

# BRAJ ACHARYAKULAM

**"Reviving ancient culture; Rebuilding character"**



**"An Initiative to Revive Timeless Indian Culture  
by Empowering Educators"**



**Our Inspiration:- H.D.G.A.C.Bhaktivedanta  
Swami Prabhupada**

A humble Initiative by

**Anand Bazar**  
Dham Seva Trust

# INTRODUCTION

Anand Bazar, renowned for its selfless service & commitment to nurturing the well-being of individuals and communities, is proud to announce the launch of a new initiative. Building on its existing pillars of Annadan-seva and education sponsorships, this initiative aims to further uplift and empower communities through comprehensive and sustainable development programs.

## BRAJ ACHARYAKULAM

A transformative journey to empower educators, revive the timeless wisdom of the Vedas, and build resilient, spiritually grounded rural communities. Our holistic approach nourishes the body, mind, and spirit, serving with love and devotion.





# Mission

To revive and re-establish the timeless wisdom of Sanātana Dharma by empowering educators, families, and community leaders with holistic knowledge and traditional skills—fostering self-sufficient, value-driven, and spiritually grounded village communities.



# Vision

To create a future where every child is nurtured in a spiritually enriched, culturally rooted, and practically equipped ecosystem—guided by the principles of Dharma, self-reliance, and universal well-being



# Goal

Our vision is to establish a vast network of trained individuals across the nation, dedicated to preserving, practicing, and passing on the timeless wisdom of the Vedic way of life. We aim to empower: Homeschooling Parents, Gurukula Teachers, Young Couples & Girl Students.



# Aims

- To integrate ancient wisdom with modern application for character building and community development.
- To offer structured training in key aspects of Sanātana life, including Ayurveda, Sanskrit, Shastra, Arts, and Crafts.
- To foster the development of model villages that embody harmony, health, and holistic education
- To inspire a new generation of Acharyas, caregivers, and homemakers as custodians of India's spiritual and cultural heritage.



# Why BRAJ ACHARYAKULAM?

## Loss of Cultural Identity:

The dilution of traditional values and practices is leading to a disconnection from our roots and heritage.

## Gap in Holistic Education:

Modern education often prioritizes academics over character development, dharma, and essential life skills, leaving individuals unprepared for the complexities of life.

## Decline in Village Resilience:

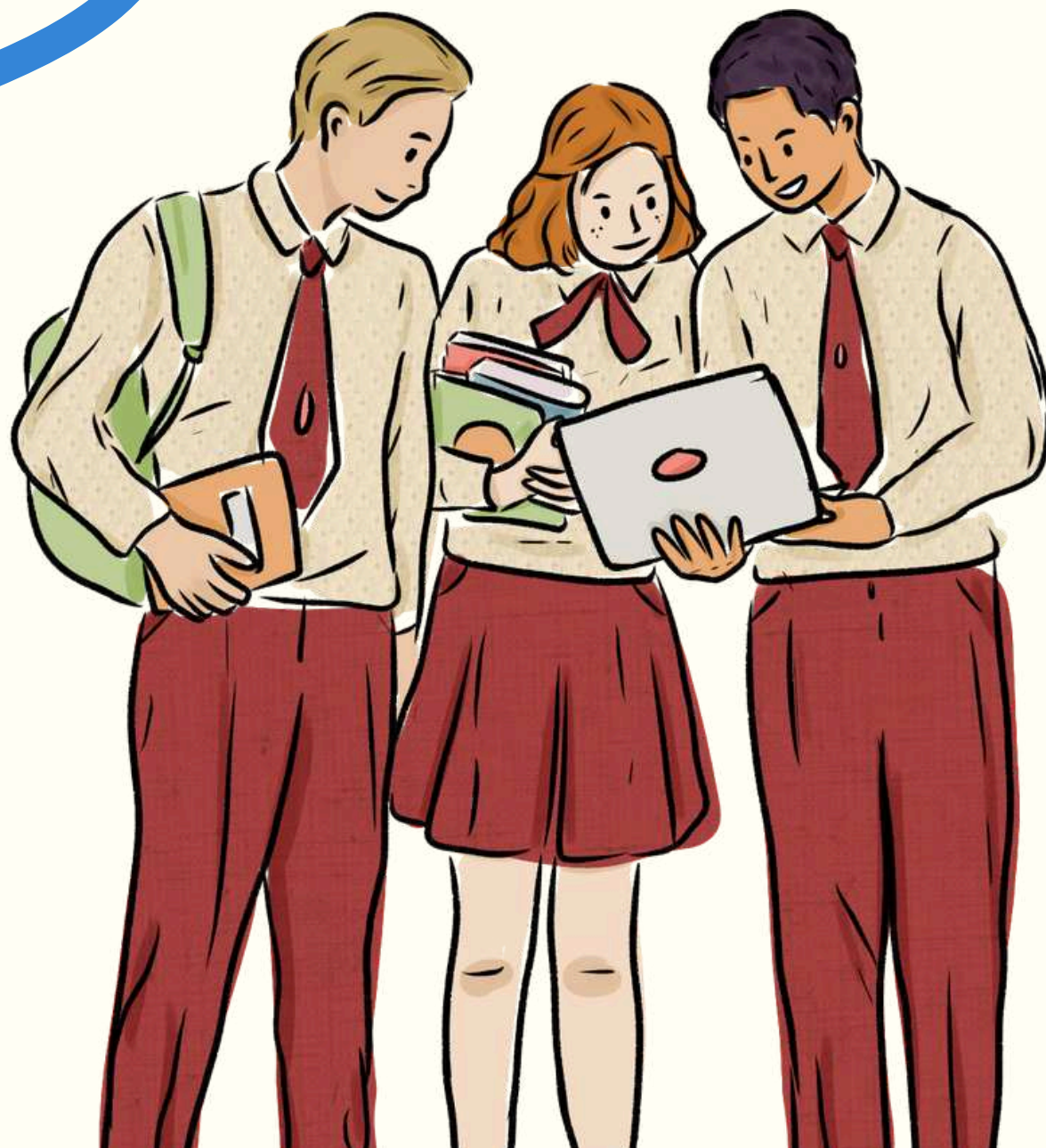
Rural communities are becoming increasingly dependent and disconnected, losing their self-sufficiency, health, and harmony.

## Urgent Need for Dharmic Leadership:

India needs visionary leaders who are rooted in their heritage and equipped to guide families and future generations.







## Solution:

Braj Acharyakulam offers a transformative approach to education and community building, integrating:

- Vedic Knowledge: Reviving the timeless wisdom of the Vedas and Sanātana Dharma.
- Practical Training: Equipping individuals with essential life skills, self-reliance, and community-building abilities.





# HOW IT WORKS



**01**

**🎓 Educator Empowerment Program**

Specialized training for homeschooling parents, Gurukula teachers, and caregivers



**02**

**🌿 Practical & Immersive Learning**

Hands-on sessions, real-life application, and community-based experiences.



**03**

**📖 Vedic Knowledge + Modern Relevance**

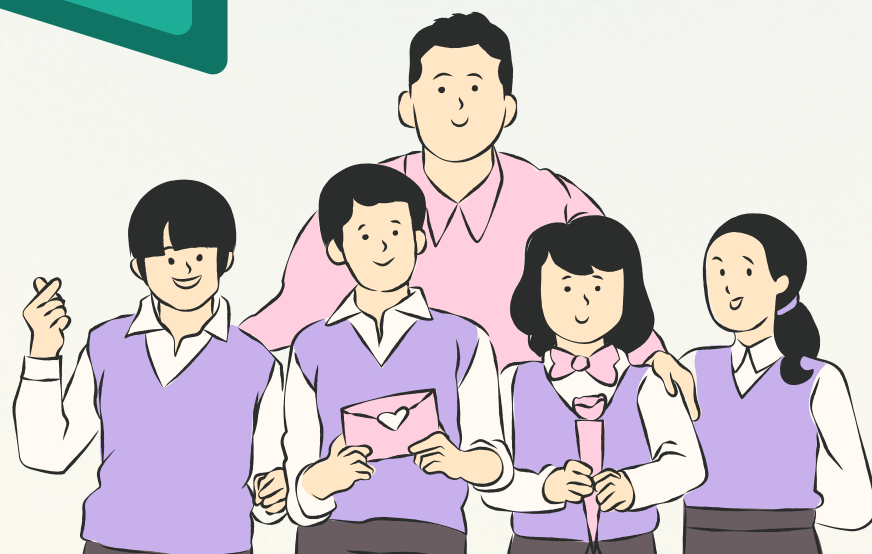
Blending timeless wisdom with present-day needs—health, family life, sustainability.



**04**

**Focus Areas**

- Traditional skills (Ayurveda, crafts, organic farming)
- Spiritual foundations (shlokas, yoga, dharma)
- Sustainable living, Skill Development & village development





# THE CURRICULUM OVERVIEW



## “VIDYA”

(Sacred Knowledge)



Garbhadhan Samskar



Sanskrit Learning



Ayurveda & Naturopathy



Jyotish & Vaastu



Yajna



Traditional Yoga

....& Many More Subjects



# THE CURRICULUM OVERVIEW



## “KALA”

(Skill Development)



Indian Classical Music



Pottery & Painting



Organic farming & Cow care



Weaving



Traditional Martial Arts



Traditional House Construction

....& Many More Subjects





# ALIGNED WITH UNITED NATIONS (UN) SUSTAINABLE DEVELOPMENT GOALS (SDGS)



Our initiative directly contributes to global well-being through these goals:



## Good Health and Well-being

Promoting Ayurveda,  
yoga, and sattvic  
lifestyle for lifelong  
health.

GOAL 03



## Quality Education

Holistic learning rooted  
in values, culture, and  
practical life skills.

GOAL 04



## Sustainable Cities & Communities

Creating self-sufficient,  
dharmic villages as  
models of harmony  
and resilience.

GOAL 11



## Responsible Consumption & Production

Encouraging eco-  
friendly practices,  
traditional crafts, and  
ethical living.

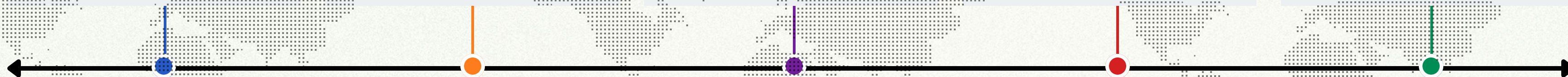
GOAL 12



## Climate Action

Advocating organic  
farming, natural building,  
and environment-  
conscious living.

GOAL 13





# ALIGNMENT WITH NATIONAL MISSIONS



## National Education Policy (NEP 2020)

01

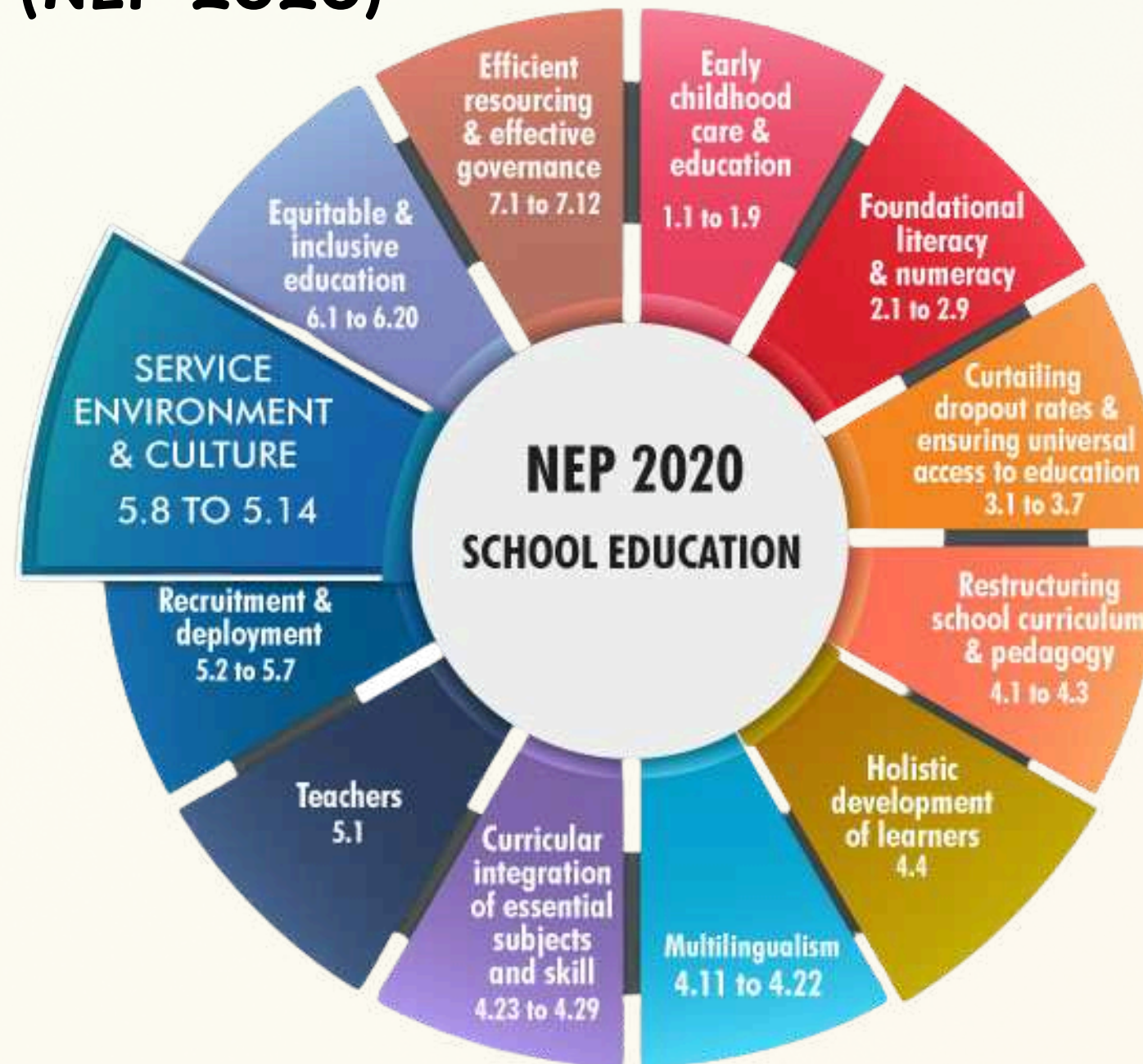
Emphasis on Indian Knowledge Systems, including Sanskrit, Ayurveda, and Vedic traditions

02

Focus on mother tongue, experiential learning, and character-building.

03

Encourages multidisciplinary and values-based education rooted in cultural heritage



## Skill India Mission

04

Promotes vocational training in traditional arts, organic farming, and eco-construction .

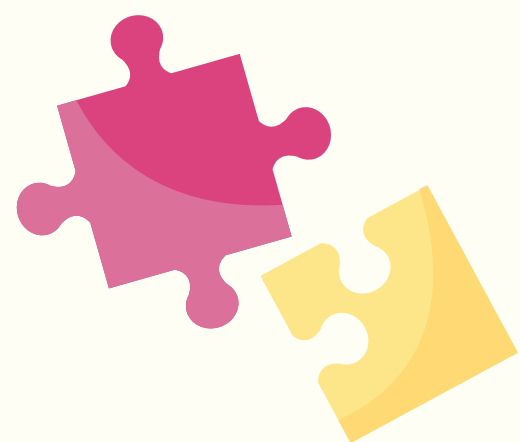
05

Builds rural self-reliance by empowering youth with practical, heritage-based skills

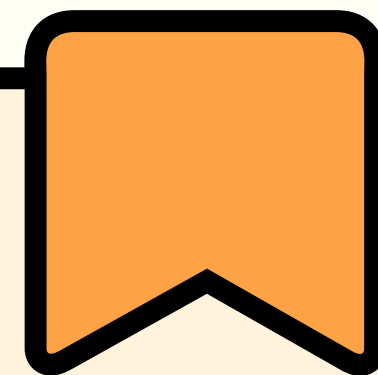
06

Strengthens local economies through culture-integrated entrepreneurship





## CASE STUDIES - GRASSROOTS INITIATIVES



### PROJECT BRAJKISHORI - (BARSANA)



#### ○ Focus:

- Nurturing village girl students through free value-based education in Bhagavad Gita and shloka chanting, while supporting their well-being with free nutritious meals, uniforms, and essential school supplies.

#### ○ Highlights:

- Children learn verses with meaning and life application.
- Boost in self-confidence, moral grounding, and spiritual curiosity.
- Increased parent engagement and participation in spiritual discussions.

#### ○ Impact:

- Holistic development of village girls—spiritually, intellectually, and physically.
- Enhanced moral values and confidence through Gita-based character education.
- Improved school attendance and engagement due to nutritional and material support.



# ONGOING FREE CLASSES @ BRAJ KISHORI GURUKUL,(BARSANA).



Active participant of students for  
the special class



Enthusiastic Students



Each students getting a free  
copy of Bhagavad Gita



Learning Music

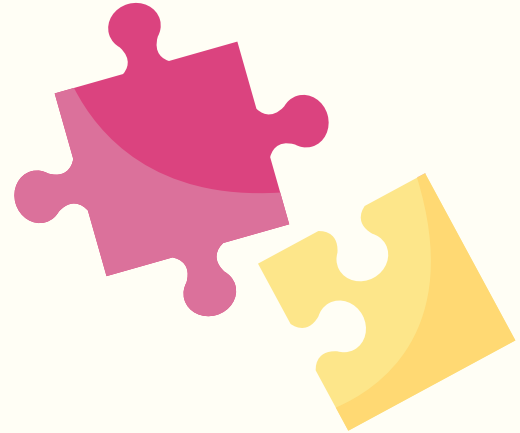


"Free distribution of  
Nutritious Meals"



"Free distribution of  
School Uniforms"





## CASE STUDIES - GRASSROOTS INITIATIVES



### PROJECT: KHELANVAN SCHOOL- (BRAJ)

#### ○ Focus:

- Pilot Gurukul-style education for rural families and school children.

#### ○ Highlights:

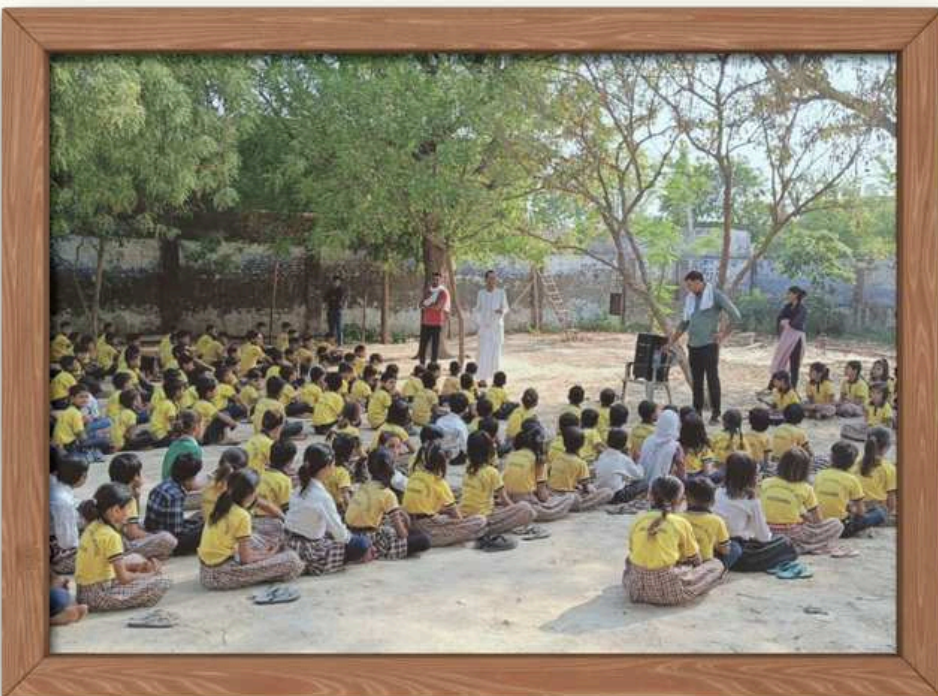
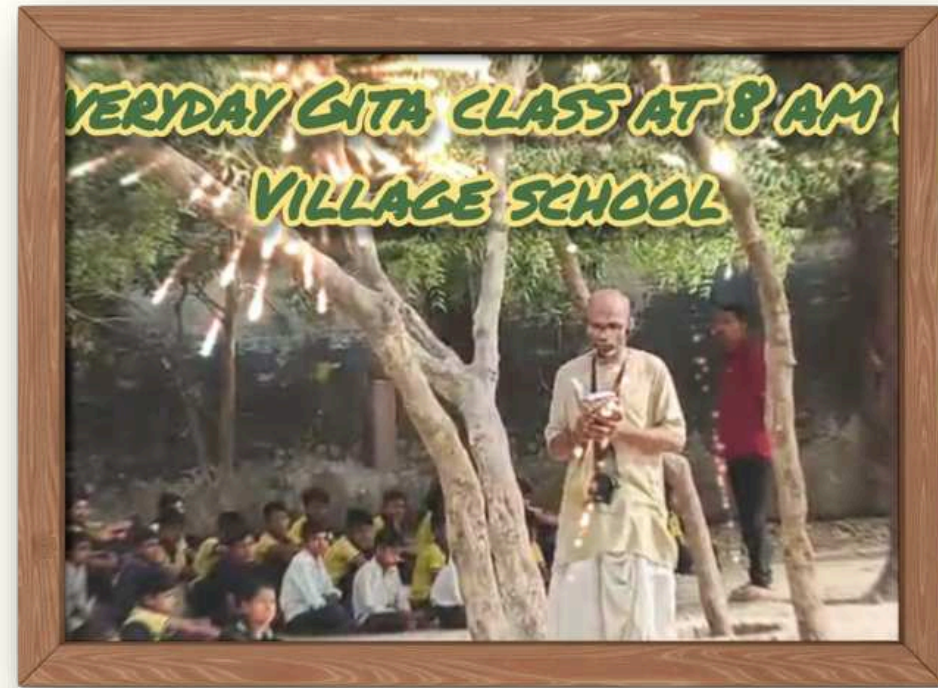
- Ongoing offline educational sessions rooted in Sanātana Dharma
- Daily early Morning Mantra Meditation and Music Class.

#### ○ Impact:

- Improved Discipline and Daily Routine:- Children are waking up early, practicing meditation, and following a healthy, sattvic lifestyle.
- Stronger Cultural Identity:- Children are learning and proudly practicing their dharmic roots, including music, shlokas, and basic Vedic knowledge.



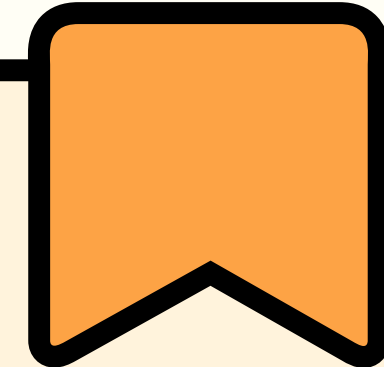
# ON-GOING FREE CLASSES @ KHELANVAN SCHOOL- (BRAJ).







# CASE STUDIES - 3 DAYS RESIDENTIAL TRAINING



- Location: Radhakund, Govardhan, Uttarpradesh.
- Date: 23rd-25th May 2025, and Upcoming (14th,15th, June-2025, Vrindavan)
- Participants: Homeschooling parents, Gurukula teachers, caregivers.



## Topic 1: Holistic Health & Wellness for Students

Speaker: HG Madhav Kirti Das (Naturopath Doctor & International Health Coach)

- Health preservation and disease prevention
- Ayurveda-based routines, diet, and lifestyle
- Understanding doshas and student wellness



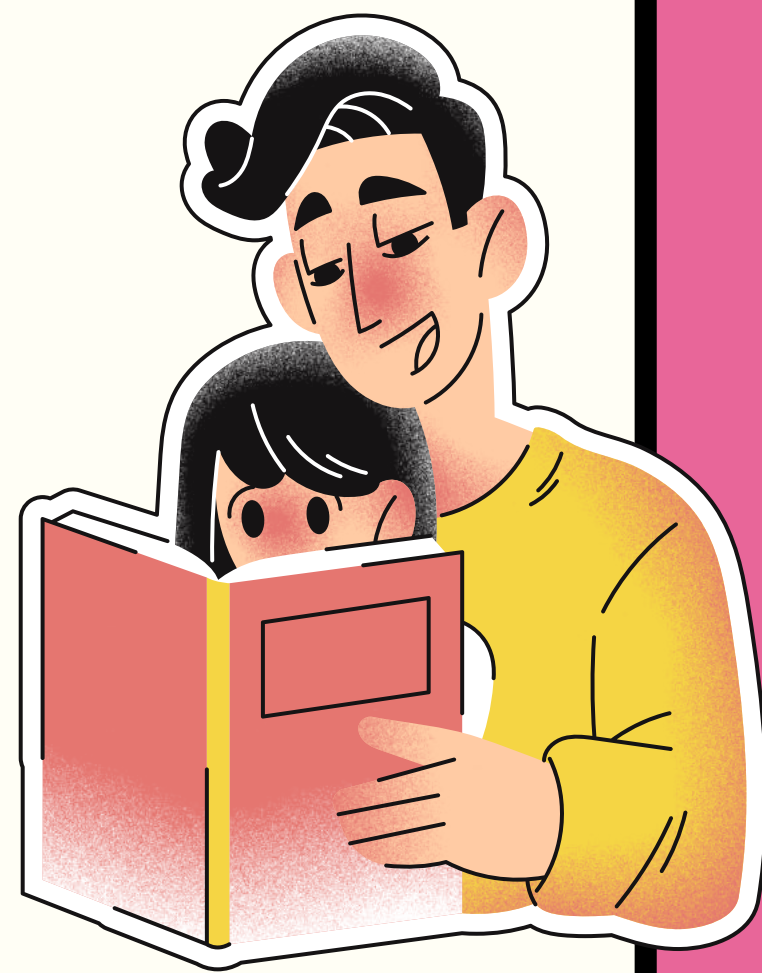
## Topic 2: Unlock The Timeless Beauty of Sanskrit

Speaker: HG Tulasi Vallabh Das (Acharya in Sanskrit & Astrology)

- Garbhadhan Sanskar
- Practical Sanskrit & Vāstu
- Ayurveda, Jyotish & Yoga application

## Objectives Achieved:

- Trained educators in Ayurvedic and Vedic life sciences
- Developed skillsets for holistic, student-centric care
- Promoted revival of traditional knowledge systems



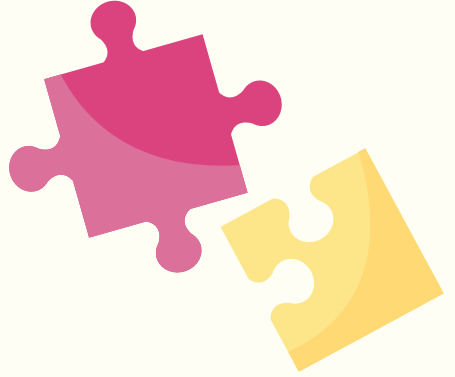


# GLIMPSES OF BRAJ ACHARYAKULAM IN ACTION

Training Highlights from our residential program, Radhakund, Govardhan







## CASE STUDIES - GRASSROOTS INITIATIVES



### PROJECT: BHAKTI PATSHALA (VRINDAVAN)

#### ○ Focus:

- Holistic, value-based education rooted in Sanskrit, scriptures, and Vedic lifestyle

#### ○ Highlights:

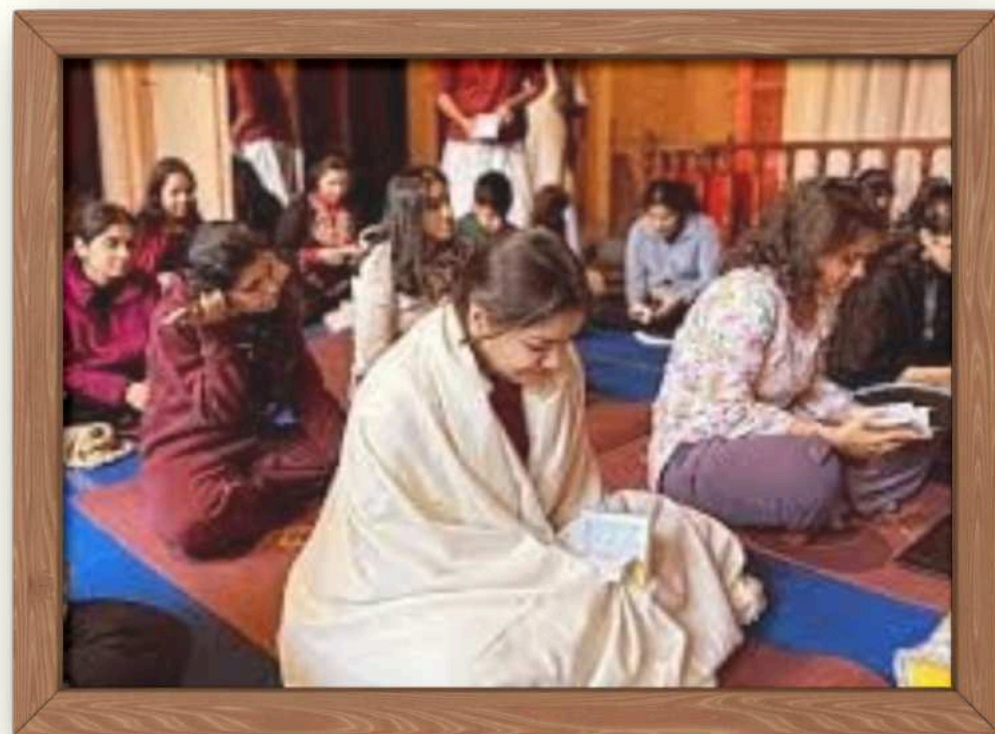
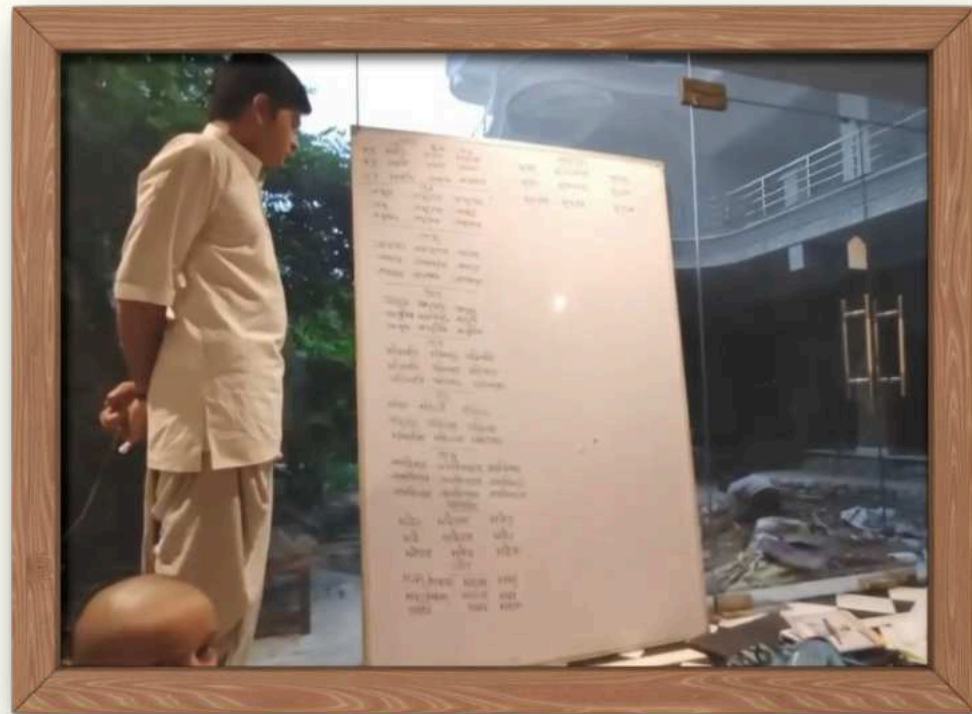
- Seminars on Vaastu, Astrology, and Ayurveda as part of applied Vedic knowledge.

#### ○ Impact:

- Children develop a strong foundation in Sanskrit and Vedic heritage.
- Promotes early exposure to Vedic sciences, shaping balanced and dharmic individuals.



# ON-GOING FREE CLASSES @ BHAKTI PATSHALA,(VRINDAVAN)







# IMPACT ON SOCIETY



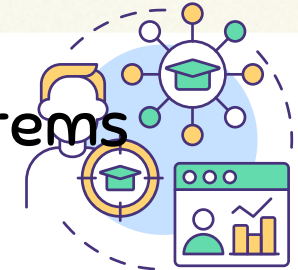
01

Trained educators serving in schools, homes, and rural communities across India



02

Revival of traditional knowledge systems and endangered heritage arts



03

Enhanced well-being – mental, physical, and spiritual – through holistic living



04

Development of model village communities rooted in Dharma and sustainability

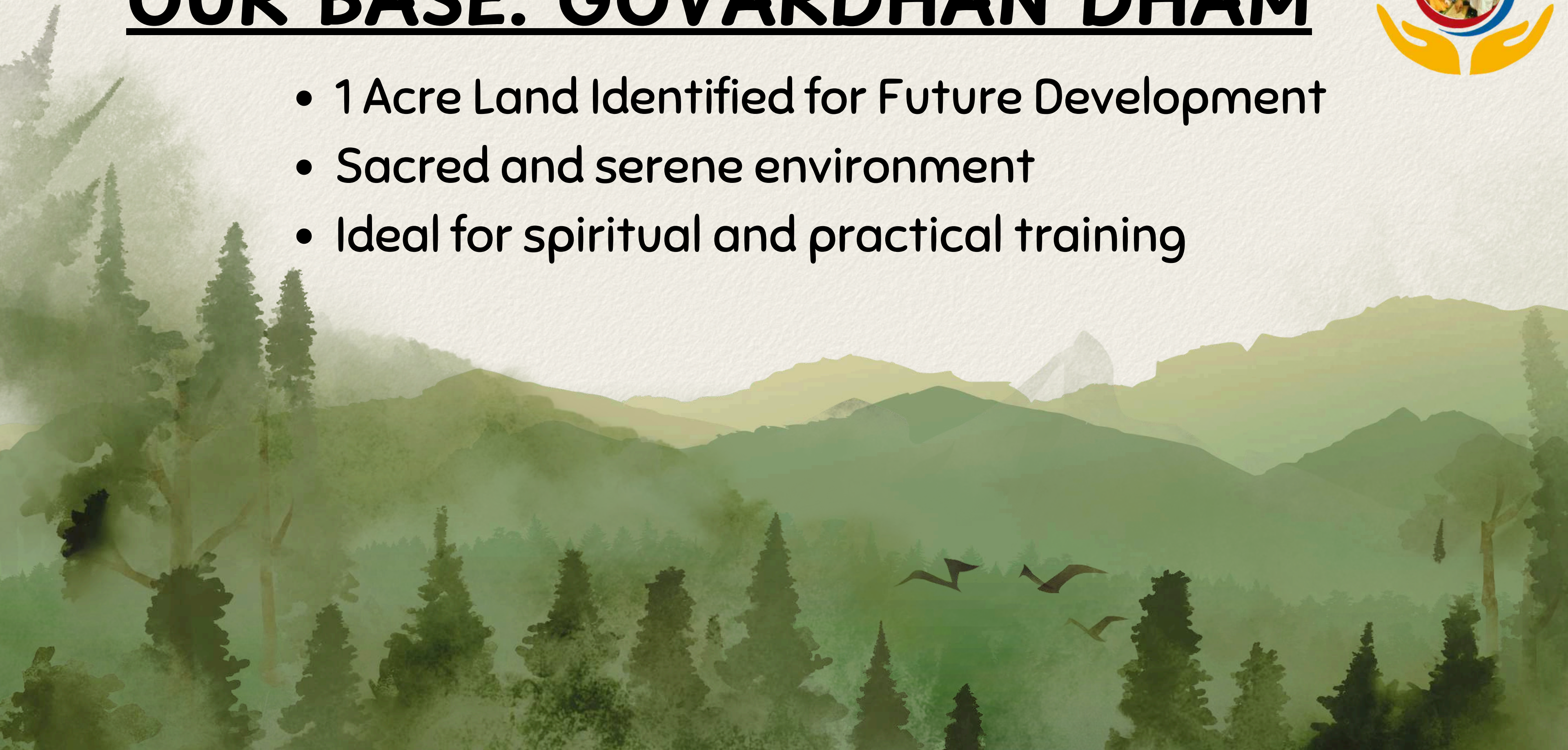




# OUR BASE: GOVARDHAN DHAM



- 1 Acre Land Identified for Future Development
- Sacred and serene environment
- Ideal for spiritual and practical training







# CONSTRUCTION PHASES & TIMELINE

## Phase 1 (0-6 Months)

- Land acquisition, leveling, fencing, borewell, temporary structures
- Construction of 2 classrooms, toilets, Gaushala



## Phase 2 (6-12 Months)

- Yoga Hall, Staff Quarters, Kitchen & Dining Area
- Set up Library, Vedic Labs, and provide basic furniture



## Phase 3 (1-1.5 Years)

- Establish Temple, Craft Studios, and Meditation Spaces
- Landscaping, Educational Trails, Volunteer Housing



## Igniting the Movement







# BUDGET AND COST ESTIMATES



📍 Location 1: Govardhan, Mathura, Uttar Pradesh

📐 Size: 0.75 Acre Plot

🏗️ Infrastructure: a) Boundary Wall

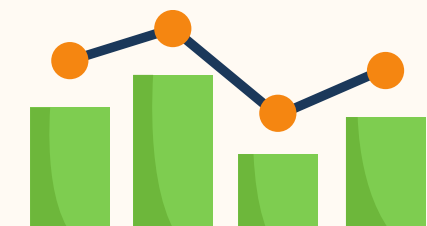
b) Ready-Made Two-Storey Building with 18 rooms.

## Estimated Budget Breakdown

Land Acquisition: ₹5 Crore

Building Development: ₹2 Crore

Total: ₹7 Crore







# BUDGET AND COST ESTIMATES



📍 Location 2: Govardhan, Mathura, Uttar Pradesh

📐 Plot Size: 1 Acre

🛣️ Key Feature: Direct Access to Govardhan Parikrama Road

## Estimated Budget Breakdown

Land Acquisition: ₹10 Crore

Building Development: ₹4 Crore

Total: ₹14 Crore





# TAX BENEFITS & CSR ELIGIBILITY

For free Food Distribution, Education, and Cow Protection



## Legal Status

Registered as "Anand Bazar Dham Seva Trust"  
under the Indian Trust Act (Uttar Pradesh)



## Tax Benefits

80G Certified – All donations are eligible for tax  
exemption under the Indian Income Tax Act



## CSR Funding Ready






"CSR Certified – Fully Eligible to Receive Corporate Social  
Responsibility (CSR) Funds for Free Food Distribution,  
Education, and Cow Protection."





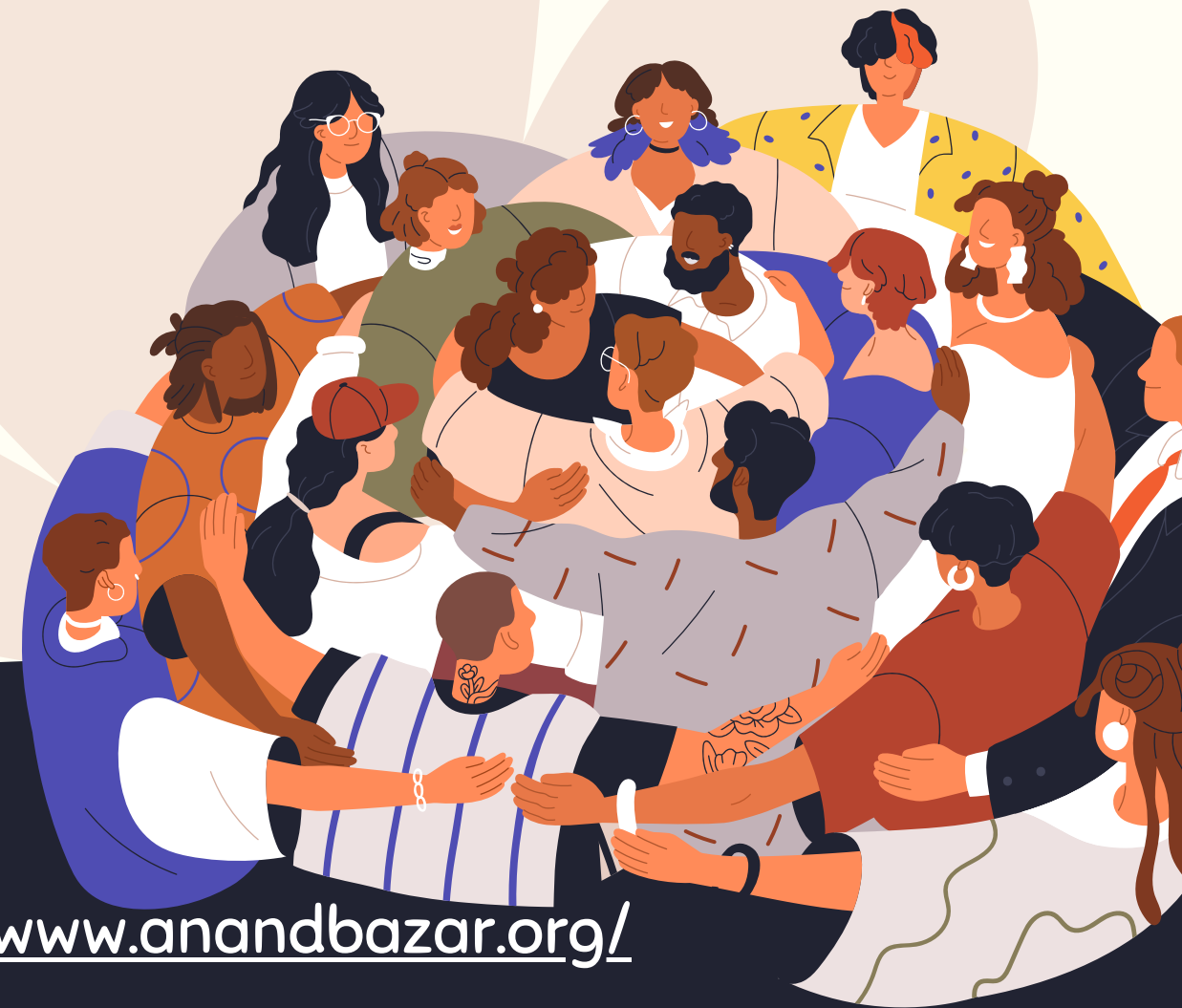
# JOIN US IN THIS MOVEMENT



-  Empower yourself – transform your family, community, and society
-  Be a torchbearer of Sanatan education.
-  Support the revival of ancient wisdom for modern times
-  Become a volunteer, donor, or ambassador
-  Help us train 1,000+ educators and build 10+ model communities in the next 5 years

 PARTNER WITH US | DONATE | SPREAD THE WORD

**JOIN  
NOW**



Contact: [+91 80060 80019] |  [anandbazardhamseva@gmail.com](mailto:anandbazardhamseva@gmail.com)  <https://www.anandbazar.org/>





# Q&A Session





# Q&A ?



## 1. Is the training residential or online?

Currently, we offer short-term residential modules; online options are being explored.

## 2. Who can join the training programs?

Homeschooling parents, Gurukula teachers, youth, and dharma-based community leaders

## 3. Is there a fee for the programs?

Most programs are free or donation-based under our seva (service) model.

## 4. How is this different from modern education?

We focus on Vedic wisdom, practical skills, holistic wellness, and dharmic living—not just academics.

## 5. How can I support the project?

"Join us—learn, serve, donate, and inspire others. Together, we can make a lasting impact."





# MEET THE TEAM



Indraneelmani Das  
(Trustee)



Dr. Arun Chakraborty  
(Trustee)



Govardhan Das  
(Trustee)



Rasananda Das  
(Director)



Premsinthu Gauranga Das  
(Co-Director)





# Contact Us:



## Head Office

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## Email:-

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brajacharyakulam@gmail.com



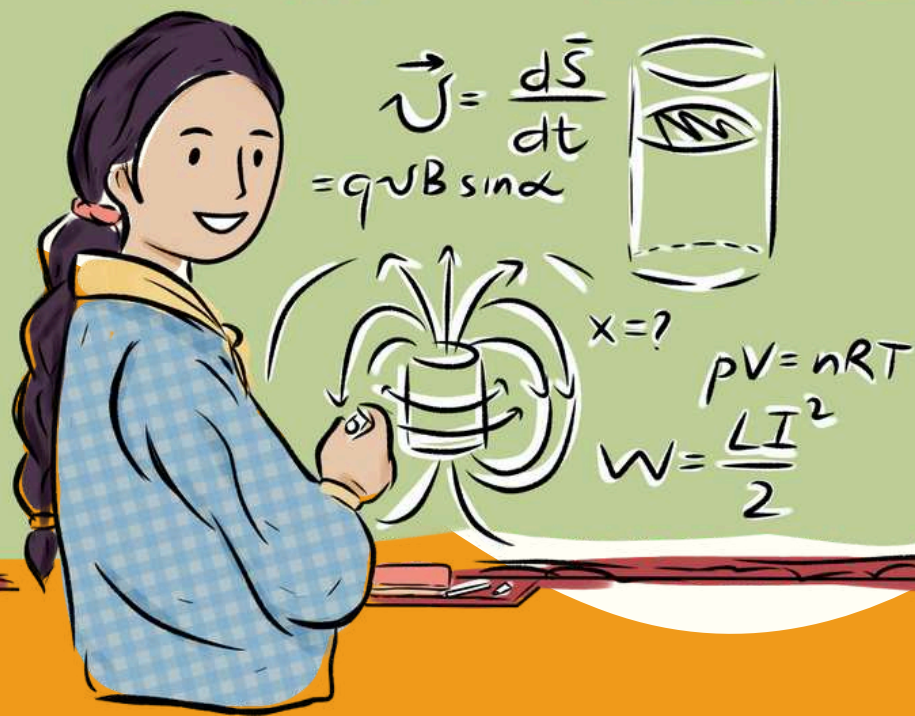
## Phone /Watsapp

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## Website:-

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







Thank  
You

