



**Nirmala Vidya**

## **Preservation and Distribution Project**

Report 1<sup>st</sup> July 2018 to 30<sup>th</sup> June 2019

Brief Report on Work In Progress

# Current structure

## NIPC

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

## Nirmala Vidya

Nirmala Vidya, llc (NV) 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. Title to the intellectual property rights remains 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 of collecting the original recordings of Shri Mataji, cleaning the spoiled tapes, and 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 to 3 days to digitize and optimize the material of one event. The skills and knowledge required make it impossible for this important work to be carried out by Sahaja Yogis just during their spare time.

Once the master files are created, Devi Productions coordinates a team of volunteers to create transcriptions of the recordings and then produce the subtitles in multiple languages. In parallel there is also a Sahaja Yogi working in coordination with DP, on the digitization and preservation of all the audio records.

# Summary of activities

## Tape recovery and preservation

### Recovery

We believe that there are still over a thousand events missing from the archives. The location(s) of the master tapes of these events are not yet fully identified, but most likely a majority of them are in India, some in America and some in Australia.

Three projects to recover missing tapes are currently underway:

- English master videos (stored at an ex-yogis house)
- Videos from India (stored on hard drives received by DP in November 2017)
- American videos. (stored in Phoenix, 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, July 2017 to June 2019, around 350 new video events were archived at Devi Production. 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

There are 600 additional hours of high quality optimized video recordings available.

This amounts to 200 new events, which have been uploaded on Nirmala Vidya’s server and made available to the public either through NV or Amruta, which uses the same server.

In addition, over 300 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 in English).

### Audio re-mastering

During the period under review, ( July 2017-June 2019) nearly 400 new audio talks have been re-mastered using new software and new equipment.

All of these events have been uploaded onto 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 recordings will continue as mentioned, and with the goodwill of those in possession of such masters we hope to 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.

## Distribution

### Website

An upgrade of the website as been done in order to:

- Add a new page with the publication of Nirmala Vidya llc and access to many other books through the Divine Cool Breeze website
- Add a new function to help to find the missing events
- Improve the donation by adding Paypal function
- Publish our annual reports for the sake of transparency towards the Sangha
- Improve the compliance to the European General Data Protection Regulation

### Apps

The Android app has been upgraded with the actualized Database and the Mantra book.

The new iOs version is ready but we are having trouble in making it available in the Apple store. The Web team is working on it.

## Books

The Mantra book version 8 has been released and published by the Sahaj library in Cabella.

We are looking for a way to distribute it worldwide through a publishing platform but for the moment we did not find one that could make it to a quite affordable price.

## Finances

### Expenses

Expenditure for the year 2017-2018: NIPC spent approximately \$186,000 USD and \$197,000 in 2018-2019

The costs are split into 4 categories:

- Digitization & Optimization of videos and audios.
- Translation and transcription of audio and video tapes
- Legal and accounting costs (intellectual property-tax issues-domain protection-accounting): This is becoming an increasing expenditure because of all of the necessary actions to protect the trademarks “Shri Mataji”, “Vishwa Nirmal Dharma” and “Sahaja Yoga” throughout the world.
- Website and app (OS and Android) production.

### Donations

The total donations from 2017-18 (\$141,000) did not cover the costs during the period under review but donations increased to \$186,000 in 2018-19 reducing the shortfall in 2018 to \$11,500 which has been financed from previous years excess cash.

The Profit & Loss reports show that we have reduced our operating losses from \$45,000 in 2017-2018 to \$11,000 in 2018-2019.

As these operations are expected to continue until 2022, we need to ensure a regular flow of donations over the coming years.

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

Calls for regular monthly automatic wire transfers should be made.

The break-even point is now estimated at 200,000 USD per year until 2022.

Due to FATCA (US Federal Law requirements), there have been some difficulties, which resulted in us closing down our bank account in Austria, and we are requesting countries to make their donations directly to our bank account in the USA.

Individual donations can still be made to a new bank account setup by VND Austria entirely dedicated to Nirmala Vidya. Donations can be made through the NV website.

### Forecast of completion

We are planning a 99% completion of the preservation work by 2022. A new temperature-controlled storage facility for all magnetic tapes has been identified. All magnetic tapes are

now stored in Shri Mataji's house in Vienna (Nirmal Prasht)

## Accounting

We hope that NIPC will be able to benefit from free professional accounting support (as 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 at a high level, annual costs will be incurred. (Provisionally we expect that costs could be approximately \$20,000 USD / year but costs could be as high as \$50,000 USD / year)

In addition to that, we may need funds for legal actions should we detect infringement of NIPC's trademark rights.

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

## Ongoing Works since 1<sup>st</sup> July 2019 to date.

- 1) The pilot scheme to transcribe and translate Shri Mataji's Hindi talks is still in construction
- 2) We will improve the collective integration in the work and mission of NIPC and NV llc by engaging each country through the development of country NIPC ambassadors.
- 3) We are working on a set of guidelines for the Sangha in order to use auspiciously and according to the right public, the copyrighted material on the Web, in particular the videos.