

SRI HARIOM TATSAT



SHRI VEERAVITTHALO VIJAYATETARAAM

Five Major Divine Projects Of The 4th Paryaya Of Sri Puthige Swamiji 2024-26



SRI PUTHIGE SAINT SEEN WORSHIPPING THE SHRIKRISHNA IDOL
AT THE UDUPI SRIKRISHNA MATHA's SANCTUM-SANCTORUM

KOTI GITA LEKHANA YAJNA


SUJNANA TRUST, GITA MANDIRA

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Sankalpa No.



Aprathimam thrilokhyaam...

Udupi, a wondrous coastal city of Karnataka state, created by none other than Lord Parashurama himself, has gained right royally a special prominence in the realm of heritages of India. May it be the domain of ancient pilgrim centres, or modernity, may it be in the field of education, hotels or business, culture or entrepreneurship, this beautiful holy place of Hindus has always beckoned saints of the yore into its divine folds. Perhaps, that is why, Udupi is to this day regarded as a unique place amongst all, across the three worlds.

Sages galore...

Their Holinesses like Sri Jaya Theertha, Sri Sripaadaaraaja, Sri Vyasaraaja, Sri Vadiraaja, Sri Raaghavendra Guru Sarvabhowma of Mantralaya; frontliners of famed Dasa lineage, St. Purandaradasa and St. Kanakadasa too were lured by Lord Krishna's presence here. The primordial tenets of Dwaita philosophy founded by Jagadguru Sri Madhwacharya, took birth here in Udupi. Hailing from Pajaka, a nearby village, Acharya Madhwa, believed to be the reincarnation of Lord Hanumaan in Tretayug and the mighty Lord Bheemasena himself in Dwapara yug, had consecrated little Krishna almost eight centuries ago. That idol carved beautifully out of a precious, exquisite Shaalagrama granite by Vishwakarma, the divine sculptor, claimed to have been worshipped by Goddess Rukmini during the Dwapara era, was brought by a ship from Dwaraka. As the proverbial saying goes, Lord Sri Krishna appeared before St. Kanakadasa even as he sang in sublime devotion seeking His Darshan.

As ordained by Sri Madhwacharya, also known as SrimadaanandaTheertha, as many as eight mathas have been rivetted in worshipping Lord Sri Krishna once in two years. What began as a perpetual chain of sainthood from Srimad UpendraTheertha Sripadaru, the 30th Saint



being Sri Sri Sugunendra Theertha Swamiji, will ascend the most propitious Sarvajna Peetha to carry out the two year paryaya celebrations from the ensuing Jan 18th, 2024 to Jan 17th 2026. This will be his 4th such ascension onto the paryaya throne, this time accompanied by his beloved disciple Sri Sushreendra Theertha Sripadaru.

Embracing Sanyaasa at his 12th year of age, His Holiness Sri Sri Sugunendra Theertha Swamiji has completed successfully by now, as many as 48 years of sainthood, even as he travelled to the length and breadth of not only our motherland India, but also the rest of this world. Wherever he went, Sri Swamiji propagated the essence of 'Sri Krishna Bhakthi', the sublime devotion to the supreme Godhead. Having successfully finished his last three Paryaya celebrations, H.H. Sri Sri SugunendraTheertha Swamiji has been well-known for his proficiency in traditional vedic texts, scholarly spiritual



discourses and scores of religious articles, journals and books published hitherto, which carry the vast vedic values. His many disciples have graduated across five 'Sudha Mangala' convocations held so far.

SUGUNAMAALA in Kannada and SUGUNA DIGEST in English are the two popular monthly digests, which have done yeoman service to the ascetic minds for more than two decades now. Apart from these, Sri Puthige Matha has been rendering effective propagation of chaste Vedic knowledge through its three Vidyapeetas, where hundreds of disciples are being churned out year after year. Plans are on to expand them and strengthen them with early affiliations to Sanskrit Universities.

Dharmic activities of higher echelons...

To rejuvenate the sanathan lifestyle for all the Hindus in India, Sri Swamiji has taken far-reaching steps in popularising the Gita, organising Gita Prathibhaa Exams, launching Gorakshaa Aandolan, to mitigate exploitation of Gomathas, as also an agitation to abolish mechanised slaughter house of the cows at Kacharakanahalli in Bengaluru. Sri Swamiji's active participation in solving the Ramajanmabhumi issue on the national scenario drew much following from the general public for decades now.

Sri Swamiji's offering of Navarathna chariot to Sri Krishna, and publication of several spiritual books have enriched the social, educational and philosophical realms immensely. Having been one of the celebrated disciples of Sri Sri Vidyamanya Theertha Sripadaru, Sri Puthigesri has had more than 12



Sri Puthigesri felicitating the then President of India Dr. Shankar Dayaal Sharma, after laying the foundation stone for Gita Mandir

years of in depth studies on Vedas-Vedanta-Logic or Tharka, investigation or Meemaamsa, Grammar or Vyakarana in Sanskrit. Endowed with excellent skills of oration and creative writing, Sri Swamiji has authored a number of voluminous books on the Ramayana titled 'Ramayana Rasayana', Ramayana rahasya-swaarasya, and on Srimad Bhagavadgita, 'Gitaadhyaya bhaavaparichaya', 'Srisudhaasuvachana', his critical analyses on the famed



Nepal's King seen felicitated by Sri Puthigesri at the gala inauguration of Gita Mandira

works of the Gita and Srimanyayasudha. The saint's treatises on 'Atharvanopanishatsara', Suvaani, the real message behind our 12 festivals, puns in Haridasapadas enjoin him into the lineage of modern day thinkers, even as he inspires many knowledge-hungry scholars by his state-of-the-art neo-classical works. 'Ananada Mukunda' is an innovative art form to experience ancient Bharatiya cultural flavour, initiated by Sri Swamiji.

Srimadbhagavadgita happens to be the most favourite scripture of Sri



Gita Mandira, Udupi

Puthigesri. His forte lies in presenting hundreds of discourses in English on the Gita, world over, in the last two decades, which have been immensely appreciated by a large number of knowledge seekers.

Thirty years passed since the monumental Gita Mandira was built in Udupi by Sri Swamiji. All of Rathabeedhi and beyond, this imposing building calls for the attention of any passer by. The design is unique internally as well as externally.

Jan 1992 began Sri Swamiji's 2nd Paryaya Mahotsav. The then President of India, Dr. Shankar Dayal Sharma, a great learned personality, did the



'Kanaka Navaratna Ratha' - being dedicated to Lord Sri Krishna

consecration ceremony. And on December 1st, 1993, for dedicating this monument in the service of the nation, King Birendra Bir Bikram Shahdev, Scion of the Royal family of Nepal, lit the sacred lamp and inaugurated the Gita Mandira.



Spacious 'Anna Brahma' - most sought after dining hall

The occasion was so auspicious that Sri Swamiji got the Srimad Bhagavagita books written by a lakh devotees dedicated to Lord Krishna by none other than the then prime minister of India, Sri P.V.Narasimha Rao. It was something like a never before event in Udupi.

The year 2008 ushered in with the **3rd Paryaya celebrations** when Sri Puthigesri offered the numero uno in this world, a Golden chariot studded with 'Navarathna' gems. This apart, Sri Swamiji has dedicated three huge dining halls viz. 'Anna Brahma', 'Anna Dharma' and 'Anna Yajna'. This



Sri Govardhana Kshetra at Basavanagudi, Bengaluru

facilitated serving thousands of devotees with sumptuous hot hot meals, prasadam, daily as Annadaana.

Sriputhigesri opening up newer avenues of development and progress in the temple complex

Besides becoming successful in making the car street or Ratha Beedhi, free from vehicular traffic, extending his magnum opus project of 'Sundara Udupi Srikrishna's Udupi', just on the lines of the famed arched welcome towers that he had built, again on the eastern entrance of the SriKrishna Matha, Sri Swamiji created anew the SriKrishna Mahadwara. This gave a true impetus to the Town Municipal authorities who heeded to our celebrated Sri Swamiji's directions to keep the holy pilgrim centre Udupi, clean, neat and bright. He, for the first time, planned and executed the cleanliness project in and around the Sri Krishnamatha, duly developing the temple precincts and the entire campus into a fragrant bouquet of devotion, sublime devotion...to Jagaddodhaarak, the saviour of this universe.

The capital of Karnataka secured a cave temple with Sri Swamiji consecrating Sri Govardhana kshetra, the mighty 5 storied hillock modelled cave temple on the Bull Temple road, in Basavanagudi, Bengalur. It stands as a marvel even after two decades of its built as the most unique tribute to Lord Govardhana Krishna. Today it has become a tourist attraction and an

epicentre of religious and spiritual as well as educational and cultural events, on a daily basis. The design and the carvings of many graffittis on the interior walls bespeak Bhagavatha and its tell-tale stories to every visiting devotee, young or old.

One matha, one name

Sri Puthigesri has spread his divine wings across the nation as much as beyond India. He has beautifully renovated the 500 year-old Moolamatha at Puthige and built a modern, well furnished guest house, Indraprastha, at Udupi. Within the country, Sri Swamiji has built well-managed Puthige Mathas at Chennai's Mylapore and Tambaram, besides Dharmapuri in Tamilnadu. Further, he has built a Matha at Kolkatta, too. In Karnataka, you have a new Matha at Karwar, and Hosanagar, too. In all these places, Lord Krishna's various forms such as Srikara, Srinivasa were consecrated by His Holiness Sri Sri Sugunendra Theertha Sripadaru besides bringing in Anjaneya as also Guru Raghavendraswamy in the mathas.

Go to Udupi's Phaniyadi, Hejamadi, Ratha beedhi's Anantheshwara and Chandreshwara temples, even Shivamogga's Theerthahalli Matha, what do you find in common, all over there? Sri Puthige Swamiji's Good Samaritan decisions executed in time, to rejuvenate and resuscitate the centuries-old temple premises, its structures adding up with new make-overs. New looks. Long lasting looks.



Sri Krishna Vrindavana, New Jersey, USA



Sri Venkata Krishna Vrundavana, Phoenix, USA

Bulldozing the harmful education system to instill Sanathana Bharatiya values in tiny tots

Entire India has begun speaking and discussing unlawful demeaning of Macaulay's educational reforms that led to eight decades of continued damage to our socio- educational and socio-cultural fibre.

At this juncture, Sri Swamiji has thoughtfully launched the state-of-the-art primary school for children called **Sri Puthige Suguna School** to impart purely Bharatiya spiritual-cum-mundane education replete with sanathana dharma's ethical and moral values.



Keynote address on world peace by Sri Puthigesri at UNO

Have you heard of a 120 year old village school in Kemmundel, near Maaniyuru?. Once it was the school where Sri Puthigesri studied. That was just half a century ago. Recently Sri Swamiji has turned out to be its patron and owner, providing a school bus, and modern- day class rooms, for that Kannada medium school to which students yearn to reach every dawning day, from farther places, even 28kms away.

Propagation of divine knowledge, became a regular affair

Having been a multi-talented personality by nature, Sri Sri Sugunendra Theertha Sripadaru attempted to raise the awareness of the public, some two

*Sri Puthigesri -
International
President of
Organisation
for World
Peace and Religion,
during the Global
Summit at
Vienna*



decades ago, through the media of mass communication. He chose the print media first. That's how Sri Swamiji launched the first ever monthly magazine by any Hindu religious matha, the SUGUNA DIGEST in English and the SUGUNAMAALA in Kannada. His initiatives became a reality through Sri Puthige Matha's SUGUNA PRINTING PRESS which got established and has earned a niche of its own, in the district of Udupi. Today, after three decades of its inception, more than 11,000 families subscribe to these two monthly magazines, to avail the divine knowledge of our Sanathana Dharma. It's here that the SUGUNA SAMSAD was instituted by Sri Swamiji for the propagation



Budhist Monk Dalai Lama of Tibet, honouring Sri Puthigesri

of real 'Jnana' to the general public. His series of articles got published in the past 30 years of the publication of these journals, followed by a series of lectures/discourses. The annual publication of seven Sri Krishna Mukhyaprana Panchangam, the almanac, has become the talk-of-the town.

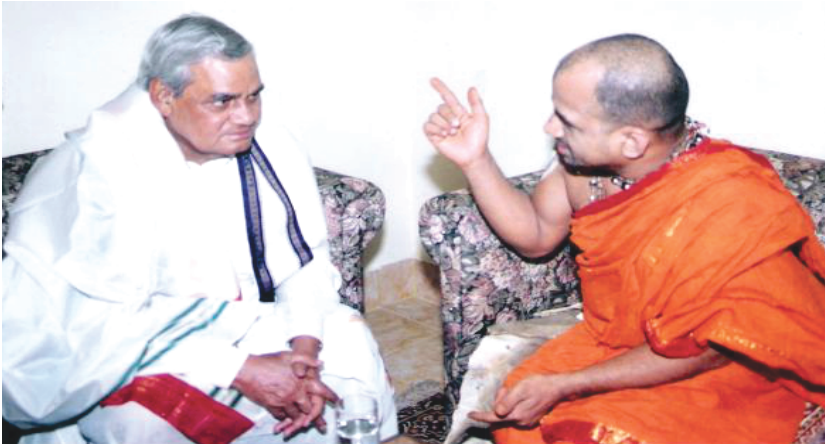
Today Udupi Sri Puthige matha and its 28 branches across India and abroad, are engrossed in the perennial propagation of the divine Vedic knowledge viz., Vedic Classes, imparting Sri Vishnusahasranaama, discourses on its Artha



The then president of USA, George Bush and his wife Laura Bush with Sri Puthigesri

Chinthana, Sanathana Dharma Shastras, Harikathamruthasaara, Srimad Bhagavad Gita-by-heart sessions, Sanskrit learning sessions, understanding Gita-Gitaartha chinthan. Thus, over seven areas of knowledge, emphasis for knowledge acquisition is being thrust by a number of learned scholars of the Sri Puthige Vidya Peeta under the personal monitoring of the Visionary Saint. In the USA more than a thousand children have taken up learning Gita-by-heart, which is a phenomenal upsurge in the moral as well as ethical perspectives. These thousand children will arrive at Udupi post Jan 2024 to offer their Gita recitations by-heart at the lotus feet of Lord Srikrishna.

Sri Vadiraja Research Centre is one such rarest of the rare foundation instituted by Sri Puthige Swamiji, at Udupi, where age old palm leaf manuscripts are being read, interpreted and preserved for the posterity. Incidentally, several disciples of Sri Sri Sugunendra Theertharu have launched a college in his name, in Bhadrak, Odisha. Sri Swamiji is the chief patron of that



Former PM, Bharath Ratna Atal Behari Vajapeyee with Sri Puthigesri

college. Sri Swamiji was inspired to consecrate a gigantic 32 ft. tall monolithic statue of Lord Hanumaan in New Delhi. Even to this day, this magnificent idol beckons any passerby in Vasanth Vihar, on the Delhi-Air port route. Plans are afoot to install spiritual centres by Sri Puthige Swamiji at New Delhi, Mumbai and such other metropolitan cities of our great nation, which will be an inspiration to the political leaders who keep coming for consultations with Sri Swamiji.

Carrying the sprinkles of Madhwa Philosophy to the west

Today, after two full decades of his tunique services in the west, His Holiness Sri Sri Sugunendra Theertha Sripadaru has become successful consecrating as many as 16 KRISHNA VRUNDAVANAS in the western world, one each at Sydney and Melbourne in Australia, London in England, Toronto in



Prime Minister Narendra Bhai Damodara das Modiji with Sri Puthige Sri

Canada, and a series of Mandirs at Edison, Raleigh, Atlanta, Houston, Dallas, Phoenix, Los Angeles, San Jose, Seattle in the United States of America. One must note that almost all temples in the United States are built after purchasing the churches which were there, earlier. Come to Orlando, Minneapolis, Bakersfield..., you can see new Hindu temples and Goshalas inaugurated by Sri Swamiji. That's to say with 16 SriKrishna Mandirs abroad and 12 more Sri Putthige Mathas in India, Parampoojya Swamiji is short of 80 to meet his resolution of building 108 Sri Krishna temples the world over. Very soon the Srikrishna Bhaktas world over will begin to look forward for the upcoming consecration of the world's tallest Sriman Madhwacharya statue at Houston. Next venue will be Austin, where a Sri Krishna Brundavan is in the offing.

'Udupi Authana', to quench the gourmets with devotion

In all these temples, twice a day, devotees will be served with delicious 'Udupi Authana', Annadaana. It is simply His making indeed.

For the yeoman social services that the Australia's Melbourne based Sri Puthige



Popular Publications of Sri Matha, Suguna Maala and Suguna Digest

temple did during the Corona years and the forest fire problem, the Australian Government has now joined hands with the developmental activities of the Sri Krishna Brundavana temple there.

Vasudhaiva Kutumbakam

The multifarious abilities of His Holiness Sri Sri Sugunendra Theertha Swamiji, enabled him to be the International President of World Conference of Religions for Peace (WCRP), an Organisation on par with the UNO, New York. This honour was conferred upon our Swamiji consecutively for three



Proposed Swagatam Krishna - Imposing welcome arch, at the Northern Entrance of Udupi
 terms during which parama poojya Swamiji visited Kazhakistan, Kenya, Turkey, Phillipines, Japan, Taiwan, Amman, Vatican city, Salt Lake city, Madrid, Seville, Abu Dhabi, Singapore, Moscow, Dar es Salaam, Kyoto, Hiroshima to hold parleys on religious amity.

Delivering his most significant address at UNO's General Assembly, Sri Puthigesri laid emphasis on the need for restraint on several countries' Defence Ammunitions and root out the ever-growing acts of terrorism world over. Sri Swamiji's concern for the rehabilitation of the refugees was another serious issue upon which Sri Swamiji worked in association with WCRP.

On a rare invitation from Pope Francis in Rome, Sri Swamiji visited Vatican city. Sri Swamiji had meetings with the General Secretary of the United Nations accompanied by other global leaders in the realm of conservation of world environment, the Paris Treaty and such other mega projects of the world arena. In the milieu, he visited as many as 28 nations including Dubai, Muscat, Sharjah, Germany, New Zealand to raise Spiritual Awareness.

It's Sri Swamiji who was invited to participate in the Global Amabassador for Peace Award by South Korea at Seoul. On 8th October 2015, the American state of Arizona declared the day of Sri Swamiji's entry into their state, as "Sri Sugunendra Theertha



Proposed Unique and Gorgeous Golden Chariot to Partha Sarathi as part of Koti Gita Lekhana Yajna

Day." Another US city OKLAHOMA honoured Sri Puthige Sri offering their CITY- KEY. Besides this, he was on the panel of selectors for Japanese NIVANO Peace award said to be on par with the Nobel Peace Award.

Swamiji : An Indian Ambassador Of World Peace

His Holiness has, in the last decade, met the Presidents and many Heads of states such as USA, Russia, Japan, Tanzania, Kazakhstan, Abu Dhabi, besides Dalai Lama and Bishop of Canterbury to negotiate world affairs based on peace, religion, and non-violence. Back home, bigwigs like Tata, Birla, Hinduja and Md. Jalal have been blessed and inspired by Sri Swamiji.

The Messiah of World Peace

His Holiness has visited the White House at Washington, the Australian Parliament and elsewhere spreading peace, representing India. Be it the Global summit of world religious leaders' held at Pune, or the East-West Scholars' conference held at New Jersey, USA, Sri Swamiji's presence was greatly felt, whichever conference he attended. Inaugurating the 'AKKA' Conference at many places of the USA, International Bhagavadgita conference at Singapore, Sri Sri Sugunendra Theertha Sripadaru relentlessly propagated the essence of the Ancient Sanathana Dharma of India. He spoke at the Oxford, Princeton, Rutgers, Arizona, Harvard, Stanford and many other universities of the USA .

He talked with the then US President George Bush and Mrs Laura Bush, on the need for cultural amity between the US and India. His fruitful talks on war relief measures, and also talks on SriLankan and the LTTE ethnic issues, were much appreciated. He was awarded the honorary doctorate from the Srinivasa University, Mangalore, for his involvement in laudable social service and propagation of world peace.



All of 701 Verses of Magnificent Gita's 18 chapters inscribed on Granite

Swadharme nidhanam shreyah

With his firm faith in the Indian philosophies, familial values, the concept that the world itself is our family, **Vasudhaiva kutumbakam**, Sri Swamiji, a soft spoken, learned ascetic, has led his life of six decades in simple living and high thinking. May it be an individual's personal problems or issues related to national, international or global crises, there shall sure be solution inside the Srimadbhagavadgita, so declared our Swamiji. Of the innumerable wants that we, the common people have, like house, family, marriage, spouse, children, property, grand and great grand children, all these we need except a true need of devotion to Lord Krishna; then one should have a brake on these needs, but how? Sri Swamiji reveals the secrecy to his followers wherever he goes.

Now, our Sri Puthige Swamiji has entered the threshold of 60 years of age. Obviously, his 4th ensuing PARYAYA MAHOTSAVA celebrations beckon all his lakhs of followers, the world over. This being the quintessential event, Sri Puthige Sri has rolled out a mega plan of 5 magnum-opus projects to mark his 4th ascension to the Sarvajnapeetam at SriKishna matha. The first and foremost of the projects is the **KOTI GITA LEKHANA YAJNA**. In those two years, between Jan 18, 2024 to Jan 17, 2026, Gita Mandira which has the presence of Gitaachaarya for more than 3 decades now, will host a unique dawn-to-dusk programme of Gita Recitation, paaraayana, by the Gita followers for 730 days continuously. These recitations culminate in the International Srimadbhagavadgita Conference. This will be followed by **Srimad Bhagavadgita mahaa yaaga** which happens to be the 2nd project.

Udupi Kshetraavaasa:

While lakhs of devotees of Lord Sri Krishna live elsewhere in the world, at least once in a year they might be willing to visit Udupi, offer their sevaa, service, to the Lord for a couple of days and plus. To facilitate such people, Sri Swamiji throws open an all new, well furnished, modern residency, called **Kshetravaasa** being the 3rd project.

Eight centuries ago, Saint Sri Madhwacharya had entered Udupi from the northern entrance, before he consecrated the little Krishna's idol, said to have been worshipped by Rukmini Devi, picked up from a mound of Gopichandana. Sri Swamiji has resolved to offer this spot of both historic and eternal prominence, a landmark today. A huge welcome arch with a tower carrying the inscriptions of **SWAGATAM KRISHNA** and forming of a circle named after Saint Poorna Bhodha, **Sri Madhwesha Circle**, forms the 4th project. One can also wait for the beautiful statue of Ananda Theertha Madhwaraya stepping in with Lord Krishna's tiny idol in the arms..

It was in 1974 that Paramapoojya Sri Puthigesripadaru embraced Sanyasa

and Peetaadhipathya, the Golden Jubilee of which event will occur in 2024. To commemorate this Golden Event, Sri Swamiji has proposed to create a golden chariot studded with rubies and gems and offer it to Lord Srikrishna. This will also commemorate the magnum opus divine event of Koti Gita Lekhana Yajna, for, little Krishna loves charioteering and evening Utsavaas. Christened as **Gita Rath** or **Parthasarathy Rath**, this forms the 5th project along with covering the historic **KANAKANA KINDI**, with pure Gold; to prove the worth of the salt here 'Kanakana' means Gold indeed.

The time has come for crores and crores of devotees of SriKrishna to rise up to utilise these occasions to participate in Koti Gita Lekhan Yajna. Make up your mind and jump into the ocean of crores of devotees writing Srimalad Bhagavadgita as an once in a life -time opportunity to serve the Lord without any discrimination of caste-creed-religion or gender. This time we all join together to read-understand-write one or two shlokas per day and submit the manuscripted Gita book of ours to the lotus feet of Lord Srikrishna at Udupi. By God's grace this event might enter into the **Guinness Book of World Records**, too, as the single largest mass movement by one crore plus humans.

Please understand, the amount of PUNYA we all devotees in crores are going to amass by writing the Gita, written by sage Vedavyasaru, 1000s of years ago, that Gita pronounced by Lord Srikrishna Bhagawan. Immense and immeasurable will be His benedictions for all of us, when we submit them through the Guru to the Lord.

Just 30 years ago, Gita Mandira came into being, opposite Rajangana, Udupi. In 1992-93, Sri Puthige Sripadaru had organised a similar event, when a lakh and plus devotees of Lord SriKrishna had submitted to the will of God, which are preserved at the iconic Gita Mandir. However, this time Sri Swamiji will offer your written Gita book and return it along with the much sought after Srikrishnaanugrahapatra, both to be received by the devotees back to their home and preserved in their respective pooja rooms, which is intended to be worshiped by your children and grand children and so on.

Gita Mandira which has all those lakhs of manuscripted Gita books from all over the globe, has in its womb all the 18 chapters and 701 verses inscribed on Krishna shila, an auspicious black granite used in the sanctum - sanctorums of temples all over India. It's huge It's of great monumental value, unmatched in the surroundings. Gita Mandir, an imposing four storied building, is now getting ready to receive a crore plus Gita manuscripts and to submit it the Lord. His Holiness SriPuthigesri calls for crores of devotees across India and at the global level to be a part of this sublime programme.

The Gita by itself is believed to have been narrated by the Lord at the Kurukshetra, 5000 years ago. This song of the Lord when manuscripted by

each one of us can gain any pious person opulence in every aspect of mundane life, as well as eternal Life of our Atman making our life completely worthy.

It's been a proven experience for all of us that mere reading many a scriptures would leave us half the way. And to write the well understood scriptures will enable us in complete understanding of the same, the effect of which on our mind, and intellect would also be intense enough, as per a psychological study.

As yajnakartas of the Koti Gita Lekhan Yajna, by reading, understanding and writing those 701 verses one after the other on a daily basis and for 6-8 months regularly will lead our lives on the paths of righteousness. The Gita will lead us, our lives to the shores of emancipation, no doubt. We can become nearer to our Lord of this Universe, gain his attention much earlier, perhaps on a short cut too..

If children make up their minds to write the Gita, their individual lives will become divine and their futures glorified in whatever field of life they wish to thrive. Dare you miss this golden opportunity; once in many lives do we get such an opportunity to listen to the Lord of this Universe and to write down his very song. Not a joke...mind you, dear devotees of SriKrishna Bhagawan.

Let's be reminded please by one of those divine songs of St.Puranadaradaasa, 'maanava januma doddadu.. ida haanimaadalu bedi huchchappagaliraa.....' ...meaning, the Life of Humans happens to be the supreme amongst the living beings, let's not waste it with maddening desires. It's in our hands that we make this worthy life bestowed by God, a worthy one indeed. Be it a pious or sinful life, merciful or arrogant, endowed with lots of charity and compassion for the needy or a life replete with religious fervor, unless not capped with 'Bhagavadchinthana', a persistent thought cycle of the Lord, life may turn a trash.

The plume of any such 'Bhagavadchinthana' is the Gita itself. The best and the paramount one.. Anything better than the Gita, happens to be the Gita itself, the essence of all the four Vedas, given by the Supreme Lord SriKrishna himself to elevate mankind. The opportune time



*Manifestation of Magnanimous VISHWAROOPA
on the walls of Sri Govardhana Krishna Cave Temple*

has ushered in for you all to write the same verses by yourselves. Once in a life-time opportunity. At the culmination of which, you all can participate in the Srimad Bhagavadgita Mahayajna at Udupi and dedicate this noble activity carried out world over, to the lotus feet of Udupi SriKrishna, through SriGuru, who inspired you all to do so. You all will be given back your manuscripted Gita along with SRIKRISHNAANUGRAHA PATRAM. You may keep them in your pooja room. Worship them.

In many ways this is one of its only kind. Gita Lekhana Yajna will inspire our future generations, for sure... and those who miss such a divine, noble opportunity, are like a set of people who live on the banks of the river Ganga and do not take the holy dip even once are called a 'Kshetra paapi'. Let's not be such unfortunates. Never. Jagadguru Sri Madhwaachaarya emphatically said this hence., '..athavaa jnanisadbhaave naiva gruhnanthi tatparam', meaning, such people might be considered evil without doubt.

We humans are endowed by the Lord, with a natural insight of spirituality , which is absent in other living beings. This is fortified even in the Gita: 'nahi jnanena sadrusham pavitramiha vidyate', meaning, there's nothing holier than the knowledge. Given this awareness, if we fail to follow that, can there be any greater loss in our lives? Notwithstanding, anyone's life might become a bundle of ill-health if we fail to do even this. As St. Purandaradasa had put it, without awareness, our life goes out like a blind dog reaching sandy place, returning empty. We might be affected by endless guilts by missing such noble opportunities. 'Uddhareth Atmanaatmaanam...'



The Sri Puthige Sri himself writes the Gita, during Laksha Gita Lekhana Yajna

Come. Let's write the Gita daily to wash off our sins and the dirt of our lives. Whatsoever happened in our tiny lives so far, nevertheless, the balance of time ahead should be made fruitful, worthwhile, by amassing Punya through Koti Gita Lekhana Yajna. **Geetaa Sugeetaa Kartavyaa kimanyaihi, shaastravistharaihi**, interpreted Bhagavan Sri Vyasa Maharshi.

It's time to act in our respective lives as per the advices of our Acharya. It will fetch us an immortal image to our ever striking mortalities. Writing the Gita once, daily, allows acquisition of knowledge, Bathing in such a divine knowledge of the very holier, Koti Gita Lekhana Yajna, sanctifies our lives, emancipates us from the cycle of birth and death.

You are requested now to go through the instructions of Koti Gita Lekhana Yajna, fill up the enclosed Sankalpa patra, registration form or even the one made available in our official website, sriputhige.org and send it on-line to us to avail the confirmation letter from Gita Mandir, Udupi. No bar on caste-creed- religion-gender or age; anybody can participate in this Mahayajna. Let's wear the DEEKSHAA SUTRA on our wrists and begin to write the Gita soon, at an auspicious muhurta. 'Yajnaadbhavati parjanya', last time lakhs of devotees got all that they desired by participating in this sacred, divine activity spanning for 8-9 months @ 10-12 minutes, daily. A great fortune awaits all those who participate in this holy Yajna.

Please join us to reap that soon. **Good days are ahead.**

INSTRUCTIONS TO KOTI GITA LEKHANA YAJNA DEEKSHAARTHEES

1. Gita writers or the yajnakartas need to undertake two main oaths before they accept the Koti Gita Lekhana Yajna Deeksha. (i) One should give up any vice / bad habit that he or she has been attached to, for long. Meanwhile they are expected to take any good practice / habit/ penance either for their individual or social cause, to mark this significant event in their life.

(ii) Apart from a Yajnakarta Reading and Writing a Gita book, they should make many others write and submit the Gita. EACH ONE CATCH ONE was our Swamiji's clarion call during the Laksha Gita Lekhana Yajna, this time it is **“EACH ONE CATCH TEN”**.

In this regard, Sri Swamiji has called for a few preparatory tenets, what can be called sentinels i.e. guarding factors which, when imbibed in our daily life, can easily qualify us to write the Gita, the song of God Almighty. These tenets will help the Yajnakartas to be disciplined, to be devoted, to be dedicated, to be recognised by the Lord of this Universe.

Following are the tenets for your choise:

A] I will take food only after the morning bath.

B] I will not accept dowry.

C] No bribing with me.

- D] I will not drink liquor, smoke or chew tobacco products such as cigarettes, gutka, paan etc.
- E] I will do SANDHYAAVANDANA daily .
- F] I will observe Ekaadashi Vratha, definitely.
- G] I will not abuse others, will sacrifice my anger and ego.
- H] I will recite one chapter of Srimad Bhagavadgita daily.
- I] I will reserve a certain percentage of my earnings for the propagation of the Gita, and regularly spend a portion for service to God as also for some or other social cause.
- J] I will be a volunteer offering my time and energy to propagate Koti Gita Lekhan Yajna to all my actual reaches.
- K] I will not break my promises and hoard money, gold or any wealth without any purpose.
- L] I will not tell lies, I will observe silence for a few hours on a weekly basis, eat one meal on any day in a week, to mark this great event of Koti Gita Lekhana Yajna.

Apart from these you are free to choose your own deekshaa.

In your GITA WRITING BOOK, the 1st page must carry your name, postal address, Mobile Phone number, E-mail Id. Please quote your complete contact information besides the OATH or PLEDGE, which you may have mentioned earlier in item 1.

2. First and foremost, you should fill up the SANKALPA PATRA, given on the last but one page and register along with your family members, if they wish so, either through the link already sent by the Koti Gita Lekhana Yajna HQ, Udupi or visiting our Website www.sriputhige.org

3. Anybody can participate in the the Koti Gita Lekhana Yajna. No bar on caste-creed-religion-gender or age.

4. As stated in the appeal brochure, for all devotees residing in the main land of India, a contribution of Rs 108/- needs to be remitted on-line, along with the Sankalpa patra filled. Such of those devotees residing all over the globe, in the rest of the world should remit 108/- in their respective currency.

5. Please tick / state in your Sankalpa Patra, if in case you need a Gita writing book, beautifully designed by us, with a 'Deeksha Sutra' enclosed, from our end. It will be sent to your address in 2-3 weeks, by post and you have to pay for both the book and despatch charges. You can also write in your own book and if you still need a 'holy Deeksha sutra', please contact our office.

6. Once you get your writing book from our office, on any good or auspicious day, you can wear that 'deeksha sutra' on your right hand, write your name on the 1st page, at the appropriate columns meant for the same, and affix your PP size photo. If you wish to dedicate your Gita book to anybody, please do so affixing their photo too. You may then begin reading-understanding and then writing from the 1st verse of the 1st chapter of Srimad Bhagavad Gita.

7. You can write the Gita in any language. You may refer to any Gita book with

you. Or else, you may avail the Gita original script from our website or from our HQ office, by post, with postages paid.

8. If, in case, you finish writing the Gita book before January 18, 2024, if you have the same enthusiasm, you can begin writing the Gita for the 2nd time. Like that you may write and submit any number of times. You may get any number of the Gita books, the Gita writing books, deeksha sutras from our Udupi HQ, on nominal payment for the same.

9. Once you become a Yajnakarta of the Koti Gita Lekhana Yajna, you can refer to our website for increased information on the Gita, where much scope is already provided for additional studies on the Gita, for learning to recite the Gita-by-heart. You will get continued support from our website and WhatsApp groups about our various programmes regarding the Gita as well as our periodical updates of this Magnum Opus Programme called.

10. At the ending pages of the writing book, you may feel free to document your feelings and experiences of writing the most divine Srimad Bhagavadgita, all by your own self, earmarked for the same.

11. If you have a generous mindset, you can buy either the Gita books or the Gita writing books with deeksha sutras in bulk to be distributed amongst your friends, for schools, ashrams etc. Even if you wish to donate a number of books to commemorate your kith and kin or as birthday and wedding gifts, please contact our HQ.

12. Every time you contact us, please mention your mobile number and your Sankalpa number.

13. Once you have completed writing the Gita, just contact our office. You can reach Udupi along with your family and friends any time between 18/1/2024 and 17/1/2026, to submit it in the presence of Sri Puthige Sripadaru to Lord Sri Krishna's lotus feet and to avail phalamantraakshate prasada and your Gita book. If in case, you can not reach Udupi, you may please send it safely to our Udupi Gita Mandira office; we shall arrange to submit it to the Lord through our Swamiji and send the prasada and book to your home address in return.

14. You are all requested to spread the news about this divine Koti Gita Lekhana Yajna to as many people as you can. Please ensure a greater number of people participate in writing the divine Gita so that a strong feel you all would derive later of contributing your might to preserve and develop the Sanaatana Dharma, a gift for posterity, ensuring the tomorrows of our generations are safe and stable. It is going to be invaluable indeed. If amongst you, there are volunteers who wish to join us in the herculean task of one crore people writing the Gita, offering your time-energy-ideas to our core group, kindly contact our Udupi Gita Mandira Office through the numbers stated on the cover page of this Appeal. We would welcome you all.

15. Philanthropic persons willing to donate for this once-in-an-era magnum-opus, divine project of Koti Gita Lekhana Yajna or other allied on-going

projects of Sri Puthige Matha such as Renovation of Gita Mandira, Kshetraavaasaa, new Golden Paarthasaarathi Gita Ratha studded with rubies, construction of Udupi- Pilgrim centre- stay modern Complex, rising of a Welcome-Arch at the Madhwesha Circle, installing of an Idol of Sri Madhwaachaarya at the new circle, for any other projects of ours, you can send contributions, by ticking the relevant columns and boxes. Your donations to SUJNANA TRUST can avail you IT rebate as per 80G. After the transactions, please send all the details of your transactions to our WhatsApp no. 9980534422.

Name: SUJNANA TRUST A/c No.: 74010100003722
Bank: Bank Of Baroda IFSC: BARB0VJUDUP
Branch: Udupi Main

Please Note: The fifth digit in IFSC is ZERO



16. You can fill up the Sankalpa patra and pay even for GODAANA, GOSEVAA, Donations for Vedic Education being imparted to hundreds of children by Sri Puthige Vidya Peetha. Your online payments can be sent to this a/c. below and the details be sent to our WhatsApp no. 9980534422.



Name: ShriPuthige Matha A/c.No.: 01092200002706
Bank: Canara Bank IFSC: CNRB0010109
Branch: Car Street, Udupi

17. You must have heard or seen or even read the two robust publications from SriPuthige Matha, SUGUNAMAALA and SUGUNA DIGEST. These two, Kannada and English spiritual monthly magazines speak about our vibrant socio-cultural -philosophical issues which have remained in every household, as moral guide for decades now. If you wish to subscribe to these publications, you may please send the subscription amount to the below said Bank account and send all your address details to our WhatsApp no. 9980534422.

Name : SUGUNA MAALA A/c.No.: 01092200013680
Bank: Canara Bank Branch : Udupi
IFSC: CNRB0010109



18. Such of those donors who wish to contribute to Koti Gita Lekhana Yajna as well as all the above said projects of the Sri Puthige Matha, from abroad and through different nations' currencies, can send their amount to the below mentioned bank account, besides sending all details of transactions to our WhatsApp no. 9980534422.

FOREIGN DONATIONS HERE: Name: SUJNANA TRUST
Bank: State Bank of India A/c.No.: 40161212210
Branch: New Delhi, Main Branch IFSC: SBIN0000691

YAJNA HEADS AND TRUSTEES, SUJNANA TRUST, GITA MANDIRA, UDUPI.

KOTI GITA LEKHANA MAHAYAJNA DEEKSHAA SANKALPA FORM



As directed by the ardent worshipper of the supreme Godhead of this universe, UDUPI SRIKRISHNA Bhagawan, the ensuing Paryaya peetadhipathi and the Chief Saint of the Jagadguru moola maha samsthaana - Sri Puthige Matha, His Holiness Sri Sri Sugunendra Theertha Sripadaru, I have resolved to accept this divine Deeksha of Reading-writing and submitting the Gita during the 4th Paryaya of Sri Puthige Swamiji. May this collective act of a crore devotees the world-over, usher in wellness in this universe eliminating the pandemic, even as many may get inspired by my resolve herein.

Signature of yajna yajamaana

Date:

DETAILS OF THE YAJNA KARTHA

Name _____ Male/Female

Ph _____ Date of Birth _____

Gotra _____ Nakshatra _____ Raashi _____

Permanent Address _____

PIN _____ E-Mail _____

Name and contact number of the person who inspired you into this Yajna, if any:

Mode of remittance of Rs.108/- as the Sankalpa contribution : _____

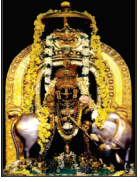
By Cash /Cheque/ NEFT/ Ref.No.:

If you intend to buy original book of the Gita, please choose the language:

Sanskrit / Kannada / Tamil / Telugu / Hindi / Marathi / Malayalam / English

Please state whether you want : Shlokas only ☐ Shlokas with Meaning ☐

PTO



Details of payments / Donations for the Paryaya Projects

If you would like to donate for the Paryaya Projects of Sri Swamiji, please fill in the following columns;

- ☐ Koti Gita Lekhana Yajna ☐ Non-stop Gita recitation (Akhanda Paaraayana)
☐ Paarthasaarathi Golden Chariot ☐ Udupi Kshaethraavaasa
☐ Madhwesha statue and circle and Welcome Tower

Donation Amount : _____ Mode of Payment : _____



Bank details for paying your Koti Gita Lekhana Yajna Sankalpa amount Rs.108/- and the donations you make to your favourite projects:

Name : SUJNANA TRUST

A/c No. 74010100003722

Bank : Bank of Baroda

Branch : Udupi Main IFSC : BARBOVIJUDUP

Please Note: The fifth digit in IFSC is ZERO

Such of those who want to give Nithyasevaas during the Paryaya and also for Goadaana and Vidyadaana, can fill in the following columns and reserve their sevaas. Details of the Sevaa: _____ Sevaa Amount : _____ Date of Sevaa : _____

Bank details to send the sevaa amount:

Name : Sri Puthige Matha

A/c No:01092200002706

Bank : Canara Bank

IFSC : CNRB0010109

Branch : Car Street, Udupi



If you want to subscribe to Sugunamaalaa, or Suguna Digest send the amount to the following Bank Account:



Name : SUGUNAMAALA

A/c No.01092200013680

Bank : CANARA BANK

Branch : Udupi

IFSC : CNRB0010109

Annual : Rs.200/-

For two years: 400/-

For 3 years: 600/-

For 5 years : Rs.1000/-

For 10 years : Rs.2000/-

For 15 years : Rs.3000/-

For Foreigners:

Annual : Rs.10,000/-

For 5 years : Rs.50,000/-

For 2 years : Rs.20,000/-

For 3 years : Rs.30,000/-

For 10 years : Rs.1,00,000/-

For 15 years : Rs.1,50,000/-

Amount sent: : _____ Details of the payment : _____

Those who wish send any amount in foreign currency for any of the above mentioned programmes/projects, may please send the amount to the following Account and WhatsApp all their payment details to the following Number: 9980534422

Details for foreign currency payments:

Name : SUJNANA TRUST

A/c No.40161212210

IFSC : SBIN0000691

Bank : State Bank of India

Branch : New Delhi, Main Branch

Our Contact Details

Sujnana Trust, Gita Mandira, Near Sri Krishna Matha, Udupi - 576101, Karnataka, India

9980716812; 9980745862; 9980534422.



www.sriputhige.org



0820-2525154/ 2521272/ 2524154

kotiyajna@gmail.com

