



## **Preservation and Distribution Project**

Report 1<sup>st</sup> July 2019 to 30<sup>th</sup> June 2020

Brief Report on Work In Progress

# Foreword

Please find below our latest annual report.

2020 has been a very sad year as our brother Ossi passed away so suddenly.

He had been the kingpin of Devi Production and without his total dedication we would never have been able to recover and repair so many precious talks of our Divine Mother.

He worked relentlessly for decades, dedicating all his time to the preservation of Shri Mataji's tapes.

He will always stay in our memory as the yogi who embraced this huge task without any complaint and with a permanent desire to reach technical perfection in his work.

## 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 llc

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.

# 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.

### Preservation and Digitization

During the period under review, July 2019 to June 2020, 150 new video events were archived at Devi Production.

All events are now stored on a server which is located at DP facilities, enabling easier access for work on the events as well as uploads to our website servers.

### Optimization

There are 400 additional hours of high quality optimized video recordings available.

This amounts to 70 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 150 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).

We have also agreed to upload unedited events so that yogis can access raw material stored at Devi Production.

### Audio re-mastering

During the period under review, nearly 70 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.

There are still a large number of audio tapes which require digitization. The process will be starting as soon as we have found the equipment and the resources to digitize the remaining tapes in a High Definition format ( 24 bit instead of 16bit).

## 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.

### Improvement of the content

Please find under the summary of the transcript and translation work done.

1. 825 transcripts/translations uploaded.
2. 895 subtitles uploaded
3. 61 verified talks, track changes in subtitles and sent to the translation team.
4. 583 of Hindi and Marathi talks checked and created the page with the OCR transcript.
5. Checked 583 of Hindi and Marathi talks if they have NITL audios. If the quality is better than the previous audio, the audio was added like the first track in the Soundcloud list.
6. The same work is in progress with the talks where Shri Mataji speaks in English. There are 1936 talks, at the moment 490 are done.

Checked 60 audios from Pascale to see what is missing in our database or if they have a better quality than the previous audios.

## Distribution

### Website

The major work done during the period of the report was to merge the 2 websites NV.org and amruta.org in order to simplify maintenance and reduce costs.

The two teams have now also merged and work together in order to manage and develop the new website and the 2 apps in iOS and Android.

## Apps

The Android app and the iOS app have been upgraded and are connected to the Amruta database and are now more or less working with the same functionalities.

## Books

The Mantra book version 8 has been released and published in Lulu.com to make it available all over the world. It is accessible in two quality versions, which makes it also available for those not able to pay for the high quality version.

## Finances

### Expenses

Expenditure for the year 2019-2020: NIPC spent approximately \$168,000 in 2019 compared to \$222,892 in 2018. We have reduced our costs by nearly \$40,000 despite an increase in legal costs and development costs for our new apps.

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 (iOS and Android) production.

### Donations

The total donations from 2019-20 (\$178,000) did cover the costs during the period under review.

We have therefore a small positive net income of \$10,000.

Donations will still be required

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 150,000 USD per year until 2024 and has been lowered from previous forecast (\$200,000)

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

A new temperature-controlled storage facility for all magnetic tapes has been implemented . All magnetic tapes are now stored in Shri Mataji's house in Vienna (Nirmal Prasht)

Due to Ossi's sudden disappearance, we will need to re-asses the work to be done at DP.  
We anticipate a move from the current facility to a new location ( 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 2020 to date.

1. The pilot scheme to transcribe and translate Shri Mataji's Hindi talks is still in construction
2. We will continue to 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 finalizing the 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.

## Collective participation

1. **Promotion**  
Promote Nirmala Vidya Amruta & the Android & iPhone App to the collective:  
Currently there are only 15,000 Sahaja Yogis registered on the Website. We request the National Councils to help promote the website/android & iPhone Apps to their collective.
2. **Missing Talks**  
We estimate that there are over 500 missing talks and NV requests the National Councils to help secure these original master videos & audios.

3. **Transcriptions & Translations**

Help is required to transcribe, translate and verify Shri Mataji's talks. If the National Councils can encourage individuals in their collectives to undertake this task, this is not only beneficial for the Sangha, it is nourishing for the individual involved.

4. **Hindi & Marathi Transcriptions & Translations**

Please encourage Hindi & Marathi speakers in your collective to transcribe these talks and please then translate them into English. Please request the yogis to log on to [www.amruta.org](http://www.amruta.org) or they can go directly to the page by clicking on the link <https://help.amruta.org> and follow the instructions.

5. **Donations**

Donations are needed for carrying out the Devi Productions work of preserving the recorded life of Shri Mataji for mankind. Donations are also needed for legal costs for trademark protection and challenges that need to be made, as there is an increase in the number of people using Shri Mataji's talks for financial gain. Even a small monthly donation of Euros €5 per month would be very helpful

6. **Help Required**

Nirmala Vidya requires expert help in the following areas. If there are any experts in your collective please contact us at [contact@nirmalavidya.org](mailto:contact@nirmalavidya.org).

- YouTube expertise.
- Social Media expertise.
- Legal experts

**Take down of inappropriate videos:**

Not all of Shri Mataji's puja talks are appropriate for the general public. We would appreciate it if you could request if the owners of such videos can be approached to remove them from YouTube.

Nirmala Vidya LLC  
Profit & Loss account  
June 2019 through June 20

	Jul '19 - Jun 20	Jul '18 - Jun 19
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>4100 · Contributions</b>		
4110 · Contributions - Individu	9,033.57	4,438.04
4115 · Contributions - Collective	34,391.89	16,698.15
4130 · Contributions - Foundations	134,825.22	165,244.79
<b>Total 4100 · Contributions</b>	<u>178,250.68</u>	<u>186,380.98</u>
<b>Total Income</b>	<u>178,250.68</u>	<u>186,380.98</u>
<b>Gross Profit</b>	178,250.68	186,380.98
<b>Expense</b>		
<b>7000 · Personnel Expenses</b>		
<b>7300 · Contract Services</b>		
7310 · Accounting Fees	845.00	-529.53
7320 · Legal Fees	16,043.03	11,818.66
<b>Total 7300 · Contract Services</b>	<u>16,888.03</u>	<u>11,289.13</u>
<b>Total 7000 · Personnel Expenses</b>	16,888.03	11,289.13
<b>8100 · Nonpersonnel Expenses</b>		
8190 · Digitization Cost	109,617.33	137,307.71
8110 · Supplies	156.56	225.00
8130 · Telephone, Telecommunications	444.16	397.66
8150 · Computer Hosting & Website	39,445.28	54,022.20
<b>Total 8100 · Nonpersonnel Expenses</b>	<u>149,663.33</u>	<u>191,952.57</u>
<b>8200 · Facility &amp; Equipment Expenses</b>		
8270 · Depr and Amort - Allowable	0.00	17,441.00
<b>Total 8200 · Facility &amp; Equipment Expenses</b>	<u>0.00</u>	<u>17,441.00</u>
<b>8500 · Business Expenses</b>		
8520 · Bank Service Charges	1,613.32	2,209.73
<b>Total 8500 · Business Expenses</b>	<u>1,613.32</u>	<u>2,209.73</u>
<b>Total Expense</b>	<u>168,164.68</u>	<u>222,892.43</u>
<b>Net Ordinary Income</b>	10,086.00	-36,511.45
<b>Other Income/Expense</b>		
<b>Other Expense</b>		
77000 · Exchange Gain or Loss	0.01	0.00
<b>Total Other Expense</b>	<u>0.01</u>	<u>0.00</u>
<b>Net Other Income</b>	-0.01	0.00
<b>Net Income</b>	<u><u>10,085.99</u></u>	<u><u>-36,511.45</u></u>

Depreciation to be worked out