



Nirmala Vidya

Preservation and Distribution project

Report – year 2013

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INTRODUCTION

Information about the activities of Nirmala Vidya llc in 2013 and the plan for 2014

Dear Sahaj Sangha

We are presenting here the report of activities of Nirmala Vidya llc for 2013.

Devi Production

Shri Mataji's legacy can only be guaranteed by our commitment to save as many talks as possible, which represent the immense work our Mother has done throughout Her entire life, and particularly since May 1970.

This activity report is an update of the current advancement of the preservation program which started many years ago and which has now reached a level of professionalism which can reassure everyone that the preservation project is well under way.

However, despite all efforts made and some very encouraging results so far, this work cannot be completed unless we get total support of all the yogis. And particularly the help of those who had the chance to record what She said and to keep versions of these recordings, be it in audio or video form.

Most of Mother's talks have been made available to the yogis, despite the varying quality of the audio or video recordings. However, there are still many recordings of talks that remain unique, and unknown to a large audience.

These recordings are kept in different parts of the world, mostly at individual yogi's houses or in some collectivities.

Most of the time, yogis who have such talks are reluctant to send them to the preservation project team for fear of not getting them back, or worse because they consider them as their "private collection" and do not have the desire to share these treasures.

Digitization and optimization of videos

Every passing day makes the digitization of old tapes more and more difficult. Magnetic tapes get damaged.

The equipment for reading old tapes and for cleaning them before digitization is becoming so rare that even the manufacturers who produced them years ago are willing to buy them back from us at a very high price.

So far, Devi Production has digitized over 5740 hours of events (talks, PP, Pujas, interviews evening programs, marriages etc...)

Devi Program has also optimized 650 hours of events to the best possible quality.

We still have about 1000 videos tapes in Vienna, which need to be cleaned and digitized. As we only have limited equipment (cleaning machines and old tape readers) this work is very time-consuming. If we consider that each tape is a 2-hour tape, we have roughly 2000 hours of cleaning ahead of us. At a rhythm of 40 hours a week, this is 50 uninterrupted weeks. So reasonably between 15 and 18 months of work.

If we were to recover the other 1000 missing events we could reasonably expect a completion of the 99% of the preservation project in 3 years as of today. It is important to realize that the work is not human resource-driven but equipment-driven. We have already been looking for additional equipment with no success.

Editing

This work mainly involves improving the quality of the recordings quality work and enables yogis to use the digitized material to produce a complete and uninterrupted event. It is the material we use to start the transcription process.

It is however important for people to understand that digitized material can almost never be used immediately by the general public as it requires a lot of editing work.

Tape collection

Less than 200 new events have been collected in 2013. We believe that there could be over a thousand of recorded events not digitized and safely stored by Devi Production.

Audio tapes optimization

In 2013, we started the process of optimizing audiotapes with adequate technical equipment. The location of the optimization studio is in Holland and the work is done by a Sahaja Yogi (Andreas Van Engelen).

The optimization work consists mainly in rendering Mother's voice audible to everyone but in preserving the background noise to keep the atmosphere intact.

Transcriptions

It has been decided that all new high quality videos tapes uploaded onto the Nirmala Vidya website coming from Devi Production will include the transcription of Mother's talk.

By doing so, we facilitate the translation process for all countries wishing to translate the talks in their local language.

The process of transcription works as follows:

1. Transcription (transcribed and then checked by a different yogi for accuracy)
2. Time Coding (ensuring the words correspond to what Shri Mataji is saying, and when)
3. Final Review (checking for any errors which might have previously been unnoticed)

16 recordings have gone through these three phases and are considered to be transcribed.

12 recordings are in the process of "final review".

11 recordings are being time coded.

24 active transcribers are currently transcribing 75 recordings in various languages? (Including Marathi and Hindi transcription and translation).

An additional 62 transcribers and time coders are in the process of being trained.

Translation:

This year 4 translation teams have joined the video supported and time-code based translation process.

24 translators are in the process of being trained for this process.

Integration with Nirmala Vidya portal

Every event, when completed, is uploaded on the Nirmala Vidya server and thus accessible on the website.

Nirmala Vidya's objective is to put as many events as possible on the website, whatever the origin of the event or quality of the recording. When DP makes a higher quality recording available, the Nirmala Vidya team replaces the lower quality event by the highest quality event (the same applies to audio events).

It is planned to share the transcription database via the website so that initial transcription work can be accelerated. However, the final transcription before being encoded will always have to be reviewed by "trusted yogis" to avoid misinterpretations.

Nirmala Vidya portal

Base

Before giving a report on the website it is important to understand the reason of some decision made regarding the website and the principle ruling these decisions.

1. The website and its content should be accessible for free
2. The website is designed to be a platform not only to find and watch, listen or read records of Shri Mataji but also to be a place where we can:
 - a. participate to the improvement of the content and help to categorize it
 - b. participate to the transcription and translation process of the records for the production of texts and subtitles
 - c. complete the content with photos and memories of Shri Mataji
 - d. use the content to create an online structured encyclopedia of the Knowledge given by Shri Mataji
 - e. use and produce contents for books, presentations, studies, website, webTV, etc..
 - f. make the content available to any countries (for example China has no access to YouTube and we provide the videos on Youku for China)
3. This content should be handled properly and should not end on an external commercial website which can disappear one day.

So as you can see this platform goes much further than services like Vimeo or YouTube.

The effect of this is that it takes time and money to develop it and make it solid, simple and user friendly.

These are the main reasons why we need a process to register the members, as we need to ensure as much as we can that the participants are SYs.

Current situation

The www.nirmalavidya.org website was launched in summer 2013.

We have now around:

- 3'000 users.
- 3'438 events
- 1'383 videos
- 3'044 audios
- 4'198 transcriptions and translations

Until now we have mostly received good feedbacks and very few open critics (2 persons).

The main functions that are now available on the website are as follow:

- Search function in full text (title and transcript content) for any words, all words or sentences.
- View of search result in list mode or transcript view with highlighted searched words in the text.
- Filters to improve search results on different criterias like type, country, dates, languages, etc...
- Sorting of search results
- Video of the days presenting all the records on the current day (Homepage)
- Video and audio streaming and download
- Video and audio upload
- Basic function for Published material (actually only to provide the Book of Shri Mataji for the moment)
- Website language (we will soon have the website in every language. It depends on the translations made by the countries)
- Nirmala Vidya wall which allows to publish news from NV or to exchange comments or feedback with the members.
- News subscription to get informed when news are published on certain topics
- Function to invite and sponsor other Sahaja Yogi to register.
- User search to see who is already connected before inviting someone.
- Registration of favorites in order to make a personal list of events or videos to be viewed again.
- Donation (One-off or recurrent)
- Credit management to buy credit instead of paying each time for a download.
- Activity management to follow what we have donate or bought.
- Registration process
- Admin interface to manage
 - o Users
 - o Content
 - o Translation of the website

What is planned

What we still need to develop or improve:

- **Layout and navigation** to improve the user experience and make the use of the website more easy and simple.
- **Transcription** function to allow a member to write a transcription while watching or listening to a video and then supporting the review and approval process.
- **Translation** function (Same as transcription)
- **Memories** function to allow the members to write memories about moments with Shri Mataji and to link it to events, to search it or to translate it.
- **Image** function to manage the upload, the link to events, the search, the view and the download of images in different format.
- **Excerpt** function to allow the production and the search of excerpt of records.
- **Team** function to manage the different teams like transcription, translation and more.
- **Wiki** function to allow the creation with the team function of the online encyclopedia based and linked to the records of Shri Mataji. For example to present all what Shri Mataji said about treatments, chakras, mantras, deities, education, marriages, meditation, subtle system, Kundalini, Saints, etc...
- **Publication function** to allow downloading of items in their edited format like DVD format (all the chapters, subtitles, jacket), CD format or books to download.
- **Meditation room** function to create a place where members can set their own library and just watch or listen to the records in a pleasant dedicated place.
- **Content improvement** function to be improved (Management of feedbacks and proposed corrections)
-

The purpose of all these functions is to build a platform where all the Sahaja Yogis will be able to meditate and learn from the teachings of Shri Mataji and participate to make it available in all formats and in any language to all the Sahaja Yogis and seekers, current and future ones and to use the content for the production and supply of items like DVDs, CDs, Books, leaflets, WebTVs, Websites, etc...

So as you can see the path is still long and this can only work with the financial help of each and every individual and collectivity.

Copyrights and Trademarks

Registration of copyrights

1'000 videos have been sent to the copyrights entity to be registered in order to protect the copyrights. The registration has been confirmed.

Registration of trademarks

We have extended the registration of the trademarks that are:

Shri Mataji Nirmala Devi, Sahaja Yoga, Sahaja, Vishwa Nirmala Dharma

In order to reduce the costs of the registration and mostly to register what is really needed, we have also reduced the classes in which they are registered.

Registration of DNS

We have registered for the protection of Sahaj names on the web different DNS (Domain Name System) either to be able to use them in the future or to prevent any misuse from non-Sahaj entities. We have 69 DNS register until now. (list in appendix A)

Other activities

Book of Shri Mataji

An editing team under the supervision of Nirmala Vidya has edited the Book of Adi Shakti and it was really a blessing to be able to participate to this work. The book makes you thoughtless.

One version has been published by the Sahaja Library in Cabella and one version is directly published by Nirmala Vidya llc and is available through the website under the published section from lulu.com.

Country coordination

Agreements for the use of materials under the copyrights have been signed with the following countries:

- Belgium
- Brazil
- Canada (In process)
- Czech
- France
- Germany
- Greece
- Hungary
- Lithuania
- Malaysia
- Slovakia
- Sahaj Library in Cabella

Organization

A communication team was formed and will work on improving the communication regarding the project. A person from Australia is now working as a volunteer for the user registration process and to help people who have difficulties to register.

Finance

Situation for 2013

The preservation project consists in safeguarding the legacy of Shri Mataji by:

- collecting audio and video tapes throughout the world
- digitizing them from a magnetic band format into a digital format
- keeping all the collected tapes in a temperature controlled environment
- setting up a back-up archive
- optimizing the audios and the videos of Mother's talks to the best possible quality
- making all the talks available to all yogis through a new website

To make all this possible a lot of money has been invested over the past years.

For the year 2013 only a total of 250'000 Euros was spent on this project.

Below you will find the split between the cost for the preservation (via Devi Production) and the cost for the setup of the new website portal.

A) Devi Production: 178'000 Euros for 2013

- salaries + taxes + social security: 12'500 euros per month
- hardware and software equipment: 450 euros per month
- Office and storage rental: 1'900 euros per month
- nb people involved for videos including transcriptions : 3 full time employees in Austria
- nb of people involved for audios : 1/2 person in Holland

B) Website costs

The setup of the website had cost 97'700 USD (71'000 Euros) in 2013.

These costs have been financed by donations.

Donations

- Amount of donations for the preservation project and the website for 2013: 150'000 Euros
- Average per month: 12'000 euros
- Nb of individual contributors per month: 60
- Average donation per individual person/ month: 50 euros (excluding the highest individual donator)
- Highest individual monthly donation: 2'900 euros
- Lowest individual donation: 1 USD
- Main countries of origin: CH-BE-USA-AU-PT-UK-NL-FR-IT-RU-UKR-CZ-SK-HU-China- Brazil
- Collective country contributions: 45'000 Euros

- Collective countries who contributed in 2013: CH-BE-AU-NL-PT-UKR-RU-CHINA

Switzerland as a country, plus all individual Swiss yogis and one individual yogi have so far contributed to over 50% of all donations in 2013!!!

Paypal has been used for some of the donations. However, the figures remain relatively small:

- Paypal Europe: < 7'000 Euros
- Paypal USA: 34'000 USD

The rest of the contributions are made via donations to the NV account in Austria

2013's costs have only been covered because of the carry over of donations made in 2012.

C) Cash situation

As of the 7th February the cash situation of Nirmala Vidya = 72'375 euros

With the current trend of costs and donations, the preservation project and the website will be supported until May 2014.

Please find in the appendix B the budget proposed for 2014.

For the moment we have limited the development of the website despite all the functions that we would need to develop, as there is a big uncertainty on the generosity of the collectivity.

Appendix A

DomainName	TLD	ExpirationDate
ADISHAKTI.INFO	.info	19.12.2014
ADISHAKTI.XXX	.xxx	10.12.2014
LEARN-SAHAJA-YOGA.ORG	.org	12.03.2016
LEARNSAHAJAYOGA.ORG	.org	12.03.2016
MEDITATION-CENTER.INFO	.info	21.11.2014
MEDITATION-CENTER.NET	.net	21.11.2014
MEDITATION-CENTER.ORG	.org	21.11.2014
MEDITATION-CENTER.XXX	.xxx	10.12.2014
MEDITATIONCENTER.ORG	.org	26.11.2014
MEDITATIONCENTER.XXX	.xxx	10.12.2014
NIRMALA-VIDYA.COM	.com	21.11.2014
NIRMALA-VIDYA.INFO	.info	21.11.2014
NIRMALA-VIDYA.NET	.net	21.11.2014
NIRMALA-VIDYA.ORG	.org	21.11.2014
NIRMALA-VIDYA.XXX	.xxx	10.12.2014
NIRMALASHRIVASTAVA.COM	.com	16.12.2015
NIRMALASHRIVASTAVA.INFO	.info	11.12.2014
NIRMALASHRIVASTAVA.NET	.net	16.12.2015
NIRMALASHRIVASTAVA.ORG	.org	16.12.2015
NIRMALAVIDYA.COM	.com	10.07.2015
NIRMALAVIDYA.EU	.eu	31.07.2014
NIRMALAVIDYA.INFO	.info	10.07.2015
NIRMALAVIDYA.NET	.net	10.07.2015
NIRMALAVIDYA.ORG	.org	10.07.2015
NIRMALAVIDYA.XXX	.xxx	10.12.2014
NIRMALVIDYA.CO	.co	13.09.2016
NIRMALVIDYA.INFO	.info	14.09.2016
NIRMALVIDYA.NET	.net	14.09.2016
NIRMALVIDYA.US	.us	13.09.2016
SAHAJA-YOGA-FACTS.COM	.com	25.05.2015
SAHAJA-YOGA.BIZ	.biz	29.07.2015
SAHAJA-YOGA.ME	.me	30.07.2014
SAHAJA-YOGA.MOBI	.mobi	30.10.2014
SAHAJA-YOGA.NAME	.name	30.07.2015
SAHAJA-YOGA.WS	.ws	30.07.2015
SAHAJA.ME	.me	04.12.2015
SAHAJABLOG.COM	.com	12.02.2016
SAHAJABLOG.INFO	.info	12.02.2016
SAHAJABLOG.ME	.me	12.02.2016
SAHAJABLOG.NET	.net	12.02.2016
SAHAJABLOG.ORG	.org	12.02.2016
SAHAJAYOGA.BIZ	.biz	29.10.2014
SAHAJAYOGA.ME	.me	30.07.2014
SAHAJAYOGA.MOBI	.mobi	30.10.2014
SAHAJAYOGA.NAME	.name	30.10.2014
SAHAJAYOGA.WS	.ws	30.10.2014
SAHAJAYOGAGLOBALMEDITATION.ORG	.org	31.01.2016

DomainName	TLD	ExpirationDate
SAHAJAYOGIS.COM	.com	25.05.2015
SAHAJAYOGIS.ORG	.org	26.05.2015
SHRI-MATAJI-NIRMALA-DEVI.GURU	.guru	05.02.2015
SHRI-MATAJI.GURU	.guru	05.02.2015
SHRIADISHAKTI.COM	.com	21.11.2014
SHRIADISHAKTI.INFO	.info	21.11.2014
SHRIADISHAKTI.NET	.net	21.11.2014
SHRIADISHAKTI.ORG	.org	21.11.2014
SHRIADISHAKTI.XXX	.xxx	10.12.2014
SHRIMATAJI.GURU	.guru	05.02.2015
SHRIMATAJI.ORG	.org	08.05.2020
SHRIMATAJINIRMALADEVI.GURU	.guru	05.02.2015
SHRIMATAJINIRMALADEVI.ORG	.org	07.06.2014
SPONTANEOUSMEDITATION.COM	.com	05.05.2016
SPONTANEOUSMEDITATION.INFO	.info	21.11.2014
SPONTANEOUSMEDITATION.NET	.net	21.11.2014
SPONTANEOUSMEDITATION.XXX	.xxx	10.12.2014
UNIVERSALPURERELIGION.ORG	.org	13.02.2016
VISHVANIRMALADHARMA.COM	.com	25.05.2015
VISHVANIRMALADHARMA.ORG	.org	26.05.2015
VISHWA-NIRMALA-DHARMA.COM	.com	25.05.2015
VISHWA-NIRMALA-DHARMA.ORG	.org	25.04.2015

Appendix B

Budget proposed for 2014

Expenses details	Recurring €	One-Off €	Total €	Total \$	Description
Legal	25'000.00	14'000.00	39'000.00	53'586	
Advisor	25'000.00			34'350	Support and actions from our lawyers
Trademarks		14'000.00		19'236	Trademarks registration (renewal for 10 years) + possible registration of Life Eternal Trust and maybe Nirmala Yoga.
Legal action				-	
Website	6'950.00	31'200.00	38'150.00	52'418	
Storage	3'000.00			4'122	Video storage on Amazon
Download	2'000.00			2'748	Pricing for broadband regarding download
DNS	1'200.00	1'200.00		3'298	Regular fees for DNS we bought + Additional cost for new TLD's registration
License / Subscriptions	750.00			1'031	
Extra expenses				-	
Development		30'000.00		41'220	External cost for the development of the website
Preservation & Production	189'000.00	-	189'000.00	259'686	
Devi production	177'000.00			243'198	- Salaries + taxes + social security: 12'500 euros per month - hardware and software equipment: 450 euros per month - Office and storage rental per month: 1'800 euros per month
Audio Preservation	6'000.00			8'244	Salary (Actually supported by a generous SY)
Transcription support	6'000.00			8'244	Salary (Actually supported by a generous SY)
Services	10'800.00	-	10'800.00	14'839	
Accounting	10'800.00			14'839	MB group accounting
Taxes	1'000.00	-	1'000.00	1'374	
IRS	1'000.00			1'374	

Budget	232'750.00	45'200.00	276'950.00	381'903.30
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