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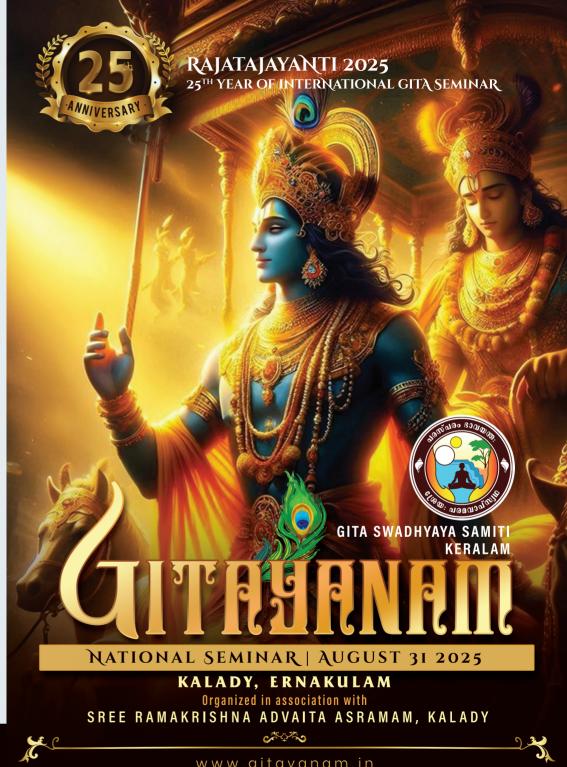
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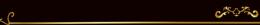
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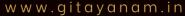
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Organized by GITA SWADHYAYA SAMITI-KERALAM

In association with SREE RAMAKRISHNA ADVAITA ASRAMAM, KALADY

KALADY-ERNAKULAM



GĪTĀ SWĀDHYĀYA SAMITI: SILVER JUBILEE OVERVIEW

The Gītā Swādhyāya Samiti embarked on in Kerala, inspired by the vision of the late Śrī P. Parameśwar Ji-founder of Bhāratīya Vichāra Kendram. In 1997, while participating in a Gītā Jñāna Yaiña in Kochi under the quidance of Swāmī Teiomayānanda, 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.



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. Parameśwar Ji diganosed 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 Svādhyāya 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

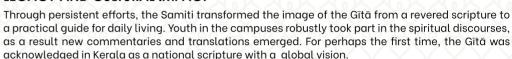


The first major milestone came in November 1998, when over 2,000 students gathered for Gītā Jayantī at the Kerala University Senate Hall. Soon after, a youth camp in Kālady attracted the double number of the expected participants. The momentum grew rapidly, leading to a state-level camp in 1999 at Thriśśūr, 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



LEGACY AND CULTURAL IMPACT



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 Śankarāchārya 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 Jayantī.

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 -

R. Sanjayan Dr. C.V.Jayamani Raman Keezhana

Director, Bharativa Vichara Kendram President, Bharativa Vichara Kendram State Co Ordinator, Gitayanam 2025

Dr. Sudhir Babu K.C

General Secretary, Bharatiya Vichara Kendram

Dr. Harikrishna Sharma K.N

General Convenor, Gitayanam 2025