

Project 2: A Chinmaya Celebration Chinmaya Bharat Utsav in North America

Celebration of the contribution of Chinmaya Mission to the community. Typically, an annual full day event (can be extended to two or three days of a selected weekend) in Spring or Summer.

The objective of this celebration is to create foot traffic into Chinmaya mission centers and activities. It is aimed at making the general community aware of Chinmaya Mission activities and bring in more families to join Chinmaya Mission. Ensure enrollment of new students Balavihar and other programs.

The event will feature some or all of the below activities:

1. Performances from Chinmaya Mission students based on their learnings in Balavihar
2. Swaranjali performance
3. Local artist performances
4. Opportunity for local Indian / Hindu Associations to perform in the event.
5. Workshops of interest to the local community such as:
 - a. College prep
 - b. SAT Prep
 - c. Arts & Crafts
 - d. Health Camps
 - e. Finance – retirement planning, college funding etc.
 - f. Mental health
 - g. Robotics
 - h. Chess
6. Food stalls from local food vendors
7. Indian jewelry and clothing vendor stalls
8. Introduction to Vedanta talks by local Swamins / Brahmacharins
9. Concerts from Indian artistes
10. CHYK showcase
11. Bala Vihar showcase
12. Sethukari/Vanaprastha showcase

Chinmaya Mission New Jersey is conducting a pilot to study the feasibility of this program and cost modeling. During Aug 9-11, 2024, Chinmaya

Vrindavan is conducting Chinmaya Bharat Utsav with a goal of reaching 2000 foot traffic into the Mission. An initial budge of \$50,000 has been allocated. Post the event, the mechanics of this celebration, success patterns and financial modeling that can be adopted in small and big centers will be shared. This program pilot in 2024 is led by Ram Ramchandran in New Jersey.