

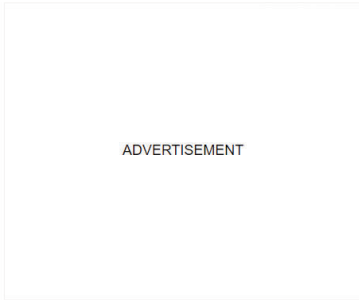
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ISKCON's Transcend App: World's 1st-Ever Integrated Spiritual E-Library | Here's what Ananda Tirtha Dasa said about features of the platform | Startup Central

Ananda Tirtha Dasa, Transcend- Project Head, Trustee COO at the Bhaktivedanta Book Trust (BBT), made an appearance on ET NOW's Startup Central program to speak about ISKCON's Transcend app. This is the world's first ever Integrated Spiritual E-Library. This app has over 8,000 hours of audio and more than 600 e-books. Over 20,000 Sanskrit slokas have been narrated with a translation, and there are explanations in around 11 languages.

Avanne Dubash
Updated Aug 31, 2023 | 12:44 PM IST



Ananda Tirtha Dasa, the project head of Transcend, spoke to ET NOW about the app from ISKON.

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Ananda Tirtha Dasa, Transcend- Project Head, Trustee COO at the Bhaktivedanta Book Trust (BBT), made an appearance on ET NOW's [Startup Central](#) program to speak about [ISKCON's](#) Transcend app. This is the world's first ever Integrated Spiritual E-Library.



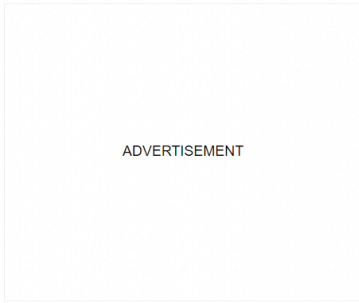
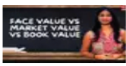
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"Transcend is a platform to facilitate a transformation. Spiritual seekers can now access timeless wisdom on the go any time on their fingertips. They can convert their commute and even cooking time into a transformational activity. Just a few minutes of tuning into Transcend in the midst of your chaotic day can give you that calm," Ananda Tirtha Dasa said.

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Speaking about the challenges behind the humongous task of creating the app and curating its content, he said, "it takes 10 hours to curate one hour of audio. So, we have spent 80,000 hours just on the audio production- not including the proofreading and the proofhearing that has gone into it to ensure that all of the content in the book is narrated without missing out anything."

On the e-book front, he said that the team faced multiple challenges connected to fonts because they had 11 different languages. There were junk characters getting thrown up here and there. "On the tech side, we had challenges in terms of DRM and ensuring that all the features that we listed are delivered to the end user with the best UI and UX."



He called the project three years of 'tapasya'.

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About ISKCON BBT's foray into the non-fungible token (NFT) domain, he said, "for folks who are spending a lot of time mining cryptos, they can now mine spiritual knowledge. We are using a layer two level polygon blockchain and ensuring that [cryptocurrency](#) users can purchase BBT books, Transcend, and the paintings." The information regarding the app is available on www.transcendstore.com.



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