

MONTHLY REPORT



APRIL 2023

VALUE

Total Ad. value generated in the month of April 2023 was approximately INR 9.50 Lakh and above, which translates to approximate PR value of INR 47.50 Lakh.

Media Highlight

Managing the Karmic Complexity

Why keep hoarding the karma karma so much in our daily lives, but do we know what karma truly is? Karma means action. It is also a concept, more specifically known as Karma—a law of action and reaction. The universe works with many cosmic laws. This is one of the universal laws that works on the principle of 'as you sow, so shall you reap'. It is the law of karma that decides we cannot get mangoes if we sow apple seeds. According to the law, every action of ours is recorded and rewarded either through the good or the evil that our action has caused. Nobody can escape the law of karma and nothing can manipulate it.

Many things keep happening around us. What is the cause of all that happens? It seems that a law of cause and effect is unfolding, which means that for every effect, there must be a cause. The cause is our karma, actions or deeds of the past that were captured by the law of karma. The world today believes that whatever goes around, comes around. If someone treats other people badly, he or she will eventually be treated badly. People intuitively have an idea of how this cosmic law works. The law of karma is complex. Sometimes, one may instantly get rewarded for

To attain the ultimate goal of this human birth, we must transcend karma. Spirituality can help us achieve this.

By AIR ATMAN IN RAVI

their actions or have to wait several days, weeks, months, or even years for the repercussions of their deeds on them. The truth is that we cannot escape this law even after our death. Every human being has to act. They need to get out of their bed every morning and do something. Thus, you can't escape from action. But you can be free in action. There is a way to transcend karma.

To understand karma, it is important to know the three karmic accounts—*agami* karma or the current karmic account, *prarabdh* karma or the opening karmic balance account, and *sanchita* karma or the cumulative karmic corpus.

Agami karma captures whatever actions we do in our present life—good or bad. Hence, this account can be referred to as our current karmic account. We, however, do not start our life without an opening karmic balance. The opening balance that we bring to our life at birth is the second account or *prarabdh* karma. At the end of our life, the *prarabdh* karma that we start with and the *agami* karma of our present actions merge and are tabulated as our closing karmic balance. Thus, our net karma or closing balance is carried forward and added to our cumulative karmic corpus, called *sanchita* karma.

What is the role of karma in spirituality? Spirituality helps us connect with our deepest selves, and understand and realise our true selves. It makes us realise that our life has a purpose and while it must be lived with optimism, work must be done following the 'ABC Principle'—A: Accept the result of our *prarabdh* karma or past actions. B: Doing our best in whatever we do. In that way, our *agami* karma or present actions are positive. Finally, C: Surrender in consciousness, in thoughtlessness where thoughts come one after another and don't disturb our peace. Therefore, when work is done as karma yoga and we start working as a

liberates us from karma because we can't be free from action, but can be free in action. When whatever we do is not done by us but the divine action through us, we experience oneness with the divine. We live in acceptance and surrender to the divine will. And thus, we become a karma yogi. When we live as a karma yogi, our life ceases to have a separate identity because we transcend our Mind and Ego, or ME. We become nothing and in that, we become everything. Just like when the wave becomes an ocean, there is no difference between the wave and ocean, when we become connected with the divine through karma yoga, there is no difference between us

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The author is a spiritual leader and founder of the AIR Institute of Realization and AIR Center of Enlightenment

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THE SUNDAY

BELIEVE



The In-Depth coverage in one of the leading mainline of South India's The New Indian Express/ The Sunday Standard is one of the top highlights of the month. It provides an outreach corresponding to Approximate Media Value of Rs 3.52 Lakh and PR Value of Rs 17.60 Lakh.

AiR Atman in Ravi, Spiritual Leader, Founder of AiR Institute of Realization and AiR Center of Enlightenment

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The In-Depth coverage in leading business publication BW Business World is one of the top highlights of the month. It provides an outreach corresponding to Approximate Media Value of Rs 75k and PR Value of Rs 3.75 Lakh.

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4	Sugar Mint	https://sugermint.com/air-atman-in-ravi/
5	Succss Insight	https://successinsightsindia.com/make-mental-health-your-priority-over-everything-else/
6	Scribemag	https://scribemag.com/world-health-day-2023-significance-quotes-messages/

Managing the Karmic Complexity

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and the divine.

With spirituality, we become one with the divine. There is no duality. We realise that God is not God, God is SIP—the Supreme Immortal Power. We live as a divine soul realising that we are nothing but a part of SIP. The SOUL is a Spark Of Unique Life and we move towards enlightenment. We realise that at the death of the body, the soul goes back to its source, SIP. Our ME, based on accumulated karma, returns to earth in a rebirth. When we attain enlightenment, we are not the body that dies, nor the ME that does karma and returns in a rebirth, but we are, in reality, the divine soul. We attain liberation from all suffering on earth and at death, from the cycle of rebirth. And finally, there is unification with the divine.

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Make Mental Health Your Priority Over Everything Else

Atman in Ravi, Founder of AiR Institute of Realization and AiR Centre of Enlightenment



Mental health is the basis of our overall wellbeing. We pay too much attention to our physical health. We worry about what we eat but far more important than what we eat is what is eating us! Because what is eating us, is what releases several harmful and toxic hormones and chemicals in our body and it affects our physical health. Therefore, it is of utmost importance to make our mental health a priority over everything else.

What is mental health? It is the health of the mind. Actually, there is no mind. Have you ever seen your mind? You can touch your nose, pull your ears and cheeks, you can touch your eyes, you can even see a scan of your brain, your heart, x-ray images of your bones and flesh but have you ever seen your mind? Where is the mind? You cannot find! So, how can you take care of your mental health if there is no mind, in reality?

The mind is nothing but a bundle of thoughts. Therefore, when we sit in silence, we realize that when in thought, we were caught, then our mental health, we forgot. It is our thoughts that pour like rain and they push us down the drain and make us suffer, again and again. So, if we want to take care of our mental health, we must take care of our thoughts.

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SCRIBE



LEISURE & LIFESTYLE

World Health Day: An Outlook



By Scribe Magazine
Published April 7, 2023



On April 7, the World Health Organization (WHO) celebrates its founding anniversary and focuses on a different public health issue each year. From zeroing in on the excursion to accomplishing Wellbeing For All, which is the current year's subject, WHO will notice its 75th commemoration under the subject of 75 years of working on general well-being.

The World Health Organization (WHO) was established in 1948 by nations worldwide to promote health, safeguard the world, and assist the vulnerable so that everyone, everywhere, can achieve optimal health and well-being. The 75th anniversary of WHO provides an opportunity to reflect on the achievements in public health over the past seven decades that have enhanced quality of life. It also presents an opportunity to inspire action in response to today's and tomorrow's health issues.

Thank You