



SRI SRI RAVI SHANKAR

GLOBAL INITIATIVES

2010

Sri Sri Ravi Shankar is a renowned spiritual leader and global humanitarian whose mission of uniting the world into a violence-free, stress-free global family has inspired millions of people to broaden their share of responsibility and serve society.

Sri Sri has devised practical tools and techniques that help individuals achieve calmness of mind and clarity of thought. Such a state of mind empowers individuals not only to achieve their goals, but it also instills a sense of service and greater connectedness with humanity.

In 1981, Sri Sri established the Art of Living Foundation, an educational organization with a presence in more than 150 countries. The Foundation's self-development programs offer powerful tools to eliminate stress and foster a sense of well-being.

In 1997, Sri Sri founded the International Association for Human Values (IAHV), a humanitarian organization, which advances human values such as compassion, caring and commitment in political, economic and social spheres.

IAHV and the Art of Living Foundation collaborate on humanitarian initiatives, which include conflict resolution, disaster and trauma relief, environmental conservation, prisoner rehabilitation, youth leadership, women's empowerment, campaigns against female foeticide and child labor, and supporting education for all.



2010 IN REVIEW



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“The purpose of religion is to bring enlightenment to the individual, happiness to society, and to move from limited individual identity to universality, and eventually communion with the Divine. When at a time these ideals are far from reality, interfaith congregations such as this have a great responsibility to ponder on these pressing issues. It is a necessity for the very survival of our planet.” - Opening Remarks, Parliament of World Religions

GLOBALIZING WISDOM & PROMOTING RELIGIOUS HARMONY

Keynote Address to the Indian Priests' Congress Tamil Nadu, India, February 9



Sri Sri met with more than a thousand Roman Catholic priests at the Indian Priests' Congress in Velanganni, Tamil Nadu, India. Sri Sri said, “The world is undergoing an identity crisis. A reversal of identity is needed. First of all, our identity is that we

are all Divine, then we are human beings, then comes our gender, religion, country and so on. We have to educate the society about the ONE Divinity. When such a shift in our thinking happens we can relate to anybody, whatever our ideology. Fear will be eliminated. Such an education is the only way to bring peace around us, to make this world a beautiful place to live in.”

A Compassionate Approach to Combat HIV/AIDS The Netherlands, March 23

Sri Sri was a keynote speaker at the Summit of Religious Leaders in response to HIV/AIDS in the Netherlands on March 23, 2010.

“I am of the firm opinion that stigma and discrimination around the disease can only be overcome if religious leaders openly speak about it,” said Sri Sri, urging the creation of an effective action plan that is compassionate, effective and humane. “If all of us can take on this project to educate the youth, to educate youngsters about healthy living, positive thinking and a stigma-free, inhibition-free attitude towards people, we have taken a big step.”



Working Together Towards a 'Violence-free America' Hawaii, USA, April 9

Sri Sri and His Grace Bishop Stephen Randolph Sykes of the IOC Orthodox Bishop of Hawaii spoke about the importance of spiritual values and shared their thoughts on creating a violence-free America at a meeting in Honolulu, Hawaii. Sri Sri had inaugurated the 'Stress-free, Violence-Free America' initiative in 2007 at an event in Washington DC to commemorate 25 years of The Art of Living Foundation. The Foundation has since conducted programs in American schools and colleges to create awareness about the role that yoga and meditation can play in helping bring about a more peaceful and productive lifestyle for individuals.

Inauguration of Art of Living Center for Wisdom and Meditation Los Angeles, USA, April 14



Sri Sri inaugurated a new Art of Living center in Los Angeles, USA on Wednesday, April 14, 2010. The new Center is a 100-year old church and is a registered national historic monument. During his time in Los Angeles, Sri Sri gave a discourse on the wisdom in the Upanishads in the Center from April 15- 17. Sri Sri also spoke with students and academics at the University of California, Los Angeles and the University of Southern California.

"Sri Sri Ravi Shankar Day" Declared USA - April 20 and 23

Denver and Milwaukee declared April 20, 2010 and April 23, 2010 respectively as *Sri Sri Ravi Shankar Day*. On a 21-day tour of the United States, Sri Sri was bestowed with the honor in recognition of his efforts to promote peace and support to communities worldwide. The two cities joined twelve other cities in the United States that had earlier announced *Sri Sri Ravi Shankar Day*.

Supporting Haitian Trauma Relief North Miami, Florida, April 27

North Miami Mayor, Andre D. Pierre, Esq. and Sri Sri Ravi Shankar signed a memorandum of understanding to support Haitian trauma relief efforts. They agreed to



focus on promoting the physical, mental and emotional well being of the Haitian diaspora by providing programs to combat trauma, as well as encourage healing and empowerment.

The International Association for Human Values (IAHV), the sister organization of the Art of Living has been engaged in providing trauma relief in Haiti and South Florida since the devastating earthquake in January 2010.

Sri Sri's 54th Birthday Celebrations European Ashram, Germany, May 13

People from over fifty countries meditated for world peace to mark Sri Sri's 54th birthday on May 13, 2010. Speaking about inner fulfillment, Sri Sri said: "The consumerism that is eating society today can only be checked by inner fulfillment, by quenching that inner quest for the Self, for spiritual energy or inner joy. Fulfillment comes through spiritual knowledge. The greatest fortune in human life is to be able to say, 'I want nothing. I am here for you.' 'I want nothing' comes from a state of fulfillment and not of denial."

Guru Purnima Celebrations

Hartford, Connecticut, USA, July 25

More than 4,000 people gathered to celebrate Guru Purnima with Sri Sri in Hartford, Connecticut. While addressing the audience, Sri Sri said: “The purpose of the Guru Purnima celebrations is to turn back and review and see in this last one year how much one has progressed in life. For a seeker, Guru Purnima is a day of significance, is a day of New Year. Is it the day to review one’s progress on the spiritual path and renew one’s determination and focus on the goal, and to resolve what one wants to do in the coming year. As the full moon rises and sets, tears of gratitude arise and repose into the vastness of one’s own self.”



Sri Sri in Russia

Russia, September 5-14

Sri Sri embarked on a 10-day tour of Russia beginning September 5, 2010. Sri Sri was the guest of honor at the second International Art and Music Festival ‘Kremlin Live’ on September 11th in Kazan. The aim of this festival was to develop culture and popularize local arts. The Deputy Prime Minister of Tatarstan and the Minister of Culture welcomed the gathering.

During his tour, Sri Sri visited several cities including St. Petersburg, Moscow, Kazan and Irkutsk. He met with members of the government, businessmen, and students. In St. Petersburg (Sept. 5–6), Sri Sri addressed a gathering of over 25,000 people on ‘Yoga for Health and Happiness’ and held a meeting with the city administration. In Moscow on (Sept. 7), Sri Sri met government officials and addressed students at the Moscow State University. He also spoke at a seminar entitled ‘Business Ethics and Fighting Corruption’ attended by over 400 entrepreneurs, artists, and media persons.

In Kazan, Sri Sri addressed a gathering of 7,000 people where 300 accordionists performed together in a world record-breaking performance. Sri Sri’s last stop in Russia was Irkutsk (Sept. 13-14) where he gave a public talk on ‘Life Secrets’ and conducted a workshop on ‘Yoga for Health and Happiness.’

Inaugurating the First Art of Living Ashram in China Beijing, China, October 23

“India and China share a long tradition of wisdom and spirituality,” Sri Sri said as he inaugurated the first Art of Living ashram in China on the outskirts of Beijing on October 24. Representatives of the Chinese Peoples’ Association of Friendship of Foreign Countries (CPAFFC), a government-backed body, attended the event. Sri Sri was received by Mr. Chen Hao Su, President of the CPAFFC.



“The Art of Living Beijing ashram will not only serve the purpose and needs of the people in China but will draw people from all over the world to experience the hospitality of the Chinese,” Sri Sri said. The meeting was part of an event to celebrate the 60th anniversary of diplomatic relations between India and China.

CONFLICT RESOLUTION & PEACE INITIATIVES

Engaging Maoists in Dialogue to Find Common Ground

Orissa, India, February 2

Sri Sri met with the Chief Minister of Orissa, Mr. Naveen Patnaik to discuss the continuing problem of Maoist violence in the state. Sri Sri invited Maoists to engage in dialogue and encouraged them to resolve their differences with the government through peaceful means. “I request the Maoists to come for talks with us and leave the path of violence. Though the sole intention of the rebels is to work for the society, the path of violence which they have taken is not the proper way.”

“Deepening the mystery of creation is science. Deepening the mystery of the self is spirituality. When spiritual values - human values - are ignored and neglected, technology brings fear and destruction instead of comfort.”

Promoting Peace in Troubled Bodoland Assam, India, February 17

As part of his eight-day tour in North-Eastern India, Sri Sri interacted with the people of Bongaingaon, a troubled district of lower Assam. Over 100,000 people in Salmara in Abhayapuri district came to hear Sri Sri's message of peace and love. Sri Sri also urged people to adopt organic farming methods (*Rishi Krishi*) and *Ayurveda*. The Art of Living runs five schools in this part of Assam. Volunteers of the Art of Living have been working here to bring peace and understanding among the different communities here.

Sri Sri in Jharkhand Bokaro, India, July 1

Sri Sri visited Bokaro in Jharkhand where he spoke with the administration and workers of the Bokaro Steel Plant on stress management. “To create a successful working environment, you need to be stress-free,” he said.



your own occupation.” In the evening, over 12,000 people gathered for *Satsang*. Sri Sri urged them to have faith in the Divine: “If God is with you, no one can harm you.”

Sri Sri Visits Orissa Orissa, India, December 14 -18

Sri Sri Ravi Shankar's tour of the state of Orissa began with the laying of the foundation stone for a temple of knowledge in the city of Sambalpur. Sri Sri then presided over a public gathering of over 200,000 people and encouraged those present to engage in self-reflection to improve themselves and commit to the service of society.

The following day, Sri Sri met with a group of farmers

in the Kalahandi district and encouraged them to adopt chemical-free methods of farming and protect the indigenous bio-diversity of Orissa. The evening's gathering showcased the culture and dance forms of the local tribes. The presentation of the local art forms in Sri Sri's events is an effort to revive and create greater awareness of the local traditions wherever he visits.



The next day, Sri Sri arrived in the city of Cuttack, and visited villages adopted by Sri Sri University, and enquired of villagers' needs and well-being. The evening saw a congregation of thousands of youth from Cuttack and Bhubaneswar for a youth concert and festival to celebrate the spirit of leadership. He inspired the youth to work towards a corruption-free and intoxication-free society.

Prosperity Over Strife Hyderabad, December 23, 2010

Sri Sri's five-day tour, '*Prajna* – the dawn of a new era', in Andhra Pradesh, included public gatherings in Srikakulam, Visakhapatnam, Hyderabad, Karimnagar, Mahboobnagar, Guntur and Kadapa. A 10-km long *Rangoli* (traditional Indian art) drawn by around 1,500 women greeted him on his arrival at Guntur and 500 artists painted during his *Satsang* (community gathering). Both these events were entered in the Global World Records.

Sri Sri invited young people to direct their efforts towards resolving issues peacefully and participate actively in helping the country get rid of slums and scams rather than opting to commit suicide in desperation. “Life is precious and it is a gift that is meant to be honored,” he said. He urged Maoists to shun the path of violence and return to civil society, and he reiterated his offer to mediate between the government and the Maoists.

Sri Sri also appealed to farmers not to end their lives but to turn to zero-budget farming, which has tremendous potential in bringing about a turnaround in their social and economic situation. Affirming that trust and honesty

“Trust is the breath of business, ethics its limbs and to uplift the spirit, its goal.”

should be the basis of society, he spoke about developing model villages in which people were prosperous and free of debts and disputes.

ETHICAL LEADERSHIP & SPIRITUALITY IN BUSINESS

Meditation and Concentration for Legal Professionals

Bangalore, India - February 8

Sri Sri spoke on the importance of meditation and self-reflection in bringing about clarity of thought at the Federation of Bar Associates of Karnataka. Sri Sri guided the gathering through a routine of simple *yogasanas* and meditation. “Usually we think that meditation is concentration. There is an effort to concentrate. Meditation is effortless relaxation. The fruit of meditation is concentration. After you get up from the sleep, how is your mind? Concentrated, right? Any work entails concentration. But relaxation doesn’t require concentration. Meditation expands the size of this vessel called mind. Meditation helps to increase the container not the contents.”

Embracing Ethics in Corporate Life

New Delhi, India, August 10

Interacting with the European Business Group in New Delhi, Sri Sri said, “A sense of contributing; taking pride in giving is missing today. If that happens again, there will be a big difference. Pride in giving and pride in non-violence are two things that are missing in today’s education. If you watch movies, one who is aggressive and loses his temper, is shown as a hero. One who is calm, accepts everything and offers his other cheek is not considered a hero. This value shift has to happen.”



The World Forum for Ethics in Business, European Parliament

Brussels, Belgium, November 17-19



Sri Sri with winners of Ethics in Business Award 2010

Sri Sri was a keynote speaker at the World Forum for Ethics in Business at the European Parliament in Brussels. Noting that the global economic crisis has brought into focus the critical importance of the ethical dimension in leadership styles and strategies, since the financial crisis emanated at least in part from a breakdown in responsible and ethical behavior. Sri Sri called for a paradigm-shift: from motivation through salary perks to inspiration through shared vision and human values. www.wfeb.org

SUPPORTING SUSTAINABLE DEVELOPMENT

Inspiring Youth-led Community Development

Bangalore, India, January 7

Over 1,200 rural youth leaders from 14 states across India came together to brainstorm, share success stories and devise strategies at a three-day Youth Leadership Conference organized at the Art of Living International Center.



Sri Sri inspired the youth leaders and exhorted them to continue their work towards the creation of a corruption-free, violence-free society. Among many other transformational stories that were shared in the conference, Ravi Meher, a young leader from the Indian state of Chattisgarh shared how the Art of Living course inspired his journey from being a roadside boot polisher to an elected official in his village. (Watch Video: <http://bit.ly/8yo5Jg>)

"The need of the hour demands channeling abundant youth energy in a constructive manner"

SPIRITUALITY, MUSIC & CULTURE

Creating Civic Awareness Kolkata, India, February 11

"No one single agency or authority can undertake this mission. We need all to join hands so that together we make a difference," said Sri Sri as he removed garbage from the once-famed Lily Pool in Kolkata, India. 175 youth volunteers joined Sri Sri on the garbage cleaning drive in the city. Sri Sri emphasized the importance of maintaining clean surroundings, refraining from littering in public places, ensuring hygiene, and protecting our environment.

"Meri Dilli Meri Yamuna" – An Initiative to Clean the Yamuna River New Delhi, India, March 17

Over 20,000 people joined Sri Sri at the "Meri Dilli Meri Yamuna" initiative launched on March 17th by the Art of Living Foundation to clean the Yamuna riverfront to underscore the urgent need for preservation and cleanup efforts.

Public outreach programs were organized by the Foundation in collaboration with the Delhi Water Board with street plays, puppet shows, and songs, to spread awareness about ways to reduce pollution in the river.



Shelters for Children Berlin, Germany, May 18

Sri Sri was the guest of honor at the 2nd Symposium on Shelters for Children organized by the Peter Maffay Foundation and co-hosted by the Klaus Wowerit, Mayor of Berlin on May 18.

The 'Billion Hearts Beating' campaign Bangalore, India, July 2

Sri Sri launched the 'Billion Hearts Beating' campaign and led hundreds of people through a pledge to defeat heart disease. Sri Sri said, "Yoga and meditation, playing and smiling more, keeping one's cool and using the stairs – instead of elevators more often would help. Sudarshan Kriya reduces bad cholesterol. We should try to eradicate heart problems from India through such breathing practices." The campaign is an initiative of the *Apollo Hospitals Group* and *The Times of India*. The Times Group chairman, Ms. Indu Jain and Apollo Hospitals chairman, Dr. P.C. Reddy joined Sri Sri in unveiling the campaign.

Calling for a Corruption-free, Violence-free World Goa, India, September 25

In response to Sri Sri's call for a corruption-free, violence-free and stress-free world, more than 4,000 people resolved to contribute toward the betterment of society. Sri Sri emphasized the need for an education that incorporates values from the East and West.



Antarnaad – A Voice Within January 11, Pune, India

2,750 vocalists came together in an enthralling symphony that aimed to showcase the depth and richness of Hindustani classical music. Sri Sri emphasized that "Spirituality and music together can uplift people, get them out of depression, and help them start a new life with enthusiasm." Eminent artists like Pandit Rajan Mishra, Pandit Sajan Mishra, Shankar Mahadevan, and Chitra Roy participated in this historic event attended by over 100,000 people.



Honorary President of the Hampi Utsav Karnataka, India, Jan. 27

Sri Sri was the Honorary President of the organizing committee for Hampi Utsav. The festival, organized by the Government of Karnataka, celebrated the 500th year anniversary of the emperor of Vijayanagara, Krishnadevaraya's coronation. Hampi, located in the state of Karnataka, is a UNESCO World Heritage Site and used to be the capital of the last great South Indian Empire. Speaking at the inaugural ceremony at the famous Hampi temple, Sri Sri said: "Every stone, here in the ruins, is lit - shining, reminding us of its glorious past. Similarly, our human values should shine through. Such celebrations bring us together – let us resolve to work together for a prosperous future."

Annam Brahm Festival – Highlighting the Importance of Right Nutrition Gujarat, India, November 2-6

A spread of 5,000 vegetarian dishes were prepared and served on November 2 at the *Annam Brahm* festival in Ahmedabad, Gujarat. The festival showcased the effects of food on the mind, the right eating practices as well as guidelines for maintaining good health. All the dishes were made with organic ingredients and prepared using ayurvedic principles of cooking. People of all religions participated with the aim to showcase the unique cuisines from different communities. The food was then distributed as *Bal Bhoj* – a children's feast among 35,000 underprivileged children from eight slums at Vejalpur and other villages around the city of Ahmedabad.

Sri Sri was also invited to be special speaker at the Earth Charter Program in Ahmedabad where he urged farmers to avoid excess use of pesticides. On the occasion of the New Year according to the Gujarati calendar, Sri Sri also visited a 300-year-old temple in a village Jhanjharka near Ahmedabad. Sri Sri met with local *Dalit* leaders and addressed a gathering of 30,000 *Dalits* where he called upon all communities to work together for the benefit of society.

SNAPSHOT OF SERVICE INITIATIVES IN INDIA 2010

The Art of Living Foundation's Care for Children Program supports **132** Rural and Tribal schools for **14,453** children.

The IAHV's 5H Program (Health, Hygiene, Habitat, Human Values, Harmony in Diversity) conducted **6,873** awareness and skill-building workshops for **227,881** participants.

697 Cleaning Drives conducted in cities, towns and villages.

82 Chemical-free Farming Workshops conducted for **5,991** Farmers.

211 Medical Camps organized for the benefit of **116,370** villagers.

3,672 Rural Self-help Groups formed to identify ways to promote entrepreneurship and sustainable means of employment.

1,590 Young Leaders trained as part of the Youth Leadership Training Program to work towards establishing a prosperous and harmonious society.

30 YEARS OF SERVICE



IAHV and Art of Living have helped invest more than **100 Million** volunteer hours in social and community development programs.

61,546 rural youth trained in the Youth Leadership Training Program since 1997.

10 Million trees planted around the world as part of Mission Green Earth, in partnership with the United Nations Millenium Campaign.

350,000 prison inmates have participated in the Prison Smart Program for rehabilitation and reform.

1,527 homes built through IAHV's 5H Program for the underprivileged and for those displaced by disasters.

820 bio-gas plants built in collaboration with beneficiaries for generating low-cost cooking fuel.

5H awareness programs conducted in **36,557** villages.

Art of Living programs now offered in **152** countries.





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