

Shivajayanti Celebrations – A Report : V.V.Puram Sub-Zone, Bangalore.

Brahma Kumaris, Basavanagudi Bangalore organised “74th Trimurti Shiva Jayanti Celebrations” at Grand Castle, Palace Ground, Bangalore on 14th February 2010. The programme started at 4.00 pm with cultural programmes by famous artistes. As per directions from seniors, all the religious leaders were invited to the programme and they were honored.

The religious leaders who attended the programme were Sri Sri Sri Nirmalananda Swamiji, Sri Sri Paramapujya Shivarudra Mahaswamiji of Belimath Mahasansthana, Maulana Imran Farsi of Jamia Masjid, Rev Father Dr John Abraham and Gyani Baldev Singhji. The Chairman of Law Commission and former Chief justice of Karnataka and Kerala High court, Justice VS Malimath and the minister of Higher Education Mr Aravind Limbavali participated.

A giant LED TV screen was put up to view the stage programmes clearly.

Publicity for the programme:

In every publicity material, the theme “God has descended on Earth” was prominently displayed.

Ambika Behniji, subzonal incharge was interviewed on FM Rainbow for more than 30 minutes. Spiritual significance and the news of God's descent was conveyed in detail. Hoardings of the sizes 43x50 feet, 20x20feet, 20x40feet were put up near the international airport, which attracted the eyes of the many.

Twenty lakh SMS were sent all over Bangalore and around carrying the message “God has descended on Earth” and invitation to the programme

Colorful Motorcycle rally carrying the message of descent passed through all the important streets of Bangalore.

Four Volvo city buses and ten other city buses are carrying Baba's message for a month. It has been the cynosure of many eyes.

Radio Mirchi and Radiocity FM channels announced Shivaratri message and significance.

Stickers were put up on all BK's four wheelers and many autos & buses.

Nearly 40 Exhibition stalls were arranged on 12-02-2010 in famous Shiva Temples from which lakhs of devotees have taken benefit.

IBY
BK Ambika
Bangalore