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RAJATAJAYANTI 2025

25TH YEAR OF INTERNATIONAL GITA SEMINAR



GITAYANAM

NATIONAL SEMINAR | AUGUST 31 2025

KALADY, ERNAKULAM

Organized in association with

SREE RAMAKRISHNA ADVAITA ASRAMAM, KALADY



GITAYANAM

RAJATAJAYANTI 2025

NATIONAL SEMINAR | AUGUST 31 2025

Organized by **GITA SWADHYAYA SAMITI-KERALAM**
In association with **SREE RAMAKRISHNA ADVAITA ASRAMAM, KALADY**
KALADY-ERNAKULAM

GĪTĀ SWĀDHYĀYA SAMITI: SILVER JUBILEE OVERVIEW

The Gītā Swādhyaṃya Samiti embarked on in Kerala, inspired by the vision of the late Śrī P. Parameśvar Ji—founder of Bhāratīya Vichāra Kendram. In 1997, while participating in a Gītā Jñāna Yajña in Kochi under the guidance of Swāmī Tejomayānanda, he seriously contemplated over the declining moral fibre of society and thus envisioned a transformative movement centred on the intrinsic philosophy of Bhagavad Gītā—a unique scriptural rendition of timeless significance. He was so confident about the innate potential of Gītā in infusing pride and esteem in the heritage of our nation and also to enhance spiritual and ethical awareness among a generation that goes astray in the absence of enlightened guidance and care.

CONTEXT OF EMERGENCE

The movement took form at a crucial juncture, when we as a society were consumed by the danger of an ideological vacuum; the global fall of communism and the far exploitative nature of capitalism contributed to it. It left the idealistic youth in Kerala in utmost despair and disillusionment. They wandered and searched in want of a meaning. Parameśvar Ji diagnosed these signs of decadence through his precocious insight and considered Gītā as the beacon of spiritual clarity and vision that is capable of restoring balance between devotion and well intended endeavours. Thus, the Gītā Svādhyaṃya Samiti was formed as an intellectual and spiritual response to the need of a generation which drifts in the current without an aim.

INITIAL BREAKTHROUGHS

The first major milestone came in November 1998, when over 2,000 students gathered for Gītā Jayanti at the Kerala University Senate Hall. Soon after, a youth camp in Kālady attracted the double number of the expected participants. The momentum grew rapidly, leading to a state-level camp in 1999 at Thriśśūr, where over 1,500 young people from across Kerala took part and gathered. The movement's call—“*Gītā in every home and Gītā camps in every pañchāyat*”—sparked over a thousand events across the state. In a powerful message of encouragement, Swāmī Ranganāthānanda reminded the youth: “*The Śrīmad Bhagavad Gītā is not to be worshipped in seclusion—it is the scripture of the warrior.*”

THE INTERNATIONAL GĪTĀ SEMINAR (2000): A LANDMARK EVENT

From December 7–10, 2000, the International Gītā Seminar was held in Thiruvananthapuram, co-organized by Bhāratīya Vichāra Kendram, the Gītā Swādhyaṃya Samiti, and the Ministry of Culture. With over 1,400 delegates and 100 speakers, the event brought together spiritual groups like ISKCON, Swaminarayan Trust, and Gāyatrī Parivār. Topics ranged from dharma and yoga to education, law, governance, and ecology—showcasing the Gītā's relevance to modern life. Inaugurated by HRD Minister Dr. Murli Manohar Joshi and concluded by His Holiness The Dalai Lama, the seminar earned national media attention and reintroduced the Gītā as a living manual of action.

LEGACY AND CULTURAL IMPACT

Through persistent efforts, the Samiti transformed the image of the Gītā from a revered scripture to a practical guide for daily living. Youth in the campuses robustly took part in the spiritual discourses, as a result new commentaries and translations emerged. For perhaps the first time, the Gītā was acknowledged in Kerala as a national scripture with a global vision.

CALL FOR RENEWAL IN 2025

The year 2025 marks the 25th anniversary of the seminar and the centenary of Rashtriya Swayam Sevak Sangh. But Kerala now faces an even deeper crisis—rising substance abuse, moral erosion, and ideological chaos. Youth has become largely vulnerable to narratives that undermine dharma and distort India's worldview. The time has come for a resurgence—rooted in the transformative power of the Gītā.

SILVER JUBILEE OBSERVANCE: A NEW CHAPTER

Bhāratīya Vichāra Kendram has launched a state-wide Gītā campaign to reignite the movement. It will begin with a one-day seminar on August 31, 2025, at Kālady—birthplace of Ādi Śaṅkarāchārya and karmabhūmi of Swāmī Āgamananda. In this event, which will be inaugurated by the Hon'ble Member of Parliament, Sri Tejasvi Surya, we shall engage with thought-provoking speeches that highlight the contemporary relevance of the Bhagavad Gita. A cascade of events will follow, culminating in Gītā Jayanti.

Planning committees, volunteers, āśramas, academic bodies, spiritual leaders, educators, and cultural organizations are uniting to make this a movement of national awakening. Satsanga groups will be established in towns and villages to sustain long-term engagement.

AN APPEAL TO THE NATION

The Gītā's message is clear: from confusion to clarity, from despair to purpose, from apathy to action. As Arjuna found strength in Krishna's words, so must today's youth rise with courage and conviction.

We invite all seekers, teachers, and well-wishers to join this historic endeavour. Let the eternal voice of the Bhagavad Gītā resonate far and wide, awakening the soul of Kerala and echoing across the length and breadth of Bhārat.

Sincerely

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| R. Sanjayan Director, Bharatiya Vichara Kendram | Dr. C.V. Jayamani President, Bharatiya Vichara Kendram | Raman Keezhana State Co Ordinator, Gitayanam 2025 |
| Dr. Sudhir Babu K.C General Secretary, Bharatiya Vichara Kendram | Dr. Harikrishna Sharma K.N General Convenor, Gitayanam 2025 | |