



VALUE EDUCATION OLYMPIAD 2020

"It is our choices that make us who we are. It is not hard to make decisions when you know what your values are"

VALUE EDUCATION OLYMPIAD

RIGHT VALUES.
BRIGHT FUTURE

**BASED ON
BHAGAVAD GITA**

COMPILED BY
ISKCON PUNJABI BAGH



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13,500 STUDENTS

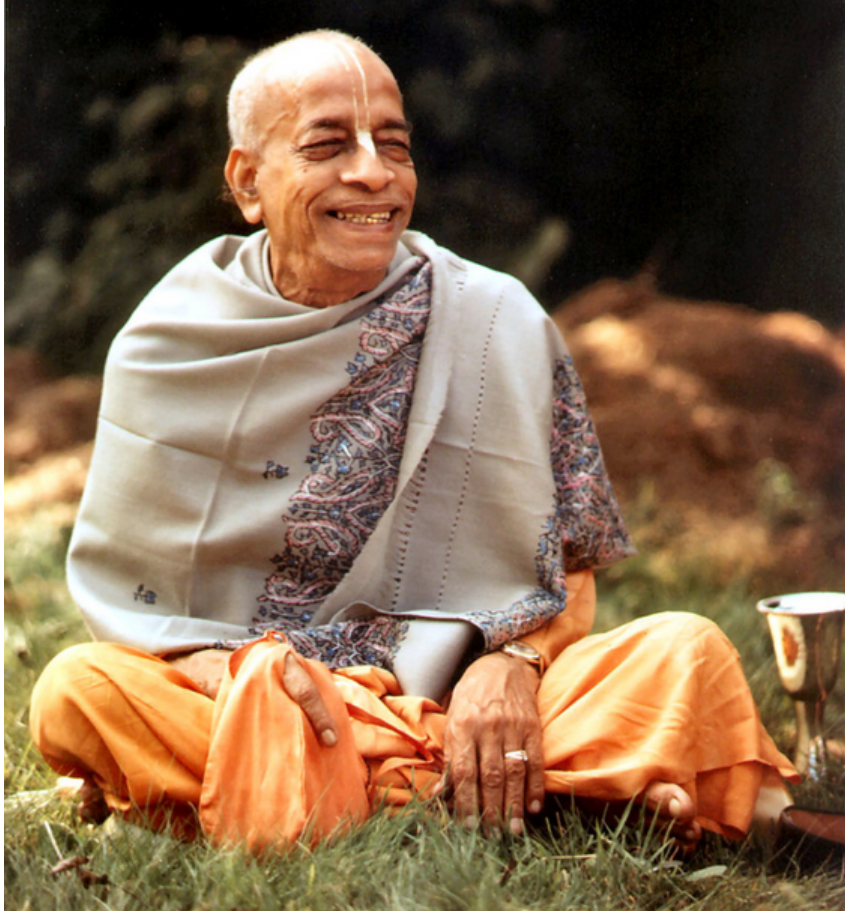


78 SCHOOLS



1 ONLINE EXAM





**Founder Acharya: His Divine Grace
A.C. Bhaktivedanta Swami
Srila Prabhupada**

श्रीप्रह्लाद उवाच कौमार आचरेत्प्राज्ञो धर्मान् भागवतानिह ।
दुर्लभं मानुषं जन्म तदप्यध्रुवमर्थदम् ॥१॥

Prahlāda Mahārāja said: One who is sufficiently intelligent should use the human form of body from the very beginning of life — in other words, from the tender age of childhood — to practice the activities of devotional service, giving up all other engagements. The human body is most rarely achieved, and although temporary like other bodies, it is meaningful because in human life one can perform devotional service. Even a slight amount of sincere devotional service can give one complete perfection. "It is the duty of guardians of children to revive the Divine consciousness dormant in them."



H.G. Rukmini Krishna Das
Co-President, ISKCON Punjabi Bagh

"It is our choices that make us who we are. It is not hard to make decisions when you know what your values are."

Propelled by the positivity spread by the previous Value Education Olympiad, ISKCON Punjabi Bagh planned the second edition of the olympiad under the leadership of HG Rukmini Krishna Das.

His vision and direction was repeatedly integrated in this program all the time when it was needed.

What is Value Education?

"TO EDUCATE CHILDREN IN MIND AND NOT MORALS IS INTRODUCING MENACE INTO THE SOCIETY."

Values are like fingerprints. No one has the same set but you leave them all over everything you do.

And what better time to mold a beautiful pot than when it's just a wet clay?

With this intent in mind, ISKCON Punjabi Bagh took the initiative of conducting Value Education Olympiad 2020 to teach the students of the upcoming generation the importance of putting Values over validation and morals over material.

The exam was held on 29th June 2020. More than 13,500 students have come along with us in this journey. Our vision is shared by 45 school partners in addition to 25 Saraswati Bal mandir Schools. To give each student a fair advantage, the classes have been divided into two categories, Category 1 (V to VIII) and Category 2 (IX to XII).

To help the students with the exam, each registered student was sent a PDF of question booklet and study guide. However, to keep the spirit of previous edition of the Olympiad alive, the Bhagvad Gita was sent to each student through courier.

But then again, how do you make students study in what is perpetually the holiday season for them? To make learning interesting, four online classes were also conducted by ISKCON Punjabi Bagh. A mix of topics like 'Driving your BMW', 'Beauty lies in the eyes of the Beholder', 'Tolerance', and 'Controlling Mind and Meditation' were kept as the theme of the classes to keep students motivated.

It is often the idea of finding a treasure chest beneath the 'X' that keeps a sailor going. For the students participating in the Olympiad, a Laptop, Firefox Bicycle and Kindle are 1st, 2nd and 3rd Prize respectively. Each student who attempts the exam will receive a National Level Participation Certificate.

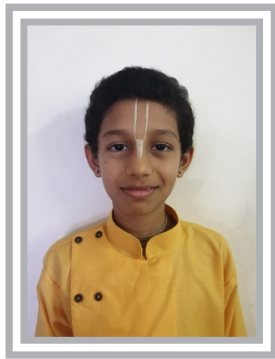
Today, we stand in a world where fame, degrees, popularity can be easily bought by money. What is not up for sale are the ethics we develop along the adventure we call Life. All this Olympiad strives to achieve is make the coming generation wealthy of everything money cannot buy.

Our Results

- 24% scored between 50-60%
- 14% scored between 60-70%
- 10% scored between 70-80%
- 7% scored between 80-90%

Level 1: V to VIII

Winners



Mr. Hrishikesh
Hariharan
Vagdevi Vilas School



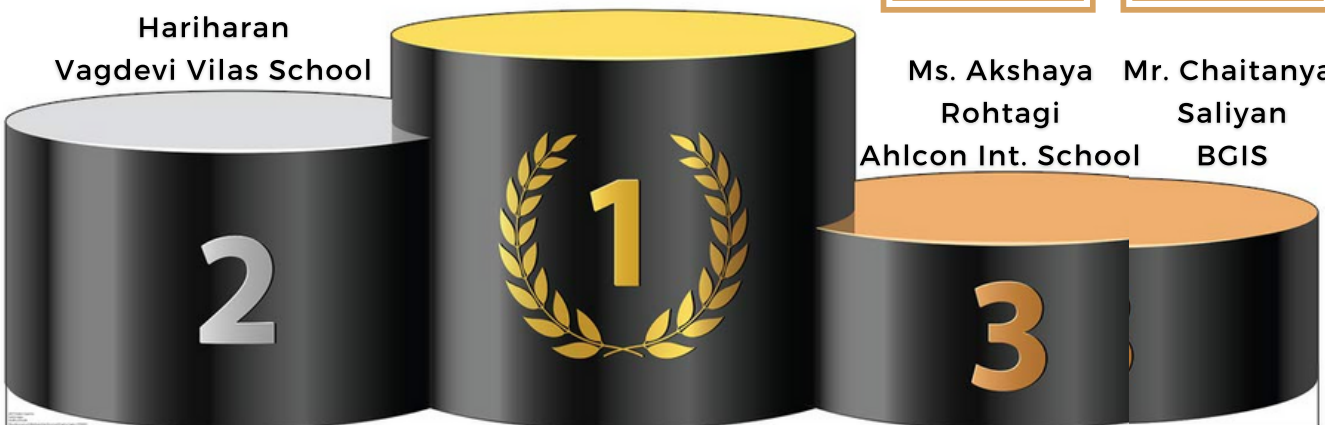
Ms. Radhya Gupta
Hansraj Model School



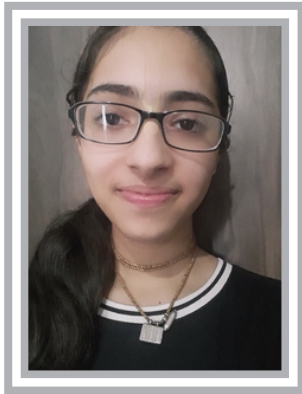
Ms. Akshaya
Rohtagi
Ahlcon Int. School



Mr. Chaitanya
Saliyan
BGIS



Level 2: IX to XII



**Ms. Reeyana
Nandwani
Home School**



**Mr. Rachit Bansal
Dr. Virendra Swarup Education
Centre**

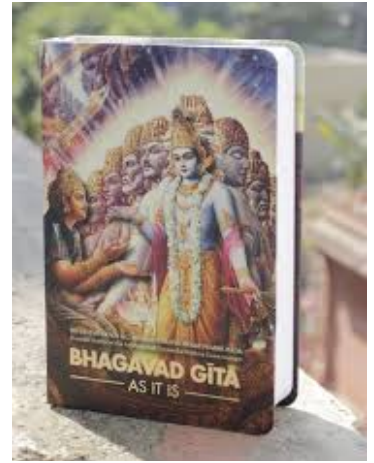


**Mr. Hardik Malhotra
Doon Public School**



Objective

Value Education Olympiad 2020 was conducted to teach the students, the importance of putting Values over validation and morals over material. Today, we stand in a world where fame, degrees, popularity can be easily bought by money, however, what is not up for sale, are the values we develop along the journey. All that this Olympiad strived to achieve was to make the coming generation wealthy of everything money cannot buy.



Our Partners

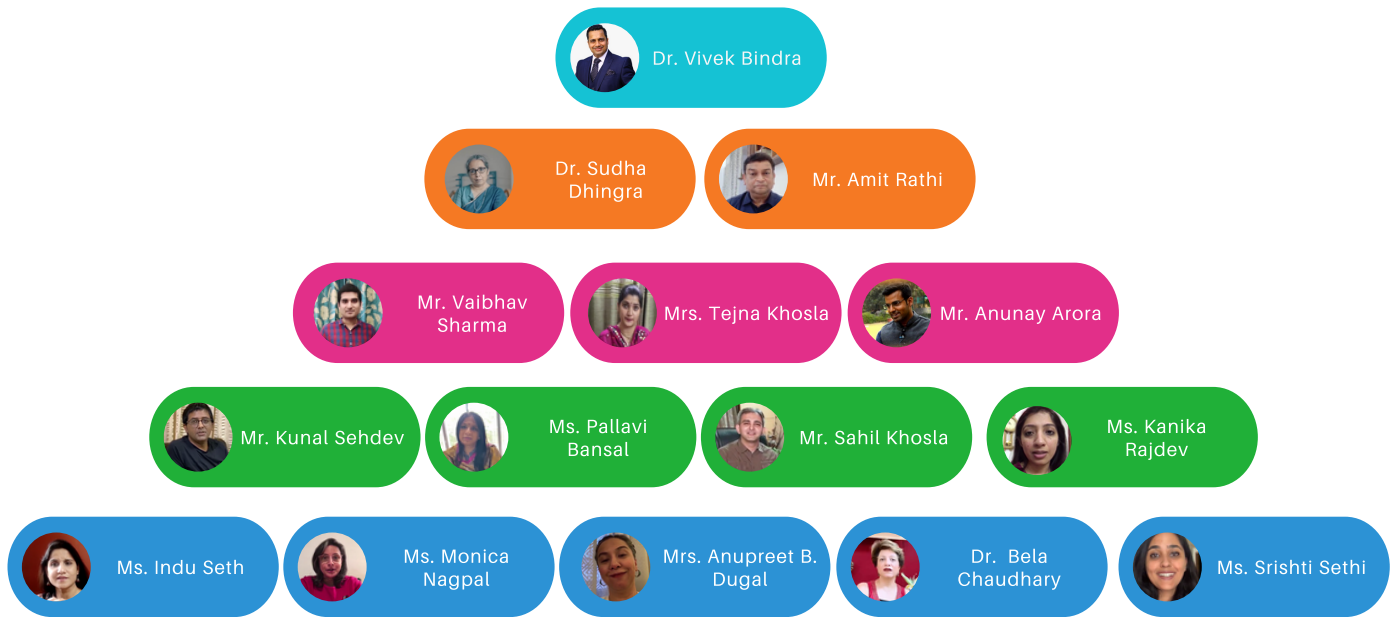
Teamwork makes dreams work.

The dream that was Value Education Olympiad, could never have been realized if not for the earnest and unconditional help of the following people and institutions. We would like to extend our gratitude to them for their constant support in our endeavor. They converted our obstacles into opportunities. We thank:

<p>01 SMC</p>	<p>Mr. Subhash Agarwal CEO- SMC who helped us channelizing the complete process by sponsoring the Prizes for the Olympiad.</p>
<p>02 DR. VIVEK BINDRA</p>	<p>Dr. Vivek Bindra believed in our program and gave his gracious presence by giving us communication collateral in the form of a video to channelize registrations.</p>
<p>03 EDUSTORI</p>	<p>EDUSTORI consultants helped us with student database. Please contact +91 9819818980 for school counselling.</p>
<p>04 CONGREGATION</p>	<p>The congregation of ISKCON Punjabi Bagh was the pedestal on which Value Education Olympiad stood. Our Congregation and their extended friends and families who sponsored us Bhagavad Gita.</p>
<p>05 BHAKTI LATA</p>	<p>The Bhakti Lata group led by Nishtha Mataji who helped us in calling our previous database,</p>
<p>06 VANI</p>	<p>The VANI Team extended complete support in receiving calls, channelizing queries, registrations</p>

Our Supporters

For our social media campaigns, a number of professionals, academicians, and scholars joined hands. They shared their experiences and the values have shaped their life, so as to inspire students. Some of the professionals, academicians, scholars who supported us are:



Our School Partners

*"A MEDIOCRE TEACHER TEACHES,
A GREAT TEACHER TRANSFORMS."*

Education is not just building strong professionals. It is bringing out the 'Humane out of Human'. All the academicians attached with us believed in our vision and wanted to bring transformation to the society and to their students. We got total of 78 schools, including 25 Saraswati Bal Mandir schools.



Paid Registrations

Unpaid Registrations

13,500 Students

Our Student Partners

Age does not define knowledge. Wisdom and experience come with efforts not with years. It was heartwarming to find that the very generation we were trying to educate took the initiative to help us in our endeavour.



SIYA KOHLI

A class Xth student from Mumbai helped us with registrations from Mumbai, one school from Mumbai, disseminating information, and even calling the last day.



RITI GHAI

A student of Bennett University helped us with all our communication collateral.



SAMARTH AGGARWAL

A class XII student of Bal Bharti Pitam Pura, volunteered in registration calling, disseminating the information and going beyond

Our Study Material

The Bhagvad Gita in addition to Question Bank and study guide were the study material for this edition of the Olympiad. The study guide was compiled by Mr. Srikarta Das and his team. With quotes from Bhagvad Gita, the focus of the booklet was on inculcating values like tolerance, kindness, positivity, leadership etc in the mind of its readers.



15,000 Downloads



9 Chapters



5 Curators



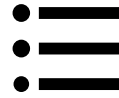
104 pages

Our Classes



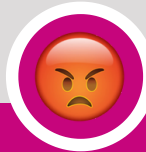


In order to help the students prepare for the exam, five classes were conducted on various topics. A doubt session was also conducted before the exam. Each class was meant to develop a certain virtue in the students that went beyond an exam into life. All classes were posted live over ISKCON Punjabi Bagh App and Youtube channel.



10,000 views
on classes



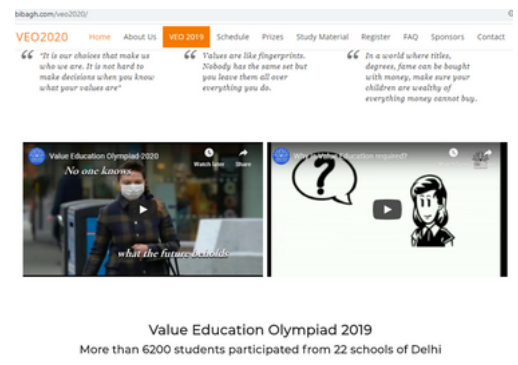
400+ Active
Audience on each class

 <p>HOW TO DRIVE YOUR BMW by Premanjana Das</p>	 <p>BEAUTY LIES IN THE EYES OF THE BEHOLDER by Dr. Suruchi Mittar</p>	 <p>TOLERANCE AND CONTROLLING ANGER by Premanjana Das Mrs. Shweta</p>	 <p>MEDITATION AND CONTROLLING MIND by Karuna Chandra Das</p>	 <p>FOSTERING RESILIENCE by Karuna Chandra das</p>
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Our Portal

<http://www.iskconpunjabibagh.com/veo2020>

Portal was made to help students to get consolidated information every time they log in. It had our study material which could be downloaded, our previous year testimonials, our links to classes, all information. Mr. Tarun Madan curated the portal.



50,000 Visitors



14,000 Files



1,16,009 Hits



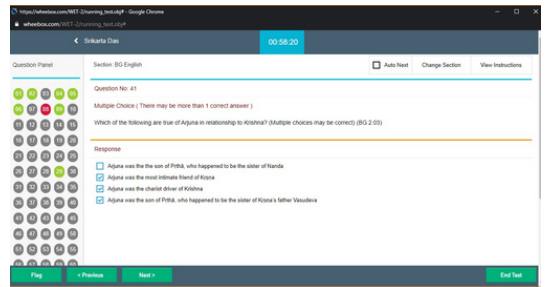
1 Curator

Our Exam Portal

www.wheelbox.com/veo2020

The biggest challenge that the pioneer of the Olympiad had to face this time was that India was under lockdown. Therefore, the exam needed to be conducted online.

Wheelbox.com/veo2020 was used as the medium to conduct the exam. The following people helped us in making sure that 13,500 students could take the exam on the same day. We got support from three senior IT professionals: Dr. Sanjeev Singh (Associate Professor, DU), Ms. Kumud Iyer (Senior IT Consultant), Mr. Deshbir Dugal (Senior IT Professional). Mr. Anunay Arora also extended his help to the exam portal by channelizing information.



Testimonials

Here is what students, parents, teachers and Principals have to say about our endeavor.

Congratulations on **FIRST MEGA VALUE BASED OLYMPIAD**. Selected the best day for this event. My students have learned a lot. I am confident this will help them a lot in life.

- A Teacher at IP

I fell good I have given Olympiad after 5 years so it was nice experience. Last time I have given Olympiad in class 2 and after 5 years I have given it.

- A student who successfully completed the Olympiad



"She attempted all 100 questions and she liked the exam pattern. She is confident to score excellent score in VEO 2020 by grace of Lord Jagganatha

All seasons were excellent (YouTube, PDF and Bhagwad Gita chapters helped Sanika to complete all 100 questions successfully.

Kudos to all Team VEO with your leadership."

Parent of Sanika Suhas Zambre, a student who successfully completed the Olympiad



"You are doing a great service."

- Anil Bhatnagar, Principal- Lotus Veda international

Media Coverage

No one would know that you are out there unless you tell them. Under the lockdown a number of media coverage activities were undertaken to propagate the idea of Value Education Olympiad.



Dandvats.com also posted about us on their website.



Two hindi newspapers covered our event.



The event was also posted on popular student and event websites like Noticeboard, Townscript, Meraevents etc



ISKCON GBC Strategic Planning Team posted an interview on "Fostering Resilience" with Karuna Chandra Das and Premanjana Das



Digital Marketing was a significant tool in making the promotion of Olympiad. Posters, videos, advertisements got us 77 registrations.

वैल्यू एजुकेशन ओलिंपियाड का आयोजन कराएगा इस्कॉन

जगरण संकटदाता, पश्चिमी दिल्ली : पंजाबी बाग स्थित इस्कॉन मंदिर की ओर से राष्ट्रीय स्तर पर ऑनलाइन वैल्यू एजुकेशन ओलिंपियाड 2020 का आयोजन किया जा रहा है। 15 जून तक पांचवीं से लेकर बारहवीं कक्षा तक के विद्यार्थी इसमें भाग लेने के लिए रजिस्ट्रेशन करा सकते हैं। रजिस्ट्रेशन के लिए 200 रुपये की फीस निर्धारित की गई है। अगर कोई स्कूल प्रशासन अपने सभी विद्यार्थियों को ओलिंपियाड में भाग

रजिस्ट्रेशन फीस का भुगतान करने की कोई जरूरत नहीं है। इसमें भारत के किसी भी कोने में बैठा विद्यार्थी इसमें भाग ले सकता है। प्रतिवर्गिता के प्रश्न हिंदी और अंग्रेजी दोनों ही भाषा में रहेंगे। प्रतिवर्गिता 29 जून को सुबह नौ बजे आयोजित होगी। प्रथम, द्वितीय और तृतीय विजेता प्रतिभागी को इस्कॉन की तरफ से लैपटॉप, फायरफोक्स साइकिल व किटल दिया जाएगा। सभी प्रतिभागियों को श्रीमद्भागवत की ई-कॉपी व ई-सर्टिफिकेट

हमारी मान्यताएं हमारी उंगलियों को छाप जैसे हैं जिनका प्रभाव हर उस जगह दिखता है जहां वह पड़ते हैं



इन्फोचें ने इस सर्वेय वीडियो अवसरकाले के स्वयं पर उच्च-स्तर लक्ष्य विचारकपूर्ण माध्यमकाले के बर्णन करते हैं। ऐसे एक माध्यम के समय हर लक्ष्य नए जगहियों के साथ बचाले हैं हमने यह प्रयास

विषय है कि हम ऐसे एक नई पीढ़ी का अन्वेषण करने जो विदेशी भी विदेशी में इन्फोचें में न आकर हमारे के विचारों में प्रतिबद्ध रहें। आज हमारे संसार जो समय में कई बदलाव देख रहे हैं, जो विचारगत लेने लगे हैं, जो हर नए विदेशी को अन्वेषण के विचार को रहे हैं, हमारा विश्व के बचपन से हम उनका सन्वेषण करने के इच्छुक हैं। हम हर उस घर में पहुँचना चाहते हैं जहाँ परिवार के सदस्य परिवर्ध को लेकर प्रतिबद्ध हैं। हम हर उस घर में प्रवेश करना चाहते



यह नई पीढ़ी के लिए एक अच्छे परिवर्ध का गठन करें। हमें यह संकल्प लेना है कि वे लक्ष्य भी उचित बर्णन करें जब कोई उनको देखना रहे तो। यह सभी संभव है जब हम बचपन से ही उन्हें अपने विचारों में जल्दी से निर्यात करें। हमें यह संकल्प लेना है कि वे लक्ष्य भी उचित बर्णन करें जब कोई उनको देखना रहे तो। यह सभी संभव है जब हम बचपन से ही उन्हें अपने विचारों में जल्दी से निर्यात करें। हमें यह संकल्प लेना है कि वे लक्ष्य भी उचित बर्णन करें जब कोई उनको देखना रहे तो। यह सभी संभव है जब हम बचपन से ही उन्हें अपने विचारों में जल्दी से निर्यात करें।

संपर्क करें : श्री बाबा प्रभु 8447653145

Our Certificate

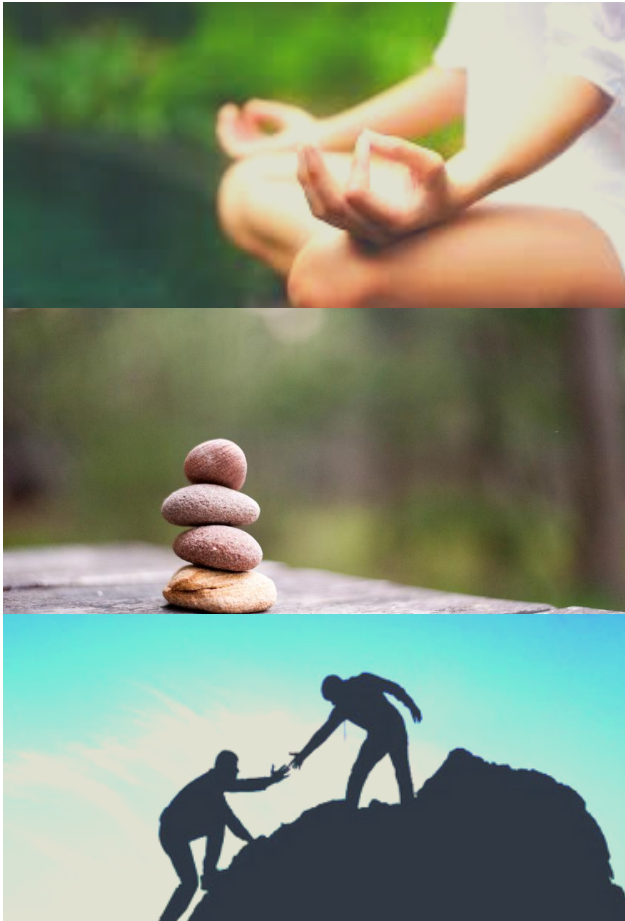
The certificate was designed by Mr. Kunal Sehdev, CEO Kuse Design. The signatories on the certificate are:



HG Rukmini Krishna Das
Co-President, ISKCON Punjabi Bagh



Kenneth R. Valpey
Researcher, Oxford Centre for Hindu Studies



VEO TEAM

HG RUKMINI KR DAS

HG KARUNA CHANDRA DAS

HG PREMANJANA DAS

HG VISNU VAHAN DAS

HG SRIKARTA DAS

MR. RAJAT

MS. SEEMA

MS. MAHAK AHUJA

MR. ADITYA MALHOTRA

MS. SAMIDHA MALHOTRA

MR. TARUN MADAN

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