

# MONTHLY REPORT

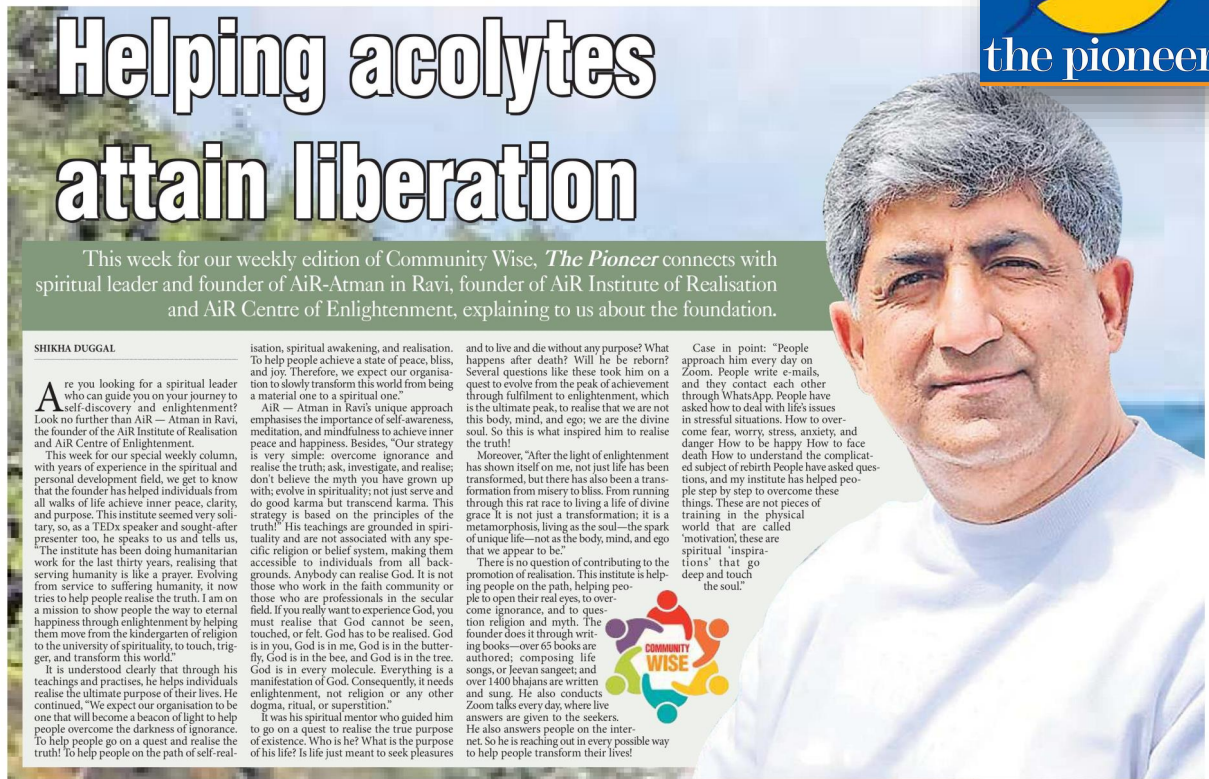


**JUNE 2023**

## VALUE

Total Ad. value generated in the month of June 2023 was approximately INR 10.25 Lakh and above, which translates to approximate PR value of INR 51.25 Lakh.

# Media Highlight



The Pioneer is an English-language daily newspaper in India. It is published from multiple locations in India, including Delhi. It is the second oldest English-language newspaper in India still in circulation after The Times of India. It provides an outreach corresponding to Approximate Media Value of Rs 1.52 Lakh and PR Value of Rs 7.60 Lakh.

## The role of prayer and meditation in spirituality: How different traditions use practices to connect with divine

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S. No.	Publication	News Link
1	The Pioneer Print	<u>Helping acolytes attain liberation</u>
2	The New Indian Express Print	<u>The Nature of spiritual experiences</u>
3	The Sunday Standard Print	<u>The Nature of spiritual experiences</u>
4	New Indian Express Online	<a href="https://www.newindianexpress.com/lifestyle/spirituality/2023/jun/04/the-nature-of-spiritual-experiences-2580837.html">https://www.newindianexpress.com/lifestyle/spirituality/2023/jun/04/the-nature-of-spiritual-experiences-2580837.html</a>
5	The Health Site	<a href="https://www.thehealthsite.com/body-mind-soul/path-to-enlightenment-embracing-mindfulness-and-letting-go-of-past-and-future-984927/">https://www.thehealthsite.com/body-mind-soul/path-to-enlightenment-embracing-mindfulness-and-letting-go-of-past-and-future-984927/</a>
6	The Health Site	<a href="https://www.thehealthsite.com/body-mind-soul/laughter-and-meditation-the-perfect-pairing-for-inner-peace-and-happiness-984161/">https://www.thehealthsite.com/body-mind-soul/laughter-and-meditation-the-perfect-pairing-for-inner-peace-and-happiness-984161/</a>

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# Helping acolytes attain liberation

This week for our weekly edition of Community Wise, *The Pioneer* connects with spiritual leader and founder of AiR-Atman in Ravi, founder of AiR Institute of Realisation and AiR Centre of Enlightenment, explaining to us about the foundation.

SHIKHA DUGGAL

Are you looking for a spiritual leader who can guide you on your journey to self-discovery and enlightenment? Look no further than AiR — Atman in Ravi, the founder of the AiR Institute of Realisation and AiR Centre of Enlightenment.

This week for our special weekly column, with years of experience in the spiritual and personal development field, we get to know that the founder has helped individuals from all walks of life achieve inner peace, clarity, and purpose. This institute seemed very solitary, so, as a TEDx speaker and sought-after presenter too, he speaks to us and tells us, "The institute has been doing humanitarian work for the last thirty years, realising that serving humanity is like a prayer. Evolving from service to suffering humanity, it now tries to help people realise the truth. I am on a mission to show people the way to eternal happiness through enlightenment by helping them move from the kindergarten of religion to the university of spirituality, to touch, trigger, and transform this world."

It is understood clearly that through his teachings and practises, he helps individuals realise the ultimate purpose of their lives. He continued, "We expect our organisation to be one that will become a beacon of light to help people overcome the darkness of ignorance. To help people go on a quest and realise the truth! To help people on the path of self-real-

isation, spiritual awakening, and realisation. To help people achieve a state of peace, bliss, and joy. Therefore, we expect our organisation to slowly transform this world from being a material one to a spiritual one."

AiR — Atman in Ravi's unique approach emphasises the importance of self-awareness, meditation, and mindfulness to achieve inner peace and happiness. Besides, "Our strategy is very simple: overcome ignorance and realise the truth; ask, investigate, and realise; don't believe the myth you have grown up with; evolve in spirituality; not just serve and do good karma but transcend karma. This strategy is based on the principles of the truth!" His teachings are grounded in spirituality and are not associated with any specific religion or belief system, making them accessible to individuals from all backgrounds. Anybody can realise God. It is not those who work in the faith community or those who are professionals in the secular field. If you really want to experience God, you must realise that God cannot be seen, touched, or felt. God has to be realised. God is in you, God is in me, God is in the butterfly, God is in the bee, and God is in the tree. God is in every molecule. Everything is a manifestation of God. Consequently, it needs enlightenment, not religion or any other dogma, ritual, or superstition."

It was his spiritual mentor who guided him to go on a quest to realise the true purpose of existence. Who is he? What is the purpose of his life? Is life just meant to seek pleasures

and to live and die without any purpose? What happens after death? Will he be reborn? Several questions like these took him on a quest to evolve from the peak of achievement through fulfilment to enlightenment, which is the ultimate peak, to realise that we are not this body, mind, and ego; we are the divine soul. So this is what inspired him to realise the truth!

Moreover, "After the light of enlightenment has shown itself on me, not just life has been transformed, but there has also been a transformation from misery to bliss. From running through this rat race to living a life of divine grace. It is not just a transformation; it is a metamorphosis, living as the soul—the spark of unique life—not as the body, mind, and ego that we appear to be."

There is no question of contributing to the promotion of realisation. This institute is helping people on the path, helping people to open their real eyes, to overcome ignorance, and to question religion and myth. The founder does it through writing books—over 65 books are authored; composing life songs, or Jeevan sangeet; and over 1400 bhajans are written and sung. He also conducts Zoom talks every day, where live answers are given to the seekers. He also answers people on the internet. So he is reaching out in every possible way to help people transform their lives!

Case in point: "People approach him every day on Zoom. People write e-mails, and they contact each other through WhatsApp. People have asked how to deal with life's issues in stressful situations. How to overcome fear, worry, stress, anxiety, and danger. How to be happy. How to face death. How to understand the complicated subject of rebirth. People have asked questions, and my institute has helped people step by step to overcome these things. These are not pieces of training in the physical world that are called 'motivation'; these are spiritual 'inspirations' that go deep and touch the soul."





# The Nature of Spiritual Experiences

There are many beliefs and notions of what spiritual experiences may be, but in reality, there is only one spiritual experience that one can undergo: enlightenment or the realisation of the truth.

Enlightenment is like illuminating the darkness within oneself with the light of the truth. Just like switching on the light in a dark room can illuminate it and make everything be seen clearly, enlightenment switches on the light within. It eliminates the darkness of ignorance, illuminates us and we realise the profound truth of life like—who am I? Why am I born? What is the purpose of my life? What is the truth of my birth? What is the truth of my death?

The first step to attaining the spiritual experience is having the yearning for it—a deep longing to realise the truth about oneself and god. This will lead to a spiritual quest, where one asks all the questions, investigates and explores the possibilities, and finally realises the truth. A quest is incomplete without the guidance of a master or a guru, who is a realised being. A guru guides the seeker from *gu* or darkness to *ru* or light.

The realisation of truth happens with two sparks: self-realisation and god-realisation. Human beings think that they are the body, mind and ego. To realise oneself, one has to realise, '*neti neti, tat twam asi*,' meaning, 'I am not the body, mind or ego; I am the divine soul.'

Did we bring our body along with us when we were born? No. At the moment of conception, we were just a single cell, called the zygote. The body was then formed in our mother's womb. At death, the body will be left behind as mortal remains and it will be ultimately destroyed by either burning or burying. This is the truth about our body. But if I am not the body, then, am I the mind? Can the mind be seen in any scan or X-ray? No, because it does not

When you explore the realisation of the truth, it will not just shape your belief in god, rather, will transform your belief and life

By AIR ATMAN IN RAVI



exist; it is just a bundle of thoughts. Whenever there are thoughts, the mind appears and vice versa. So, am I the ego? It is a product of the mind, a false identity that says, 'I, me and mine.' Thus, we are neither the body nor the mind, and not the ego.

Then who am I? It is important to realise that I am the life

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force that came and gave life to the zygote. The life force or that power of life is the Soul—a Spark Of Unique Life. At death, it is the soul that departs the body and makes it lifeless. Hence, we are the soul. Just as energy can neither be created nor destroyed, the soul is also birthless and deathless. This is the first spark of the spiritual experience—the self-realisation. After self-realisation, comes god-realisation. Who, where and what is god? Every religion has a different definition of god. God is portrayed in a human

form with a gender too. God is neither a man nor a woman. God is a power. God is the energy that gives us breath, and without god, there would be death. God is the supreme energy form, the supreme power. God is birthless and deathless. Thus, god is a Supreme Immortal Power, SIP. The divine power makes everything work in this universe. Realising that god is SIP is god-realisation.

God is present everywhere and in everything. Just as a wave emerges from the ocean and

merges back into it, the soul also emerges as a speck of energy from the SIP and merges back into it. SIP is present in one form or the other in every creation of the universe, whether animate or inanimate. It is present as the soul in all the living creatures that take birth and die, and present as energy form in inanimate objects like nature, mountains and stones—in every molecule and element. It is the power that gives force to the gushing rivers and oceans, and

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makes the breeze flow. It is the energy felt as the heat of the fire and the quakes in the earth.

Science also proves that every molecule of matter has energy. The 2022 Nobel Prize for Physics was given to three physicists from quantum physics and quantum mechanics, who experimented and proved the Wave-Particle Duality Theory, which said every particle of matter is a form of energy. Therefore, science endorses the spiritual belief that every molecule is made up of energy. Thus, every cell is energy, every living cell is soul, part of SIP, and therefore, every particle, every animate and inanimate creation is SIP. Everything is a manifestation of SIP, god or divine. This is god-realisation.

This is the essence of the truth of life. When you explore and realise this spiritual experience or awakening called enlightenment or the realisation of the truth, it will not just shape your belief about god, but rather, will transform your belief and life. These realisations will create a metamorphosis—an irreversible change in you.

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



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# The Nature of Spiritual Experiences

*When you explore the realisation of the truth, it will not just shape your belief in god, rather, will transform your belief and life*



Published: 04th June 2023 05:00 AM | Last Updated: 01st June 2023 09:58 PM

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By Air Atman In Ravi

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# Path To Enlightenment: Embracing Mindfulness And Letting Go Of Past And Future

THE  HealthSite.com



# Laughter And Meditation: The Perfect Pairing For Inner Peace And Happiness

We transcend the triple despair of the body, mind and ego and live in the state of Satchitananda- a Divine bliss unknown to most people, a joy that comes from living in truth Consciousness.

 Written by [Tavishi Dogra](#) | Updated : June 10, 2023 12:12 PM IST



When we laugh, see people laughing, or even watch videos of people laughing, we realize that laughter, like smiles, is infectious. If somebody laughs, it spreads. Not only that, it makes us feel happy, it makes us feel good. And if you know of people who meditate or are familiar with meditation, you will know that meditation makes us feel peaceful. It relaxes us and de-stresses us. Put meditation and laughter together, and it can give us peace and happiness. Both reduce stress, anxiety, and misery and can alleviate symptoms of depression. Both are known to promote physical and mental wellness. *AiR Atman in Ravi, Spiritual Leader and Founder of AiR Institute of Realization and AiR Center of Enlightenment*, explains that we will be happier if we meditate and laugh.





# The Problem Of Evil

*Grappling with the question of how to reconcile the existence of suffering with the existence of a benevolent God*



**12** June, 2023  
by AiR Atman in Ravi

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

# The Concept Of Enlightenment

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*Exploring the idea of transcending the self and achieving a higher state of consciousness*



**09** June, 2023  
by AiR Atman in Ravi

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## The role of prayer and meditation in spirituality: How different traditions use practices to connect with divine



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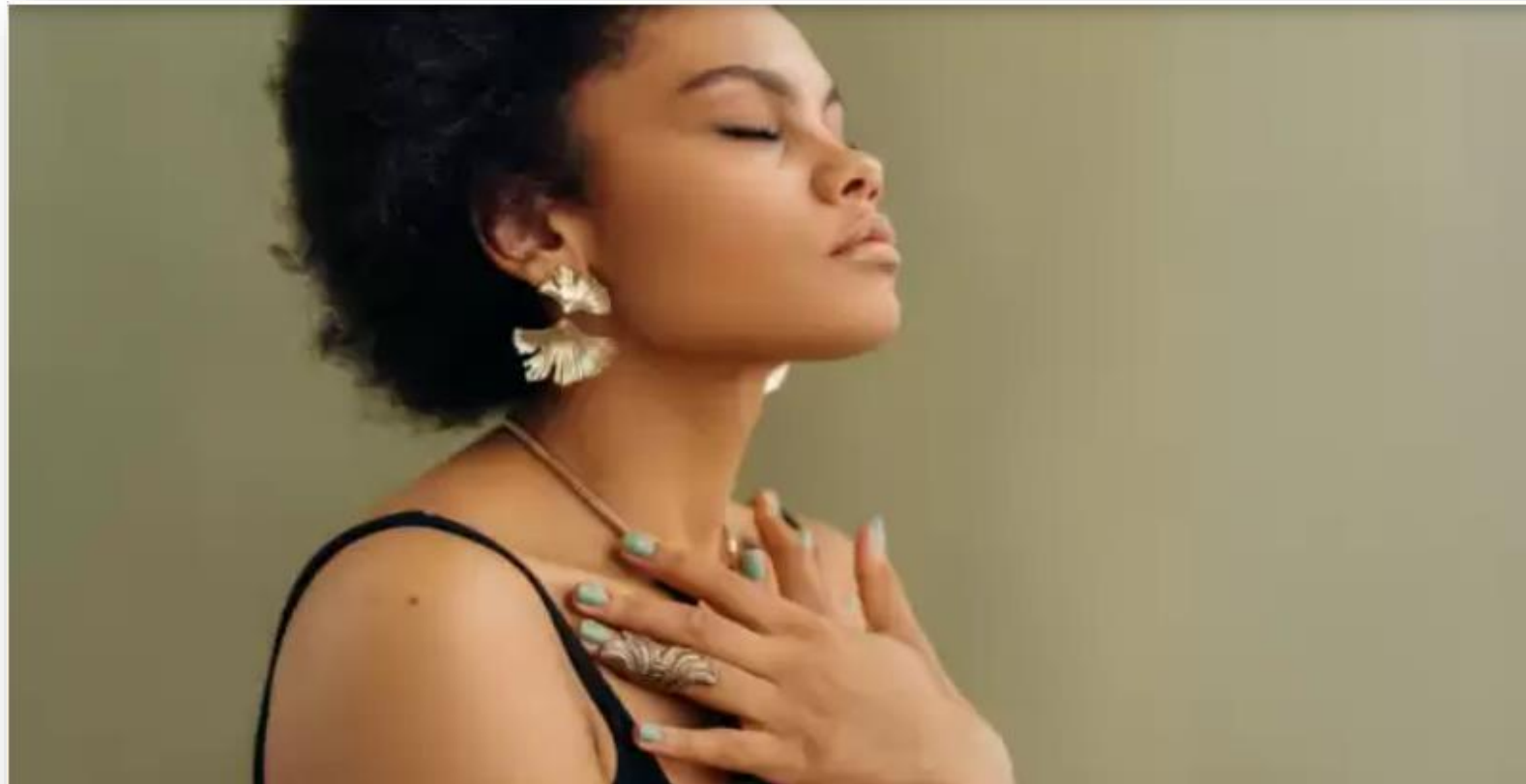
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**The role of meditation: How does regular meditation practice impact our spiritual journey?**



## आइए अध्यात्म में प्रार्थना और ध्यान की भूमिका को समझते हैं



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