

RIGHT VALUES
BRIGHT FUTURE



WORLD'S BIGGEST

VALUE EDUCATION
CONTEST

BASED ON GITA



Endorsed by:
Former President of
India and Bharat Ratna
Shri Pranab Mukherjee



Its Easier to build Strong
Children than to Repair
broken Men.

-Fredrick Douglass

To assist the student community to
lead a highly cultured & balanced
life centered around ethics in
character & excellence in career in
the spirit of selfless service

A well-built nation having character, competence and culture as strong pillars where self-centeredness & egoism are completely absent and love, co-operation prevail the hearts of all

Value Education Contest (VEC) doesn't have any tricks, ulterior motivations other than uplifting the student community at large. That is how we can find transparency in them in and out. So, We find the simplest, yet very effective strategy in their functioning which can be said as follows.

Members is the force. Wisdom books like Bhagavad-Gita are the basis. Utility for the good cause is the principle. Reaching out & benefitting as many students as possible is the essence.

VEC is the world's biggest value education contest (non-profit initiative). its initiative has been taken by a group of successful and selfless individuals, who have a passion to serve the student community.

Today's world has no deficiency of facilities, amenities, luxuries; dearth is of selfless service attitude. It is this selfless spirit which the group stands for. Student life is the tender age where the ideologies formed are carried over throughout one's life. It is very unfortunate that, today's students are given a very self-centric, egoistic, unrealistic world view. It is not surprising to see, therefore, that the student community is susceptible to vices of all sorts. Wisdom tells us that a student leading life of purity would become a great servant-leader for the world in future.

Value education contest is meant to enlighten the student community by creating strong urge with in them to systematically pursue education and training in the values for principle centred living. Purity can't be sustained without learning good values mentioned in the sacred scriptures.

The group, in a secular way, encourages the service to God and humanity. With a view to achieve the aforementioned purposes, the group, publishes and distributes Bhagavad-Gita and a study guide.



OUR CHILDREN ARE BREAKING DOWN AS THEY REACH YOUTH!!

FACTS & STATS



Children aged 8 to 18 spend **7hrs and 38min** a day using entertainment media, logging almost 11 hrs media usage a day
Article of TIME, Feb 21 2011



15% of boys in age 15 to 19 are **addicted to alcohol**.
- 2012 survey by the ministry



Excessive usage of digital devices has led to 46% of adults suffer from a **psychological disorder** called **ADHD** (Attention Deficit Hyperactivity Disorder) Dr. Larry



health and family welfare
Depression amongst Indian Students has increased from **2 to 12%** in last 5 years.
<http://www.aasra.info/articles>



D Rosen, Professor of Psychology, California state University
Students admit that social media networks are the cause of their **Poor grades**
The WEEKS 2011, CBC news



6% of boys in age 13 – 15 smoke. **15% of non smokers** likely to initiate smoking in next year.
<http://www.who.int/fctc/report>



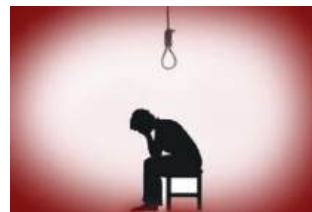
The **Average attention span** at present is just **5 seconds** long. Ten years ago it was 12 minutes. This is an indication of effect of social media and Technology.
- Pew Research Institute



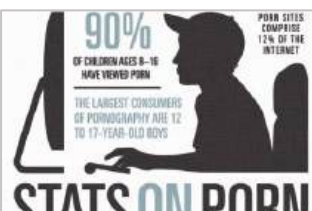
24.8% of youth are potential **addicts to INTERNET**. They report to have high **Depression and Anxiety**.
<http://www.ncbi.nlm.nih.gov/>



96% students use facebook. **Facebook + study = 20% poor grades**.
- Pew Research Institute



India has **highest rate of suicides** among people with aged 15 to 29. In 2013, **2,471 students** committed suicides due to "failure in examination" and not able to cope up with pressure.



In India more than **80% high school students** have seen **porn** and most percentage of them are addicted to it.
<http://www.roadtoGrace.net/current>
-porn-statistics

<http://scroll.in/article/694364/four-charts-show-why-indias-youth-suicide-rate-is-among-the-worlds-highest>

indias-youth-suicide-rate-is-among-the-worlds-highest

VEC has got the solution to help them!



OUR SOLUTION



Undoubtedly today's students face myriad challenges – both internal and external. Unfortunately very few are genuinely interested in the upliftment of student community. This contest has been designed with the earnest desire to add the missing link to the modern civilization. We offer time-tested solutions coming from the age old tradition of India – adapted and administered – combined with the best of the modern rational thought and technology. We have analyzed the problems faced by the students and have come up with the solutions based on our experience of over a decade in guiding students.

1 ENLIGHTENMENT

Learning essential spiritual and moral values through the Wisdom Literature like Bhagavad-Gita

2 EXAMPLE

Interactions and talks by Value education Mentors will provide students a live example of the values they are going to learn.

3 ENGAGEMENT

Students need to engage their skills and talents in a positive way so as to feel away inner satisfaction. VEC encourages and enthuces them to go for such opportunities.

4 ENVIRONMENT

One who meticulously go through the study material & solves, he will be equipped with Suitable mental environment to live and practice the values anywhere.



REVIEWS

APPRECIATION FOR ATTEMPT VALUE EDUCATION CONTEST



....The efforts of the ISKCON family in sectors like **education, publishing and disaster-relief** are commendable. On this occasion, I convey my best wishes to the ISKCON family and hope they continue to serve humanity with the same enthusiasm and diligence as they have been doing for the last five decades.....



Mr. Narendra Modi
PRIME MINISTER, INDIA



Mr. Pranab Mukherjee
Ex President of India

ISKCON has over the years played an important role in **popularizing the noble and eternal message of the Srimad Bhagavad Gita, promoting spiritual harmony**. I congratulate ISKCON for its efforts to highlight and propagate the **timeless teachings of Lord Krishna** across the world

Message on occasion of 50 years of ISKCON





- Generosity
- Forgiveness
- Cleanliness
- Tolerance

SYLLABUS



VEC prepares and publishes high class literature specific to the needs of student community. They present student specific wisdom from in an interesting way.

Value Education Contest Booklet

Name a single most important virtue for a student – CONCENTRATION. Specially in today's age of mass degradation, the wisdom books we provide, tell a student all what he/she needs to know to achieve the "All round well-being". Authored by Dr. Thanigaimalai Thirumalai M.E (Struct),

M.A (Philosophy), Ph.D, this course material helps the students as ULTIMATE GUIDE TO DEVELOP GOOD CHARACTER,

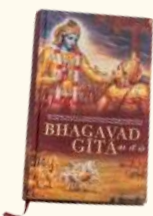
COMPETENCE AND CULTURE

This study material has received bounty of appreciations from top rankers, well known professionals and concerned parents. You can't afford to miss it!

By reading this material a student will

- ✓ learn to effectively identify all types and causes of degradation
- ✓ know how to overcome all practical problems of 21st century
- ✓ learn to make wise & conscious choices
- ✓ be inspired by highly motivational real life facts, incidents etc
- ✓ learn to develop real Self-Confidence
- ✓ learn valuable lessons from entertaining plus educating stories
- ✓ learn practical meditation techniques to boost one's focus on study
- ✓ lay a strong foundation to one's own value system
- ✓ & many more

Students Get



Bhagavad
Gita



Study Guide &
Question Bank



Participation
Certificate

MIT (USA), IIT JEE ALL INDIA RANK 1 REVIEWS



Some of my good friends who could have done better than me but couldn't perform well because of distractions due to bad habits. I strongly feel, that right from school days, if students imbibe values and teachings taught through this contest it will help them do their best in academics and also build a strong character - which is key to live a happy and fruitful life.

Contest Participants Reviews

2. भगवद्गीता प्रज्ञा शोध परीक्षेतुन आपणास काय शिकवला गेवले ?

था परीक्षेतुन आम्हांला गेल्या जीवनातच योग्य निर्णय घेव्यासो व्हावी भयवारी अणू, गुरुकिर्लकीच मिळाली अवा. कृष्णाने भरताला सांगितले की "शदा शदा ही धर्मस्य ग्लानिः भवति भारता अख्युः शानं अहमस्य तदात्मानं सृजाम्यहम् ॥" अर्थातः ते मरता, धर्माला जेव्हा जेव्हा ग्लानि निर्माण होईल तेव्हा तेव्हा अहमस्य अख्युः करव्या. सध्या मी स्वतः जन्म घेईन.

3. आपण पुढा वीर

I have learned from this exam that I should stay away from material world. In my life I will be a great devotee of Krishna. When I will grow up I will be building some temples. I will take information guidance from Swami Prabhupada and spend my whole life for Krishna. I will receive transcendental knowledge from meditation.

११.१ येन सह सौम्य की आवाज कोई मर जाता है, तो हमें रोना नहीं चाहिए क्योंकि उसका तो सिर्फ शरीर लफलता है क्योंकि आत्मा तो वही है, आत्मा को कोई मार नहीं सकता।

2. What you learned from this exam and how you are going to apply it in your personal life?

The most important thing is that I read geeta for examination. Geeta tells us how to live. We can apply this in our day to day life. like the by applying food system told in geeta etc. The ISKON took this competition for spread of geeta, which is more important in this age of kali.

1. Please write in few lines, what you like the most in Bhagavad Gita?

We students do not know much about it by giving this exam we learned it. It was that part the Lord Krishna made Arjuna to fight against there own relatives, friends, guru and family members.



Gifts and Prizes

Gifts and Prizes



Flair Pens
(for every participant)
Supporters Can
give Product of
their Choice like
Calendars...



Avon/Herobike
Cycles
for District /
City Toppers

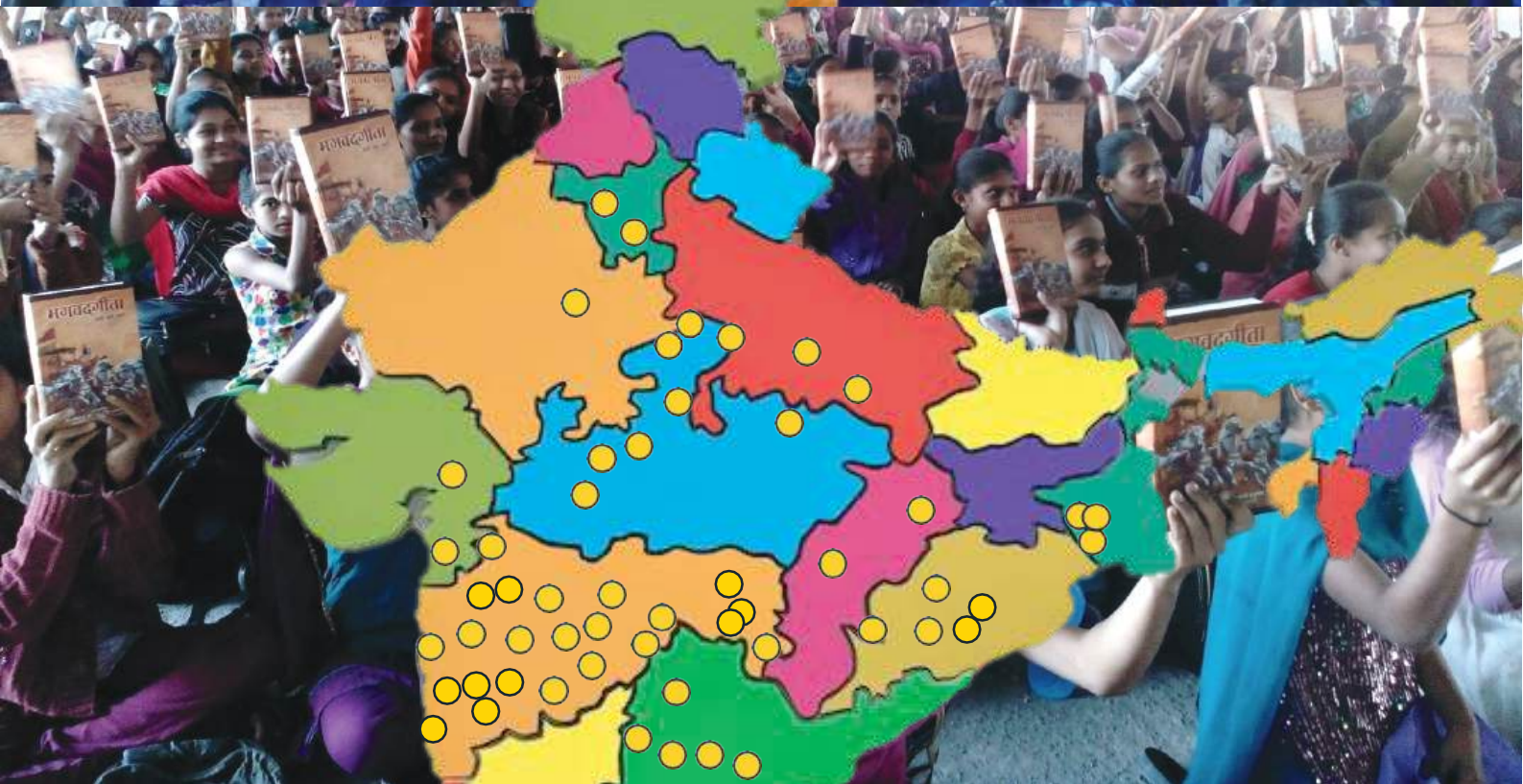
VALUE EDUCATION CONTEST BASED ON GITA		ISKCON
<i>Certificate</i>		
This is to certify that		
Mr./Ms. _____		
of class _____ from _____ school		
has _____		
in 'Value Education Contest' conducted during year _____		
 Prof. Dr. Rajesh Jalnekar Ph.D., Director VIT-Pune Chief Event Co-ordinator	 Radheshyam Das M.Tech, IIT Mumbai President ISKCON Pune	 Dear (Student Name), Heartest Congratulations to you for your sincere attempt at learning values of life through ISKCON's Value Education Contest. Values form the foundation of an individual's character and pave the way forward to a happy, peaceful and a successful life. Value Education Contest such as these are an innovative way to spread value education. Ancient scriptures such as The Bhagavad Gita, Quran, Bible etc are repositories of life values. We must imbibe these values in our daily lives. I urge you to continue your learning by reading good books, which will not only add to your knowledge and success but also to your overall growth. India will grow, when its pupil grow. Keep learning. In Service of Nation. Pranab Mukherjee Former President of India
Organized by: International Society for Krishna Consciousness (ISKCON) Founder Acharyas: His Divine Grace A. C. Bhaktivedanta Swami Prabhupada		

Certificate

(e signed by Shri Pranab Mukherjee for each passing student and participating school)



Outreach



13
years

100+
Cities

1550+
Schools

16,00,000+
Students



STEP 01 : Assembly Announcements



STEP 02 : Class Room Announcements & Interactions



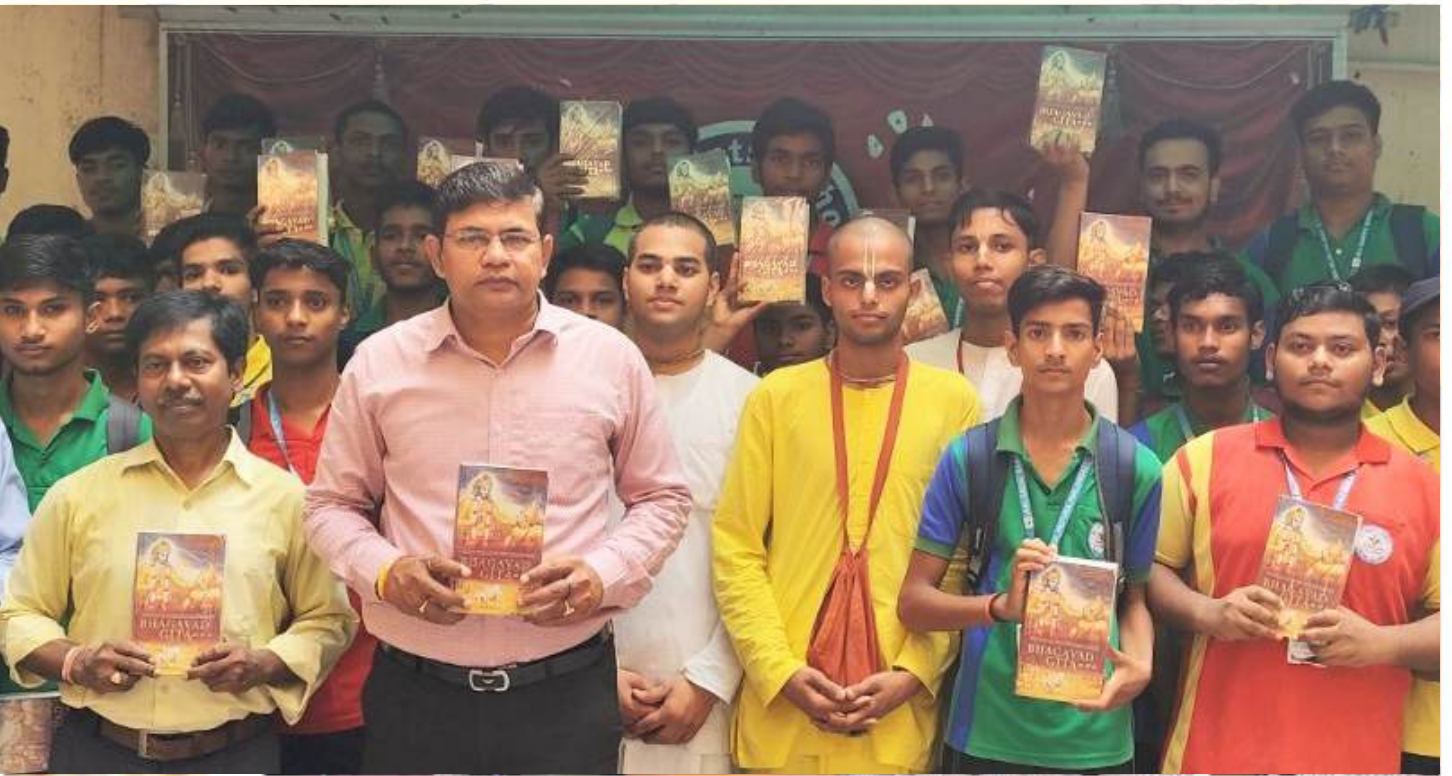
STEP 03 : Distributing Value Education Kit



STEP 04 : Exam Close Book / Open Book











Prime Minister Shri Narendra Modi & then President Pranab Mukherji Appreciating Our Mumbai Contest Winner Mariyum Siddiqui

GRAND VEC PRIZE CEREMONIES IN VARIOUS PLACES ACROSS INDIA



KOLHAPUR, MAHARASHTRA STATE

KARIMNAGAR, TELANGANA STATE



MINISTER, MAYOR & GOVT DIGNITARIES IN VEC PRIZE CEREMONIES





6,300 students take part in VEC

DC CORRESPONDENT
NELLORE, FEB. 7

The Centre for Value Education (CVE) wing of Iskcon on Thursday presented Avon cycles and jute bags from Tata projects to the district toppers in the value education contest.

As many as 6,300 students from 40 schools in Nellore district took part in the open book competition. Four of them, Master Subhash from Vowel School, Ms Anusha from V.B.R. School, Ms Deepya from Ratnam School and

■ The contest was based on inculcating right values to develop an optimistic mind and intelligence among the students

Master Vedang from Rainbow School secured prizes for their outstanding performance.

The contest was based on inculcating right values to develop an optimistic mind and intelligence among the students to make them effi-

cient and empowered to face the present World.

It included topics related to saving students from self-destructive habits, stress free mind, learning healthy habits, leading a value-based life and giving respect to all religions and elders.

Students from all religions enthusiastically participated and they were shortlisted by the CVE team from Pune.

The prize distribution ceremony was conducted in the Vowel School, Iskcon city on Thursday. The chief

guest of the function Sukhdev Swami, Iskcon president, emphasised that India's greatest contribution was in its message of universal brotherhood and peace which comes from the understanding of 'One God' who is known by different religions.

Guest of honor L.C. Rao, RCM Tata projects appreciated the students for their participation to learn moral and ethical values that will surely enhance their day to day performance.

IN NEWS

इस्कॉनच्या भगवद्गीता प्रज्ञा शोध परिक्षेला प्रतिसाद

दहा हजार विद्यार्थी सहभागी होणार

लातूर दि.२६-प्रतिनिधी
इस्कॉनतर्फे आयोजित भगवद्गीता प्रज्ञा शोध परिक्षा आतापर्यंत दिल्ली, मुंबई, पुणे, नांदेड, सातारा, सांगली, अहमदनगर, परभणी, बीड, पंढरपूर या शहरांमधून यशस्वीरित्या पार पाडण्यात आली आहे. गेल्या वर्षी पुण्यातून बारा हजार तर नांदेडमधून साडेआठ हजार विद्यार्थी सहभागी झाले होते. आतापर्यंत जवळपास पन्नास हजार विद्यार्थ्यांनी या परिक्षेला लाभ घेतला आहे.

लातूरमध्ये आतापर्यंत सुमारे सात हजार विद्यार्थ्यांनी परिक्षेसाठी नावनोंदणी केली असून देशीकेंद्र, केशवराज, व्यंकटेश नारायणलाल लाहोटी, संत तुकाराम, निर्मलादेवी काळे यांसारख्या बऱ्याच शाळांमधून

अनेक विद्यार्थी उत्साहाने भाग घेत आहेत. विविध शाळांतील विद्यार्थी, पालक, शिक्षकवर्ग व कर्मचाऱ्यांकडून या परिक्षेबाबत उर्दंड प्रतिक्रिया व्यक्त केल्या जात आहेत. विद्यार्थ्यांचा व्यक्तिमत्त्व विकास, चारित्र्याची जडणघडण, नीतिमुल्यांची जोपासना आणि जबाबदार भारतीय नागरिक बनण्यासाठी गुणांचे संवर्धन हा या परिक्षेचा मुख्य उद्देश असून गेल्या काही वर्षांमध्ये अनेक विद्यार्थ्यांमध्ये प्रखर बुद्धिमत्ता, तीव्र स्मरणशक्ती आणि विविध कौशल्यपूर्ण क्षमता आढळून आल्या असे इस्कॉन, पुणेचे कार्यकर्ते श्रीमान वरदराज दास यांनी नमूद केले.

या परिक्षेसाठी विद्यार्थ्यांकडून रु.७०/- इतकी नाममात्र प्रवेश फी घेण्यात येत असून विद्यार्थ्यांना भगवद्गीता ग्रंथ, अपेक्षित प्रश्नावली



व नवीन वर्षांचे आकर्षक कॅलेंडर मोफत देण्यात येत आहे. सर्व उर्तण विद्यार्थ्यांना प्रशस्तीपत्रक, लातूर शहरातील पहिल्याच व प्रत्येक शाळेतील पहिल्या दोन विद्यार्थ्यांना

रोख बक्षीसे व मानविन्ह देण्यात येणार आहेत. शालेय विद्यार्थ्यांना मोफत भगवद्गीता देऊन त्यांच्यावर मौलिक संस्कार घडवून आणण्याच्या या सामाजिक कार्यास सर्व

लातूरवासीयांनी यथाशक्ती हातभार लावावा असे आवाहन श्रीमान वरदराज दास (८३०८८१९२६३) व श्रीमान चैतन्य लीला दास या कार्यकर्त्यांनी केले आहे.

सकाळ

मूल्यशिक्षण संवर्धन स्पर्धेचे बक्षीस वितरण

सकाळ वृत्तसेवा

मलकापूर, ता. १३ : इस्कॉन पुणे शाखेकडून घेण्यात आलेल्या मूल्यशिक्षण संवर्धन स्पर्धेचे बक्षीस वितरण दि. १२ मार्च रोजी करण्यात आले. संपूर्ण जगात मान्यताप्राप्त श्रीमद् भगवत गीता ग्रंथ आजही जीवनात उपयोगी असून, या ग्रंथाच्या वाचनाने व अभ्यासाने विद्यार्थ्यांमध्ये संस्कार मुल्ये येतात या उदात्त हेतूने प्रेरित होत इस्कॉन पुणे शाखेकडून मलकापुरसह मोताळा व नांदुरा येथे मूल्यशिक्षण संवर्धन स्पर्धा घेण्यात आली.

या स्पर्धेमध्ये तीनही तालुक्यातून तब्बल ४ हजार विद्यार्थ्यांनी सहभाग घेतला होता. ही स्पर्धा दोन गटात



आयोजित केली होती. पहिल्या गटात इयत्ता पाचवी ते सातवी, दुसऱ्या गटात इयत्ता आठवी ते दहावी, यामध्ये पहिल्या व दुसऱ्या क्रमांकासाठी एव्होन कंपनीतर्फे चार सायकलींचे वितरण करण्यात आले. यामध्ये पहिल्या गटात भावना वाघोदे, निरंग डागा, दुसऱ्या गटात साहिल पाटील,

नंदिनी पाटील आदींना बक्षीस वितरण करण्यात आले. यावेळी इस्कॉनतर्फे गोपाल प्राणदास, अमशुदास रणछोड चरणदास, रघुनाथ भट्ट दास विश्वजीत कृष्णदास, अजय गोपा प्रभू, नरेंद्र साले, रामचंद्र प्रभू, जगदी प्रभू आदींची प्रामुख्याने उपस्थित होती.



सिनीयर् विभागంలో വിജേതകു ബహുമതി ലండജ്ഞു ദൃश्य

ప్రతి వ్యక్తికి దినానిర్దేశం చేసిన 'భగవద్గీత'

కలింగగో సాంస్కృతికం: ప్రతి ఒక్కరి జీవితం ఉన్నతంగా తీర్చిదిద్దకొనేందుకు మార్గనిర్దేశం చేయడంలో భగవద్గీత దోహదపడుతుందని ప్రజాభివృద్ధి జిల్లా అధ్యక్షుడు డాక్టర్ ఎడవల్లి విజయేంద్రరెడ్డి అన్నారు. ఇస్కాన్ సస్స అధ్యక్షుల వలెనలు సాధింపకపై సినియర్, జూనియర్ విభాగాల్లో 30 పాఠశాలల్లో పోటీలు నిర్వహించి విజేతలను మెరిక చేశారు. బుద్ధివంతులైన కళాభివృద్ధిలో బహుమతి ప్రదర్శనలోను చేశారు. ఈ సందర్భంగా విజయేంద్రరెడ్డి మాట్లాడుతూ గీత చదివేయి నవ్వుడు మాత్రమే వినిపించేది కాదని ప్రతి ఒక్కరు తమ కష్టను మరచి, మార్గం వెతుక్కోవాలన్నారు. మనలో పరివర్తన తీసుకొచ్చేందుకు ఈ గ్రంథం దోహదపడుతుందని పేర్కొన్నారు. ఇందులో 18 అవార్డులతో ముఖ్యంగా కర్మ, జ్యోతి, జ్ఞానయోగ అధ్యయనాలను ప్రతి ఒక్కరు చదవాలని సూచించారు. విజయేంద్రరెడ్డి భగవద్గీత శ్రీకలను రాగయంత్రంగా అలపించి సభికులను ఆకట్టుకున్నారు. ప్రధాన వక్త ఇస్కాన్ ప్రతినిధి సరితో మణిదాస్ మాట్లాడుతూ మన జీవితంలో భగవద్గీత ఎలా ఉపయోగపడుతుందో వివరించారు. సినియర్ విభాగంలో వరుసగా

Support Value Education Contest (VEC)

Support VEC for	1,00,000 Students	₹ 2,60,00,000
Support VEC for	80,000 Students	₹ 2,08,00,000
Support VEC for	60,000 Students	₹ 1,56,00,000
Support VEC for	40,000 Students	₹ 1,04,00,000
Support VEC for	20,000 Students	₹ 52,00,000
Support VEC for	10,000 Students	₹ 26,00,000
Support VEC for	5,000 Students	₹ 13,00,000
Support VEC for	2,000 Students	₹ 5,20,000
Support VEC for	1,000 Students	₹ 2,60,000
Support VEC for	500 Students	₹ 1,30,000
Support VEC for	300 Students	₹ 78,000
Support VEC for	200 Students	₹ 52,000
Support VEC for	100 Students	₹ 26,000
Support VEC for	50 Students	₹ 13,000
Any Amount Helps		₹

Donate via NEFT / RTGS

Bank Name: Indian Overseas Bank

Account Name: ISKCON

Account No: 124501000009990

IFSC Code: IOBA0001245

Donate via



ISKCONMUMBAI@ICICI



Scan to donate via Website



iskconmumbai.com/vec

Target 2025-2026

No. of Students	1,00,000
No. of Schools	250
Target Areas	Gujarat, Maharashtra, Rajasthan, Andhra Pradesh, Telangana
Contest Duration	90 Days
No. of Volunteers	100+
Total Estimated Cost	Rs. 2,59,94,000/-
Financial Help Required	Rs. 2,59,94,000/-

Sr. No.	Particulars	Quantity	Estimated Amount (Rs.)
1.	Value Education Booklet (Rs. 20/ Booklet)	1,00,000	20,00,000
2.	Bhagavad Gita (Rs. 200 / Gita)	1,00,000	2,00,00,000
3.	Sponsored Stickers (Rs. 1 / Sticker)	1,00,000	1,00,000
4.	Pamphlet cum Registration Forms (Rs.1/Pamphlet)	4,00,000	4,00,000
5.	Prizes for winners* (Detail is given below)		6,94,000
6.	Transportation & food for volunteers (based on past experience 10% of total cost)		28,00,000
	Grand Total		2,59,94,000
Required Financial Help Rs. 2,59,94,000/-			

Contest Prizes – District Wise

Sr.	Category	Particulars	Quantity	Estimated Amount (Rs.)
1.	8-10th Category	1st Prize		
		Bicycle + Bag + Book Set + School Stationery	6	42,000
		2nd Prize		
		Bicycle + Bag + Book Set + School Stationery	6	30,000
2.	5-7th Category	1st Prize		
		Bicycle + Bag + Book Set + School Stationery	6	42,000
		2nd Prize		
		Bicycle + Bag + Book Set + School Stationery	6	30,000
3.	School Topper	5-7th		
		Bag + Book Set + Geometry Box (Worth Rs. 1,000/-)	200	2,00,000
		8-10th		
		Bag + Book Set + Geometry Box (Worth Rs. 1,000/-)	200	2,00,000
4.	Standard Topper	Book Set (Worth Rs. 50/-)	1200	60,000
5.	Certificate for Participant (Rs.1.8/Certificate)		50,000	90,000

Total Prize Worth - Rs. 6,94,000/-

Donate via NEFT / RTGS

Bank Name: Indian Overseas Bank

Account Name: ISKCON

Account No: 124501000009990

IFSC Code: IOBA0001245

Donate via



ISKCONMUMBAI@ICICI



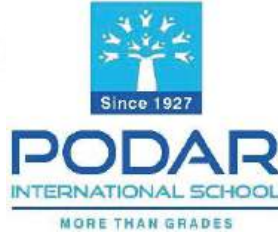
Scan to donate via Website



iskconmumbai.com/vec



LETS SAVE THE FUTURE OF WORLD... Right Values Bright Future



**JOIN Us to REACH
MORE SCHOOLS ALL
OVER INDIA**



.....& many more



“ By education I mean an all-round drawing out of the best in the child and man-body, **mind and spirit** ”

“ Literary education is of no value, if it is not able to build up a **sound character** ” -Mahatma Gandhi

Goal 2025-26

11+
Cities

250+
Schools

1,00,000+
Students

[Contact Us](#)

Value Education, ISKCON Juhu

www.iskconmumbai.com/gita-daan

Email: admin@iskconmumbai.com

Phone & : +91 84090 09487