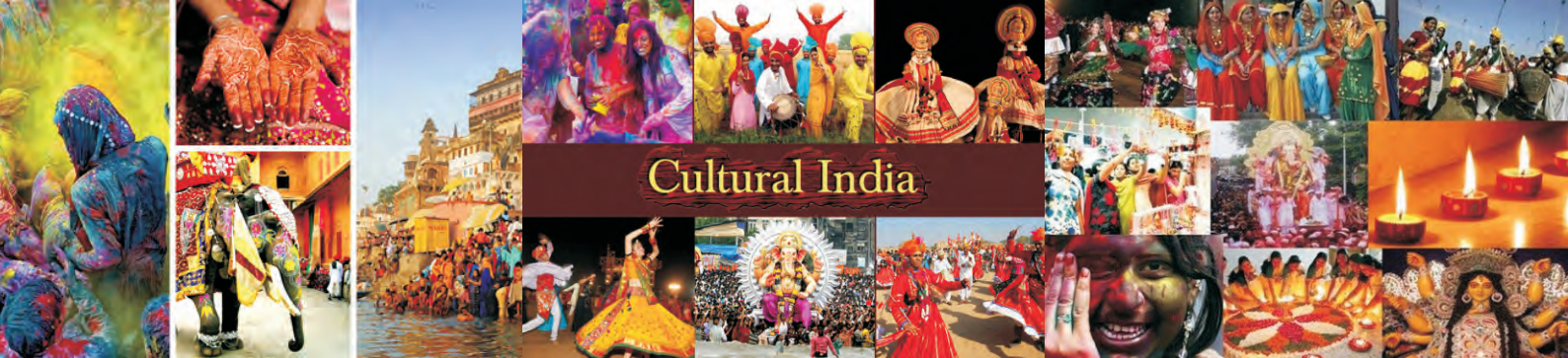


# Serious Thinkers of Glorious Bharath



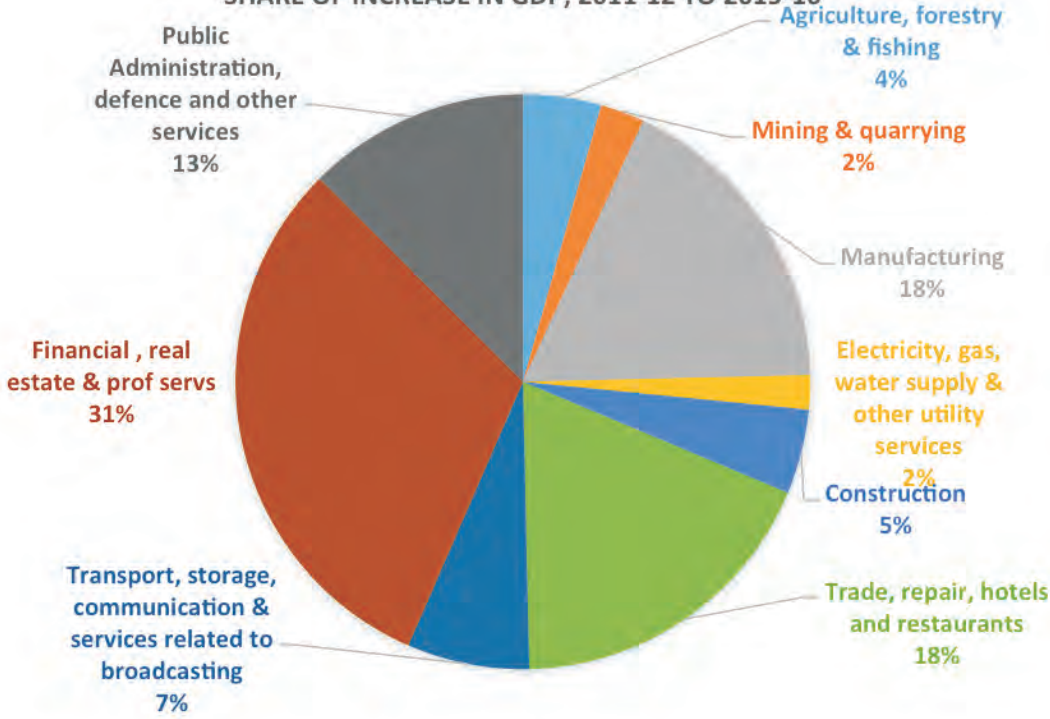
A Justice T.L. Venkatarama Iyer Endowment Foundation Initiative





### Cultural India

SHARE OF INCREASE IN GDP, 2011-12 TO 2015-16





# Serious Thinkers of Glorious Bharath

## Organizational details

- ❖ Name of the organization
- ❖ Type of the organization - unregistered/society/trust/institut
- ❖ Brief Philosophy and Ideology
- ❖ Main objective
- ❖ Other goals
- ❖ Established in the Year
- ❖ Founded by
- ❖ Founder's Biography and Works
- ❖ List of chief administrators since formation
- ❖ Eligibility of chief administrator
- ❖ Process of selection or appointment
- ❖ Head Quarters
- ❖ Daily routine and special events
- ❖ Branches Details National/International
- ❖ Your source organization
- ❖ Member/Partner/Affiliate Organizations
- ❖ Properties for 'sale/lease/rent/projects and Joint ventures'
- ❖ Job vacancies (eligibility, locality, nature of work, salary and scope of progress details)
- ❖ Organizational partnership opportunities



## Rules and Regulations of the Organization (common and specific)

## Members Demography

- ❖ Membership divisions
- ❖ No of registered members
- ❖ Members, officers and workers' training

- ❖ Volunteers-recruitment and training
- ❖ No of followers
- ❖ Youth-Senior ratio
- ❖ Women-Men ratio
- ❖ Rural-Urban ratio
- ❖ Educated-literate-illiterate ratio
- ❖ Elite-Common public
- ❖ Community and religious demography
- ❖ PIO/foreigners
- ❖ Average visitors per year
- ❖ Member in take per year
- ❖ Average events per year
- ❖ Highlight events and participants
- ❖ Membership Registry, correspondence and database



## Personal Details

- ❖ Name of the present Head
- ❖ Academic qualification
- ❖ Specialization
- ❖ Capacities (oratory, drafting, music, asana-demo, organizing abilities, debate, discussion and dialogue, conflict resolution, multifaceted and multilingual, creativity and innovation)
- ❖ Lectures list
- ❖ Books and other writings/Commentary, Translation/Research works
- ❖ Master/Masters
- ❖ Sources of inspiration
- ❖ Important patrons and supporters
- ❖ Key Associate and Partners
- ❖ Important associates/students/assistants
- ❖ Motto

- ❖ Life principle
- ❖ Goal
- ❖ Routine Practices



### Your philosophy-Views on

- ❖ Caste system
- ❖ Patriarchy and Matriarchy-Gender issues
- ❖ Liberation
- ❖ God, worship and grace
- ❖ Remedial tools and their reliability
- ❖ Sins and divine pardon
- ❖ Mind control and Knowledge development
- ❖ Religious and spiritual practices-Necessity, standards and effect
- ❖ Inter-connectivity between 'food, way of living, health and spiritual strength'
- ❖ Dress code and Disciplines
- ❖ Restrictions, prohibitions and exemptions
- ❖ Need of religion for the society
- ❖ Ethics, religion, philosophy and spirituality
- ❖ Divinity in nature
- ❖ Sensitive social issues and controversies (widow status, divorce, abortion and others)
- ❖ Paranormal phenomenon

### Establishments

- ❖ Offices
- ❖ Commercial Buildings



### Team

- ❖ Successor
- ❖ Personal Assistant

- ❖ Administrative Committee
- ❖ Advisory Board
- ❖ Associates/ Beneficiaries (specific community or open to all)
- ❖ Public Relations (Official spokesperson)
- ❖ Media Relations
- ❖ Manager
- ❖ Office staff
- ❖ Other servicemen and caretakers

### Religious/spiritual services offered

- ❖ Yoga
- ❖ Initiation
- ❖ Mantra
- ❖ Bhajan
- ❖ Katha
- ❖ Pooja-Utsava
- ❖ Yagna
- ❖ Spiritual training
- ❖ Texts (Such as Bhagavad Geetha)
- ❖ Counseling
- ❖ Jyothisha/ Bhavishyad Vani (Prediction)
- ❖ Shanti (Parihara) (Remedies)
- ❖ As'ee (Blessings)
- ❖ Basic assistance to needy religious communities- 'free education, health, livelihood, shelter, marriage and pilgrimage'
- ❖ Encouragement and development support to 'religious authorities and activists'
- ❖ Temple preservation and protection (Temple cleanliness, safety, sanctity and development)
- ❖ General knowledge dissemination
- ❖ Specific division of knowledge dissemination (such as environment, education, health, science and technology)



## Special religious /social 'Public activities'

- ❖ Light festivals
- ❖ Grand Rituals
- ❖ 'Car' (Ratham) festival
- ❖ Processions
- ❖ Pilgrimage walk-circumambulance-trekking
- ❖ Mass marriage, sacred thread, initiation, bhajan, chanting and recitations
- ❖ Mass awareness campaigns
- ❖ Walkathon and Marathon
- ❖ Rally for a cause
- ❖ Specially designed public and communities gathering events



## Affiliations

- ❖ Religious Confederations
- ❖ Social Organizations
- ❖ National/international institutions of education and research
- ❖ Government Organizations and Panels
- ❖ International Organizations and Panels
- ❖ United Nations

## Achievements

- ❖ Epithets
- ❖ Awards (Institutional/National/ International)
- ❖ Post and Positions
- ❖ Aid
- ❖ Innovation
- ❖ Empowerment
- ❖ Transformation





- ❖ Do you provide incentive/honor/aid/awards to ‘dignified Priests, Purohits, Pandits, Pontiffs, Preceptors, Propagators?’
- ❖ Recognition for successful in academics, talents and innovation
- ❖ Do you develop/guide/fund research projects?

## Out-Reach

- ❖ Official Magazine/magazines (language, periodicity and subscribers)
- ❖ Journals
- ❖ DVDs and Booklets
- ❖ Website
- ❖ Social Media Reach
- ❖ Own Radio/Slots
- ❖ Own ‘Internet, You Tube-Satellite-Channel’ /Slots
- ❖ Short films, documentaries, serials and movies produced about/by you



## Institutions

### Religious

- ❖ Veda Patashala
- ❖ Goshala
- ❖ Dharmashalas (choultries)
- ❖ Anna Shala (free food distribution)
- ❖ Dhyana Mandapam (prayer and meditation halls)
- ❖ Kalyana Mandapam (community halls)

### General

- ❖ Educational Institutions
- ❖ Training Institutes
- ❖ Competitive Exam Coaching centers
- ❖ Medicare Institutions



- ❖ Campus and Career Consultancy
- ❖ Research Institutes
- ❖ Advanced Research Institutes
- ❖ University
- ❖ Associated/ affiliated/ supported institutions

### **Social Services/ service institutions**

- ❖ Traffic safety awareness
- ❖ General safety awareness
- ❖ Orphanage/ child adoption
- ❖ Old age home
- ❖ Destitute Shelter Homes
- ❖ Care for the Specially enabled
- ❖ Animal Care Shelters
- ❖ Housing
- ❖ Free Dormitories for needy public
- ❖ Livelihood assistance for the disabled
- ❖ Cottage Industries (Rural self-employment aid)
- ❖ Cooperative societies
- ❖ Rural infrastructure and transportation facilities
- ❖ Literacy and self-employment schemes
- ❖ Free 'schools/colleges/ training Institutes/hostels
- ❖ Exclusive education institutions for special children/specially enabled/poor/schedule castes and tribes
- ❖ Girl care and education
- ❖ Women empowerment (self-help groups, skill development and capacity building)
- ❖ Transgender empowerment
- ❖ Students coaching, exam coaching, memory training, prayers and worships, sponsorships
- ❖ Free Hospitals/Mobile hospitals and Medical camps











- ❖ Emergency services-Disaster relief
- ❖ Blood donation and organ donation awareness
- ❖ Special children welfare-research and development
- ❖ Scheduled community well-being
- ❖ Entrepreneurship training
- ❖ Micro-financing
- ❖ Rehabilitation (of prisoners, patients and addicts)
- ❖ Legal aid
- ❖ Reach the needy (All services set in mobile mode, to target the unreached)
- ❖ Farmers' welfare services
- ❖ Soldiers' welfare schemes



## Your opinion on and solution for issues of serious concern

### *Religious issues*

- ❖ Cultural Deterioration
- ❖ Superstitions and Commercialization
- ❖ Misconceptions and mis-propaganda- 'Countering Atheism, Communism and Materialism and Conversions'
- ❖ Future of Vedic Education (scholars and students)
- ❖ Cow Slaughter
- ❖ Interfaith Amity-Possibilities and Challenges

### *Social issues*

- ❖ Female/general-infanticide/feticide-child abandonment-negligence
- ❖ Poverty/hunger/malnutrition
- ❖ Child abuse and immoral trafficking
- ❖ Ethical crisis in professions
- ❖ Health crisis (stress, medical negligence, ethical issues, drug-effect)
- ❖ Addiction crisis



- ❖ Maletainment (Entertainment industry and moral deterioration)
- ❖ Family system
- ❖ Abuse of elders (Creating 'sense of respect and respectability')
- ❖ Human rights
- ❖ Crime rates
- ❖ Youth in crime and violence
- ❖ Unholy alliance-Politicization of religion
- ❖ Corruption
- ❖ Terrorism
- ❖ National Security crisis
- ❖ Geopolitical and geo-economic plays



**Most Preferred Area of Service**

**Finished/Recently finished projects**

**Ongoing projects**

**Stagnated-Obstructed-Abdicated Projects**

**Future plans**

**Dream Plan**

**Your prediction about the future of India, Dharma and World**

## Plan for the nation

- ❖ What do you mean by 'India-The 'Vishwa Guru'?
- ❖ Possibilities and Challenges
- ❖ Your 'Action Plan'
- ❖ What is your personal contribution so far?
- ❖ People and organizations, supported by you, in the campaign
- ❖ Who are all others known to you, in the campaign?

## For the budding generations

- ❖ Storytelling, games, quiz and other competitions for kids- 'Patriotainment'
- ❖ Training Students in Patriotism- 'Study, Research, Service and Innovation' projects
- ❖ Teaching about 'basic concepts of desh and dharma' (nation and morality)
- ❖ Your role or interest in molding 'Youth for the Nation'-(YN)-'Incubating 'Journalists, Judges, Bureaucrats, Scientists, Defense experts and executives, Social Activists, Social philosophers and transformers, Peacemakers and Political Leaders'



## For the public

- ❖ Citizens' Awareness on 'constitution, democracy, fundamental rights and duties'
- ❖ Election reforms
- ❖ Government policy, plans, services and benefits
- ❖ BGP- 'Bridging Governments and Public' - 'order services needed'
- ❖ Harmony festivals at areas of conflict and crisis
- ❖ Permanent and mobile 'H3' museums and exhibitions; **Heritage**-our greatness and grandeur of our culture, history, science, values and way of living, **Holocaust**-ruin and decline and **Hope**-our action and revival plans.



### ***Foundation works***

- ❖ Simple living
- ❖ Positive and productive time-spending
- ❖ Respect-building
- ❖ Relation-building
- ❖ Charity Training
- ❖ Training in foundations and purposes of worships and rituals
- ❖ Relevance of Vedic message, to present and future common society



### ***Revival***

- ❖ Garden and Farm at Home- (reviving cultivation of traditional grains, pulses, flowers, vegetables and fruits)
- ❖ Cultivating 'aromatic, medicinal and auspicious' plants
- ❖ Back to nature-food habits, cosmetics and health maintenance
- ❖ Special focus on vegetarianism (sattvic food)
- ❖ Agro reforms (Natural Farming-Soil enrichment, organic manure and pesticides. Rain water harvesting, water conservation and treatment/ Mixed and collective farming culture)
- ❖ Competitions on cooking, housekeeping, decoration, cost-effective living, domestic harmony, child care and development
- ❖ Traditional Jewelry (designopedia) and costumes, wearables and preferables
- ❖ Classical and folk arts-Music, dance, drama
- ❖ Games innovation-positive entertainment
- ❖ Sports-revival of traditional sports
- ❖ Traditional Martial Arts-redesigning, research and innovation
- ❖ Rural and Tribal wisdom and values
- ❖ Revival of Sanskrit
- ❖ Revival of Samskaras
- ❖ Ayurveda, Siddha, Naturopathy and alternate therapies
- ❖ Ideal Brahminism and its Social contributions

## ***Development***

- ❖ Education-Standards, affordability and value
- ❖ Building scientific and Innovative temper
- ❖ 'Indigenous innovations' and 'local product and market' development
- ❖ Model Village (single center-holistic focus)
- ❖ Self-administered villages
- ❖ Environmental management-Environmental issues and remediation (Reforestation, Wild life, creating 'No plastic, no pesticide and no pollution' planet, Waste minimization, management and recycling)
- ❖ Energy solution-renewable energy sources
- ❖ Building Self-reliance
- ❖ Rashtraputra Sweekara (adopting and grooming 'promising youth', aiming at 'resilience, self-reliance, safety and progress of the nation')



## ***Reinforcement***

- ❖ Communication skills-Language, logic, oratory, drafting, poetry, presentation, discuss, dialogue and debate
- ❖ Soft skills
- ❖ Overall personality development
- ❖ Self-defense-technology and training
- ❖ Social Surveillance
- ❖ Civil defense-Emergency preparedness training
- ❖ Ancient and Contemporary Global Wisdom Study
- ❖ Visioneering- 'Finding, framing and fixing of future'
- ❖ Regulatory board for 'positive sciences and practices'- 'Common code manual' (systematizing the arts and practices of purohitha, astrology, Vasthu and all other similar disciplines)
- ❖ Toga Prayoga-Applied Mystics
- ❖ Protection and Action Guild for 'spiritual masters and missionaries'

- ❖ Court of Religious justice (an influential advisory body)
- ❖ ‘Religious Administration Board’ for temples (management as per scriptures, agamas and traditions)
- ❖ ‘The Great Gathering’- ‘Confluence of traditions of vernacular scriptures and regional saints’

**Have you been already planning or doing something on these proposals?**

**Are you interested in doing ‘research, experimentation or implementation’ of any of the above?**

**Major Threats and Solutions for Nation, Dharma and Peace (in your view)**

### **Financials**

- ❖ Assets
- ❖ Corporate Funds
- ❖ Sources of Income- ‘interest/rent/profit from trade and agriculture and others/ sponsorships/donations
- ❖ Monthly maintenance expenses
- ❖ Corporate partners
- ❖ Liabilities
- ❖ Dormant properties



### **Organizational/personal issues**

- ❖ Property Litigations
- ❖ Disputes and Frictions (political/social/religious/ideological)
- ❖ Financial insecurity
- ❖ Internal non-cooperation
- ❖ Lack of man power and successors
- ❖ Criminal cases
- ❖ Security risk
- ❖ Life-threat



## Support that can be offered by you

- ❖ Volunteers
- ❖ Propagation
- ❖ Conducting events
- ❖ Knowledge
- ❖ Advice and directions
- ❖ Reference and networking
- ❖ Participation
- ❖ Wishes and Prayers
- ❖ Be an Ambassador for the mission



## Support needed for you from us

1. Volunteers
2. Coordinators
3. Resources
4. Patrons
5. Partners
6. Guidance
7. Advisers
8. Promoters
9. Trouble shooters (experts in law, taxation, mediations and concept-marketing)



## About the trust:

Justice T.L.Venkatarama Iyer Endowment Foundation has been established in memory of Hon'ble Justice Late T.L.Venkatarama Iyer(1893 - 1971), by the blood relatives of the Justice at Chennai. The late Justice hails from Harikesanallur, Tirunelveli, Tamilnadu and attained eminence in the fields of Law, Carnatic Music and Sanskrit.

The motto of the trust is to recognise and nurture talented people in the fields of law, Carnatic music and Sanskrit. We regularly conduct seminars, functions, competitions in recognition of talents.

## About Justice TL Venkatarama Iyer

In his tenure as Justice of Supreme Court (1954-1958), he has rendered several important judgements, and also he was part of the constitutional bench and rendered judgements which till date are considered noteworthy. Subsequently he was the Chairman of the Law Commission of India till 1961.

Being born in family of sanskrit scholars, Sanskrit came naturally to him and he has authored number of books, the magnum opus being "The musical element in kalidasa". He too like his father earned the title of Mahamahopadhyaya.

Hailing from a musically talented lineage and being closely related to Muthiah Bhagvathar and Ambi Dikshitar, Hon'ble Justice TLV himself was a maestro. In 1928, he was member of experts committee at Music Academy, Chennai to advise regarding musical education. He was conferred the title Sangeetha Kalanidhi on his efforts promoting Dikshitar Kritis. He also served as third president of Music Academy, Chennai. It may be out of place to say that the Hon'ble Justice was guru to some popular Carnatic Music stalwarts like DK Pattamal, MS Subbulakshmi, ML Vasanthkumari and Rajam Iyer.

**Project Director**



**Aishwarya**

**Coordinator**



**Hernando Huertas  
Vamana Swami**



**Contact:**

**Justice T.L. Venkatarama Iyer  
Endowment Foundation**

No. 5A, D, Silva Road,  
Mylapore, Chennai - 600004.

Mobile: **+91 9962510986**

Email: **justicetlvefoundation@gmail.com**

Website: **www.tlvefoundation.org**