

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



## MISSION

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

## VISION

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

## Methodology

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 **Baidya's 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.

## ABOUT

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



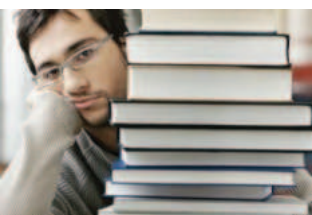
health and family welfare  
**Depression** amongst Indian Students has increased from 2 to 12% in last 5 years.  
<http://www.aasra.info/articles>



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



## Empower your child with right inputs

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

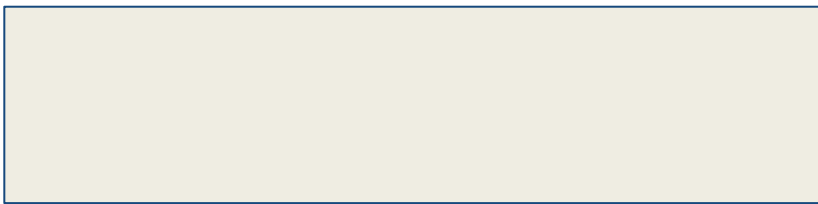
**2**  
**EXAMPLE**  
Interactions and talks by Value education Mentors will provide students a live example of the values they are going to learn.

**3**  
**ENGAGEMENT**  
Students need to engage their skills and talents in a positive way so as to feel away inner satisfaction. VEC encourages and entuses 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,

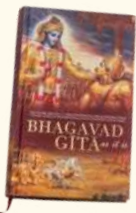
COMPETENCE AND CULTURE

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 प्रश्न रोप परीक्षेन आपणास काय शिकायला मिळाले ?  
या परीक्षेनून आम्हांला बालेय जीवनातच योग्य नियमि घेव्यास्यी  
हवी भसवारी अणु बुद्धिकिल्लेचि मिलाकी अवा-कृष्णाने भरताला  
सांगितले की "शदा शदा ही धर्मस्य ग्लानिः भवति भारता । अभ्यु-  
त्थानं अर्धस्य तदात्मानं सूत्रास्यहम् ॥" अर्थान्- हे भरता, धर्मलि  
जेव्हा जेव्हा हलति निमणि रोईल तेव्हा तेव्हा सहस्रानि अच्युतन करव्या  
सही मी स्वतः जन्म घेईन

3. आपण पुन्हा कोणत्या काय शिकवलास ?  
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 the Swami Prabhupada and spend my whole life for Krishna. I will receive transcendental knowledge from meditation.

११.१ मन शह सीरवा की अगड कोई मर जाता है, ती छो रीना नही चाहिये 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 best part the Lord Krishna made Arjuna to fight against there own relatives, friends, guru and family members



# Gifts and Prizes



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



**Avon/Hero  
Cycles  
for District /  
City Toppers**



# Certificate

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





# Outreach



<b>12</b> years	<b>100+</b> Cities	<b>1500+</b> Schools	<b>15,00,000+</b> Students
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## STEP 01 : Assembly Announcements



## STEP 02 : Class Room Announcements & Interactions

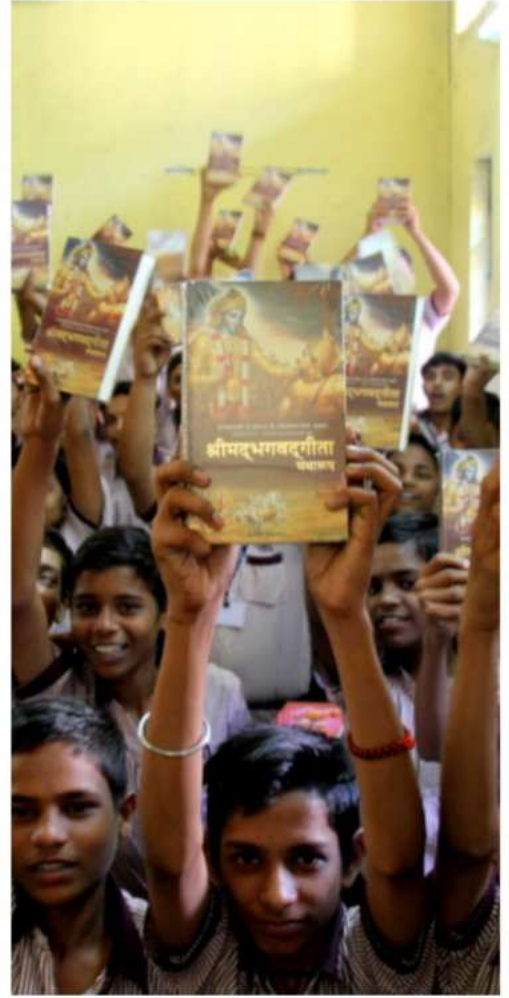


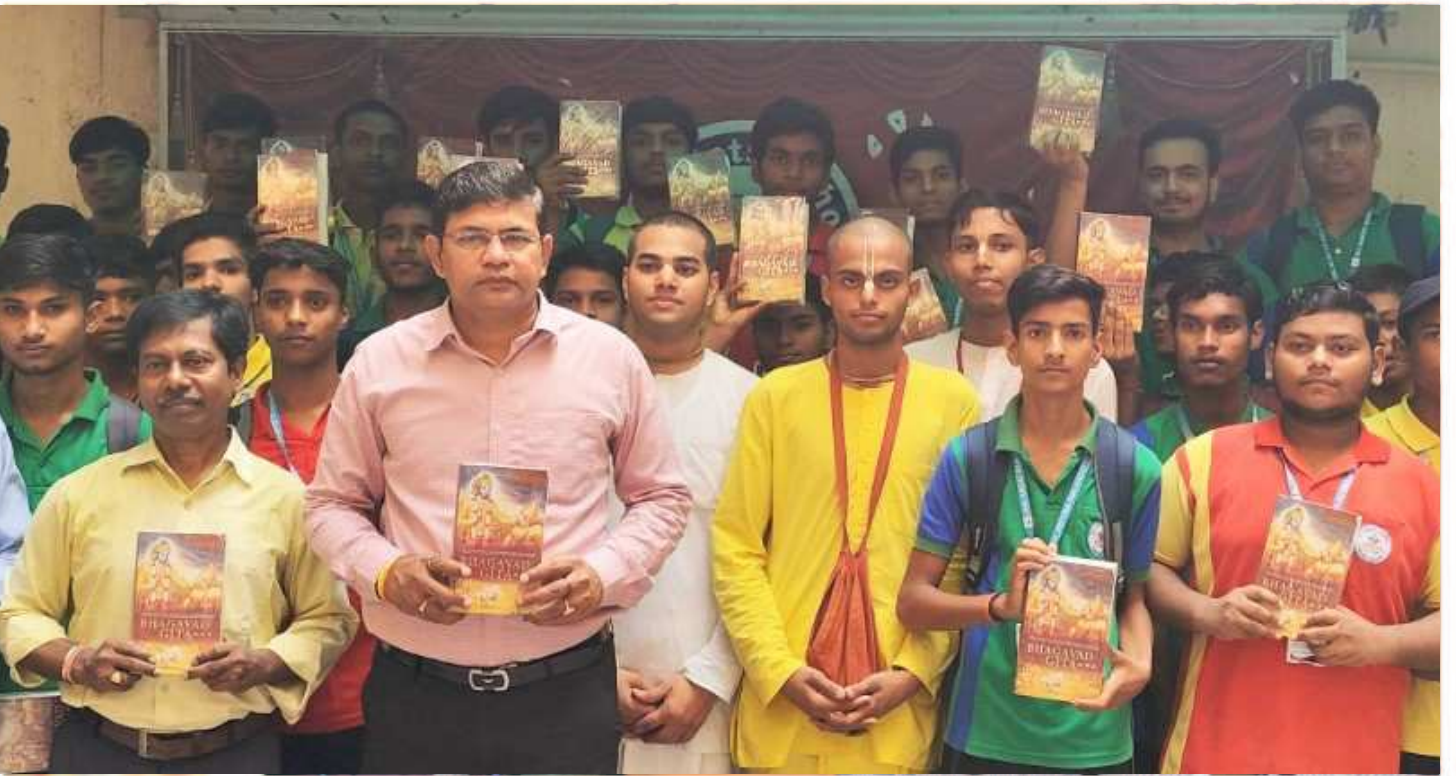
## STEP 03 : Distributing Value Education Kit



## STEP 04 : Exam Close Book / Open Book











# Appreciation

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 Ramnam 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 and different

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 इस्कॉननेर्फे 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 जडणपडण, 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 बरदराज दास यानी 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 उर्तिलग विद्यार्थ्यांना प्रशस्तीपत्रक, लातूर शहरातील पहिल्याच व प्रत्येक शाळेतील पहिल्या दोन विद्यार्थ्यांना

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

लातूरवासीयांनी यथाशक्ती हातभार लावावा असे आवाहन श्रीमान बरदराज दास (८३०८८१९२६३) व श्रीमान वैतन्य 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 एन्होन 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 വിജിതകു ബഹുमुखी ലండേഷ്സു, ദൃശ്യ

### ప్రతి వ్యక్తికి దినానిర్దేశం చేసేదే 'భగవద్గీత'

కరింనగి సాంస్కృతికం: ప్రతి ఒక్కరి జీవితం ఉన్నతంగా తీర్చిదిద్దకొనేందుకు మార్గనిర్దేశం చేయడంలో భగవద్గీత దోహదపడుతుందని ప్రజ్ఞాశాలలో జిల్లా అధ్యక్షుడు డాక్టర్ ఎమ్మలలి విజయేంద్రరెడ్డి అన్నారు. ఐస్కాన్ సస్య అన్నద్యంలో విజయల సాధించిన సినీయర్, జూనియర్ విభాగాల్లో 30 పాఠశాలల్లో పోటీలు నిర్వహించి విజేతలను మెసక చేశారు. బుద్ధివంతులైన కళాశాలలో బహుముఖ ప్రజ్ఞానోల్భితులైన ఈ సందర్భంగా విజయేంద్రరెడ్డి మాట్లాడుతూ గీత చదివేయ నవ్వడం మాత్రమే వినిపించేది కాదని ప్రతి ఒక్కరు తమ జీవితం మరచి, మౌనం వెతక్కొనేందుకు, మనలో పరిపక్వత తీసుకోవ్వేందుకు ఈ గ్రంథం దోహదపడుతుందని పేర్కొన్నారు. అందులో 18 అధ్యాయాల్లో ముఖ్యంగా తర్క, జ్యోతిషశాస్త్రం అధ్యయనాలను ప్రతి ఒక్కరు చదవాలని సూచించారు. విజయేంద్రరెడ్డి భగవద్గీత శ్లోకాలను రాగయజ్ఞంగా అలపించి సభికులను ఆకట్టుకున్నారు. ప్రధాన వక్త ఐస్కాన్ ప్రతినిధి సరితో మణిదాస్ మాట్లాడుతూ మన జీవితంలో భగవద్గీత ఎలా ఉపయోగపడుతుందో వివరించారు. సినీయర్ విభాగంలో వరుసగా



# Support Value Education Contest (VEC)

Support VEC for 1,00,000 Students	₹ 3,10,00,000
Support VEC for 80,000 Students	₹ 2,48,00,000
Support VEC for 60,000 Students	₹ 1,86,00,000
Support VEC for 40,000 Students	₹ 1,24,00,000
Support VEC for 20,000 Students	₹ 62,00,000
Support VEC for 10,000 Students	₹ 31,00,000
Support VEC for 5,000 Students	₹ 15,50,000
Support VEC for 2,000 Students	₹ 6,20,000
Support VEC for 1,000 Students	₹ 3,10,000
Support VEC for 500 Students	₹ 1,55,000
Support VEC for 300 Students	₹ 93,000
Support VEC for 200 Students	₹ 62,000
Support VEC for 100 Students	₹ 31,000
Support VEC for 50 Students	₹ 15,500
<b>Any Amount Helps</b>	<b>₹</b>

## Donate via NEFT / RTGS

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Account Name: ISKCON

Account No: 124501000009990

IFSC Code: IOBA0001245

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iskconmumbai.com/vec

# Target 2024-2025

No. of Students	1,00,000
No. of Schools	200+
Target Areas	Gujarat, Maharashtra, Rajasthan, Andhra Pradesh, Telangana
Contest Duration	90 Days
No. of Volunteers	100+
Total Estimated Cost	Rs. 3,10,84,000/-
<b>Financial Help Required</b>	<b>Rs. 3,10,84,000/-</b>

Sr. No.	Particulars	Quantity	Estimated Amount (Rs.)
1.	Value Education Booklet (Rs. 20/ Booklet)	1,00,000	20,00,000
2.	Bhagavad Gita ( Rs. 250 / Gita )	1,00,000	2,50,00,000
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)		7,84,000
6.	Transportation & food for volunteers (based on past experience 9-10% of total cost)		28,00,000
	<b>Grand Total</b>		<b>3,10,84,000</b>
	<b>Required Financial Help</b>	<b>Rs. 3,10,84,000/-</b>	

# Contest Prizes – District Wise

Sr.	Category	Particulars	Quantity	Estimated Amount (Rs.)
1.	8-10th Category	<b>1st Prize</b>	6	42,000
		Bicycle + Bag + Book Set + School Stationery		
		<b>2nd Prize</b>	6	30,000
		Bicycle + Bag + Book Set + School Stationery		
2.	5-7th Category	<b>1st Prize</b>	6	42,000
		Bicycle + Bag + Book Set + School Stationery		
		<b>2nd Prize</b>	6	30,000
		Bicycle + Bag + Book Set + School Stationery		
3.	School Topper	<b>5-7th</b>	200	2,00,000
		Bag + Book Set + Geometry Box (Worth Rs. 1,000/-)		
		<b>8-10th</b>	200	2,00,000
		Bag + Book Set + Geometry Box (Worth Rs. 1,000/-)		
4.	Standard Topper	Book Set (Worth Rs. 50/-)	1200	60,000
5.	Certificate for Participant (Rs 1.8/Certificate)		1,00,000	1,80,000

**Total Prize Worth - Rs. 7,84,000/-**

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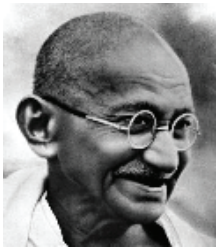
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MORE SCHOOLS ALL  
OVER INDIA**



.....& 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 2024-25**

**11+**  
Cities

**200+**  
Schools

**1,00,000+**  
Students

[Contact Us](#)

Value Education, ISKCON Juhu

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