

## Press Release

A web site on Athirathra , created by Mr. Krishna Kumar M, Rajith M.G and Jithesh S., then M.Tech Computer Science students of the Cochin University of Science and Technology (CUSAT), Cochin, Kerala. The web site received more than two lacks hits during this month(April 2011) and 19 lacks during the last 10 months. This unprecedented number of visitors to the site is due to the ongoing Athirathra yajna at Panjal. The site is being viewed by people around the globe.

The site was launched in 2001, that time there were only few sites available in the internet regarding the Athirathra ritual. This was the only dedicated site on Athirathra during that period. This 3000 year old Vedic ritual, longest and oldest existing ritual of mankind is still alive. Only India can claim this heritage. This knowledge made the three friends to explore the possibility of bringing it to the cyberspace. The project mainly targeted to bring our Vedic heritage, rituals, its scientific background and message of environmental protection to the attention of people all over the world. They believe that it is their duty to tell others about our heritage in our (Indians) own words and concepts. This website is a no profit oriented one and is live for last 10 years. Many people helped the development of website especially in the content development. The Book "Agni" The Vedic Ritual of Fire Altar( Asian humanities press -1983), by Dr. Frits Staal, University of California, Berkeley ,which served as the major source of information. The Vedic scholars in and around Panjal, Dr. Asko Purpola, University of Helsinki, Prof. Mathew Clerk, California were also helped this endeavor. Researchers around the globe continue to contact these friends for information. They could help many people and gave them proper directions. This brings a great satisfaction for the three young friends. The website is quoted in many articles and other sites as reference including wikipedia.

They promise to continue their help in spreading our rich highly sophisticated Vedic culture and practices. Dr. Michel Witzel, Professor in Sanskrit, University of Harvard, to whom the site is known early appreciated Mr. Krishna Kumar .M , when he visited the Professor last year at Panjal.

Website: <http://www.athirathram.org>

Contact: 94474 31132