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- Editorial
- Arts
- Health
- Books
- Education
- Science
- Technology and Gadgets
- Fashion and Trends
- Astrology and Almanac
- Travel & Tourism
- Religion & God
- Temples
- Columns
  - POINT Blank**  
T R JAWAHAR
  - COUNTDOWN**  
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  - CRANK'S Corner**  
K BALAKUMAR
  - BARITONE**  
V SUNDARAM
  - ACUTE Angle**  
M V KAMATH
  - OTHERS**
- Readers Mail
- Sudoku

## Nation

### esamskriti.com relaunched



NT Bureau | Wed, 13 May, 2009, 10:35 AM

esamskriti.com, a website on Indian culture and travel, provides simple answers to complex and general matters on Indian culture, history and traditions - How India became a poor country, why was Mahatma Gandhi killed, FAQs on the law of karma, naturopathy.

Esamskriti's photo gallery is organised in 15 categories-- temples (within and outside India), forts, palaces, wildlife and the Himalayas.

Viewers can subscribe to a free service by which they can receive a daily SMS that gives 'A Thought for the Day' by spiritualist Swami Chinmayanandji.

The sheer range and depth of essays is unmatched. Those going for a holiday in India can write to the Travel Advisor for guidance on how to plan a holiday.

The mission of esamskriti which was launched in 2001 is 'a platform to share knowledge and insights which will help Indians globally, to reconnect with our heritage so that together we can build a truly glorious future.'

The aim of the photo gallery is to 'take a virtual tour across the wondrous

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beauty, cultural richness and historical splendor of India'. The site is promoted by Sanjeev Nayyar, a student of Indian Culture, an amateur photographer and a travel writer. Says Nayyar: 'For nearly 37 years, I was over ambitious, outward-looking, self-centered and hardly liked reading. A trip to Mount Kailash in 1998 changed the course of my life. Since then I am ambitious yet content, inward and outward looking and derive joy and happiness by sharing knowledge.' My life's mantra is 'The more we share the more we grow'.

Esamskriti's photo gallery makes viewers feel they have visited the place without physically going there. The essays on Esamskriti.com are full of information and insights to help Indians understand why we are the way we are. They provide answers to everyday questions. Parents could find essays useful for their children's school projects.

Some of the questions answered in the FAQs are Indian attitude towards sex, why is mantra japam done 108 times, why onions and garlic are no good, What does 'Born Again' mean?, can one interfere with the Law of Karma, how do we create positive karmas and On what basis is our broad destiny decided before we are born?

For more information contact Sanjeev Nayyar at [esamskriti@suryaconsulting.net](mailto:esamskriti@suryaconsulting.net) or contact phone no: 91 9821112693

[Back](#) | [Home](#)



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