

BIRAD RAJARAM YAJNIK

Birad Rajaram Yajnik is a name brand synonymous with fine print production, more than 100,000 fine print copies across 9 titles have been designed and produced under his direction. His first book on the famous temple of India – **Tirumala Tirupati – the legends and beyond** has been a bestseller for the last eight years.

In early 2009 he released his fine print book on Yoga, **The Great Indian Yoga Masters** with photographs by him across nine countries. This book presents to the world, India's ancient connection with Yoga and currently is being translated in 8 international languages. His books – **India – Colours east of Indus** is a collaboration with 70 photographers from around the world, while **Ancient Trade Routes** is a tribute to the trade routes of the Spice, Tea and Silk that transported not only goods but also culture religion and customs in food, fashion and tradition.

He has travelled widely in North America, Europe, South East Asia and Africa, and has photographed in more than 50 cities around the world.

MKG – Imaging Peace Truth and Ahimsa a fine print book on Mahatma Gandhi is the first of his limited edition series. It is positioned more as a work of art and the contents published document treasured experiences of a man so simple yet so unique and valuable. He has had the privilege of speaking at the Nehru Centre in London, the Tolstoy farm in Johannesburg, The United Nations and the Metropolitan Museum of Art in New York. In 2010 a special edition of the MKG book was released at the United Nations by the President to mark the International day of non-violence.

He is a member of the technical committee of the Gandhi Heritage portal, an initiative by the Government of India in association with Sabarmati Ashram Preservation and Memorial Trust.

He is currently curating the first digital interactive museum on Mahatma Gandhi. He has an active blog on Mahatma Gandhi in the 21st century with over 50,000 followers.

In Jan 2013 he was a speaker at the Jaipur literature festival on the roots of Yoga, thereafter he spoke at

Cairo as a part of the celebrations of the Jan 25 - 2011 Egyptian revolution. His initiative in collaborative art produced the Ahimsa Harley – that was displayed at the India Bike Week in Goa. In May 2013, he was invited to South Africa for a lecture series on Mahatma Gandhi at the Durban University of Technology in Durban and Soweto at Johannesburg.

In 2014 he curated the Mandela Gandhi Digital Exhibition at Constitution Hill in Johannesburg to mark Mandela Day (18th July) and the centenary of Mahatma Gandhi's return to India from South Africa. He also created the Mandela Gandhi engagement wall in partnership with the Nelson Mandela Foundation. Recently he was offered digital curatorship of the first Thabo Mbeki Presidential Library and was a part of the team that created the first prototype at the University of South Africa in Pretoria.

He speaks annually to the youth from 24 countries at the Harvard Model United Nations and has two TedX talks to his credit.

In December 2014, he curated the Por - Bapu: Love for the Nation digital exhibition at Bangkok Thailand. An exhibition that juxtaposes the work of Mahatma Gandhi and His Majesty King Bhumibol the King of Thailand.

Birad Yajnik also heads the digital interactive company – Visual Quest India, a boutique design and technology company based in India that specialises in cross functional engagement across multiple stakeholders generating Brand recall, Employee motivation & appreciation, Enhanced recruitment opportunities and unique Marketing & Sales initiatives for Fortune 50 and 500 companies around the world. With production resources in multiple countries Visual Quest India supports design and technology solutions in nine international languages across all geographies.

His clients include HSBC, Novartis, Caterpillar, University of Toronto, MEA and the Ministry of Culture, Government of India.

Plot Number: 171, Road number 3, Banjara Hills, Hyderabad – 500034

Landline +91 40 2354 3349 Fax +91 40 2355 3350

Email: birad@vqindia.com Website: www.visualquestbooks.com, www.vqindia.com