

# MONTHLY REPORT



## AUGUST 2023

## VALUE

**Total Ad. value generated in the month of August 2023 was approximately INR 8.50 Lakh and above, which translates to approximate PR value of INR 42.50 Lakh.**

# INDEX

S. No.	Publication	News Link
1	Businessworld Print	<a href="#">How to achieve the spiritual enlightenment by overcoming the self</a>
2	Deccan Chronicle	<a href="https://www.deccanchronicle.com/lifestyle/culture-and-society/100823/we-should-change-many-more-lives-together-when-sonu-sood-met-spiritua.html">https://www.deccanchronicle.com/lifestyle/culture-and-society/100823/we-should-change-many-more-lives-together-when-sonu-sood-met-spiritua.html</a>
3	Newspatrolling	<a href="https://newspatrolling.com/spirituality-is-nothing-but-awakening-in-life-when-sonu-sood-met-air-to-explore-his-spiritual-self/">https://newspatrolling.com/spirituality-is-nothing-but-awakening-in-life-when-sonu-sood-met-air-to-explore-his-spiritual-self/</a>
4	Hans India Online	<a href="https://www.thehansindia.com/featured/sunday-hans/spirituality-and-empowerment-encouraging-human-potential-and-self-realisation-815290">https://www.thehansindia.com/featured/sunday-hans/spirituality-and-empowerment-encouraging-human-potential-and-self-realisation-815290</a>
5	The Hans India Print	<a href="#">Spirituality and empowerment encouraging human potential and self realisation</a>
6	Radio Mirchi Online	<a href="https://mirchi.in/stories/lifestyle/non-duality-ego-dissolution-to-unity-consciousness/102702792">https://mirchi.in/stories/lifestyle/non-duality-ego-dissolution-to-unity-consciousness/102702792</a>
7	Sugermint	<a href="https://sugermint.com/why-bad-things-happen-to-good-people-sonu-sood-discusses-air-atman-in-ravi/">https://sugermint.com/why-bad-things-happen-to-good-people-sonu-sood-discusses-air-atman-in-ravi/</a>

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S. No.	Publication	News Link
8	Bollyy News	<a href="https://bollyy.com/sonu-sood-meets-air-atman-to-explore-his-spiritual-self-and-knowing-spirituality-which-he-says-is-nothing-but-awakening-in-life/">https://bollyy.com/sonu-sood-meets-air-atman-to-explore-his-spiritual-self-and-knowing-spirituality-which-he-says-is-nothing-but-awakening-in-life/</a>
9	Mayapuri	<a href="https://mayapuri.com/hi/latest-news/sonu-sood-meets-air-atman-to-find-his-spiritual-self-and-knowing-spirituality-is-nothing-but-awakening-in-life">https://mayapuri.com/hi/latest-news/sonu-sood-meets-air-atman-to-find-his-spiritual-self-and-knowing-spirituality-is-nothing-but-awakening-in-life</a>
10	SME Futures	<a href="https://smefutures.com/paradigm-shift-in-wellness-business-its-not-just-about-physical-health-anymore/">https://smefutures.com/paradigm-shift-in-wellness-business-its-not-just-about-physical-health-anymore/</a>

# How To Achieve Spiritual Enlightenment By Overcoming The Self

Getting rid of our ego helps in our spiritual evolution





**AiR Atman  
in Ravi**  
Founder,  
AiR Institute of  
Realization

**W**e, human beings, have a gross physical body that has various vital organs like the heart, lungs, brain and kidneys, amongst others. We are conscious of our five sense organs, just like we are aware of certain organs of action like our hands, legs, fingers, etc. However, these make just the hardware of the human body. Human beings also have a software that drives their body to act. It is MIME – the Mind, Intellect, Memory and Ego. Unlike the physical body, this is the subtle body. We can't touch or see it, although we know that it exists. As we live, we think that we are the ME, the Mind and Ego, the 'I'. We have a name, a surname, a nationality, a religion and an occupation. We identify ourselves with all these attributes and further, when we say, 'My height is... and my weight is...' all of this collectively defines our ex-

istence. A computer cannot function only with the hardware and the software but also needs a power supply to fire it up. Similarly, our body needs Power to energise it, to bring life into it. The life force within us is our Soul. The SOUL is a Spark of Unique Life. Thus these three essential aspects – the gross physical body, the subtle body or MIME and the Soul, together, make us a human being.

Who is this 'I' that keeps saying that this is 'my' hand or 'my' eyes? Who is this 'I' that proclaims that this house is 'mine' or this car is 'mine'? The 'I' that constantly tells 'me' and 'mine' is our 'ego'! All through our life, till our last breath, we keep on believing that we are the ego.

As long as we don't realise that I am not 'I', we will never realise that we are the Divine Spirit, the SOUL – Spark of Unique Life. So, how does one achieve this Spiritual Enlightenment or Awak-

**We have a  
body, mind,  
and soul but we  
don't realise  
the truth. We  
live and die in  
ignorance as  
we are lost in  
the myth that  
we have been  
taught and  
grew up with.  
We believe in  
the lie, till we die**



ening? One can achieve this by overcoming ignorance. Ignorance can be overcome by going on a quest and seeking answers to the vital questions of life. Ignorance can be overcome by asking the most important question – 'Who am I?'

When we ask, 'Who am I?' we will get various answers. 'Am I this body?' Of course, we have a body but are we the body? When was this body created? This body was created over nine months in the womb of our mother but we were born much earlier than that. We were conceived when the first cell of existence, the zygote, was created. A Spark Of Unique Life, SOUL, gave life to the zygote and then from one cell, it multiplied to two, to four, to eight, to sixteen, to thirty-two and so on, till it became twenty-five billion cells and then, we were delivered to this earth on a date, which we celebrate as our birthday. Our birth certificate tells us that it is the date of our birth but in reality, it is only an arrival date on earth. Therefore, we are not this body that was formed. One day, this body will die. Death is certain. Every 'body' must die and when the body dies, people will say that we passed away. They are so

sure that we passed away that they would destroy our body by either cremating or burying it. These facts prove and ensure us that we are not the physical body.

So, are we the mind? Where is the mind? When we try to find our mind, where it is, we cannot find. Mind is just a bundle of thoughts. As long as the thoughts exist, the mind exists. The moment the thoughts cease to exist, the mind ceases to exist too. Therefore, we are neither the body nor the mind. If we are neither the body nor the mind but we exist, then, who are

we? Realising 'Who am I?' is Awakening. It is Spiritual Enlightenment.

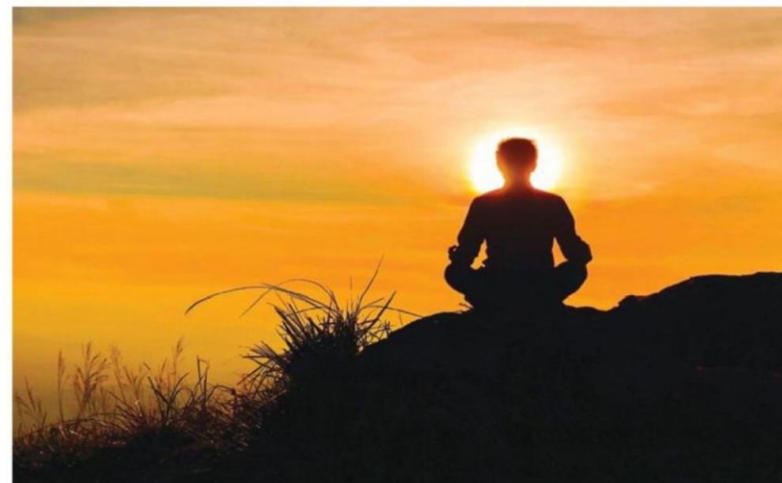
Spiritual Enlightenment is a journey of finding out that I am not 'I'. When we realise that I am not 'I', then I am able to let go of my ego because it is the ego that says, 'I, me and mine.' The ego will say, 'I am John' but was I John when I was born? No! I was just a baby boy. The baby that was born was not John. John is just a name but unfortunately, we believe that we are our name. When we look at a picture or a group photograph, we will point out and say, 'Hey, that is me.' But that is not me. That is just my body. The ego sticks to the false identity. Unless we overcome our ignorance and realise the truth, we will always live as this body, mind and ego and will suffer the triple suffering – physical pain, the misery of the mind and anguish of ego in the form of anger, hate, revenge and jealousy. All of this disappears when there is a Spiritual Awakening, an Enlightenment. All this happens with the Realisation of the truth.

Therefore, we have to let go of our ego, the 'I'. There is a simple formula –

**Man – Ego = God  
God + Ego = Man**

Because of ignorance we believe that we are the body that we appear to be while in reality, we are the Divine Soul. Ignorance creates the ego. We human beings live and die but this is not the end. If we do not find out, 'Who am I?' then we will return to this earth in a rebirth because we will have Karma to redeem. Karma is actions performed by the physical body, directed by the Mind and Ego, ME. Each action, good or bad, becomes a seed that is planted and has to bear fruit. To reap the rewards or fruits of our actions, the Mind and Ego, ME makes us return to earth in a rebirth.

If we want Spiritual Awakening or Enlightenment, we have to let go of 'I'. We have to realise – 'I am nothing. I am just a Spark of Unique Life, a SOUL that arrives at conception and departs at death. The Soul is a part of SIP, the Supreme Immortal Power and so, I am the Divine Soul.' The moment we realise this, we are awakened. We achieve the goal and realise that we are the Divine Soul. Then, we do not return to earth in a rebirth. We attain Liberation and ultimately, at death of the body, get unified with the Divine and SIP (Supreme Immortal Power).



## Spirituality and Empowerment: Encouraging Human Potential and Self-Realisation



AIR Atman in Ravi

Spirituality is the science of the spirit, the Soul, the Atman. It helps us to realise the truth. What exactly is the truth? We are not who we think we are — we are not the body, mind and ego — we are the Soul, a Spark Of Unique Life. The Soul is a part of the Supreme Immortal Power we call God. In other words, we are a part of Divinity itself. We are, in reality, 'spiritual beings having a human experience.' Our greatest sin is that we live as men and women when we are Divine. We limit ourselves and our potential because we think we are people. We are a part of the Divine energy that we call God. God is a Power, not a person or saint. God is omnipresent, omnipotent, omniscient. Everyone and everything is a manifestation of the Divine.

It is important to realise the truth because the truth empowers us. It sets us free; it liberates us from all suffering on earth — the triple suffering of the body, mind and ego, and the Karmic cycle of death and rebirth. It changes our paradigm of life because we realise we are all one. Thus, we let go of our differences; we stop harbouring hate, anger, jealousy,

and vengefulness. We live with positive emotions, trust, faith, acceptance, surrender, love, compassion, a sense of universal brotherhood and unconditional love for humanity and all of creation.

The realisation of the truth is what being enlightened is all about. Enlightenment is to bring in the light of the fact by dispelling the darkness of ignorance. Unfortunately, most of us live in ignorance, avidya. We are so busy and lost in this world, chasing pleasures, success and wealth, that we have little time to contemplate life. Why are we born? What is our purpose? What happens after we die? Not only are we ignorant about the purpose of life, we do not even know who we are. Isn't it ironic that we are knowledgeable about so many things that we have taken innumerable journeys to explore the universe and dived into the depths of oceans. Still, we have never undertaken a voyage of self-discovery.

Spirituality takes us on a quest which leads us to self-realisation and God-realisation. One may ask — why should we turn to spirituality? Why is self-realisation important? The answers are fairly simple. To begin with, this is the purpose of life. If we think that making money, being successful and being an achiever is the purpose of life, we must reflect and contemplate. When we are born, do we bring anything

with us? Even our name is given by our parents or our family. And when we depart, do we take anything with us? Keep aside our riches, even if our body is left behind. People say, 'He has gone. He has departed. He has moved on.' Who has? We are that. When we cannot even take a pin with us, why are we hoarding wealth, claiming this is mine, that is mine? Nothing belongs to us. Even our relationships are transient. We come alone, and we will go alone.

Consider man's search for happiness. Some may say that life is about having fun and enjoying each day. While we must make the most of each day, does having fun bring us enduring happiness? Not really. And despite having fun, don't many of us still feel something is missing? Spirituality helps us solve the puzzle of life. We all want to be happy. But are we really happy? We equate money with happiness. However, if wealth made us happy, then the rich and affluent would always be happy. But that's not true. Money can only bring moments of pleasure, which is temporary happiness. Peace is the foundation of happiness. And true bliss can only be attained by the realisation of the truth. We are caught in Maya, mistakenly believing this world is real when it's only a projection, an illusion. The only truth is God — Prabhu Satya; Jagat Mithya.





# We should change many more lives together: When Sonu Sood met spiritual icon AiR

Press Release | DC Correspondent

Published on: August 10, 2023 | Updated on: August 10, 2023





## SPIRITUALITY IS NOTHING BUT AWAKENING IN LIFE: WHEN SONU SOOD MET AIR TO EXPLORE HIS SPIRITUAL SELF

Posted by: pankaj@bansal August 10, 2023 in PR



When millions started walking home without any mode of transport, actor Sonu Sood emerged as their messiah during the pandemic-induced lockdowns. While it made all of us aware of the humanitarian facet of his personality, the actor never really opened up on his spiritual side. However, during a recent visit to a humanitarian home in Bengaluru, and met spiritual leader and philanthropist AiR-Atman in Ravi, the actor's belief on spirituality came to the fore. Touched by AiR's humanitarian home, where several homeless and destitute people get an honourable life, Sonu opined that as per him, spirituality is awakening in life.

Shared his thought about spirituality, he said, "I feel Spirituality is something that comes from within, it's like an awakening in life, irrespective of your background- whether you hail from a service class or have your own business or you teach. Awakening happens when you feel you have to give back to the society." Relating his experience with that of spiritual icon AiR, he added, "I experienced this more specifically in last 3-4 years, and AiR also felt the same after achieving so much in life. Since we share so much in common, I look forward to collaborating with him and help more people."

AiR Humanitarian Homes in Bengaluru have been serving the homeless and destitute for 30 years now. AiR-Atman in Ravi realises that the true way to find Eternal Happiness and Bliss is by giving happiness to others. Keeping that thought in mind, he elaborates the philosophy behind the AiR Humanitarian Homes, "We are serving everybody here, from infants to elderly to those with diseases or victims of abuse. These people need help. We have met some who were starving, malnourished or injured and also some with maggot infested wounds. We helped them to stand on their feet. I intend to take this dream project of mine to entire India and we will need everybody's support on this difficult path that we are about to tread. And every individual will be able to help us in whatever small way."

# Spirituality and Empowerment: Encouraging Human Potential and Self-Realisation



AiR Atman in Ravi

Hans News Service | 13 Aug 2023 10:59 AM IST



## HIGHLIGHTS

Spirituality is the science of the spirit, the Soul, the Atman. It helps us to realise the truth. What exactly is the truth? We are not who we think...





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## Why bad things happen to good people: After Jaya Kishori, Sonu Sood discusses the same with AiR-Atman in Ravi

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# Sonu Sood Meets AiR Atman To Explore His Spiritual Self And Knowing Spirituality, Which He Says Is Nothing But Awakening In Life

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👤 Sulena Majumdar Arora

**bollyyy**  
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मायापुरी

सोनू सूद अपने आध्यात्मिक स्व का पता लगाने के लिए एआईआर आत्मन से मिले और जाना  
आध्यात्मिकता जीवन में जागृति के अलावा और कुछ नहीं है

Post by [Sulena Majumdar Arora](#) | 18-08-2023 4:17 PM 16

## Sonu Sood In Conversation With AiR - Atman in Ravi





# Paradigm shift in wellness business: It's not just about physical health anymore

The realisation that emotional health goes a long way in shaping physical fitness has given impetus to practices like meditation, yoga, and stress management. The new age wellness business is a profound movement inviting us to embrace well-being in its entirety.

Neil Banerjee 📅 August 28, 2023





Thank You