**Proposal
for Sponsoring
the
VedicMaths.Org Tutorials**

*Work in progress
This document is not finished*

# *Contents*

## Introduction

This document contains details on our need for sponsorship to continue the development of the Vedic Mathematics tutorials we have started to make available at the website VedicMaths.Org (if you are not familiar with Vedic Mathematics please see Appendix C for a simple introduction).

Our intention is to make a large proportion of the material that teaches Vedic Mathematics freely available to the world and we are looking for a Sponsor in alignment with this intention.

N.B. depending on future sponsorship, we may need to charge for access to more advanced material to make sure that we can continue to run and develop the VedicMaths.Org website. However it is our strong intention that the initial learning material should always be freely available to the public.

This proposal details our plans for the initial expansion of the tutorial material and how we plan to promote the usage of this material to the world and what kind of funding we would require to make this occur in a reasonable time frame (for details see Appendix A).

## Requirement for Sponsorship

In an ideal world we would like to like to make the initial basic tutorials for learning Vedic Mathematics available for free to all who come and visit the website. We would also like to do this without irritating the students with adverts for products they have no need to purchase, so they can concentrate on learning the material provided. Therefore we are looking to find a sponsor to fund the development of this project.

Currently development of the interactive tutorials on the VedicMaths.Org website is carried out in the spare time of the developer (Clive Middleton) with the testing and proof reading assistance of Kenneth Williams (the copyright holder of the book versions of the tutorials).

As the development of new any tutorial material requires extensive development and testing before it can be released, this means that the addition of new tutorial material to the website only occurs occasionally due to the limit of time available to develop this material. To speed up the development of the tutorial material would require replacing the full time wages of Clive Middleton and paying for the testing and proof reading time of Kenneth Williams, so that they could spend more time developing this material.

Also as would expect that the advertising campaign to bring more visitors to the website, we would expect to have to host the website in a more professional way to handle the greater amount of traffic expected.

As we are expecting to more to supporting mobile internet devices, there will be a requirement to test the usage of the web site on a range of different mobile devices to check that it functions correctly for all users. This will require a purchase of range of mobile internet devices e.g. iPad, Android tablets, phones of varying sizes etc.

There is also a requirement to update the computer being used to develop the tutorial material.

## Benefits to Sponsors

The tutorials can be named after the Sponsor. So where there are mentioned they will be known as the Sponsor's Vedic Mathematics tutorials. Thus placing the Sponsor's name (or logo) on the on all the tutorial pages of the VedicMaths.Org website and the links to the tutorials on the VedicMaths.org home page.
N.B. the Sponsor's name (or logo) can link to the Sponsor's website or some other suitable material.

When speaking in lectures and other events on Vedic Mathematics the plan is to wear shirts that promote the fact we part of the team developing the Vedic Mathematics tutorials. The Sponsor's logo/name will also be placed onto these shirts. Also any posters/leaflets used in events/lectures will have the Sponsor's name placed onto them.

When the initial tutorial material has been developed, the plan is to promote this with an advertising campaign to draw people to the website. The plan is to issue a challenge to use the material on the website for people to master the 100 times table. This could be promoted as the Sponsor's 100 times table challenge.

The Sponsor can also choose to promote their altruism in supporting the education of the world by funding the Vedic Mathematics tutorials in their own advertising/promotional materials. We suggest that this may be best left until the initial course material and update to how the web site looks for best effect.

We hope that the above will give the Sponsor the chance to be recognised as a leader in promoting free education around the world.

N.B. it should be noted that all intellectual property rights to the Vedic Mathematics website and associated tutorials will be retained by Clive Middleton and Kenneth Williams. This offer is strictly a sponsorship advertising oppourtunity.

## Relationship to other Projects related to the VedicMaths.Org website

Kenneth Williams has been involved in developing material for Vedic Mathematics for a number of decades. Thus he has formed working relationships with a number of parties. The Sponsorship mentioned in this proposal is specifically limited to the interactive tutorials developed by Clive Middleton that are made available on the VedicMaths.Org website.

All other projects are separate arrangements between Kenneth Williams and the other parties involved.

## Current Development Plan

The current development plan is based around the following stages:-

1. Enlarge the small amount of interactive tutorial material to a useful mini course.

2. Make the web site user interface more professional looking and easier to use.

3. Advertise the existence of the tutorial course on our web site to bring in visitors to the web site.

Reasons for the above:-

We know that the free tutorial material on our web site is what brings people to our web site, as the tutorial page is usually the most visited page on the web site (often surpassing visits to the homepage, due to the number of web site that have externally linked to this web page), which is why we believe a more comprehensive amount of tutorial material will retain/increase visitors to the site.

The above demand for tutorial material is also seen in the number of downloads of the eBooks on teaching and learning Vedic mathematics that have been made, again confirming that our visitors are mainly interested in free educational material.

Our web site design is currently rather bland compared to modern web sites. So we wish to improve the look and feel of the web site whilst making it easier to navigate and use. We are hoping the improvement to the look of the web site will give visitors a better first impression of the material and hence make them stay on the web site for longer.

We have seen that extra media coverage of our web site increase the number of visitors to the web site. This has been shown to in the following ways:-

Whenever Kenneth Williams sends out one of his newsletters, causes an influx of visitors already on his mailing list looking at the related website articles mentioned in his newsletter.

When the web site was first created we got an article on the website in a special magazine for the Times Educational Supplement. At the time we were getting 20 visitors a day. After the article we had a thousand visitors a day for a week and permanently went up to a 100 visitors a day after this.

However the current web site content does not appear to be strong enough to keep them visiting the web site. Hence the current plan improving the free tutorial content and look and feel of the web site to retain visitors after they have found our web site, followed by advertising to make sure that other sections of the world population become aware of our web site and its contents.

The current development has been limited to the above, to make sure the initial goals are achievable in a reasonable timeframe. More details of the above plan are given below.

See future plans for the possibilities of how the web site could be expanded beyond the above.

## Tutorial Development Plan
The current plan is to develop a small amount of material that if learned and practised would allow the student to master a small area of mathematics.

Currently the plan is to cover material that would cover mastering the 100 times tables. As this is covered in the first six chapters of the natural calculator book, it is proposed to complete at least the first six chapters of this book in interactive form.

N.B. some of chapter six is beyond the 100 times table, so does not need to be completed for the above to be complete.

## Website Development Plan
The format of the website needs a major overhaul to make it more professional and easier to use. The requirements are as follows:-

- Better Graphics for the website

- A better navigational menu (menu bar with drop down menus)

- Have the website adapt to different screen sizes i.e. Smart phones and Tablets

Having the website adapt to different screen sizes, will require some major adjustments to the Tutorial material, especially the Java Applets. However this is a major requirement due to the number of people adjusting their internet access from Desktops and Laptops to Mobile Phones and Tablets.

## Advertising Plan
Once a suitable amount of tutorial is available the public will need to be made aware of its existence and its significance. The following ideas are to be carried out to make the public aware of the tutorial material that is available to them:-

- Articles in Newspapers and Magazines

- Interviews on suitable Science lecture programs and

- Lectures about the material unsuitable forums

- Videos of lectures placed onto YouTube or similar

- Launch 100 Times table challenge

- Attendance of BETT show

The articles and lectures will specifically targeted and different sections of the world population and include information so they can see how the material would be relevant to them or people around them e.g. their children, or colleagues working with mathematically related areas.

The 100 times table challenge is designed to show people what is possible and to engage them in trying to learn, so that they can gain an experience of how powerful the techniques of Vedic Mathematics can be.

Attendance at the BETT show will allow us to promote the value of the tutorials directly into the educational community, especially the teachers and organisations using computer based learning .

There are more specific ideas about what to do about the above, but they have deliberately not been included in this public document.

## Future Plans

Currently the interactive tutorials on the web site are based on the books produced by Kenneth Williams on Vedic Mathematics. The initial plan would be to finish converting these books to interactive tutorials.

After this the material could be rationalised into a consistent course for use by schools in training children (and adults) in Vedic Mathematics. Ideally it would comprehensively cover the material required by the school syllabuses for mathematics of various countries around the world.

More advanced material can then be developed to allow the mastery of advanced mathematical concepts using Vedic Mathematics.

Convert the above tutorial material into different languages, to make it easier to learn for non English speaking people.

## Contacting us about this Sponsorship Proposal

If you wish to contact us with regard to this proposal for sponsoring the development of the Vedic Mathematics tutorials, for either further information or how to become involved in sponsoring us, then please make an initial contact with Clive Middleton on either of:-

Tel:    +44 (0) 741 20 22 002
Email:  clive.middleton@yahoo.co.uk

Or Kenneth Williams on either of:-

Tel:    +44 (0) 1644 460 516
Email:  academy@vedicmaths.org or kenneth.williams@vedicmaths.org

Where both Clive Middleton and or Kenneth Williams will get back to you regarding your enquiry

Thank you

Clive Middleton and Kenneth Williams

# Appendix A

## *Funding Requirements*

The following lists the funding requirements for the initial development of the Vedic Mathematics tutorials described within this document.

It has been assumed that the following costs deal with the expenses for developing the website for one year.

## Wages

| | |
|---|---:|
| Wages for Clive Middleton for the year | £40,000 |
| Part time wages for Kenneth Williams for the year | £20,000 |
| | Total = £60,000 |

## Running Costs

| | |
|---|---:|
| Web site hosting fees (£100 per month) | £1,200 |
| Accountant fees (for managing country tax etc) | £500 |
| | Total = £1,700 |

Currently is assumed that the extra traffic visiting the web site due to the improved range of tutorials on the web site and extra advertising will mean that a more professional web hosting package will be required to handle the visitor traffic.

It is currently assumed that the volume of traffic to the web site will not initially warrant the use of Content Delivery Networks to manage web page delivery to users around the world, as this appears to be relatively complicated to setup and manage and the associated costs are much more dependant on web site traffic, which is much harder to predict and manage.

## Other Costs not detailed yet

Replacement Development Computer
Mobile Internet Devices
Attendance at BETT Show and other advertising costs

This have initially been estimated as being £10,000

## Overall Costs

| | |
|---|---:|
| Wages | £60,000 |
| Running Costs | £1,700 |
| Other Costs | £10,000 |
| | Total = £71,700 |

# Appendix B

## *Statistics giving the current usage of our web site*

### Search Engine ranking

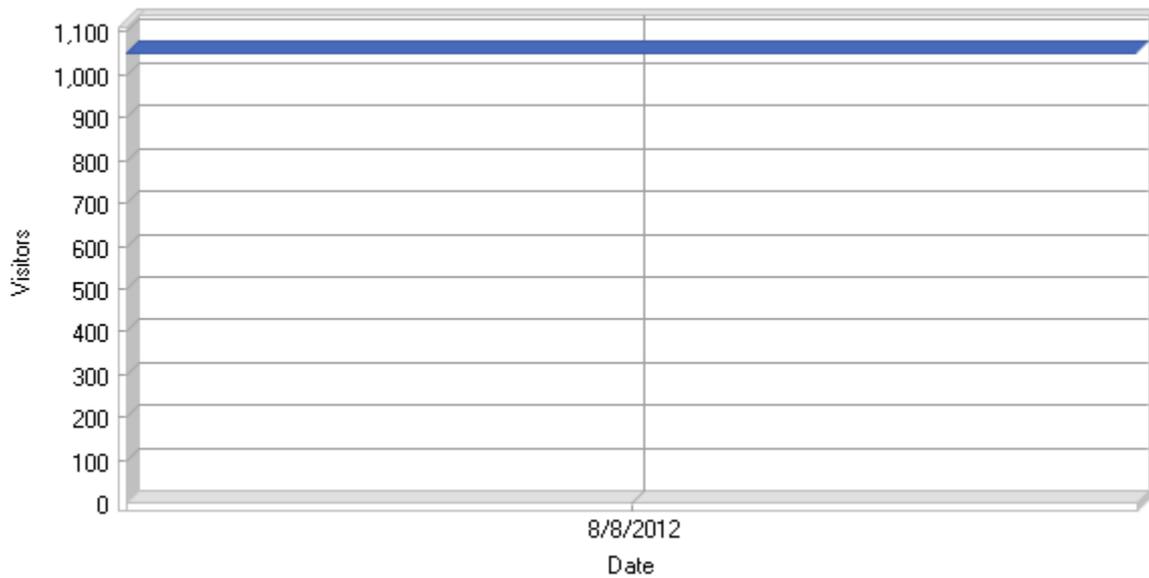Our web site Vedicmaths.Org has come top of most major search engine rankings when searching for terms on Vedic Mathematics and this has been the case for most of the time our web site has existed.



It should be noted that the tutorial page often comes ahead of our main web site in these searches. This is due to the number of web sites that link to the tutorial page.

We credit this popularity to the comprehensive and updated coverage of the field of Vedic Mathematics that is pro-vided by our web site, along with access to the free introductory tutorials provided on the web site.
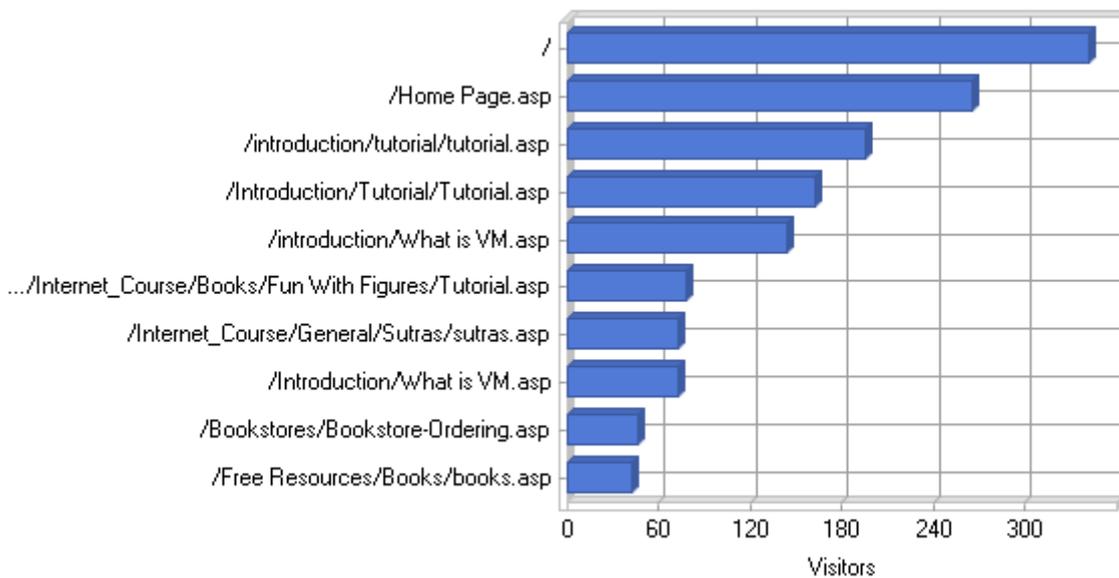
## Visitors to the website

Currently there are approximately a 1000 visitors to our website a day, although this does appear to vary during different parts of the year.



Most of the visitors currently come from India, which is not surprising as this is where the Vedic Culture (which was supposedly worldwide in nature in the past), has its strongest presence.

Most of the visitors are visiting the tutorial pages.



Although it has become apparent to us that most of the visitors are going just browsing the tutorials rather using them to learn master the material available in the tutorials.

N.B. It is hoped that the extra material developed and the associated advertising would remedy this situation.

# Appendix C

## Introduction to Vedic Mathematics

### For those not familiar with the subject, here is a simple introduction

Vedic Mathematics are mathematics derived from the Vedic scriptures i.e. the religious text currently used by Hinduism, although traditionally Vedic culture predates the modern expression of Hinduism and appears to represent a more fundamental understanding of the Vedic texts. Certain people view the Vedas as being a scientific perspective on the world, although this radically differs from large portions of modern science in that it includes consciousness as a fundamental part of its understanding of the universe.

The modern understanding of Vedic Mathematics was developed by Tirthaji. He was inspired to study and rediscover the mathematical principles contained in the Vedic texts, when the priests/monks could not explain to some western visitors how the mathematics worked in the Vedic texts, when they had just described the texts as containing the mathematics of their culture.

Tirthaji's several years of study and meditation on the Vedic texts, found sixteen sutras which can best be considered as principles guiding how calculations are to be performed. Tirthaji discovered many applications of these Sutras (principles) to performing calculations.

N.B. it should be noted that the sutras mentioned above function like principles of nature. So Vedic Mathematics can be taught without reference to the original religious context, making it suitable for use within different cultures.

People that practise the applications of the sutras find that their ability to calculate mentally increases and becomes easier until it becomes automatic. With continued practise the ability to combine the different applications of the sutras increases. Tirthaji was of the opinion that Vedic Mathematics provided the ability to work out the result of any calculation in one line.

To get a feel for how the Sutras can be applied to mathematical calculations we suggest you have a go at the tutorials we have already made available on the VedicMaths.Org website, which can be found on the following web page:-

http://www.vedicmaths.org/Introduction/Tutorial/Tutorial.asp