today that humanity is increasingly fragmented by artificial boundaries — religion, race, geography, social class, nationality, language, and similar distinctions. These superficial divisions have fueled a growing sense of hostility and mistrust among people, often overshadowing the deeper unity that binds all of us. As a consequence, governments and institutions are forced to divert their attention to managing these avoidable conflicts, leaving them with less energy and focus for addressing truly constructive and transformative priorities that could uplift society as a whole.

Cosmopolitan culture is inevitable

In the present era, as the world rapidly transforms into a global village, the challenge of peaceful coexistence among people of diverse beliefs has become increasingly evident. Nations that were largely homogeneous in terms of religion and ethnicity in the early 1900s now find themselves home to populations of varied cultures, faiths, and traditions. In democratic societies, it is neither practical nor desirable to impose religious restrictions or to expect uniformity of faith or ethnicity among citizens. The need of the hour is to foster mutual respect, understanding, and harmony amidst this rich diversity.

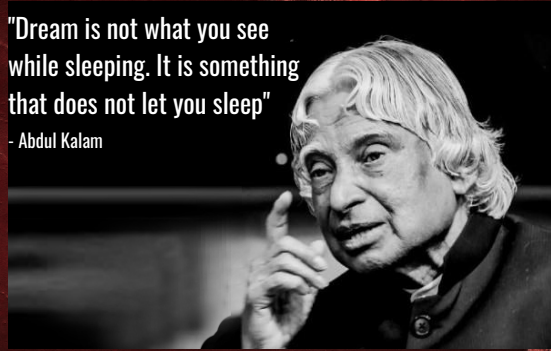
It is always “The good” vs. “The bad”

The eternal conflict in the world is not merely between groups, nations, or religions, but fundamentally between individuals who embody righteousness and reason and those who are influenced by ignorance and unrighteousness. While negative tendencies may, at times, seem linked to certain factions or ideologies, they are, in truth, the result of deeper causes — upbringing, environment, and the innate disposition of individuals. Those who are inclined toward goodness will naturally seek positivity, truth, and harmony, while those burdened by ignorance or harmful tendencies will be drawn towards negativity, irrespective of their background or belief system. It is therefore essential to transcend the superficial blame on particular religions or sects and recognize that the real challenge lies in addressing human character itself. Our collective goal should be to build a society where virtue is recognized and rewarded, where ignorance is corrected through education and compassion, and where persistent wrongdoing is addressed with appropriate and just consequences. Only then can we hope to create a world anchored in peace, fairness, and true harmony.



"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 peace and stability of any society depend not only on the wisdom of its leaders but equally on the discernment and maturity of its people. When individuals are nurtured with wisdom, righteousness, and a deep understanding of life's higher principles, they naturally develop the ability to distinguish between causes worth supporting and those that lead to discord. Such enlightened citizens make thoughtful choices in selecting leaders, fostering a culture of accountability and inspiring governments to act with integrity, compassion, and a commitment to the common good. In this way, both the rulers and the ruled work hand in hand to uphold harmony and progress.



Bad Citizenship and Its Solution

The state of citizenship in many parts of the world has reached a critical juncture, where even political parties that genuinely aspire to deliver good governance often find themselves struggling to secure public trust. When discernment and wisdom are lacking among the citizenry, trivial matters overshadow truly significant issues, leaving elected governments perplexed and often unable to fulfill their moral and constitutional responsibilities effectively. This has become one of the greatest challenges facing modern democracies – the urgent need to educate and elevate public consciousness, nurturing a mindset that values development, justice, and long-term well-being over short-term gains and superficial distractions.

How to Transcend False Identities?

The deep-rooted sectarian sentiments and false identities that divide humanity can indeed be addressed through thoughtful governance, wise regulations, and constant vigilance. However, this is no easy task, especially given the long-standing leniency and inaction of past administrations. Moreover, relying solely on restrictive or overly complex methods to manage sectarian tensions risks fueling further unrest, potentially even leading to civil strife. The true and sustainable path to global peace lies not in suppression, but in illumination – guiding individuals towards self-awareness and an understanding of the deeper purpose of life. By imparting the universal principles of Karma and Dharma, people naturally outgrow narrow identifications and embrace a broader, more harmonious perspective of the world. Rather than merely discouraging undesirable behaviors through fear or enforcement, it is far more effective to nurture the wisdom that inspires voluntary transformation. This wisdom, as revealed in the Bhagavad Gita, holds the key to personal and collective upliftment. Hence, the establishment of the Gita University Project is not just desirable, but essential – for it aims to offer the world the timeless knowledge needed to cultivate lasting peace, harmony, and universal brotherhood.

Individual perspective

A Generation Prone to Short Temper

In today's world, a noticeable rise in agitation and short temper can be observed across all sections of society—from children to corporate leaders. While emotions such as annoyance and anger are natural aspects of human experience, what truly matters is how one chooses to respond to them. Reacting impulsively or speaking without reflection often leads to unintended and unfavorable consequences, both for oneself and others. Cultivating patience and mindful awareness is therefore essential in navigating these emotions wisely.

No good relationship with anyone

Despite material abundance, many find themselves struggling with strained relationships and an ever-elusive sense of inner peace. Powerful emotions — love, hatred, anger, and desire — often become sources of turmoil, leading to restless minds and sleepless nights. Compounding this unrest is the ego-driven tendency to always seek validation as being right, which silently erodes the foundation of personal relationships. True harmony, both within and with others, can only be restored when one learns to balance emotions with understanding, humility, and self-awareness.

Good Karma Vs Bad Karma

All misdeeds, whether legal or moral, arise fundamentally from a lack of discernment between right and wrong. When individuals fail to recognize the consequences of their actions, they often fall into patterns of harm — both to themselves and to others. However, when one becomes aware of the inevitable repercussions of negative actions, it naturally acts as a deterrent. Likewise, understanding the profound and lasting benefits of positive, virtuous deeds inspires individuals to act righteously and contribute to their own well-being and the welfare of society.

“Good should always be nourished.”

The foremost duty of parents and society is to ensure that individuals with inherent goodness are protected from the influence of those who are morally misguided. To preserve and strengthen their virtuous nature, such individuals must be nurtured through proper upbringing, enriched with moral and spiritual education. The timeless wisdom embedded in ancient Indian epics like the Ramayana, Mahabharata, and the invaluable Panchatantra tales authored by Acharya Vishnu Sharma, offer profound life lessons for children and youth. These stories instill values such as courage, truthfulness, compassion, and self-discipline — the very pillars of a harmonious society. However, moral guidance alone is not sufficient. A well-structured and just judicial system is equally essential — one that rewards righteousness and holds wrongdoing accountable. Without it, the fabric of society weakens, and even the virtuous lose faith.

It is equally important for individuals who possess a righteous disposition to deeply understand the teachings of the Bhagavad Gita, especially the wisdom imparted in Chapter 18, Verse 37, which reveals that although the path of Dharma may seem difficult at first, it ultimately yields lasting joy and inner fulfillment. They should also recognize the Gita's warning in Verse 18.38, which states that the fleeting pleasures gained through unrighteous actions eventually culminate in sorrow and suffering.

History shows us that evil gains strength not because of its power, but because good people often become passive or fearful. When the virtuous lose courage, life becomes difficult for the righteous. Yet, when good individuals unite, rise above fear, and embody the spirit of Arjuna — standing firmly for Dharma — evil is subdued, and the world becomes a more just and peaceful.

The Gita University Project aims to inspire, empower, and awaken the discouraged yet inherently good-hearted majority, who represent over 90% of humanity, to stand together, guided by the wisdom of the Bhagavad Gita. By doing so, we believe that a new era of harmony, courage, and righteousness can dawn for the entire world.



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”.

The Bhagavad Gita beautifully offers every individual the freedom to relate to the Divine in a way that resonates with their heart — whether as a personal form or as the formless Absolute. This openness to both form and formlessness reflects the true spirit of God, transcending narrow boundaries and inviting all to experience the Divine in their own way. Such plurality of worship is the hallmark of a mature and enlightened civilization, and it is this very spirit that the Gita invites all nations and societies to embrace for peaceful coexistence.

It is no wonder, then, that wise men and women across the world have long recognized the Gita as a universal scripture — a book that speaks to people of all faiths and backgrounds. For this reason, Lord Krishna Himself proclaimed it as Raja Vidya, the king of all knowledge, for it offers the sovereign science of life applicable to all, irrespective of their religion or culture.

Yet, it is deeply unfortunate that this supreme science is often misunderstood today, viewed narrowly as just another religious text, rather than the universal wisdom it truly is. Now, more than ever, it is time for the world to rediscover the Gita’s universal message — that all living beings act according to the three modes of material nature, namely Sattva (purity), Rajas (passion), and Tamas (ignorance). Understanding this is the key to decoding human behavior and finding harmony within and without.

The Gita does not aim to convert, divide, or impose — it teaches to elevate or liberate. Its teachings are meant for all of humanity, guiding us beyond the superficial labels of religion and into the heart of Dharma and eternal wisdom.



Benefits to Humanity from Awareness of the Principle of Karma

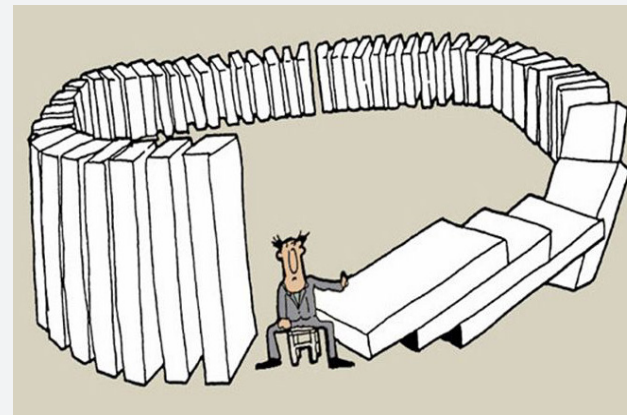
Awareness of the principles of Karma naturally compels individuals to adopt a virtuous and responsible way of living, which in turn fosters a harmonious and progressive society. Just as those deprived of clean water are compelled to drink whatever is available to quench their thirst, so too do human beings, when deprived of true knowledge, settle for incomplete or distorted views of life. Yet, unlike other creatures, humans are gifted with an inherent longing for self-discovery — a quest that sets them apart from the animal kingdom.

In the absence of the illuminating wisdom of the Bhagavad Gita, individuals often mistake their limited, conditioned knowledge as complete. This ignorance is far more dangerous than any external intoxication, for it leads not only to personal suffering but also endangers the very future of humanity.

Just as artificial light can never replace the life-sustaining power of sunlight, no superficial philosophy or temporary remedy can provide the nourishment that the soul seeks. Only through the sincere practice of Karma Yoga, as taught in the Gita, can the mysteries of life be unveiled, and the higher purpose of human existence be realized.

If individuals fail to awaken to the reality of life's complexities and the responsibilities bestowed upon them by their human birth, they risk not only wasting this precious opportunity but may also, according to the laws of Karma, regress to lower forms of life — Reincarnating into lower life forms such as animals, birds, or insects. This is not a punishment but a consequence of failing to use the human intellect and free will for their highest potential. Thus, the Gita stands as the sunlight that can rejuvenate humanity, leading it from ignorance to wisdom, from confusion to clarity, and from bondage to liberation.

The principle of Karma establishes the divine law of accountability within every human heart — reminding us that we alone are responsible for our joys and sorrows, gains and losses. The sincere practice of the basic tenets of Karma naturally leads the seeker towards the noble path of Karma Yoga. When one begins to practice Karma Yoga under the guidance of wise and realized teachers, it gradually matures into the Yoga of Equanimity, where one learns to remain balanced amidst the dualities of success and failure, pleasure and pain. As this inner equanimity deepens, it becomes the gateway to the highest realization — the awakening of non-dual knowledge (Advaita Jnana). The seeker perceives the grand unity of existence, realizing that all beings and the entire universe are but reflections of the One Supreme Reality. One begins to see oneself in all beings and all beings within oneself. The vision becomes so expansive that one perceives the Creator present within every particle of creation and sees the entire creation resting within the Creator. With this sublime understanding, it becomes impossible to foster hatred, division, or ill-will towards any living being. One recognizes that the Supreme Lord dwells in the hearts of all, governing both the animate and the inanimate through His inscrutable Yogic Maya. Such realization brings about unshakable compassion, universal love, and profound peace.



This simple yet profound non-dual spiritual wisdom holds the power to establish lasting peace, provided it is made accessible to all. When understood and practiced, it naturally dissolves the barriers that divide humanity — whether they are based on nationality, race, faith, or ideology — and fosters a society rooted in harmony and mutual respect. The cultivation of equanimity through the practice of Yoga empowers individuals to develop a balanced and expansive mindset, one that honours and appreciates diverse perspectives. This inner balance not only reduces conflicts between nations, communities, and religious groups, but also helps resolve the subtle yet painful frictions that often arise within families and close relationships. A society where individuals are guided by this higher understanding becomes a society that moves beyond superficial differences and embraces the shared divinity in all.

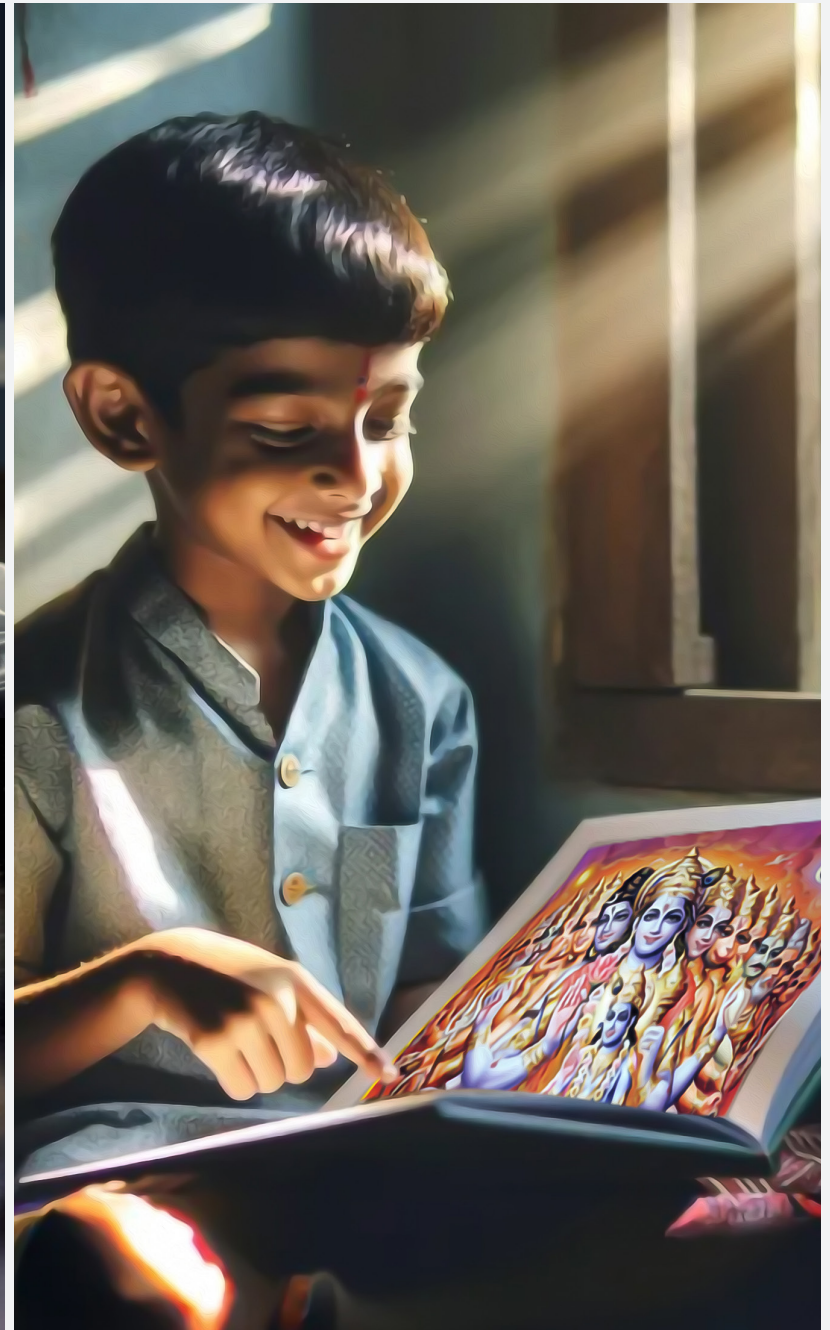


Through the wisdom of the Gita, children will come to understand the broader purpose of life and the deeper reason for their birth on this planet. They will develop the ability to gracefully embrace life's dualities — success and failure, joy and sorrow — with equanimity, gradually cultivating the qualities of a Stitha Prajna — one who remains steady and composed amidst all circumstances.

This enlightenment is not only for the young but equally for the elderly. As they approach the natural conclusion of their earthly journey, they will no longer be burdened by fear or regret. Instead, they will welcome the opportunity to experience the higher realms described in sacred texts, carrying within them a sense of readiness and joy as they prepare to take up new bodies, as per the eternal cycle of existence.

Sadly, in the absence of such understanding, we often witness even those who lived dignified and respectable lives, break down when confronted with death. Fearful and unprepared, they pray desperately for the extension of their bodily existence, forgetting that no one — neither loved ones nor accumulated wealth — can accompany them beyond. In such moments, they feel orphaned, standing empty-handed before Yama, the Lord of Death, regretting the ignorance of a lifetime spent without deeper reflection.

It is our heartfelt aspiration that no one — especially those noble souls who have toiled hard all their lives for the welfare of their families — should ever face such a fate. Instead, may they, with the light of wisdom, depart peacefully, joyfully, and with full awareness of the eternal journey that lies ahead.



The Responsibility of Gita Gurus Toward Society's Well-being

The wise and spiritually awakened among us carry a sacred responsibility — to share their knowledge generously, ensuring that ignorance does not prevail in our societies. Their natural dharma is to study and live by the Vedic scriptures, and to illuminate the paths of leaders, businesspeople, farmers, educators, and workers alike with the light of eternal wisdom.

However, when those entrusted with this wisdom abandon their Swadharma — their rightful duty — and instead take on roles meant for others (Para Dharma), the balance of the human duty pyramid is disrupted. This misalignment has led to the societal and global imbalances we are witnessing today.

If those who are masters of Yogic science and spiritual knowledge — along with the political leaders who shape our nations — remain true to their Swadharma, which collectively comprises less than 1% of the population — the remaining 99% can then live in peace and harmony. But when spiritual leaders neglect to guide political leaders in righteous governance, and neglect to warn them of the karmic consequences of unethical behavior, it emboldens the political class to act without moral restraint.

As a result, the general public, observing the actions of their leaders, begins to disregard virtue and Dharma. They witness unethical conduct yielding material success, and are led to believe that morality is optional. This erosion of values trickles

down into families, communities, and institutions, giving rise to corruption, injustice, and widespread societal confusion.

To reverse this trend and reduce hostility between nations, religions, castes, races, regions, languages, and even among families, the wise must once again rise to the occasion. They must take it upon themselves to sit with government leaders, at both state and national levels, and humbly present the benefits of Karma Yoga — not as a religion, but as a universal science of right action.

They must help leaders understand how rare and blessed their positions of power are, and that such positions are likely the fruit of righteous actions in past lives. By staying aligned with Dharma in their current lives, they not only benefit their people but prepare themselves for even greater growth in future births.

Once these leaders comprehend the laws of Karma and Dharma, the wise should encourage them to integrate Karma Yoga into educational systems, so the youth can grow up grounded in clarity, balance, and responsibility.

In doing so, the wise fulfill their sacred duty — acting as the moral compass of society and consistently nurturing discernment, reason, and righteousness in the world.



BRAHMANA

Monks
Doctors
Counselors



VAISHYA

Entrepreneurs
Merchants
Shop Owners



KSHATRIYA

Police
Soldiers
Kings



SHUDRA

Workers
Artists
Craftsmen



INTERNATIONAL SCHOOL FOR BHAGAWAD GITA

PHYSICAL CAMPUS

The importance and benefits of knowing the Yogic science in Lord Krishna's words.

jnanam te'ham sa-vijnanam idam vakshyamyasheshataha
yad jnatva neha bhuyo'nyath jnatavyam-avashishyate - 7.2

raja-vidya raja-guhyam pavitram idam uttamam
pratyakshavagamam dharmyam su-sukham kartum avyayam 9.2

mach-chittah sarva-durgani mat-prasadat tarishyasi
atha chettvam ahankarat na shroshyasi vinankshyasi 18.58

"I will now wholly disclose this knowledge and wisdom to you, for with it, nothing else in this world remains to be discovered. This knowledge is the supreme science and encompasses the most profound mysteries. It has the power to purify those who receive it. It is readily attainable, aligns with dharma, is simple to practice, and yields lasting results. You will surmount all challenges and hardships by comprehending and adhering to either of the two yogic paths. However, if you let pride obscure their understanding of yogic science, you risk becoming trapped in the illusory cycles of birth and death." **Lord Krishna**

PROGRAM 1

CREATING INTERNATIONAL GITA GURUS. 1000 GITA GURUS IN 5 YEARS, 10,000 IN 25 YEARS & 1 LAKH BY 2100

Our mission is to illuminate the world with the timeless wisdom of the Bhagavad Gita. In the first five years, we aim to train 1,000 Gita Gurus and establish 1,000 Gita Bhavans across the United States. Over the next 25 years, this will expand to 10,000 Gita Gurus and 10,000 Bhavans globally. By the year 2100, we aspire to reach a landmark goal of 1,00,000 Gita Gurus and establish 1,00,000 Gita Bhavans worldwide—each serving as a beacon of peace, reflection, and inner transformation. These spiritual centers will welcome people from all walks of life, faiths, and backgrounds, offering universal teachings that nurture emotional balance, selfless service, and conscious living.

To achieve this vision, we estimate a need for approximately 10 lakh acres of land—allocating one Gita Bhavan per one lakh population. If the Central and State Governments were to release even 50% of the land held by temple endowment departments—land that rightfully belongs to Lord Rama and lies dormant—we could effortlessly fulfil this mission. Additionally, India's temples hold over ₹1 lakh crore worth of untapped gold reserves, and lakhs of acres of sacred land have tragically fallen into misuse and encroachment. If repurposed with integrity, these resources could transform into powerful tools for global dharmic outreach.

However, we fully acknowledge that we currently hold no authority to influence such matters. For now, our focus remains firmly rooted in action. Over the next five years, we will demonstrate our intent by successfully commissioning the International School for Bhagavad Gita in Shankarpally, Hyderabad and gifting 1,000 well-trained Gita Gurus to the United States of America. Upon this foundation of integrity and delivery, we shall revisit the larger vision of global expansion with conviction, humility, and faith in divine timing.



The Need for Balanced Spiritual Education in a Changing World.

In today's fast-paced world, society finds itself increasingly fragmented — not only by economic class but also by ideology and belief. The impoverished struggle to meet their basic needs, the middle class is weighed down by familial and financial responsibilities, and the affluent often pursue expansion of their enterprises and influence. Amidst these dynamics, there has been a noticeable rise in individuals driven by religious zeal — many of whom, unfortunately, lack a balanced and philosophical understanding of spirituality. Rather than fostering unity, this often leads to division and unrest.

Just a few decades ago, only a small fraction of society — estimated at around 1% — actively engaged in spreading religious ideologies, often without depth or universal grounding. Today, experts estimate that this number has surged to over 20%, with projections indicating it could reach 50% within the next decade. If left unchecked, the spread of extreme, misinformed ideologies could produce consequences far more devastating than even nuclear conflict.

As long as societies continue to associate God solely with rigid religious identities, rather than with the universal principle of Karma, such conflicts will persist. What the world urgently needs is a spiritual shift — from externalized worship and sectarian identity to a karma-based philosophy that upholds the timeless truth: that our actions shape our destiny, independent of divine favor or wrath.

If humanity continues to neglect rational and inclusive spiritual education, the world risks descending into a state where every region could mirror the violence and instability we witness in conflict zones like Palestine and Gaza.

We believe the solution lies in promoting spiritual education rooted in wisdom, discernment, and universal values. The Bhagavad Gita, one of the world's most revered spiritual texts, offers a timeless and practical framework for integrating the material and spiritual aspects of life. Its teachings on duty, selflessness, equanimity, and inner peace foster ethical leadership, respect for diversity, and critical thinking — all essential in countering fanaticism and ideological extremism.

As the global community becomes increasingly segmented by religion, race, nationality, language, and other divisions, we must rise to the occasion with clarity and courage. It is time to liberate ourselves from these artificial limitations. The non-dual teachings of Lord Krishna, Bhagavan Veda Vyasa, and Jagadguru Adi Shankaracharya remind us that one unified divine energy expresses itself in countless names, forms, and manifestations — living and non-living — across the universe.

Educated, thoughtful individuals across the globe must now transcend narrow religious identities and embrace the universal laws of Karma and Dharma, which govern our experiences in this physical realm. This shift in consciousness is the true path toward inner freedom and global harmony.

Our mission includes:

- Building 1,000 Gita Bhavans in the United States within the first 5 years
- Expanding to 10,000 Gita Bhavans globally within 25 years
- Reaching 100,000 Gita Bhavans worldwide within 75 years

These will serve as centers of peace, reflection, and transformation, offering universal teachings to people of all faiths, traditions, and backgrounds. With the light of the Gita, we believe we can nurture a generation of wise, compassionate, and dharmic leaders who will make this world a more just, united, and joyful place for all beings.



A REQUEST TO DHARMIC POWER HOLDERS

Many Dharmic institutions in India are hoarding massive reserves of cash and gold, sitting on centuries of donated wealth — doing nothing. They somehow believe that preserving wealth in vaults is equivalent to protecting Sanatana Dharma. This mindset is not only petty and regressive, but also dangerously irresponsible.

They lack the courage to think beyond rituals, the vision to act globally, and worst of all, the faith in the transformative power of the Bhagavad Gita. They don't even believe in their own potential to make a meaningful impact on society. Their inaction is a betrayal of the very Dharma they claim to protect.

Let it be said clearly:

It is these timid trustees, along with a docile and indifferent state and central government, who are the primary culprits behind the decline of Sanatana Dharma. This eternal wisdom, which once spanned the globe, is now barely visible in one or two countries out of 195. We have allowed it to shrink — not because of external threats, but because of internal apathy.

At the current birth rate trajectory, Hindus will become a minority in India within 50 years. This is not fiction — it is data-backed, inevitable reality if we do not act now.

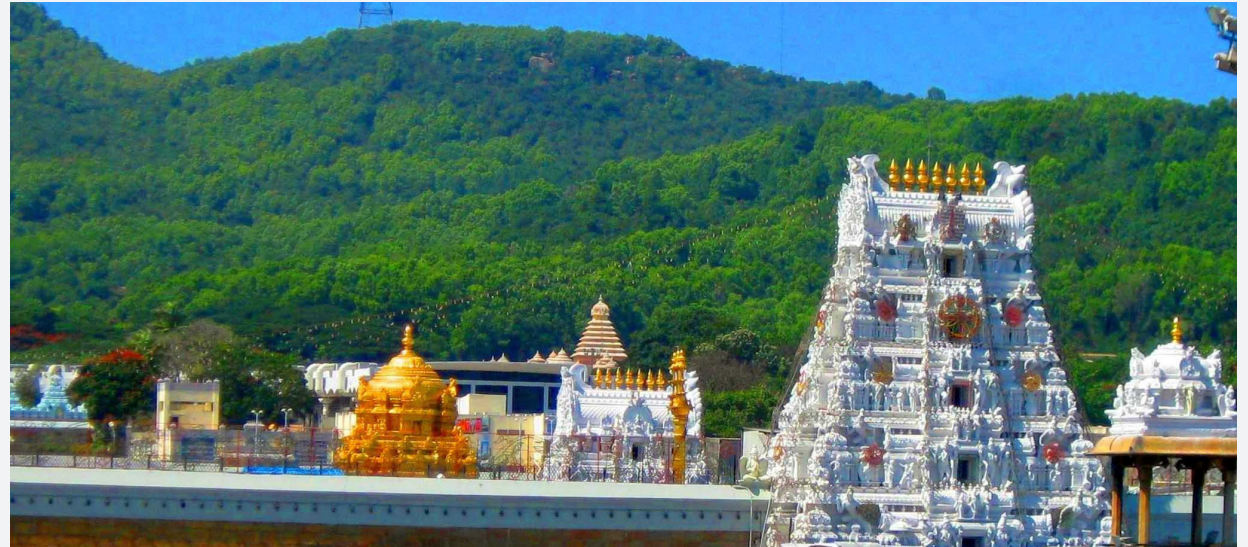
We are not asking for 100%. We are not asking for 50%.

We are begging every institution, every powerful individual, and every trustee sitting on dead capital to reallocate just 1% of their idle reserves toward this living mission that will revive, expand, and universalize the Gita's message for all of humanity.

The time for silence is over.

The time for passive comfort has passed.

If we don't rise now, we may not exist tomorrow.



A REQUEST TO ADVAITA MATHAS.

Jagadguru Adi Shankaracharya's legendary journeys—known as Digvijaya—were not mere pilgrimages. They were purposeful missions to revive the spirit of Advaita Vedanta, dismantle sectarian dogmas, and establish the supremacy of Vedic wisdom rooted in non-duality.

On foot, with nothing but his intellect, devotion, and inner conviction, he traversed the length and breadth of Bharat—from Kanyakumari to Kashmir, and from the spiritual East to the sacred West. He engaged in fearless debates—not to defeat others, but to liberate them from intellectual bondage and sectarian ignorance, just as Lord Krishna declared in the Bhagavad Gita:

"Moghasa mogha-karmano mogha-jnana vichetasah..."
– Bhagavad Gita 9.12
(*"Those of demonic nature, devoid of discrimination, waste their lives in delusion..."*)

He established four great mathas—Sringeri (South), Dwarka (West), Puri (East), and Jyotirmath (North)—not as power centers, but as eternal beacons of knowledge, meant to enlighten society, not merely sustain ritualism.

The Duty of Today's Acharyas

Adi Shankaracharya didn't live in comfort. He walked across rivers, forests, and mountains. He refuted blind ritualism, and boldly proclaimed the oneness of all beings, just as Sri Krishna declared:

"Sarvatah pani-padam tat sarvato 'ksi-siro-mukham..."
– Bhagavad Gita 13.14
(*"Everywhere are His hands and legs, His eyes and heads..."*)
"Yo mam pasyati sarvatra sarvam ca mayi pasyati..."
– Bhagavad Gita 6.30
(*"One who sees Me in everything and everything in Me is never lost to Me..."*)
"Samam sarvesu bhutesu tisthantam paramesvaram..."
– Bhagavad Gita 13.27–29
(*"He who sees the Supreme Lord dwelling equally in all beings, truly sees..."*)

And yet, today, we see a painful contrast.

Many current heads of revered Advaita mathas appear to prioritize Dvaita-style ritualism, immersed in daily pujas, offerings, mantras, and elaborate ceremonial routines—often from 4:00 AM to 2:00 PM—with little to no time left for teaching, outreach, or expansion of Dharma in the modern world.

The mathas, once envisioned as intellectual and spiritual nerve centers, have in many cases become quiet sanctuaries of tradition, more focused on ritual than realization.

WHAT NEEDS TO BE DONE

We are now in an era when Sannyasis can travel globally with ease—without compromising their satvic lifestyles, rituals, or food habits. So why aren't our spiritual leaders crossing oceans to spread the wisdom of the Gita, as Adi Shankara once crossed this land?

The five Advaita mathas must now be reimaged as dynamic universities of dharma—not static temples of tradition. Each center should aspire to oversee 20,000 Gita Bhavans globally, making the total 100,000 knowledge centers across the world—one for every one lakh people on Earth.

This is the dynamism we must embody.

This is the scale we must aspire to.

To occupy the seat of Jagadguru Adi Shankaracharya is to carry the mantle of the world's most intellectually radiant spiritual visionary of the last 5,000 years. Anything less than global movement, 24x7 spiritual outreach, and institutional expansion falls short of his divine intent.

A HUMBLE APPEAL TO THE ACHARYAS

We are preparing to humbly meet one of the most revered Shankaracharyas of our time—not to request donations, not to

seek fame, not to inflate our egos—but to place a sincere and urgent request at his lotus feet:

WE ASK FOR THREE THINGS ONLY:

To listen to our vision for the International School for Bhagavad Gita

- ▮ To bless this initiative publicly with your Acharya voice
- ▮ To guide and oversee the project, including spiritual alignment and financial integrity, as a co-signatory and dharmic guardian
- ▮ Our aim is not to seek personal endorsement, but to revive Sanatana Dharma for the benefit of the world.

Sanatana Dharma is not declining because of its enemies.

It is declining because its torchbearers have forgotten to carry the flame forward.

Let us not forget the very purpose of Adi Shankara's life:

To awaken. To engage. To liberate.

Let us now rise again in that same blazing spirit.

Let this be the new Digvijaya — not of conquest, but of universal elevation.



PROGRAM 2

KARMA YOGA FOR INTERNATIONAL VISITORS.

On average, over 25,000 international tourists visit India each day. At our proposed Hyderabad campus, We aim to offer a complimentary one-day Karma Yoga program to about 45,000 international visitors each year. In the subsequent phase, we envision establishing 10 mega 'Gita Bhavans'—each spread across 5 acres—in prominent tourist destinations across India over the next decade, with the support of local state governments and the Ministry of Tourism and Culture, Government of India. Through these centers, our goal is to introduce the science of Karma Yoga and Yogic wisdom to over 50% of all foreign tourists visiting the country. Ultimately, by the year 2050, we aspire to see more than half the global population embracing and endorsing the timeless principles of Karma and Dharma.



“International School for Bhagavad Gita — Where Wisdom meets the World”

Around 45% of international tourists visit India for leisure and vacation, while only 0.03% come for spiritual or pilgrimage reasons. This statistic is disheartening for a country like India, akin to visiting a beach without appreciating the sea. It highlights a shortcoming for those who cherish the values of Karma and Dharma, as many foreign visitors leave without experiencing the essence of India—the enduring wisdom of the Bhagavad Gita, a user manual for all beings in physical form, especially human beings.

WHO IS TO BE BLAMED?

Governments (Central and State): They promote India as a tourist destination for monuments, yoga retreats, and festivals but have hardly made structured efforts to introduce tourists to the Bhagavad Gita or Vedic knowledge in a serious yet approachable way.

Educational Institutions and Cultural Bodies: Many bodies, such as ICCR, IGNCA, tourism departments, etc., focus more on art, dance, food, or festivals than on India’s philosophical and spiritual heritage, which is its actual identity.

Tour Operators: Most tours are about sightseeing — Taj Mahal, Jaipur, Kerala, Rishikesh, but without even offering a half-day session on the Gita, Karma Yoga, or India’s spiritual worldview.

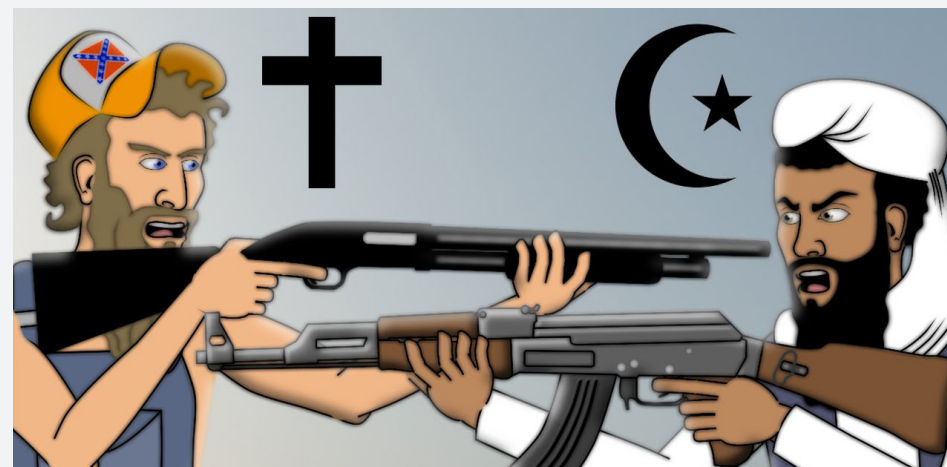
Local Communities & Ashrams: Many ashrams are inward-looking or cater only to initiated seekers. Very few open up systematically to the average curious but uninformed tourist.

WHAT CAN WE DO TO CHANGE THIS?

Here is a step-wise practical solution:

1. Create Bhagavad Gita Learning Centers near Major Tourist Spots

Initially, set up a Gita Bhavan and provide a one-day program focused on Karma Yoga. After collecting feedback from international visitors, consider expanding these Gita Bhavans to well-known tourist destinations like Agra, Varanasi, Rishikesh, Jaipur, Kerala, Goa, etc. These locations would offer Gita exclusively for foreign tourists on a complimentary basis. They will run with Hundi donations from the participants and also from all the interested people from all over the world.



2. Make it a part of Tourism Packages.

The Ministry of Tourism should mandate or incentivise tour operators to refer or recommend foreign tourists for the one-day Karma Yoga program at our Gita Bhavans.

3. Use Modern Presentation.

Storytelling, multimedia, interactive workshops, audio-visual aids, and easy-to-read handbooks should be available as people will not be interested in dry philosophy.

4. Training Tourist Guides

Train at least 10,000 guides in the basics of Bhagavad Gita and Indian spiritual philosophy so they can at least plant the seed in the tourists' minds.

5. Global Outreach

Promote these initiatives on global platforms like TripAdvisor, Airbnb Experiences, and Cultural Exchange programs.

Vision:

Through our complimentary 1-day program on Karma Yoga, we aspire to change these statistics, aiming for 50% of foreign visitors to explore the profound Yogic science. Our initial goal is to teach Karma Yoga to 45,000 individuals by conducting 100 sessions within a year, with plans to increase capacity in response to the growing demand for the program over time. After successfully implementing the program in Hyderabad, we plan to seek 5 acres of land in India's top 10 tourist destinations, collaborating with State and central tourism departments to establish Gita Bhavans Nationwide. These centres will offer a complimentary one-day program focused on Karma Yoga.



Objective:

To create an easily accessible, welcoming, and engaging learning space where foreign and Indian tourists can spend 1–3 days to understand the core teachings of Bhagavad Gita, especially Karma Yoga, in a simple, practical, and universal manner.

Program Duration

One-Day Introduction	4–6 hours
Two-Day Experience	10–12 hours
Three-Day Immersion	18–20 hours

Practical application:

How Gita can help me deal with modern life?

Universal Values (not tied to religion)

Simple Sanskrit verses with English explanations

Interactive Q&A, personal reflection activities

Tea/snack counter (Satvik food)

Expected Outcomes

- Tourists leave with a foundational yet profound understanding of the Gita.
- Plant seeds for further study and practice.
- Enhance India's soft power & cultural diplomacy.
- Generate local employment for trained guides, facilitators, and staff.
- Global peace & Individual peace.

Optional Add-Ons

Short certificate of participation

Free e-book or printed handbook

QR code for online Gita resources

What Makes This Program Special – And Why It Works.

- Simple, non-dogmatic.
- No preaching, only sharing.
- Practical & interactive.
- Fits into existing tourist plans as the course is very short.
- Gita wisdom will not disrupt others' existing belief systems.
- It's complimentary and Voluntary Donation-based.



PROGRAM 3

KARMA YOGA FOR POLITICIANS, CEOS AND CELEBRITIES.

The Bhagavad Gita: A Guiding Light for Ethical and Visionary Political Leadership

The Bhagavad Gita, with its timeless and universal wisdom, holds profound potential to positively transform political leadership and governance in today's world. Its teachings are rooted in the principles of Dharma (righteous duty), Karma (selfless action), and Yogic equanimity — all of which are directly applicable to the responsibilities and challenges faced by political leaders.

In a world increasingly driven by power, profit, and polarization, the Gita offers a moral and philosophical compass. It teaches that true leadership arises not from ego or personal ambition, but from a deep commitment to serving the greater good with integrity, courage, and compassion.

One of the Gita's core messages is the importance of doing one's duty (Swadharma) without attachment to personal outcomes. When applied to politics, this means making decisions based on ethics and collective welfare, rather than personal gain, party agendas, or temporary popularity. Leaders guided by Dharma are naturally aligned with justice, fairness, and truth — qualities essential for sustaining a peaceful and prosperous society. Moreover, the Gita places great emphasis on maintaining mental stability and inner calm in the face of adversity. This teaching is especially relevant for political leaders, who are often required to make high-stakes decisions during crises, under intense public scrutiny and pressure. A mind trained in the spirit of equanimity (Samatva) — neither elated by praise nor dejected by criticism — becomes a powerful asset in ensuring clarity, decisiveness, and resilience in leadership.

If politicians deeply internalize the Gita's teachings:

- Corruption would naturally diminish, as the awareness of Karma reinforces that every action brings consequences, seen or unseen.
- Unethical behavior would be replaced with transparent, conscious governance.
- Leaders would begin to prioritize the long-term welfare of their people over short-term personal or political gain.
- The values of compassion, accountability, and justice would become the foundation of public service.

At the International School for Bhagavad Gita, proposed at Shankarpally, Hyderabad, we will conduct a special six-day residential program exclusively designed for political leaders from around the world. We shall focus on principles such as Dharma (righteous leadership), Karma Yoga (selfless action), and emotional equanimity in governance. Our goal is to inspire ethical, compassionate, and visionary leadership rooted in ancient spiritual wisdom adapted for modern challenges. By cultivating self-awareness and moral clarity, politicians can rise above partisan divides and selfish interests. The Gita inspires leaders to become servant-leaders — visionaries who lead not from a place of domination, but from selfless responsibility. In essence, the integration of Gita Wisdom into political thought and practice could usher in a new era of governance — one that is ethical, efficient, inclusive, and spiritually grounded.



How does Gita wisdom benefit CEOs?

The timeless wisdom of the Bhagavad Gita offers profound value for CEOs and business leaders, guiding them through the complex demands of leadership and high-stakes decision-making. At its core, the Gita emphasizes the cultivation of self-awareness, mindfulness, and ethical conduct – foundational qualities for effective and visionary leadership. By embracing these principles, CEOs can develop a deeper understanding of their own motivations, strengths, and limitations, enabling them to lead with authenticity, empathy, and purpose.

The Gita also introduces the powerful concept of Karma Yoga – performing one's duties with full dedication, but without attachment to the results. This practice of detached action fosters clarity, resilience, and emotional balance, especially in times of uncertainty or pressure. Leaders guided by this mindset are less swayed by short-term gains or setbacks, and more focused on long-term impact and collective well-being.

Moreover, the Gita encourages inner stability, helping leaders remain composed and rational amidst external chaos – a vital trait in today's fast-evolving business landscape. By incorporating Gita wisdom into their leadership philosophy, CEOs can not only drive organizational success but also experience greater personal fulfilment, ethical clarity, and sustainable growth, both in business and in life.



How does Gita wisdom benefit Celebrities?

The Bhagavad Gita offers timeless guidance for celebrities navigating the often volatile landscape of a space of constant public scrutiny, criticism, and online hostility. Rooted in the principles of inner peace, self-mastery, and detachment from external validation, the Gita empowers individuals to remain grounded and unaffected by both praise and criticism. It teaches that true success lies not in public approval, but in staying aligned with one's values, purpose, and Dharma.

Rather than reacting impulsively to negativity, the Gita encourages a mindset of equanimity and compassion, allowing celebrities to respond with grace, wisdom, and maturity. Its teachings remind us that our focus should remain on the quality of our actions, not on how they are perceived by others.

By drawing from this profound spiritual philosophy, celebrities can cultivate emotional resilience, self-awareness, and inner clarity – qualities essential for thriving amidst the highs and lows of fame. Ultimately, the Bhagavad Gita serves as a powerful inner compass, guiding public figures to live with authenticity, purpose, and peace in an otherwise chaotic digital age.



PROGRAM 4

GITA WISDOM FOR AFFLUENT YOUTH.

**A Transformational Program for Building
Successful Marriages**

“The children of affluent families are losing their way.”

Approximately 60 million individuals worldwide hold a net worth exceeding one million dollars, representing just 0.75% of the global population. Despite their small numbers, this elite group plays a critical role in shaping the global economy — generating widespread employment, driving innovation, and contributing significantly to national development. Their efforts as entrepreneurs, political leaders, and public figures have laid the foundation for much of the progress we see today. Moreover, they serve as key contributors to national infrastructure, with many among them being top taxpayers in their respective countries.

However, there is growing concern about the next generation. In many cases, the offspring of these accomplished individuals do not reflect the same level of resilience, discipline, or moral grounding. If this influential demographic strays from the right path, the ripple effects could seriously impact the world's future. Compounding the issue is the social stigma around seeking help — many high-profile individuals, due to their status and visibility, struggle silently with mental health challenges, feeling unable to access traditional counseling services without risking public image.

Equally alarming is the emotional instability affecting their personal lives. Studies reveal that 47% of married individuals struggle to sustain healthy relationships, often leading to emotional dissatisfaction, stress, and depression. Among the affluent younger generation — who are expected to be role models for their peers — there is an increasing vulnerability to mental fragility, with many feeling lost, disconnected, and unfulfilled despite material abundance.

The Bhagavad Gita offers a powerful framework to guide the next generation of wealthy and influential individuals toward inner stability, purpose, and self-awareness. In a world where material abundance often coexists with emotional emptiness, the Gita teaches that true fulfillment comes not from external possessions, but from understanding one's Dharma (life purpose) and acting with selflessness and inner balance. For children of the affluent, who may face identity crises, relationship struggles, or the pressure to live up to their family's legacy, the Gita provides tools to cultivate mental resilience, humility, and clarity. It encourages detachment from societal expectations and fleeting pleasures, and inspires them to use their privileges to serve others with compassion and responsibility. By anchoring their lives in the Gita's teachings, these young individuals can become conscious leaders and change-makers, not just inheritors of wealth, but stewards of a better world.

“The Psychological Effects on Children from Wealthy Families”

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 fulfillment 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 wealthy family undoubtedly offers significant privileges, but it also brings distinct psychological and emotional challenges—for both children and their families. The burden of high expectations, the lure of materialism, emotional detachment, and persistent questions of identity are often overlooked yet deeply impactful concerns. However, these issues can be meaningfully addressed through self-awareness, spiritual grounding, and a conscious commitment to inner development. With proper guidance, individuals can cultivate emotional resilience and achieve true, holistic growth.

As Lord Krishna reminds in the Bhagavad Gita (6.6):

“bandhur atmatmanas tasya yenatmaivatmana jitah anatmanas tu shatrutve vartetatmaiva shatru-vat - “For one who has conquered the mind, the mind is the best friend; but for one who has failed to do so, the mind will remain the greatest enemy.”

True prosperity lies not merely in wealth, but in mastering the mind and nurturing the spirit.

Hence, we have resolved to establish the world's first International School for Bhagavad Gita tailored to the needs of wealthy businesspeople, politicians, celebrities, and their offspring. We propose 6-day sessions for CEOs, politicians, and celebrities, and extended 30-day programs for their children aged above 25. Our Gita Gurus will help the affluent and those in top political or bureaucratic roles understand how truly blessed they are to have attained such positions. They will also be guided to reflect on the good deeds performed in past lives that led them here. Our Gurus will then show them how to walk the same righteous path in this life, ensuring continued growth and even greater achievements in their next.



Children of Affluent Business Families Often Lack Goals and Responsibilities

Many wealthy young individuals today lack the clear sense of aspiration and direction that defined the journey of their accomplished parents. Growing up in an environment of comfort and abundance can unintentionally foster entitlement and complacency, weakening the drive to strive and grow. Constant exposure to luxury often inhibits the development of resilience, perseverance, and self-discipline – qualities typically shaped by overcoming adversity. Additionally, living under the shadow of high parental achievement can lead to self-doubt or a lack of confidence in one's ability to create an independent and meaningful path. It's also common to see these youth distancing themselves from social or familial responsibilities, often due to a life sheltered from consequences and overwhelmed by social expectations to succeed in conventional terms, leaving little space for inner reflection or genuine connection.

At the International School for Bhagavad Gita, we address these challenges through a transformative, Gita-centered approach that nurtures self-awareness, accountability, and purpose. Through guided introspection, value-based mentoring, and the profound wisdom of the Gita, we empower young individuals to discover their passions, define meaningful goals, and align their actions with higher values. The teachings help them see that fulfillment is not rooted in possession or status, but in service, contribution, and living with integrity. In doing so, they grow into conscious, compassionate, and purpose-driven leaders – not merely inheritors of wealth, but stewards of their legacy and contributors to a better world.

It is essential to help affluent young individuals understand that their birth into prosperous families with accomplished parents may be the result of virtuous actions and positive karma accumulated in previous lives. Recognizing this can inspire a sense of humility, gratitude, and responsibility. Building on this awareness, we must guide them toward conscious personal development and the continued accumulation of karmic merit through righteous actions, service, and self-discipline. This not only protects them from spiritual and moral decline but also uplifts their legacy – ensuring the well-being, success, and dharmic growth of future generations.



Celebrity Children Struggle to Build Lasting Marriages

The divorce rate is notably high among wealthy businesspeople and the children of celebrities. Their demanding careers and lifestyles often create stress and tension in relationships. Businesspeople juggle multiple responsibilities that strain personal life. Celebrity offspring face public scrutiny and pressure that affect their marriages. Raised in privilege, they may prioritise personal desires over healthy communication in marriage. Entitlement can conflict with the realities of shared living, leading to disagreements. Immediate attention is needed to address the root causes of divorce among the affluent and prevent further escalation. We will empower youth to lead blissful married lives through our 30-day Gita classes at the International School for Bhagavad Gita. Each participant will be assigned a lifelong Gita Guru who will listen to their concerns, take on a mentoring role, help resolve challenges, and guide them toward building extraordinary marriages rooted in mutual respect and appreciation of differences.

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 a Major Challenge Among Celebrity Youth.

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.

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.

Lack of Basic Life Skills, Including Cooking.

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.

The nation's progress will be hindered.

If the children of today's affluent and accomplished business leaders stray from the path of purpose and fail to cultivate meaningful accomplishments, the future of our nation stands on uncertain ground. These individuals are expected to eventually take the reins – not just of family enterprises, but of the economy and society at large. When they lack vision, discipline, or direction, it creates a leadership vacuum that could hinder national progress for generations to come. As a country, we cannot afford for this segment of our population to drift aimlessly. We need them to rise to the occasion, discover their purpose, and build success rooted in values, wisdom, and responsibility. This is the driving force behind our specialised 30-day program at the Institute for Global Leadership, designed to awaken their potential and help them transition into conscious, capable, and compassionate future leaders.

Moreover, if these future torchbearers fall into destructive habits – such as substance abuse, reckless spending, or emotional instability – it doesn't just impact them personally. It casts a shadow on their families, tarnishes reputations, and could damage the very businesses and institutions their parents worked tirelessly to build. The economic implications can be significant, affecting investor confidence, public trust, and the broader business ecosystem. Like a domino effect, one individual's missteps can ripple out and influence many others. That is why we emphasize value-based leadership and inner transformation – because when the next generation makes positive, conscious choices, they not only protect their legacy but also play a pivotal role in shaping a prosperous, stable, and ethical future for our nation.

Transform overindulged youth into Global leaders.

Imagine a world where self-entitled and overly pampered individuals ascend to positions of global influence and authority. While this may seem concerning at first, it is important to acknowledge that every individual holds the potential for growth and transformation. With the right guidance, encouragement, and opportunities for self-reflection, even those shaped by privilege can be inspired to channel their strengths for the greater good. Through structured mentorship, leadership development programs, and exposure to diverse cultures, philosophies, and perspectives, these individuals can begin to value empathy, collaboration, and social responsibility. When nurtured with care and direction, they can evolve into thoughtful, compassionate, and capable leaders – not driven by ego, but by a sincere commitment to serve. With consistent support and the right environment, it is entirely possible to transform privilege into purpose and prepare them to make a meaningful impact on 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.

Gita Wisdom helps Navigate Marriage relationships with ease.

Bhagavad Gita wisdom offers teachings on the importance of selflessness, understanding, and commitment in relationships, which can be crucial for affluent youth facing the risk of divorce without valid reasons. With the wisdom imparted by Gita, individuals begin to perceive their spouse as a reflection of themselves, albeit with distinct physical attributes and beliefs. They acknowledge that, at a fundamental level, they share a common understanding and are intertwined in ways they had not previously comprehended. Consequently, they develop a heightened admiration for their partner's true essence and the unparalleled viewpoint they contribute to their relationship. By studying Gita, individuals can gain a deeper insight into the true meaning of love, respect, and resilience in their marriages. The Bhagavad Gita teaches that every action should be performed with sincerity and devotion to others, fostering a sense of unity and harmony within relationships. By following these principles, affluent youth can cultivate a stronger empathy and understanding towards their partners, leading to healthier communication and problem-solving skills vital for a successful marriage. Ultimately, embracing Bhagavad Gita wisdom can provide a solid foundation for affluent youth to build lasting, meaningful relationships based on mutual trust and respect.



Gita's wisdom helps 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.



Gita's wisdom - a vaccine for all negative influences.

The teachings of the Gita can serve as a preventative measure for affluent youth, shielding them from developing negative behaviours and getting addicted to bad habits. By emphasising principles such as dharma (duty), karma (action), and moksha (liberation), Bhagavad Gita teachings encourage individuals to make conscious choices that align with their higher purpose and values. This can prevent affluent youth from succumbing to bad habits such as materialism, excessive indulgence, and unethical behaviour. Young people can find fulfilment beyond superficial pleasures or temporary highs by cultivating inner resilience and discipline through practices like meditation, self-reflection, and service to others. Bhagavad Gita wisdom serves as a guiding light for the wealthy youth to navigate the complexities of modern life with integrity, compassion, and wisdom. Incorporating these teachings into their lives can lead affluent youth towards a more balanced and meaningful existence.

Gita Wisdom develops intuitional powers.

With Gita's wisdom, people can better understand themselves and those around them. By following the teachings of the Bhagavad Gita, individuals are guided to see beyond superficial appearances and recognise who truly has their best interests at heart. This wisdom helps one distinguish between genuine well-wishers who support and uplift them and negative influences that may harm or disrupt their lives. By tapping into this profound spiritual knowledge, people can cultivate discernment and intuition to identify who aligns with their values and goals, allowing them to surround themselves with positive energy while keeping toxic individuals at bay. The Bhagavad Gita provides invaluable insights for navigating relationships and making choices that lead to personal growth and fulfilment.

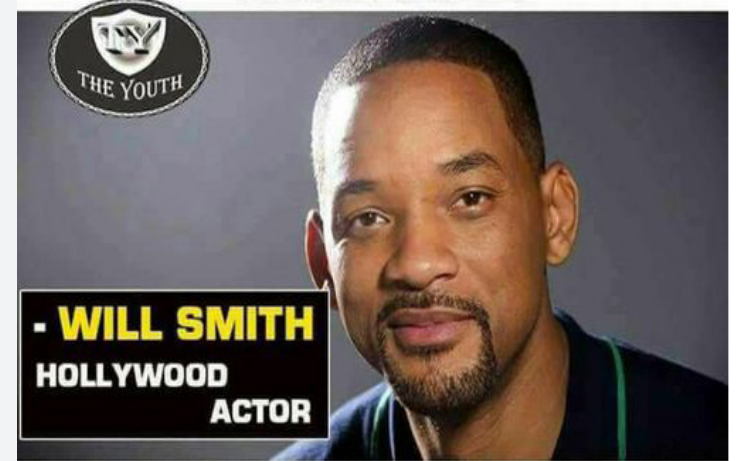
Karma Yoga makes people understand the science behind life.

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.**





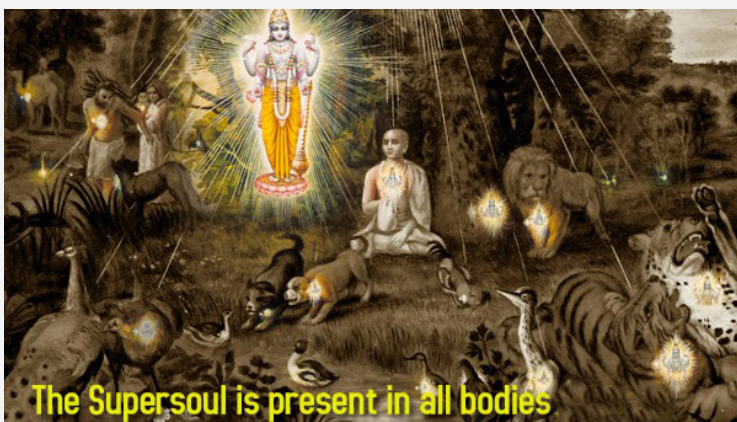
With Gita wisdom people learn to respect Elders.

Gita wisdom can profoundly impact how affluent youth view and interact with their parents. With Gita's knowledge, they understand how hard their parents worked for them without having a good sleep or giving good time for themselves. By internalising these values, young people can develop a deep gratitude towards their parents, acknowledging all they have done to support them and provide for their needs. This gratitude fosters a more harmonious relationship between parents and children, creating a nurturing environment based on love and respect. Ultimately, by following the teachings of the Bhagavad Gita, affluent youth can cultivate a sense of humility and appreciation for the blessings in their lives, including the guidance and love of their parents. Gita wisdom can remind them to focus on their own success and consider their siblings' well-being. These young people can cultivate stronger relationships and contribute positively to their communities by nurturing a sense of responsibility and empathy towards their family members.



Gita wisdom makes people stable-minded (Sthitha pragyna).

The profound Gita wisdom can guide affluent youth through the ups and downs of life with equanimity. The teachings emphasise the importance of detachment from material possessions and outcomes, encouraging individuals to find true happiness within themselves rather than relying on external circumstances. Young people can cultivate inner peace and resilience by understanding that joy and sorrow are temporary experiences that come and go like waves in the ocean of life. This perspective allows for a more balanced approach to success and failure, helping them navigate challenges with grace and acceptance. With Gita, they realise that their actions are driven by the attachment of their sense objects to the material world and that they are mere observers (non-doers). They further understand that the three modes of nature are the reason behind all their thoughts, words and actions. They can find true peace and contentment by distancing themselves from the constant cravings and attachments to the outside world. This shift in perspective allows them to navigate life with a greater sense of clarity and understanding, free from the burden of being controlled by external influences. Ultimately, the teachings of the Gita remind them that true fulfilment comes from within, not from external sources outside of ourselves.



With Gita wisdom people start seeing divinity in everyone and everywhere.

The Bhagavad Gita emphasises the significance of treating all individuals with respect and compassion, irrespective of their social standing. When young individuals from privileged backgrounds delve into this profound wisdom, they can perceive their workers and employees as equals rather than mere subordinates. They comprehend that prosperity does not solely stem from material possessions but also from nurturing positive connections and treating others with honour. Consequently, they develop a more empathetic and understanding mindset towards those who serve them, resulting in a more harmonious work atmosphere and, ultimately, remarkable achievements in both personal and professional pursuits. With Gita, individuals who once doubted God's existence and insisted on tangible proof will come to comprehend the profound wisdom of non-duality. As a result, they will begin to perceive the presence of God in every person and every aspect of their surroundings. Their wisdom eyes will be opened to a new way of viewing the world.



Gita wisdom Makes children withstand their parents' loss.

When the most successful and legendary parents pass away, their offspring get confused and lost. These children have grown up in the shadow of greatness, striving to live up to their parents' expectations. With their parents no longer there to provide guidance and support, it can be challenging for them to navigate life on their own. The loss of such a significant figure in their lives can leave them feeling adrift and unsure of how to move forward without the person who has always been their rock. The spiritual guidance provided by the Gita can help alleviate feelings of loss and abandonment by reminding them that their parents' spirits live on in a different form. By understanding concepts such as the cyclical nature of life and death, children can find solace in knowing that their loved ones are not truly gone but have transcended to another realm. The Gita's emphasis on acceptance and surrender can also help children navigate their emotions and face their loss healthily and constructively. Ultimately, Gita's wisdom offers a beacon of light during dark times, guiding children towards healing and peace in the face of tragedy. Children can find solace and direction during challenging times by immersing themselves in Gita wisdom and connecting with Lord Krishna spiritually. So, when faced with the absence of parental guidance, turning to Gita wisdom and seeking guidance from Lord Krishna can offer comfort and clarity along their journey.



Gita wisdom will secure them in their next life also.

Wealthy children should understand that the good deeds in their previous lives are the main factors behind being born to the most prosperous and affluent parents in our present lives. This indicates that their present way of living and decisions will impact the wealth they inherit in their next life. By adhering to the teachings of the Gita, these young individuals can guarantee a continued life of abundance in their upcoming rebirths. It is akin to planting seeds of good karma today to ensure a prosperous future later on. Therefore, all affluent youngsters must remember to lead a responsible and ethical life to preserve their wealth for future generations. Wise parents should expect their children to be happy even at their next birth and should invest in sending them to master sovereign science and the sovereign secret.

Parents should give children a safe and secure world.

The point of giving assets to children is essentially to ensure their happiness even in their parent's absence. However, if we neglect the importance of creating a safe and secure environment for them to thrive, the assets we give them may not ultimately serve their best interests. Without a safe world, our children may face obstacles that hinder their ability to utilise their assets. By actively working towards building a safe and secure world for future generations, we are protecting our children and setting them up for long-term success and prosperity. It is crucial to think beyond simply accumulating wealth and consider how we can contribute positively to society to benefit our children's future. Every successful parent who loves their children should consider how they can contribute to creating a dharmic society for future generations. It's not just about raising good kids; it's about building a better world for them to thrive in.

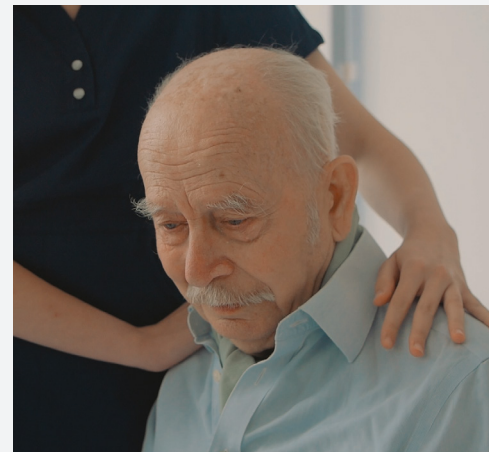


“There is no Doctor better than Lord Krishna and no science higher than Bhagavad Gita.”

Gita's wisdom will eliminate the need of a psychologist.

The statistics indicate that around 1.2 million doctors specialise in psychology and psychiatry globally and 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.

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. Therefore, if individuals discover themselves dissatisfied despite their material belongings, they must promptly pursue the guidance of a Gita guru. Neglecting to do so may 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 will support our projects mentioned under our three objectives.

Gita wisdom helps people leave their body with dignity.

Upon comprehending the supreme Yogic science, 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.

PROGRAM-5

GITA FOR CHILDREN & GRADUATES.

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

In today's world, children have unrestricted access to advanced technologies such as smartphones, tablets, television, and the internet. While these tools offer many benefits, they also come with significant drawbacks. This constant digital exposure has contributed to a generation that is increasingly restless, dissatisfied, and emotionally unsettled, leading to a noticeable rise in mental health issues and potential long-term effects on cognitive development. The growing prevalence of mental health challenges among children is now a global concern that demands immediate attention. To effectively address these issues, we must begin by prioritising key aspects of holistic child development, including emotional balance, mindful technology use, and values-based education.

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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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 school 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.

1. Overcoming Comparison and Self-Doubt

Teenagers often feel that others have it all together while they struggle silently. Gita's wisdom helps them overcome this false belief and realise that challenges are universal – and that inner peace comes from self-awareness, not comparison.

2. Healing Body Image Issues

Many children today suffer from Body Dysmorphic Disorder, leading to depression, anxiety, and even suicidal thoughts. The Gita teaches that the body is simply a temporary vehicle shaped by past karma. With this perspective, youth can learn to care for their bodies with responsibility, without becoming overly concerned with appearance.

3. Fostering Compassion and Unity

The Gita helps children see the oneness of all living beings, recognising the shared soul in everyone. This realisation fosters deep empathy, discouraging harm toward others and dissolving narrow-mindedness, hatred, and sectarian divisions.

4. Cultivating Responsible Citizenship

The Gita equips young people with the ability to distinguish between righteous and unrighteous conduct, empowering them to become wise citizens who make thoughtful choices and support ethical governance.

5. Promoting Mental Clarity Through Meditation

Chapter 6 of the Gita introduces meditation as a method

for calming the mind. Regular practice improves focus, reduces stress, and helps children become more receptive, emotionally stable, and in tune with their families and studies.

6. Inspiring Commitment to Dharma

The Gita strengthens the resolve to follow and protect Dharma (righteousness). Youth become more engaged, confident in asserting their rights, and committed to standing against injustice and harmful influences.

7. Understanding the True Self

By internalising the Gita's teachings, children understand their true identity as the soul and grasp the purpose of their birth. This prevents feelings of isolation and despair and provides a sense of spiritual grounding.

8. Focusing on Strengths, Not Flaws

Instead of being consumed by their weaknesses, the Gita encourages youth to direct their attention toward their strengths and talents, helping them progress with confidence and positivity.

9. Choosing the Right Company

The Gita teaches the importance of befriending virtuous people, even if they lack power, and avoiding harmful influences, even if they appear strong. With the help of good companions and faith in divine order, youth can steadily move toward success.



10. Avoiding Harmful Actions

Young people will learn to perform only righteous, prescribed actions, knowing that engaging in destructive behaviour carries serious karmic consequences.

11. Letting Go of Ego in Success

The Gita teaches humility in success. Youth will learn to act with a selfless mindset, acknowledging that every accomplishment is the result of many factors — as explained in Chapter 18, Verse 14.

12. Handling Failure and Success Equally

Children will learn to embrace both success and failure, joy and sorrow, with equanimity. By becoming Karma Yogis, they reduce karmic debt and progress toward liberation, as stated in Gita 18.12 — ultimately leading a peaceful, purpose-filled life.

13. Ending Religious Confusion and Exploitation

Understanding the Gita helps youth rise above sectarian ideas about God's name and form. They learn that karma and dharma shape one's destiny — not rituals or superstitions — protecting them from falling prey to fake spiritual leaders, astrologers, and other exploiters.

14. Providing Moral Guidance Through Life's Challenges

The Gita offers clear answers to the moral dilemmas and emotional challenges faced by teenagers. With this grounding, they gain a healthy understanding of life, death, and change, helping them deal with loss and grow into responsible, mature individuals.

15. Mastering Emotions and Building Strong Relationships

The Gita helps children develop inner calm, especially in managing anger and emotional responses. This equips them to build healthy marriages, strong families, and eventually become valuable contributors to society and the nation.

How the Bhagavad Gita Can Help Teenagers Overcome Emotional Struggles

1. Managing Infatuation Through Clarity and Self-Control

One of the earliest emotional experiences for a teenager is the strong infatuation they may feel toward a classmate of the opposite sex. While this is a natural part of adolescence, it can often become an emotional distraction. Constant thoughts, comparisons, or longing for attention from someone can consume mental space and lead to feelings of insecurity, confusion, or even low self-worth.

The Gita, in Chapter 2, Verses 62–63, outlines how attachment begins with constant thinking, leading to desire, and eventually resulting in disappointment and emotional unrest. Krishna advises Arjuna to practice detachment and self-control, not through suppression, but through awareness and purpose-driven living. The message is simple yet powerful: Channel your energy into self-growth, and your emotions will naturally come into balance.

Instead of being overwhelmed by infatuation, teenagers can be guided by the Gita to see their emotions clearly and not become slaves to them. They can learn to admire others with respect while focusing on becoming the best version of themselves — building confidence, character, and inner peace.



2. Overcoming the “I’m Not Okay” Syndrome with Self-Acceptance

Another common struggle for teenagers is the feeling that “everyone else is okay, but I’m not.” Social media, peer pressure, and academic comparison often create an illusion that others are happier, more successful, or more accepted — leaving the teen feeling left behind, different, or not good enough.

The Gita’s teachings on Swadharma (Chapter 3, Verse 35) offer a direct antidote to this mindset. Krishna says, “It is better to follow one’s own path, even imperfectly, than to imitate another’s path with perfection.” This profound message teaches teenagers that every individual has a unique journey, and that comparing themselves with others is not only unnecessary but harmful.



By embracing their own strengths, limitations, and personal pace, teens can learn to accept themselves as they are, without the burden of comparison. The Gita shows that true confidence doesn't come from fitting into others' expectations, but from knowing and honoring one's own identity.

3. Dealing with Envy and Pain in Friendships through Emotional Maturity

Friendships are essential during adolescence. When a close friend starts bonding with others, it may stir feelings of jealousy, rejection, or loneliness. The thought, "Why is my best friend talking more to someone else?" can be deeply painful and may lead to emotional isolation or anger.

The Gita, in Chapter 12, Verse 13, describes the qualities of a noble person as "free from envy, a friend to all, and compassionate in nature." It teaches that true friendship is not about ownership, but about selfless affection. Krishna encourages us to love without attachment and to rise above ego-based reactions.

When teenagers apply this wisdom, they begin to see that friendships can evolve, and people are free to connect with others — just as they are. Instead of reacting with envy, they learn to maintain inner balance and emotional maturity, preserving their peace while respecting others' choices. This shift helps them build stronger, more meaningful, and healthier relationships, rooted in mutual respect rather than dependency.

Conclusion: A Gita-Inspired Path to Emotional Strength

The Bhagavad Gita offers teenagers a powerful roadmap for emotional clarity and spiritual strength. It teaches them that infatuation can be guided, self-doubt can be healed, and emotional hurt can be transformed into compassion and wisdom. By learning to manage their thoughts, accept their uniqueness, and build healthy emotional boundaries, teenagers can grow into resilient, self-aware, and confident individuals.

In a world full of distractions and comparisons, the Gita serves as a timeless friend — offering guidance, peace, and a deeper understanding of life. Every teenager deserves to walk this path, not just to succeed in the world, but to live with dignity, depth, and joy.



A Letter to Parents

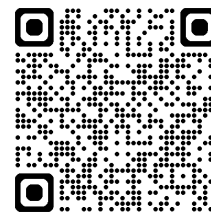
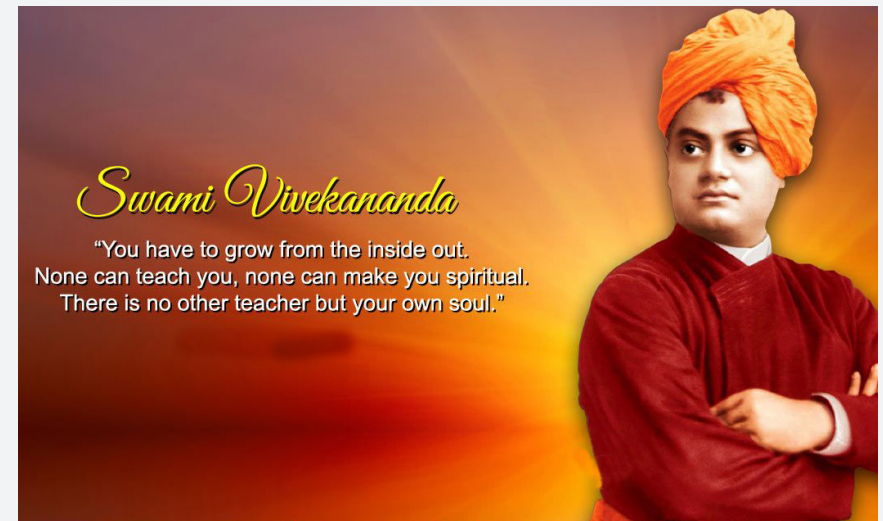
"Dear Parents,

We recognise your tireless efforts — the long hours, sleepless nights, and countless sacrifices you make — all to ensure your children have the best that life can offer. You work tirelessly to ensure your children have the best that life can offer—not only comfort and security, but also a lasting smile on their faces. Yet, we all know that material possessions alone cannot guarantee a child's happiness or emotional strength. True fulfilment comes not from what we own, but from how we think, how we respond to challenges, and how grounded we are in values. If you truly wish for your child to lead a life of joy, dignity, and emotional strength, we humbly urge you to introduce them to the timeless wisdom of the Bhagavad Gita. This sacred text offers powerful guidance during moments of confusion, sadness, or self-doubt — helping them build inner resilience and clarity as they grow. Give your child not just comfort, but also the strength to face life with courage, compassion, and wisdom — the very qualities that the Gita nurtures in every young soul."

Chairman (Bhagavad Gita Foundation for Vedic Studies)

How and Where Can People Learn the Bhagavad Gita?

Visitors to our YouTube channels can learn about Gita. One may scan the QR seen on the right of this text to reach our YouTube channels in English, Hindi, Telugu, Tamil, Kannada, etc. 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 to download Gita with Fusion Musicfiles.



In a world full of distractions and comparisons, the Gita serves as a timeless friend — offering guidance, peace, and a deeper understanding of life. Every teenager deserves to walk this path, not just to succeed in the world, but to live with dignity, depth, and joy.

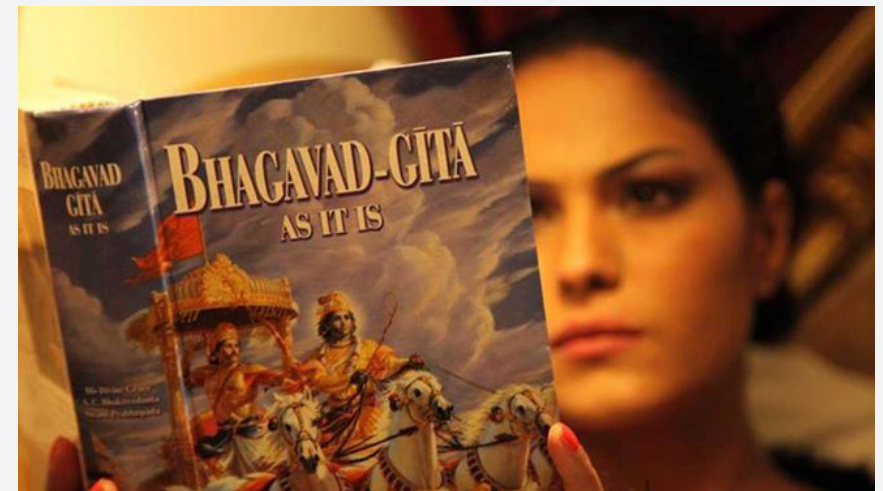
Recommended Bhagavad Gita Books for Study

In addition to acquiring knowledge of the Gita through our YouTube videos, we recommend purchasing Gita press books online from their official websites, gitapress.org or gitapressbookshop.in for authentic Gita texts in various languages.

Other valuable resources:

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

<https://asitis.com/>





Salutations to Our Beloved Guru

Puja Shri Brahmasri Yellamraju Srinivasa Rao

Brahmasri Yellamraju Srinivasa Rao (1927–2015) was a revered Advaita Vedanta scholar and teacher from Andhra Pradesh, India. Born in Markapuram, Prakasam District, he earned his M.A. in Telugu literature from Andhra University and served as a lecturer and head of the Telugu department in several government colleges. In 1982, he voluntarily retired from service to dedicate his life to the study and dissemination of Advaita Vedanta.

Post-retirement, Guruji immersed himself in the deep study of Advaitic scriptures, teaching the Prasthanatraya (Upanishads, Bhagavad Gita, and Brahma Sutras) along with Adi Shankaracharya's commentaries. He also gave insightful discourses on texts like the Dakshinamurthy Stotra, Vedanta Panchadasi, Tripura Rahasya, and the Lalita and Vishnu Sahasranamas, always emphasizing the clarity and directness of non-dual realization. Though he shunned publicity, his wisdom attracted earnest seekers, and his teachings continue to influence thousands through his more than fifty publications and countless recorded lectures, primarily in Telugu, many of which are now available in English.

His profound insight into the truth of Advaita and his unwavering commitment to spiritual clarity deeply inspired the team behind the International School for Bhagavad Gita. We humbly seek his blessings for the success and sanctity of this sacred initiative.

INTERNATIONAL DIGITAL GITA SCHOOL

In addition to constructing the physical campus “International School for Bhagavad Gita”, the foundation is also developing a comprehensive Digital Gita School. This parallel initiative aims to digitise and bring to life timeless spiritual texts, including the Bhagavad Gita, Ramayana, Bhagavatam, Bhaja Govindam, Gajendra Moksha, Nirvana Shatkam, Manisha Panchakam, Siva Aparadha Kshamapana Stotram, Vidura Neeti, Rani Madalasa’s Lullaby, Dashopanishads, Shiva Gita, Ashtavakra Gita, Brahma Sutras, and Vasistha Gita.

In addition to these sacred scriptures, the project includes the production of 54 short films designed to teach the principles of Dharma to children, and another 54 short films that simplify the concepts of Karma Yoga for general audiences.

All content will be made available in the 20 most widely spoken languages in the world and is scheduled for completion within three years of The International Gita School’s launch. Beginning in 2027, these digital resources — including videos, shorts, and reels — will be actively promoted worldwide, with an initial daily outreach budget of ₹1 lakh, gradually increasing to ₹1 crore per day by 2040, utilising the most effective digital marketing strategies to ensure maximum global reach and impact.

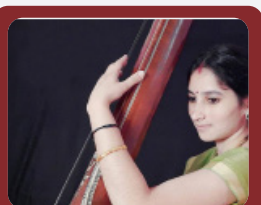
“SOMETHING WRONG”

In our Digital Gita School division, we are excited to announce our intention to create a Hollywood film titled “Something Wrong.” The story follows seven international students in London who, disheartened by the turmoil and strife attributed to religious beliefs, set out on a deep spiritual journey exploring various philosophies, religions, and scientific perspectives. Their journey leads them to uncover a truth so profound that it has the potential to bring humanity together, challenging the long-standing and unsettling notions of God. For more details, please take a look at Page 45 of this booklet.

DASHAVATARS OF BHAGAVAD GITA (2018-2030)

To make the Bhagavad Gita accessible, engaging, and relevant to people from all walks of life, we have committed to presenting it in a comprehensive and visually appealing manner. Recognising the diversity of global audiences, we embarked on a unique project to visualise the Gita in 10 distinct presentation styles and 20 of the world's most widely spoken languages.

This ambitious initiative began in 2018, and we are proud to share that we have already completed the Gita in three unique styles and five languages, all of which are now available on our official YouTube channels. This ongoing effort aims to bring the timeless wisdom of the Gita to hearts and minds across the world, in forms that resonate deeply with today's viewers.



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, known as the Dashavatar, is envisioned to be a truly awe-inspiring experience. This version will feature a 108-foot-tall virtual reality representation of Lord Krishna, engaging in a 45-minute Q&A session with Arjuna on the essence of the Bhagavad Gita. The presentation will culminate in a spectacular visual display of the Virat Roop — a cosmic form that aims to move and inspire viewers across all faiths to embrace the universal principles of Karma and Dharma.

As part of this broader vision, we also plan to produce a Hollywood film titled "Something Wrong", which follows the journey of seven friends from different countries and religious backgrounds studying in London. Troubled by the violence and division in the name of God, they embark on an intense spiritual and philosophical quest to understand the true nature of God and creation. Their findings — deeply researched and spiritually profound — will deliver a shocking revelation that has the potential to shake global perceptions and promote unity.

This powerful visual content along with a curated collection of short films by various Dharmic organizations, will be screened across Mini Theatres in all 1,000 Gita Bhavans, offering an immersive, transformative experience to audiences around the world.



SOMETHING WRONG – "WHEN QUESTIONS UNITE, WHAT BELIEFS DIVIDE."

(A Hollywood movie proposed in 20 different languages - A Global peace Initiative)

1. Synopsis

Something Wrong is a compelling drama that follows seven friends — each from different cultures, faiths, and worldviews — brought together by fate in a diverse London university. When a hate crime rocks their campus, the group begins questioning the role of religion in society. Their curiosity evolves into a mission: to understand who or what God truly is. Their journey leads them through interfaith dialogues, ancient scriptures, scientific debates, modern mysticism, and spiritual experiences. As they uncover parallels and contradictions in global teachings, they begin to craft a new understanding that transcends dogma and ritual. Their final presentation to the world delivers a message so bold and unifying that it challenges age-old belief systems, sparking both global admiration and backlash.

2. Overview

Something Wrong is a bold and timely spiritual drama that follows the lives of seven international students studying in London. Troubled by the rising division, hatred, and violence occurring in the name of God, they embark on a profound spiritual and philosophical journey. Their quest is not just a search for answers, but a path toward transformation — both personal and global.

The film confronts the age-old question of religion vs. spirituality, exploring what happens when youthful intellects challenge inherited dogmas with empathy, openness, and scientific curiosity. What they uncover becomes a universal message capable of uniting rather than dividing.

3. Why This Film, Why Now?

- Global societies are increasingly polarised along religious, racial, and ideological lines.
- Youth across the world are asking deeper questions about existence, God, and purpose.
- There is a surge in spiritual curiosity that seeks something beyond organized religion.
- Something Wrong taps directly into this global conversation and offers a cinematic experience that is emotionally moving, visually powerful, and philosophically rich.

4. Screenplay Treatment

Act I – The Awakening

- We meet seven students in London from diverse cultures and faiths.
- A hate crime on campus sparks an emotional and philosophical debate among them.
- Together, they decide to explore the idea of God beyond religion.

Act II – The Journey

- The group dives into ancient texts, consults philosophers, scientists, and monks.
- They travel (physically and digitally) to various spiritual centers and belief systems.
- Through challenges and revelations, they bond deeply and evolve individually.
- The audience sees dreamscapes, virtual recreations, and inner spiritual awakenings.



Act III – The Revelation

- They compile their findings into a message of unity, karma, and inner truth.
- Their public presentation at a global youth summit goes viral.
- The world reacts — some with admiration, some with outrage.
- The film ends not with answers, but with questions that inspire a movement.



5. Characters

- Ram (India) – Spiritual but confused, raised on Vedic traditions
- Leila (Iran) – Fiercely intelligent, questioning Islam
- Ethan (USA) – Atheist turned seeker, raised Christian
- Chin-Hwa (South Korea) – Buddhist, science-driven
- Amahle (South Africa) – Deeply intuitive, raised Zulu Christian
- Sofia (Spain) – Raised Catholic, drawn to mysticism
- Yuki (Japan) – Quiet observer, Zen-inspired artist

6. Themes

- Religion vs Spirituality
- Global Unity vs Division
- Youth as agents of philosophical change
- The search for truth beyond dogma
- Science and mysticism

7. Unique Selling Points (USP)

- Multicultural cast and global relevance
- Students will witness the chaos and bloodshed happening worldwide for the first 30 minutes of the film, which will connect 8 billion people to the story.
- Bold spiritual message for a divided world
- Cinematic potential for powerful visual storytelling (VR sequences, dreams, sacred sites)
- Controversial yet healing – a conversation starter worldwide

8. Target Audience

- 18–45 age group (spiritually curious, socially conscious)
- Interfaith communities
- Students, educators, and thinkers
- Global streaming audiences (Netflix, Amazon, Apple TV)

9. Visual Style & Tone

- Cinematic realism blended with symbolic, surreal moments.
- Emotional, contemplative, and dramatic
- Locations: London, virtual recreations of sacred sites, temples, scientific labs, and abstract dreamscapes

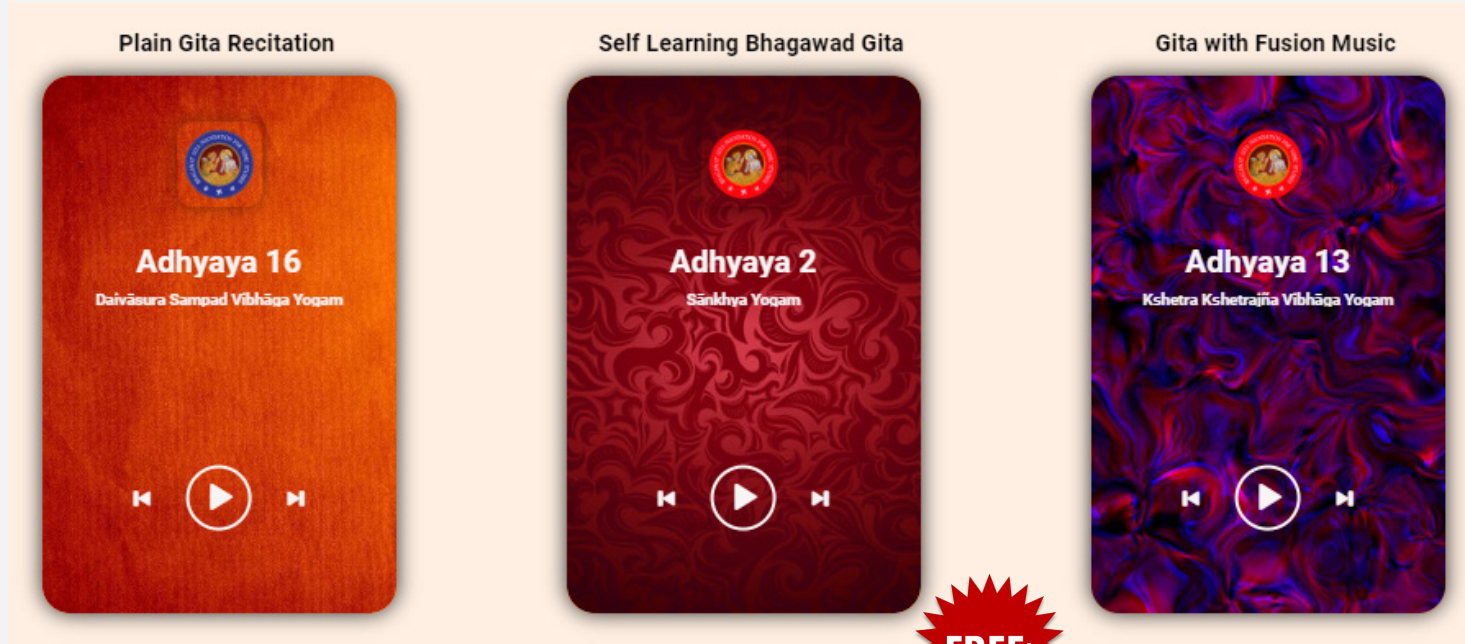


10. Call to Action / Vision

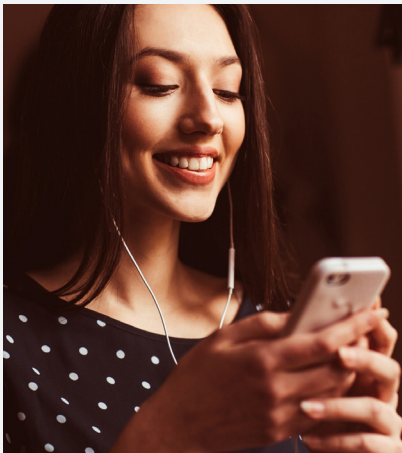
Something Wrong transcends the realm of cinema; it embodies a movement. This narrative presents a vision for spiritual cohesion and philosophical enlightenment in an era marked by division. We extend an invitation to celebrities, the British royal family, the wealthiest individuals globally, the ten leading royal families of India, the top five temple boards in India, the Ministry of Tourism and Culture of India, as well as innovative producers and directors to collaborate with us in bringing this film to life. We will initiate this project upon establishing the International School for Bhagavad Gita in Shankarpally, Hyderabad.

3 STYLES OF BHAGAVAD GITA.

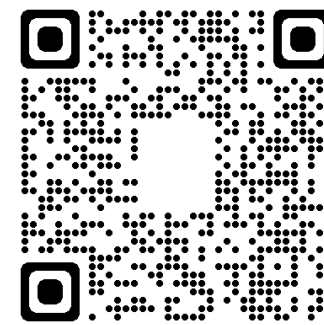
Available at www.gitauniversity.in



DOWNLOAD BHAGAVAD GITA WITH FUSION MUSIC



We are delighted to announce the release of 'Gita with Fusion Music' — now available for free download. This unique blend of timeless wisdom and modern music is specially designed to resonate with the younger generation and music lovers alike. Whether you're enjoying a morning walk or embarking on a long drive, listening with headphones will offer an immersive and uplifting experience. Children and teens will also find it exciting to learn the shlokas, sing along, create short videos, and discover the elegance of the Sanskrit language in a fresh, engaging format. Once you fill out the form with your details, you'll receive access to all 18 MP3 tracks in a convenient zip file — ready to inspire, anytime, anywhere.



Scan the QR Code to open our gitauniversity website.

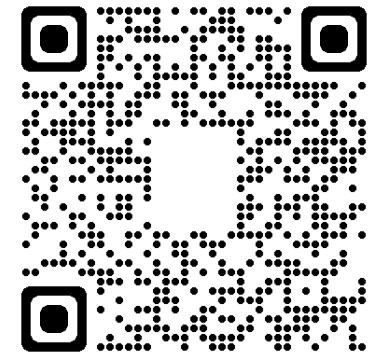
yajnarthat karmano'nyatra
loko'yam karma-bandhanaha
tadartham karma kaunteya
mukta sangah samachara

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

Suport 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

INTERNATIONAL MOBILE GITA SCHOOL



1000 MOBILE WISDOM VANS

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

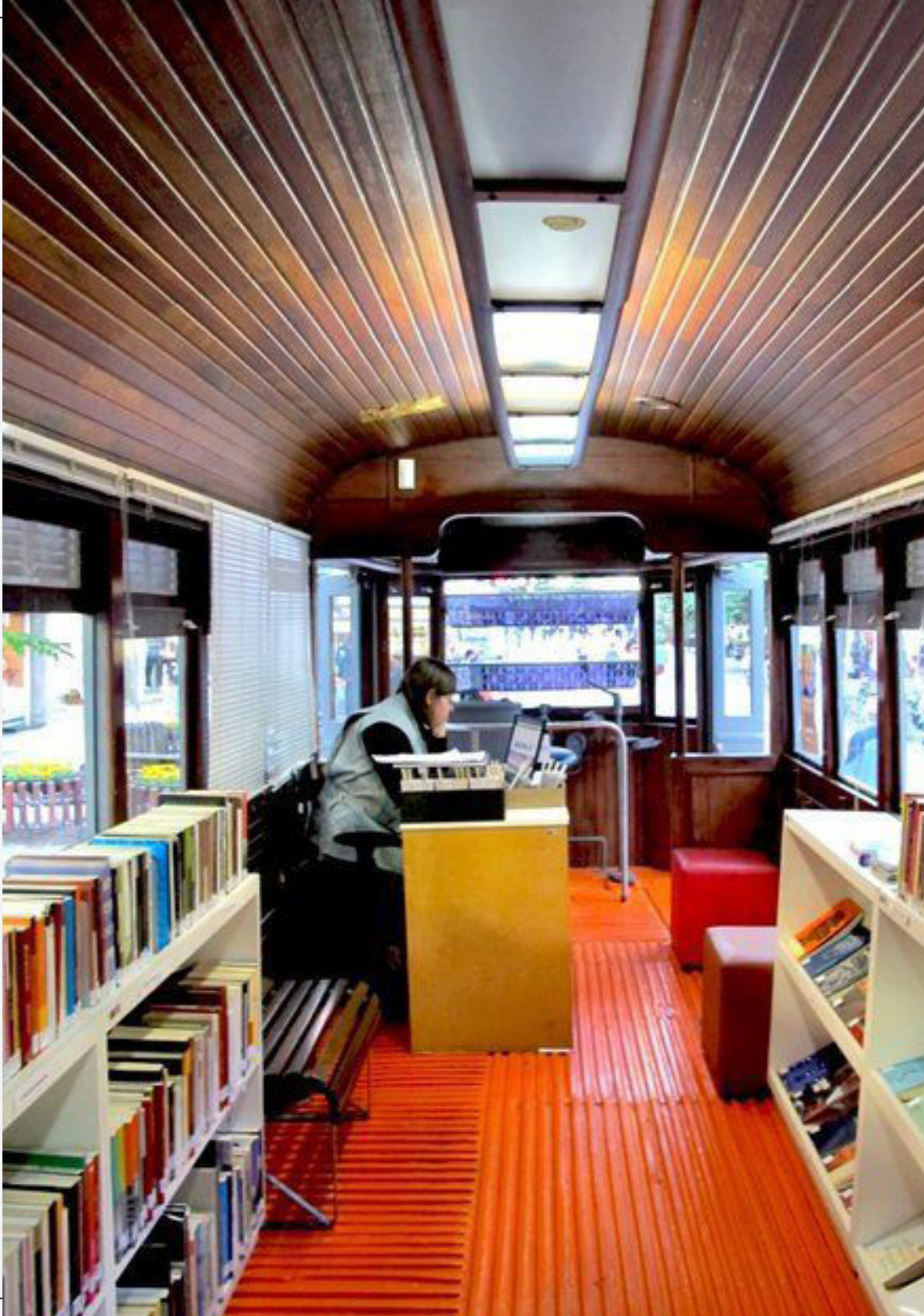
One mobile van will be deployed in each region, totaling 500 vans across the U.S. by 2030, each operated by a committed two-person team. Subsequently, we aim to introduce an additional 500 Wisdom vans globally. These vans will navigate their assigned areas and be positioned in public venues, educational institutions, and community hubs, providing access to enduring Indian wisdom. Each mobile unit will present curated content to attract and engage individuals curious about life's deeper purpose. A key part of their outreach includes distributing thought-provoking flyers that pose fundamental questions on the concept of God, the purpose of life, and the principles of karma. These simple but powerful prompts are designed to spark inner reflection and challenge long-held assumptions — often planting the seed for profound transformation. The vans will also guide individuals to their nearest Satsangh location, such as a Gita Bhavan or Karma Yoga Centre, where they can interact with a Gita Guru for deeper understanding. Even through a single flyer, we aim to dispel ignorance that hinders human progress — imagine the change when people begin to truly seek.

A selection of small, reader-friendly booklets — including titles like “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”, and “Divine vs. Demonic Traits” — will be available for purchase at just \$1 each.

In addition, each mobile van will carry a wide range of spiritual books from trusted sources including ISKCON, Gita Press, Ramakrishna Mission, Sri Sri Ravi Shankar, Sadhguru Jaggi Vasudev, Roopa Pai, JK Yog, and the Shankara Mathas — all offered at standard cover prices.

These Mobile Wisdom Vans will function as self-employment opportunities, with all profits from book sales going directly to the van operator and assistant. Each team member will have a basic grounding in the Bhagavad Gita and be equipped to answer public queries with clarity and confidence.





SHATA KOTI GITA JNANA YAJNA

THE BILLION GITA WISDOM OFFERING

(100 Crore Gita books in 100 Months)

DISTRIBUTION PLAN AND FUNDS REQUIRED

The primary mission of the 1,000 Wisdom Vans is to distribute a specially authored Gita Book by Gita University, available for purchase at just \$5. Alongside this, each van will carry a collection of 18-page themed booklets—also authored by Gita University—offered at \$1 per copy. Every mobile wisdom van, operated by a dedicated two-member team, is committed to reaching a sales target of 10,000 books or booklets per month, averaging around 350 to 400 copies per day.

Each van is tasked with the ambitious goal of distributing one million books within 100 months (10,000 books/month × 100 months). Collectively, this translates to a grand vision: 1,000 mobile vans working in unison to distribute 100 crore (1 billion) Gita books over a 100-month period. This monumental spiritual outreach campaign has been named:

“Shata Koti Gita Jnana Yajna – The Billion Gita Wisdom Offering”.

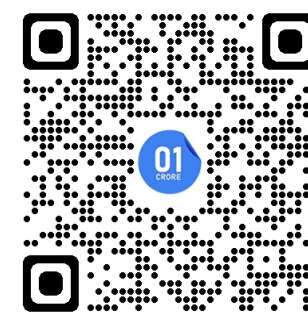
To bring this extraordinary mission to life, we seek generous support from one crore (10 million) Dharmic individuals around the world. You can become a part of this sacred movement by sponsoring one Gita book per month at just ₹200.

Be a flame in this yajna of knowledge.

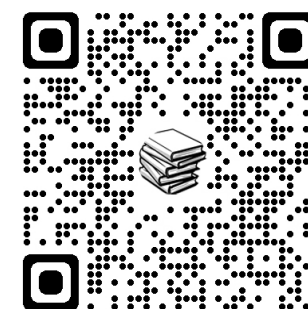
Join the Shata Koti Gita Jnana Yajna today.

Scan the QR code and register your name in this historic endeavour.

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

INFRASTRUCTURE REQUIRED





Infrastructure Required for Creating International Gita Gurus.

(1000 Gita Gurus in 5 years, 10,000 in 25 years and 1 lakh in 75 years)

Milestones:

- 1000 Gita gurus (Gita Bhavans) within 5 years all over the United States of America.
- 10,000 Gita gurus (Gita Bhavans) in 25 years @ 500 Gita gurus/ annum outside India.
- Gita Wisdom to over 50% of the world by 2050.
- 1 Gita Bhavan for every 1 million population by 2050.
- 1 Gita Bhavan for every 1 lakh population outside India by 2100.
- 1000 Gita gurus by 2030, 10,000 by 2050 & 100,000 Gita Gurus by 2100.

Infrastructure Required

3BHK Cottages each on 165 sq. yards – 30 #

Each cottage will have 3 Bedrooms and will accommodate 6 people.

These cottages are for Foreigners interested in making their careers in teaching Yogic Science.

Batch Duration: 4 months; 3 Batches a year. Fees: Free Program.

Annual Capacity: 180 in a batch x 3 batches yearly = 540 yearly.

- 3BHK 2000 sft Fully furnished Cottages each on 165 sq. yards – 30 # 60,000 sft
- Kitchen and Dining Hall for 200 people - 4,000 sft
- 1 # 200-Seater Gita Bhavan: 4,000 sqft
- Total construction area: 68,000 sft
- Construction cost per sft: Rs.8,000/-*
- Total cost: 68,000 sft x Rs.8000/- psft = 54.4 crores (A)

Total cost: 68,000 sft x Rs.8000/- psft = 54.4 crores



International School for Bhagavad Gita
(18 Acres, 200 Cottages & World-class Infrastructure)


Sri Vedic Township



Phase-1: 10 Acres : 150 Cottages
Phase-2: 8 Acres: 50 Cottages & Other Infrastructure



BHAGAWAT GITA
FOUNDATION FOR VEDIC STUDIES

Infrastructure Required for teaching Karma Yoga for International Visitors.

Capacity: 450 foreigners every 3 days.

3BHK 2000sft Fully furnished Cottages each on 165 sq. yards – 75 #

Each cottage will have 3 Bedrooms and will accommodate 6 people.

These cottages are exclusive to foreigners visiting India.

Program Duration: 3 days, 100 Batches a year, Fees: Free Program.

Annual Capacity: $75 \times 6 = 450$ a batch \times 100 batches yearly = 45,000 yearly.

Infrastructure Required

- 3BHK Cottages each on 165 sq. yards – 75 # 1,50,000 sft
- Kitchen and Dining Halls for 500 people - 10,000 sft
- 1 # 500-Seater Gita Bhavan: 10,000 sqft
- Total construction area: 1,70,000 sft
- Construction cost per sft: Rs.8000/-*
- Total cost: $1,70,000 \text{ sft} \times \text{Rs.}8000/\text{psft} = 136.0$ crores (B)

Total cost: $1,70,000 \text{ sft} \times \text{Rs.}8000/\text{psft} = 136.0$ crores



Infrastructure Required for teaching Karma Yoga for Celebrities, Politicians and CEOs

Capacity: 150 in a batch for 6 days of classes.

3BHK 2000sft Fully furnished Cottages each on 165 sq. yards – 25 #

Each cottage will have 3 Bedrooms and will accommodate 6 people.

These cottages are for HNIs and celebrities from all over the world.

Program Duration: 6 days, 50 Batches a year, Fees: INR 2 lakhs / \$3000.

Annual Capacity: $25 \times 6 = 150$ a batch \times 50 batches yearly = 7,500.

Infrastructure Required

- 3BHK Cottages each on 165 sq. yards – 25 # 50,000 sft
- Kitchen and Dining Halls for 200 people - 4,000 sft
- 1 # 200-Seater Gita Bhavan: 4,000 sqft
- Total construction area: 58,000 sft
- Construction cost per sft: Rs.8000/-*
- Total cost: $58,000 \text{ sft} \times \text{Rs.}8000/\text{psft} = 46.4$ crores (C)

Total cost: $58,000 \text{ sft} \times \text{Rs.}8000/\text{psft} = 46.4$ crores



Infrastructure Required for teaching Gita Wisdom for Affluent Youth

Capacity:

3BHK 2000sft Fully furnished Cottages each on 165 sq. yards – 50 #

Each cottage will have 3 Bedrooms and will accommodate 6 people.

Program Duration: 18 days, 18 Batches a year, Fees: Rs.2 lakhs

Annual Capacity: $50 \times 6 = 300$ a batch $\times 18$ batches yearly = 54,000 yearly.

Infrastructure Required

- 3BHK Cottages each on 165 sq. yards – 50 # 1,00,000 sft
- Kitchen and Dining Halls for 500 people - 10,000 sft
- 1 # 500-Seater Gita Bhavan: 10,000 sqft
- Total construction area: 1,20,000 sft
- Construction cost per sft: Rs.8000/-*
- Total cost: $1,20,000 \text{ sft} \times \text{Rs.8000/-} = 96.0$ crores (D)

Total cost: $1,20,000 \text{ sft} \times \text{Rs.8000/-} = 96.0$ crores

Infrastructure Required for teaching Karma Yoga for Graduates.

Karma Yoga for Students (Free)

3-hour free program for students.

Annual Capacity: $500 \text{ a day} \times 300 \text{ Batches a year} = 1,50,000$ youth annually.

Infrastructure Required

- Dormitory for Boys with 20 Toilets for 250 people: 5000 sft
- Dormitory for Girls with 20 Toilets for 250 people: 5000 sft
- Gita Bhavan for 500 people: 15000 sft.
- Kitchen and Buffet Hall: 5000 sft.
- Total construction area: 30,000 sft
- Construction cost per sft: Rs.8000/-*
- Total cost: $30,000 \text{ sft} \times \text{Rs.8000/-} = 24.0$ crores (E)

Total cost: $30,000 \text{ sft} \times \text{Rs.8000/-} = 24.0$ crores

This pioneering project is designed to nurture emotionally resilient, ethically grounded, and socially responsible young minds, by blending timeless wisdom from the Bhagavad Gita with practical life skills for today's world.





Infrastructure Required for Gita Gurus, Management Staff and Sub-Staff

- Cottages for 30 Gita gurus - 10 # - 20000 sft
- Cottages for Sr.Management - 10 # - 10000 sft
- 2BHK Flats for Management - 20 - 24000 sft
- 1BHK Flats for Sub staff - 50 - 30000 sft
- 100 Exe. rooms for 200 Volunteers (1 per every cottage) - 75000 sft
- Total construction area: 1,59,000 sft
- Construction cost per sft: Rs.8000/-*
- Total cost: 1,59,000 sft x Rs.6000/- = 95.4 crores (F)

Total Estimated budget: 54.4 + 136.0 + 46.4 + 96 + 24 + 95.4 crores = 452.2 crores

Seeking 250 Visionary Corporate & Celebrity Investors



The elevated status of celebrities and affluent individuals is, without doubt, a reflection of the accumulated merits of their past-life karma. It is evident that such individuals must have engaged in countless righteous actions across lifetimes, which have now manifested as fame, prosperity, and a life many can only dream of. We believe these great souls are divinely chosen to uplift the world. In this spirit, we humbly seek your support for a sacred mission — the International School for Bhagavad Gita — a transformative initiative to take the timeless wisdom of the Gita to the world.

An Exclusive Invitation to Co-Create a Spiritual Legacy with the International School for Bhagavad Gita.

Dear Sir/Madam, Namaste.

We hope this message finds you in peace and prosperity.

It is with profound respect and a deep sense of purpose that I extend to you a personal invitation to participate in a rare and sacred opportunity — the foundational phase of the International School for Karma Yoga, a pioneering spiritual-educational initiative taking shape near Shankarpally, Hyderabad, just 32 km from Kokapet SEZ and 66 km from the International Airport.

As part of our vision to take Gita wisdom to over 50% of the world by 2050, we are initiating a scaled-down version of the broader Gita University Project. For this, we are inviting 250 visionary individuals — those who understand the value of dharma and long-term impact — to become founding investors in the creation of a world-class spiritual campus.

We warmly welcome contributions of any amount from corporate leaders and celebrities who resonate with this vision. However, for those who contribute ₹2 crores or more, we are pleased to offer the opportunity to register a fully furnished 2000 sq. ft. cottage on a 165 sq. yard HMDA-approved plot. These cottages will form part of a thoughtfully curated 18-acre spiritual ecosystem, featuring a serene clubhouse and world-class conference facilities dedicated to Karma Yoga, emotional wellness, and transformative leadership. This is not positioned as a donation, but as a value-backed investment — built on transparency, trust, and timeless intention. Over time, as the Foundation demonstrates its value to society and the world, we hope some investors may be inspired to transform this investment into a legacy gift by voluntarily transferring ownership of their cottage back to the Foundation.

Your presence in this sacred initiative would not only bless the project — it would inspire others and amplify a movement rooted in truth, compassion, and dharmic action.

We would be honored to present the vision and detailed plans to you personally, at your convenience.

With sincere gratitude and warm regards,

Chalasanani Balarayamma || Anand K Reddy

Chairman

Director

International School for Bhagavad Gita

Hyderabad, India
info@gitauniversity.in
+91-89779 31068
www.gitauniversity.in

Statutory Credentials of the Foundation.

CIN: U80901TG2020NPL145895

12A Registration: AAJCB4366NE20215

80G Registration: AAJCB4366NF20213

CSR Registration: CSR00038630

NGO darpan: TS/2021/0273391

FCRA: Applied. Under Progress.



BHAGAWAT GITA
FOUNDATION FOR VEDIC STUDIES

We invite 50 visionary corporate firms to contribute Rs.10 crores each from their CSR funds toward this nation-building mission.

We humbly invite your organization to consider allocating CSR funds towards the International School for Bhagavad Gita – a transformative initiative rooted in timeless wisdom and modern relevance. This pioneering project is designed to nurture emotionally resilient, ethically grounded, and socially responsible young minds through the universal teachings of the Bhagavad Gita. At a time when the world is seeking clarity, balance, and purpose, this school aims to become a global beacon for value-based education, bridging ancient knowledge with contemporary life skills. We are seeking CSR support from 50 visionary companies, each contributing an average of ₹10 crores, to collectively realize this national and global mission. Your support can help shape a generation that leads with compassion, integrity, and inner strength – creating ripples of positive change across communities and cultures. Partner with us in this noble mission to build not just a school, but a movement for global consciousness and sustainable human development.

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



Five Key Takeaways for Our Generous Donors

01

Donors will oversee the operations

Our 250 Donors together hold 60% shares in the Foundation.

02

Yajnas for Good Health

We invoke devatas for the excellent health of our donors.

03

"250 Donors" The 10th Avatar

Our 250 donors together logically become the 10th Avatar of Lord Vishnu.

04

Vanaprastha Ashrama

Our 250 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.

01

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

Become a Founding Force for a Global Movement that interlinks Peace with Gita Wisdom.

By donating to our Foundation, You become more than a donor — you become a co-creator of a spiritual movement. Just as the Indian School of Business (ISB) was founded in 2001 by visionary entrepreneurs and academicians in Hyderabad, we now invite a select group of 250 exceptional individuals to launch the visionary "International School for Bhagavad Gita" initiative designed to uplift human consciousness and foster global harmony. At the heart of our vision lies the timeless wisdom of Karma and Dharma — guiding principles that empower individuals to lead lives of purpose, integrity, and harmony. In line with Section-8 company laws, our donors will have the opportunity to serve as shareholders or board members, ensuring they play a pivotal role in shaping

the Foundation's mission and legacy. These 250 founding donors will collectively oversee operations to maintain the highest standards of transparency, accountability, and fiscal responsibility. Their diverse experiences and insights will drive innovation and ensure the Foundation is managed with both efficiency and ethical rigor.

This is more than a charitable endeavor; it is a spiritual movement led by 250 enlightened souls, united by a shared purpose to uplift humanity and stand as torchbearers for a better, more peaceful world. We invite you to step forward — not just as a donor, but as a founding shareholder in this extraordinary mission. Let us unite in spreading wisdom, fostering inner transformation, and creating a legacy of global harmony. Together, we can truly make a difference.

02

An Exclusive Spiritual Offering for Our Donors.

As a gesture of deep gratitude and reverence, we offer a sacred nine-day Homa (fire ritual) series exclusively for our donors. Homas have been a profound part of Vedic tradition for centuries, practiced to purify the mind, cleanse karmic imprints, and invoke divine energies for protection, clarity, and peace. These sacred rituals transcend culture and creed, serving as a spiritual bridge between the individual and the universal. Whether one seeks healing, guidance, protection, or simply inner calm, the homa becomes a transformative experience — infusing life with positivity and higher awareness.

Our donors have chosen to give, while others hesitated. They have committed themselves to nurturing dharmic values in the world, and for that, they deserve the highest blessings the universe can offer. During these nine days, our learned Vedic scholars chant potent mantras, invoking divine energies to shower protection, health, and fulfillment upon each donor. We pray not only for their well-being, but for them to walk through life with youthful vitality — with sparkle in their eyes, strength in their step, and joy in their hearts, even in their later years. And when their time comes, may they depart gracefully, without suffering — fulfilled, free, and spiritually elevated.

NINE-DAY RITUAL SCHEDULE

- Ganesha Homa** – To remove obstacles and begin auspiciously
- Maha Lakshmi Homa** – For abundance and prosperity
- Saraswati Homa** – For wisdom, clarity, and inner expression
- Dhanvantari Homa** – For physical health and healing
- Sudarsana Homa** – For divine protection and energetic cleansing
- Navagraha Shanti Homa** – For planetary harmony and peace
- Chandi Homa** – For inner strength and overcoming negativity
- Rudra Homa** – For transformation and karmic release
- Maha Mrityunjaya Homa** – For long life and liberation from fear and suffering



This is not just a ritual —
it is our heartfelt way of returning grace to those who gave selflessly.



The Kalki Avatar and the Mission of Global Dharma



MATSYA



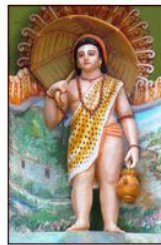
KURMA



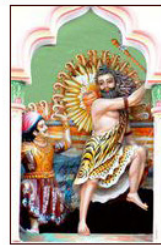
VARAHA



NARASIMHA



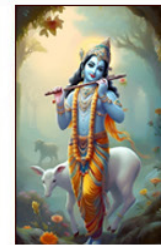
VAMAN



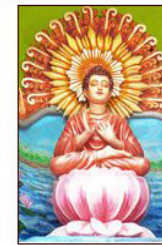
PARASHURAM



RAMA



KRISHNA



BUDDHA



OUR DONORS



KALKI

Across the ages, spiritual texts have foretold the arrival of Kalki, the tenth avatar of Lord Vishnu — a divine force destined to manifest during a time of great moral collapse and widespread chaos. Kalki is prophesied to appear not as a passive observer, but as a radiant warrior, a restorer of Dharma, who will cleanse the world of darkness and usher in a new era of righteousness. Yet, before any judgment is made, a deeper truth must be understood.

No teacher evaluates a student before first imparting knowledge. A just educator does not punish ignorance unless instruction has been given. In the same way, how can Kalki judge those across the world who have never been taught the essence of Dharma and Karma? How can humanity be measured by standards it was never offered?

The foundation of Dharmic living is laid through the wisdom of the Ramayana and the philosophical clarity of the Bhagavad Gita. Without access to these sacred texts — without a global awakening to these truths — Kalki's mission would be incomplete, even unjust.

The Mission Begins — Not with Judgment, But with Education

If we truly believe in the Kalki Avatar, we must recognize that his work must begin not by punishing, but by preparing. His first step must be to introduce the principles of Dharma and Karma to every soul, in every nation, across every faith and background. And that is the divine origin of this project. This is not the idea of an individual. This is a cosmic revelation, a whisper from the highest source of intelligence in the universe — a spiritual instruction to deliver Dharmic knowledge to the world. We are not building a school. We are seeding a global spiritual renaissance.

This is not about religion. It's about awakening.

Not about conversion — but transformation.

Not about control — but consciousness.



We invite you to join this divine initiative — not as a donor, but as a co-creator of history. Your contribution becomes an act of Karma Yoga in itself — an offering that echoes beyond this lifetime. Let it be known to Supreme God: Before Kalki arrives to cleanse the world, you helped lay the foundation inviting the Kalki Avatar.

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

04

The Ashrama System

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

We invite each of our 250 donors, the pillars of this divine mission, to spend their final decade of life at our (your) campus – the Yajna Sthal – not as guests, but as visionaries and torchbearers of a new era.

In the grand design of life as described in the Vedic tradition, Vanaprastha marks the third and most graceful phase – the time of evolution from material success to spiritual fulfillment. This is the stage of honorable withdrawal, where a householder – now a grandparent and a guide – passes on the reins of business and worldly responsibility to the next generation. With dignity and purpose, they shift focus from ownership to offering, from building empires to discovering eternal truths. It is in this sacred phase that one is called to renounce the pursuits of pleasure and ambition, and begin the inward journey – seeking the meaning of life, creation, and Self, under the guidance of realized masters.

This is not retirement. This is re-entry into your highest self. A chance to participate in the greatest yajna of our times – the revival of Dharma and Karma on a global scale. Following the successful establishment of the International Gita School, we will seek funding to acquire 10 acres of land exclusively to build 250 spiritual residences – one for each donor. These are not residences, but ashrams of awakening, created to offer peace, reflection, and spiritual companionship.

You gave so much to the world.

Now, let the world give you back what matters most: truth, tranquility, and transcendence.





An exclusive service for our 250 donors.

Becoming a successful entrepreneur or celebrity is never a matter of luck. It takes relentless dedication, discipline, resilience, character, and an unshakable passion for one's craft. Every accomplished individual can be seen as a modern-day Arjuna — shaped by life's battles, guided by an inner voice that resembles the wisdom of Lord Krishna. Through this initiative, we seek to unveil the sacred "inner soul" of our 1108 divine donors, and present it to the world as their unique Atma Gita — a personal scripture of their journey, values, and triumphs.



It is deeply moving — and regrettable — that so many extraordinary individuals have left this world without preserving the essence of their legacy: their insights, principles, and philosophies. Generations that follow often miss the opportunity to learn directly from these timeless souls. We will not let that happen again. Especially not with our 250 divine donors. Through this initiative, we will capture and immortalize each donor's Personal Gita — their lived wisdom — allowing them to inspire future generations as living embodiments of Krishna's spirit.

To fulfill this vision, we will conduct an exclusive, deeply reflective interview with each donor — exploring not just their achievements, but the essence of their journey. These interviews will be professionally edited and released in three powerful segments, each approximately 90 minutes long.

- The first segment, "Life Lessons", will be shared immediately on our official YouTube channel.
- The second, "Journey to the Self", will be respectfully released posthumously.
- The third, "A Final Message to Loved Ones", will be delivered privately to a designated person seven days later.

With thoughtful direction, warm visuals, and a professional musical score, these Atma Gita interviews will become treasured life scriptures — a source of inspiration for family, friends, the youth, and society at large.

MESSAGE FROM OUR CHAIRMAN

Dear Friends, I offer my humble prayers to each of you.

After serving the **Indian Air Force** for nearly two decades, I transitioned into business. While it brought financial success, it could not satisfy the deeper longing of my soul. This inner calling led me to dedicate my life to societal service — especially in the fields of **“Sports education and RSS Activities”**. Over the past 30 years, I have donated more than 400 acres of land worth over 800 crores to its today’s value for various philanthropic causes and mentored over 100 youth who have gone on to win medals at national and international levels.

Now, as I gradually withdraw from active roles, I have accepted the request of our Founder Director to take on the role of Chairman of this Foundation, with a deep sense of duty and conviction. With unwavering commitment, I have resolved to bring the Gita University Project to life by 2026. As Chairman, I assure every donor and stakeholder that every rupee contributed will be transparently and purposefully used to fulfill the noble mission of our Foundation.

Initially, we envisioned a Mega Campus of Gita University spread over 200 acres with a budget of ₹2,200 crores. As I have already offered all my personal land holdings to various causes, we approached the Telangana State Government seeking allocation of 200–300 acres of endowment land. Despite our patience and persistence, we encountered delays and lack of responsiveness from the previous and the current administration. After waiting until December 2024, we have now scaled down the project and begun work on a privately held (Our Director and their friends) parcel of land at Shankarpally, just 30 minutes from Kokapet SEZ and one hour from Hyderabad International Airport.

To initiate this phase, the Foundation has resolved to purchase 200 HMDA-approved, developed plots, each measuring 165 square yards. We are now seeking the support of 250 dharmic and visionary individuals — those who believe in the principles of Karma and Dharma over dogma and division. We invite each of them to invest ₹2 crores into this initiative. In return, a 2,000 square foot cottage will be constructed and registered in the donor’s name on a 165 square yard plot within the campus. These 200 cottages, along with a clubhouse and infrastructure on an 18-acre campus, will initially be privately owned by the first 200 contributors.

This is not a donation — it is an investment in Dharma. If, in time, our Foundation proves the sincerity and societal value of this project, these esteemed contributors may choose to transfer the ownership of the 18-acre property to the Foundation. Until then, their financial commitment remains protected, and their trust — honoured.

I extend a warm invitation to affluent business leaders, celebrities, and dharmic changemakers across the globe to become co-architects of this vision — a world guided by Gita wisdom and inner peace. If this mission resonates with your heart, please reach out to us at +91 89779- 31068. Our Directors would be honoured to meet you personally and present the full scope of this transformative initiative.

With gratitude and blessings,

Chalasani Balarayamma [CBR Prasad]

Chairman, Gita University Foundation

To Reach me, Please call Our Project Coordinator Mrs.Reshma on 89779-31068



MESSAGE FROM OUR DIRECTOR

Respected Sir / Madam,

My name is D. Anand K. Reddy, Founder and Director of the Foundation. This initiative has been born not from ambition but from a deep spiritual calling — shaped by unwavering devotion to Lord Shiva and Sri Adi Shankaracharya and further guided by the timely revelations and wisdom of my revered guru, Srila Prabhupada. Professionally, I hold a postgraduate degree in Structural Engineering with Computer Applications and serve as the Managing Director of a pioneering structural design training and software solutions company. My expertise lies in designing high-rise structures resistant to wind and earthquake forces.

We would be honoured to share just two essential points with you — the core insights of our mission — so that you may grasp the depth and significance of this project without needing to go through the entire proposal. Once we present these two foundational aspects, I humbly invite you, as a conscious and dharmic individual, to consider supporting our Mission. We kindly request a short meeting to personally share these key project details, answer any questions you may have, and then leave it to your noble judgment to decide if this vision resonates with your values, legacy and soul.

With reverence and sincerity,
D. Anand K. Reddy (Founder & Director)



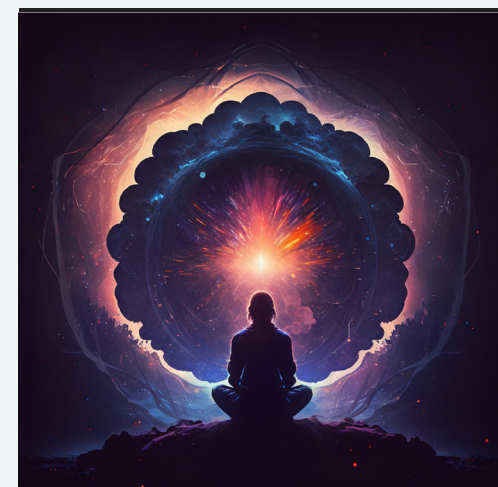
1. What Core Wisdom Do We Intend to Share with the World?

"The Universe Is God's Autobiography"

We often imagine God as a distant ruler — someone seated beyond the stars, governing from a celestial throne, apart from the world He created. But this idea is only the beginning of understanding, not the end. The truth is far more intimate, far more magnificent.

God is not watching the universe — God is the universe.

He has not merely created the world and stepped away. He has descended — not in disguise, not as an avatar or symbolic form — but as every speck of matter, every wave of energy, every cell, atom, and silence. This universe is not a stage for God; it is God's autobiography, written in galaxies and forests, in oceans and dust. Every inch of creation is alive with the pulse of supreme intelligence. Not a single leaf moves without echoing His infinite order. Not a grain of sand exists outside His consciousness. The tree does not merely grow — it remembers how to grow. The stars do not merely burn — they know how to shine. And that knowing, that memory, that intelligence — is not theirs. It is His. We live in a divine matrix, where the observer, the observed, and the act of observation are all threads in one indivisible weave. You cannot point to any object — not a rock, not a breeze, not your own thought — and say, "This is not God." Because there is nothing else. There is no "outside" to God.



The Dust and the Divine

Look closely at a particle of dust. Within it lies the story of supernovas, the memory of stars, the potential of planets, and the blueprint of life. Its structure, balance, and behavior are not accidents. They are expressions of a singular, all-pervading awareness that holds no gaps, no errors, no second-hand authorship. Even dust is divine. The intelligence that governs the birth of galaxies also governs the blink of your eye. The power that orchestrates time, gravity, light, and space is the same power that breathes through your lungs. And yet, we say, “God is far”? He is not far. He is all.

The End of Separation

To say “God created the world” is not false — it is just incomplete. The fuller truth is this:

God became the world.

This is not a metaphor. This is not poetry. This is reality. The Upanishads declare it. Advaita Vedanta confirms it. The realised rishis see it. There is no duality. No “me” and “Him.” No “this world” and “that God.” The wave has no existence apart from the ocean. And you — yes, you — are not apart from Him either. You are a verse in His eternal poem. This is what Gita teaches us in Chapter 10, as the Infinite glories of the ultimate truth (Vibhuti)

The Living Truth

Understanding this is not merely a means of gaining knowledge. It is to be transformed. When you know that everything is Him, violence fades. Fear vanishes. The sacred is seen everywhere — not just in temples but in traffic, tears, laughter, and silence. You do not worship from afar. You begin to live in worship — in each breath, in each step, in each encounter.

And that is the invitation of this truth:

To awaken to a world where nothing is secular, where every atom sings “I am That”, and where the Divine is not a guest in creation... He is the Host. He is the House. He is the All.



divi surya-sahasrasya bhaved yugapad utthita
yadi bhah sadrishi sa syad bhasas tasya mahatmanah Gita 11.12
tatraika-stham jagat kritnam pravibhaktam anekadha
apashyad deva-devasya sharire pandavas tada Gita 11.13
yo mam pashyati sarvatra sarvam cha mayi pashyati
tasyaham na pranashyami sa cha me na pranashyati Gita 6.30

“ If a thousand suns were to blaze forth together in the sky, they would not match the splendor of that great form. There Arjun could see the totality of the entire universe with infinite galaxies established in one place, in that body of the God of gods. For those who see Me everywhere and see all things in Me, I am never lost, nor are they ever lost to Me.”

2. Why Should a Muslim, Christian, or Jew Learn the Bhagavad Gita?

“If I already follow the Bible or the Quran, what is the need to read the Gita? Will it challenge my belief system?” - The answer is both profound and liberating.

The Gita Doesn't Replace Your Faith — It Reveals Its Essence

The Bhagavad Gita is not a religion. It is a science of the soul, a mirror that reflects your own divinity — no matter what tradition you were born into. The Gita does not seek to convert; it seeks to awaken.

It does not ask you to abandon your scripture but to understand it more deeply, to separate the eternal from the temporal, the essence from the excess. Just as the mythical hamsa bird separates milk from water, the Gita trains the seeker to extract the truth from any teaching and leave the rest behind.

Beyond Books — To the Soul

Religious texts across traditions — be it the Bible, Quran, Torah, or others — are profound, but they have undergone transmission through human hands and interpretations. Some verses uplift with divine clarity; others reflect the times and tensions of the societies that birthed them.

The Gita teaches you to discern. It encourages you not to worship the book but to revere the Being who breathes through you — the spark of the divine within. Scriptures are like a car manual; the soul is the car. Would you burn the car to preserve the manual? Sadly, many have done just that, killing their inner light to defend man-made texts claiming to be divine, whether they hold scientific or rational temper.

The Gita reverses this. It restores your relationship with your own Atman — your eternal self. It empowers you to honor your soul above all dogmas, to become a better Muslim, a deeper Christian, a more compassionate Jew — not by division, but through deeper universal understanding.

God Has Not Created the Universe — He Is the Universe

Once you absorb the Gita, you realize that God has not merely sent messages through prophets or texts — He has become this very universe. Everything you see, touch, hear, even the silence between thoughts, is His vibhuti — His divine manifestation. From gases to mountains, from humans to microbes — all is Him. All in Him.

As Krishna says in the Gita:

- “Of what use are the Vedas to the one who sees only Me in all?” (Gita 2.45)
- “Abandon all man-made paths, and surrender to your true Self.” (Gita 18.66)
- “You cannot reach Me through rituals, austerities or scriptures — only through Ananya Bhakti, devotion without division.” (Gita 11.53–54)
- “One who sees Me in everything, and everything in Me, is never lost to Me, nor am I ever lost to them.” (Gita 6.30)

This is not about religion. This is spiritual science. It is about tuning your perception to the oneness behind all names and forms.

The Outcome: Unity Without Conversion

Those who study the Gita do not become “Hindus.” They become refined souls — Muslims with deeper compassion, Christians with greater stillness, Jews with awakened presence. The Gita does not erase your tradition — it cleanses and completes it.

So, dear friends, you remain who you are — only more conscious, more kind, more inwardly free. So, let us stop fighting over the holy scriptures and start honouring the Source that lives behind them all.



A Humble Appeal to Affluent Dharmic Hearts

Dear Sir/ Madam.

Warm greetings from the heart of a sacred mission. We write to you with humility, clarity, and a divine invitation – not merely to support a project, but to become a co-creator of a global spiritual transformation rooted in the eternal wisdom of the Bhagavad Gita.

The Vision: A World Awakened by the Gita

The International School for Gita is not just an institution. It is a spiritual renaissance in the making – a bold, time-bound mission to take the message of Karma Yoga, Dharma, and Self-Realization to every corner of the globe.

Our primary objective is simple, yet profound:

- Train and empower 1,000 Gita Gurus within 5 years
- Expand to 10,000 globally certified Gita ambassadors within 25 years
- Reach 1,00,000 Gita teachers within 75 years, forming the world's most powerful network of spiritually awakened, service-driven leaders

These are not mere teachers but instruments of inner revolution. Through the universal lens of the Gita, they will guide youth, heal minds, elevate consciousness, and dissolve boundaries between faiths, ideologies, and nations.

A Divine Opportunity for 250 Visionary Donors

To manifest this divine project, we seek 250 generous and spiritually aligned donors, each contributing ₹2 crore. This is not a donation. This is a legacy. It is an opportunity to eternally align your name and soul with one of the greatest dharmic missions of our time.

Your contribution will help us:

- Build the Gita campus and infrastructure for residential and global training programs
- Construct 200 3BHK 2000 sft cottages on 165 sqyards on an 18-acre campus at Shankarpally, Hyderabad.

We believe the time has come for 250 Divine souls such as you to rise and say yes to a movement that future generations will look back upon as the rebirth of true spirituality on Earth. If this call resonates with your divinity, we welcome you with reverence. Let us stand together—as one family, one fire, and one force—to illuminate this world with the light of the Bhagavad Gita.

With love, gratitude, and eternal blessings,
Anand Reddy, Founder Director
International School for Bhagavad Gita



WHO WILL RUN THE FOUNDATION?

About the Founder Director.

D. Anand K. Reddy is the visionary behind the foundation, inspired through deep spiritual pursuit and unwavering devotion to Lord Shiva and Sri Adi Shankaracharya, with timely revelations and guidance from his revered guru, Srila Prabhupada. Mr. Reddy holds a postgraduate degree in Structural Engineering and serves as the Managing Director of a pioneering private limited company that specializes in training Civil and Mechanical Engineers in advanced design software. Notably, his company was the first in India to introduce training in vertical CADD software, beginning as early as 1994. To date, the institution has successfully trained over 1.2 lakh students from more than ten countries, earning the distinction of being India's largest and most reputable CADD Centre – recognized for its commitment to quality and innovation in technical education.

People behind this project?

Material desires vary from person to person, shaped by one's education, skills, interests, the influence of the three gunas (modes of nature), and the karma carried from past lives. Thus, any project rooted in material goals can often be traced to individual inclinations. However, the longing of the soul is universal – it does not change with the body it inhabits. Every soul seeks inner peace, lasting happiness, and harmony with others, because at the deepest level, all souls are interconnected. This project is not merely the vision of one person – it is a manifestation of what “you” have always carried within you. It is the collective expression of the quiet longing shared by all who live in alignment with Satvik (pure and noble) values. To call it a personal idea would be limiting; rather, this project is the mirror of countless pure-hearted individuals whose inner voice now finds form through this mission.

Who will run the foundation?

The Foundation will be governed by an 18-member Board of Directors, carefully selected and nominated by the Chairman and Founder Director, and formally approved by the 200 donors, who collectively hold 60% of the Foundation's voting rights. Each board member will serve a one-year term, renewable based on their commitment and contribution to the Foundation's vision and goals.

The Board will be entrusted with setting strategic direction, ensuring operational excellence, and safeguarding the core objectives of the Foundation. Alongside them, the 200 donors will form a permanent Chief Advisory Council, offering continuous insight and guidance. Additionally, a distinguished panel of 108 respected celebrities and thought leaders will serve on the Chief Advisory Board, lending their influence and voice to support the mission globally. This entire initiative is being undertaken in the true spirit of Karma Yoga – without attachment to outcomes, without ego of doership, and with a mind rooted in equanimity. It is our humble offering (havis) – a sacred yajna dedicated to the Divine.

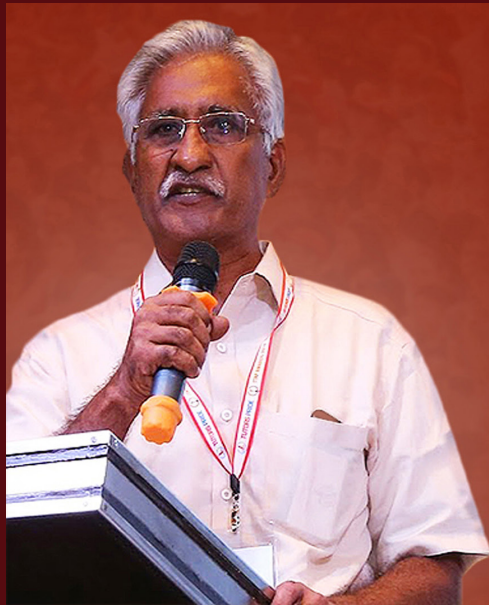
No one is happy.

It is deeply disheartening to witness ongoing conflicts rooted in imaginary divisions such as race, religion, region, and caste. The rise of extremist groups using violence and coercion to impose their beliefs is both alarming and painful. Equally troubling is the widespread misuse of public resources by corrupt officials and citizens, eroding trust and deepening despair. For those without political influence or wealth, seeking justice often feels like an uphill battle, made worse by the collusion between musclemen, politicians, and law enforcement, which only intensifies the sense of helplessness. Our hearts ache when we see honest, educated individuals struggling to meet even their most basic needs. Many silently carry the fear of dying in suffering, burdened by the responsibility of leaving loved ones behind without support. In light of these harsh realities, we firmly believe that society needs a profound transformation – a complete reformation from the grassroots to the highest levels. This project is born from that very need – a sacred mission to ignite the lamps of wisdom (Gnana Jyothi) in every heart, and to restore compassion, clarity, and courage in a world that so desperately needs it.

Let us get into action.

We all recognize the issues afflicting our society – and many of us often voice our frustrations to friends and family, only to be left with a deep sense of helplessness when real change feels out of reach. This organization is a beacon for those who carry a strong sense of righteousness in their hearts, who silently yearn to dispel the ignorance that is robbing us of inner peace and depriving our children of true freedom. In addition to our flagship initiative – the International School for Bhagavad Gita at Shankarpally – we are now preparing to launch a visionary new endeavor: the International Vedic Club, the first of its kind in the world. This unique institution will be a global platform for spiritual seekers, rooted in timeless Vedic wisdom and open to all who wish to live with purpose and clarity. This dream can become a reality with the support of 1,944 committed individuals, each investing ₹30 lakhs in this movement. Full details will soon be available on our website: internationalvedicclub.com.





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



BHAGAWAT GITA FOUNDATION FOR VEDIC STUDIES

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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/>

Statutory Credentials of the Foundation.

CIN: U80901TG2020NPL145895

12A Registration: AAJCB4366NE20215

80G Registration: AAJCB4366NF20213

CSR Registration: CSR00038630

NGO darpan: TS/2021/0273391

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