



Preservation and Distribution project

Report – year 2014

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Introduction

Information about the activities of Nirmala Vidya llc and related entities in 2014 and the plan for 2015

Foreword

We would like to reintroduce the principles on which we are working and the reasons why this project is of the most importance.

Our Mission

Shri Mataji explicitly transferred Her copyrights to Nirmal Intellectual Property Corporation (NIPC) in 2005 with the aim to:

- Preserve and maintain Her legacy for perpetuity, which includes all of Her recordings, writings, trademarks, trade-names and service marks and any elements subject to copyrights.
- Protect and defend it from misuse and abuse.
- Reproduce and distribute it worldwide for the development of Sahaja Yogis and of Sahaja Yoga.

This mission is being materialized with the creation of Nirmala Vidya llc, which is the operational arm of NIPC to coordinate all the work, and Devi Productions which is working towards the collection, preservation and maintenance of the recordings as well as the production of masters.

We consider this mission in our heart as most sacred and of primordial importance for the Sangha, the seekers of today and tomorrow and for the future of the world. We believe it deserves dedicated attention and support from the Sangha.

Our Vision

We want to gather all the recordings and writings of Shri Mataji and preserve them for the eternity through a professional digitization and production of Masters tapes under the supervision of Sahaja Yogis.

We want to protect the teachings of Shri Mataji against misuse and attacks by having them registered and legally protected worldwide.

We want to make all the recordings and writings available to the Sahaj Sangha with the support of a web-portal (www.nirmalavidya.org) and through the use of different web based platforms.

We would like to make sure that all teachings of Shri Mataji are made available in the simplest way possible, worldwide and in as many languages as possible.

We are creating a database which will contain all events related to Shri Mataji starting from 5th May 1970 until 23rd February 2011. This database and all events attached to it will become the most complete reference of all talks of Shri Mataji.

Our challenges

Sacredness

We need to set the proper vibrational, legal, organizational, operational, technical and financial conditions in order to guarantee that the mission given by Shri Mataji is fulfilled and preserved in perpetuity.

Missing records

We hope to collect all the missing recordings and writings of Shri Mataji that are still in the hands of Sahaja Yogis, local collectivities and other entities in order to guarantee the preservation of the complete recorded and written legacy of Shri Mataji.

Diffusing the knowledge

We need to develop the use of different platforms in order to make all the teachings of Shri Mataji available to the whole Sangha worldwide in all languages and all formats. We will try to translate all the recordings and writings in order to make them understandable worldwide.

Collective participation

We need to have more volunteers willing to work on a long-term basis to support the project for example for the transcriptions or translations and subtitling of talks or for the development of the website or the use of new technologies

Summary of activities of the year 2014

Preservation

1) Video events recovery

During the year 2014, 196 new video events have been archived at Devi Production. We believe that there are still over a thousand events missing from the archive. The location of the master tapes of these events has not been fully identified but most likely a majority of them are in India, some in America and some in Australia.

Attempts have been launched in 2014 to recover these master tapes, but so far with limited success. Hopefully 2015 will show higher success rate.

2) Digitization

During the year, over 505 hours of talks and events have been digitized. It means 80% of the records we have (about 2'000 records) are now digitized.

3) Optimization

70 additional hours of high quality optimized video recordings are available and 13 new masters with transcriptions have been completed and 129 masters without transcriptions have been made and uploaded onto the website.

4) Transcriptions and translations

Although 46 talks have been transcribed, and 51 time-coded (Preparation and adjustment of subtitles in videos), the translation process coordinated by DP is going slower than expected. This is mostly due to the lack of available yogis who can provide high quality translation. Initial enthusiasm to do the work is always very high but as time goes on, priorities change and all those people working on a voluntary basis gradually fade away.

The idea to upload masters with transcriptions rather than just the video and the audio has proven inefficient due to the time taken by yogis to transcribe. Therefore, we will upload any new master produced by DP whether transcriptions or translations are available or not.

5) Audio re-mastering

During the year, 196 audio talks have been re-mastered using new software.

All these events (audio and videos) have been uploaded and are available to the Sahaj Sangha.

Protection

We have to maintain our efforts in protecting the copyrights of Shri Mataji's talks and prevent any misuse of any of the material available on the net.

We are also keeping the registration of DNS or registering new DNS for protection of the names and/or potential usage in future.

(see the list of DNS under our protection in the appendix of the report.)

Distribution

Website nirmalavidya.org

We have now around 5,400 members registered on the website.

A new version should go live during 2015 (see attached draft in appendix 2)

Website amruta.org

This website is managed by our team and is kept alive as long as the new web site and the new database are not complete.

In addition to that, Amruta.org is the only accessible website for the Chinese collective

Books

The Book of Adi Shakti is available in its hardcover version at the Sahaja Library in Cabella or online in Paperback format from nirmalavidya.org.

A few countries are working on the translation of the book (France, Spain) and it was translated in Italian.

The mantra book is also available in the Sahaj Library in Cabella as well as different electronic versions (pdf, ePub, Kindle for iPad, kindle for PC) from nirmalavidya.org.

Finances

Expenses

NIPC spent 225'000 € in 2014. (Compared to 250'000 in 2013)

The costs are split into 3 categories:

- Legal and accounting costs (intellectual property-tax issues-domain protection-accounting): 27'000 €
- Optimization of videos and audios: 172.000 €
 - Office rental : 22'800 €
 - Equipment : 17'200 €
 - Salaries including social security and employers charges :132'000 €.
- Website production: 26.000 €

Donations

The total donations for 2014 amounted to 245'000 € which is 63% more than in 2013 (150'000€)

Individual contributions increased from 105'000 to 108'000 € (+ 3%)

Collective contributions increased from 45'000 Euros in 2013 to 137'000 in 2014.

The 4 largest collective contributors are Switzerland, UK, France and Hong Kong/China.

Collective donations amount to 56% of all donations and individual donations make up the remaining 44%.

Individual donors have increased to an average of 120 donors per month with an average contribution of 75 Euros per donator. However the figure is only an average. Donations go from 5 USD to 2'000 USD.

The seasonal pattern of donations shows a peak in April and May 2014. Then the amount of individual donations starts to slow down and the number of regular donors drops from over 170 in May to 70 in December.

For the first time donations have exceeded the cost for the preservation of Shri Mataji legacy. This is good news and should encourage everyone to do as much as we can to accelerate the collection of missing tapes and their preservation into a digital form.

Activities for 2015

Missing tapes

Collection of missing recordings will continue as mentioned and with the good will of those in possession of such masters we will be able to gather and complete the database of records in order to preserve it and make it available to the Sangha through nirmalavidya.org.

There are two ways of doing it:

1. Send the records to Devi Production in Austria (contact staos@kabsi.at)
2. Digitize in the highest and best quality possible (professional level) and then send the digitized files to Devi Production.

Digitization

Devi Production will continue its work on the digitization of the available records and the coordination of transcriptions and translations in order to produce masters.

80% of the recordings that we have at Devi Production is digitized. We estimate around 2 more years of work for this phase of the preservation.

The work on the preservation and optimization of audio tapes is running in parallel by one Sahaja Yogi in Holland.

Optimization and masters production

This work is more difficult to evaluate as it depends on how many records are still missing, what is the quality of each digitized version we already have, and if there are missing parts or not and what is the size of the record.

A rough estimate give us a time frame between 2 and 5 years of work.

Copyrights and Trade names

We have started the process to register about 392 new videos in order to be able to protect the copyrights adequately. That will bring the total to around 1400 videos registered.

According to what we receive this year, we will launch another set of records to be registered by the end of 2015.

We will also extend the registration of the trade names that Shri Mataji had asked us to protect. That depends entirely on the funding from the Sangha.

Access to talks, pictures, quotes, excerpts .

A new version of the website is planned for 2015. The main goal is to facilitate the registration process, and to facilitate the navigation and the search of events.

We will also be looking at all technological platforms which can facilitate the search of events and adapt the search engines to the needs of the yogis.

The backbone of all search engines will be the new Database which we will be trying to make as exhaustive as possible.

Nirmala Vidya website has also been developed for smart phones. A first version has been already delivered for iOS (iPhone, iPad, iPod version) and another will be developed for Android.

Use of the copyrights by the collectivity

At present, anybody can publish recordings of Shri Mataji without discrimination and that create problems for other yogis trying to present Sahaja Yoga in a balanced way or to new seekers who get shocked by certain videos of Puja, Havan or marriages. We need to bring the collectivity to a united understanding of how to use the recordings of Shri Mataji on the Web.

General activities

We aim to improve our communication towards the collectivity and motivate everyone for a stronger support of the project be it financially, operationally or even just with positive attention.

We will continue to support collectivities requiring legal support in areas of copyrights and misuse of Shri Mataji's talks on the web..

A more complete distribution strategy will be worked out.

Appendix 1 (List of DNS)

DomainName
ADISHAKTI.GURU
ADISHAKTI.WIKI
SAHAJA-YOGA.WIKI
SAHAJAYOGA.WIKI
SHRI-MATAJI-NIRMALA-DEVI.WIKI
SHRI-MATAJI.WIKI
SHRIMATAJI.WIKI
SHRIMATAJINIRMALADEVI.WIKI
VISHWA-NIRMALA-DHARMA.WIKI
VISHWANIRMALADHARMA.WIKI
NIRMAL-INTELLECTUAL-PROPERTY-CORPORATION.COM
NIRMAL-INTELLECTUAL-PROPERTY-CORPORATION.INFO
NIRMAL-INTELLECTUAL-PROPERTY-CORPORATION.NET
NIRMAL-INTELLECTUAL-PROPERTY-CORPORATION.ORG
NIRMALINTELLECTUALPROPERTYCORPORATION.COM
NIRMALINTELLECTUALPROPERTYCORPORATION.INFO
NIRMALINTELLECTUALPROPERTYCORPORATION.NET
NIRMALINTELLECTUALPROPERTYCORPORATION.ORG
FREE-MEDITATION.TRAINING
FREEMEDITATION.TRAINING
SAHAJA-YOGA.TRAINING
SAHAJAYOGA.TRAINING
SAHAJA-YOGA.CENTER
SAHAJAYOGA.CENTER
SHRI-MATAJI-NIRMALA-DEVI.GURU
SHRI-MATAJI.GURU
SHRIMATAJI.GURU
SHRIMATAJINIRMALADEVI.GURU
NIRMALASHRIVASTAVA.INFO
NIRMALVIDYA.CO
NIRMALVIDYA.INFO
NIRMALVIDYA.NET
NIRMALVIDYA.US

SPONTANEOUSMEDITATION.COM
ADISHAKTI.INFO
NIRMALASHRIVASTAVA.COM
NIRMALASHRIVASTAVA.NET
NIRMALASHRIVASTAVA.ORG
ADISHAKTI.XXX
MEDITATION-CENTER.XXX
MEDITATIONCENTER.XXX
NIRMALA-VIDYA.XXX
NIRMALAVIDYA.XXX
SHRIADISHAKTI.XXX
SPONTANEOUSMEDITATION.XXX
MEDITATION-CENTER.INFO
MEDITATION-CENTER.NET
MEDITATION-CENTER.ORG
NIRMALA-VIDYA.COM
NIRMALA-VIDYA.INFO
NIRMALA-VIDYA.NET
NIRMALA-VIDYA.ORG
SHRIADISHAKTI.COM
SHRIADISHAKTI.INFO
SHRIADISHAKTI.NET
SHRIADISHAKTI.ORG
SPONTANEOUSMEDITATION.INFO
SPONTANEOUSMEDITATION.NET
NIRMALAVIDYA.COM
NIRMALAVIDYA.EU
NIRMALAVIDYA.INFO
NIRMALAVIDYA.NET
NIRMALAVIDYA.ORG
SAHAJABLOG.COM
SAHAJABLOG.INFO
SAHAJABLOG.ME
SAHAJABLOG.NET
SAHAJABLOG.ORG
SAHAJA.ME
SAHAJA-YOGA.BIZ
SAHAJA-YOGA.ME
SAHAJA-YOGA.NAME

Appendix 2 (New website examples)

Entry page before sign in into the website (Public view)

Nirmala Vidya

Home
Browse by Categories
News
Register
Support

Welcome to Nirmala Vidya!

The intent of Nirmala Vidya portal is to guard, preserve and share Sri Matiji's intellectual property, e.g. her lectures, teachings, writings, and recordings of events in her presence.
www.shrimatiji.org | www.sahajayoga.in | www.sahajayoga.org | [Nirmala Vidya Youtube](#)

"A star is shining within us and that is our spirit."
- Sri Matiji, Nirmala Devi

Excerpts on Meditation

Rama Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Sri Saraswati Puja 1990 Essence of Valmuniya 2 days ago	Ego and its consequences 1985 3 days ago

Excerpts on Self Realization

Rama Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Sri Saraswati Puja 1990 Essence of Valmuniya 2 days ago	Ego and its consequences 1985 3 days ago

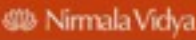
Excerpts about the Spirit within us

Rama Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Sri Saraswati Puja 1990 Essence of Valmuniya 2 days ago	Ego and its consequences 1985 3 days ago

Language: English | Feedback | Support

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Entry page after sign in into the website

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Home

Browse by Categories

- Videos
- Audio Talks**
- Music
- Transcripts
- Publications
- Other Collections

News

























My Collection

- My Playlists
- My Favorites
- Watch Later
- Read Later

Search Filters





- Public Program / Puja Talks
- Shri Krishna / Sahaj Mantra
- Shree of Jay / Sahamata
- Sahajant Puja / Sahasra Puja

Historic Events of the Day





1987 Dec 01	India Tour 1987/1988: Treatment of virus infections 1987 Conversation, India, English	   
1987 Dec 01	India Tour 1987/1988 You, India	   
1987 Dec 01	You Are Part of the Divine Being 1980 Public Program, United Kingdom, English	   
1987 Dec 01	Public Program in Mumbai 1986, 12/01 Public Program, India, Hindi	   
1987 Dec 01	Leaving It To Mother and Overcoming 1983 Public Program, United Kingdom, English	   
1987 Dec 01	India Tour 1993: Public Program in Gharisbad Public Program, India, Hindi	   

[Show more >](#)





Latest Uploads

			
Hansa Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago	Ego and its consequences 1985 1 day ago

Upcoming Pujas

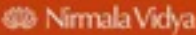
			
Hansa Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago	Ego and its consequences 1985 1 day ago

Most Viewed

			
Hansa Chakra Puja 1992 Sept 13 1 hour ago	India Tour 1987/1988 About Kabir 2 hour ago	Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago	Ego and its consequences 1985 1 day ago

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News

My Collection

Search Filters





Upcoming Puja

[Hide this](#)

 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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Most Viewed

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 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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Entertainment Program

[Hide this](#)

 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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2000s

[Hide this](#)

 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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1990s

[Hide this](#)

 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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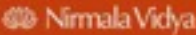
1980s

[Hide this](#)

 <p>Hansa Chakra Puja 1992 Sept 13 1 hour ago</p>	 <p>India Tour 1987/1988 About Kabir 3 hour ago</p>	 <p>Shri Saraswati Puja 1990 Essence of Vishnumaya 2 days ago</p>	 <p>Ego and its consequences 1985 1 day ago</p>
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- Music
- Yogis

102 results for guru puja

Sort

Events Transcripts Stories

-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **India Tour 1986/87: Public Program in Aurangabad - With Botany Professor's Kirtan**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom
-  **Guru Puja 1979: Nabhi and Spirit**
1979 July 08, Puja, United Kingdom

Show Next 10 Results

Advanced Filters

Event Type

- Nirmala Events (with Shri Manoj)
- Sahaja Events

Select

Media

- All Media (102)
- Videos (102)
- with Subtitles (102)
- Audios (102)
- Transcripts (102)
- Documents (102)
- Stories (102)
- Images (102)
- Excerpts (102)

Filters

Spoken Language

Select

Transcript/Subtitle Language

Select

Country

Select

Date Range

to

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Appendix 3 (Budget)

Budget proposal 2015				Rate
	€	€	€	1.077
Expenses details	Recurring	One-Off	Total	Description
Legal	25'000	40'000	65'000	
Advisor	25'000			intellectual property-tax issues-domain protection- accounting
Trademarks		40'000		Will depend on the budget available. Action needed would be around 40'000 €
Website	6'950	31'200	38'150	
Storage	3'000			Video storage on Amazon
Download	2'000			Pricing for broadband regarding download
DNS	1'200	1'200		Regular fees for DNS we bought + Additional cost for new TLD's registration
License / Subscriptions	750			
Extra expenses				
Development		30'000		External cost for the development of the website
Preservation & Production	184'000	0	184'000	
Devi production	172'000			- salaries + taxes + social security : 11'000 euros per month - Material, hardware and software equipment : 1'440 euros per month - Office and storage rental per month :1900 euros per month
Audio Preservation	6'000			Salary (Actually supported by a generous SY)
Transcription support	6'000			Salary (Actually supported by a generous SY)
Services	0	0	0	
accounting		0		Accounting is taken in charge by a generous SY.
Taxes	1'000	0	1'000	
IRS	1'000			
VAT				
Budget	216'950	71'200	287'150	