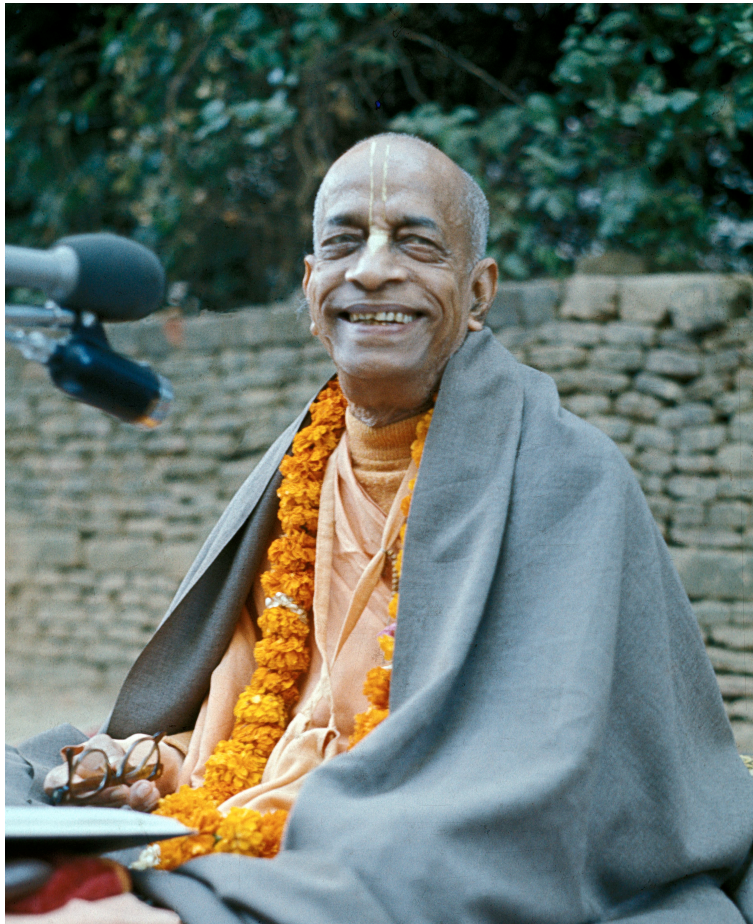


Acharya

—One Who Teaches by Example—



A Documentary Feature Film
on the Life and Teachings of

His Divine Grace
A.C. Bhaktivedanta Swami Prabhupada
Founder-Acharya of the International Society for Krishna Consciousness

An ISKCON Cinema Production
In association with the Vedic Community Foundation

Executive Summary

ACHARYA reveals the rise of A.C. Bhaktivedanta Swami Prabhupada (1896-1977) from obscurity to world spiritual leader and Founder-Acharya of the International Society for Krishna Consciousness (ISKCON). His legacy extends far beyond the religious movement he inspired. Through reenactments, interviews, archival footage and location shoots, ACHARYA tells the dramatic story of a devoted soul's drive to re-spiritualize humanity.

Along with Srila Prabhupada's life story, this documentary feature film also examines the insights into personal and global transformation embedded in his teachings. How does devotion contribute to human progress? What is consciousness and how does it affect health and well-being? Do we experience other lives? Are there other universes? Srila Prabhupada's lucid explanations of India's wisdom texts have revolutionized our picture of the cosmos and our place in it. ACHARYA will articulate that vision for a contemporary viewing public.

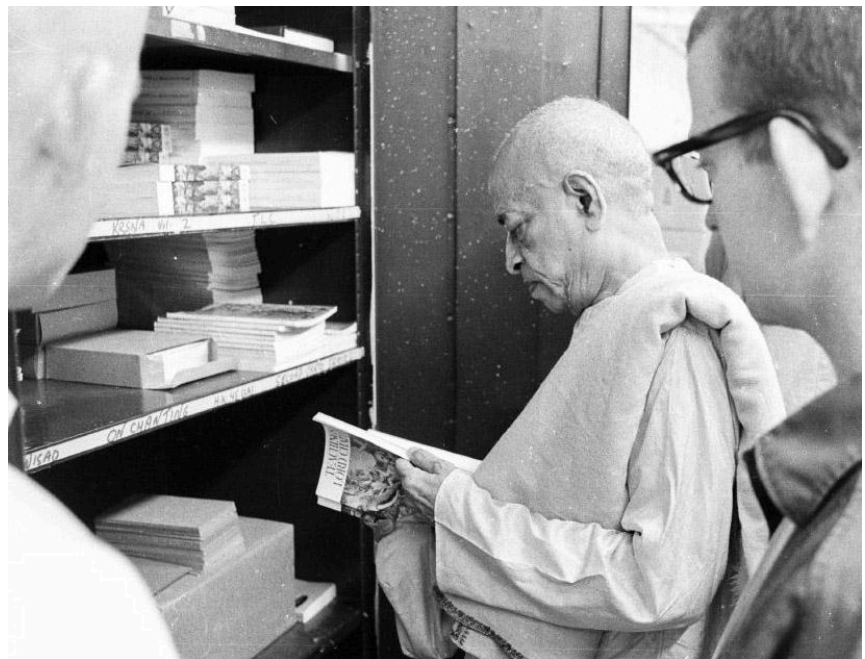


1965: Srila Prabhupada arrives in America from Calcutta on the cargo ship Jaladuta

Rationale

It has been nearly 30 years since the release of “Your Ever Well-Wisher,” the familiar documentary on the life and teachings of the ISKCON’s Founder-Acharya produced by Yadubara das and Visakha dasi. There is need of an updated and revised version, with language and imagery appropriate for twenty-first-century viewers. Now the original producers will team up with Janna Hearn, well-known producer for Discovery Communications and The History Channel, and other film professionals in the Washington D.C. area for the ACHARYA project. This will be above all, a “watchable” film: entertaining, absorbing and relevant to its target audiences. ACHARYA will establish Srila Prabhupada’s preeminence as the voice of devotion to Krishna, the Supreme Personality of Godhead, and his brilliant application of bhakti-yoga, devotional service, in areas of global concern. This 90-minute documentary will:

- Provide an enlightening and entertaining excursion into the life of a contemporary saint.
- Articulate Srila Prabhupada’s contributions to such fields as education, arts and science, agriculture, the peace process, and yoga culture.
- Equip viewers with an overview of authentic spiritual practice.



1969: The early stages of what will become the largest publisher of Vaishnava literature in history—The Bhaktivedanta Book Trust.

CONTENT

ACHARYA will convey the dramatic story of Srila Prabhupada's journey to America, the trials he faced establishing bhakti in the West, and the remarkable achievements of his twelve-year mission up to his passing in 1977. It will also convey his teachings through existing live films of Srila Prabhupada preaching combined with interviews of his followers demonstrating the influence of those teachings in their lives. The intended effect will be to heighten appreciation of the relevance of Srila Prabhupada's teachings in the twenty-first century.

Materials for the film will be drawn from all available archives—both in-house and outside archival facilities—location shoots and original interviews. The Producers will attempt to recreate through archival films the socio-political atmosphere of the times: for instance Gandhi's nonviolent movement of the 1920's and 30's, the partition of India, the social unrest in America at the time of Srila Prabhupada's arrival, etc. Areas of content include:

CHRONOLOGICAL

- Srila Prabhupada's early years in India 1896-1965
- His journey alone
- Arrival in New York 1965
- Early centers established in North America
- Book publication
- World tours and establishment of international centers
- Vision for Mayapur and the Temple of the Vedic Planetarium
- Vision for the future

THEMATIC

- Meaning of bhakti yoga
- The Peace Formula: devotion as transformative tool
- Revealing the face of God
- Making all work into an act of devotion
- Living the Bhagavad Gita
- Ecology, both personal and extended

Audience

ACHARYA addresses four primary audiences:

- **THOSE SEARCHING FOR A POSITIVE OPTION IN THEIR LIVES:** Today more than ever, people are looking for a positive change in their lives and in the world. Through the example of Srila Prabhupada's life and teachings, ACHARYA will answer major philosophical questions that are asked sooner or later by all intelligent people: who are we, where did we come from, what should we do with our lives, where do we want to go, how to achieve peace?... and more.
- **YOGIS AND THE SPIRITUALLY CURIOUS:** The number of yoga practitioners in America has surpassed 20 million. Interest in yoga's philosophical background has grown. For teachers and students, ACHARYA will present the roots of yoga and reveal the centrality of bhakti in yoga practice. No other film currently in circulation fills this niche. ACHARYA will also appeal to "Cultural Creatives." This term, introduced in the 1990s by social analyst Paul H. Ray, defines a growing population of environmental idealists and spiritual thinkers. "Creatives" credit their awakening to the political and environmental movements of the Sixties but now seek deeper insight through meditative practice and consciousness-related books and DVDs.
- **EDUCATORS:** ACHARYA will be of value to teachers of sociology, religion, popular culture, Hinduism, and philosophy, among others.
- **ISKCON:** ACHARYA will provide practitioners and well-wishers of Krishna consciousness with new insights into the relevance of Srila Prabhupada's teachings in world events. The film could also serve as a catalyst for reuniting disparate members of Srila Prabhupada's extended family worldwide.

Budget

Producers are seeking \$498,000 in production funds. This is an all-inclusive production budget that covers delivery of a finished product ready for duplication and broadcast. By way of comparison, documentaries of similar complexity and length are budgeted in the \$1-3 million range. A detail budget is available on request.

Timetable

Producers anticipate an 18-month schedule from completion of funding to delivery of finished program. The Producers wish to release ACHARYA by Sept. 2015, the 50th Anniversary of Srila Prabhupada's arrival in America.

Distribution

ACHARYA will reach its markets through four primary channels of distribution.

- **Broadcast:** The Producers have access to PBS, Discovery, The Disney Channel and television in thirty countries. ACHARYA will be produced to broadcast standards and offered to as many worldwide outlets as possible.
- **Streaming Media:** Through on-line Channels such as Discovery Communications. Foreign language product, if and when such versions are made available, will also be accessed worldwide through streaming media.
- **Wholesalers:** Wholesalers order product for resale through their catalogs to the general public and also to schools, libraries, and media centers.
- **New Age Outlets:** They include yoga studios, New Age bookstores, healthy living specialty shops, and gift stores specializing in meditation books and tapes.
- **ISKCON:** Launch of ACHARYA will include premiere screenings at various ISKCON locations and DVD's will be offered for sale at all ISKCON temples.

Additional Distribution: Complimentary copies of ACHARYA will reach targeted communities (sometimes called "narrow-casting") such as educators, government officials, religious leaders and the press. ISKCON supporters can be offered the opportunity to underwrite these campaigns as part of the program's initial launch.

Sponsorship Program

ACHARYA will be funded through donations. The Producers welcome any donation amount but have also provided choices with varying sponsor benefits.

- *Bronze Sponsor*—\$108
- *Silver Sponsor*—\$1001
- *Gold Sponsor*—\$10,001
- *Platinum Sponsor*—\$50,001

— *Bronze Sponsors* will receive a free, autographed ACHARYA DVD.

— *Silver Sponsors* will receive the above and also rights to purchase unlimited quantities of DVDs at wholesale prices for distribution to family and friends.

— *Gold Sponsors* will receive all of the above plus credit on all promotional material. Also, in the film's closing credits they will be mentioned with the words, "ACHARYA was produced with the generous support of (sponsor's name)."

— *Platinum Sponsors* will receive all of the above plus the title of "PRODUCER" in the film's credits.

For more information plus donation instructions please visit:

www.acharyathemovie.com

**108 temples
in 12 years**



Personnel

EXECUTIVE PRODUCER and DIRECTOR

Yadubara das (John Griesser) graduated from the University of California Berkeley in History and Fine Arts. He went on to become a photographer in Southeast Asia during a three-year term of service with the Peace Corps. Returning to the US, he graduated from the Rochester Institute of Technology with a Masters Degree in photography and film. He has spent several years traveling across India on a variety of magazine and filmmaking assignments. With his wife, writer-photographer Visakha devi, he has produced a series of popular documentaries and docudramas including “Your Ever Well-wisher,” “Vrindavan Land of Krishna,” “Spark of Life” and “Brilliant as the Sun.” Yadubara’s latest project is a 31-hour chronological opus on the life and times of Srila Prabhupada. This landmark DVD series marries archival films with more than 300 interviews including George Harrison and Allen Ginsberg. Yadubara and his family live in Saranagati Village northeast of Vancouver, Canada.



ASSOCIATE PRODUCER

Janna Hearn is a Senior Producer/Writer and Line Producer with over 20 years of experience in production of multi-part series, specials and visual media for major cable networks, public television, non-profit organizations, foundations, and government agencies. Clients have included Discovery Communications, History Channel, Maryland Public Television, Campaign for Tobacco Free Kids, Pew Charitable Trusts, the Robert Wood Johnson Foundation, MacArthur Foundation, Association of American Railroads, Centene Corporation and the National Highway Traffic Safety Administration.



WRITER AND PRODUCER

Visakha dasi (Jean Griesser) has over 40 years experience as a writer, photographer and filmmaker. She received an Associate of Applied Science degree with honors from Rochester Institute of Technology and shortly afterwards published her first book, Photomacrography: Art and Techniques. In 1971 she traveled to India, where she met Srila Prabhupada, read his Bhagavad-gita As It Is and eventually became his student. As a photographer and filmmaker, she traveled with and photographed Srila Prabhupada and his students in India, Europe and the United States. Visakha dasi has written more than 150 magazine articles and three books on the Bhagavad-gita one of which was the winner of the 2010 Independent Publisher Book Award. Visakha dasi also assists her husband, Yadubara das, in making documentary films. They live with their children in Saranagati Village, BC Canada.



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