



# **CULTURAL EVENT FOR WORLD PEACE**

**CHANTING WITH ONE LAKH TONES OF PEOPLE**

**ORGANIZED BY**

**AKHIL BHARATIYA SANSKRIT PORISAD,**

**SANATAN SANKRITI SANSAD,**

**MATILAL BHARAT TIRTHA SEBA**

**MISSION ASHRAM**

**& OTHER SOCIAL & RELIGIOUS**

**ORGANISATONS**



NO	PARTICULARS
1	AN INTRODUCTION ABOUT THIS EVENT
2	SIGNIFICANCE OF THE SHRIMAD BHAGAVAD GITA
3	11 BENEFITS OF READING BHAGAVAD GITA THAT CAN CHANGE YOUR LIFE
4	MESSAGE FROM CHAIRMAN'S DESK
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9	SEATING /LOCATION MAP /SPONSORSHIP FORM/ ADVERTISERS/REGISTRATION FORM.

# MESSAGE FROM CHAIRMAN'S DESK

Bengal, a timeless holy land. This is the land of Chaitanya, the land of Vivekananda, and so many religious figures. But now the holy land of Bengal is in a crisis. We have forgotten our glorious past, and we are worried about our near future.

In this situation, only the message of the Gita can save our society, our daily lives, and the Sanatani community from this critical situation. Therefore, in response to the needs of the time, we are going to organize a Gita Path with one lakh participants, including all ashrams, students, teachers, and others, in West Bengal.

I think this will be a historical event.

I request all Sanatanis for all types of help and to participate in this program. We need a grand success. It is my humble prayer to all Sanatanis, please join us.



**SWAMI PRODIPTANANDA MAHARAJ**  
**(ADHAKHSHA BELDANGA BHARAT SEBASRAM SANGHA)**

# INTRODUCTION

## About this Historical Event

We, the Sanatanis, are going to organize a Gita Path with one lakh people in Kolkata. We believe that this is the perfect time for Sanatanis to come together and show the world that we are all one. The Gita is a central text in Sanatani life and society, and this event will be a way for us to celebrate our shared heritage and values.

The Bhagavad Gita is a message for all human beings, regardless of their religion or background. It is a guide to help us overcome the challenges of life and achieve a state of perfect balance, inner stability, and mental peace. It teaches us how to liberate ourselves from all limiting factors and to live a life of love, compassion, and understanding.

The Gita is a timeless classic that is as relevant today as it ever was. It is a source of wisdom and inspiration for people of all faiths. We are excited to share this message with the world, and we hope that you will join us for this historic event.

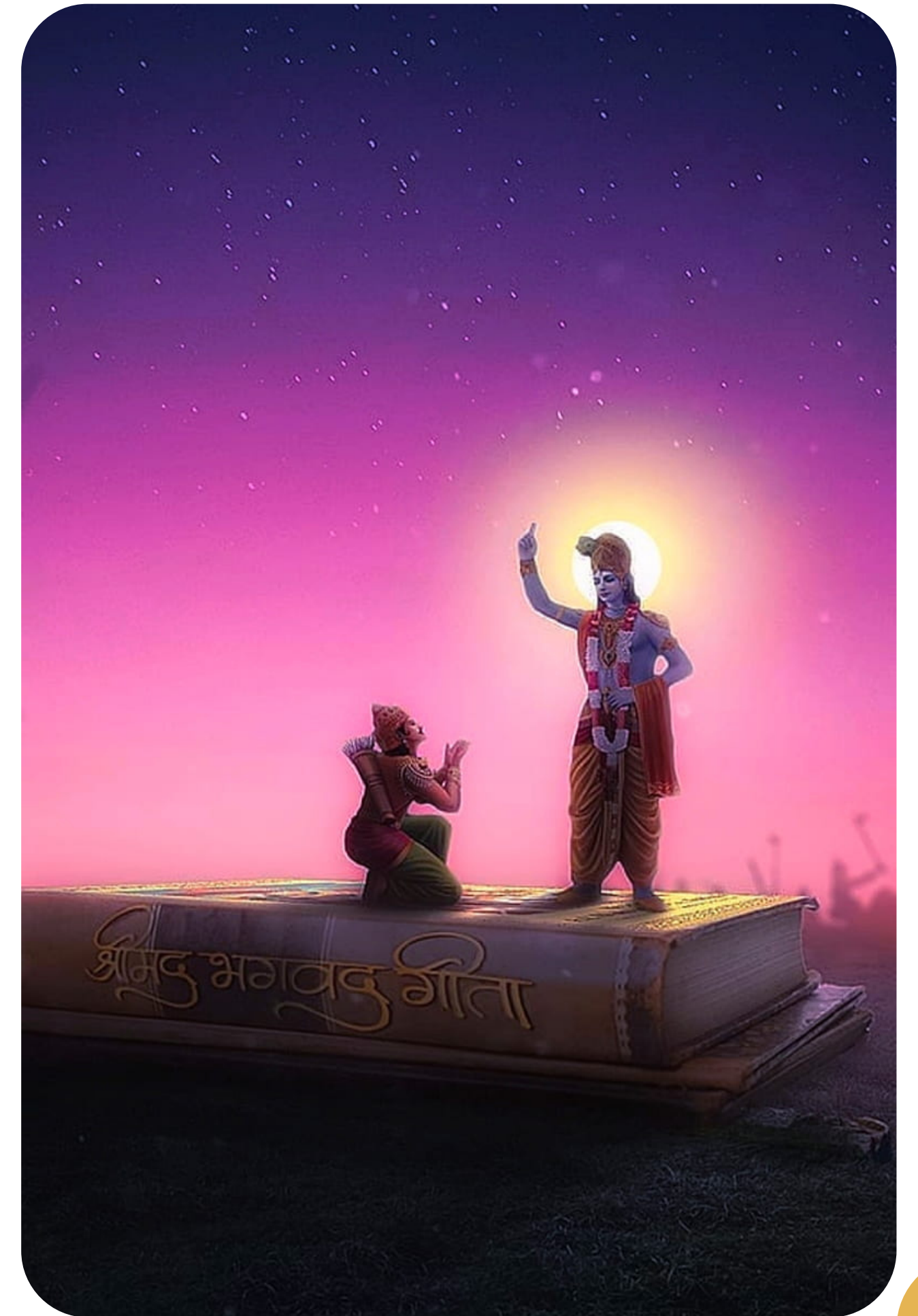
Please join us and be a part of this historical event!



# SIGNIFICANCE OF

## Shrimad Bhagavad Gita in our daily life

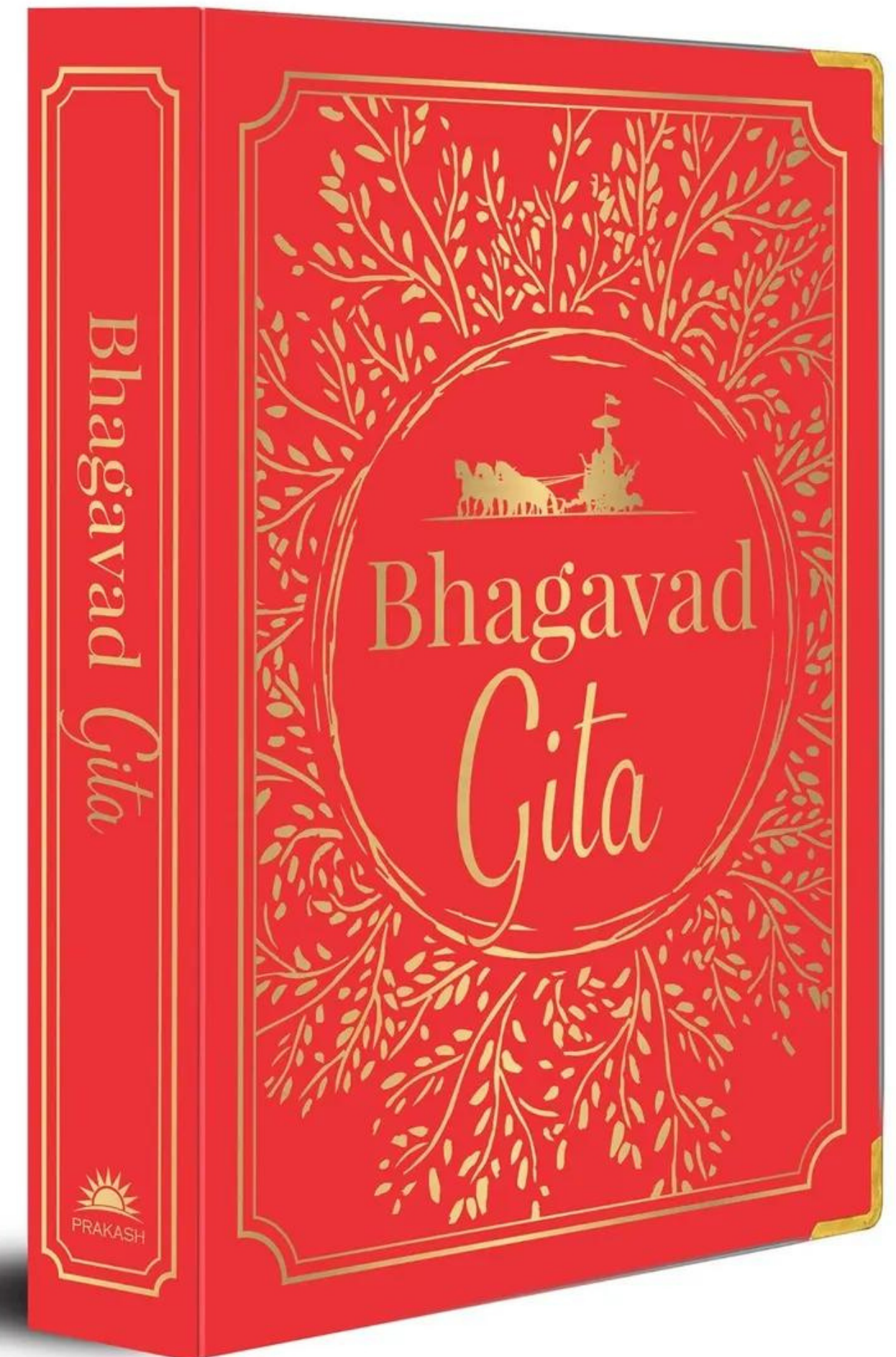
- The bhagavad gita gives us a sense of the richness of our culture.
- In order to find answers to the various challenges of regular daily existence, we can refer to the shlokas of bhagavad gita.
- We can achieve independence from strange notions and deceptions when we read the bhagavad gita to gain knowledge about the reality of life.
- A lesson gleaned from the gita is to think long and hard before acting.
- Throughout the bhagavad gita, we learn about our responsibilities as individuals.
- We can better understand discretion by reading the bhagavad gita and practicing it.



# 11 BENEFITS OF

## Reading Shrimad Bhagavad Gita

- Reading bhagavad gita helps you to understand your potential
- Your fears related to the future will be reduced by reading gita
- Bhagavad gita helps you to control your mind
- Bhagavad gita helps to handle loneliness and to feel the joy within
- You can improve your decision makings by reading bhagavad gita
- You can seek the truth of life through bhagavad gita
- By reading bhagavad gita you will feel the uplift in your inner strength
- You will understand the meaning of right karma (action) through bhagavad gita
- Gita helps to embrace objectivity in life
- Your understanding about spirituality will get better by reading bhagavad gita
- You will know about food habits and diet when you read bhagavad gita



# OUR PAST EVENT



[https://youtube.com/watch?v=OzDphYUz\\_p4](https://youtube.com/watch?v=OzDphYUz_p4)

[https://youtube.com/watch?v=OzDphYUz\\_p4](https://youtube.com/watch?v=OzDphYUz_p4)



# INVITATION

OM NAMA BHAGABAT? BASUDEBAYA



লক্ষ কণ্ঠে গীতা



GITA RECITATION WITH ONE LAKH TONES

Organized by

Akhil Bharatiya Sanskrit Porishad

(An organization for promotion of Sanskrit language and rejuvenating culture & heritage of India)

Sanatan sanskriti sansad

( A combined platform of all sadhus and sanya sis and asramas in West Bengal )

Regd Office: 5 no bhuban dhar lane P.O - Opposite srachdananda park -Kolkata -700012 STATE- WEST BENGAL

Mobile : 9153260160 / 9434250047 e mail : [akibharatiyasanskritporisad@gmail.com](mailto:akibharatiyasanskritporisad@gmail.com)

DATE - 11/06/2023

This is our earnest prayer to your revered self for your kind and august presence as the Esteemed Chief Guest of the programme to grace the occasion with your holy words of inspiration to address several thousands of participants and large scale pilgrims with your divine blessings.

Your sacred presence is highly solicited for the grand success of the programme. We are looking forward to the kind consent from your divine office for further preparation in this regard.

With sincere regards and Pranam

*(Dr. Manas Bhattacharyya)*

Secretary, Organizing Committee

*The invitation is being sent with kind concurrence of -*

- Swami Pradiptananda Ji Maharaj, Bharat Sebashram Sangha
- Swami Nirgunanada Bramhachari Maharaj, Prem Mandir Ashram
- Swami Bandu Gourav Bramhachari Maharaj, Maha Uddhwaran Math
- SWAMI RADHAKANTANNA - RAMKRISHNA ASRAM DEOGHAR JHARKHAND

Event Curated & Managed by :

**CASHLESS BAZAR**  
beyond money  
www.cashlessbazar.com  
CASHLESSBAZAR.COM  
BARTER PARTNER

**Web3Cloud**  
W3C PLATFORMS  
TECH PARTNER

**THE CARNIVAL LAND**  
THE CARNIVAL LAND  
EVENT MANAGER





# SPECIAL FEATURES

## AT OUR EVENT.

- Grand opening for event and welcoming all by giving uttrayan to all saints.
- Social gathering of people along with saints attending the program.
- Free prasad distribution to thousand people at our event venue.



# PRESS CONFERENCE

AT OUR EVENT.

- Holding a press conference is a effective way to communicate our message with the media.
- Holding a successful press conference can generate news about our cause and awareness about our project.
- Media Coverage
- Brochures/Pamphlets Distribution during the Conference.



# PRODUCTION ASSISTANCE



# ELEMENTS SHEET

## FOR OUR EVENT.

- Stage - (backdrop , lights , and sound)
- Seating arrangement
- Roof covering of venue
- Portable washroom - (gents and ladies seperate)
- Layout
- Registration counter
- Stalls
- Sponsorship (branding as per slabs given )
- Branding and promotion (as per sponsorship slab)
- Arrangement of food distribution(food packets & bottles) for all visitors
- Dress code (for organising committee entire team )
- Giving security (hand band) to visitors on registration desk
- Presence of press & media to cover the event
- Making VVIP guests list
- Logistic arrangements for saints, local people and VVIP'S



# LOCATION OF OUR GEETA PATH EVENT.

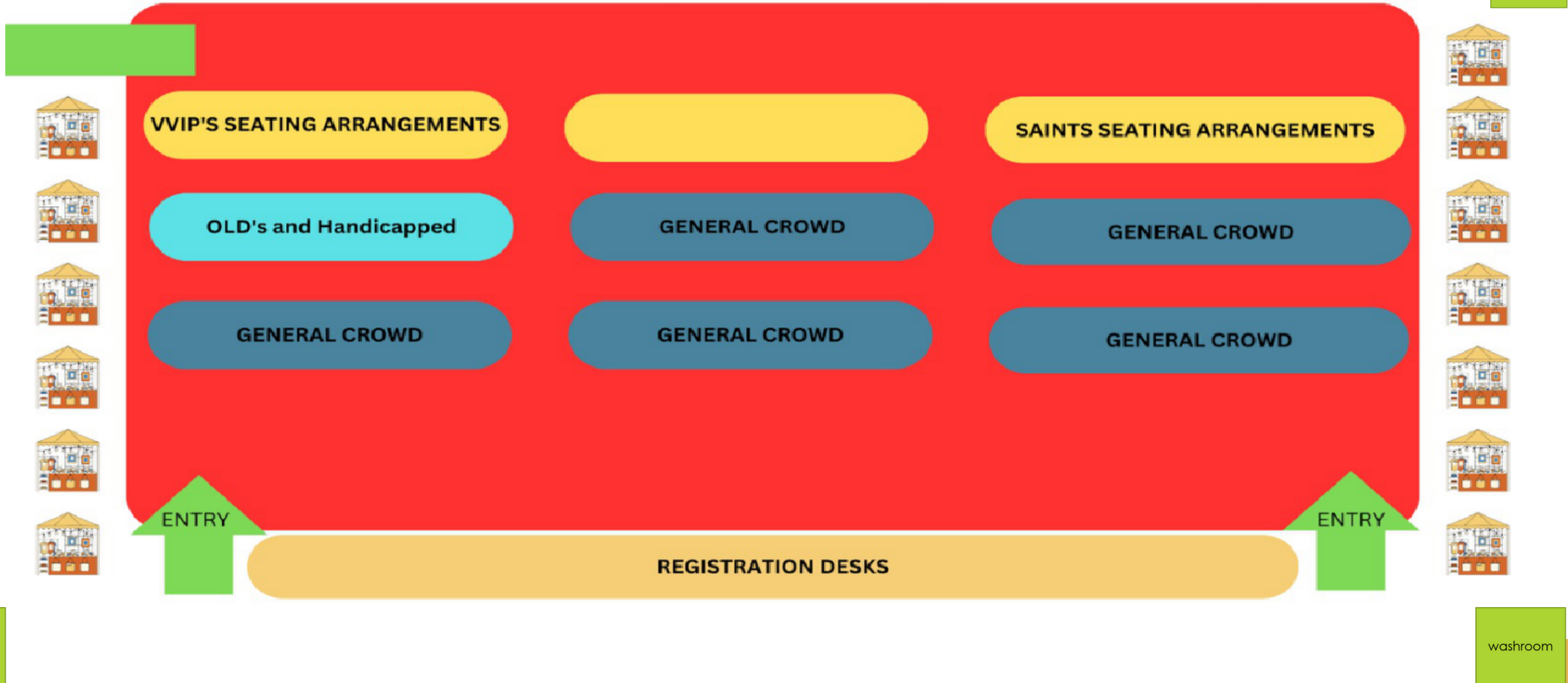
MAIDAN / BRIGADE PARADE GROUND KOLKATA



# SEATING ARRANGEMENT OF OUR EVENT.

VVIP ENTRY

washroom



washroom

washroom

# Fundraising Avenue



# BENEFITS TO SPONSORS

## AT OUR EVENT.

- Better brand awareness to your company.
- Different means of getting Branding.
- Attraction to almost 2,00,000 eyeballs.
- Gaining media exposure.
- Greater audience reach from PAN INDIA.
- Various means for advertisement (Led , television ,hoardings , Printing on items , Logos etc) & Many More.





# Advertisements Coverage Area for Sponsors

<b>Particulars</b>	<b>Title Sponsor</b>	<b>Co- Sponsor</b>	<b>Associate sponsors</b>	<b>Powered By</b>
Branding on gates over gates (3 six lane facing) + (service lane facing) + (inside lane facing)	Yes	Yes	Yes	Yes
4 LED electronic panel board at 4 corners of ground	Yes	Yes	Yes	Yes
Stalls	Yes	Yes	Yes	No
1 LED electronic backdrop all day	Yes	Yes	Yes	No
Cover & back page of book on bhagwad geeta 2023	Yes	Yes	Yes	No
Flex banner (6x4)(8x6)	Yes	Yes	Yes	No
Logos on Volunteers T-shirt	Yes	Yes	No	No
FM radio	Yes	Yes	No	No
Television channels	Yes	No	No	No
Hoarding advertisement	Yes	No	No	No
Online, social media & whatsapp groups	Yes	No	No	No
Printing & Branding on Leaflets & Food coupons	Yes	No	No	No
Branding on Standees	Yes	No	No	No
Branding on gifts , bags and Food packets	Yes	No	No	No

# Technology.




# TECH ASSISTANCE FOR OUR EVENT.

- Band with QR SCAN.
- Scan the code and take the food Bags.
- Register through Live link across India




# FREE REGISTRATION FORM

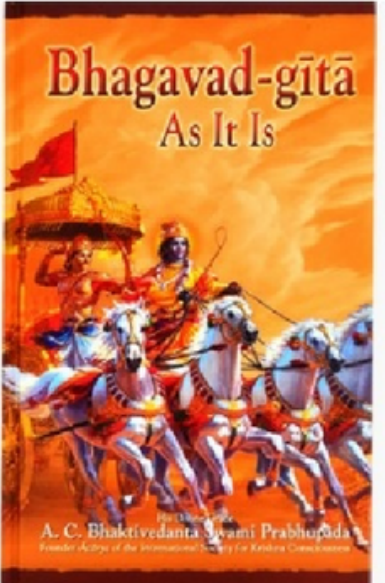
 [Home](#) [Paid Registration](#) [Sponsors Registration](#)

## FREE REGISTRATION (EVENT DATE : 24th December 2023)


Full Name *	Mobile Number *	E-mail *
<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of Peoples *	Ashram * Aashram1	Section * Mahant Ji
<input type="text"/>	<input type="text"/>	<input type="text"/>
State * Select state	City *	Pincode *
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Brigade Ground**  
Dufferin Rd, Maldan, Kolkata, West Bengal 700069  
[Directions](#)  
[View larger map](#)





# ADVERTISEMENT / SPONSORSHIP FORM

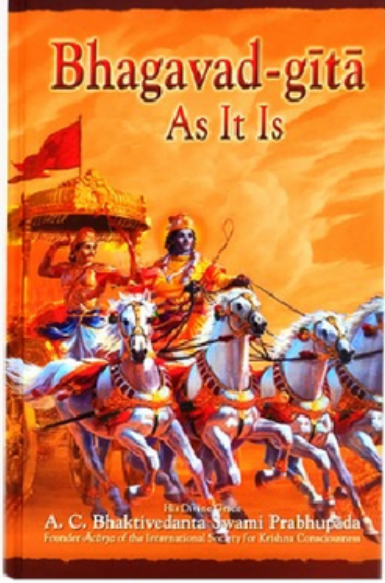
 **Bhagavad Gita**    [Home](#)    [Paid Registration](#)    [Sponsors Registration](#)

## ADVERTISEMENT / SPONSORS REGISTRATION

<input type="text" value="Company Name *"/>	<input type="text" value="Company Address *"/>	<input type="text" value="Contact Person Name *"/>
<input type="text" value="Contact Person Number *"/>	<input type="text" value="Contact Person Email *"/>	<input type="text" value="Company GST Number *"/>
<input type="text" value="Company PAN Number *"/>	<input type="text" value="Advertisement or Sponsor Type *&lt;br/&gt;Branding on gates over gate ▾"/>	

**Payment Details :**

<input type="text" value="Date *&lt;br/&gt;mm/dd/yyyy    📅"/>	<input type="text" value="Cheque No / NEFT *"/>	<input type="text" value="Bank Name *"/>
<input type="text" value="Branch *"/>	<input type="text" value="Amount *"/>	

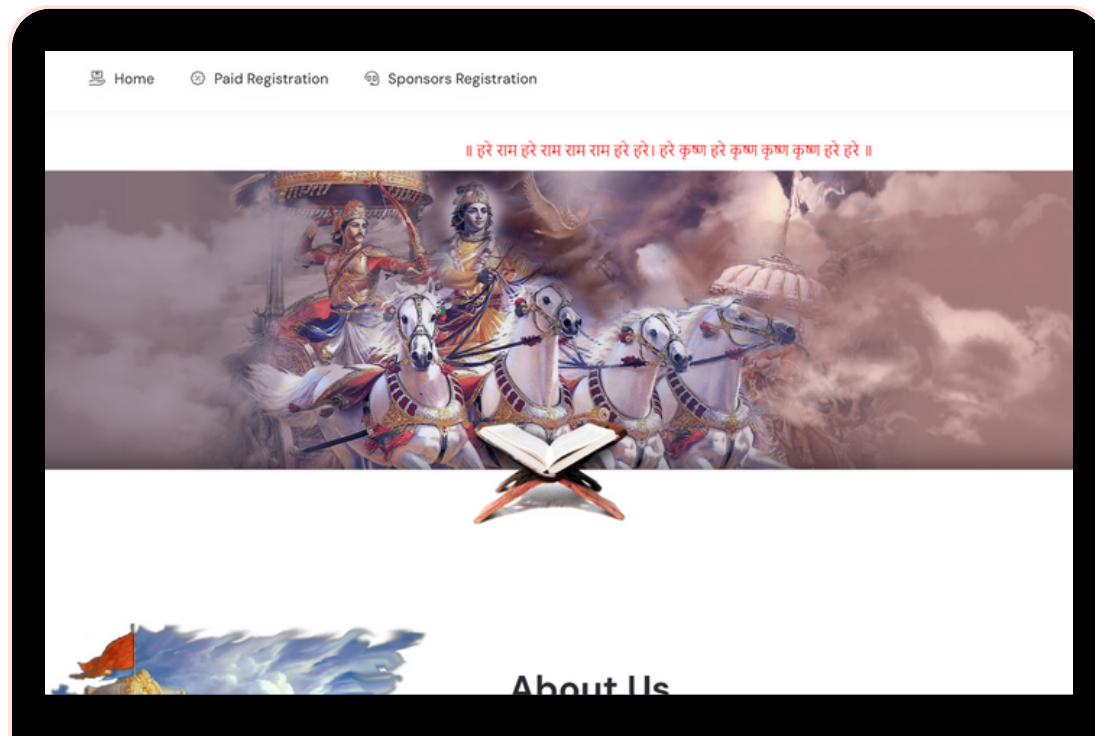


**Event Date:**  
24th December 2023

**Our Location**  
Brigade Ground , Kolkata

# ONLINE REGISTRATION AND DONATION PROCESS.

**REGISTRATION LINK :**  
[www.aapkaparth.org](http://www.aapkaparth.org)



**ICICI Bank** | **eazypay**

Merchant Name -  
**M/S.MATILAL BHARAT TIRTHA  
SEBA MISSION ASHRAM**

UPI ID -  
**9932803202.eazypay@icici**



Pay here with **iMobile Pay**

Now link any bank account with iMobile Pay to make UPI payments

**BHIM** | **LPI** | **paytm** |  | 



# OUR SUPPORTING DOCUMENTS



No. 0300013672022  
 Government of India  
 Ministry of Home Affairs  
 Foreigners Division  
 (FCRA Wing)

1st Floor, Hall No. 1, Open Gallery Major Dhyan Chand  
 National Stadium  
 India Gate Circle  
 Dated: 20-04-2023

To,  
 The Chief Functionary,  
 MATILAL BHARAT TIRTHA SEBA MISSION ASHRAM  
 VILL MATILAL PO BAHIRCHAK BLOCK PATHARPRATIMA SOUTH TWENTY FOUR PGS 743399

Subject: Renewal of Registration under Foreign Contribution (Regulation) Act.

Sir/Madam

With reference to your application dated 12-07-2022 seeking renewal of registration under the Foreign Contribution (Regulation) Act, 2010, I am directed to convey the approval of competent authority for renewal of registration of your Association in terms of the provisions contained in Section 16 of Foreign Contribution (Regulation) Act, 2010 read with Rule 12 of Foreign Contribution (Regulation) Rules, 2011 as amended from time to time, as follows:-

Registration Number 147111162  
 Nature : Cultural,Economic,Educational,Social

- The association shall receive foreign contribution only in its designated/exclusive bank account 40413581964 in STATE BANK OF INDIA, 11 Sansad Marg, New Delhi 110 001, NEW DELHI, Delhi, Delhi, 110001 as mentioned in its application for online application for grant of renewal of registration.
- In terms of section 18 of the Foreign Contribution (Regulation) Act, 2010 read with Rules 17 of the Foreign Contribution (Regulation) Rules, 2011, as amended from time to time, you are advised to furnish intimations online within the prescribed time to the Central Government of the amounts of each foreign contribution received by you, the source and the manner in which the foreign contribution was utilised, as per the provisions of the Act and the Rules. An association is required to furnish the return even when the particulars are "NIL". The FC-4 form is required to be submitted online on this Ministry's website <https://fcraonline.nic>. The Bank Account mentioned in your application should be used for receiving foreign contribution and no other amount should be credited to this account. The Association should immediately intimate online, within 15 days, in Form FC-6 to this Ministry regarding any change in the name of the Association, aims and objects, its address and Bank/Bank Account.
- The association cannot bring out any publication (registered under PRB Act, 1867) or act as correspondent, columnist, editor, printer or publisher of a registered newspaper or engage in the production or broadcast of audio news or audio visual news or current affairs programmes through

FCRA REGISTRATION

## FORM NO. 10AC

(See rule 17A/11AA/2C)  
 Order for approval

1	PAN	AAAAM9733D
2	Name	MATILAL BHARAT TIRTHA SEBA MISSION ASHRAM
2a	Address	
	Flat/Door/Building	53 kalitala road
	Name of premises/Building/Village	subhasgram
	Road/Street/Post Office	Sonarapur
	Area/Locality	Kolkata
	Town/City/District	SOUTH 24 PGS
	State	West Bengal
	Country	
	Pin Code/Zip Code	700147
3	Document Identification Number	AAAAM9733DF2009301
4	Application Number	312308070180821
5	Unique Registration Number	AAAAM9733DF20093
6	Section/sub-section/para/sub-clause/proviso in which approval is being granted	11- Clause (i) of first proviso to sub-section (5) of section 80G
7	Date of approval	24-09-2021
8	Assessment year or years for which the trust or institution is approved	From AY 2022-23 to AY 2026-27
9	Order for approval:	
	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted approval with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10.	
	b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961.	
	c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the approval by fraud or misrepresentation of facts or if it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.	
10	Conditions subject to which approval is being granted	
	The approval is granted subject to the following conditions:-	

FORM 10AC

GOVERNMENT OF INDIA  
 MINISTRY OF CORPORATE AFFAIRS  
 OFFICE OF THE REGISTRAR OF COMPANIES

Dated : 28-05-2021

NOTE - THIS LETTER IS ONLY AN APPROVAL FOR REGISTRATION OF THE ENTITIES FOR UNDERTAKING CSR ACTIVITIES.

To,  
 MATILAL BHARAT TIRTHA SEBA MISSION ASHRAM , VILL - MATILAL, P.O.- BAHIRCHAK,P.S.- PATHARPRATIMA,SOUTH PARGANA,WB16,WB,743399

PAN : AAAAM9733D

Subject: In Reference to Registration of Entities for undertaking CSR activities  
 Reference: Your application dated 28-05-2021 (SRN-T20506069)

Sir/Madam,

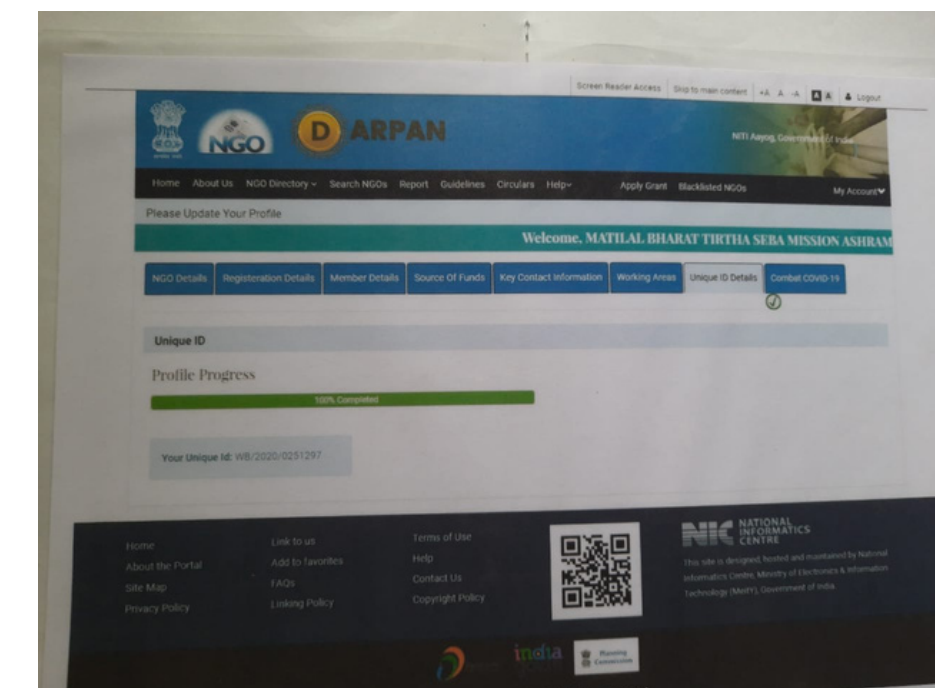
With reference to the above, it is informed that the entity has been registered for undertaking CSR activities and the Registration number is CSR00006975. Please refer the registration number for any further communication.

Registrar of Companies

ROC-DELHI

Note: The corresponding form has been approved and this letter has been digitally signed through a system generated digital signature.

CSR ACTIVITIES CERTIFICATE



NEITI AYOG APPROVAL

UNIQUE ID NUMBER :  
 WB/2020/0251297

# COMMITTEE MEMBERS

DESIGNATION	NAME
PRESIDENT	SWAMI PRODIPTANANDA MAHARAJ (BHARAT SEBASRM SANGHA)
VICE PRESIDENT	NIRGUNANNANDA BRAMHACHARI (SWAMIJI) BANDHEGOURAB BRAMHACHARI (SWAMIJI)
SECRETARY GENERAL	SRI BASANT SETHIA (PH : 9831290404)
ORGANISER	SRI MANAS BHATTACHARYA (PH : 9434250047)
TREASURER	SHRI ARIJIT BHOWMIK (PH : 9681207167)
CULTURAL & EVENT CURATOR	SHRI PIYUSH AGARWAL (PH : 9007008181)





# Lets us all make our Event Successful

(By Confirming maximum participation from all aashrams and people visiting us)



वसुधैव  
कुटुंबकम्

# CONTACT DETAILS

(FOR ADVERTISEMENT AND SPONSORSHIP DETAILS PLEASE CONTACT )

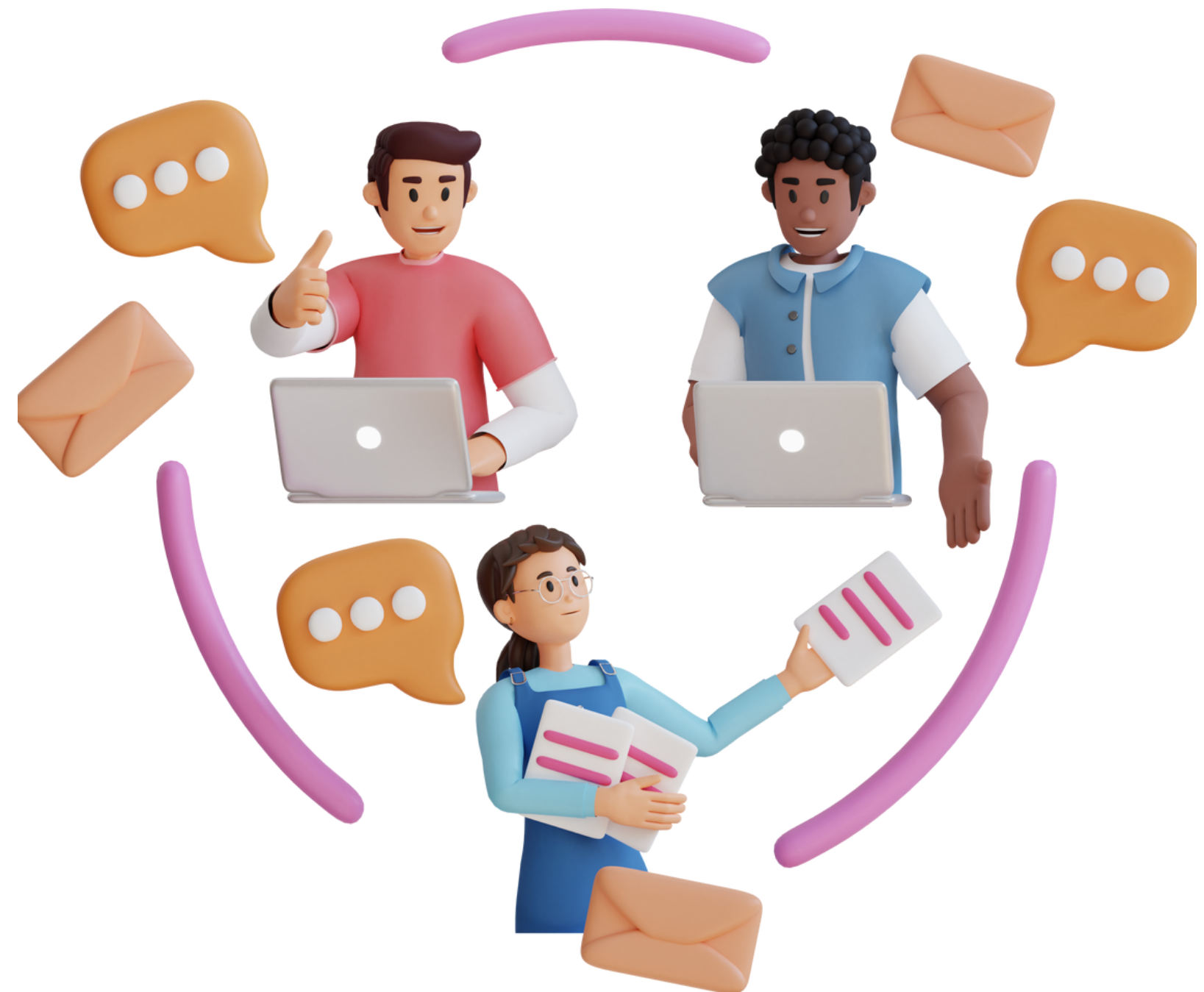
## Mr. Piyush Agarwal

STALLS & BRANDING : +919833331804

DONATION & SPONSORSHIPS : +919007008181

EMAIL : [info@aapkaparth.org](mailto:info@aapkaparth.org)

[www.aapkaparth.org](http://www.aapkaparth.org)



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# THANKYOU

Thank you all for giving your valuable time and  
opportunity to us.

EVENT CURATED & MANAGED BY :



TECHNOLOGY PARTNER  
([www.cashlessbazar.com](http://www.cashlessbazar.com))



EVENT MANAGEMENT PARTNER  
([www.thecarnivalland.com](http://www.thecarnivalland.com))