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Magic of Gayatri Mantra

Gayatri Jayanti is believed to be the day when Sage Vishwamitra first uttered Gayatri Mantra. Gayatri Jayanti 2014 date is June 9. It is observed on the 11 day of the Jyeshtha month – the Jyeshtha Shukla Paksha Dasami day. Some people also believed that Goddess Gayatri, who is worshipped as Veda Mata (The Mother of Vedas), appeared on the earth on the day. The Gayatri Mantra has been chronicled in the Rig Veda, which was written in Sanskrit about 2500 to 3500 years ago, and the mantra may have been chanted for many centuries before that. For ages, this beautiful prayer has seemed mysterious to the Western mind and was out of reach even for most Hindus. It was a well guarded secret, withheld from women and from those outside the Hindu Brahmin community.

Today, it is chanted, meditated to, and sung around the world with reverence and love. It is often compared to The Lord's Prayer in significance and impact. The beautiful and soothing ancient sounds, the flowing rhythmic patterns, and the powerful intent make the Gayatri Mantra a wonderful part of one's daily spiritual practice. Because it is an earnest and heartfelt appeal to the Supreme Being for enlightenment, it can be universally applied. It really doesn't matter what your religion, your color or your ethnicity is – what matters is your intent, and your authenticity, and your willingness to be moved. The ancient Hindu scriptures describe how the sage Vishwamitra was given the Gayatri mantra by the Supreme Being as a reward for his many years of deep penance and meditation. This was to be a gift for all humanity. It is said that this sacred prayer spirals through the entire universe from the heart of the chanter, appealing for peace and divine wisdom for all. The Gayatri Mantra inspires wisdom in us. In very basic but beautiful language, it says "May the divine light of the Supreme Being illuminate our intellect, to lead us along a path of righteousness". The Vedas say: To chant the Gayatri Mantra purifies the chanter. To listen to the Gayatri Mantra purifies the listener.

For many devout Hindus, the Gayatri is seen as a Divine awakening of the individual mind and the individual soul – Atman – and within it, a way to Union with the collective consciousness - Brahman. Understanding and simply loving the essence of the Gayatri Mantra is considered by many to be one of the most powerful ways to touching God. One interpretation is that the word Gayatri is derived from the words: gaya, meaning "vital energies" and trāyate, meaning "preserves, protects, gives deliverance, grants liberation". So, the two words "Gayatri Mantra" might be translated as "a prayer of praise that awakens the vital energies and gives liberation and deliverance from ignorance". The shorter form of the Gayatri is practiced far more commonly: "OM BUHR, BHUVA, SWAHA OM TAT SAVITUR VARENYAM BHARGO DEVASYA DHEEMAHY DHIYO YONAH PRACHODAYAT" We meditate on the glory of the Creator; Who has created the Universe; Who is worthy of Worship; Who is the embodiment of Knowledge and Light; Who is the remover of Sin and Ignorance; May He open our hearts and enlighten our Intellect. The longer version is more profound. "OM BHUR, OM BHUVAHA, OM SWAHA, OM MAHAHA, OM JANAHA, OM TAPAHA, OM SATYAM OM TAT SAVITUR VARENYAM BHARGO DEVASYA DHEEMAHY DHIYO YONAH PRACHODAYAT" According to the Vedas, there are seven realms or spheres or planes of existence, each more spiritually advanced than the previous one. It is written that through spiritual awareness and development, we can progressively move through these realms and ultimately merge with the Supreme Being. Many Buddhist teachings have also referred to these seven realms. By chanting this

mantra, Divine spiritual light and power is infused in each of our seven chakras and connects them to these seven great spiritual realms of existence. The sages of ancient times selected the words of the Gayatri carefully and arranged them so that they not only convey meaning but also create very specific vibrations and powers of righteous wisdom through their utterance. Hindu Vedic scriptures describe how many of these sages accumulated tremendous spiritual powers through years of deep meditation and the chanting of the Gayatri – these spiritual powers are called Siddhi. It is said that these Gayatri Sadhaka (spiritual seeker) begin to feel the presence of divine power in the inner self which induces immense strength and peace of mind. According to the late Pandit Shri Ram Sharma Acharya, "The rishis and sages of the Vedic Age had experienced and experimented on the enormous extrasensory energy pools – the chakras, upachakras, granthis, koshas, matakas, upayatikas and nadis, hidden in the subtle cores in the endocrine glands, nerve bundles and ganglions. It is said that the activation of these rekindles rare virtuous talents and supernatural potential. Scientists, metaphysicists, spiritual practitioners and others are studying and rediscovering these ancient approaches towards self-realization.

The secret of the supernatural impact of Gayatri Mantra in the physical domains of life lies in the unique configuration of the specific syllables of the mantra. The cyclic enunciation of this mantra stimulates the subliminal power centers in the subtle body. The pressure on tongue, lips, vocal cord, palate and the connecting regions in the brain generated by continuous enunciation of the twenty-four special syllables of the Gayatri Mantra creates a resonance (or a vibration) in the nerves and the 'threads' of the subtle body. The musical flow thus induced titillates the extrasensory energy centers. The latter begin to stimulate and a sublime magnetic force arouses in the Sadhaka that attracts the vital currents of Gayatri Shakti immanent in the infinite domains. This magnetic charge induced by the continuous repetition of the Gayatri Mantra 'attunes' the seeker's mind to link with these supernatural power-currents." It is significant that the prolonged repetition of the Gayatri has a cumulative effect on our bodies and our minds. Our minds are sharper, our immune system is stronger, and our hearts are open. When our energy centers, including our main Chakras, are activated by the vibrations of the Gayatri mantra, this has a positive and healing effect on our life force energy – on our Prana. The Gayatri can be listened to, chanted, or even thought. There is power and potency in all three approaches. Choose the approach that you are most comfortable with.

If you intend to chant the Gayatri mantra, it is quite important that you chant it with the correct pronunciation and with the deepest integrity of intent. This of course, means that one needs to know the meaning of the words behind the mantra. The Sanskrit words of the Gayatri carry tremendous power when chanted correctly and with the purest of hearts. Om Bhur Bhuvah Swaha (Om Bhoor Bhoova Swa-Ha) Om Tat Savitur Varenyam (Om Tat Sa-Vidoor Varain-yam) Bhargo Devasya Deemahi (Bhaargo They-Vas-Ya Dee-Mahi) Deeyo Yo Naha, Prachodayaat (Thee-Yo Yo-Na-Ha, Pra-Cho-Da-Yaat) OM is considered the primeval sound from which all sounds emerge. OM is Brahma and a metaphor for Source Energy or the Supreme Being. Om Bhur Bhuvah Swaha is actually a preamble to the main mantra and means that we invoke in our prayer and meditation the One who is our inspirer, our creator and who is the abode of supreme Joy. It also means, we invoke the earthly, physical world, the world of our mind, and the world of our soul. Tat Savitur Varenyam.....Tat meaning THAT, again denoting the Supreme Being. Savitur meaning the radiating source of life with the brightness of the Sun; and Varenyam, meaning that most adorable, most desirable. Bhargo Devasya Deemahi.....Bhargo meaning luster and splendor, Devasya meaning Divine or Supreme and Deemahi meaning "We meditate upon". Deeyo Yo Naha, Prachodayaat.....Deeyo meaning our understanding of reality, our intellect, our intention. Yo meaning He Who, and Naha meaning Our. Finally, Prachodayaat, meaning May he Inspire, Guide. Put together, we could say: "We meditate on that most adorable, desirable and enchanting luster and brilliance of our Supreme Being, our Source Energy, our Collective Consciousness.....who is our creator, inspirer and source of eternal Joy. May this warm and loving Light inspire and guide our mind and open our hearts."

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Thapki...Pyaar Ki to Premiere on COLORS From Monday 25th

**Udaipur:** Survival is not just of the fittest but also of the most resilient and optimistic; no one knows this better than Thapki, the central character of COL-ORS' new show Thapki...Pyaar Ki. Thapki...Pyaar Ki traces the journey of an aspiring, perseverant girl, conscious of her strengths and confident that she will be able to face the world, drawing force from her conviction and self-assurance. Meet Th...th...th...tha...Thapki as she takes you along her bittersweet journey of personal triumphs starting May 25th, Monday to Saturday at 7:00 PM on COL-ORS. Thapki's life is steered by her stammer but she chooses to move forward unperturbed notwithstanding the challenges that life throws at her in every conversation. While the encouraging pat on her back or a Thapki that makes her break her stammer and speak fluently becomes her namesake, the name christened by her parents, Vaani, never even registers with



the society and only heightens the irony in her life.

Commenting on the newest addition to COLORS' bouquet, Manisha Sharma, Programming Head – COLORS, says, "Thapki is a light-hearted yet touching story, which will motivate viewers to think that they can go beyond their limitations, and not give up on their dreams. Thapki's mission in life is to not just survive but to thrive with passion, compassion and humor. The

way Thapki's story progresses and the conversations she has in each episode will evoke viewer empathy while strengthening their emotional connect with her. Through the journey the audience will also applaud the determination with which Thapki moves ahead optimistically to fulfil her dream of becoming a television journalist." She further added, "Thapki as a storyline will move viewers away from the stress of their daily routine, tug

at their heartstrings and lead them to be inspired all at the same time. Jointly produced by SOL and Shoonya Square Productions, Thapki...Pyaar Ki will showcase Jigyasa Singh as Thapki, Pratiksha Lonkar as Poonam (Thapki's mother), Shakti Singh as Krishnakanth (Thapki's father), Sheena Bajaj as Aditi (Thapki's sister) amongst others. Speaking about their first production Thapki...Pyaar Ki for COLORS, Ved Raj from Shoonya Square Productions said, "We have shot extensively in Agra for this show as Taj Mahal forms a very intrinsic part of Thapki life. Thapki's approach towards life will only make you question the harsh ways of the society and how heartless we are towards people with shortcomings." Elaborating further, co-producer and writer, Dheeraj Sama said, "Thapki...Pyaar Ki is an attempt to applaud and admire those people who don't succumb to defeat due to their shortcomings but win over them

TV Stars shine on India's Got Talent

**Udaipur :** India's Got Talent raises the bar for entertainment every week. Television personalities from across channels will participate on India's Got Talent and showcase their talent in front of talent gurus Karan Johar, Malaika Arora and Kirron Kher this week. Watch popular COLORS artists like Siddharth Shukla and Sana Khan make the episode worth watching out by pulling off magic tricks while Karan Tacker, Mouni Roy, Sushant Divgikar and Prachi Shah will sing and dance on popular numbers. First up will be Siddharth Shukla of Balika Vadhu fame – wowing the audience by making a spoon bend using telekinesis. Not only will he excite the audience with his performance, he will also manage to flatter talent guru Kirron Kher on the show. His presence will make Kirron Kher announce that he is the most handsome and good looking lead actor on Indian television according to her and she was in complete awe of him. So much was her admiration for Siddharth that talent guru Kirron will shake leg with him on the stage of India's Got Talent on the song "Darling" from Saath Khoon Maaf. The dance is infectious enough to make Karan and Malaika



too groove with Siddharth on "Saturday" from Humpty Sharma Ki Dulhania. Siddharth is truly a magician on India's Got Talent as he will not only charmed his way to the judges hearts but keep the audience entertained as well. After Siddharth's magic trick, Khatron Ke Khiladi contestant for this year, Sana Khan will perform an eye-popping and daring act. Look forward to handsome hunk Karan Tacker dance and bond with Karan Johar, Prachi Shah perform Kathak on a Madhuri Dixit song among other interesting acts that prove that television actors in India really have untapped talent that goes beyond emoting and acting!

Rupesh Paul at cannes with "the monk" and "Indian geisha"

This time again Rupesh paul has reached Cannes film festival with his two film. "The monk who fucked a limousine" and "The memoirs of an Indian geisha".

The monk who fucked a limousine is based on the story of Delhi rape case 'Nirbhaya-India's daughter'. "The monk" will be screened for the buyers in the Marche du film section of Cannes. The monk is produced by O P Rai, presented by kala niketan entertainment



and written by Sritama Dutta. The main lead 'monk' is Omkar Das Manik puri who was the lead of Oscar nominated Peepli Live. Although the people will not believe but the veteran Rupesh paul has decided to unblock one more buzz

n talks by screening his new movies. Unexpected thoughts are the cup of tea of Mr. Rupesh paul. The person who has made an out of the frame movie will be able to do the justice with the story of India's daughter. Whereas "The memoirs of an Indian Geisha" is being produced under Rupesh Paul Productions Ltd. Geisha is the term which still needs a clarification. Known to be a girl for entertainment of men.

Vedanta supports the Jaipur Literature Festival at Southbank in London

**Udaipur:** India's iconic Jaipur Literature Festival showcased myriad hues from its heartland in the second edition of JLF at Southbank in London. Described as 'the greatest literary show on earth', the Jaipur Literature Festival, held on 16 May and 17 May, put India on the map, making its way onto the bucket lists of authors and literary lovers alike. The festival is a uniquely electrifying experience that sets serious literary dialogue amidst a backdrop of mystic rhythms and incredible creative energy. The legendary magic of JLF returned to London for a second year this weekend, bringing with it a creative caravan of writers and thinkers, poets and balladeers.

"The cultural connectivity through literature invokes a celebration of unity, diversity and the creative potential of talents, and we are happy to be a part of this literary pilgrimage that transcends boundaries to present the finest conversations, experiences and imaginations," said, Anil Agarwal, Chairman, Vedanta Resources Plc, adding that, "The festival is of significance to Vedanta, as we partner Rajasthan's growth through

our presence in the state, while today, we are celebrating 'Jaipur – on – Thames', in London, where we have our company's headquarters." The company's shared destiny approach has benefited almost 2 million people in Rajasthan where there have been significant investments of over \$ 20 million in corporate social responsibility initiatives in the financial year 2015.

At the festival, the Kutle Khan project was supported by Vedanta Resources, a diversified natural resources group that has a strong association with Rajasthan through Hindustan Zinc and Cairn India. Folk music and dance is an integral part of the social fabric of Rajasthan and the Kutle Khan Project is a unique collective of Rajasthani folk musicians who embody the rich and rhythmic traditions of Rajasthani folk music. Among the myriad of sessions at JLF @ Southbank, many-a-tale are from the country of its origin – India. Co-directed by authors William Dalrymple and Namita Gokhale, JLF @ Southbank is produced by Teamwork Arts, a pioneer in the performing arts space.

Vodafone Enhances Customer Services in M P & Chhattisgarh

**Bhopal :** Following a 'Customer First' approach, Vodafone India, has invested over INR 115 crores on ramping up network and distribution in Madhya Pradesh & Chhattisgarh circle over the past twelve months (April 2014-Mar 2015).

Vodafone as part of an endeavour to be 'Future Ready' through closer engagement and enhanced customer experience has been focusing on the key areas of Customisation, Enhanced Connectivity and Retail.

Pursuing an accelerated growth strategy since April 2014, Vodafone has added over 500 new sites, 109 retail outlets and taken M-Pesa, its Mobile money transfer service, deeper into the migrant pockets to engage more closely with a diverse customer base in Madhya Pradesh & Chhattisgarh. With this expansion, Vodafone now reaches out to customers in over 23600 towns and villages bringing them under the fold of superior connectivity and seamless service experience.

Talking about the initiatives taken by Vodafone to enhance customer experience, Manish Kumar, Business Head – Madhya Pradesh & Chhattisgarh, Vodafone India, said "Gaining the trust of our customers and winning their hearts through innovative, customised, cost effective and relevant products and services, is a priority for us at Vodafone. We have

been activating this at the ground level by pursuing a continued and consistent customer centric strategy to bring the best connectivity solutions to our valued customers. Our investments over the past year have been directed at putting in place a network that our customers can rely upon, especially in the rural belt. Also, we have been expanding retail and distribution network to get closer to customers across urban and rural geographies. Additionally, Vodafone customers have the advantage of accessing a wide range of unique plans and offers structured to suit their individual needs, under our 121 service".

B P Singh, Operations Director, West, Vodafone India, said The growing popularity of smart phones has led to a rise in demand for high speed data services. We see tremendous potential in this area and have been taking the lead in democratising data by hand holding customers on the ease and benefits of mobile internet usage. M-Pesa. Over the past year, we have also made deep inroads into the heartland of MP & Chhattisgarh, reaching out to the migrant pockets and highlighting the safety, speed and simplicity of transferring money through Vodafone M-Pesa. Vodafone remains committed to continue investing in bringing the best in class, innovative, relevant, products and services to win customer delight in MP & Chhattisgarh."

Vodafone now has over 7240 2G sites in MP & Chhattisgarh circle covering over 55 percent of the region's population. Vodafone through an Intra Circle Roaming arrangement with other operators is also ensuring a seamless 3G roaming experience for its customers and reaches out to additional 185 towns and villages. Vodafone has been taking a series of ground level activities to increase awareness and adoption of data services. This has resulted in Data revenues rising significantly at a growth rate of 77% YoY. Data now contributes to 10% of total service revenues in the Circle.

With already one of the country's largest exclusive retail footprints, Vodafone has continued to expand its reach to cover the entire region in both urban and rural areas. Presently, Vodafone has more than 500+ retail outlets in MP & Chhattisgarh, including 14 Vodafone stores, 487 Vodafone Mini Stores. Over the past 12 months, Vodafone has added 5 VS and 104 VMS in the region. As part of its initiative to offer an unmatched retail experience to its new age customers in MP & Chhattisgarh, Vodafone has also been launching Global Design Retail Stores. Today, Vodafone has 5 Global Design Retail stores in the region and whether it is Birmingham in UK or Bhopal, these stores offer an engaging and uniform customer experience.

Duplicate Kent RO Products seized in Delhi

**New Delhi:** In a seize operation conducted by Kent RO Systems pursuant to orders of the Hon'ble High Court of Delhi, duplicate and spurious products, which were being unlawfully sold under the identical brand name 'Kent' and which also infringed the registered design of Kent RO Systems, were seized by the Local Commissioner appointed by the Hon'ble High Court of Delhi.

During the seize operation conducted on 12-05-2015 at the premises of Ken Flo Technology in Govindpuri, Kalkaji, New Delhi huge quantities of identical water purifiers along with carton boxes and stickers identical to the Kent Logo were seized.

Water purifiers of Kent RO Systems like KENT GRAND+ were being illegally sold by this infringing party under the similar brand name AQUA Grand+, Super Ken Flo, Ken Flo, Super Grand +. All these infringing products were seized during this operation.

Revealing this information, the Legal Head of Kent RO Systems limited told us



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that "Rolling out of such spurious products is playing with the health of innocent consumers". "The Hon'ble High Court of Delhi has restrained the party to use the trade mark Ken, Ken Flo or any other trade mark /trade name or logo/device which is identical to KENT, as well as from using the registered design of water purifiers of Kent RO Systems."

It was argued before the Hon'ble High Court of Delhi that adoption and user of the infringing trade name for their business activities by Ken Flo Technology constituted infringement/violation of the statutory rights of the Kent RO Systems in their mark KENT and other composite marks including the word "Kent", while imitation of the registered design by Ken Flo Technology grossly violated the Intellectual Property rights of the Company.