



**Nirmala Vidya**

## **Preservation and Distribution project**

Report – June 2015-June 2017

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# Foreword

2016 and 2017 has been particularly difficult and sad as we have lost our dearest brothers Karan Khurana, Grégoire de Kalbermatten and Arneau de Kalbermatten who were members of NIPC. They were such deep, devoted and dedicated Sahaja Yogis who served Shri Mataji with complete devotion and attention. Their constant support and motivation for the work done in Nirmala Vidya is only one aspect of their dedicated effort to support the development of Sahaja Yoga but they always felt that to preserve, protect and distribute the legacy of Shri Mataji was one of the most important tasks to be undertaken.

## Current structure

### NIPC

NIPC stands for Nirmala Intellectual Property Corporation. This is a non-profit organization personally formed by Shri Mataji Nirmala Devi to guard, preserve and spread Her lectures, teachings, writings, and all recordings made in Her presence.

### Nirmala Vidya

Nirmala Vidya, llc is a limited liability company, a subsidiary of NIPC, which is responsible for the day-to-day task of protecting and distributing Shri Mataji's talks. The intellectual property rights remain with NIPC.

### Devi Productions

Devi Productions is a company set up in Austria subcontracted by Nirmala Vidya llc. Dedicated Sahaja Yogis work full time for the preservation of all video recordings of Shri Mataji.

Their work consists in collecting the original recordings of Shri Mataji, cleaning the spoiled tapes, digitizing ( ) and optimizing them to the highest possible quality. The recordings are then archived, and digital masters are created which include closed captions and subtitles.

There are more than 3,000 known recorded events with Shri Mataji and it takes Devi Productions 2 or 3 days to digitize and optimize the material of one event. The skills and knowledge required makes it impossible for this important work to be carried out by Sahaja Yogis just during their spare time.

Currently there are 4 Sahaja Yogis working for Devi Productions, and 3 are full-time. Once the master files have been created, Devi Productions coordinates a team of volunteers to create transcripts of the recordings and then produce the subtitles in multiple languages. In parallel there is also a Sahaja Yogi (Andreas van Engelen) working in coordination with DP, on the digitization and preservation of all the audio records.

# Summary of activities

## Tapes recovery and preservation

### Recovery

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.

Three projects of recovering missing tapes are currently underway:

- French master videos
- Videos from India: NITL has agreed to give us access to all Indian videos, which are missing from our database. However, due to the current format being used, (MP4) we have legitimate doubts about the quality of these tapes and more importantly doubts about the possibility to optimize them. Ideally we should be able to go to India and have a look at the tapes themselves rather than the hard disks. However, following NITL's dissolution in May 2017, the handover of their complete archive to NIPC may enable us to recover precious talks missing from our library.
- American videos. A yogi has recently completed a list of all tapes stored in Phoenix Arizona and assessed the quality of every single tape. With this work done, we can now plan the local digitization of these tapes. We are planning to send someone from Devi Production with equipment to complete the task in Arizona.

The central database

- Database administrators will be appointed and will have the final responsibility to update what will then be considered as the "official" database.

Once the database is made available to the collective, we are convinced that many events will finally reappear.

### Preservation and Digitization

During the period under review, June 2015 to June 2017, around 350 new video events were archived at Devi Production. More importantly, the new storage hard drives have enabled us to reduce the size of the digital archive (6 Terabytes per disk) to the size of one large suitcase (totaling approximately 600 TB) .

### Optimization

400 additional hours of high quality optimized video recordings are available. All these new events have been uploaded on Nirmala Vidya's server and made available to the public. In addition to that over 160 new transcriptions and new translations are available on our site. The transcription process is not yet integrated in the NV website but currently only works through Amruta. Yogis access Amruta.org to work on transcriptions (at the moment only English)

## Audio re-mastering

During the period under review, over 400 new audio talks have been re-mastered using new software and new equipment.

All these events have been uploaded on Nirmala Vidya's website and are available to the Sahaj Sangha through NV or Amruta.

## DVDs

It is important to note that the demand for DVDs is dropping dramatically in favor of other digital supports (downloads or streaming).

## Other activities

The collection of missing records will continue as mentioned and with the goodwill of those in possession of such masters we will be able to gather and complete the database of recordings in order to preserve it and make it available to the Sangha through Nirmalavidya.com and a new updated database.

Devi Productions will continue its work on the digitization of the available recordings.

**Transcription and translations:** the work coordinated by Devi Productions remains a key priority and will continue but is highly dependent on the availability of yogis from different countries

Once the new database is in place it will be much easier to track down:

- missing events
- masters rather than poor quality copies

Hopefully the coordination of transcription and translation will be simplified.

## Protection

NIPC reviewed the various jurisdictions in which it had obtained the relevant trademarks in order to determine whether the registrations would be required in other jurisdictions. The need to proceed was confirmed by reports received from our US counsel that Nirmal Systems, incorporated in Russia and affiliated with the splinter cell in Togliatti had extended their rogue trademark registration of Sahaja Yoga to other jurisdictions such as India, China and Ukraine.

On this basis NIPC/Nirmala Vidya proceeded to register certain trademarks in various different jurisdictions in which no prior registrations under NIPC's name were made. In this process, careful consideration was given to the costs involved which also impacted the number of registrations and jurisdictions in which NIPC was able to act.

In addition, NIPC has invested resources in combating the violation of its IP and trademarks and in this process, was able to remove certain negative websites and ensured that TM would no longer use Sahaja Yoga for their Google ads.

NIPC also liaised with US counsel in order to determine what are the consequences of IP violations on the Internet of its rights to enforce in the future. The advice received confirms that the protection afforded by US IP laws is very strong and that NIPC would not have to

enforce in every case to preserve its rights. NIPC's strategy should however take into account that its mandate and interests are global and that other jurisdictions may not provide as much protection as US laws.

We have started also to contact country coordinators for the registration worldwide of the trademarks already protected in EU, this under the name of NIPC.

As NIPC is not sufficiently funded, we need each country to finance the process and facilitate it with the local institution.

Switzerland has already taken action and Brazil is in process. We invite each country to support this process.

The legal team coordinated trademark registration matters with local collectives.

## Distribution

### Website & Apps

We have now 8,760 members registered on the website and so we have doubled the number of subscriber thanks to the NV apps developed by Sahaja Yogis.

The development of the new version of [www.nirmalavidya.org](http://www.nirmalavidya.org) is well in progress and we will be able to launch it soon.

The purpose of this new version is first to build a database that is complete and that we can easily manage. The other priority is to have a website that is simpler and more user-friendly.

We will bring a first version in production that is focused on the search of events and then we will develop step-by-step more functionality according to the needs and feedback from the users.

In parallel there is still the website [amruta.org](http://amruta.org) that is used by transcriptions teams around the world as this function is not available in [nv.org](http://nv.org).

At the end of 2015 Wadi Maluf who developed the Android app has accepted to join the development team in order to take over the coordination of the development of the website. He brought with him a team of SYs from Argentina willing to support the development and to help with the improvement of the Database and the content management system. Gautama Payment and Jai Jalan have been working to build the new design and new concept of the website.

### Books

The French version of the first book written by Shri Mataji about Sahaja Yoga has been published in 2015.

All together we have sold 262 books (The book of Adi Shakti and Sahaja Yoga together) for a revenue of \$1,294 from January 2015 to June 2017.

The French translation of the book of Adi Shakti is being reviewed.

# Finances

## Expenses

Between June 2015 and June 2016 NIPC spent approx. 220,000 Euros.

The costs are split into 3 categories:

- Legal and accounting costs (intellectual property-tax issues-domain protection-accounting): This becomes an increasing budget because of all the actions to protect the name of Shri Mataji or Sahaja Yoga throughout the world. Budget between 20,000 to 50,000 Euros / year.
- Optimization of videos and audios: 180,000 Euros
- Website production: 20,000 Euros

Between June 2016 and June 2017 NIPC spent approximately 180,000 Euros, reducing the cost by 40,000 Euros.

Both legal fees and Devi productions costs were reduced (See PL for 2016 and 2017)

## Donations

The total donations from 2015-16 covered the costs during that period but not since then.

In 2015/2016 we collected a total of 233,000 Euros split in 3 categories:

- Individuals: 66,000 Euros
- Collectives: 135,000 Euros
- WF: 32,309 Euros

In 2016/2017 we collected only 139,000 Euros split in 3 categories:

- Individuals: 38,000 Euros
- Collectives: 96,000 Euros
- WF: 4,750 Euros

As we can see in the PL reports, we have generated a net income of 13,850 Euros in 2015/2016 but a operating loss of – 40,130 Euros during the period 2016-2017.

- As these operations are due to continue until 2022 we need to ensure a regular flow of donations over the coming years.
  - The debt from WF to NIPC has been reduced from 66,637 to 53,804 Euros

## Forecast of completion

We are planning a 99% completion of the preservation work by 2022. Then the question will remain of the need to maintain a temperature-controlled storage facility for all magnetic tapes. By then all the tapes will have been digitized. The preservation of original magnetic master tapes will be symbolic.

The need for a particular location will become less relevant, thus we will be able to scale down dramatically the current operations and the costs attached to them.

## Special activities

We have worked in 2015/2016 in formulating a strategy for NIPC to clarify its scope and aim. This strategy has been presented and approved in April 2016. A communication has been made to all Country Coordinators.

## Accounting

We hope the NIPC will be able to benefit from free professional accounting support (as it is currently the case) as long as needed.

## Financing the trademark protection project.

We believe that constant action and follow up will protect Shri Mataji's intellectual property in most of the world's countries. However, in order to maintain the protection to a high level, annual costs will be incurred. (Provisionally 20,000 Euros / year but can reach 50,000 Euros)

In addition to that, we may need funds for legal actions should we detect large breaches in the use of Shri Mataji's name.

We expect to raise the collective awareness of all the work done by Nirmala Vidya so that countries in addition to individuals keep funding the preservation program for the coming years.

## Donations

Our aim is to bring 40 to 50 countries as collective donators until the preservation and digitization projects are completed.

Regular calls for monthly automatic wire transfers will be made.

The break-even point is estimated at 260,000 Euros per year until 2022.

## Protection

NIPC will pursue the completion of the legal registration formalities and shall liaise with members of the Sangha to try and manage the negative content on the Internet.

We will continue to provide support to each collectivity regarding copyrights and trademark protection, and will work on worldwide protection as well.

## Distribution

### *Website*

The development of the new website is well on track and should be finalized soon. Once done we will be able to communicate more regularly to the collective about what we do, as the Database will finally be properly managed and we will have regular updates either of content or function in the website.

### *Apps*

Regarding apps, new features will depend on the availability of developers. At the very least, the content will be upgraded regularly. Once the new database is in production, we will be

able to connect the apps to it, making it easier to bring the latest content in a coherent way between iOS and Android.

### **Books**

A new version of the mantra book is in preparation in order to come back to the main purpose of the book that is to compile all the mantras and prayers that have been presented and approved by Shri Mataji, including the description and/or translation of mantras made by Her.

Other books can be made parallel to this mantra book with other Deities names and prayers to complete it. Of course we recommend the use of discrimination.

We will look for the English version of the first book of Shri Mataji in order to make it available also via [nirmalavidya.org](http://nirmalavidya.org).

We need to restart the publishing committee to look after these matters and advise about the use of the Teachings of Shri Mataji in books. The idea would be also to promote book projects based on the Teachings of Shri Mataji.

A coordinator should be found and he/she could build a team under the supervision of Nirmala Vidya llc to develop this aspect.

### **Other activities**

We will continue to work on the improvement of our communication.

The organization will be extended to include new teams like Content Management and Legal Support.



## Appendix 1 (Budget)

Planned Budget 2017-2018				
	Euros	Euros	Euros	
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 Euros
Website	5,200	20,000	25,200	
Storage / Download	3,000			Video storage on Amazon and Google drive
DNS	1,200			Regular fees for DNS in our possession
License / Subscriptions	1,000			
Extra expenses				
Development		20,000		External cost for the development of the website
Preservation & Production	184,000	0	184,000	
Devi production	172,000			- Salaries + taxes + social security - Material, hardware and software equipment - Office and storage r
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
Special				
Office				
Taxes	1,000	0	1,000	
IRS	1,000			
VAT				
<b>Budget</b>	<b>215,200</b>	<b>60,000</b>	<b>275,200</b>	