

COMPANY SPOTLIGHT

VYOMA LABS: WHERE SANSKRIT HAS A SOLUTION FOR SUCCESSFUL LIVING

By Sujith Vasudevan

If we see the world around us, people are afflicted by various problems at individual, social, national and international levels ranging from lack of concentration, to memory loss, anger, greed, depression, lack of values, lack of purpose in life, atrocities against women & children, theft, corruption, and even terrorism. The 'value & cultural education' has become an inevitable need to proceed further from 21st Century. As genuine individuals compose a better society, every individual is experiencing solution to these problems through Yoga, Meditation, Spirituality, Ayurveda, Astrology, Ancient Knowledge, Value Education and other avenues. Is there any common master thread among all these? In fact yes, it is our ancient knowledge system - 'Sanskrit'. But spoon feeding this knowledge plinth through class rooms is not logical; hence need-of-the-hour is a convenient platform which is driven by the motto of delivering value through this ancient treasure.

Sanskrit is the Key to Success

The first private non-profit company to get into the space of teaching Sanskrit through digital medium, 'Vyoma Linguistic Labs Foundation (Vyoma Labs) caters exactly to this need. The organization uses the master platform (Sanskrit) for value & cultural education in the society by comprehending what customer exactly needs and what precisely he lacks in his life. Built on a digital platform that

is deep-rooted yet fun to learn, which is authentic yet available anytime-anywhere, rich in content yet affordable, high in quality yet presented in an engaging manner, Vyoma Lab's innovative pedagogy and instructional design based e-learning content fulfill all the needs of Sanskrit students, teachers and enthusiasts. "Sanskrit is not merely a language, but a well-structured, most-developed, time-tested pathway to the knowledge system," asserts B. Krishnamurthy, Founder & Director, Vyoma Labs.

With a vision to bring the ancient knowledge systems (our śāstras) to the main stream as a context of international and national importance, Vyoma Labs in its current form was incorporated in 2012. However, there was a pre-inception avatar for the company called 'Ideas Software and Consulting Pvt. Ltd.', which enabled the entity to launch its first product - 'Samskrita Baalamodini' in 2009. The co-founders & directors – B Krishnamurthy (BKM), Sudhir Patavardhan and Venkatasubramanian P, along with

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a team of professionals combine contemporary experience and traditional knowledge which have yielded results for the company so far. For instance, Vyoma Labs wants to create precise learning content, because every science student when he studies s ancient knowledge and applies the combined learning into research can easily solve contemporary problems for future generations.

Something for Everyone

The products and product-related services have been conceived, designed and developed by a team of Sanskrit scholars, technologists, academicians, project management professionals, and instruction design experts. Very specifically, the time-tested & skill based language learning pedagogy applied is proprietary in nature and evolved over decades of teaching Sanskrit in the traditional model. This unique and interesting paradigm of delivering content brought the company 50,000 audiences in four years through its discrete platforms such as vyomalabs.in, digitalsanskritguru.com, sanskritfromhome.in, cbsesanskrit.com and karsanskrit.com.

As far as Vyoma Labs' wide range of products are concerned, there is 'something for everyone'. The company opens the world of Sanskrit with its 'Learn Sanskrit- Level 1 solution, and then starting from learning methods for kids (Śisugītāni - gives rhymes in Sanskrit), to beginner students (Sasktabālāmodini - starts from alphabets), housewives or middle aged (Śrīmadbhagavadgītā - Bhagavad Gīta is taught) and students of Sanskrit pursuing it as a language in school (Sandhi, Samāsa, Aādhyāyī, Śabdarūpasagraha, School Syllabi and Vocabulary Builder - basic courses, skill based learning, and applied language concepts). Furthermore, for proficient or elders, there is a Bhagavad Gīta product/course as well as a Massive Open Online Course (MOOC) enabled through its partners.

Hosting the Revolution

Besides these B2C solutions, the company also facilitates Sanskrit e-learning platforms for organizations to serve their audience. One of such beneficiaries was Surasaraswathi Sabha, an initiative of the 'Sringeri Mutt', which conducts five levels of Saral Sanskrit exams and having textbooks for each level. Since the customer entailed to reach a large pool of learners, Vyoma Labs designed three e-learning portals (asynchronous learning methodology) embedded with features including audio, videos, bridge courses, exam papers and animations. In addition, it also designed a multilingual website for the customer who experienced 25 percent increase in number of learners over a year's time.

Venkatasubramanian P, Co-Founder & Managing Director

Venkatasubramanian - the man-on-the-field, is a passionate Sanskrit teacher having taught for close to two decades and understands what the Sanskrit learner wants.

B. Krishnamurthy (BKM), Co-Founder & Strategy Director

Having a gamut of certifications from international organizations for his 35 year of service (in Government & Corporate sectors), BKM is the think tank providing wisdom and direction to the company.

Sudhir Patavardhan, Co-Founder & Director - Technology

Sudhir, the technology wizard, in his role as a chief software architect has enabled Vyoma Labs to have products in all modes & platforms which enabled them to reach more than 50K people in three years.

Advisor:

Dr. B Mahadevan, Professor at IIM; Bangalore and Current Vice Chancellor of Chinmaya University

Mahadevan works with the Leadership team to 'Sharpen the Saw' and make the company sustainable.

An Opportunity to Do Your Bit

"We are a team of professionals (includes 10 volunteers) working with an aim to promote the language and its benefits to humanity, using contemporary technology," asserts Venkatasubramanian Accepting funds only through donations (via programs such as Corpus Fund, NityaSeva and Recurring/One Time), the organization also curates an opportunity for Sanskrit lovers & Culture enthusiasts to take part in this core value revamp of society. Going ahead, the first major milestone of Vyoma Labs is to have a million people learning Sanskrit through its unique set of products for which the strategy is all set. The company plans to engage more in augmentation of customized services to its portfolio and promotion of products through social media, in addition to developing value and ethics based customized courses for corporates, which has its foundation in our ancient knowledge systems. [EC](#)