

PRESS RELEASE

INDIA'S ICONS COME TOGETHER TO AWAKEN THE NATION.

FRNV: Energizing leaders for a positive change
Bangalore, June 20, 2008

The key pillars of the nation joined hands together to start the Value Restoration Movement under the aegis of the Foundation for Restoration of National Values (FRNV). Dr. E Sreedharan, MD, DMRC has joined hands with Mr. Ratan Tata, Chairman Tata Group to form FRNV, which draws inspiration from the teachings of Swami Bhoomananda Tirtha.

India is poised to become a global superpower. Dynamism and energy are markedly evident in all spheres of our economy.

The Indian society, however, is facing a tough time. While witnessing a high economic growth, India is facing a constant decline in moral ethics and values. There is degradation in environment with wealth and power becoming the main force behind taking decisions. Any economic growth is bound to be shallow, even destructive, unless anchored to a stable foundation of values which ensures the welfare of all beings. Here is where the Foundation for Restoration of National Values(FRNV) steps in.

FRNV brought together a conclave of eminent Bangalore citizens to this meeting led by Delhi Metro Managing Director Dr. E Sreedharan. Other prominent persons associated with the movement include Mr. Ratan Tata, Chairman, Tata Group, former Chief Justice of India Mr. M N Venkatachaliah, former Central Vigilance Commissioner Mr. N Vittal and senior member of the Hero Group Mr. Sunil Kant Munjal, Sri PNC Menon, Chairman, Sobha Developers, Sri Milan R . Zatakia, Chairman & CEO, Millennium Aero Dynamics Pvt. Ltd., and Sri Uday Kotak, Executive Vice Chairman & MD, Kotak Mahindra Group.

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FRNV is a movement that inspires value inculcation through role models

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It's a synergy between industrial forces and spiritual wisdom

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It addresses the mind and the intelligence, thus transcending all religions, caste and creed

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FRNV will focus on bringing about a transformation through Enlightenment and Persuasion.

The foundation aims to inspire eminent citizens of the country and draw from their vast experience and character to address lacunae in the value system. Speaking on the significance of the movement Dr. E Sreedharan opined, "The rapid pace of change and accelerated rate of progress has brought its own demerits, eroding the very essence of our unique and time-tested value system. Awareness therefore is the key, leading to a collective awakening to what each of us stand for and the larger role we play in strengthening the moral fabric of our country"

FRNV has embarked upon a Value Inculcation Movement with an objective to rekindle the love and respect in the people for their country by means of an awakening of their national and cultural values. The Foundation for Restoration of National Values (FRNV) has been formed under the guidance of Swami Bhoomananda Tirtha, Founder of Narayanashrama Tapovanam and Centre for Inner Resources Development. Gracing the occasion, Swami Bhoomanada said, 'Understand that cultural cohesion is the spinal chord of our intrinsic unity and strength. Cultural patriotism alone empowers us to transcend customary and linguistic diversities and accomplish national goals. This cultural bond, forged by values, inspiration and nationalism, is what we have to enthrone in our people to reinforce the country and march forward with invincible confidence.'

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The multi pronged approach of the foundation is structured around the following:

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Setting in motion a collective, sustainable remedy to the value decline crisis at the National level. Through Parliament, Judiciary, Education, Industry and allied sectors

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Aiming at a change in the germinal level, with a view to influence the mind and intelligence

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Sustain thrust on National values disassociated from caste, creed and religion.

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Initiate a National system of education underscoring cultural patriotism.

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Transform and reform by drawing on the country's rich cultural past, the robust value system that was characteristic of Indians and the indelible impact of spiritually powered administrative might.

As part of concept initiation, FRNV is set to stimulate a discussion on National Values with a two-day Summit, in November, rolling out a series of connect activities and conclaves involving prominent leaders and thinkers from various branches of National life. The objective of the summit is to have a 'National thinking and Perception' on 'Value Decline and Redressal' to be pursued by members from the government as well as the civic society.