

Guidelines for the use of the Intellectual Property of Her Holiness Shri Mataji Nirmala Devi



Before we begin, we offer our humble pranams at the Lotus Feet of Param Pujya Shri Mataji, Shri Nirmala Devi.

We pray for the blessings of Shri Adi Shakti and for Shri Adi Shakti's pure knowledge to guide us.

We ask for forgiveness from Shri Mataji, mindful of our limitations, and pray that mistakes we make be revealed to us so that we may grow, evolve and be suitable channels of Her pure knowledge.

With these prayers in our hearts, we submit the following Guidelines to our Sisters and Brothers around the world with the desire that we may collectively advance Sahaja Yoga and the message of our Divine Mother in a manner which is pleasing to Her.

Jai Shri Mataji

The members of NIPC and Nirmala Vidya llc

Dear Sisters and Brothers,

As you may know, Shri Mataji donated Her Intellectual Property to the Nirmal Intellectual Property Corporation (NIPC) in 2005. Following Shri Mataji's guidance, NIPC, together with its operational arm, Nirmala Vidya LLC, works to collect, preserve, protect and distribute Shri Mataji's Intellectual Property (**IP** or the **Sacred Knowledge**).

Shri Mataji's IP comprises all Her speeches and Her books; the most Sacred Knowledge revealed to humankind.

Inappropriate Content

Sahaja Yogis must not tolerate any use of HH Shri Mataji's Sacred Knowledge which is in any way inappropriate or degrading to HH Shri Mataji or Sahaja Yoga. Should any such use be discovered, Sahaja Yogis must immediately inform their Country Coordinators, Councils or Trusts.

What To Make Available On The Internet

It is every Sahaja Yogi's inalienable right to access all of Shri Mataji's Sacred Knowledge at any time, in its complete and unadulterated form, just as Shri Mataji communicated it. All of this knowledge is being made available by Nirmala Vidya llc on the website www.amruta.org and on the youtube channels (a.) Early Teachings of HH Shri Mataji and (b.) Teachings of HH Shri Mataji, and on the Nirmala Vidya app.

We strongly encourage you to use the above-mentioned media channels for connecting to, receiving and sharing HH Shri Mataji's Sacred Knowledge.

The question then arises what part of HH Shri Mataji's Sacred Knowledge should be made available to the public on the internet? During Her lifetime, HH Shri Mataji adapted Her message and appearance to the public. In Public Programs Shri Mataji adopted a more simple Swarup, often clad in a white saree with few ornaments. In Pujas, HH Shri Mataji would wear royal saree and ornaments. Shri Mataji also explained that it was important for seekers of truth to get their realization first – to experience the actualization of the spirit in their consciousness – and that would lead them to the realization of who She is.

We turn to HH Shri Mataji and request all of our Sisters and Brothers to follow the example that She gave to us while spreading Sahaja Yoga around the world. As a simple rule, let us follow the decisions She made when sharing Her Sacred Knowledge. Let us make Public Programs available to all. Let us as a *general rule* maintain the boundaries that Shri Mataji kept by making sure that the Sacred Knowledge that She shared with Sahaja Yogis in a non-public setting is not immediately available to persons who have not received their realisation. On a limited basis, if a Sahaja Yogi seeks to make public any part of this Sacred Knowledge, great care, humility, discretion and common sense must be used when publishing it (please also see section on Editing below).

In any event, Puja ceremonies, Havans and other holy ceremonies should not be made publicly available, either in videos or in photos. We humbly ask all yogis to remove all such events from youtube and other platforms.

Editing HH Shri Mataji's Speeches

Shri Mataji has given guidance on the subject of editing. All Sahaja Yogis should be aware of this guidance. If Sahaja Yogis seek to use excerpts of Shri Mataji's talks it is of utmost importance to ensure that the context and message of HH Shri Mataji's speech is not distorted by editing. All Sahaja Yogis should proceed with great humility and discretion while editing any part of a speech of Shri Mataji. We have all experienced how many dimensions one single speech of Shri Mataji contains. If any excerpt of a speech of Shri Mataji is made available to the public, it should serve the purposes of the advancement of Sahaja Yoga and the creation of new seekers and not to promote one's own ideas.

Dubbing videos or audios of HH Shri Mataji is not appropriate. Speaking over HH Shri Mataji's voice is irreverent and disrespectful. Where a translation is required, subtitles should be used instead. We have established a process and a team worldwide to work on transcriptions, translation and subtitling. Please contact admin@amruta.org for more information if you would like to participate.

Projects using HH Shri Mataji's Sacred Knowledge

Any project (film, book, audio) in which the use of HH Shri Mataji's IP is contemplated must obtain the consent of the Sahaja Yoga organization in its country and/or liaise with Nirmala Vidya LLC.

Material Compensation

Sahaja yogis should not gain any material benefit, directly or indirectly, through the use of HH Shri Mataji's Sacred Knowledge. Additionally, no personal, commercial or other branding of any type should be displayed when presenting Shri Mataji's Sacred Knowledge. Any such financial misuse by either Sahaja Yogis or non-yogis should be reported to the Country Coordinators, Councils or Trusts.

Any person engaging in any project which uses HH Shri Mataji's Sacred Knowledge should abide by the highest levels of transparency and should keep a proper audit trail of all financial matters. Financial records of any such project should be readily available for review by any Sahaja Yoga organization.

If you have any question or comment, please contact us at: contact@nirmalavidya.org. We humbly request our Brothers and Sisters to adhere to these guidelines.

With all our Love,

Your Sisters and Brothers of NIPC and Nirmala Vidya llc

In devotion and surrender to Param Puja Shri Mataji Nirmala Devi

Legal Notice

Any use of the IP is subject to the prior authorisation of NIPC.

In 2005, Shri Mataji Nirmala Devi Srivastava donated Her Intellectual Property rights ("IP") to the Nirmal Intellectual Property Cooperation ("NIPC") entrusting the latter to preserve, protect and distribute Her IP for the advancement of Sahaja Yoga. NIPC has been entrusted with an asset which is invaluable and holy. Cognizant of this fact, NIPC endeavors to discharge its mandate to the highest standards. NIPC acknowledges, however, that in respect of the use by third parties of Shri Mataji's IP, and given its nonprofit status, it lacks the manpower and financial resources to ensure the legal and/or proper use of the IP by all parties in every circumstance. As a result, NIPC is issuing the above-mentioned Guidelines as recommendations concerning the use of Shri Mataji's IP. These Guidelines dictate how Shri Mataji's IP is to be used by parties which use it.

NIPC shall determine in its sole discretion in which circumstances enforcement action is appropriate against a party which does not comply with these recommendations or which violate its rights regarding the IP. The above-mentioned Guidelines are issued without prejudice to NIPC's rights as owner of the IP. They represent standards against which any use of the IP will be measured. In any event these Guidelines shall not be construed either: (i) as an authorization to use any part of the IP; or (ii) as a waiver of any rights of NIPC as owner of the IP. To the extent required under any applicable law or regulation, NIPC reserves its rights to take action, including legal action, to uphold the integrity of, and appropriate use of, and generally enforce its ownership rights with respect to Shri Mataji's IP, in particular its right to prosecute any infringement of the IP.