

Write-in candidate
Foxconn founder Terry Gou plans to run as an independent candidate in Taiwan's 2024 presidential race; needs 290,000 signatures to qualify



An ultimate e-library for the tech-savvy spiritual seeker

ISKCON is unleashing the power of ancient wisdom to the world through its Transcend app

etpanache@timesgroup.com

Ananda Tirtha Dasa is a trustee and COO of ISKCON's publishing house Bhaktivedanta Book Trust. He is also the project head of one of ISKCON's latest initiatives — an audio and e-book app called Transcend.

Dasa shares his views about Transcend, which will make the ancient wisdom accessible for all.

What is the Transcend app all about and how did you come up with the idea for this?

Transcend is not just an app, it's a gateway to a deeper understanding of spirituality, providing the perfect audio book resources for those seeking to connect with the divine through the power of sound, while keeping into consideration those who prefer the traditional way of reading, making it the ultimate e-library for any spiritual seeker.

One can listen to the entire *Bhagavad Gita* in 30 hours on our app by hearing one hour per day for one month. This can be done while commuting or rendering any other activity. On the other hand, reading it would take at least six months if one sets aside an hour per day.

Today, we see people are spending several hours in daily commute and mundane domestic chores. This will help people convert that time into a transformative opportunity. This has been our primary motivation. With Transcend, one gets access to around 8,000+ hours of content with authentic and great narration. There are currently around 600+ eBooks, and all of these are complimentary

with the audio book language pack.

Who is your audience?

This app is designed for anyone who wants to transform through spirituality. People are often left confused with too many options on self-help. We wanted to solve this issue by ensuring that only authentic ancient wisdom is shared on the app, as it is. The text in these books will help one in becoming grounded, centred and more connected to the divine irrespective of one's external circumstances. The content in these audio and e-books will help people initiate their journey to leading a happier and more holistic life.

How is this app different from other multiple options available in the app store?

Firstly, the Transcend app content is made available in 11 languages. We have put in considerable thought

World's First Integrated App
TRANSCEND

- 8,000** hours of audio
- 20,000** Sanskrit Sloka recitation with translations in 11 languages
- 600** eBooks
- Topped with a host of features and an amazing UI/UX



Sheetal Trivedi engages in a thought-provoking conversation with Ananda Tirtha Dasa about ISKCON's Transcend app

and have paid deep attention to details. Over 5.6 crore words spanning over 2.7 lakh pages have been converted into audio and eBook content. We wanted to make this content available on a platform with fabulous UI/UX interface, so instead of using automated tools and options, we engaged human artists' narration with love and devotion. We have ensured that the entire content is proofread multiple times. It has taken us nearly eight to 10 hours of backend work to create just one hour of final audio, excluding the proofreading and proofreading part. And lastly, we are offering a 600+ collection of e-books as a complimentary gift for life on up to two devices to all the language pack users.

Our digital content is safeguarded through Azure Blob Storage, which serves as the repository for the eBooks and audiobooks accessible via the Transcend

app. Furthermore, Azure Media Services provides the necessary tools for transcoding files, with extensive DRM implemented through Fairplay, Widevine and PlayReady technology and licences.

What are your future plans with Transcend?

Regional is the new global. For many, when they consume content in their mother tongue, things make more sense. Keeping this in mind, we have plans to incorporate many other regional languages in Transcend. Transcend will be scaled to a global platform where eventually foreign languages also can be added.

As an engineering topper, what inspired you to take up spirituality?

Albert Einstein said that you cannot solve a problem from the same level of consciousness that created the problem. Srila Prabhupada deciphers complex Vedic text

with striking clarity to take one to that level of consciousness connected to the Lord within.

"Wherever your attention is, energy flows there. If you place your attention on deeper laws that govern life, you will be able to overcome fear, insecurity and remain grateful."

— ANANDA TIRTHA DASA

Tell us about BBT becoming the first publishing house in the NFT space.

With Transcend, we are getting into the NFT marketplace. This is to enable all tech-savvy art enthusiasts, devotees and spiritual explorers to get devotional digital art, Transcend app collection for audio/eBooks and curated physical books through the NFT marketplace. The NFT marketplace we are using is built on Polygon Blockchain.

Rubiales incident 'damaging image' of Spanish football: Iniesta

Spanish football legend **Andres Iniesta** has added to mounting criticism of the country's suspended federation president Luis Rubiales, saying his forced kiss with Jenni Hermoso after the women's World Cup final was "damaging the image" of Spanish football.



"After what has happened this week, I would like to convey my sadness as a person, as a father of three daughters, as a husband and as a footballer" at what has

happened around "our football and around the Spanish women's national team", Iniesta wrote on social media. "We cannot tolerate actions like the ones we have seen, which have tarnished such a great milestone as winning a World Cup."

Hermoso and 80 other Spain players, including the entire World Cup squad, said they will not play for the national team until the "leadership" changes. The majority of the team's coaching staff have also offered their resignations.

The federation's sexual violence protection wing clarified that an "investigation process" was underway. FIFA has suspended Rubiales from his post for 90 days, while the Spanish government are working on their own suspension.

Hermoso said "at no time" did she consent to the kiss on the lips, which Rubiales described as "mutual, euphoric and consensual".

— AFP



Luis Rubiales has been suspended by FIFA for 90 days

PICS: GETTY IMAGES



Nothing compares to expertise in action.

Exclusively Marketed By

India | **Sotheby's**
INTERNATIONAL REALTY

Own An Apartment
Vasant Vihar, New Delhi

- Plot size ≈ 500 sqm (≈ 600 sq. yds.)
- Built-up area ≈ 270 sqm (≈ 2,950 sq. ft.)
- Second floor
- 3 bedrooms + family lounge + study
- Spacious staff quarter
- Corner plot - 3 sides open
- Abundant natural light & lush green surroundings

To arrange a viewing, contact:

Supreet Singh | +91 9560258239

supreet.singh@sothebysrealty.in



Scan to view property on our new website