



## Krystle Kaul and Rajiv Malhotra in Conversation



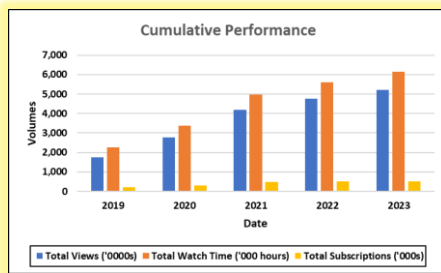
*As campaigning for the US elections gathers steam, traditionally practicing Indian Hindus with their ethnic diversity and background in the Vedas and Itihasas bring a uniquely centrist perspective to both Republican and Democratic discourse.*

*In this video, Rajiv Malhotra interviewed the first ever Kashmiri Hindu-Punjabi Sikh female candidate running for the US Congress from Northern Virginia as a moderate democrat. Many are unaware of the close relations between Hindus and Sikhs, as Hindus inducted their sons into Sikhism for the protection of dharma, making it natural for the two to co-exist in the same family. We learn that Krystle comes from such a family.*

*A large number of issues affecting Indian Americans and Hindus in particular were discussed. Some of these included her positions on Islamophobia as well as phobia against other religions, racism (including her own childhood experiences), genocide of Hindus in Kashmir and her determination to get the Kashmiri genocide recognized in the US, violence against Hindus on campuses, Wokeism, grooming, structural issues of the USCIRF and the quality of reports produced by them, DEI and ESG versus meritocracy, as well as equitable representation in academic and other organizations. [Video](#).*



Our People Pg 2



Our Performance Pg 3



Our Content Pg 5

Our team has been working tirelessly to produce and distribute our content, organize meetings and events, analyze our performance and determine the way forward.

**Manogna Sastry** heads the research team and is currently writing and editing a number of papers for our upcoming projects.

**Divya Reddy** is a trustee and research scholar, also in charge of managing our social media effort, as well as the management and coordination of the Youth Show on our YouTube channel.

**Anurag Sharma** is a trustee and research scholar in charge of the Hindi translation of several of Rajiv's books. He is also authoring a couple of papers for our next book project, overseeing content in new formats that we are exploring and is part of the team overseeing content migration to our new website.

**Sejuti Banerjea** is a research scholar and also puts together the newsletter.

**Rakesh Mehrotra** is a trustee facilitating collaborations and expanding our reach.

**Subhodeep Mukhopadhyay** is CEO and a trustee at IFI. He is the editor of one of our upcoming books and also in charge of our regional language translation project (non-Hindi).

**Shalini P.V.** is Managing Trustee of IFI and its Deputy CEO, supervising ongoing projects.

**Biswajit Malakar** is Director of Multimedia, Metaverse (VR) & IT Director for the Foundation in NJ. He is our social media expert in charge of releasing content and for the creation of new content (audio books, Kindle, etc.). He is also in charge of managing and maintaining our data.

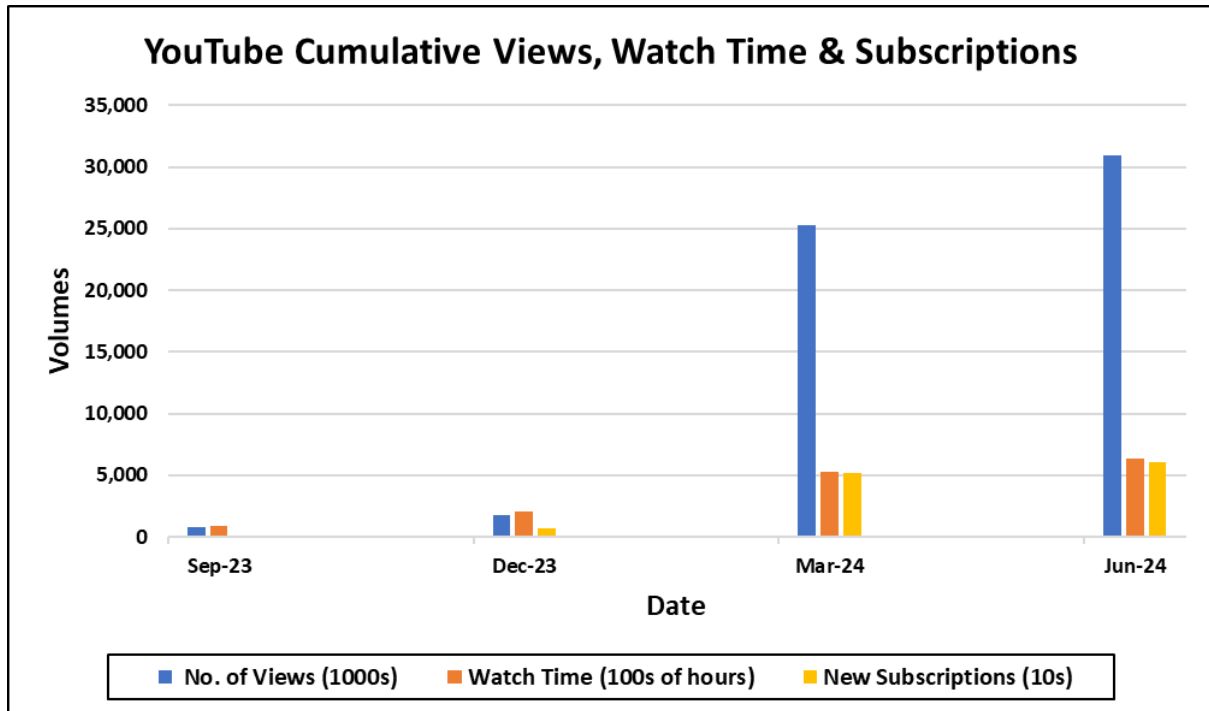
**R Buvaneswari** has been our head of Administration since 2018.

**Ujwwala Amrapourkar** is an administrative consultant.

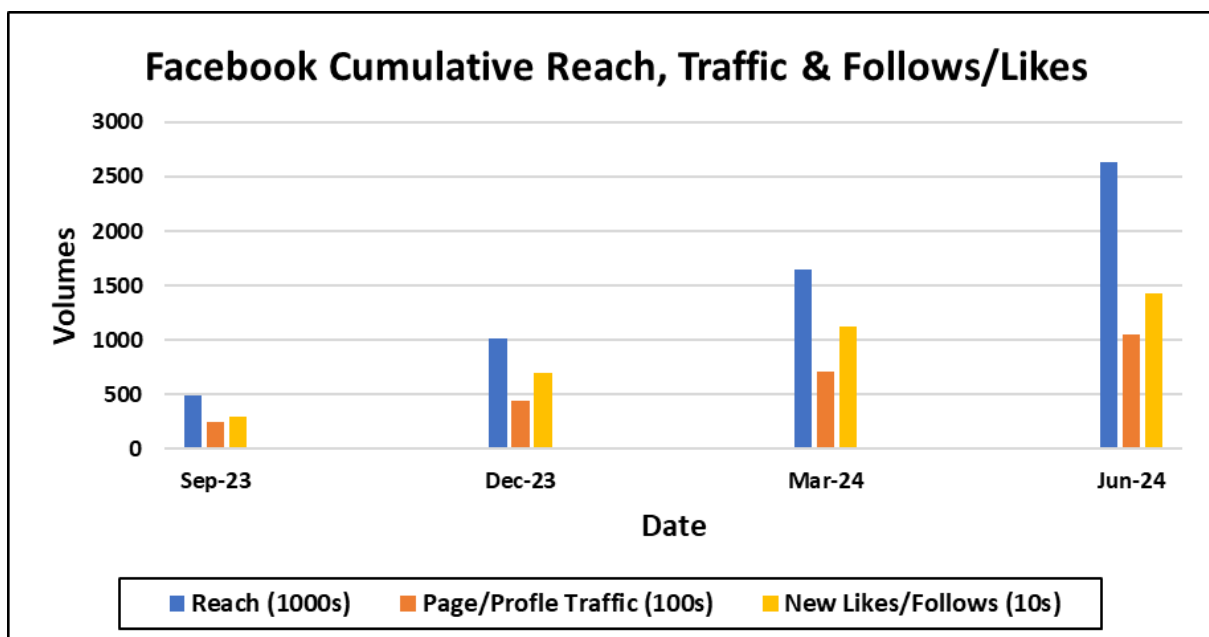
**Rajiv Malhotra** is our founder, mentor and guide.

## Our Performance

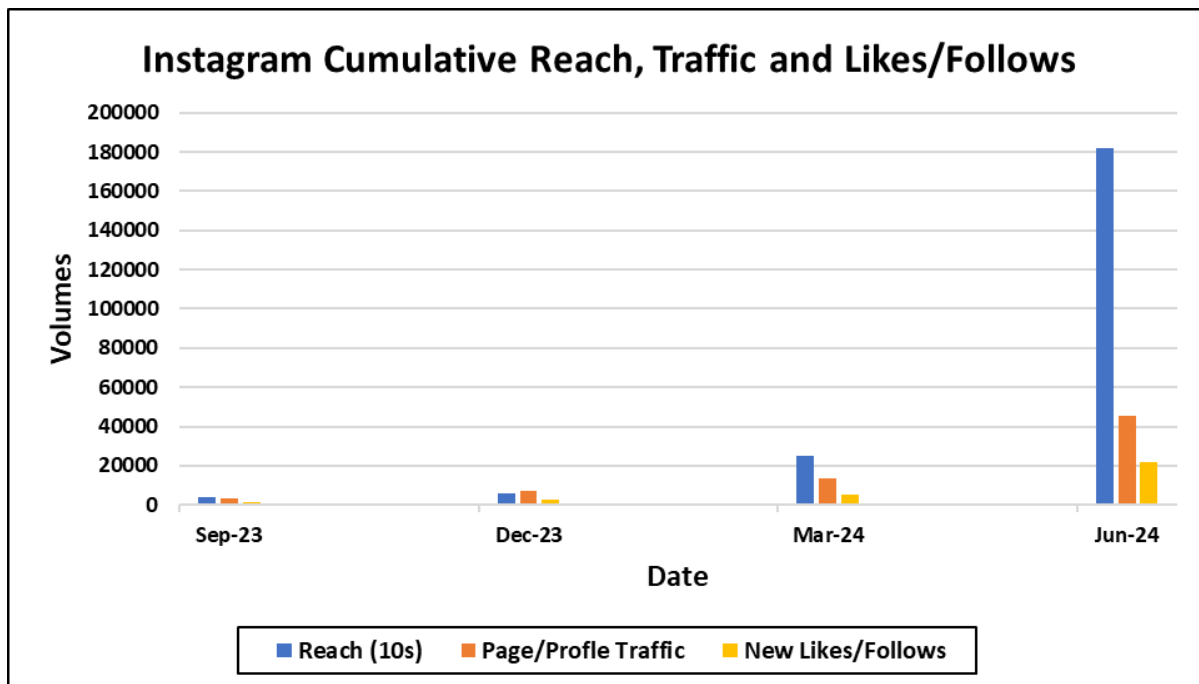
This section provides a brief overview of our recent performance. In the first chart below, we present the cumulative performance of our YouTube channel over the past year. As is evident, we have materially grown our views, watch time and total subscriptions during this period. The success of a strategy significantly improved our YouTube performance this year.



In the second chart, we present the cumulative reach of our Facebook page in the last twelve months. Our performance on Facebook shows continued growth on all key metrics, as we expanded our reach, increased traffic to our page and garnered an ever-growing number of likes and follows.



The third chart shows our cumulative performance on Instagram. Here too, our content appears to be receiving continued traction, with expanding reach, swelling traffic and the resultant increase in likes and follows.



Views on any of these platforms can be unusually high at times because of celebrity involvement, hot topics and certain event-driven hits, such as during book launches. Therefore, cumulative numbers are more meaningful.

## Our Content

*As we get ready to launch a series of books and projects this year, we continue to release videos to explain and publicize the broad range of our books. We also publish videos explaining various concepts related to Sanatana Dharma and engage with interested people in government, educational institutions and elsewhere. Some of these videos are summarized below:*

### **Exposing the Ivy League Agenda | Breaking India 2.0 | Sam Sharma Show**



This was a lively discussion about the role the American ivy league has played in villainizing Hindus and strengthening Islamists, the Islamic strategy of adopting the left to garner intellectual support for their global conquest, and what the Indian government can do to counter the false and hateful narrative against Hindus.

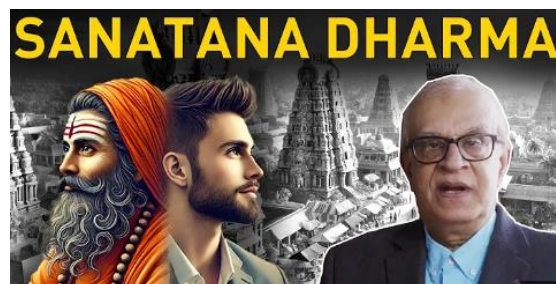
The situation was not always like this however. When Americans were looking for spirituality earlier, Hindu gurus lost the opportunity. But Buddhist conversions have today led to far more respect for Buddhism both in the academy and among the public. Gandhi inspired many such as Martin Luther King, and India was viewed as the voice of the third world back then. But we missed the opportunity when Blacks needed allies for the BLM

movement. As a result, our natural allies have now teamed up with Islamists.

Islamists on the other hand took just 20 years to change anti-Muslim sentiment after 9/11 to pro-Islamic positions, having infiltrated all major government departments, thinktanks and institutions. The billions from Saudi Arabia, Qatar, Iran, etc was used to co-opt the left in American ivy leagues, and today, anti-Hindu and anti-Jew narrative is normalized while any criticism of Islam is Islamophobic. They have successfully extended the Palestine movement to Kashmir. The attacks against Jews today will be directed against Hindus tomorrow. Khalistanis have joined this alliance. Today their people are being planted in all security and DEI positions.

It is unfortunate that while there is pushback from Jewish billionaires funding these universities, there is no such pushback from Indians. The Hindu Jewish Alliance is now interested in helping Hindus but the Indian government should also play a role. It can help by talking to these billionaires. Conferences through ICCR on the state of India studies in the US has also been proposed by IF. They could help with that. RSS could mobilize their international wing. [Video](#).

### **Sanatana Dharma - the eternal way of life by Rajiv Malhotra**



Rajiv Malhotra explains that Sanatana Dharma or eternal truth is beginningless and endless, and therefore, not stuck in history. In Hinduism, which is the modern name for Sanatana Dharma, we therefore believe in certain eternal truths that are not falsified by any new scientific theory or discovery. They were discovered by the rishis as a result of their tremendous tapasya and are available to each one of us to discover for ourselves.

Although we have these eternal truths in the form of the Vedas (Shruti), we also have more time-specific shastras, such as the Smritis, which are required to be written in accordance with the times, the society, location, laws of the times, etc. as indicated by the authors themselves.

Because Sanatana Dharma is eternal, with the macrocosm reflected in the microcosm (as expressed in our deities), the loss of all this knowledge can be rediscovered by any of us all over again through yogic, tantric, bhakti and other practices. Therefore, in this tradition, gurus and priests are important and useful as a support system, but not necessarily as the medium to discover the divine. [Video](#).

**Olacabs Co-Founder & CEO Bhavish Aggarwal with Rajiv Malhotra**



Rajiv Malhotra expressed concern about the Woke ideology penetrating Indian educational institutions and corporations.

He was particularly concerned about the DEI part of it, because it targets meritocracy and could therefore weaken our institutions.

Bhavish Aggarwal explained his dharmic upbringing, which made him realize that our traditions could very well co-exist with and even enhance modern progress. He said that he was encouraged about the fact that fewer IITians are going abroad today than in the past and that a lot of the funding for which Indian startups were earlier dependent on FDI were now available from within India. In fact, domestic investment in the economy was increasing steadily and this would make India less reliant, on foreign funding that came with any strings attached that could potentially harm India.

The two of them also discussed data security, the development of Indian technology for India that could also help the world and collaborating on Sanskrit-based LLMs for the AI of the future. [Video](#).

### Other Videos

- [Rajiv Malhotra & Arya Samaj Mandir | Canada](#)

### Podcasts on Kurukshetra Channel

- [Rajiv Malhotra and Arya Samaj Mandir Canada](#)
- [Exposing the Ivy League Agenda | Breaking India 2.0 | Sam Sharma Show](#)
- [Olacabs Co-Founder & CEO Bhavish Aggarwal in conversation with Rajiv Malhotra](#)
- [Sanatana Dharma - the eternal way of life by Rajiv Malhotra](#)

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