

DISPOSITIVE : MANIFESTATION OF HERITAGE

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Abstract

The inception of the term 'Diaspora' basically based on the nature of the host country. A key factor of diaspora is a strong sense of connection to a homeland is maintained through cultural practices, art and various ways of life. On the path of the reconnecting own identities on an Alien land, South Asians have tended to give more significance importance to the valued own religion and art. This salience of religion owns more dislocation which stigmatized engendered by the migration experience with the local context, the United states but by promoting the policy of multiculturalism sight the religion and art as the 'acceptable' identity maker. So, the art religion helps immigrants flourished and imagine more for their homelands in diaspora and inscribe their memories and world view inception into physical landscape and built their own environment. By creating religious infrastructure through religious philanthropy, institutions, schools and clubs for the community buildings. Through the sacred spaces such as churches, temples, mosques and gurudwara for the religious purposes. They have also set up commence in religious merchandise and services for the religious consumer. Art is also perform in the form of religious practice by chanting, singing devotional music, hymns at auspicious time on particular occasions. Through the diasporic vision, the art and religion heightened the religious prospect which is inculcate tranquillity, inner peace, religiosity and spirituality.

Key Words : Diapositive, inscribe, inception of religious philanthropy, diasporic vision, tranquillity, religiosity, spirituality.

THE ROOT: INDIAN DIASPORA

Originally the Indian diaspora is mainly lies in the subjugation of India by the British and its incorporation into British Empire. In the 19th century Indians were taken over as indentured labor to far flung parts of the empire. Due to the circumstances, the modern Indian populations of Fiji, Mauritius, Trinidad, Guyana, Malaysia, South Africa, Sri Lanka, Surinam provide as clear evidence of their in particular ways. Before 1906 few Asian Indians ventured to the US but according to Hindu socio religious traditions crossing water to go to the west was considered 'taboo'. But during the next decade, the trade developed between India and Salem and sometime Asian Indian came with the sea captain and worked on the Indian wharves of Crown shied or Derby. In the 19th century, Asian Indian immigration was very small and comprised of unskilled agriculturists where the labourers mostly from the State of Punjab and North India. But in early 20th century, a small number of intellectuals students started coming to the United States. The large number of Indians started to come US only after the repeal of the immigration and Nationality Act in 1965.

Indian community across the world and particularly in the United States develop some sort of tenuous link with the host/ mother land. No other country in all over the world is characterised with such kind of diversity particularly in terms of culture including language, religions, regions and different form of stratification. Regional associations have emerged to serve both the purposes for separate identity as providing a setting for the people to meet who are coming from the same religion and speaks the same language.

TO UNDERSTAND THE STUDY: MARKETING FOR RELIGIOUS ACTIVITIES

What is the contribution of religious constitutions in terms of donation from donor's?

How much funds are utilized towards supporting civil society and social development initiatives in India and United States?

Are the philanthropic activities of temples and religious moments mainly India Centric? Do they also deal with the local causes in the US?

Actually the philanthropic behaviour is connected to understand motivational and needs towards religious giving. The reason for giving and no means be extrapolated to reflect the motivations of the community as a whole part of religious giving.

HINDUISM: A PERSPECTIVE

India has been associated in the European imagination as transcendent land of religion since last 18th century. The enduring image of India has between a land suffered with spirituality- A land of holymen and gurujan. Many westerners have flocked to India in search of spirituality and aviled themselves of the spiritual advice and learnt by the countless gurus. India as 'A land of religions' and the birthplace of several major world religion faced several unassailable problems. Hinduism is different from Christianity and many other western religions and moreover do not contain single founder, a special theological system and central religious organization.

As Hinduism Henotheism religion, a religion that recognizes a single deity but recognises other gods and goddesses as facets or manifestations of the supreme god.

In shastras, Hindu methods of worship and rituals are enumerated. The temple which focuses on all aspects of everyday life in the Hindu community related religious, cultural, educational and social. The principal aspects of the Hindu temple is basically based on the principles of design and construction. The forms of architecture, decoration and rituals are performed by ancient texts called Shastras. The temples were maintained through donations in the form of gold, silver, money, livestock and income from grants of land including whole villages which is given by royal patrons and individuals.

In the first millennium of the Christian era, the temples were first built and quickly became the centres of the Urban Civilization. A temple the centre of the attraction for the development of human settlement and the growth of town.

It stood for religious and social institution for the welfare of the community. The temple which was evaluated the language of views, cultural exchanges and emerged as the key meeting place by giving the seats of learning as patashalas and vedashalas.

HINDUISM: EXPANDED WINGS OF HINDUISM.

By serving the poor and distressed is enjoyed as a duty of human beings with any discriminations about religious faith. But in Islam and Christianity, they have specific systems and progresses to ensure the contribution of their earning towards charity. For Hindus, 'Dana' means giving, is an important part of one's dharma (religious duty). 'Dana' means selfless service or sewa to those in need. 'Dana' is a broad term specifically define the type of giving which is non-reciprocal or one sided, which is not motivated by immediate self interest to share our possessions with those less fortunate and to support institutions such as temples, schools and service organisations. The Bhagavad Gita recast yagna and dana into ideals of universal welfare which became the basis for all related social work in India. A form of dakshina which is given to a priest considered as a service change for officiating at family functions. Bhiksha is given to holy men which is different from bheeka, eg. Giving to the poor, needy and persons with disabilities. A term 'Dana' is linked to dharma which has a wide variety of meanings such as eternal law, duty, conduct behaviour, morality and religiousness. Charity within dharma is first directed towards immediate family and extended to society, the world and all the living beings.

ALTERNATE FACETS: HINDU RELIGIOUS MOVEMENTS IN US

As Hinduism has faces, many institutions and different groups and each group or movement featured in a particular 'Sampradaya'- a tradition which had been handled down from the founder through successive religious teachers and which shapes the followers into a distinct fellowship with institutional forms. From the past two decades, there have been a boom in the formation and incorporation in the Hindu religious organisations in the United States. In the terms of location and leadership, the groups represent virtually every branch of Hinduism and spread it all over the United States. Some groups are Sectarian in nature whereas others are more ecumenical in their approach.

BAPS: SWAMINARAYAN SANSTHA

Many ask, " How can you mix spiritually and social service?"

We ask, " How can you separate the two"

Those who wish to sincerely serve society must be spiritually pure and only those who are spiritually pure can sincerely serve society !

-Swaminarayan Movement

The Bochasanwasi Shri Akshar Purushottam Swaminarayan Sanstha (BAPS) a socio spiritual organisation with its roots in the Vedas was started by Sahajanand Swami in the 18th century and established in 1907 by Swami Yagnapurushdas. Through the global network system, The BAPS Swaminarayan movement reaches out to millions of individuals.

In the United States the Akshar Purushottam Swaminarayan Mandal was incorporated in the state New York. The rented halls and private home plans were begun for a temple in New ssYork in Bowne Street in Flushing. The International Swaminarayan Satsang Organization was incorporated in the state of New Jersey in 1980. Thus the movement has been phenomenal with 32 temples across the United States and nation office in Metuchan, New Jersey.

But many other Hindu groups which attract a non-Hindu following in contrast is authentically Hindu Indian with a large following of particularly Gujarati's both in US and India.

BAPS Care International is the social wing of the Swaminarayan Sanstha. It is a registered socio-cultural non profit charitable organization and is the fundraising arm of BAPS Sanstha in the US.

(1) Relief – Volunteers look after the areas affect by famine, floods, earthquakes and cyclones.

(2) Healthcare – Ten charitable hospitals and healthcare centres provides free medicines and conduct medical help.

(3) Social-Rehabilitation – Involved in anti –addiction ,anti dowry and literary campaigns.

(4) Environment- Collecting aluminium cans for recycling ,planting more trees campaign and showing water conservation projects.

(5) Education- Scholarships, Hostels, Primary and secondary schools , colleges and research centers.

Funds were also raised for the Gujarat earthquakes by thousands of volunteers who collected funds at major subway stations, stores and crossroads in New York and New Jersey.

CHINMAYA MISSION

Chinmaya Mission was established in 1953 by a brainchild of the world renowned vedantic philosopher and spiritual Guru Swami Chinmayananda with the purpose of providing mankind with the wisdom of 'Vedanta' Mission undertakes a wide range of cultural, educational, spiritual and humanitarian activities throughout the world such as health care, education and cultural, spiritual and personality development.

UNITED STATES

In 1983 Swami Chinmayananda has founded Seva Inc. in Washington. It offers educational scholarships and humanitarian contributions to charitable organizations, for instance donations have been made to Mother Teresa's Mission.

The Chinmaya Mission West (CMW) founded by Swami Chinmayananda in 1975 as a headquarters and parent body of Chinmaya Mission in North America and is situated in Piercy California. There are 26 centres in United States- the key centres in Michigan, Texas, Massachussets, Chicago, Illinois, New Jersey, California, Florida, Washington DC. Most of the centres are involved with local community initiatives and volunteers feed the homeless. Clothes, books and other necessities are also donated to some shelters.

FUND RAISING

Each centre is responsible for raising funds for their projects and do not receive funds from other centres or the central headquarters in India.

NRI FORUM

The Sankaracharya blessed the information of 'Kanchi NRI Forum'. This forum forms bridge between the NRIs and homeland, constantly strengthen the culture and ethnic link. The Kanchi NRI forum has been a precursor to setting up several trusts such as the Veda Vyasa Foundation which is the fund raising arm of VHERDS in the United State and Kanchi Kamakoti Seva Foundation which is indirectly receive support from the math.

THE VEDA VYASA FOUNDATION

Veda Vyasa Foundation established in the year 2000 in US in non profit, non government-tax exempt organization. The executive arm in society is the voluntary Health, Education and Rural Development Society (VHERDS). It has collaborated with VIDE Volunteers for India Development and Empowerment, a non- political, non-religious, non- activist organizations. It rebuild the hospital at Adhoi Village in Gujarat which was destroyed during the earthquake.

FUND

The organization is the brainchild of several young IT professionals in West coast. Outreach collections –It involves making presentations and event based contribution. They target NRI groups and provide specific details on the activities, budget and what will be our requirement. Organizational group contribution involves collaboration with link-minded organizations and contributions in the form of resources and skill rather than money. Through Corporate Contribution which refers to matching contribution from US organizations. The foundation also ties up with United Way.

KANCHI KAMAKOTI SEVA FOUNDATION INC

The main three mission of the organization is to educate the devotees in the US and spread the word about various charitable activities operated under the auspices of the Peetham. They ensure that the fund were utilized for the purposes for which they were intended. From the first eight years KKSP acted primarily as a conduit through which donations from people from various parts of US and Canada were channelled to specific charities and causes in India.

FUND

Through the Acharyas the Peetham or the Sankaracharyas receive donations from devotees in the US and directed to KKSF. The foundation receives funds from the donors who specify the board area of need where their funds should be directed.

SATYA SAI BABA ORGANISATION

In 1972, Sri Satya Sai Central Trust was founded as a public charitable trust. The movement was started by Satya Sai Baba who is highly revered spiritual leader in India and other countries around 1940. The trust has been sewing society in the field of education and health since inception and recently has taken up the project of safe drinking water in rural areas. The movement does not follow the tenants of any particular religion, but to claim to teach the principles of truth, right conduct, peace, love and non-violence. The movement has spread all over the world and it turned into the establishment of over 1200 Satya Sai Baba centres throughout the world. The charitable activities of the trust can be broadly classified into four categories like education, health care, relief of the poor and drinking water projects.

In the United States, the Satya Sai Baba organization consists of a worldwide network of Satya Sai Baba centres. There are more than 160 centres which coordinate by Satya Sai Baba Council of America established in 1975. The first centre was started in 1973 in Hollywood in California but the official movement was started in the US in 1980s still with the majority of Indian members with Americans. But in US, the movement is quiet different from that in India, primarily in the manner of worship. The movement which is not only based on construction of temples in US but seeks to project itself as a faith that encompasses all faith and is Hindu is not essence. The main aims of Satya Sai centres are common bond, love of god, a common goal, spiritual growth. There is no membership fees and major programmes are compatible with all the major religions.

FUND

Members and devotees who wish to donate funds to projects in India are directed to the Satya Sai Baba society which is considered as the non profit corporation in the state of California. The Sai movement does not associate itself with any non profit organization either in India or in US but generally provide humanitarian aid or relief during the time of natural calamity.

SWAMI DAYANAND SARASWATI

The eminent scholar and Vedanta specialist, Swami Dayanand Saraswati started The All India Movement (AIM) and established the Arsha Vidya Gurukulam AIM's programmes are meant to bridge the gap between mainstream society and people living in remote areas. His main aim was to create an organization that helped bridge the cultural, economic and social divide between urban and tribal areas. AIM for seva's primary goals are to partner with government, national and international funding organizations to ensure that funds are utilized specifically earmarked programmes, collaborate with the minded, non-governmental organizations in the voluntary sector and establish train rural and urban volunteers throughout the country.

FUND

AIM raises resources through fundraises held once a year, organized by volunteers who are well known in the Indian Hindu Community.

AIM is also an effort to promote the traditional forms of India purchases handicrafts from various artisans and networks directly and sell them at various exhibition outlets and various Hindu functions overseas.

RAMKRISHNA MISSION

The non profit charitable corporation The Ramkrishna Foundation was established for charitable purposes in January 1996 under the California corporation law for enable people living in the United States to give direct help and support to any religious organization particularly to promote religious harmony, to foster the education and cultural activities of colleges, orphanages and hospitals affiliated to such institutions. They also offer charitable assistance to organizations and individuals who can help to achieve foundation's objectives. The Ramkrishna Mission does not solicit funds from the public except in the case of emergencies.

INTERNATIONAL SOCIETY FOR KRISHNA CONSCIOUSNESS

In 1966, the International Society for Krishna Consciousness (ISKCON) was established by Bhaktivedanta Swami Prabhupada. It has developed into a worldwide confederation of 10,000 temple devotees and 250,000 congregational devotees. Under the great name as Hare Krishna Movement, ISKCON is comprised of more than 350 centres, 60 rural communities, 50 schools and 80 restaurants worldwide. With the controversies in 1980s, The International Society for Krishna Consciousness has been involved in a number of law suits in United States and throughout the world. Law suits have been brought against both ISKCON and by ISKCON. ISKCON fought against the suppression of its first amendment rights eg. Sankirtan, a religious ritual that enjoins its members to go into public places to ritual that enjoins its members to go into public places to distribute or sell religious literature and to solicit donations for the support of the Krishna Movement Controversy, another case former member of ISKCON, Robin George, filled suit against ISKCON for allegedly "brainwashing" her was awarded with \$3 million in 1987. Many Americans and Indians are not ready to accept the ISKCON brand of religion and rather not consider with the mainstream. Hindu group, even though there are numbers of ISKCON temples in India and in the United States into the existence. Free food distribution is the most important part of the project.

BHAKTIVEDANTA INTERNATIONAL CHARITIES.

Bhaktivedanta International Charities Inc. is a tax exempt 50 (C) (3) non profit charitable organizations registered in the United States of America which provides humanitarian need to the needy and poor people, free food, medicines, clothes runs educational institutions and to provide all necessary facilities for the education of the poor irrespective of caste, community, creed, religion etc. They afford medical relief to the sick people without restriction of religion, caste, community or creed by construction and maintaining hospitals, clinics, maternity and children homes and grant scholarships to needy and poor students. The food relief programmes of BICI are jointly organized by the Bhaktivedanta Ashram (India) and ISKCON. The most unique project food for life for the needy world through the liberal distribution for free vegetarian meals.

THE HARE KRISHNA FOUNDATION.

The Hare Krishna Foundation's primary aim is to facilitate real time communication between various individual groups, projects through innovating networking technology for the purpose of fundraising cultural exchanges and organizational effectiveness. Through the project work participants maintain a relationship with the donor, providing news updates, financial records and cultural exchanges.

CONCLUSION

Indian Americans attitudes towards philanthropy are directly connected to their Indian roots and imbued with a trio of core Indian values, personal relationships, family and religion.

-Shahnaz Taplin

It is important to accept the notion that immigrants of India origin and Hindus in particular will donate in keeping their religious views and so the US will continue to see a growth in non-profit institutions with links to religious groups. In order to continue their existence and enhance their capabilities and credibility, the non-

profits need to follow a more constructive agenda in terms of mission, fundraising, programmes capabilities and organization structure.

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