

MONTHLY REPORT



MARCH 2023

VALUE

Total Ad. value generated in the month of March 2023 was approximately INR 16.5 Lakh and above, which translates to approximate PR value of INR 82.5 Lakh.

Media Highlight

68 | IN-DEPTH

By Sneha Patro

Parents need support after retirement

Retirements can impact bonds between parents and their children in many ways. This is in reality, a phase when children can build better and stronger ties with their parents

Retirement often has unexpected impacts on one's life and even in relationships between couples or between parents and their children. This is a time when many bonds either get built or break down. For parents, strengthening their relationship with their adult children may be one of their most important retirement responsibilities. Having a strong, loving, open and communicative relationship with children enriches life and is the ultimate milestone of parenthood. Similarly, children must feel the compulsion to stay close to their parents after their retirement to ensure their well-being.

AIR - Atman in Ravi, Spiritual leader and Founder of AIR Institute of Realisation and AIR Center of Enlightenment said, "Ideally, children should be of assistance to their parents at the time of their retirement but there can be various circumstances where this may not happen."

Parents need children the most after retirement

We often see that when parents are about to retire, is the time when they need their children beside them the most but the children are often either studying outside or working. Therefore, they have no time for their retiring parents.

If the children are still studying or maybe struggling to build their career, earning and paying off their loans, then they may find it difficult to, or be unable to support their parents at such a time

Money and age are sensitive issues. So adult children should bring up the topic of their parents' retirement when they can have a peaceful, rational, and personal conversation about their plans for the future.

As the world has gone digital, almost all work is done or can be done through online methods. Here is where older generations stumble in learning or understanding digitisation. During retirement, parents can completely trust and rely on their children for understanding and accomplishing paperwork, procedures and schemes, but whether or not they do so depends on the bond between them and their offspring. Children should keep their parents' documents, such as bank accounts, insurance policies, wills, pensions, etc. updated so that they don't face any problems in future.

"If the children are still studying or maybe struggling to build their career, earning and paying off their loans, then they may find it difficult to, or be unable to support their parents at such a time. It all depends on the relationship parents build with their children. The stronger the bond, the more will be the love and respect in the relationship. Sometimes, when parents build a strong bond and support their child from a young age, the child feels the closeness and a sense of responsibility towards them. But if the parents were

BW BUSINESSWORLD

—www.businessworld.in—

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 3.2 Lakh and PR Value of Rs 16 Lakh.

69



“ While it is natural for aged parents to feel lonely after retirement, they should never really retire in their lives. Retirement is the wrong word. People should have a reformation in life—changing the path and course of their actions. Instead of sitting idle and doing nothing, after a certain age, one can indulge in charitable work and help and guide others with their knowledge and experience ”

unable to give their time and attention to their children in their formative years, then the bond will not be built and it will affect their relationship, later in life.” said AIR Atman in Ravi.

How to cope with loneliness

Definitely, the first few weeks or months after retirement can be difficult, when one is switching off from the work mode one has been used to. People have fear of spending money and can find it difficult to fill the extra time with meaningful activities. In such a situation, parents often feel lonely because they have no work and no one to spend their time with. AIR Atman in Ravi said, “While it is natural for aged parents to feel lonely after retirement, they should never really retire in their lives. Retirement is the wrong word. People should have a ‘reform-meant, a reformation in life—changing the path and course of their actions. Instead of sitting idle and doing nothing, after a certain age, one can indulge in charitable work and help and guide others with their knowledge and experience.”

After parents' retirement, children should consider involving their siblings and other relations in their lives. Or at least tell them about their plans to gather facts about their parents' financial future. A trusted financial professional can also be an educated, unbiased resource to guide conversations, ease tensions, and keep things on track.

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Media Highlight



This coverage in one of India's leading media houses, Hindustan Times, is a top highlight of the month, as it provides exponential mileage among readers, and is corresponding to Approximate Media Value of Rs 2 Lakh and PR Value of Rs 10 Lakh.

Signs that you are in spiritual love

By Zarafshan Shiraz, Delhi

Mar 12, 2023 02:07 PM IST



Spiritual love is true love without expectations. It is not need-based but is based on a sense of oneness. Here are signs that you are in spiritual love



Signs that you are in spiritual love (Photo by Edgar Chaparro on Unsplash)

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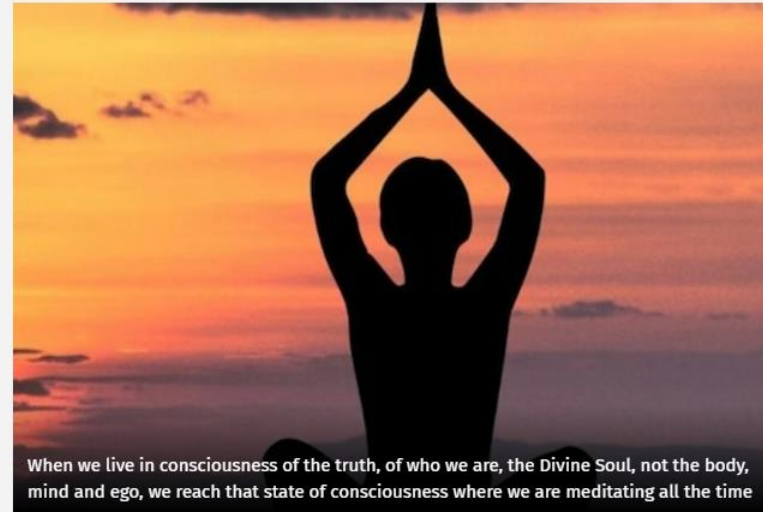
Media Highlight



The coverage in News18 also features amongst the top highlights of the month. This coverage provides a mileage corresponding to Approximate Media Ad Value of Rs 2 Lakh and PR Value of Rs 10 Lakh.

10 Meditation Tips For Beginners

• Reported By: [Swati Chaturvedi](#) • [News18.com](#) • Last Updated: MARCH 30, 2023, 06:57 IST • [New Delhi, India](#)



By sharpening your focus and connecting to your mission through meditation, you can take advantage of the numerous benefits of comprehensive well-being

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S. No.	Publication	News Link
1	Businessworld Print	<u>Keep the wellbeing of your bond with retired parents</u>
2	The Hans India Print	<u>Spiritual wellness what it is and how to improve it</u>
3	Hindustan Times	https://www.hindustantimes.com/lifestyle/relationships/signs-that-you-are-in-spiritual-love-101677986067958.html
4	Hans India Online	https://www.thehansindia.com/featured/sunday-hans/spiritual-wellness-what-it-is-and-how-to-improve-it-786136
5	MSN News	https://www.msn.com/en-in/news/other/signs-that-you-are-in-spiritual-love/amp/ar-AA18evGK
6	Businessworld	http://bwwellbeingworld.businessworld.in/article/Keep-The-Wellbeing-Of-Your-Bond-With-Retired-Parents/06-03-2023-467878/
7	The Health Site	https://www.thehealthsite.com/webstories/body-mind-soul/10-basic-meditation-techniques-for-inner-peace-962283/
8	IANs	https://ianslife.in/life-style/balancing-work-and-life-through-spirituality
9	Telugustop English	https://english.telugustop.com/balancing-work-and-life-through-spirituality-latest-eng-news-1574250/
10	Asian Lite	https://asianlite.com/2023/lifestyle/work-life-balance-through-spirituality/

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11	The Statesman	https://www.thestatesman.com/lifestyle/balancing-work-and-life-through-spirituality-1503164147.html
12	Daijiworld	https://www.daijiworld.com/news/newsDisplay?newsID=1061663
13	Sakshi Post	https://m.sakshipost.com/news/lifestyle/air-atman-ravi-spreads-essence-happiness-and-stress-free-life-172681
14	Businessworld	http://bwellbeingworld.businessworld.in/article/AiR-Atman-In-Ravi-Distributes-10-000-Smiley-Stress-relieving-Balls-To-Spread-Happiness/22-03-2023-470121/
15	PNI News	https://www.pninews.com/air-atman-in-ravi-spreads-the-essence-of-happiness-and-a-stress-free-life-on-international-day-of-happiness/
16	News18	https://www.news18.com/lifestyle/10-meditation-tips-for-beginners-7417735.html
17	MSN News	https://www.msn.com/en-in/news/other/10-meditation-tips-for-beginners/ar-AA19eY2d
18	Samachar Central	https://samacharcentral.com/10-meditation-tips-for-beginners/

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Spiritual wellness — What it is and how to improve it



AIR Atman in Ravi

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Most of us are so preoccupied with physical and mental wellness that we forget something more important— spiritual wellness. Spiritual wellness is all-encompassing. If there is spiritual wellness, we are truly happy and bound to feel a sense of overall wellness. Then, aches and pains no longer matter, and fears, worries and stress no longer exist.

What exactly is spiritual wellness? For that matter, what is a spirituality that creates spiritual wellness? Spirituality is the science of the Spirit, the Atman, and the Soul. The body dies, and the mind is an illusion, a bundle of thoughts. We are the Soul, this is called self-realisation. We realise that the Soul is the Supreme Immortal Power, SIP. We are a part of this power. And this same power, the Soul is in everyone; everybody is a Soul. We realise that God is everywhere, in everything.

The realisation of the truth leads to self-awareness and liberates us from suffering on earth and, finally, from rebirth. This is the ultimate purpose of life — to realise who we are and be liber-

ated from the karmic cycle of death and resurrection. It leads to true happiness. It makes life meaningful and purposeful. We are at peace. We live in bliss. We feel content and fulfilled. We feel connected to ourselves, God, people, nature, and other creatures because we realise that everything is a manifestation of the Divine. We are all one. While inanimate objects may not have a Soul, every molecule of matter is Divine energy. There is a sense of universal connection. As a result, we live with positive emotions of faith, trust, courage, love, compassion and kindness. This is what spiritual wellness is all about.

To begin our spiritual wellness journey, we must first go on a quest to realise the truth. We must ask questions and investigate our findings. Although, of course, we must yearn for the truth, we must want the Divine. As we come closer and closer to reality, our spiritual wellness will only increase. We will overcome the darkness of ig-

norance and be in the light of the truth. We must also learn to live with discipline and detachment, realising that nothing belongs to us and that this world is just a show; we are actors who come and go. We recognise the futility of greed and transcend desires and cravings for material things.

We must learn to be silent and meditate to improve our spiritual wellness. By meditating, we make the mind still. It is the mind that makes us miserable and anxious. The reason that constantly jumps from thought to thought like a monkey, that bombards us with thoughts, becomes a monk once we still it. To still the mind, we have to observe the mind — watch it, catch it, latch it. We activate the intellect that helps us to discriminate — we differentiate between wrong and right, black and white, the myth and the truth. In this state of thoughtlessness or consciousness, we experience peace and bliss; this is critical for spiritual wellness. We must always be in a state of consciousness, not a state of mind. It is also in this state that we can be enlightened. Satchitananda is the ultimate bliss, the peak of spiritual wellness, where we experience Divine bliss and live in the truth's consciousness.

We must also learn to live connected to the Divine, in Yoga, not Bhoga. This is critical for improving spiritual wellness. There are four known states of Yoga — Dhyana Yoga or meditation, Bhakti Yoga or devotion, Karma Yoga or action, Gyana Yoga or education, and Prema Yoga or the Yoga of Divine love that people do not know about. Prema Yoga is being ever connected with God through love, by loving people as manifestations of the Divine. We must always endeavour to be in one of these states of Yoga. Getting an accurate Guru's guidance will enhance our spiritual wellness because we will be guided in the right direction.

To improve spiritual wellness, one must genuinely want and work on it. It has to become a priority in life. If we continue to be drawn towards the material world, we cannot enhance our spiritual wellness.



Signs that you are in spiritual love

By Zarafshan Shiraz, Delhi

Mar 12, 2023 02:07 PM IST



Spiritual love is true love without expectations. It is not need-based but is based on a sense of oneness. Here are signs that you are in spiritual love



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Spiritual wellness — What it is and how to improve it



AiR Atman in Ravi

Hans News Service | 5 Mar 2023 12:51 AM IST



HIGHLIGHTS

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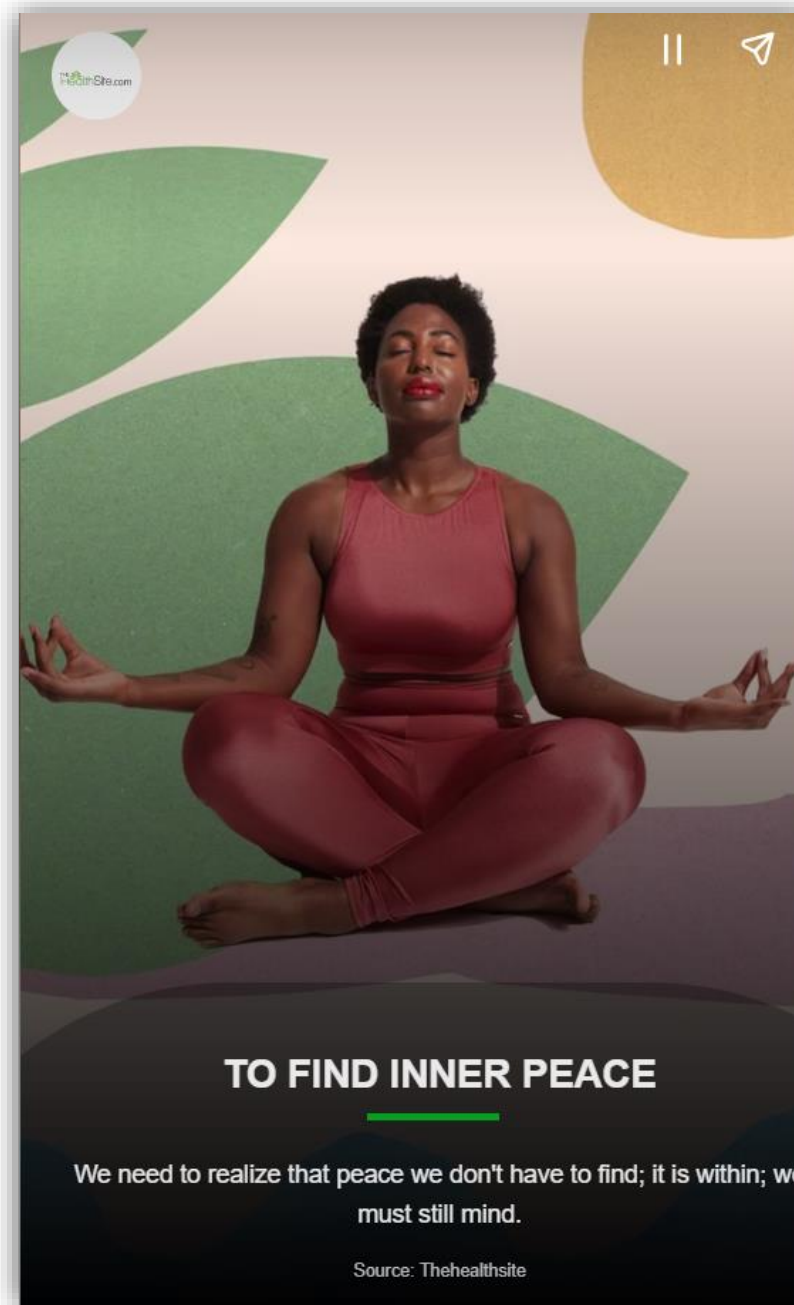
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Keep The Wellbeing Of Your Bond With Retired Parents

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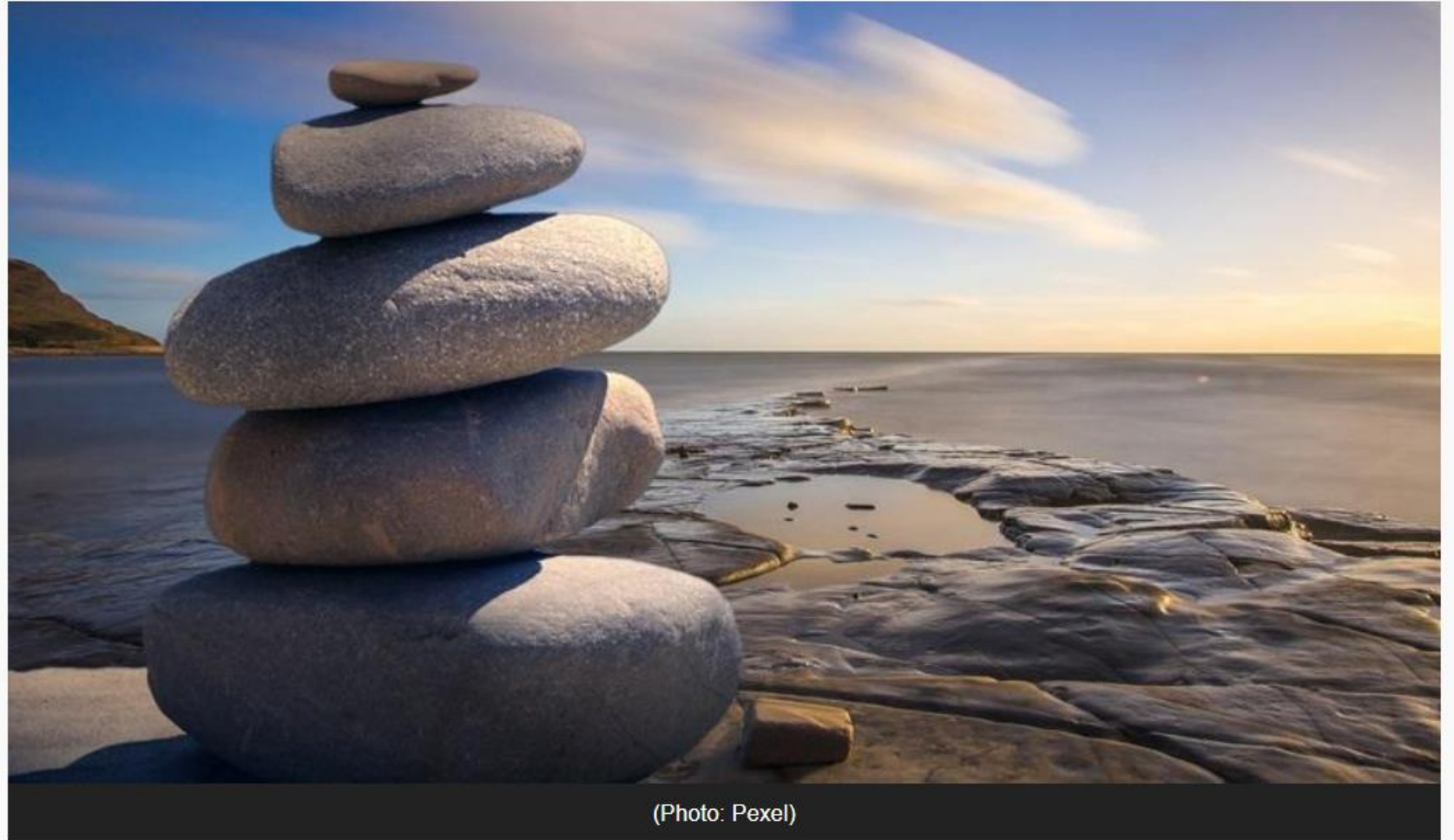
Retirements can have various effects on the bonds between a parent and child. This is when children can make better and strong relations with their retiring parents





COVER STORY

Balancing work and life through spirituality



(Photo: Pexel)

IANSlife.in

Balancing Work And Life Through Spirituality



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Balancing Work And Life Through Spirituality

By AiR – Atman in Ravi

New Delhi, March 19 (IANSlife) What is the true meaning of Life? Life is liberation from ignorance and finding enlightenment, to be able to transcend our mind and the myth we have grown up with. What are we humans working for? We learn and we earn, only for others to burn what we earn. We don't realize that what we are working for has no purpose and before we realize it, our life escapes

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LIFESTYLE LITE BLOGS

Work life balance through spirituality

LIFESTYLE LITE BLOGS MARCH 21, 2023



Balancing work and life through spirituality

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IANIS | New Delhi | March 20, 2023 2:55 pm



Balancing work and life through spirituality

 Sun, Mar 19 2023 04:00:32 PM



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In Spirituality, we develop a purpose. We find out, 'Who am I and why am I here?' Spirituality is the science of the spirit. It makes us realize that life has a purpose and

while it must be lived with optimism, work must be done following the 'ABC Principle' - A - Accept life without protest as it is the result of our Prarabdha Karma or past actions. B - do our best in whatever we do. In that way, our Agami Karma or present actions are positive. Then 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 when we start working as a Divine Instrument, our life becomes Divine. This is Spirituality. Spirituality is realizing the simple truth that I am not this body, mind, and ego but the Divine Soul. As long as we live by our ego, then our Mind and Ego, ME will create Karma - good or bad - and we will return to this earth in a rebirth.

Air- Atman In Ravi Spreads The Essence Of Happiness And A Stress-Free Life

22 Mar, 2023 15:45 IST | Sakshi Post



AiR-Atman in Ravi, a revered spiritual mentor, an entrepreneur turned philanthropist, a noted author and an eloquent speaker, is spreading joy on International Day of Happiness, through the essence of leading a happy and stress-free life. As a symbolic gesture, the spiritual mentor distributed 10,000 smiley stress-relieving balls at select public places across Bengaluru with special happiness slogans, 'To be Happy, make others Happy,' 'Yesterday is gone, tomorrow is not yet born, so make a vow, to be happy in the NOW', 'If we choose to be sad

AiR Atman In Ravi Distributes 10,000 Smiley Stress-relieving Balls To Spread Happiness

 Follow

The drive included the distribution of 2000 copies of two of his books – Happiness is Success and 3 Peaks of Happiness



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AiR- Atman in Ravi spreads the essence of happiness and a stress-free life on International Day of Happiness

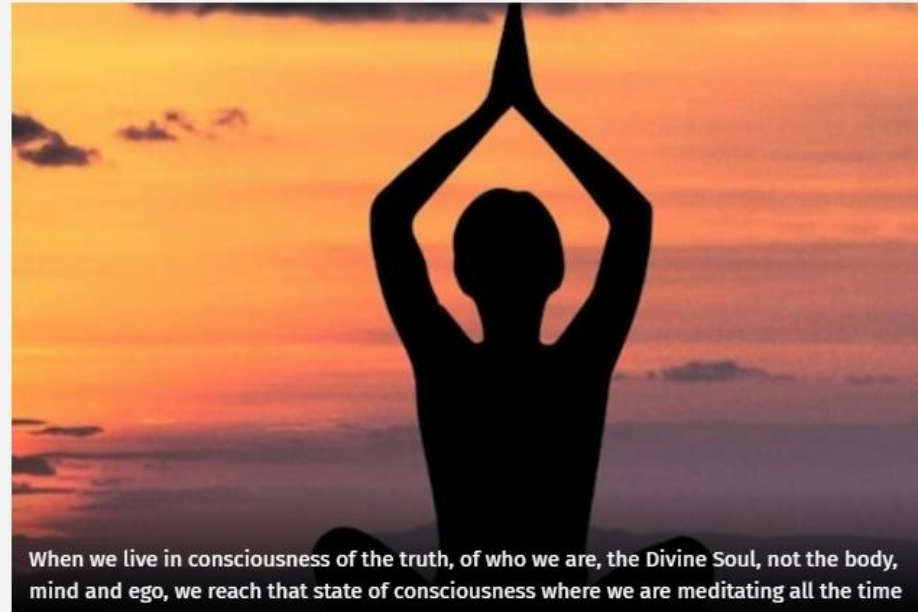
By PNI Admin — On Mar 22, 2023

GENERAL



10 Meditation Tips For Beginners

• Reported By: [Swati Chaturvedi](#) • [News18.com](#) • Last Updated: MARCH 30, 2023, 06:57 IST • [New Delhi, India](#)



By sharpening your focus and connecting to your mission through meditation, you can take advantage of the numerous benefits of comprehensive well-being

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Meditation not only helps yogis and seekers of the truth to progress and evolve on their spiritual quest to self-realization and God-realization but also helps the common man live with peace and happiness. Meditation is about stopping the mind from wandering and bombarding us with thoughts. It is about making the mind still. It is a state of thoughtlessness, mindfulness, Consciousness where the intellect is activated. It is in this mindless state that we experience peace and we can be enlightened.



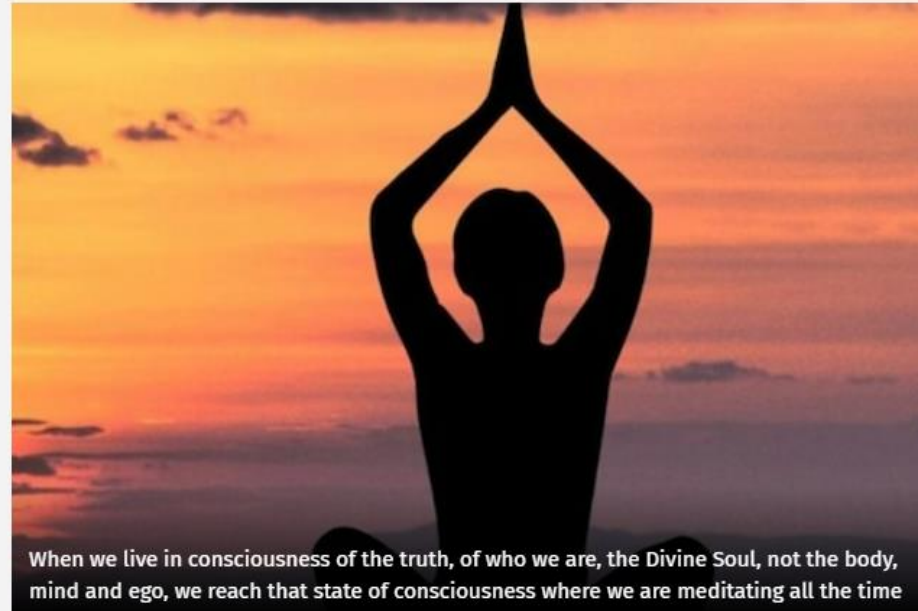
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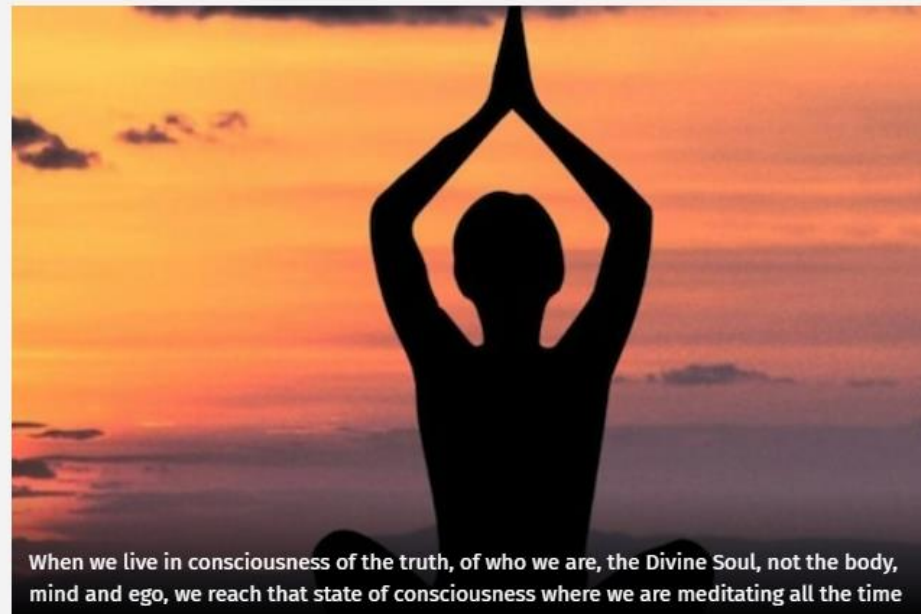
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Thank You