

# SHRI RADHA MADHAV KALYANA MAHOTSAV 2022 – UK



## EXECUTIVE REPORT

Shri Radha Madhava Kalyana Mahotsav (SRMKM) UK, 2022 was a grand celebration, for the third time in the UK, following the successful inaugural event in 2018 and the second event in 2019.

The main event on 17th and 18th September 2022 at SATTAVIS PATTITAR Centre, Wembley, London attracted more than 1500 participants, bearing the testimony of great interest, immense support and active involvement of the community. The main-event was preceded by SIX weeks of Uñchavrtti celebration across England, and also FIVE promotional programs as pre-events in Oxford, Birmingham, Manchester, Milton Keynes and a double event in East Ham, London. Uñchavrtti and Pre-events were all great success, propelling more interest and support across the community for the main event.

The Executive Committee thankfully acknowledges our volunteers, donors and sponsors and also every participant making the events a great success for the third-time, bringing joy to the diverse Diaspora of Indian community across the UK. For the successive third year, we have served and benefitted the community, by bringing enchanting traditional Sampradhya Bhajan, by the renowned Udaiyalur Sri Dr. Kalyanaraman Bhagavathar and Team. This summary is the SRMKM Organizer's Report for the peruse of all, to recap the salient points of the event, to gratefully acknowledge the significant contribution from all with their generous donations, voluntary services and support and also to serve as an input to future events.



Registered Charity 1187565

श्री राधा माधव कल्याण महोत्सवं  
ஸ்ரீ ராதா மாதவ் கல்யாண மஹோத்ஸவம்

**Sri Radha Madhava Kalyana Mahotsavam, UK**  
*Union with the Universal Consciousness*

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## Organization and Execution

As a registered charity in the UK, our goal is to serve our community and specifically through the mega event of Shri Radha Madhav Kalyana Mahotsav in the UK, year after year, bring a large Diaspora of Indian community, generating a great buzz and interest among them and festive cheers.

The recent mega event Shri Radha Madhav Kalyana Mahotsav 2022 conducted at “Sattavis Patidar Centre, Wembley” on 17th and 18th September 2022 bears the testimony to this, bringing the infectious zeal and commitment from more than 1500 participants, coming across various parts of UK, Europe, USA and India, both young and old, totally losing themselves in the joy of enchanting music, devotional dance and sumptuous feast, even served on traditional banana leaf, the hallmark of the ecologically savvy South Indian tradition. The event was streamed live on YouTube, reaching over 12500 views across the world.

Outside India, it is UK that is demonstrating year after year making of a mega event of this sort, bringing the age-old tradition of India with the modernity of our times. With the UK inaugural event in the year 2018, and the follow-up which was even more grandeur event in the year 2019, UK has set the trend and created expectations from the UK Hindu Community. Although the COVID-19 pandemic forced a pause for the last two years, it has fueled far greater interest for the third mega event in 2022 and the resolve to continue year on year.

Shri Radha Madhav Kalyana Mahotsav is the enactment of the divine matrimony of Radha, the yearning devotee to her beseeching bliss of divinity Lord Krishna. The divine love between them and their mutual longing to get together have been the subject of various great Seers and Poets, notably of Sri Jayadeva. By orchestrating hundreds of such beautiful verses in many languages of India, composed by many Seers, the Bhagavathars conduct the divine matrimony, inviting all participants to assume the role of Radha and to seek the divine experience of union with God. The symbolic wedding is just that, to convey that the perpetual pursuit of each soul, the individual consciousness or ‘Jivatama’ is to attain fulfillment by becoming one with the universal consciousness, the ‘Paramatma’. This core truth of Veda, the scriptures of Hinduism, is the basis on which may popular dictum like “Vasudhaiva Kutumbakam” (The World is one Family) and ‘Sarve Bhavantu Sukhinah’, (May all be happy) are taught to steer the world towards harmony.

Udaiyalur Dr. Kalyanaraman Bhagavathar and team, who are widely known for their dedication and stewardship in Sampradhaya Bhajan, have been the conductors of the program year on year working closely with the SRMK UK trustees, and with many volunteers of the community and the sponsors who make generous support.

## Together We Serve Our Community

Prior to the two days of main event, the charity SRMKM UK usually plans and executes a number of pre-events across England in order to promote and involve many from the community. These include Uñchavrtti, a special community gathering to introduce the tradition of Bhagavata Sampradaya with the customary singing of Bhajans. This year, Uñchavrtti was conducted across many parts of England, over six week-ends in the month of July and August.

Additionally, in the first two weeks of September 2022, a number of Pre-events were successfully conducted across England covering Oxford, Birmingham, Manchester, Milton Keynes and London, inviting hundreds of people at each pre-event.

Thanks to the mastery of Udaiyalur Sri Dr. Kalyanaraman Bhagavathar and party, the renowned champions of traditional Sampradhaya Bhajan for their continued guidance and immense involvement, right from the planning stage to final execution of the 2022 event, that has raised the bar even higher as a guiding post for the forthcoming events.

The Organizing Committee set out the meticulous plan, which harnessed the involvement and active support across the community; every possible effort has been taken to generate sustainable interest and generous support. Lessons learned from the previous years' have been carefully applied to further enhance the execution in 2022.

Thanks to all, the events were completed successfully, generating positive feedback, persuasive requests for the follow-up events in the years to come, and also very useful comments to improve for further excellence.

As the schedule of this year SRMKM event coincided with the mourning of Her Majesty, the Queen, who has reached the divine abode of Lord, leaving behind a legacy of a dignified and honorable life, SRMKM UK organizers and all participants at the start of the events dutifully paid respects and tributes to Her Majesty the Queen.

May our country prosper and continue to be the beacon of democracy, fairness, and harmony among all communities.



## Continuous Learning and Commitment To Perform Better

### Highlights based on Feedback

All SRMKM activities shall be community focused and all events providing free admission to all.

Overall, this year event was a grand success, attracting more than 1500 participants during the main event days and collectively across all pre-events, a total exceeding 2500. The way the event was promoted and the support and comments received, during and after the events, do confirm that the aspired value of conducting a free and community-focused event has been successfully achieved.

### Involvement

A primary driver is to enable everyone in the community to join and take active part in the planning and execution of the event, bringing diverse talents and ideas for execution.

As in the previous years, the 2022 event also demonstrated the comradeship of our Volunteers, of all ages, serving diligently in line with the ethos of the organization and with genuine interest.

As the tasks grew both in size and numbers, related threads of tasks were grouped into specific domains and sub-committees were established for their plan and execution. These covered Catering, Hall Management, Pre-event sub-committees, Print/Electronic Media, Web Site/social media, Public Relations, Accounting, UKR Interface, Sponsorship, Decorations, Cultural Events, Prashadam, Volunteer Admin etc.

The amazing community spirit was evident through the support received by the organizing team in ensuring the delays to the Visa processing were dealt through leveraging contacts all levels of the engagement both in India and the UK.

The EXEC Committee facilitated the working across the sub-committees with the interlude of many periodic meetings (face-to-face and on-line). There are lessons learnt, especially for improving the need of clarity across role responsibilities and the transparency of progress-reviews in particular where there are overlapped areas of delivery.

### Thank you for support and encouragement

*"The energy on display - from the Nama Sankeertanam, Ashtapadi, Bhajans sung and led by Brahmasri Dr. U Kalyanaraman & Party, to the enthusiasm of the organising committee and the volunteers! Simply superb."*

*"Amazing arrangements, divine atmosphere, scintillating nama sankeertanam, fantastic prasadam! Thank you so much to the organising committee and the volunteers.!"*



## Building up to the Main Event

Informing about the concept and the glory of Sampradhaya-Bhajan, and generating opportunities for the community to experience prior to the main event were deemed essential for wider community involvement.

Building on the lessons from the events in 2018 and 2019, the promotional activities for the 2022 events started six months ahead of the main event. Promotional materials and timely communications and frequent update on the progress helped to generate the momentum.

Promotional events across England generated greater traction to the main events. Brief note on the promotional events are given below.

## Uñchavrtti 2022

Like in the previous years, 'Uñchavrtti' has proven to be an important glue that generated vital interest and momentum.

With Sri Balasubramanain (Bala Mama) as the lead Bhagavathar, accompanied by many volunteers the 'Team-Uñchavrtti' propagated the divine initiative across England with the Bhajans and divya-namas reverberating in the hearts of many devotees. Conducted in several places like Stock-on-trent, Romford, Chelmsford, Colchester, Bracknell, Reading, Harrow, Oxford, Wimbledon and New Malden, the events drew a large number of devotees. Six week-ends of Unchavritti reached many devotees with the support of willing-hosts and participants. The unchavritti week-ends were filled with joy and also with the generous contribution of 'dravya' in support of the 'anna-seva' at the Main Event. At the main event on 17th September, Uñchavrtti was again performed by UKR as per the tradition, thus further endorsing the divinity of the ritual with larger participation.

Thanks to all Bhagavatas, the hosts and the numerous participants for making the 15+ unchavritti function a grand success.

## Oxford 2022

The first promotional event was conducted at The Cherwell School Hall, Marston Ferry Rd, Oxford OX2 7EE on Friday 9th September 2022. The event drew more than 300 devotees from in and around Oxfordshire. The evening was filled with divine music, followed by Maha Prashadham to all.

Thanks to the tireless work of the event organizers and the tremendous support from GKK temple. Thanks to the management of GKK temple for hosing a small Bhajan session at the temple.



Pre-Events promoted greater interest and participation



## Thanks To Everyone For The Generous Support and Participation



### Birmingham 2022

The second promotional event was at Sri Balaji Temple, Dudley Rd E, Tividale, Oldbury B69 3DU on Saturday, 10th Sept 2022. Thanks to the Trustees, Management and the Priests at the Sri Balaji Temple, the program started with a Bhajan in front of the Sanctum Sanctorum and then the planned event resumed after lunch, at the beautiful Temple Community Hall. More than 250 devotees have attended the program and about three hours of blissful and divine music filled up the hall and the hearts. The trustees of SRMKM UK greatly thank Sri Balaji Temple management for their wonderful support for the event.



### Manchester 2022

The third promotional event for 2022, was held at the delightfully decorated hall at the Jain Community Centre, 667/669, Stockport Rd, Manchester M12 4QE. With about 100 participants, as the first event of such kind in Manchester, it was a joyful event, giving the organizers greater hope and promise for grandeur events in the years to come. Thanks to the team at Manchester who worked tirelessly and with great interest to bring Dakshina Bharat Sampradaya Bhajan for the first-time into Manchester and north UK.



### Milton Keynes 2022

Though this was a last-minute addition to the itinerary, the Milton Keynes team rallied around and pull together this event in a record few days. The enthusiastic participation of all was evident in the number of people attending and their spirited involvement. Thanks to the Milton Keynes volunteers for making this a grand success



### London Eastham - 2022

As in previous years, it was a double-bill at London Eastham.

The evening of Thursday, 15th September 2022 was filled with devotional music and joy at two successive events. Firstly, at Sri Mahalakshmi Temple, a 90-minute Bhajan by the Dr UKR and team, followed by another 90-minute Bhajan at London Sri Murugan Temple. The divine atmosphere at both the venues, further amplified by the enchanting bhajans greatly filled the hearts of the devotees, who came in excellent numbers to fill the halls. Maha Prashadam was served at Sri London Murugan Temple.



The Trustees of SRMKM UK offer their gratitude and appreciation to the Temple Authorities and the Priests for their support.

## Overall, Positive Feedback With Keen Interest And Support For Future Programs

### Key points from Feedback / Survey

Key points of the feedback are summarized, so as to draw lessons for further improvements, where necessary, in the future.

#### ◆ Venue:

- Venue is nice and adequate to accommodate the increase in participants.
- Kitchen and dining facility were very suitable for the event and dealt with the inadequacies of the previous years
- Ongoing availability of Water, Coffee and Tea during the event needs to be enhanced
- Child-safety is to be further enhanced.
- LED Screen was a useful addition and made a difference to ensure visibility of the event

#### ◆ Timing of the Programme:

- Short delay to the event on Saturday evening and start of Sunday due to logistical reasons are acknowledged and root cause analysis has been conducted as input for the next year
- Additional time for UKR during the main event so that the traditional coverage of the rituals can be enhanced is being considered as an input for next year
- Pre-events during the week and also the timing and execution of Unchavritti were deemed appropriate.

#### ◆ Event Promotion:

- Social Media: Facebook promotion had only limited success while WhatsApp proved to be an effective tool to communicate
- On-Site Survey at the main-event days was well done, generating useful and very positive feedback.
- Posters and flyers were timely and informative;
- Uñchavrtti was a great success, deemed as a key enabler.

#### ◆ Cooking and Serving:

- Food quality received accolades from all
- Enhanced dining facility in terms of numbers of diners and flexible opening of the dining room was appreciated and minimized queuing this year
- Shortage and wastages of food material has been captured as inputs for next year
- The courteousness of the serving volunteers and involvement of the younger generation has been acknowledged

#### ◆ Cultural Events:

- Programme quality and variety was appreciated by all;
- A Lesser number of events needs to be considered to offer more time to the main artist going forward



## Together We Excel



### ◆ Stage Décor:

- Decorations in the main-hall and lobby were appropriate and enhanced the grandeur of the event

### ◆ Other Stage management activities:

- The stage setup was well organized;
- Felicitations was better organized this year;
- Prashadam planning and distribution were excellent
- Auctions and Yajamana Sankalpam improved significantly this year
- Number of garlands and its use needs to be revisited to avoid wastage

### ◆ Reception:

- Youngsters on the front was a positive move;
- Registration of the incoming guests has significantly improved with the help of younger volunteers and any further changes will be made next year
- Mechanism and channels for Donations received in the venue has been smooth and appreciated by the donors

### ◆ Website

- Website is well presented
- Contents were up-to-date

### ◆ Audio, Video: and Photography

- Excellent Audio across all the events; Well received.
- Video Live Streaming was perfect reaching a global audience of over 12500
- Photo coverage was good, belated delivery unacceptable
- Video coverage was good but needs a suitable non-intrusive location within the venue
- Audio, video, photography and live-streaming was very good and non-intrusive

### ◆ Hall Management:

- Overall done well;
- Mass participation during Sunday dance ritual needs more space and planning

### ◆ Sponsorship:

- Corporate Sponsorship can be improved
- Yajamana Sponsor has increased
- No Souvenir was produced this year.
- Future Sponsorship drives must leverage from more contacts and support from the community

### ◆ Tamboolam:

- Well received.
- In the future, further innovative approaches needed to enhance values



T H A N K   Y O U

## Conclusion

Thanks to all for the successful execution of SRMKM 2022. The audited account upon submission to the Charity Commission will be available for peruse. We are looking forward to your continued patronage and participation for the



# SRMKM 2023

PLANNED FOR

**24/25/26TH NOVEMBER**

**2023**

AT

**SATTAVIS PATIDAR CENTRE**

**WEMBLEY PARK**

Trustees,

Shri Radha Madhava Kalyana Mahotsav