



Nirmala Vidya

Preservation and Distribution Project

Report 1st July 2020 to 30th June 2022

Brief Report on Work in Progress

Nirmala Vidya llc | c/o Nirmal Intellectual Property Corp.
268 Overpeck Avenue | Ridgefield Park | New Jersey 07660

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.

Preservation Team

Ossie Tattirek passed away in 2020. He set up Devi Productions in 2006 and he was its driving force. He has left behind an extraordinary legacy and will always be remembered for his unique work for generations to come.

Since our dear brother Ossi passed away, we have been restructuring the work of preservation and digitization through a new organization and at a new location in Vienna.

For tax reasons we dissolved Devi Productions as a company set up in Austria but maintained the name as a structure which is now composed of individuals who work as self-employed subcontractors for Nirmala Vidya llc. Dedicated Sahaja Yogis work full time in this capacity for the preservation of all video recordings of Shri Mataji.

The current team consists of 4 yogis working in Austria for the project:

Madhu Ronninger: tech support for all equipment and infrastructures and servers.
Anton Pivovarov, Ben Morgan, and Daniel Arango on digitization, optimization, and editing.

The work of the team 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.

The operations have been moved to Nirmal Prasth (the Ashram in Vienna) where adequate facilities have been set up including temperature-controlled and humidity-free rooms. The entire installation cost (20,000€) has been covered by NV.

The transfer of the facility to Nirmal Prasth has enabled NV to drastically reduce the rental costs we used to pay at other locations. So far, we have not been asked to pay any rent. This might change in the future.

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 more than 500 to 700 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, the UK and some in America and Australia.

Specific actions have been launched for the recovery of missing tapes in the UK and the USA.

UK: after years of discussions, we have finally got permission from Paul Wynter to recover Mother's video and audio tapes which have been stored in his house in the UK. A team of yogis will be collecting the tapes in the coming weeks and will organize their transport to Vienna.

USA: Two members of DP will fly to Arizona in January and digitize the missing tapes on site, transfer the data onto hard drives and bring the data back to Vienna for optimization and editing work. We believe there are over 1,000 tapes which will require checking and about 200 to 300 which will require digitization.

Preservation and Digitization

During the period under review, July 2020 to June 2022, 250 newly recovered video events were archived at Devi Productions.

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. (i.e Amazon web)

We are currently working on a multi-continent backup solution where each continent would have a whole set of the entire digitized material of Shri Mataji's talks. We are currently evaluating the amount of space required on Hard drives to store the entire library.

All videos and audios at Nirmal Prasth have been digitized. Any new material to be digitized will have come from other origins (UK, India USA, etc...)

Optimization

An additional 500 hours of high-quality video recordings have been optimized and made available.

This amounts to an average of 30 to 50 additional events per months, 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.

Back up

On a regular basis, all new events are stored on the server and backed up on hard drives. These hard drives are then transferred into a safe which is in a different location.

Audio re-mastering

During the period under review, over 250 new audio talks have been re-mastered using new software and new equipment.

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

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 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: this 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

Improvement of the content

Please find below the summary of the transcript and translation work done:

1. 113 transcripts in draft status uploaded.
2. 24 transcripts have been reviewed
3. 39 have been verified
4. 1422 subtitles uploaded
5. 7 Hindi talks have been reviewed and 18 have been verified.
6. 1 Marathi has been reviewed and 42 have been verified
7. 292 new events with Devi Production footage

Use of the content by the collective

The guidelines for the Sangha about how to use auspiciously and according to the right public, the copyrighted material on the Web, in particular the videos, has been set and communicated. Effect is but not so successful.

Distribution

Website

- We switched to Vimeo as a main player so no more ads (YouTube is still available)
- Below the player now yogis can download mkv video files with subtitles embedded (mp4 file format is still available via the time download option)
- Chapters are now being supported on Vimeo

Apps

Mostly maintenance has been made during the period.

Books

A new project has started, the Nirmala Vidya Collection, with the purpose of publishing the talks of Shri Mataji and to help to establish a library in the Castle of Cabella, together with the World Foundation. The main objectives are:

- Print a beautiful book of all the Ganesha Pujas for the celebration of the 100 years of Shri Mataji.
- Print all the talks for the Library of the Castle.
- Print all the talks for long term preservation in form of paper archives and develop the archive room in the castle of Cabella.
- Develop experience in archiving talks and share it for multiplying the archives on the 5 continents as desired by Shri Mataji.

Finances

Expenses

Expenditure for the year 2020-2021: NIPC spent approximately \$150,000 compared to \$170,000 in 2019- 2020 and \$222,892 in 2018-2019. We are managing to reduce our costs on a regular basis as planned.

As you can see on the PL and balance sheet attached, the financial situation of NV is very sound. We have generated an excess of \$50,000.00 for the year under review and believe we can maintain this rhythm in the coming years.

The costs are split into 3 categories:

1. Digitization & Optimization of videos and audios.
2. Legal and accounting costs (intellectual property-tax issues-domain protection-accounting): Our actions consist in protecting the trademarks “Shri Mataji”, “Vishwa Nirmal Dharma” and “Sahaja Yoga” throughout the world.
3. Website and app (OS and Android) production.

Donations

The level of donations is now exceeding our annual cost base by nearly \$50,000.00.

We received over \$200,000.00 in 2020 and the rhythm of donations in 2021/2022 has not slowed down.

This will enable us to complete the work of digitization, and optimization for all new events collected abroad. We will also need to upgrade our servers and computer/ software equipment. We will also need to determine the best future backup storage tools for the next 20 years.

Individual donations can still be made to a new bank account setup by VND Austria entirely dedicated to Nirmala Vidya or via PayPal directly on our American account.

Donations can be made through the NV website.

Forecast of completion

The forecast of completion will depend on the capacity to retrieve missing tapes. It will probably take another 5 years to complete 95% of the task.

Accounting

We hope that NIPC will be able to benefit from free professional accounting support. Unfortunately, the accountant in charge of NIPC/NV has been off sick for a while and will probably require a replacement. For that reason, the 2021-2022 accounts could not be completed on time.

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, 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 1st 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. DP is permanently working on an update list of all tapes available and those which possibly missing.

Collective participation

1. 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, but also 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 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.
 - YouTube expertise.
 - Social Media expertise.
 - Legal experts
7. Taking down inappropriate videos:
Not all of Shri Mataji's puja talks are appropriate for the general public. We would appreciate it if you could request the owners of such videos to remove them from YouTube

Jun 30, 21

ASSETS

Current Assets

Checking/Savings

1010 · BofA Donations - 7398	70'737.28
1020 · BofA Sales - 7411	465.00
1030 · BofA US - 7408	535.00
1040 · BofA Fund - 7424	50.13
1050 · PayPal - US	29'616.24
1065 · PayPal - AT (EUR)	9'264.87

Total Checking/Savings 110'668.52

Other Current Assets

1130 · Adv to Sahaja Yoga Foundation	53'804.65
1500 · Due To/From Officers	
1530 · Other - AT	0.03
1500 · Due To/From Officers - Other	16'123.18

Total 1500 · Due To/From Officers 16'123.21

Total Other Current Assets 69'927.86

Total Current Assets 180'596.38

Fixed Assets

1600 · Fixed Assets

1625 · Website & Software	169'065.21
1610 · Office Equipment	11'310.22
1699 · Accumulated Depreciation	-96'395.10

Total 1600 · Fixed Assets 83'980.33

Total Fixed Assets 83'980.33

TOTAL ASSETS 264'576.71

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2001 · Accounts Payable - EUR	-11'717.73
2000 · Accounts Payable	9'391.31

Total Accounts Payable -2'326.42

Total Current Liabilities -2'326.42

Total Liabilities -2'326.42

Equity

3000 · Unrestricted Net Assets 214'852.91

Net Income 52'050.22

Total Equity 266'903.13

TOTAL LIABILITIES & EQUITY 264'576.71