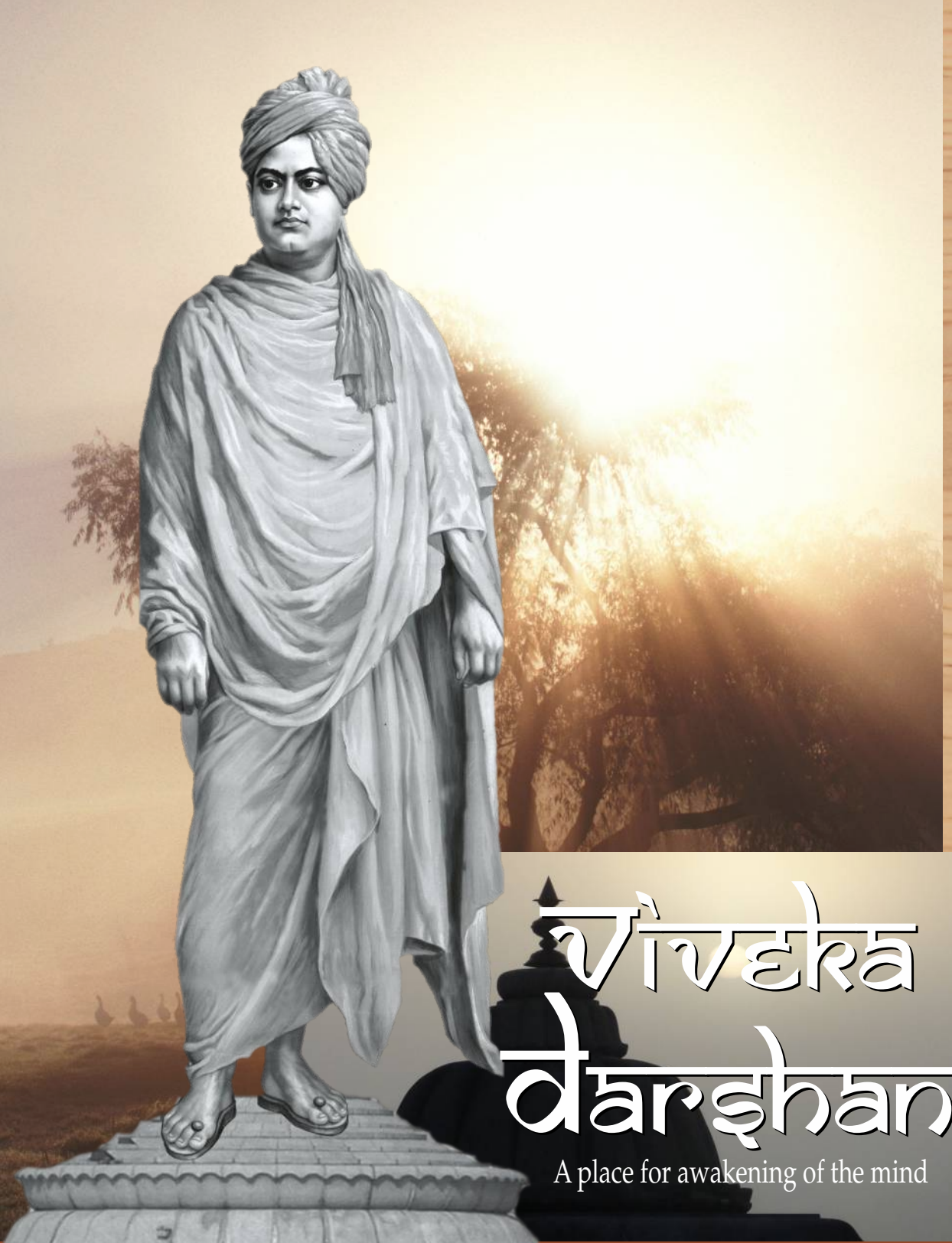


॥ श्री रामकृष्णः शरणं मम ॥



# श्रीरविकेश वेदरश्मन

A place for awakening of the mind



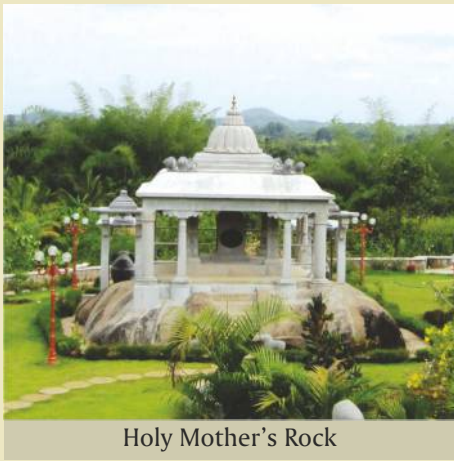
A Cultural, Spiritual, Educational Theme Park and  
A Global Monument of Swami Vivekananda  
To spread His message of Universal Love, Peace and Harmony to the mankind

Sri Ramakrishna Sharada Ashrama (Bailur Math) (R)

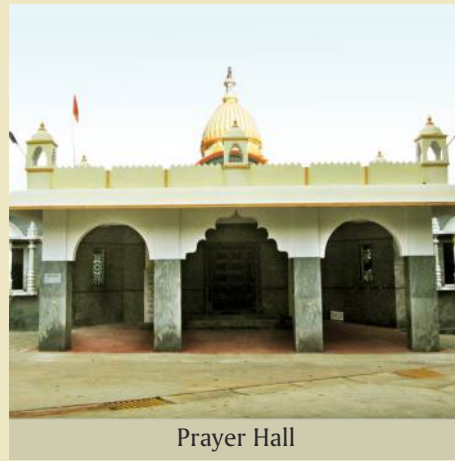
Village Yerlapady, Bailur, Karkala Tq. - 574102, Udupi Dist., Karnataka.

E-mail: vivekadarshan@gmail.com Website: www.rkashrambailurmath.org





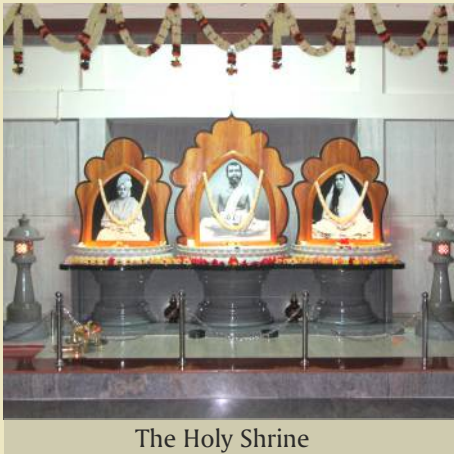
Holy Mother's Rock



Prayer Hall



Vivekananda Tyaga Mantap



The Holy Shrine

## About Us

Around the year 2004 the triple institutions – Sri Ramakrishna Ashrama (the Men Monastic Wing), Sharada Foundation (the Women Monastic Wing) and Sri Ramakrishna Sharada Ashrama (the Missionary and Service Wing) emerged out dedicated to the twin ideals : 'for one's own salvation and for the welfare of the world' (आत्मनो मोक्षार्थं जगद् हिताय च - *Ātmano Mokṣārtham Jagad Hitāya Ca*) as set by Swami Vivekananda.

The Ashramas have provisions for Monastics, Non-monastics and Vānaprasthās interested in leading a pure spiritual life. Ashrama inmates speak and converse in Samskrit. Sri Ramakrishna Sharada Ashrama is recognised and registered under IT Dept., Govt. of India as Public Charitable Trust.

The Ashramas at Bailur, Karkala, Udupi, (Popularly known as BAILUR MATH) are not branches of the Ramakrishna Math and Mission, Belur, Howrah, but precisely work on the same principles and closely follow the same ideals and ideology.

## Activities of the Ashrama

All the activities of Ashrama are centred around the one theme : 'for one's own salvation and for the welfare of the world' (आत्मनो मोक्षार्थं जगद् हिताय च – *Ātmano Mokṣārtham Jagad Hitāya Ca*).

Apart from the daily internal activities, the Inmates personal spiritual practices and disciplines for one's own spiritual attainments and as a part of monastic life include self-culturing, prayers, worship, Japa, meditation, physical exercises, music, studies and learning. Successively by turns, one inmate for a month, sits for Tapasya.

The external activities include moral and spiritual training, daily worship, festivals, celebrations, spiritual/scriptural discourses, workshops for youth; educational, medical and financial help to the needy, attending to devotees, visitors, website, counselling and other public service activities.



Puja and Celebrations



Discourses



Yogasana Classes

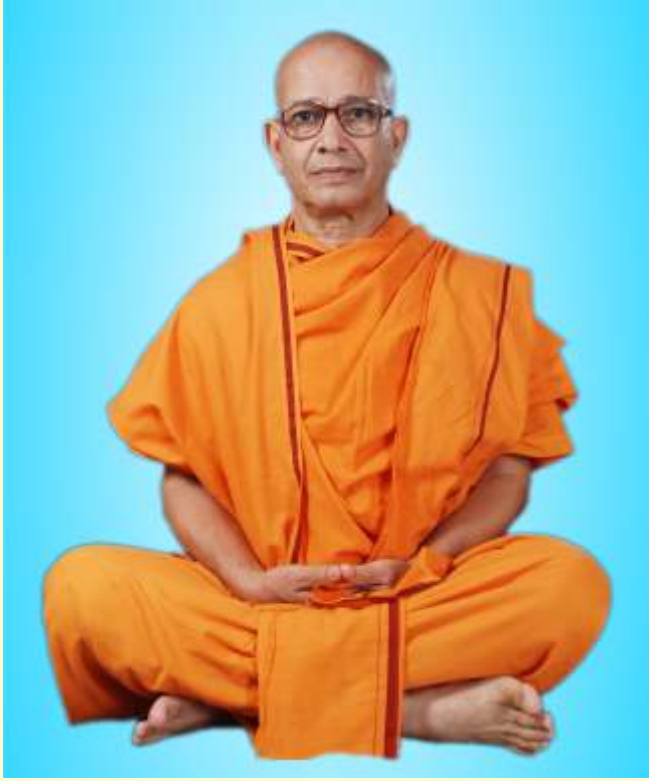


Promoting Culture & Fine Arts



Workshop for Students

## Our Inspiration



**Revered Swami Vinayakanandaji** Maharaj began His spiritual journey by joining Ramakrishna Math, Basavanagudi, Bangalore in 1977 and received His Mantra Diksha and Brahmacharya Diksha from Most Revered Swami Veereshwaranandaji Maharaj, the 10th President of Ramakrishna Math and Mission. In 1987 He was initiated into the Holy Order of Sannyasa by Most Revered Swami Gambhiranandaji Maharaj, the 11th President of Ramakrishna Math and Mission. After His joining the Order for the next 14 years He patterned His life along the supreme ideals of Renunciation and Service.

At the end of this period He was inspired to practice intense tapasya in order to achieve the Supreme Goal of Human Life - God Realization as told by Sri Ramakrishna Paramahansa Deva. Taking due permission and blessings from the Senior Monks of the Order, He entered into solitude in the dense Churna forest of the Satpura Ranges in Madhya Pradesh situated on banks of Holy River Narmada. He got settled in a place of complete isolation free from any human inhabitation, surviving on the naturally available fruits and roots and a bag of beaten rice which would be delivered to Him once in every 2 or 3 months by a generous forest officer. Having spent many years in such a manner He took to the life of a

wandering monk traveling to the Himalayas and finally coming to Udupi in the year 2001 as a part of His sojourns.

Seeing the purity of life, and the noble desire to love and serve all beings manifested in His person, a group of devotees decided to renounce and lead their life along the twin Ideals of salvation and service of the world under His guidance. This led to the genesis of the current Ashrama. He stands aloof as an uninvolved silent inspirer radiating pure spirituality, correcting us when we err, nursing and nourishing our spiritual infancy.

## Our Location

The Ashrama is located on the bank of a graceful perennial river, the Swarna Ganga. The place is called Yerlapady, Bailur in the famous Karkala Taluk of the Udupi District of Karnataka State. 23 kms to the South is Udupi and 22 kms to the North is Karkala.

- Dharmasthala : 84Kms
- Sringeri : 80Kms
- Manipal : 19Kms
- Kudremukh : 73Kms
- Mangalore : 56Kms
- Moodbidri : 38Kms
- Bajpe Airport : 62Kms
- Udupi Railway Station : 21Kms

**Google Map Geo Location:** Lat: 13.328387 Long: 74.916590  
or Alternatively you can type "Sri Ramakrishna Ashrama Bailur Math".



River Swarna Ganga



Even the least work done for others awakens the power within;  
even thinking the least good of others gradually instils into  
the heart the strength of a lion.

- Swami Vivekananda



## Concept of Viveka-Darshan

"मन चल निज निकेतने" '*Mana Chala Neejaniketane*'  
'O! Mind walk back to The Source, your own Home Eternal'

A young Narendra sang:

"Divinity resides within us, and let us find what lies within ourselves. Have faith in yourself. There is no teacher better than your own Soul"

The Sages of the yore in India lived a full life of unbroken joy from cradle to grave, and thereafter entered the Eternal life of everlasting Bliss-Peace-Absolute, holding on to three principles: (i) Divinity of man (ii) Love of Nature and Her preservation (iii) Universal love and service to mankind and all other beings.

These three principles dissolved their separateness from the rest of the universe; they lived in Cosmic awareness gracefully attending to all duties of life with love. They could perceive Divinity everywhere — in all objects, in all beings and in all events of life! Eventually their selfishness was replaced by self-sacrifice; self-centered individuality and ego-personality by Cosmic awareness; materialism by spirituality; and attachments and aversions (*Rāga-Dveṣa* राग-द्वेष) by the divinity shining within everyone. This was the ancient wisdom that Sri Ramakrishna gave to His beloved disciple Narendra (later Swami Vivekananda), made him to practice and realize these truths in his own life and then deliver it to the humanity irrespective of caste, creed, religion, race, wealth, profession, gender and nationality, to flow through generations. They are *Eternal Truths* for the constantly changing society. This is '*Mano Chalo Nijaniketane*' which alone can bring the mankind together to have one world of love, peace and harmony maintaining all diversities as they are.

It is needless to say that Swami Vivekananda's legacy envelops the entire humanity of the present generation and generations to come, for it ever seeks universal Love, Peace and Harmony. His philosophy has a global impact, global awakening. His charismatic personality has been constantly inspiring the masses all over the world, with his stunningly influential thoughts and speeches that breathe wisdom and hope in the heart of humans.

Swami Vivekananda has given practical solutions to all aspects of human ofound yet simple interpretation of the philosophy of life, message for the youths, character building, upliftment of masses, women development and welfare, patriotism, governance, love of Nature and of the commonwealth of life, Divinity of man, Spirituality, education, religion, faith and many more.

Sri Ramakrishna recognized that in spite of the differences, all religions lead to the same ultimate goal, hence all are valid & true. The message and teachings of different religions have to be brought out in a subtle manner at a single place, so that it reminds the visitor of oneness of Divinity & its pursuance, for attaining inner peace, the core of Ramakrishna's philosophy. The time is ripe that the ideas and ideology of Sri Ramakrishna Paramahamsha which was preached by Swami Vivekananda should be made to reach the present generation and be preserved to flow through the future generations. Thus not only to commemorate his immense contribution to mankind, but mainly to keep the humanity inspired at all times, this project of Viveka-Darshan has been conceptualized.

Swami Vivekananda is an ocean in the Infinite Eternal Existence that is Sri Ramakrishna, and we are small thin capillaries trying to syphon out few drops of that ocean to distribute it to the world. Do participate and help us in this Divine Mission.



## Brief note on the components



100 Feet Monolithic Statue

The focal point of the proposed Viveka-Darshan will be the grand Global Monument of Swami Vivekananda. The statue will be about 100feet tall monolithic figure of the monk. The heritage park will be developed around the monolith with various other thematic components.

The park will serve as a spot for environmental tourism cum spiritual journey for visitors on a same day or even for a longer – stay/visit. A circulation is planned with glimpses from many a sought after religious and sight- seeing wonders of India all along the wayside. This while displaying the World Heritage Sites in India will include famous temples, shrines of different religious sects in India. The underlying philosophy of oneness of Divinity which Swami Vivekananda practiced and preached from his teacher Sri Ramakrishna Paramahansa Deva shall be theme of the display here, in a most subtle manner.

The passage will lead to the balconies for viewing the main statue. People interested may go further and see a display of India through the ages with a galaxy of sculptures, murals and paintings, placed on terraced garden.

The gardens bordering the sections will be laid out thematically, like a *Buddha van*, *Pitravan*, *Aushadhi van* and the like. Local flora with nesting birds and small animals will cheer the visitors and keep them tuned to nature all along the journey.

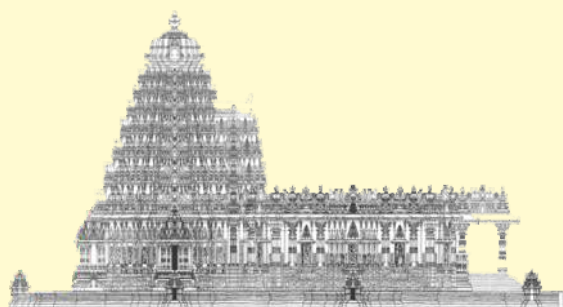
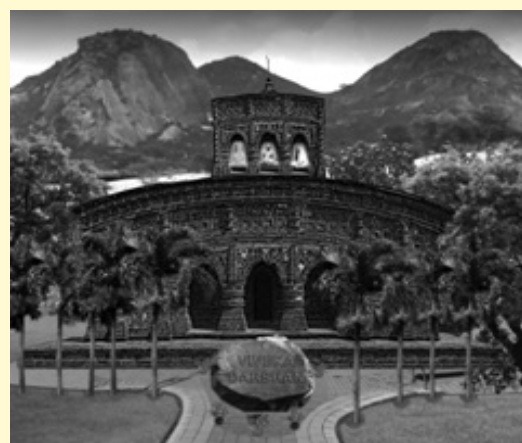
The mammoth statue with a circumbulatory [parikrama] at its base will be the most imposing component of the area and will be supplemented with a step garden of cultural heritage of India and a museum on Swami Vivekananda's philosophy of different aspects of life as the theme.

The theme of display would be the Life and events of Swami Vivekananda and his influence in the Great Indian Renaissance where thinkers, poets, authors, musicians and statesmen came forward to make India an independent nation. It will be a multimedia display and there will be galleries on The Holy Mother and Sri Ramakrishna Paramahansa also, as life of Swamiji was very much influenced and intertwined with them. A virtual image with the Chicago address in holographic presentation will bring Him to life among visitors local and foreign.



A triple-domed shrine pavilion will be designed to house the divine statues of Sri Ramakrishna Paramahansa, Holy Mother Sri Sharada Devi and Swami Vivekananda. This will be live shrine pavilion of Viveka-Darshan and also act as the shrine for the Vedic Village. It will be located right outside the village on a high raised natural rocky base. A large prayer hall and a meditation hall away from the noises will be the highlight of the temple. A few individual cells will be provided for longer period meditators.

A Vedic village complete with a period habitat, artisan-centre, yogashala and a gaushala will be the main attraction. Visitors may go around the village and the whole place in a regulated manner. People visiting for gauseva, yoga, karaseva may stay for longer periods in areas allocated for such activities. People opting to live a Vedic pattern of life will be offered to stay for definite periods. Herbal gardens and organic farming shall be a part and parcel of the village.



## Location

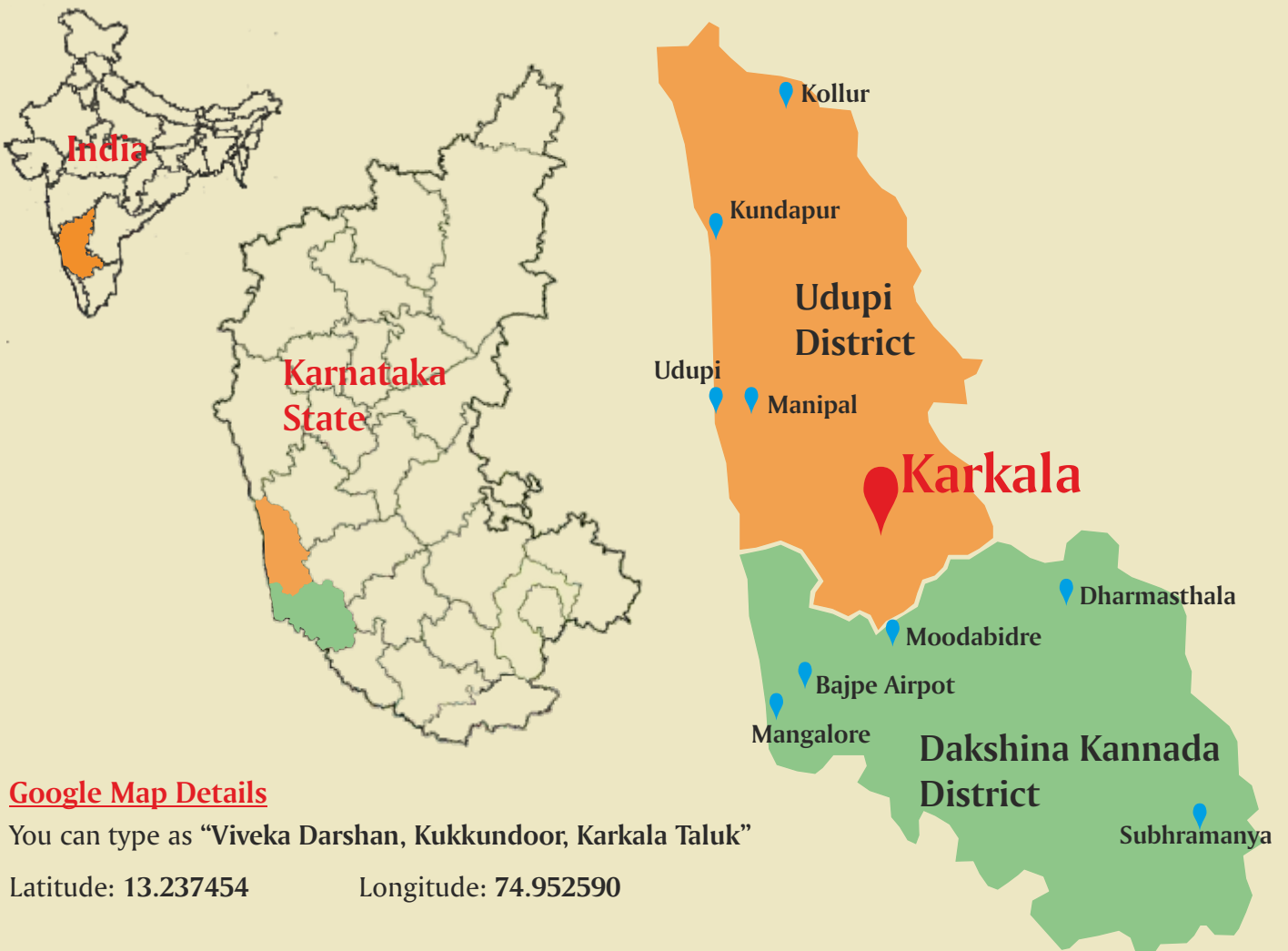
A spot having the natural beauty ideal for spiritual and environmental tourism, a location not obscured by noise or air pollution was required. Therefore a serene area was selected at the foothills of Divine Nakre Hillock located near to the Udupi– Karkala–Dharmasthala state Highway, about 4.5Kms from the heritage district town of Karkala. The Nakre Kallu hillock in its split form is a fitting backdrop to the site.

An area of 31 acres has been identified and a Memorandum of Understanding for acquiring a part of it from a private owner is through. Agreement and statutory procedures with Ministry of Forest and Environment for the rest of the plot is underway. The area being a forest tableland will have to be dressed for allocating to the various components of the project. The hills, dales, plains and a natural water body shall be used to best advantage of the development of the project. The approach to the place is narrow, therefore negotiations are on with private owners, neighbouring the facia, for addition to the existing frontage to make a proper façade, entry, exit and parking to the area.

The town of Karkala where this project is going to come up is known for its rich cultural heritage and is famously known as Jain Kashi. It falls almost mid-distance between the two centres of religious and spiritual importance Dharmasthala (64Kms) and Udupi (38Kms). Karkala is further almost equidistance from the Shankaracharya Peetha at Sringeri (61Kms) and the famous coastal city of Mangalore (52kms). All these surrounding centers of pilgrimage and spirituality are visited by international tourists, pilgrims, students and people who keep interest in doing cultural expedition from all over the world.

The nearest airport is Bajpe at Mangalore (52Kms), nearest railway station Udupi (38Kms). Karkala is also close by to the world famous educational city of Manipal (33Kms).

India ——— Karnataka State ——— Udupi District ——— Karkala Taluk & Town



### Google Map Details

You can type as “Viveka Darshan, Kukkundoor, Karkala Taluk”

Latitude: 13.237454

Longitude: 74.952590





Google Map View of the area selected for VIVEKA-DARSHAN (Total extent 21acres)

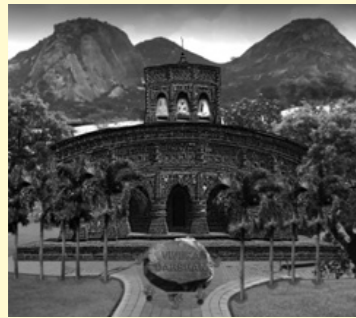


Over view of layout plan of Viveka-Darshan



# Layout plan of Viveka-Darshan

(Total extent of land 21 acres, approx 85,000 Sq.mtrs)



**Reception:** A most hospitable environment in a large lobby with touch screen pathfinders, computerized ticket and cash card counters for visitors will be offered at the Reception. Manual counters will supplement automated computerized ones. International standards of public conveniences, guides for students and other groups will be a call away from here. Battery cars/golf-carts/wheel chairs and attendants for the differently abled, VIPs, aged and unwell visitors will be kept for use.

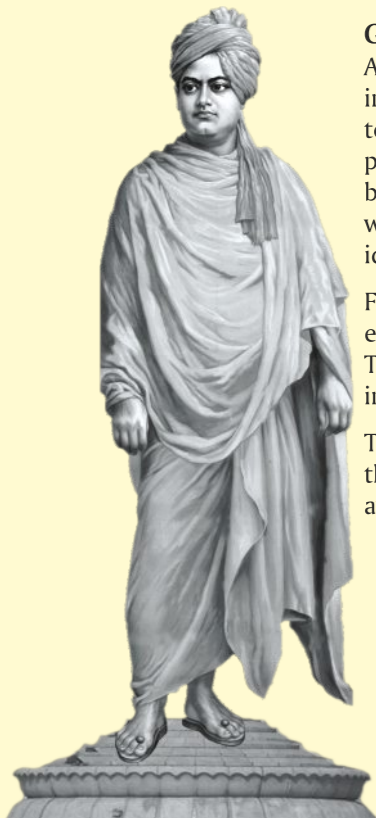
**Administration Block & Meditation Hall:** This will house the offices of Viveka-Darshan in the ground floor and a large meditation hall at the top of the block which will give a magnificent view of the monument to the meditators. Controls of each and every section of the Darshan premises shall be monitored from here.



**India Cultural Glimpse:** Near the northern part of the site a step garden will be developed in a stranded manner. The steps will serve as display platforms for statues, murals, and rock paintings to be displayed on them. The theme of the display is suggested as 'Art of India Through the Ages'.



**Koti-Chennaiya Park:** The southern corner of the site will adorn the twin statues of Koti and Chennaiya brothers who are adored by the local people for their valour and believed as messengers of God. The story of theirs will be etched out on the platform for the visitors with audio commentary in different languages on Apps.



**Global Monument of Swami Vivekananda:** A magnificent 100 feet monolithic (single stone) image of Swami Vivekananda weighing 2,500 tons will be erected and installed as the focal point of the Viveka-Darshan park. It will perhaps be the largest monolithic statue in the world. It will be carved out of grey granite from a quarry identified at the site.

Finest engineering, technology and sculptural art experts will be employed for the unique works. They will be advised and overseen by a team of international experts regularly.

The whole theme of the area will revolve around the statue, and it will be visible even from far away distant places.

**Vedic-Village:** A village in the style of Vedic period will be laid out in the North-Western part of the Darshan area. It will comprise of wooden and bamboo huts with stone floors just as they existed in the Aryan period of History.



**Museum Complex:** The museum complex will comprise of a museum building with an auditorium, cafeteria, in-built conveniences and a library. The museum will be double storied with a basement. The theme of display would be the Life and events of Swami Vivekananda and his influence in the Great Indian Renaissance where thinkers, poets, authors, musicians and statesmen came forward to make India an independent nation.

It will be a multimedia display and there will be galleries on The Holy Mother and Sri Ram Krishna Paramahansa also, as life of Swamiji was very much influenced and intertwined with them. A virtual image with the Chicago address in holographic presentation will bring him to life among visitors.



**Entrance:** An magnificent ornate arched gateway is planned for the entrance. This entrance or the Mahadwaram will depict the carvings of various tradition from across India, with the statues of Holy Trio being the epicentre.

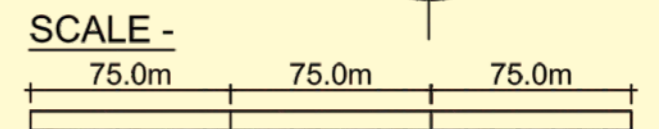
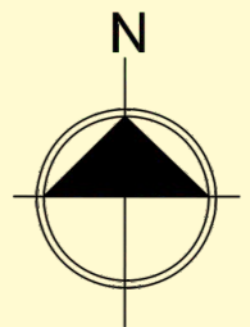
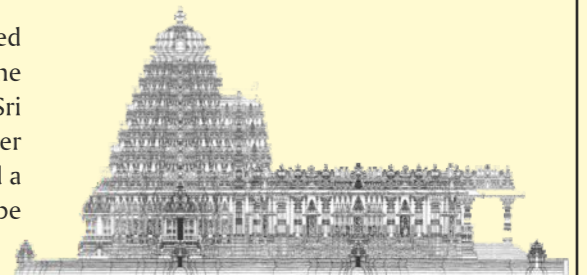
**Arched Passage:** Sri Ramakrishna recognized that in spite of the differences all religions lead to the same ultimate goal, hence all are valid & true. Replicas of religious places of different religions will be include here to remind the visitor of oneness of Divinity & its pursuance, for attaining inner peace, the core of Ramakrishna's philosophy.

**Water Body with fountain for Projection show:** A large waterhole exists right in front of the proposed rock-table where the statue of Swami Vivekananda is to be erected. This will be converted into water body and it will be fitted with powerful fountain which may act as a water-screen for holding projections of thematic films by laser shows.

**Viewer's Stand:** These will be a glass-front lobby and an open-to-air roofed balcony for viewing the colossal statue from a height and distance to get a complete look.

**Shrine with Prayer Hall:** A triple-domed shrine pavilion will be designed to house the divine statues of Swami Vivekananda, Sri Ramakrishna Paramahansa and Holy Mother Sri Maa Sharada Devi. A large prayer hall and a meditation hall away from the noises will be the highlight of the temple.

**Staff quarters & Guest Rooms:** In order to control the complete Darshan place a number of staffs will have to be employed in different sections. To avail prompt and regular services they will be provided quarters within the premises. This section will also serve as the Guest House for the visitors who wish to stay.



## ASTRO LINKS

217 SOUTH EXTENSION PLAZA -II  
209 MASJID MOTH  
SOUTH EXTENSION PART - II  
NEW DELHI -110049  
PH: 011-26253136, 26252287



# Global Monument of SWAMI VIVEKANANDA

## The Monument

A magnificent 100 feet monolithic (single stone) image of Swami Vivekananda weighing 2,500 tons will be erected and installed as the focal point of the Viveka-Darshan. The Statue shall stand proclaiming and reminding the mankind for thousands of years to come, the Supreme Ideals, the noble thoughts and Eternal values which make every soul manifest the inner Divinity and plunge the world in peace.

HE shall stand as a universal model, the essence of world cultures, pure spirituality that unites the world, the heart that loves and seeks the welfare of entire humanity.

Finest engineering, technology and sculptural art experts will be employed for the unique works. They will be advised and overseen by a team of international experts regularly. It will perhaps be the largest monolithic statue in the world.

It will be carved out of grey granite from a stone identified at the site. The whole theme of the Viveka-Darshan will revolve around the statue, and it will be visible even from far away distant places.

## Significance of an Image

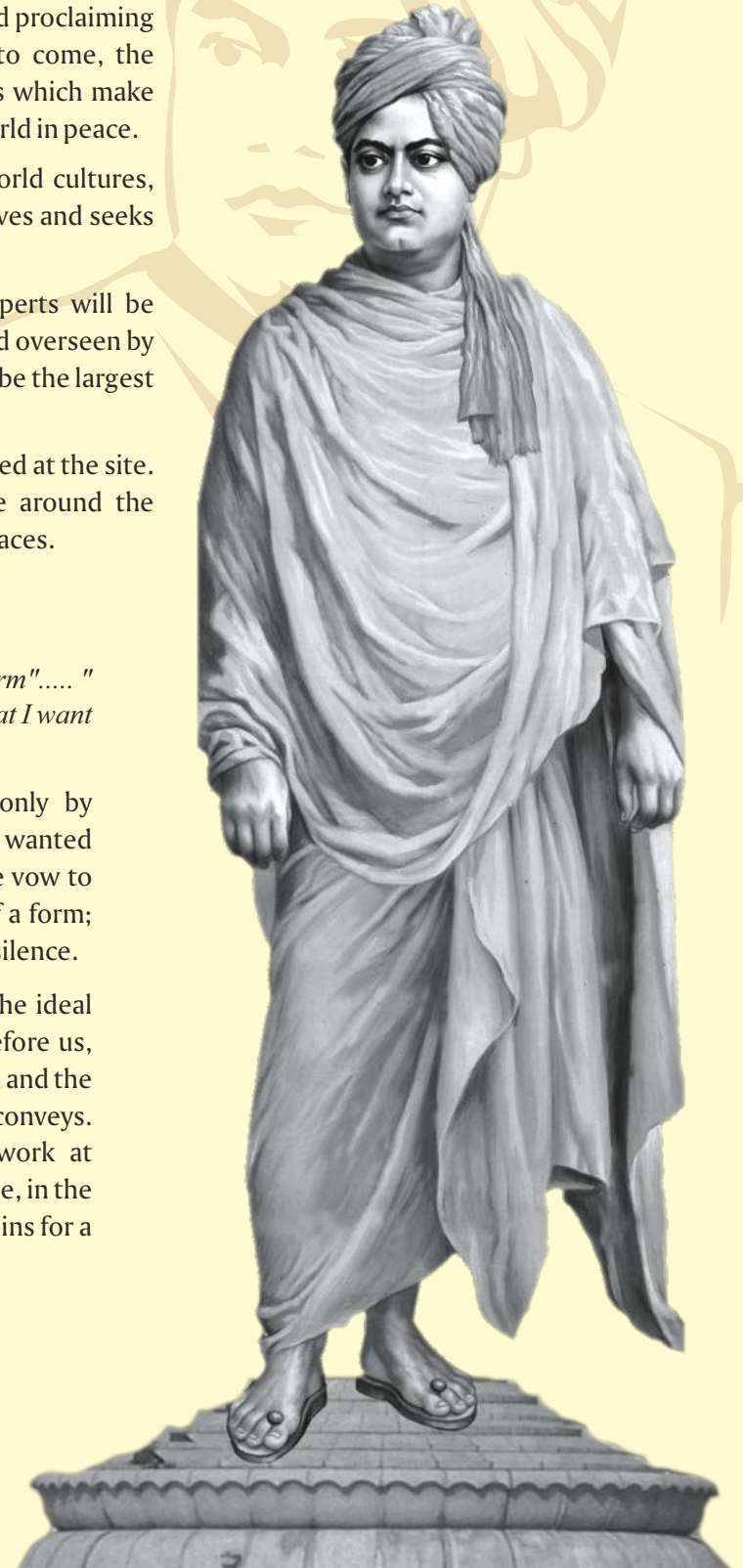
Swami Vivekananda said, " *I am a voice without a form*"..... " *My name should not be made prominent; it is my ideas that I want to see realised*".

In fact, We shall be truly following his words only by translating his teachings into our life, and live the life he wanted us to live. We have to do that. We shall surely take the vow to dedicate our lives for his cause. Yet, there is a need of a form; though it does not voice, it speaks unceasingly through silence.

An image, icon, picture or a statue, reminds us of the ideal the person or deity stands for. It is a burning ideal before us, constantly reminding and pushing us forward. The ideal and the form are associated like speech and the meaning it conveys. They enter our consciousness, our awareness and work at higher level and at deeper layers of our being. Otherwise, in the absence of a form as a constant reminder, the ideal remains for a while in mind and evaporates.

The form that enters our consciousness becomes a part of our awareness giving constant Light and it speaks in our heart as the 'inner voice'. We undergo a real transformation. We emerge out from our animal nature, transcend our human nature and become divine. We live as gods on this earth. That is the purpose of image at home, in temples and on the national and international platform.

-Swami Vinayakananda



**100 Feet Monolithic Statue**

## Monument at a Glance

**The Statue:** A magnificent 100 feet monolithic (single stone) image of "Swami Vivekananda", weighing approximately 2500 tons, it will probably be the largest monolith in the world by all standards, amongst the existing ones so far.

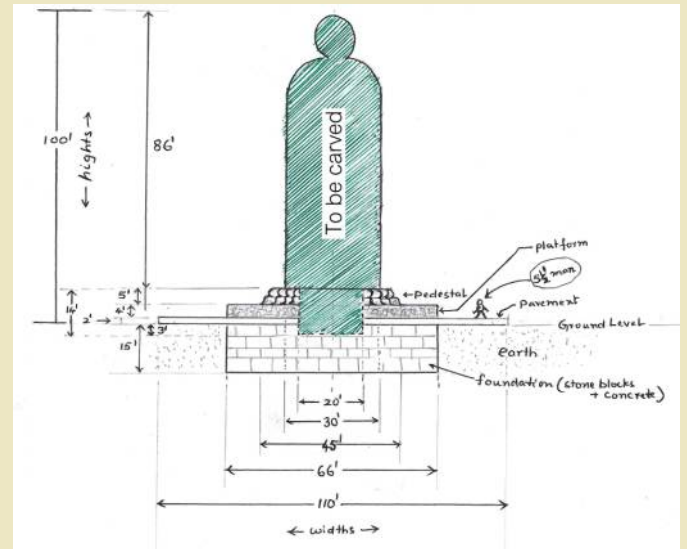
**The Stone:** The stone block required is of dimensionally 110 feet X 32 feet X 20 feet. After an extensive search, the site for stone extraction is finally located at a foothill of Nakre Hillock in Karkala Taluk. The extracted block will weigh 4500 tons (Approximately the weight of 900 elephants put together).

**The Block Extraction:** The stone will be cut from the mother rock by using wire rope cutting technology and other modern technologies like dual blade cutter etc., which will involve experts from that field to execute the job. The estimated time required for wire rope cutting will be 6 months.

**Sculpturing:** About 150 sculptors with sufficient expertise would be working for 36 months using most modern tools & latest equipments.

**Erection:** The erection of Monument will be done by Modular jacking tower system which combine proven lifting technologies to produce a compact and cost effective system. The tower height required could be nearly 130feet and will have a capacity to lift 3500tonnes weight. The tower shall be standing fixed to concrete base to suit the heavy weight and shall be guyed configurations and is operatable even in stormy wind of 130Km/hr. Lifting will be done by mounting the statue of 2500tonnes on what is called a J-Stick and lifted by Strand Jacks. Computer control system with data logging to control and monitor all jacks and hydraulic power packs are available

**Safety of Statue:** The statue will be erected and installed on the firm natural rocky base at the same spot where statue block will be extracted. The place of Karkala falls in a low seismic zone and also the basic wind speed in this locality is about 148Km/Hr. The foundation of the statue will be designed in such a way to withstand the seismic activity and wind pressures prevalent to conditions in the locality with 2.5 being the FOS.



Dimensional sketch made by Rev Swami Vinayakanandaji



The stone selected for statue block extraction



An illustration of wire rope cutting



Illustration of tower system used for tilting of semi-carved statue block

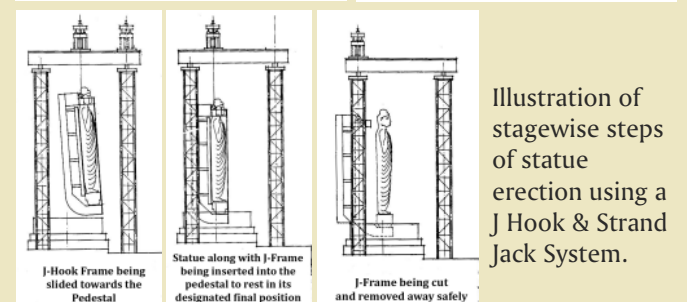
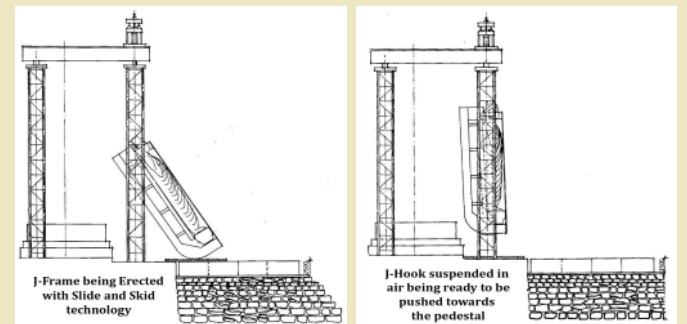


Illustration of stagewise steps of statue erection using a J Hook & Strand Jack System.



## Estimated Cost of the Project

Estimated Cost of Land Acquisition (31 acres) and Basic Infrastructure: Rs.9.5 Crores.

Estimated Cost of Detailed Project Report (DPR) Making : Rs.62 lacs.

Estimated Cost of Statue Block Extraction and Carving (Inclusive of Machinery etc.) : Rs.35 crores.

Estimated Cost of Statue Block Tilting and Erection: Rs.32 Crores.

Estimated Cost of Pedestal and other mural carving around statue: Rs.9 Crores.

The total cost for executing the present phase of the Viveka-Darshan can be estimated only once the DPR has been made from the team of experts of various cross functional fields. Our primary aim is to finish the land acquisition, build the basic infrastructure at the project site and also get done the Detailed Project Report (DPR). Hence we request specific support and contribution for land acquisition and DPR making.

## Appeal - Please do join us

This is a project of historical and international importance where all the enabling forces have to come together: physical, intellectual, moral, monetary, power of the machinery, above all the power of unremittingly spiritual grace. Please help us, in all possible ways to bring this Divine initiative to a grand success. Extend us your support in this Divine initiative by participating :

- i. As a Donor
- ii. As a Volunteer
- iii. By raising funds for this Divine initiative
- iv. By giving us the contact of persons who can volunteer or donate.

**Here are the details of our account:** SB A/c No. 01212200091140, IFSC Code: SYNB0000121, Syndicate Bank, Bailur, Karkala. DD/Cheques etc. should be drawn in favour of "Sri Ramakrishna Sharada Ashrama Trust, Bailur". Donations are exempted from income tax U/s 80G, of IT act 1961, Govt of India.

We wish to bring to your kind notice that the Donor's name or in whose soever memory the Donations are made will be displayed as mentioned below :

- i. Chief Patrons, Rs.1 Crore and above : on the very platform of the Monument.
- ii. Patrons, Rs.25 Lakhs & above : on the stone plaques placed right & left of the Monument.
- iii. Life Members, Rs.10 Lakhs & above : at a prominent place in precincts of the Monument.
- iv. Members, Rs.5 Lakhs and above : at a prominent place.

**Please note :** For the first 10 Donors who will contribute Rs.35 Lakhs and above, their name shall be put on the steps leading to the platform of the Monument.

### To the kind attention of Corporate Donors

The donations and funding for this program can be done under the CSR (Corporate Social Responsibility) scheme by the Corporate Houses, Private Industries and PSU's. Further we wish to bring to your kind notice that the contributions under CSR can be routed through the **National Culture Fund (NCF)** under the Ministry of Culture, with a specific direction to NCF that the same is to be given for the Viveka Darshan project being executed by Sri Ramakrishna Sharada Ashrama Trust. More details regarding NCF is mentioned in the letter from CEO of NCF addressed to The President of our trust attached in the next page. We hereby invite the PSU's, Private Sectors and Corporate Houses to contribute for this noble cause.

Ever yours in the service of the Lord,  
**Viveka Darshan Executing Committee**  
Sri Ramakrishna Sharada Ashrama (Bailur Math)



**NATIONAL CULTURAL FUND**  
(Ministry of Culture)

5<sup>th</sup> Floor, D-Block, Puratatva Bhavan, GPO Complex,  
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**ARVIND MANJIT SINGH**  
Chief Executive Officer

**D.O. No.5-5/2018-NCF**

New Delhi, 17<sup>th</sup> July 2018

Dear *Smt. Sumaltha R Nayak,*

Greetings from the National Culture Fund (NCF)!

2. The NCF, Ministry of Culture is an organization that assists in preserving and promoting India's Culture and Heritage both tangible and intangible. **Tangible Culture** includes: built heritage like buildings and monuments and artistic creation, etc. **Intangible Culture** includes: oral tradition, performing arts, local knowledge and traditional skills.

3. The National Culture Fund was established by the Government of India (Ministry of Culture) in 1996 as a trust under the Charitable Endowments Act 1890 managed by a Council chaired by the Minister of Culture. The day to day affairs of the Fund are run by an Executive Committee headed by the Secretary of the Ministry of Culture.

4. NCF's primary mandate is to establish and nurture Public Private Partnerships (PPP) in the field of heritage. NCF's role is to catalyze relationships between private, public, government, non-government agencies, private institutions and foundations and mobilize resources for the restoration, conservation, protection and development of India's rich, natural, tangible and intangible heritage. NCF has developed aims and objectives that provide "leadership, education, advocacy, and resources to save India's diverse heritage and revitalize our communities" according to the Trust's mission statement. NCF accepts and promotes proposals that not only aim towards preserving our cultural heritage but also have high social and environmental impact and contribute towards the community by way of employment generation and education and also develop appreciation for cultural heritage among youth and school children.

5. The NCF receives proposals from reputed agency like the Archaeological Survey of India (the nodal agency for conservation, preservation and up gradation of monuments of national importance) for tangible projects and other agencies promoting intangible culture, for being taken forward for partnership with Public Sector Undertakings and Private Sector Enterprises.

6. The NCF has also undertaken some intangible projects on publications, documentaries, capacity building and training programs for artists and photo exhibitions.



7. The NCF already has such partnerships with some Public Sector Undertakings like the NTPC, ONGC, SAIL, HUDCO, REC and Private Sector Companies like Nirlon Foundation, Marg Publication, Reach Foundation and Public Sector Banks like State Bank of India and UCO Bank and a few others towards the preservation and conservation of our heritage.

8. The Contribution to the NCF is 100% tax exempt. The NCF is accountable to the Ministry of Culture, Govt. of India and its accounts are audited by the CAG.

9. NCF's activities are covered under Schedule VII No. (v) of the Companies Act, 2013 as regards Corporate Social Responsibility (CSR), reproduced below:

*“(v) Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts.”*

10. Your involvement with the National Culture Fund will immensely help in preservation, promotion and development of India's rich, natural, tangible and intangible cultural heritage. NCF also offers installation of a plaque at the heritage project site to acknowledge the generous contribution of the donor and partners which will provide vast visibility to your esteemed organization.

11. We look forward to collaborate with your organization as per your CSR activities in promotion, outreach and preserve the rich tangible and intangible cultural heritage of our country.

Yours sincerely,



(Arvind Manjit Singh)

The President  
Sri Ramakrishna Sharada Ashrama (Bailur Math)  
Swami Vivekananda Marg,  
Village and Post Yerlapady, Bailur,  
Karkala Taluk, Udupi Dist,  
Karnataka – 574102, India.

## People Involved

### Spiritual Mentor & Visionary of Viveka-Darshan

Swami Vinayakanandaji Maharaj

### Working Committee Advisors

Sri. C. Devrajan - CMD, URC Group of Companies, Erode

Sri. M.P.Shyam - Director, Advaita Motors, Bangalore

Sri. Pradeep Pai - Managing Director, Hangyo Ice Creams Pvt Ltd., Mangalore

Sri. Kishore Hegde - Director, Nirman Road Constructions, Bangalore

Dr. Balajith Shetty - Director, Bana Consultancy, Pune

### Board of Trustees

Smt. Sumatha Nayak - Founder President, Partner - Gautham Agencies, Pharmaceutical Distributors, Udupi.

Sri. Onimajalu Jagannath Shetty - Noted Philanthropist and MD, Hotel Vaishali, Pune.

Sri. K. G. Raghavan - Senior Advocate, Bangalore.

Sri. H. V. Gowthama - Senior Chartered Accountant, Bangalore.

Sri. Manandi N. Suresh - Entrepreneur, Past Dist. Governor - Rotary Dist. 3190 & Past President FKCCI, Bangalore.

Lt. Col. (Retd) H Ashok Kini - Chairman, Faith Foundation & Comptroller to Former President, Hon. Late. A.P.J Abdul Kalam.

Sri. M. C. R. Shetty - Entrepreneur and Past President KASSIA, Bangalore.

Brahmachari Subodha Chaitanya - Sri Ramakrishna Ashrama, Bailur Math.

## Contact Details

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## Project Consultants

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Our sacred motherland is a land of religion and philosophy - the birth place of spiritual giants - the land of renunciation, where and where alone, from the most ancient to the most modern times, there has been the highest ideal of life open to man.

- Swami Vivekananda







An artist's imaginary view of Global Monument of Swami Vivekananda with actual background of Nakre Kallu Hillock



*I am a voice without a form ....  
My name should not be made prominent;  
it is my ideas that I want to see realised.*

*- Swami Vivekananda*



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