

# BHARATIYA CHETNA KENDRA

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**IFSC SBIN0016533, Vrindavan Branch, Mathura, UP**

## P R O J E C T S

### 1 A Gita-Gram Gurukul in Every Village

The organization proposes to set up a Gita Gram Gurukul in every village. A Gurukul is an ancient Indian school where children were brought up and educated in all subjects under the tutelage and care of one capable Guru or teacher who would not charge any fees from them. Fashioned after the ancient model with some necessary modifications, the Gurukuls being set up are to a large extent digital gurukuls, since most knowledge is imparted to children through pre-recorded video programs shown through a large wall-mounted TV. Teachers associated with the program also go and personally motivate children from time to time, and spend days and weeks with the children. The philosophy of the Gurukuls is that without a strong spiritual foundation of the kind provided by the Gita, other knowledge acquired by children may not help them much in living a meaningful life which is also good for the society. The curriculum of the Gurukuls includes imparting structured training on the Bhagavad-Gita, the Ramayana and the Bhagavatam, English and Sanskrit, and 43 other subjects that are essential to a good, successful and enlightened life but are not formally taught in schools or colleges, like etiquette and manners, study skills, critical thinking, aesthetic sense, personality development, world affairs and the like. Vocational trades are also included. An experiment has already been started in certain villages in Mathura district in the state of Uttar Pradesh, India. The Gurukuls will operate with the motto '*Total Education, Free Education and Education to All*'—*Sarv Shiksha, Sampurn Shiksha, Nihshulk Shiksha*. INITIAL INVESTMENT AROUND RS. 2,00,000, PLUS ANNUAL EXPENSES OF ABOUT 2,00,000 IN THE FIEST YEAR.

## PROJECT 2

# A Gita in Every Home



There will hardly be a Christian home without a copy of the Bible and a Muslim home without the Koran. However, there are few Hindu homes left today which have a copy of the Gita. This has resulted in erosion of some of the cultural values that had shaped millions of enlightened characters in the past. It is, therefore, planned to bring the Gita to twenty crore Indian homes and a hundred core other homes in the rest of the world. This version of the holy Gita will not be the same as the ones that are most popular today, and which misrepresent

the message of the Gita to suit the narrow ends of perpetuating the caste-system and the 'cult of the high and the low' based purely on birth. The Bhagavad-Gita Prakashan has published a rational-critical commentary on the holy Gita in modern language and idiom to make it more appealing to the modern and educated minds in India and abroad. It has numerous tools for easy navigation and comprehension that are not generally found in any other edition of the Gita. Some of the features are: every chapter of the book is preceded by a critical introduction and summary; the book has a section on how to obtain help from the Gita on ten most difficult emotional situations faced by people in day-to-day life like sorrow caused by the death of a near-and-dear one, fear of death, anger, greed and the like; a treasury of classified verses on various frequently searched topics, and illustrations to clarify some important concepts of the Gita, to name a few. **THE PRODUCTION COST OF ONE COPY OF THIS 10 X 14 CM BOOK OF 744 PAGES IS 115 RUPEES OR APPROXIMATELY 1.66 US DOLLARS. ONE CAN SPONSOR ANY NUMBER OF COPIES.**

## PROJECT 3

# Gita-Gram or Gita-Villages

A Gita Gram is a village where most homes have a copy of the Bhagavad-Gita, where most homes daily read and recite the verses of the Gita and where sincere attempts are made to translate the ideas of the Gita into a practical living. A Gita Gram also tries to develop the individual and community life in its totality by improving education of children and adults and economically empowering them through agriculture and self-employment. But all these initiatives can succeed only when there is community mobilization through sports and cultural activities. Providing a copy of the Gita is easier than convincing people to daily recite the verses. For some time, therefore, dedicated motivators will be required to go from house to house and talk to people and to convince them. **TOTAL ANNUAL INVESTMENT IN ONE GITA GRAM IS APPROXIMATELY FIVE LACS. NO OR LITTLE INVESTMENT IN THE SUBSEQUENT YEARS.**

## PROJECT 4

# Instructional Video Series

In India there are great gaps in the education curricula and the pedagogy today, leading to lack of all-round development of children and youth, and their lopsided personality growth. After identifying those gaps, a 43-point supplementary curriculum to address the gaps has been evolved. Some of these areas are: personality development, communication skills, aesthetic sense, study skills, examination skills, memory skills, spoken Hindi and spoken English, inter-personal skills, life-skills, critical thinking, emotional literacy and career guidance, to name a few. Emphasis is given on teaching technical trades that may result in viable livelihood. for students in due course. Since there are no teachers available to teach these non-traditional subjects to students, the only way is to develop 'weapons of mass instruction', i.e. instructional films with the help of experts in local languages—not in English—including the tribal languages,

packed in CDs and DVDs. A number of such films have been prepared on subjects like critical thinking, aesthetic sense, career literacy for Gita Gram Gurukuls but a good number remain to be made. **AN INITIAL GRANT OF 10 LACS WILL BE HELPFUL. IT IS TO BE A CONTINUING PROCESS.**

## PROJECT 5

# Gita Dham



The Gita Dham may start with a district level Centre, to be followed up, after fine-tuning, by a national centre. It is planned to establish a Gita Dham finally in every Block and Panchayat. It will have a temple of the Gita which will also serve as meditation centre, a devotional dance centre and a place for sermons and preachings. The Gita Dham will have an auditorium for religious, spiritual and other types of instruction mainly through instructional films. In addition, it will have a Total Education Centre; a Livelihood Solution Centre; a small library as also a wellness centre. The Gita Dham is a place where people will be lifted to a higher level of thought, spirituality and behaviour, and all communities will be helped through total education, health services and self-employment training. A Gita Dham is intended to be a holistic development centre for the entire area which it will cater to, with the object of producing a poverty-free and an ignorance-free society. **WE WOULD NEED AT LEAST 10 ACRES OF LAND AND 25 CRORES FOR CONSTRUCTIONS.**