

# Buddha-CEO

September 2021

[www.buddhaceo.org](http://www.buddhaceo.org)



Success in the  
new normal

Peopleware &  
Meditation

Meditation versus  
Medication

Always keep  
an open mind



Buddha-CEO  
*Quantum Foundation*



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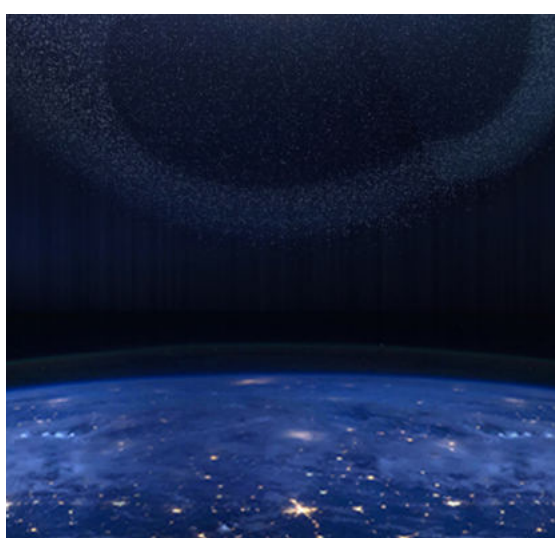
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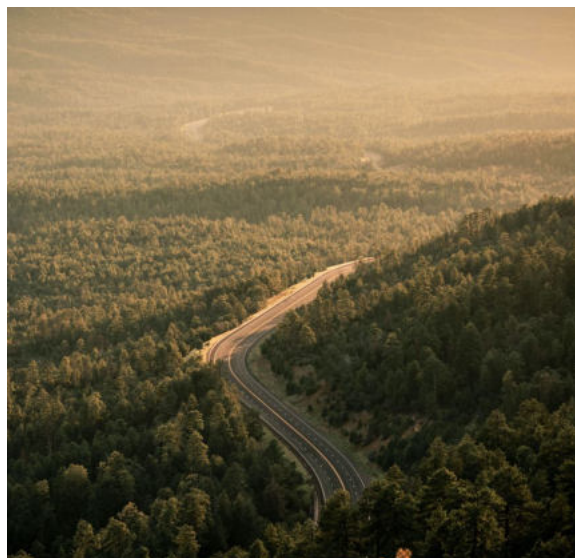
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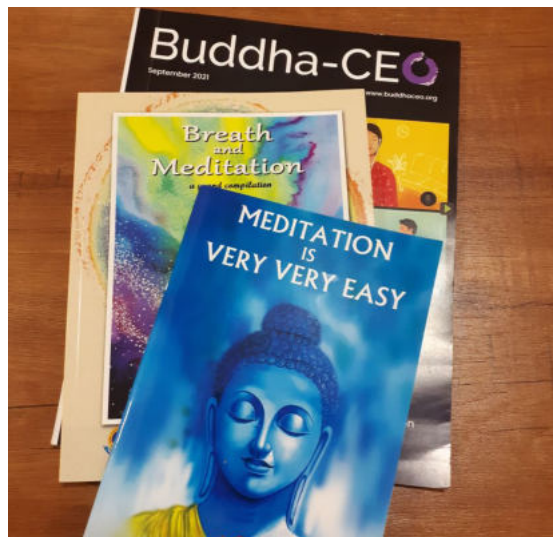
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Buddha-CEO  
Quantum Foundation



# Contributors



Brahmarshi Pitamaha Patriji, Founder, Pyramid spiritual Societies Movement, is a new age spiritual scientist, a grand meditation master, Founder / Chairman / Advisor of several non-profit spiritual organizations including Pyramid Valley International and Pyramid Meditation Channel. With his relentless efforts for over 40 years, thousands of pyramid meditation centers have been established all over India and abroad, and millions of people are practicing Ana-apana-sati meditation.

Chandra Pulamarasetti, Founder of Buddha-CEO Quantum Foundation is a successful entrepreneur, former Vice President at IBM Corporation, meditation coach, and board member of few non-profits including Pyramid Valley International. Inspired by the teaching of Brahmarshi Patriji and several world masters, Chandra is practicing meditation for over 20 years, teaches regularly to organizational & business leaders and professionals, and participates in several meditation service activities.



Laurence Guihard-Joly is a former Senior General Manager at IBM, who successfully managed multiples large global business units, from Europe, Singapore, and USA. She introduced meditation to thousands of leaders and became the corporate sponsor of mindfulness in IBM.

Co-founder of Buddha-CEO Quantum Foundation, she teaches meditation & mindfulness, and supports Uloo, a new technology platform offering wellbeing & personal growth programs.

Prof Jagadish is a retired Professor from IIM Bangalore and has held several senior positions in public and private sector organizations. He has also had the privilege of advising Karnataka State Government in IT interventions. He is a senior meditator and supports Buddha-CEO Quantum Foundation in various activities.





# Editorial

## Program Your Subconscious Mind

What comes to your mind when you hear the word ‘meditation’? For most of us, it would be the serene, meditating face of Buddha that we might have seen, in paintings and sculptures. For many in Asia, meditating monks and sages are an integral part of their tradition and culture. Indeed, meditation is a very ancient eastern practice.

There are a number of myths about meditation – it is an esoteric practice; it is for folks who are evolved; it is complicated; it is for people who are religious or perhaps, it is for people who are stressed. As you read this very first issue of Buddha-CEO magazine, these myths will be dispelled. Business leaders, students, and people from all walks of life have shared their meditation experiences, how it has helped them focus better, feel happy, progress in their chosen careers, and maintain good physical and emotional health.

Meditation is more science than most of us will allow ourselves to believe. Meditation increases neuro-plasticity i.e. plasticity of the brain. It deals with the subconscious mind. Our subconscious mind either launches us into an orbit of a fulfilling life or sabotages us from achieving our true potential. This issue also shares credible studies that have proven the benefits of meditation using data.

Recall the moment in your life, when as a child, you first rode your bicycle. Can you recall that euphoria of experiencing that balance when you realize that you can perfectly pedal and move forward without any external assistance or the fear of falling down? That feeling has to be experienced; it cannot be explained in words.

Meditation is very similar – you need to get into the state of stillness – both of the body and the mind, be aware only of the present moment, without any thoughts of the past or the future. This has to be experienced. And it is not just for people who are stressed or senior citizens who have a lot of time on their hands; it is for everyone who is seeking to lead a fulfilling life. And it is very, simple.

As you browse through this issue, you will find stories, crosswords and quizzes, for our younger audience. Also, to help you in your meditation journey, we bring to you recommended reading as well.

Do let us know what you liked about the magazine – which articles you could relate to. As Buddha-CEO journeys into the future, we would like our paths to cross more often – please write to us about your experiences and stay engaged.

**Above all, wherever you are on the globe, stay happy.**



Latha Srinivasan is a former IT professional; currently, an Edtech entrepreneur based in Bangalore. She has begun her dedicated meditation journey 6 months ago and has volunteered to edit the Buddha-CEO magazine.



# Guidance

## Greetings from our Mentors



**Brahmarshi Pitamaha Patriji**

Founder, Pyramid Spiritual Societies Movement

A leader should be a ladder and support others to reach greater heights. People become leaders when they become spiritual. The word 'quantum' refers to the science of infinite possibilities. When we think, we have infinite possibilities. When we speak, we have infinite possibilities for the choice of words. When we see, we can see infinite possibilities. What we think, see, speak, etc decides our reality. I want every CEO to become a Buddha-CEO so that the world benefits as a whole.

The Buddha-CEO Quantum Foundation is an inspiration for a worldwide revolution in the corporate sector. The corporate sector should move from taking up 'CSR' to 'CSSR' i.e. 'Corporate Social Responsibility' to 'Corporate Socio-Spiritual Responsibility. This fundamentally means teaching meditation to everyone .. to make them more responsible, happy, and contented. Every employer needs to ensure that their employees meditate regularly. This is the goal of the Buddha-CEO Quantum Foundation.

The bottom line is that 'Spirituality' as truth and reality lies in 'Spirituality' alone. A real leader always has to practice Spirituality and 'Spirituality' means 'Meditation'. Practice of Meditation is the backbone of Spirituality.

I wish everyone in the Buddha-CEO Quantum Foundation the very best.





**Padma Shri  
D.R.Kaarthikeyan, IPS (R)**

Former Director, CBI  
Former Director General,  
NHRC  
Former Special DG, CRPF

For several years, I have had the good fortune of being involved in many spiritual traditions and methods of meditation. Though they are different in style, the purpose is the same. All paths lead to the same destination.

But the meditation technique of Vipassana, discovered by Bhagwan Buddha and Ana Pana Sati, its derivative is the simplest that can be followed by anyone of any age. Since its inception, Buddha CEO Quantum Foundation has popularised this very effectively.

On the first anniversary of the Buddha-CEO Quantum Foundation, I congratulate the founder and prime teacher of meditation Shri Chandra and his able and dedicated team for a successful year.

I wish them greater success in the years to come, as the world can be retrieved from the impending disaster only by spreading the Meditation to everyone.



**Dr. S. V. Balasubramaniam**  
Chairman, Bannari Amman Group of  
Companies

Hearty Congratulations to Mr. Chandra and Mrs. Vani Chandra for their dedication and sincerity in the propagation of “Ana-apanasati” Meditation under the banner of “Buddha-CEO Quantum Foundation”. I am extremely happy to convey my greetings and good wishes to the Foundation.

Meditation not only improves our physical, mental, social, and spiritual health, it ultimately provides us a holistic life. I’m extremely happy that their service to humankind can be considered a boon to society.



**Padma Shri Dr. R. V. Ramani**  
Founder and Managing Trustee  
Sankara Eye Foundation

Any venture should have a need-based goal. Right now, the need is for humanity to be happy and live in harmony. Buddha-CEO Quantum Foundation is focused on the need to make people happy and harmonious with their surroundings through meditation. It has a robust organizational structure with several volunteers and a council of eminent people, who are experienced meditators. Under the guidance of Brahmarshi Patriji, it will fulfill the dreams of many people. Many leaders will be created to facilitate an energetic, positive and peaceful world. A global movement has been launched with a specific purpose. I congratulate everyone who has been a part of the Foundation and wish them all the very best.



# Greetings from Leaders & Masters



**S. K. Ghai**

Chairman, Sterling Publishers Pvt. Ltd.,

It is a wonderful idea to bring out Buddha-CEO, a quarterly magazine on meditation for those in the corporate and government sectors. Buddha-CEO foundation is doing an excellent work in spreading the awareness of meditation and teaching it free all over the world. The foundation was actively started in early 2020 and has spread its wings in several countries. It runs numerous programmes on meditations for schools, colleges and corporations. It also holds a meditation course on Zoom early in the morning, from 6 to 7.30 a.m., where thousands participate from all over the globe. Mr Chandra Pulamarasetti is organizing the 40-day course, which I have attended regularly since 2020. He is an excellent teacher and gives lot of time to the participants for sharing their experiences.

It has now become a habit for me to get up early and be ready for the meditation programme. It also promotes vegetarianism. Meditation keeps us active, organized, happy and healthy and prevents us from getting angry throughout the day.

I am sure this magazine will help the readers to learn about meditation and adopt it as a way of happy living. I wish the magazine great success in the times ahead.



**Dr. Newton Kondaveti**

**Dr. Lakshmi Newton**

Founders, Quantum Life University,  
Leading PLR & Meditation Scientists

It is such a joy to be a witness to the conception, growth, and expansion of the Buddha-CEO Quantum Foundation so far! We have deep appreciation to the founders Shri. Chandrasekhar and Smt. Vani and the entire team for their commendable services rendered by conducting long-term meditation programs for the corporate and the public during the recent times of pandemic. We are thrilled to see how much it is benefitting the participants.

We are happy to see another quantum leap that the Foundation is taking now - by launching the magazine. There are more than one lakh companies in India. Many of the businesses are not able to succeed because of lack of consciousness and manifestation tools.

It is important to add an element of meditation to every organization to develop fully! We need more conscious leadership, heart and soul based approaches. This is exactly what Buddha-CEO Quantum Foundation is doing.

May the magazine bring light of wisdom to the organizations and companies through the transformational articles published in it. So be it! So it is! Congratulations !





### **Shreans Daga**

Successful Entrepreneur,  
Vice-Chairman of Pyramid Valley International  
Meditation Coach.

Everything is a miracle until it becomes a technology. Meditation is one powerful technology to manifest from a higher dimension.

Einstein said "The field is the sole governing agency of matter". We often struggle, work hard, feel burn out in order to manifest our desires. What is more important is our state of being while we are doing what we are doing. One's vibration always precedes Manifestation. Meditation helps us to raise our vibrational frequency. We become more productive, more efficient and achieve much more in much less time. It gives clarity and insights, make us more resilient and adaptive.

It is great to see Buddha-CEO Quantum Foundation taking up the mantle to spread the scientific meditation wisdom to the corporate community. I am glad that so many corporates, and leaders are getting greatly benefitted from the work the Foundation is doing.

On this occasion of its first issue of Buddha-CEO, I wish the entire team led by my dear friends Chandra, Vani and Laurence, the best.



### **Dr. Sai Krupa Sagar, PhD**

Former VP at Cognizant Technologies  
Managing Trustee, Pyramid Valley International.

Congratulations to Buddha-CEO Quantum Foundation team on the launch of their magazine. The mission of Buddha-CEO evolved from the thirst to help aspiring leaders, entrepreneurs and corporate professionals learn and use spiritual science wisdom for better health and optimum performance. While Pyramid Valley International provides an environment for going within oneself - through breath meditation and pyramid energy, Buddha-CEO Quantum Foundation complements the inner quest with wisdom and techniques for consciously creating one's everyday reality. I have been fortunate and happy to be associated with the Foundation's mission and journey since their start. Wishing the entire team great success in helping millions of people manifest well-being, abundance and joy.



# CEO Speaks

## Success in the New Normal

Dear Friends,

On behalf of Buddha-CEO Quantum Foundation, welcome to our fold.

We are excited to launch our quarterly Buddha-CEO Meditation magazine.

We are committed to create awareness about the benefits of meditation and how it can transform and propel organizations - its leaders and employees - to greater heights. This magazine is one of the key initiatives towards our mission.

The advent of technology and the emergence of online business models have made the global 24x7 operational model a must for most organizations. This necessitates close collaboration across geographically dispersed and culturally diverse teams. Even a local business is compelled to connect globally and operate 24x7. Real time feedback from customers through social media / mobile platforms and time compression of customers' expectation to deliver products, services and upgrades causes huge demands on teams to deliver more with agility, speed and quality.

Organizational training methodologies and motivational levels of people need to be approached differently in order to meet these demands of this new era.





## **Realtime Response**

In the past, if there were deadlines or targets, a leader could inspire the teams to come together, work hard and meet customer expectations. This was fine as long as the deadlines were spread out. However, in today's world, the response is real-time. The targets come with compressed schedules. The expectation is to deliver to daily, weekly, and monthly targets. Unless employees develop the true understanding of "Work is Worship", work remains something external that they have to do for others and is approached with limitations and excuses of time and resources. The solution is to inspire employees towards a higher sense of purpose and help them align their individual goals to business needs.

When leaders and employees alike practice meditation, they develop clarity and realize their sense of purpose. They recognize the unique gifts and talents they have and gain strength to communicate openly and realign to areas they are inspired and motivated to work. Leaders develop an organizational charter of higher and shared purpose that positively impacts employees, their families, and communities. In such an environment, work becomes worship and everyone comes together on their own. Efforts are inspired and not imposed. This shift is essential for developing an ownership and fulfillment-based culture in the organization.



## **Global Teams**

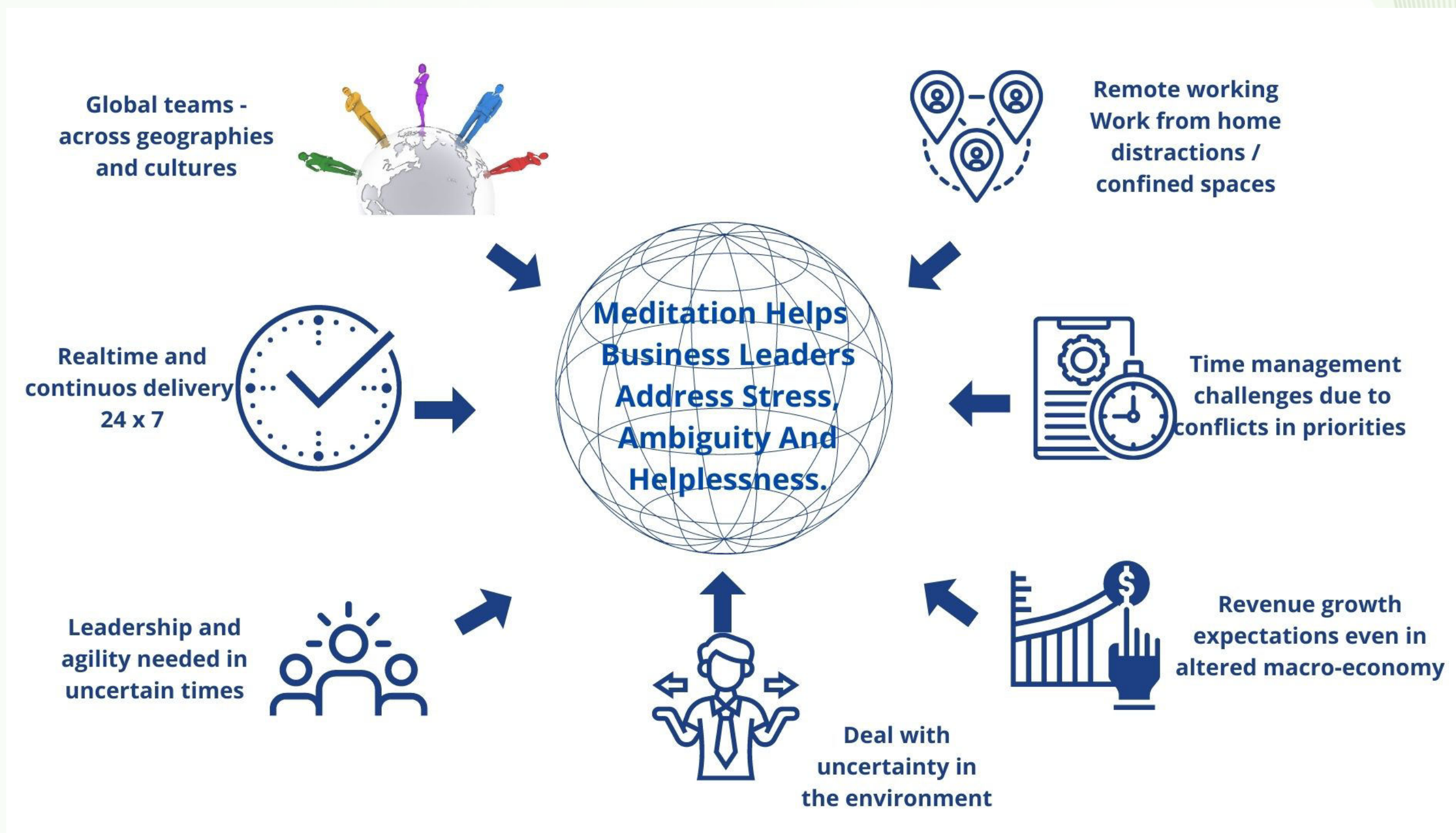
As companies started serving global markets, the teams are also needed to be present globally. Connecting with global team members across time zones with stretched hours requires high energy and emotional regulation. This is more so needed for mid and executive management, as they often take the brunt of this workload. Meditation enhances the physical and emotional quotient to stay stress free, energetic and balanced.

## **Revenue Growth**

Maintaining healthy revenue growth is always a challenge for business leaders, more so in the changing economic and social conditions. The pandemic makes this even more challenging. This creates lot of stress in exec teams and propagates to their immediate reportees. Regular Meditation helps people to stay calm and not get caught up in inner mental chatter about missing targets. It helps the leaders stay stress-free, healthy and think creatively during adversities.



## Changed scenarios for businesses / leaders



### Remote Working

The pandemic has forced employees to work remotely from home. While this has helped many to spend more time with families, it also creates challenges for employees due to the lack of proper working environment. With more distractions, and lack of social engagement, in many cases, it causes mental health challenges. Meditation is the best cure for getting over mental health issues, to get rid of stress and accept the current situation / experiences. Meditators view every experience as learning opportunity, and thus remote working can be embraced more easily for the longer term.

### Time Management

In new businesses, CEOs and leaders not only deal with core business growth, but also deal with social issues, corporate governance, corporate social responsibility, employee wellness, constant organizational change and more. The number of stake holders have increased significantly. Not finding adequate time and not being able to effectively prioritize time across these multitude of issues is a big concern for Leadership. Regular meditation increases efficiency, and one gains a few hours of additional time due to optimized sleep, attention away from unwanted / low priority items and increased productivity. Leaders develop clarity to prioritize better. Meditation is a great time management tool!







## Leadership

The new agile models necessitates more managerial and technological leadership skills in mid-levels of organizations. Hiring skilled leaders has been a challenge due to the increased demand and non-availability of talent. Meditation develops leadership skills most naturally in everyone, due to increased emotional intelligence.

## What happens when we meditate regularly

Meditation develops a high Emotional Quotient (EQ) and expansive Spiritual Quotient (SQ) in practitioners. Higher EQ makes an individual more self-aware, self-expressive, inspired, empathetic, and engaging. Spiritual Quotient makes an individual align his/her activities to the greater purpose, to recognize everyone respectfully as a peer, and to operate with an abundance attitude.

With more self-awareness, we understand our thought patterns, our emotional patterns, and our reaction patterns. This helps us to reflect upon and eliminate any negative inner chatter. We recognize our self-worth and start radiating positivity to people around us. Self-awareness helps us become more composed and calm in any situation. It enables us to see others as a reflection of ourselves and act from a position of learning rather than blaming others in tough situations.

## Uncertainty

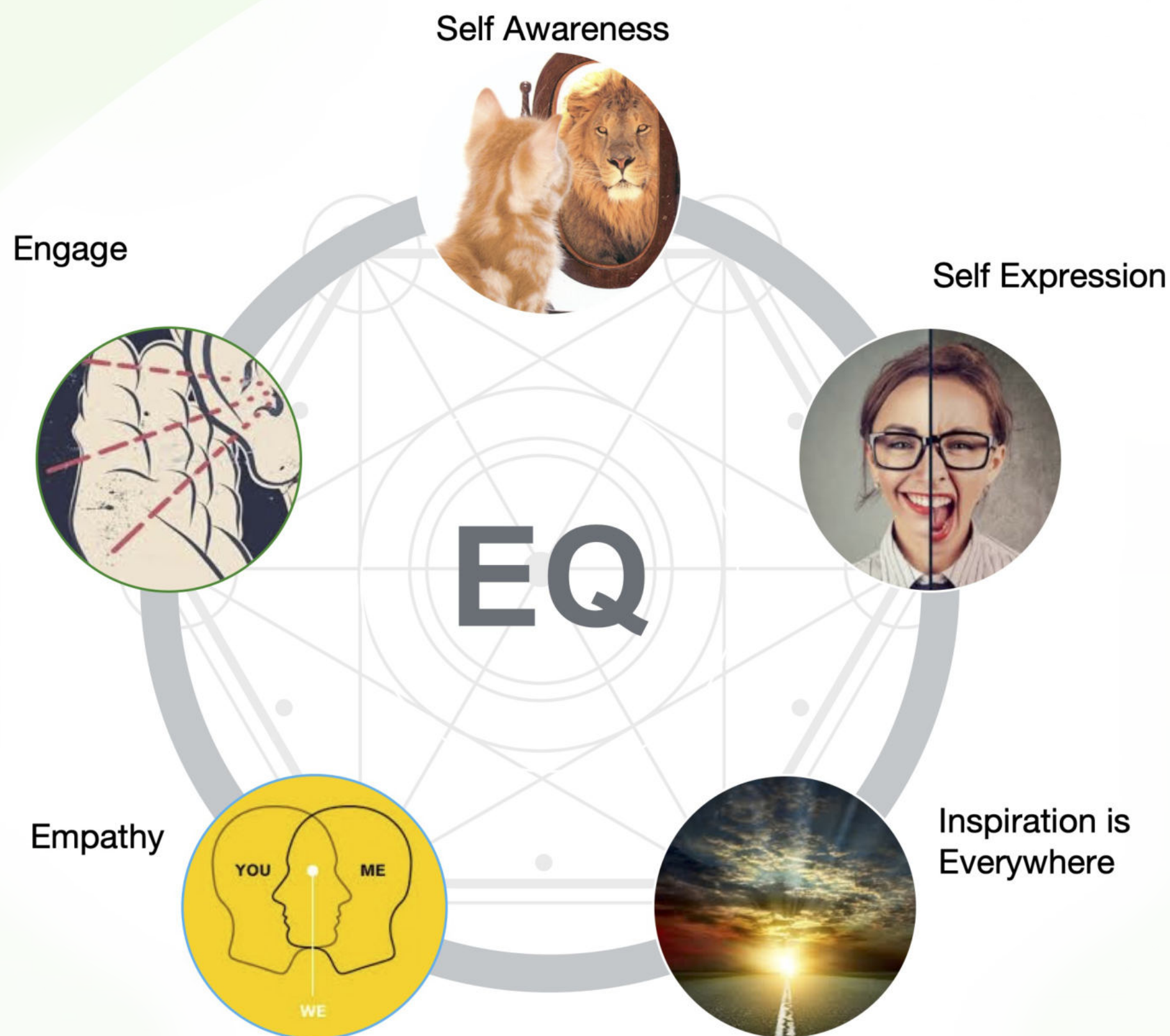
The ever-changing market and customer characteristics owing to rapid technological shift causes significant uncertainty in business execution. The change in revenue models, and the pandemic induced business uncertainties make it increasingly difficult for CEOs/leaders to make right decisions.

Regular practice of Meditation develops intuitive abilities and provides clarity on current situations. Additionally, for regular meditators, diversity is a natural choice. They ensure women and other minority groups are engaged actively.

Self-expression brings out positive emotions leading to thoughtful and positive outward action. With greater self-expression, we do not seek the approval of others anymore and do not feel the need to prove a point. We avoid indulging in arguments and learn to express our point of view firmly, yet remain very open to receiving others' points of view. This develops better relationships with people very naturally.

With regular Meditation, we rediscover our passion and become very inspired. We become self-managing, increase the sense of ownership in whatever we do, and align to what we like to do. We develop increased acceptance of what comes our way, and move from 'doing what we like' to 'liking what we do'.





We start doing things with full involvement and take up any assignment with great enthusiasm. We enable teams and companies with self-less work. From being inspired, we inspire people around and gain many friends.

With regular practice of Meditation, we become less judgmental, more tolerant, and more forgiving. We become very genuine in our approach. This helps us to be seen as natural leaders among the communities and colleagues. We take more initiatives and work with people effectively. Effective listening is one of the critical skills that one develops with regular meditation. It helps greatly to build trust with colleagues and clients and deliver superior performance.

When people are transformed inside out with developed emotional quotient and spiritual intelligence, the organizational culture is redefined. Both the workforce and leadership are inspired, more aligned to their purpose and meet any demanding new-era business requirements with natural ease.

### **Chandra Pulamarasetti**

Founder, Buddha-CEO Quantum Foundation,  
Successful Entrepreneur, Former VP at  
IBM Corporation



# Who is a Buddha-CEO?



Exhibits  
high energy  
all the time and  
leads from  
the front



Leads with  
compassion  
and takes  
responsible  
actions



Encourages  
constant  
innovation and  
newness  
at work



Gets inspired by  
competition &  
develops  
excellence  
in everything



Recognizes  
that everyone has  
infinite potential  
and encourages  
all equally



Empowers  
everyone to solve  
challenges through  
their intuition and  
inner strength



Provides  
free, caring and  
inclusive  
environment



Finds meaning  
and purpose  
for the organization  
and establishes  
meditative society



Recognizes  
the abundance of  
opportunity and  
focuses on own  
organizational growth

**Start the journey of a purpose driven life.  
Manifest your dreams !**

Understand Science behind Meditation

How Meditation helps our Physical Health, Emotional  
Quotient, Spiritual Quotient and how you can manifest your goals

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**Online Guided Meditation**  
for Personal Resilience & Peak Performance

by **Chandra Pulamarasetti**  
Founder, Buddha-CEO Quantum Foundation



Nov 1st - Dec 10th, 2021  
Daily 6AM - 7:30AM IST (India)

Oct 31st - Dec 9th, 2021  
Daily 8:30PM - 10PM EDT (USA)





# About Buddha-CEO Quantum Foundation

Buddha-CEO Quantum Foundation provides transformative meditation wisdom and techniques to empower organizations, youth and communities alike, all over the world. The Foundation has its philosophy and practices rooted in science (including quantum physics, neuroscience, epigenetics) and the techniques are independent of religion/faith. The meditation programs enable participants to gain energy and wellbeing, transform their inner selves and empower them to live their dreams, and assist their organizations and communities to grow. As the participants learn and practice breath-mindfulness meditation (also referred as Ana-apana-sati), they get inspired,

develop their spiritual quotient, and build a more vibrant and harmonious environment at work and in their communities, leading to more prosperous societies and a peaceful world.

The not-for-profit organization turned one year in August 2021. Due to the pandemic, all the meditation programs are offered virtually and are well attended by people around the globe. The mere fact that people join across different time zones and nationalities itself, speaks for the efficacy of the programs and acceptance of the programs by people of all faiths, and the service mindset of the Foundation.



## "OUR VISION"

To build a world full of leaders who are meditative, compassionate and purpose driven for a harmonious and fulfilling life for everyone on the Planet Earth.

---

## "OUR MISSION"

To empower business and organizations leaders, entrepreneurs, aspiring leaders including students with scientific meditation wisdom.

To inspire them to develop corporate socio-spiritual responsibility for greater community harmony and prosperity.

The Foundation aims to build a world full of leaders who are meditative, compassionate, and purpose-driven for a harmonious and fulfilling life for everyone on the Planet Earth. The foundation's targeted audiences are individual leaders, leadership groups, entrepreneurs and aspiring leaders including students; from both private and public businesses and organizations (governmental, non-governmental and education). General public including homemakers, senior citizens and other professionals are also welcome to join the programs to create healthier and happier individuals and communities.





# The Need for The Foundation



## Corporate

Organizations, be it government, for-profit, and not-for-profit, are not just cold business entities but living, interacting groups of people that share a common goal and contribute to the society and nation at large. An organization's ability to influence goes beyond its business domain and includes families of its employees, the communities it operates in and policies it influences to make. Also, organizations across the world have their own business cycles and their performance is often subjected to challenging and game-changing internal and external factors.

If leaders and teams need to operate in such a dynamic environment, they need to maintain equanimity at all times. Leaders and their teams have to think clearly and execute their vision confidently. Meditation and mindfulness help organizations and employees to be cognizant of their situations, create solutions to counter challenges to achieve their goals.



## For Leaders

Leaders, be it in government, corporates, or educational institutes, have a greater responsibility to actively lead and influence their stakeholders and touch people in a positive manner. Apart from intellect and influence, they need to exhibit high energy, clear vision, empathy, be intuitive, and responsible to the environment around them. Such leaders inspire their team and their communities to deliver value and results and lead happy, fulfilling lives. They should be self-aware to secure the success of their teams and organizations. Rigid beliefs, excessive use of authority, or goals driven purely by numbers hardly foster an environment of trust, innovation, or creativity. A leader certainly needs vision and clarity in strategy to deliver performance and make a difference

Meditation and mindfulness practices can easily help leaders develop a '**spirituo-scientific**' mindset - one that includes both spiritual wisdom and scientific knowledge about their inner selves, their body-mind relationships, and their environment. This transforms their leadership style towards better performance.





## For Youth

Todays youth are tomorrows leaders. Hence if Meditation is taught early to youth, they will lead a joyous and purposeful life, from an young age.

As leaders in educational institutions become aware of the potential of being 'mindful', the benefits percolate to the students and youth who are the leaders of tomorrow. Many institutions around the world are enabling their students with mindfulness and Meditation techniques. Developing a "spirituo - scientific" minded students is a formidable transformative opportunity for individuals, the economy, and society in general.



## For Communities

As communities support organizations to establish and prosper, meditation helps all the stakeholders [homemakers, senior citizens, people engaged in other trades and professions] in the communities to help foster mindfulness in their immediate surroundings. This naturally increases the overall awareness, creates a positive mindset, and promotes active support of eco-friendly and environmental initiatives, to develop and protect forests, clean water, organic farming, animals, and nature in general.





# Spirituo-Scientific Mindset

In the context of businesses, a “spirituo-scientific” mindset can be understood as follows.



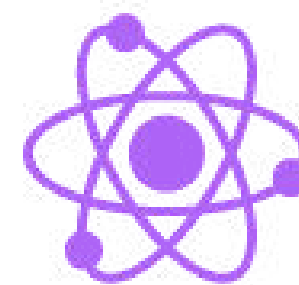
We are “energy” at our core and connected to each other deeply



We create our respective individual realities all the time through our own thoughts and feelings



The world has abundance of resources for everyone



A deeper universal intelligence that helps us to be our best in every situation

Clearly, a **'spirituo-scientific' mindset** allows for broader wisdom to overcome beliefs and unconscious biases, instills higher purpose and vision, and helps prevail over greed and the need for power. A 'spirituo-scientific' leader has the wisdom to make the best use of the resources in a manner that brings the maximum and long-lasting benefits to the organization, to their teams and communities in particular, and to the whole world in general. A 'spirituo-scientific' leader becomes a **'Buddha-CEO'** by practicing these new principles.

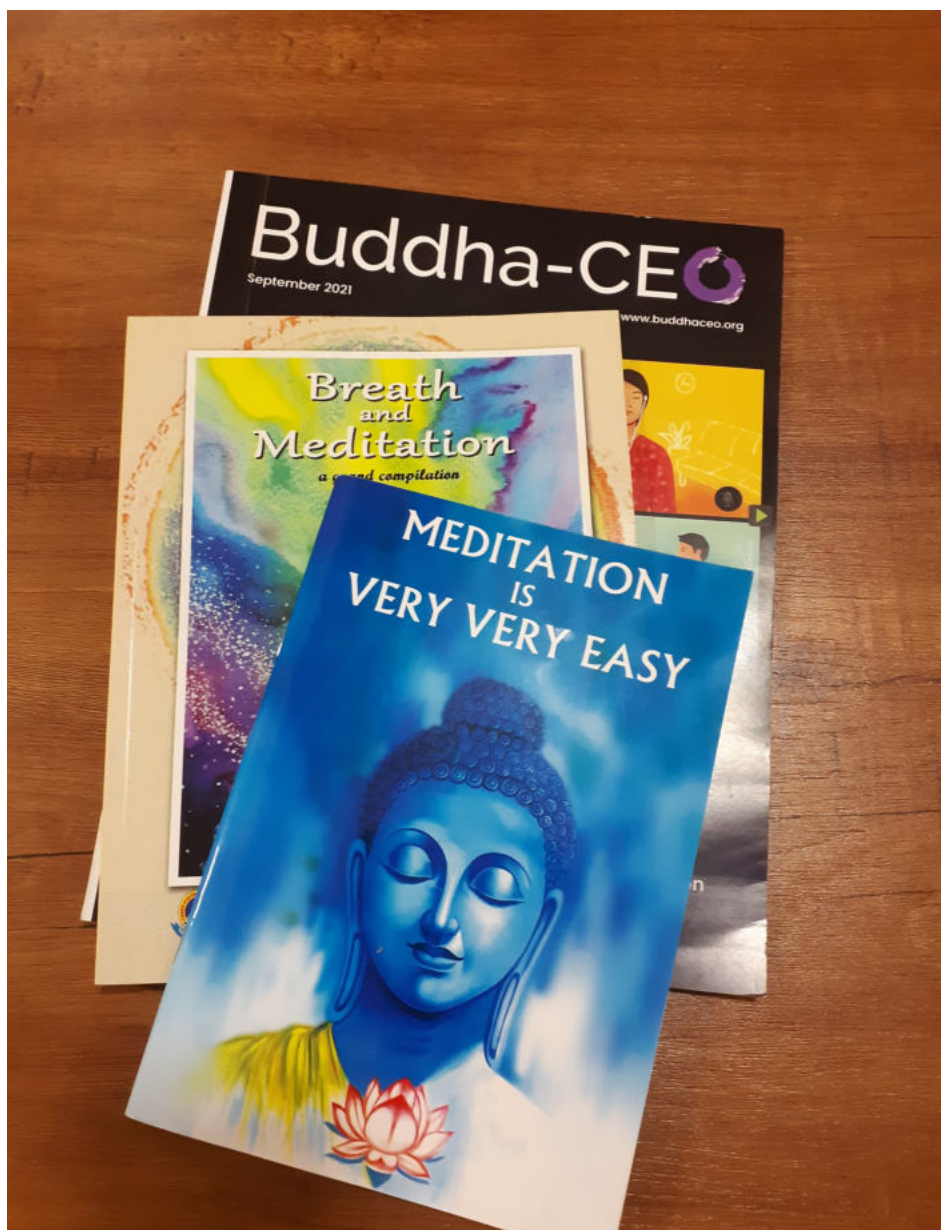
When the leaders are transformed and experience the benefits of meditation and mindfulness and of these new principles, they automatically introduce them to the workforce in their organizations and to all the people in the communities they serve.



# Objectives of The Foundation

## To teach Meditation

- Develop and conduct foundational courses on meditation and spiritual science for our targeted audiences with simple meditation techniques and literature.
- Enable them to impart Meditation education to the organizations and/or communities they serve.



## To build active Buddha-CEO communities

- Form Buddha-CEO leader communities across the globe to exchange experiences, inspire their teams, and encourage them to serve.

## To publish about Meditation wisdom and distribute it broadly

- Publish periodicals and various spiritual and mindfulness meditation content to raise awareness.
- Make the literature available in multiple languages in the form of online videos and blogs, e-Newsletters, books, brochures, etc., and distributed to the targeted audiences and thousands of leaders.





### To establish Meditation training centers

- Establish multiple physical and virtual 'Buddha-CEO' training centers across major cities and towns to carry out the Foundation activities across the globe.
- Establish "Buddha-CEO Training Academies" comprising of Meditation halls, libraries, book spaces, conference rooms, greenary and activity zones.
- Establish a world-class university with an exclusive corporate meditation curriculum for organizations.



### To create meditation service opportunities for volunteers to serve

- Conduct "train the trainer" programs for volunteers to become teachers and coaches.
- Organize community Meditation events led by the 'Buddha-CEO' leaders in their areas.
- Support education institutions that propose meditation-based transformation to students right from their young age.
- Support the activities of Pyramid Spiritual Societies Movement and other organizations that align with the core principles and vision of The Foundation.
- Increase the overall awareness of eco-friendly and environmental initiatives, to develop and protect forests, clean water, organic farming, animals, and nature.

## Core Values of a "BUDDHA-CEO" Leader

### Personal Values

Meditation is our  
Innate Strength

Compassion is our  
Inner Nature

Simplicity is our  
Vital Culture

Equanimity is our  
Indispensable character

Positive Energy is our  
Obvious Standard

### Core Mottos

"Thoughts Create Reality" is our  
Essential Message

Growth Mindset is our  
Fundamental Attitude

Creativity is our  
True Joy

Inclusion is our  
Core Responsibility

Individual Fulfillment is our  
Ultimate Goal

### Business Values

Purpose Driven Business is our  
Great Intent

Community Enablement is our  
Main Passion

Vibrant Workplace is our  
Key for Success

Competition is our  
Lead to Excellence

Gratitude is our  
Celebration of Abundance



# Voice of Youth



**Naga Pradeep**

Software Professional,  
Bengaluru, India

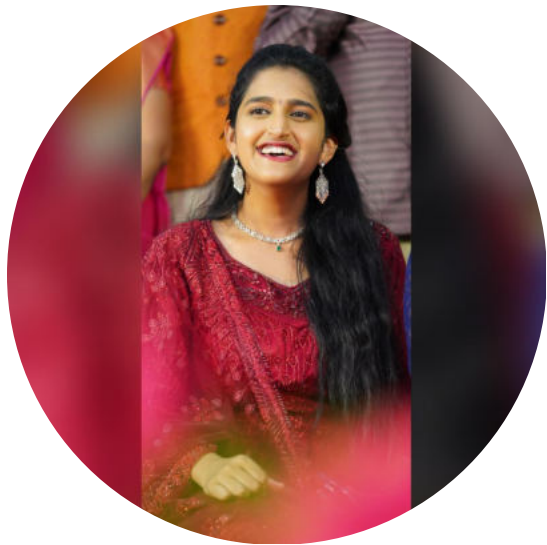
I was introduced to Anapanasati meditation 9 years ago when I was in college. I suffered from stomach sensitiveness and managed to complete college with great difficulty. After college, my uncle suggested that I try meditation for 40 days. To my surprise, my health got better and I have been practicing meditation regularly since then.

After three years of working in an MNC, I moved to a start-up. My work schedule was very hectic and I was very frustrated. During this time, I attended Chandra Pulamarasetti's workshop where I learned about the Manifestation process. With two months of practice,

I landed my ideal job that met all the requirements that I had laid down during my manifestation.

I also had the opportunity to experience the beauty of service. I teamed up with various masters and taught meditation at parks, temples, schools, etc. Practicing meditation and reading books helped me to reprogram some of my deep-rooted beliefs. After I started meditation, I haven't consumed food supplements or used cosmetics. At my workplace, I naturally team up with my colleagues to resolve issues whether they are my tasks or not.

At the foundation, I am teaching meditation to various Corporates and Youth. I am very excited to experience the bright future and live life to the fullest by spreading this joy to millions across the globe.



**Bhuwana V**

Student, Pollachi, TN, India

I am a passionate singer and a classical dancer. In the past, I used to suffer from migraine almost every day. I used to be afraid of the dark, insects, etc. Because of my fears and migraine, the quality of my sleep was very poor. I was chronically tired which affected all my activities.

It was at this juncture that I registered for Buddha-CEO's Master Your Mind, a meditation program for Youth. The peacefulness and vibration that I felt as I finished meditation was unexplainable. Meditation became a daily habit. Soon after, my migraine bouts disappeared. I am able to sleep better without any nightmares. My chronic tiredness was replaced with positive energy.

Due to meditation, my habits began to change for the better. I understood the importance of reading and started to read. I learnt about the power of manifestation and that our thoughts create our reality. I started to take my challenges in a positive way. One of the main changes that I've observed in myself is the Self-Love that has increased with regular meditation. Also, I've gained experience being a Facilitator in the Youth sessions. The most important lesson that I've learnt from my meditation journey is that to never rush or stress oneself to get results.



# Peopware and Meditation

It was the beginning of the new millennium, when the IT boom was at its peak and, around this time, it was Tom DeMarco, I think, who coined the word 'Peopware', focussing his attention on the fact that the IT industry was driven predominantly by people. It also acquired the ubiquitous identity as the knowledge industry since it centered around the use of knowledge and the acquisition of knowledge and by those engaged in this industry.

At that time, as I was focussing on the software industry, I became curious about the concerns of individuals engaged in the task of software development. Consequently, I managed to gather an overall impression of the kinds of concerns that worried these people and tried to address them. Taking the cue from DeMarco, I want to present my understanding under the title '**Peopware**'.



**Prof. Jagadish S**  
Former Professor, IIM  
Bangalore.



The opinions I express here are applicable to anyone working in the corporate world in general, except for the concerns regarding 'subordinate management', which may be slightly different in different sectors.

The concerns that these people are burdened with can be broadly classified as those related to Client Management, Handling Subordinates and Managing self.

### Client Management

The most demanding task for executives at any level is dealing with a client. A client can be sadistically nasty or very demanding because of the genuine concerns of his own constituency. This can be a very unnerving experience and create anxieties since it not only behooves the individual to accede to the client's requirements but also remains accountable to one's own organization.

Apart from the mandatory technical competence, the individual will need a strong commitment to the client, confidence in the self and the proposition being presented by him or her, good communication skills, and a visible sense of maturity (not reacting hastily, exercising patience genuinely trying to understand the other person), etc.



### Handling Subordinates

In an IT company, it is quite likely that a young engineer, in his/her twenties, gets to be in charge of a team (referred to as a Team-Lead) within a year of joining the workforce. He/she ends up with the responsibility of an overseer, with hardly any experience of working in an organization, with other people and understanding people's behaviour. They are not even formally trained in this role.

It is similar with higher levels of project management too - with little or no training or experience, they end up having to manage other people who report to them. Needing guidance themselves, now they are entrusted with guiding others too.

In industries like manufacturing, for instance, you become a supervisor only after many years of experience and strictly for those who are less experienced than you by many years; or, you have higher academic credentials. There is also a strict hierarchy of command, and you have the power to impose your command with appropriate reward and punishment authority.





In the software industry, in contrast, the relationship between a supervisor and a junior is informal. Your subordinate may possess equal skill and, if graduated more recently, may even be more technically advanced in training than yourself. Also, as a team lead, you have the responsibility of making your subordinates deliver but the power of command lies somewhere higher than you. Another, unstated response that he or she gets, is of suspicion. Subordinates suspect you of not being honest about them when reporting to the performance evaluator and you become suspicious about what kind of connections your subordinates have with the superiors that they leverage against you. This can cause tremendous insecurity and a feeling of helplessness.

Thus, a corporate worker always operates under a rush of adrenaline and a gush of Cortisol. It is no wonder therefore that almost every corporate employee, particularly working in the IT industry, confesses to being stressed and after beginning to participate in the meditation workshops, experiences the ability to conquer some of it immediately.

I haven't heard anyone, so far, say that they were or are not stressed.



### Managing the Self

Caught in this quagmire of confusion, the corporate worker-cum executive looks for means of managing the self. They become desperate to control their stress levels, build sufficient self-worth and increase their self-confidence.

Stress is the gap between expectation and reality. These people have several kinds of expectations like gaining recognition for their work, able to control what they and others do, get just rewards for their work leading to a very comfortable and balanced life; and, most often being looked up to by society as having arrived in life through material possessions; and so on. Given these things do not happen, they become stressed and begin to lose confidence in themselves, and doubt their own competence.

It is not surprising that I find many of them reaching out to self-help books (often mistakenly equating them to philosophy).



## The power of meditation

One can explore how effectively each of these concerns can be addressed through Meditation - of how a large number of corporate workers are actually benefitting by participating in the meditation workshops of the Buddha-CEO Foundation practicing the amazingly easy method of Breath-Mindfulness Meditation.

In the first place, meditation begins by reducing stress levels dramatically by taking the meditators to an alpha level of thought regularly, driving away mind chatter and uncertainties created by a high beta level of thinking. One then gradually begins to reach levels of theta and delta levels. This is enough to not only clear one's mind extensively, but, actually, get into paradigms of life consciousness. What more can one ask for?

There is enough research and the exhortations of spiritual masters to confirm the benefits of meditation. When one becomes a regular meditator, these benefits become a permanent trait of one's psyche and one becomes the Divine one!

**No regular meditator can remain the old stressed out, insecure, and hapless corporate worker.**





# Business Leaders Speak

" Discovering Meditation:  
In business, always keep  
an open mind.. "



In 2016, at the end of a business meeting in New York, the CEO of the Indian Software company we were thinking to acquire gave me a magazine called "Spiritual Science". I was surprised a leader could mix spirituality & business. Meditation for me was unknown territory. I was conditioned to think meditation was an occupation for people who have nothing else to do "in the real life"!

But few months later, as we were finalizing the acquisition, this CEO brought me to Pyramid Valley International, Bangalore and guided me into a huge pyramid, where 5000 people can meditate together. There, I meditated for the first time ever. It felt very peaceful, like "coming home". Then I met many business leaders there, from various industries, and realized that meditation can offer a treasure of benefits, especially for the workplace. That day, this CEO changed my life. I just didn't know it yet. This CEO was Chandra Pulamarasetti, with whom I co-founded the Buddha-CEO Quantum Foundation 4 years later.



## Enjoying the new “me”: a better and happier business executive

For the senior global business executive that I was, the benefits of meditation were immediate. I started practicing daily meditation, including in business travels, planes, taxis. It was like recharging my batteries, to sustain long busy business days and remain alert, maintain a high level of concentration for long hours, a much better stress management. It provided a sensation of peace and simple joy that stimulated my creativity and boldness in driving new strategies or tactics. I was also reading a lot about the (neuro)science and wisdom of meditation.

The simplest activities became an opportunity to practice, on purpose, mindfulness, presence, and patience. I could observe and let go of worries and fears, and instead welcomed more clarity in decision making. In addition, I needed less sleep and less food and felt much more energetic and recovered from a long-lasting severe low back pain.

Meditation naturally improved my relationships at work as I was now offering my full attention to everyone I was with. In addition, I was now focusing on all the positive things that people around were doing instead of growing a silent frustration on what people were not doing or doing “wrongly” in my view. I started to accept people the way they were, and to provide more coaching to help them perform. Working with colleagues having different perspectives than mine became a source of richness and innovation.

From being a very competitive business leader, now my energy was turning toward more empathy, inclusiveness, and “fun” as being the keys to success in the workplace. I was certainly not perfect, but I became much more aware of my emotions and thoughts, and then could now respond confidently, instead of reacting, to events or remarks. I stopped taking myself too seriously and humor became very welcome at work.

## Boosting meditation into the workplace.

I realized that IBM had a mindfulness community and was recommending mindfulness to leaders to develop their resilience. I became determined to boost that practice across my own business unit and the enterprise, and simply said... “help create a more inclusive culture and vibrant workplace, happier people and a better world”.

Partnering with Human Resources in 2017, with Chandra we launched a first mindfulness program for executives. Then we kept expanding these programs across IBM, always based on science. The feedback was extremely positive, we were really helping our colleagues. Mindfulness was qualified a “success skill”, I was asked to become the Mindfulness sponsor for IBM, in addition to my business role, and could launch further programs. The Mindfulness community had grown above 14 000 members by mid-2020.





## 5 Key learnings that make wonders in our working life

Meditation and mindfulness enabled my inner transformation. They fueled key learnings that have been – and are still in my view -- the most impactful in the workplace when we meditate and remain mindful:

1. Science of Friendship is the most important.

**Friendship with Self:** Love yourself as you are and stop the negative self-talks. Accept that you are not perfect and forgive yourself, move on. Create, innovate with no fear. In addition, respect and care for your body and health.

**Friendship with Everyone:** Accept others just as they are (“care, don’t cure”). Empower and trust. Always be in a “how I can help?” mode. Take actions to help build an inclusive culture.

Friendship with Everyone:: Owner, investor, leader, or employee? Act in a way that will contribute to protect our planet and all living beings.

2. Gratitude & Forgiveness need to be put to practice again and again with genuine intent and clarity. The key is for everyone to “do their best”, not to achieve perfection (which does not exist). This is the fuel to success.

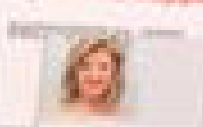
3. Growth Mindset: We understand how limitless we are, and we enjoy continuous learning as well as exploring out-of-comfort zone opportunities. We stop searching for every reason to “not” try something, instead we focus on all the reasons to try. And we encourage others to do so.

...Continued on Page 37

## Mindfulness, Meditation and CEOs

### How Meditation Benefits CEOs

by Emma Seppälä



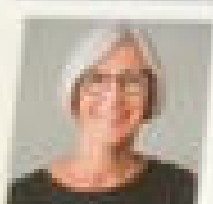
Harvard Business Review

For Arianna Huffington, Mindfulness is a Matter of Life or Death

14 Executives Who Swear By Meditation

Harvard Business Review

CEO's have stressful jobs, and some have taken to intense meditation to find calm from the daily grind.



Eileen Fisher, Founder and Chairwoman of EILEEN FISHER, INC., has been on a decades-long journey of awakening to her purpose, exploring the mind-body



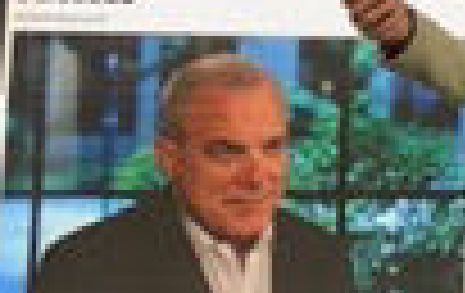
10 Times Oprah Had the Mindful Life All Figured Out

Tipperware CEO Rick Goings meditates daily to refocus

Goings told The Financial Times that he tries to meditate for at least an minute every afternoon.

"For me, it's a practice that not only turns off stress but gives me fresh ideas too."

Mindfulness is Aetna CEO's Prescription for Success



### The Daily Habit Of These Outrageously Successful People

"Meditation more than anything in my life was the biggest ingredient of whatever success I've had." That's what Ray Dalio, the billionaire founder of Bridgewater Associates – the world's largest hedge fund firm – explained in

The one "fascinating" mind-training exercise Microsoft CEO Satya Nadella practices every day



Jeff Bezos On Cultivating Courage to Slow Down and Seek Certainty



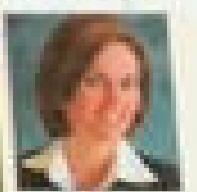
Forbes Leadership



This is why Google employees meditate before and after meetings / Gadgets Now

Marie Abramson, who owns Tower Companies real estate firm, says offering TM courses for employees is the best way to increase productivity

vmworld  
BREAKOUT SESSIONS  
Monday, May 11, 1:00pm - 2:00pm A-G  
ROOM 1: WOODLAND ROOM



niroff started to meditate because his job at Oracle was so stressful

He's a longtime practitioner, according to a 2005 San Francisco Chronicle article.

"I enjoy meditation, which I've been doing for over a decade —





# " I act with lot more clarity now "



**K.G Raj Kumar**

Managing Director of MTK Textiles, Coimbatore.

He has been an entrepreneur for more than 2 decades.

He is practicing meditation with Buddha-CEO for an year.

Meditation has calmed me and allowed me more time to work.

My work have lots of stress. I used to find it hard to control my anger and expected the world around me to change. Recurrent panic attacks used to cause palpitations. I used to consult psychiatrists and neurologists regularly.

When I started practicing Meditation, I found it difficult to sit and close my eyes, even for five or ten minutes. After practicing for a month, I started to see the world around me changing as I had begun traveling inwards. It has been a beautiful journey for the last 6-7 months; I am practicing how to change my thoughts and act accordingly when I get fearful. As a result, I have not experienced panic attacks since I started Meditation.

In business, challenges are always there. Now, I act with a lot more clarity by focusing on the root of the issues. This has helped me to deal with nearly 70% - 80% of the problems. If anything is taking time, I leave it to the Universe to work it out without bothering much about it. And I speak to everyone with a lot more compassion and clarity than before. Believing that our higher intelligence has a bigger plan, trusting that everything would get sorted out, in the end, has encouraged me to change my attitude to deal with business challenges in a positive way.



# Simplicity of Breath-Mindfulness Meditation "Anapanasati"





# Process of Meditation

Breath-Mindfulness Meditation or Anapanasati is an ancient Meditation technique which means 'mindfulness of breathing'. It is a method where we focus on our in-breath and our out-breath. It is widely believed that Buddha attained enlightenment while practicing this technique sitting under a Bodhi tree. This is a popular practice in Tibetan, Zen and Theravada Buddhism.

**' Ana ' means ' In-Breath '**  
**' Apana ' means ' Out-Breath '**  
**' Sati ' means ' Observe '**

**It is very simple.**

What sets this meditation technique apart from other numerous meditation techniques is its simplicity. Any person, even if trying meditation for the first time, can practice it very easily.

## **How to practice it?**

Choose a place that is not too distracting or noisy. Sit in a comfortable posture, cross your legs at the ankles and clasp your hands. You can either sit on a chair or on the floor. If you are wearing spectacles, keep them aside and close your eyes. Start to be aware of your normal in-breath and out-breath.

If you find your mind wandering or if you are caught up in your thoughts, gently bring your awareness/ attention back to your breath. That is it.

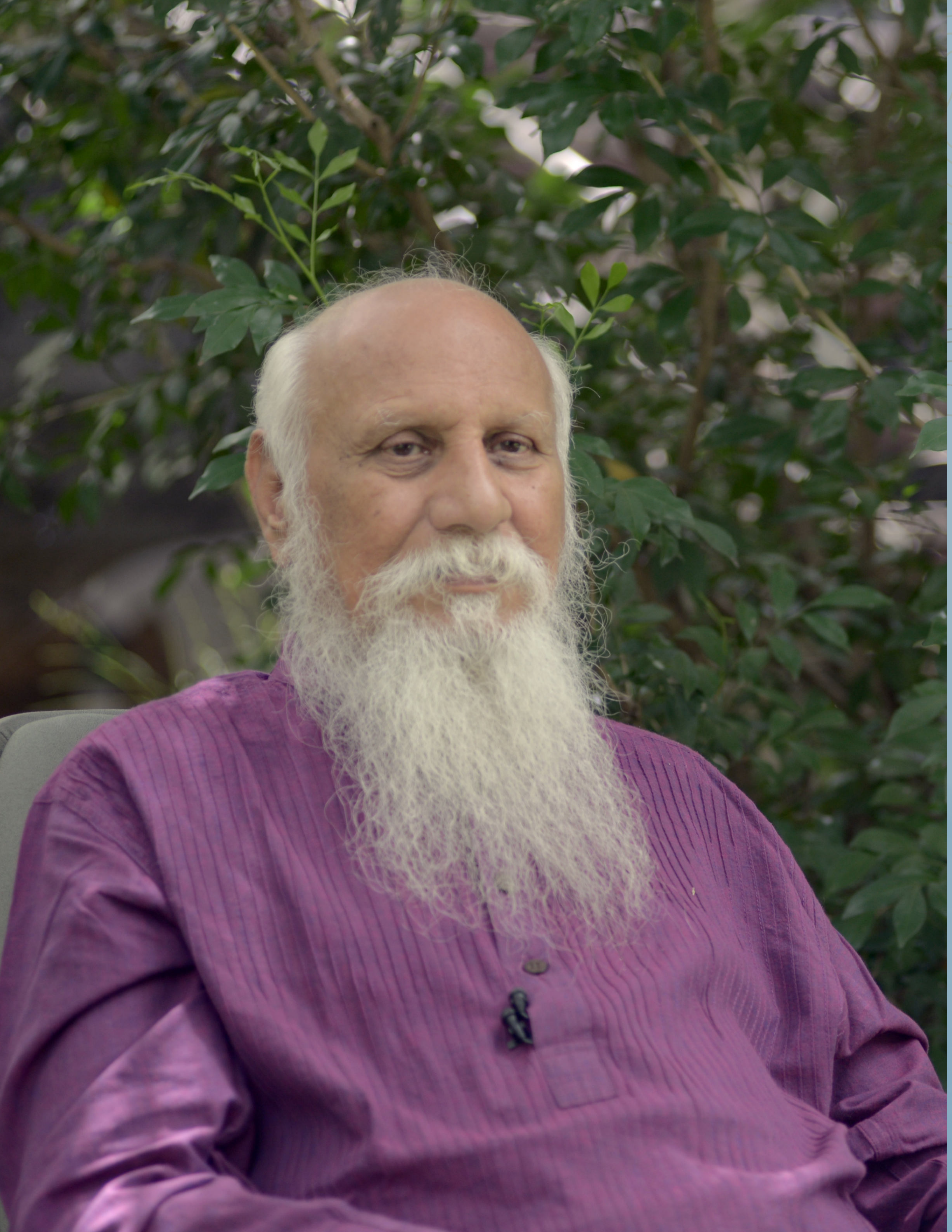
There is no forceful inhalation or forceful exhalation. It can be done by people of all faiths, all ages across all socio-economic groups. You can do it while you are traveling to/from work on the bus or metro or at a quiet time at work/school.

## **Effectiveness is another feature.**

You won't need to wait for years before you start to see the effects of this meditation. If practiced regularly and for a reasonable duration, this meditation yields its benefits within a few days. Some benefits include experiencing a sense of calmness, more energy throughout the day, and less cravings for food and sleep.

**What are you waiting for? Come, join us !**







# Meditation Instead Of Medication

## says

## Brahmarshi Patriji

**The subject of ‘Mind over Matter’ is very ancient.**

In Ashtavakra Gita, a popular spiritual scripture of Indian origin, it has been said, “A man who is after enlightenment, will certainly become enlightened. A man who is happy with darkness will, of course, dwell in darkness.”

Jesus Christ said, in the Bible, “For truly I say to you, if you have faith the size of a mustard seed, you will say to this mountain, ‘Move from here to there,’ and it will move; and nothing will be impossible to you.”

In ‘Paradise Lost’, John Milton said, “The mind is its own place, and in itself can make a heaven of hell, a hell of heaven.”

In modern times, Richard Bach’s teaching from ‘ILLUSIONS’ runs like this: “There’s no disaster that can’t become a blessing, and no blessing that can’t become a disaster.”

### **You are the Placebo**

The great experience of Dr. Joe Dispenza, the author of ‘You are the Placebo’ is now world famous.

Dr. Joe Dispenza, a renowned neuroscientist and a bestselling author, applies quantum physics, epigenetics and psychology to help people heal themselves of chronic and terminal diseases.

“The latest research supports the notion that we have a natural ability to change the brain and body, by thought alone”. In “You are the Placebo,” he says, that using the power of the mind, one can avoid invasive medical treatments.

His spiritual journey began in 1986, after he suffered a serious accident. During a triathlon, in the biking portion of the race, a semi-truck hit his bicycle and catapulted him, compressing six vertebrae in his spine. Although the prognosis for recovery was grim (he was told he might never walk again, and the Harrington Rod surgery was needed), he decided to check out of hospital. He had only one thought on his mind, that the power that made the body, heals the body. He began meditating and visualizing the reconstruction of his spine, vertebrae per vertebrae. With the power of his will, after six weeks he was able to keep his attention on the process for three hours at a time, without losing focus. He started to experience significant changes in his body, including the revival of his motor functions. In ten weeks he got back on his feet, and started training again after twelve weeks. This experience became a turning point in his life, and he decided to dedicate his life studying the mind-body connection and Mind over Matter.





## Autobiography of a Yogi

In the book 'Autobiography of a Yogi' authored by Paramahansa Yogananda, the American saint Luther Burbank says, "The secret of improved plant breeding, apart from scientific knowledge, is love." While he was conducting experiments to make 'spineless cacti', he often talked to the plants to create a vibration of love. "You have nothing to fear", he would tell them. "You don't need your defensive thorns. I will protect you." Gradually the useful plant of the desert emerged in a thorn less variety.

We also know about the great book 'You Can Heal Your Life' authored by Louise L Hay. Soon after it was published in 1984, the book became one of the best-selling non-fiction books of all time. In it, Louise Hay wrote about the importance of looking at the mental root causes of a disease, rather than focusing on how to eliminate the symptoms of the disease through the use of medications. Recognizing that negative thoughts and limiting beliefs affect the body, she recommended the use of positive affirmations to free the mind of such negative thought patterns, release the emotional burden associated with those patterns, and heal.

The principles she taught were based on a personal experience; she healed herself of cervical cancer without undergoing modern medical treatments, and lived till the age of 90. She was one of the most beloved inspirational speakers and self-help authors, and a founder of the "Hay House", the largest publisher for mind-body-spirit literature in the world.

## Mind Over Matter

My whole life has been spent for the study of the subject 'Mind over Matter'. I read many books on how to heal ourselves with the practice of Anapanasati Meditation, positive and miraculous thinking. That is how a grand movement called as 'PSSM: Pyramid Spiritual Societies Movement' was born. Through this movement, we are aware of many people, who have given up believing in medicines and really did intense meditation to heal themselves. MIND is the SEED. LIFE is the TREE.



## Different Types of Thought Patterns

Basically, there are four different types of thought patterns of the human mind: Mind Disastrous, Mind Positive, Mind Negative, Mind Miraculous.

**Disastrous Thinking creates disasters.**

**Negative Thinking creates failures.**

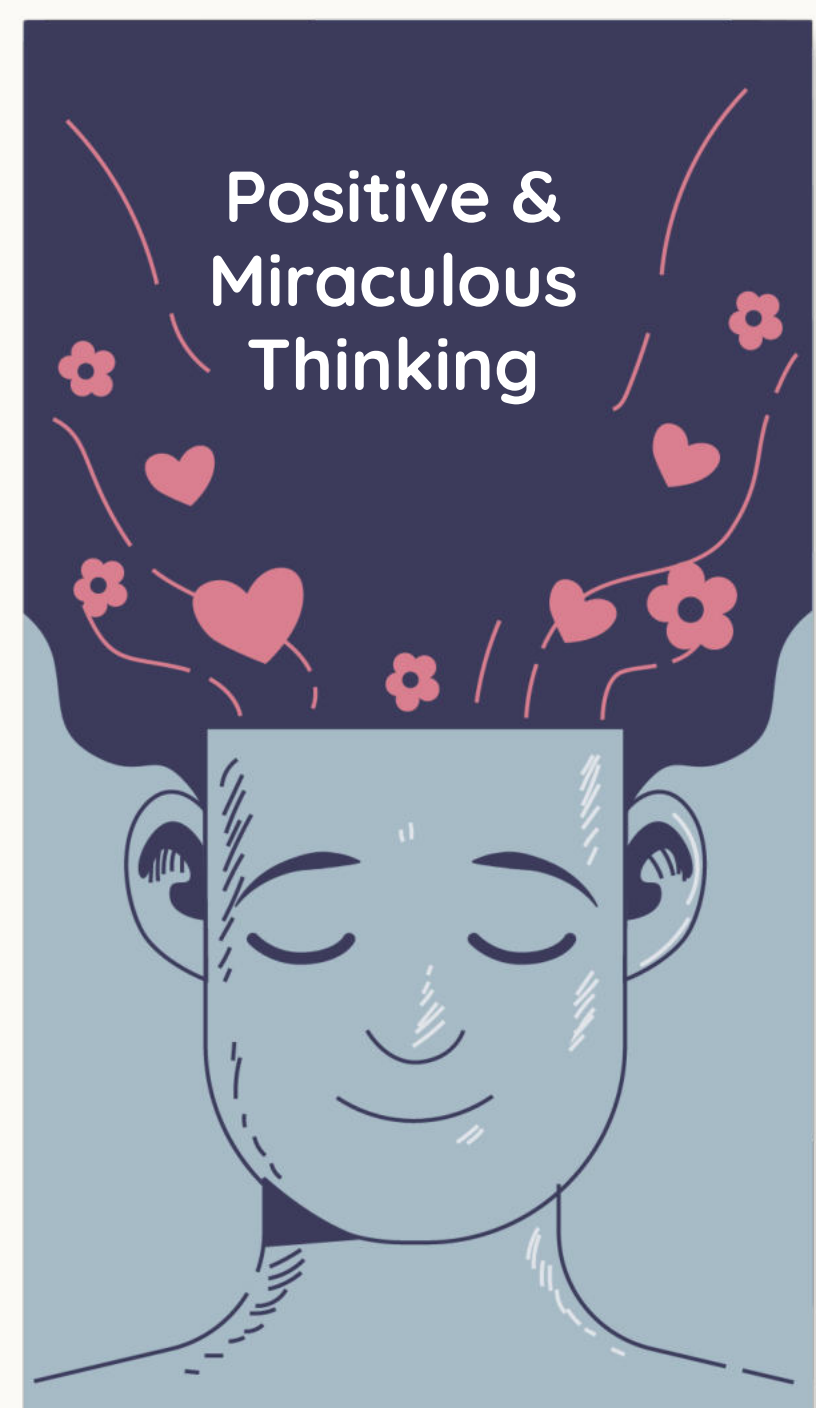
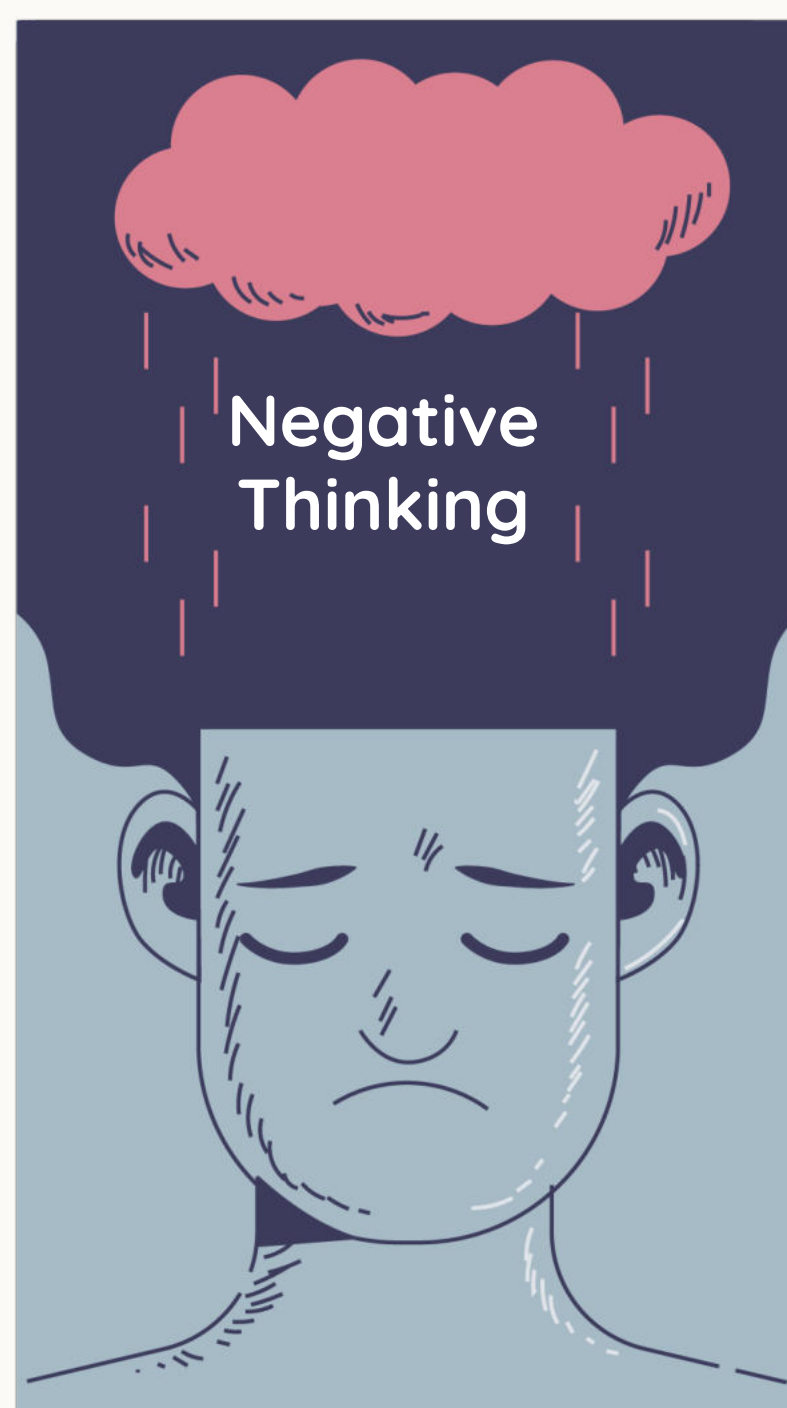
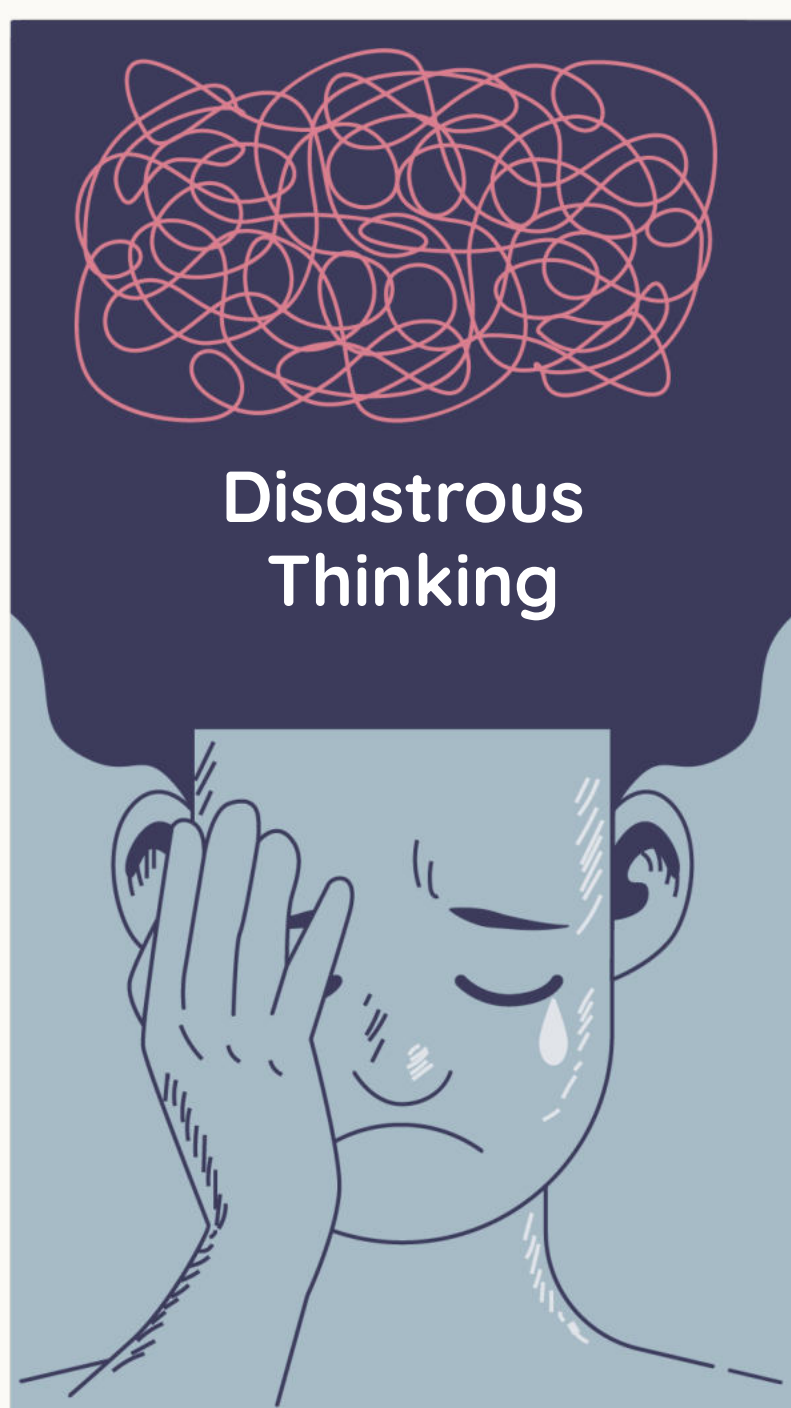
**Positive Thinking creates success.**

**Miraculous Thinking creates miracles.**



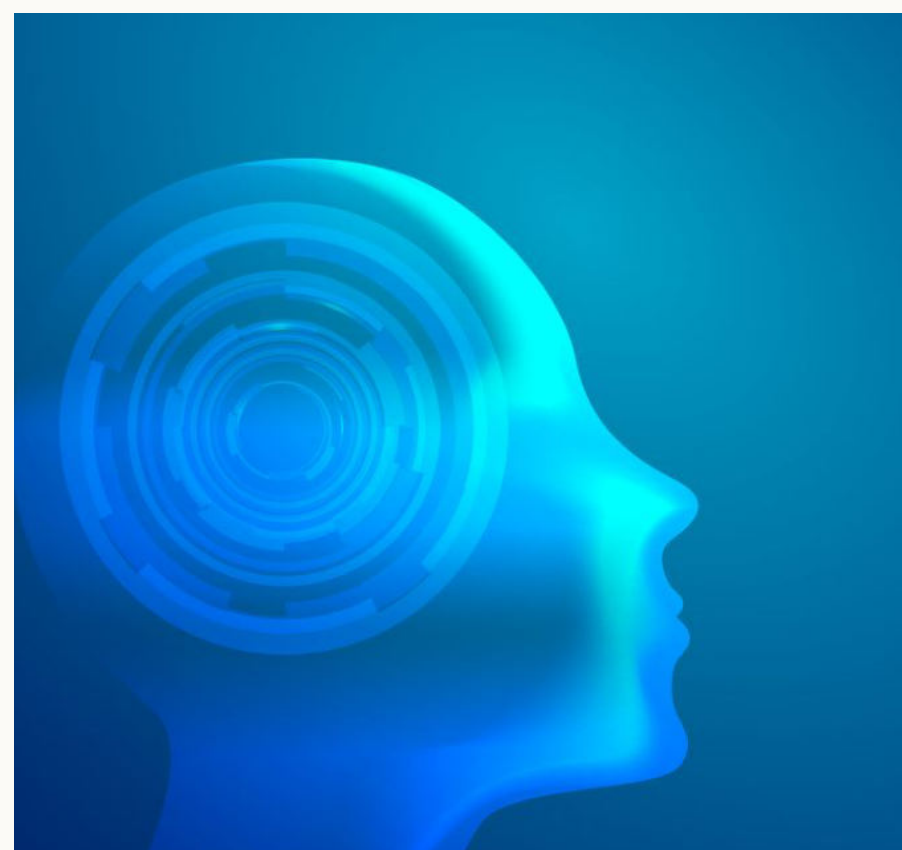
Therefore, if we want our lives to be full of miracles, then we have to cultivate the thought pattern of 'Mind Miraculous' and set for ourselves 'Goals Miraculous'! As the mind of a person, so is the whole flow of life emanating out of that person! -  
Yadbhāvam tad bhavati. (What you think and feel is what you create)

The practice of meditation rectifies every faulty mind. Just the way work-outs at a gym strengthens the muscles of the physical body, Meditation practice transforms a negative mind to a positive mind and finally a positive mind gets transformed into a 'Miraculous Mind'.





Therefore, we have to stop depending upon Medicines or external material remedies to rectify our diseased physical systems. We know that in some lifetime or the other, we have to finally arrive at the universal SPIRITUAL TRUTHS.



Arriving at universal Spiritual Truths means depending 100% on one's own SOUL-STRENGTH to heal ourselves of all physical afflictions. Only as 'APAD- DHARMA', in some emergency situations, one can take medicines. However, as a general guideline, we recommend meditation. i.e. Power of the Mind as the panacea in all cases.

Meditation makes us non-dependent soul-entities. Medication makes us as dependent soul-entities. Unless we become non-dependent, there is no salvation. If we are to be candidates for salvation, liberation etc., we have to practice being non-dependent on material remedies and start being dependent upon one's own innate spiritual strengths and universal spiritual truths.

To summarize, we can only quote from the most popular Indian scripture **Bhagavad Gita (6.5)**  
“uddharedātmanātmānaṁ ātmānamavasādayet  
ātmaivahyātmanobandhur ātmaivaripurātmanah”

A man must elevate himself by his own MIND, not degrade himself. The MIND is the friend of the conditioned soul, and his enemy as well.”

**Brahmarshi Pitamaha Patriji**  
Founder, Pyramid Spiritual Societies Movement



...Continued from Page 28

Making mistakes is part of the process. Instead of wondering for every challenge at work “Why is this happening to me?”, always ask yourself “what is this trying to teach me?”, and your world will shift, from a victim mode to an explorer, leader, entrepreneur mode.

4. Celebrate every step, achievement, milestone, success. Welcome fun, encourage humor and joy. That is the purpose of life and will go a long way in the workplace. When you or your team feel good about something that was accomplished, do not let anyone’s opinions take that away from you. Be the master of your own/your team happiness, your self-worth comes from within.

5. Meaning & Purpose: We very much need to understand the meaning of what we are doing there. How we make a difference, contribute to a better world. And every leader should spend time to provide the best clarity to everyone in their organization. Purpose is as simple as “enjoying life” at any time and make the most of it. This journey toward our purpose includes doubts, peaks, and valleys, we all face many challenges. And that’s okay! When we understand better that our role at work is a service to others, it will bring the most fulfillment and contentment in life.

Of course, all these learnings apply to our family life too! I wish you a great meditation and mindfulness journey.

**Finally, the name of the game in meditation is “practice, practice, practice...”**  
I wish you a great meditation journey.

**Laurence Guihard-Joly**

Co-Founder, Buddha-CEO Quantum Foundation







# Transformation through Meditation

Over 85% of the Participants are becoming more creative, intuitive, risk taking, growth minded, friendly, energetic, healthy and more productive"

Rakesh Jalumane  
Lalitha Pulamarasetti





## Findings from the research carried out by Buddha-CEO Quantum Foundation

One of the flagship programs of Buddha-CEO is the 40-day program for Resilience and Peak Performance. As we are all aware that 40 days is, in fact, a period of time that allows transformation (renewal, repair, regeneration and rebirth) to occur. The same holds true for meditation too.

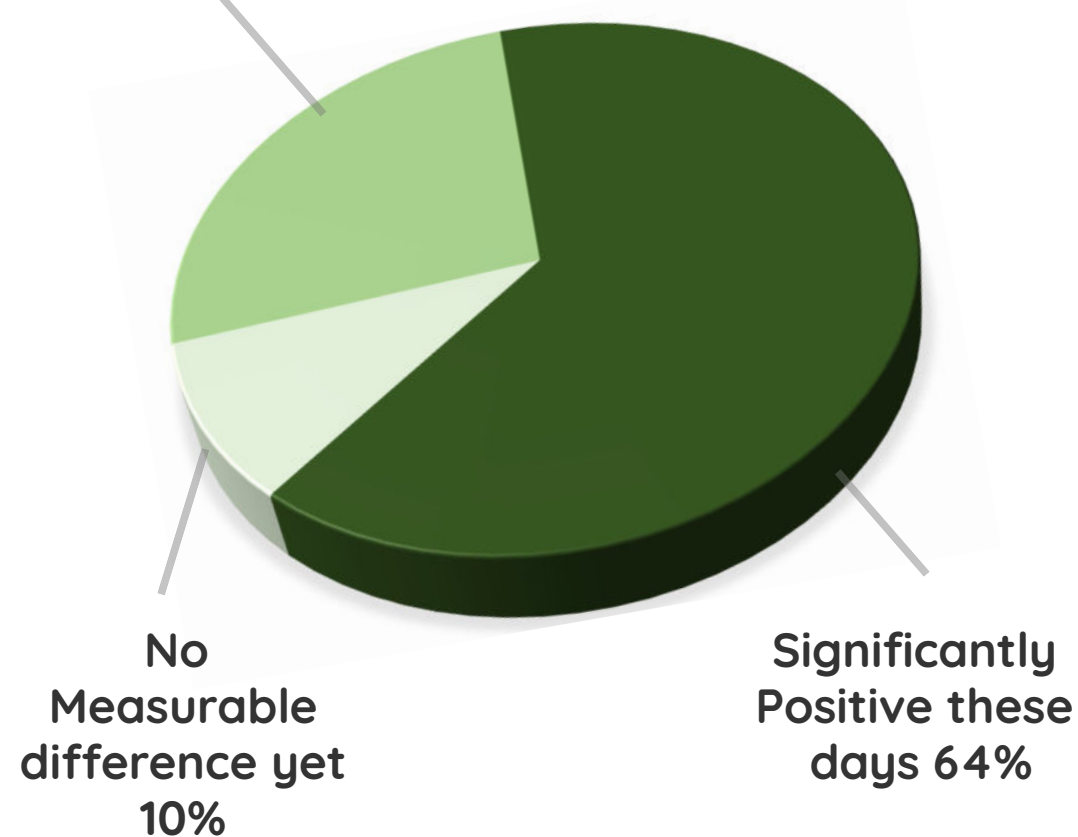
40 days of continuous practice of Meditation and learning gives a solid foundation for continued transformation. This has been validated through the Research Surveys that Buddha-CEO conducts during these 40 days programs. The survey questionnaire is designed to understand the participants' experience in the following 5 areas over the period of the program:

- a. Meditation Experience
- b. Physical Health
- c. Mental Health
- d. Emotional Intelligence
- e. Manifestation & Life Outlook

In the past one year, over 700 participants from these programs have taken the surveys and the data clearly indicates that the continuous practice of meditation of at least 40 days impacts all areas of life positively.



Somewhat  
positive;  
Negative  
thoughts are  
equally high  
26%



90% of the participants have become more positive with 64% reporting to have become significantly positive. Positive attitude helps us become more creative, growth oriented and innovative. While we all want to be in that state, our unconscious conditioning keeps us in the trap of negativity. This data clearly shows continuous practice of meditation makes people naturally more positive

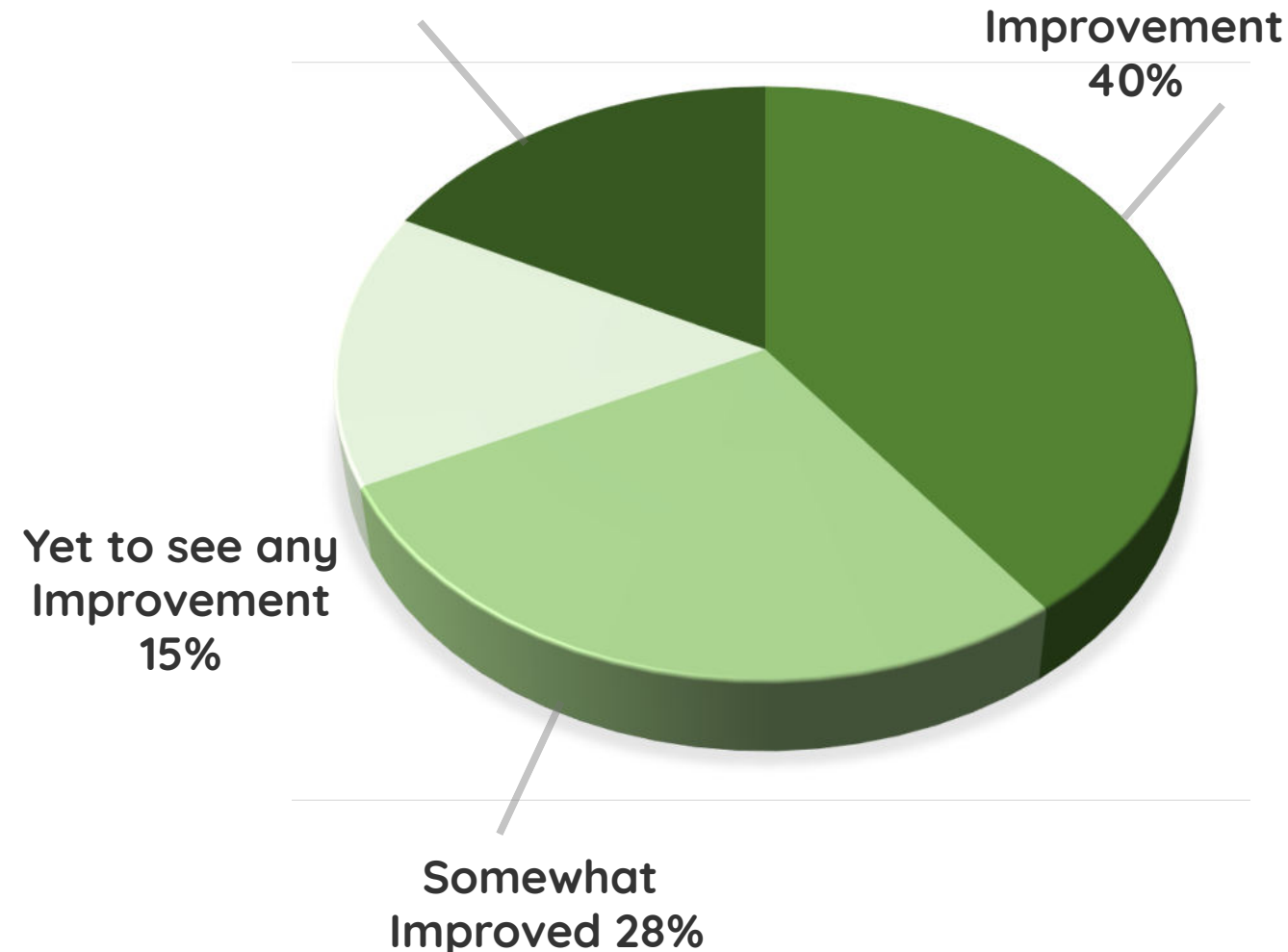
85% of the people have seen improvement in their work productivity/efficiency. Productivity improvement means you complete the tasks more efficiently and you are able to contribute more at your work place. Meditation makes us more mindful and naturally improves our ability to concentrate better and hence makes us perform better at work.

Excellent  
Improvement  
17%

Reasonable  
Improvement  
40%

Yet to see any  
Improvement  
15%

Somewhat  
Improved  
28%



94% of the participants have been able to better manage their emotions, i.e., they are able to reduce their emotional outbursts, less critical of themselves and stay with higher emotions such as love and gratitude through the day. For organizations this also means people become more empathetic, listening and collaborate better with each other. Situations are managed better and handled more constructively.

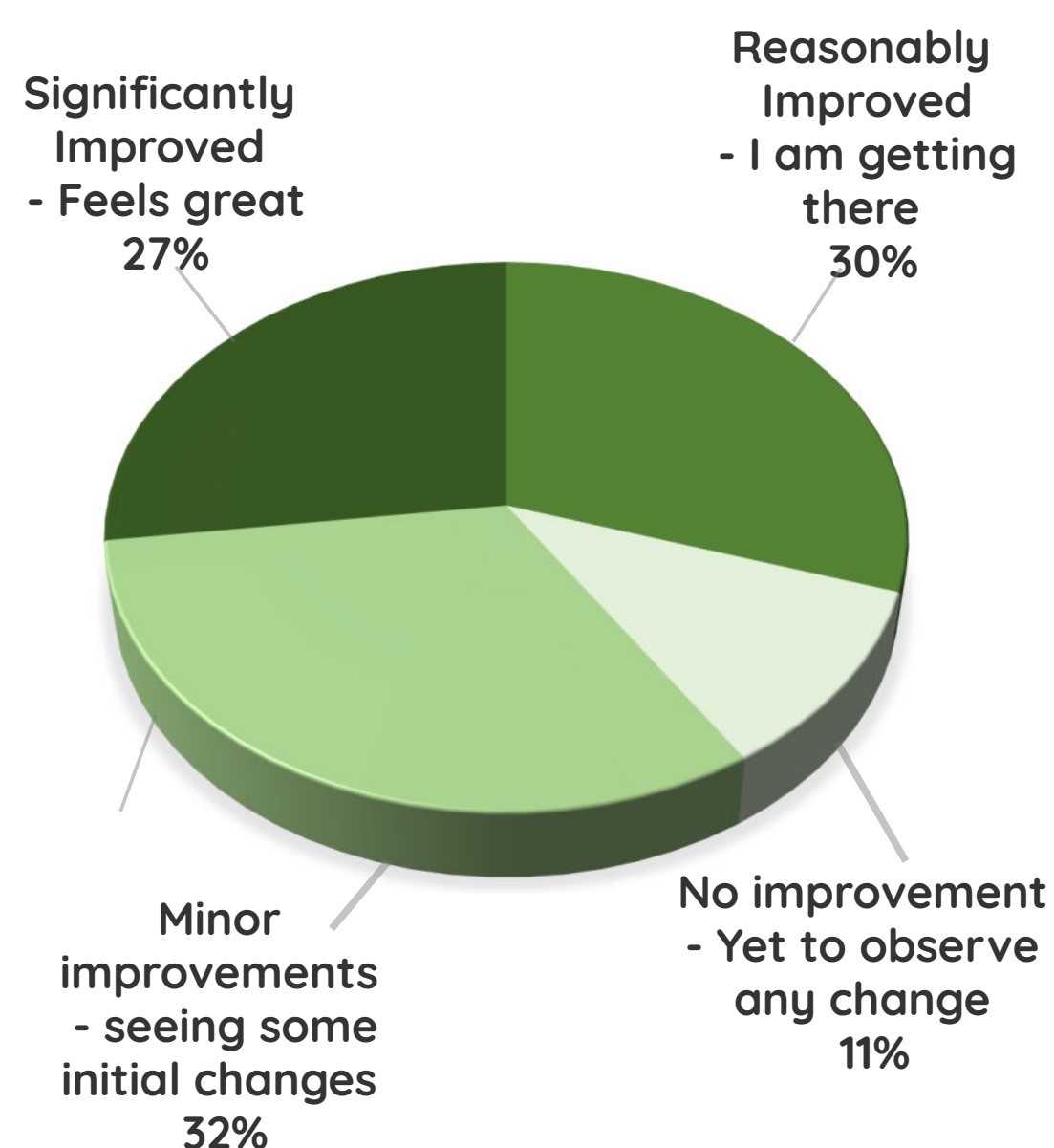






Fear is the biggest barrier for our growth and achieving our goals. 91% of the participants have observed their fear reducing through the course of the program. Reduced fear helps them take better control of different situations without panic. They feel secure and become more practical in their day-to-day situations. For organizations, this also means people are able to take more risks and initiatives, manage change better and collaborate better across management lines.

85% of the respondents reported that their sleep pattern is getting optimized. 68% of the participants responded that they are seeing improvements in their physical health with 37% seeing specific ailments either being healed or in the process of healing. Physical health and better sleep of people in the organization improves productivity and improves overall well-being of the organization



Data from our Survey shows 89% of the people feel their outlook towards work and life have improved. 57% of the participants also experience synchronicities leading to their goals getting manifested. This means they will be more successful and have gained the ability for a balanced life and happiness. As leaders they will also be able to provide more inspiration to those around them.



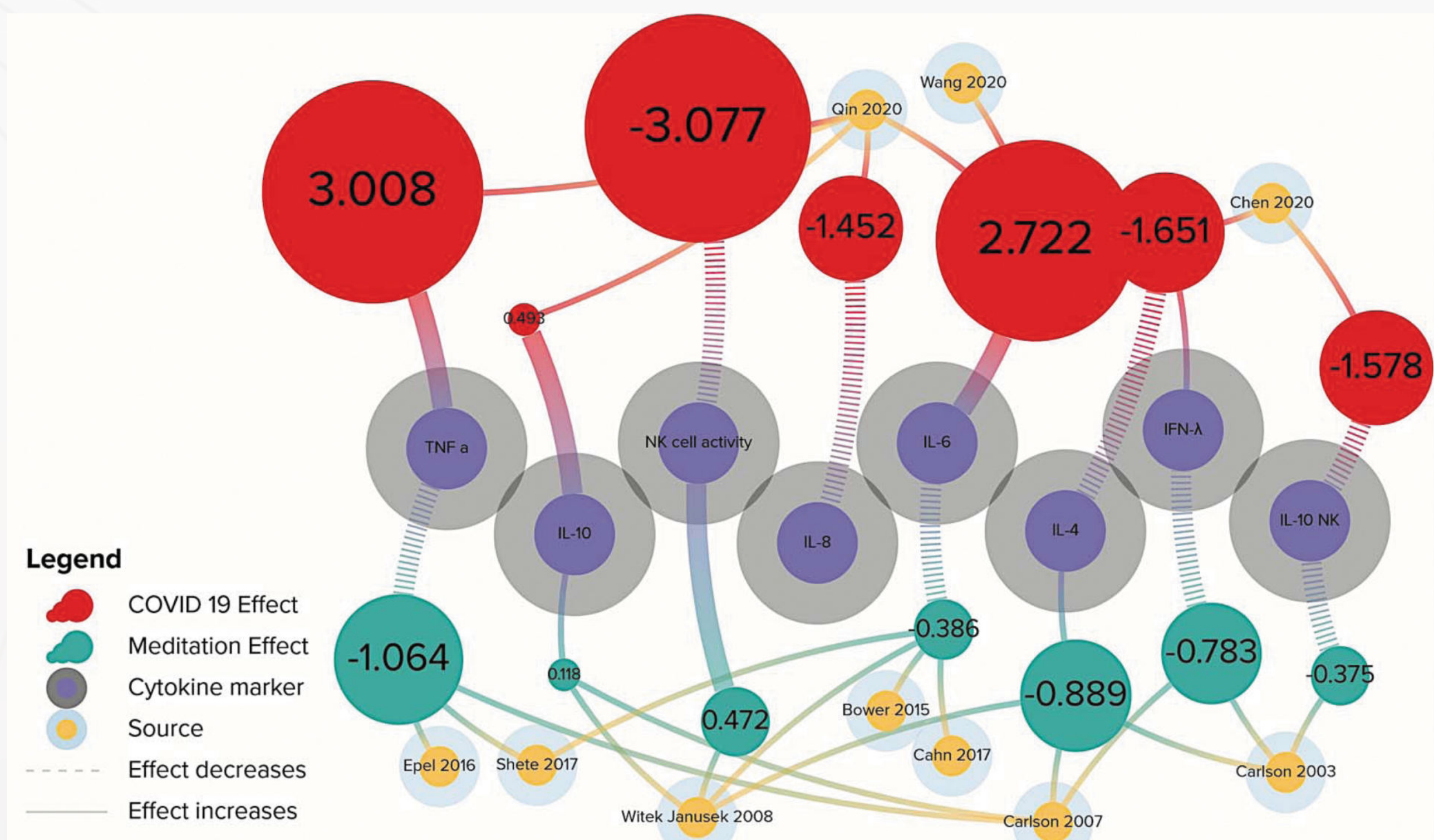
# Meditation can be effective for COVID Relief

## Updates from Latest Research from Harvard and Other Institutes on How Meditation can be an effective means of preventing SARS CoV-2 Infection

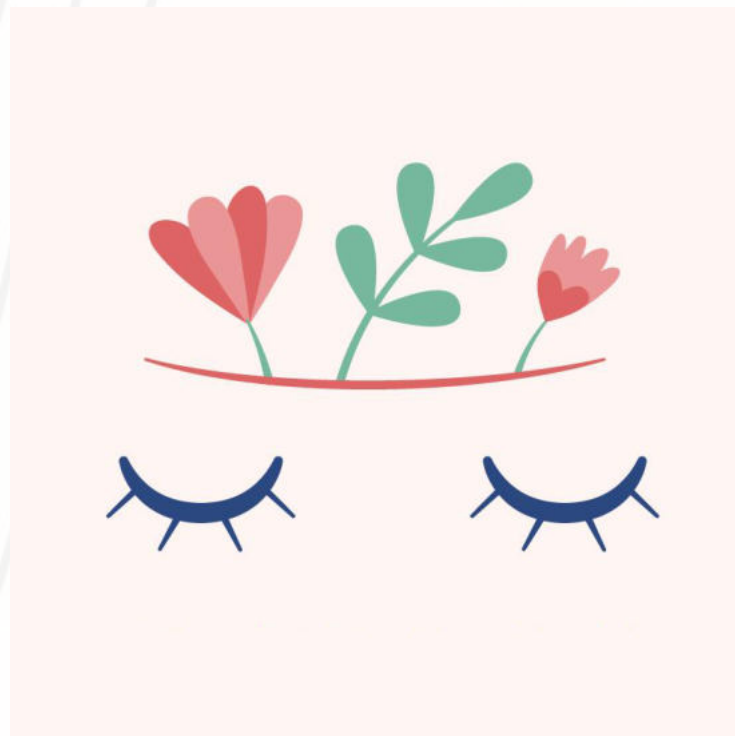
We are still in the midst of a global pandemic. As you all are aware, the impact of this pandemic is not just on the patient's physical health, but also on the financial, emotional, and psychological health of the affected families. Recent research that has been published has proven that meditation helps to improve the physical and emotional health of patients and their families. This article summarizes two such research papers related to Covid-19 that were published recently. The first research referenced here indicates how meditation can help treat Covid-19 infection and the second study talks about dealing with stress and anxiety that people experience during a pandemic.

### Meditation as a treatment for SARS-CoV-2 Infection

In this paper, researchers from Harvard, Massachusetts Institute of Technology, University of California-San Diego, and Chopra Library of Integrated Studies have concluded that meditation can be an effective adjunctive means of treating and/or preventing SARS CoV-2 Infection. The primary thesis for this is that most deaths and serious conditions due to Covid 19 are due to an extended runaway hyperinflammatory response of the affected parties to this infection. Researchers have found that a mere 6 weeks of meditation practice results in significant downregulation of pro-inflammatory genes as well as reduction of several other pro- inflammatory cytokine markers.







The diagram here shows the effect of several cytokine markers found by the research team. Further, it is shown that meditation helps to increase Melatonin - a key hormone in the body which, apart from having general health-promoting properties, is shown to be protective against ventilator-induced lung injury; In addition, it has beneficial effects in fighting against several viral infections. The paper also reports that **regular meditation can reduce the increased risk and incidence of cardiovascular diseases which are typically seen after a large-scale epidemic/pandemic** due to high inflammatory load in the community.

Citation: Bushell W, Castle R, Williams MA, Brouwer KC, Tanzi RE, Chopra D, Mills PJ. Meditation and Yoga Practices as Potential Adjunctive Treatment of SARS-CoV-2 Infection and COVID-19: A Brief Overview of Key Subjects. J Altern Complement Med. 2020 Jul;26(7):547-556. doi: 10.1089/acm.2020.0177. Epub 2020 Jun 22. PMID: 32579021.

## Mindfulness practice for protecting mental health during COVID-19 pandemic

In this paper, the researchers studied the impact of COVID-19 on Mental Health on two groups, one who were practitioners of Mindfulness Meditation and the other non-practitioners. The study was conducted in China during the peak of new infections.

The study reveals that practitioners of Mindfulness meditation exhibited less pandemic-related distress, depression, anxiety, and stress than non-practitioners. In general, older participants showed fewer symptoms of depression and anxiety. In younger practitioners, pandemic-related distress decreased from peak to follow-up. Importantly, increased mindfulness training during the

preceding two weeks was associated with lower scores of depression and anxiety at both assessments. Likewise, practice frequency predicted individual improvement in scores of depression, anxiety, and stress at follow-up.

The results indicate that mindfulness meditation might be a viable low-cost intervention to mitigate the psychological impact of the COVID-19 crisis and future pandemics.

Citation: Zhu, J.L., Schülke, R., Vatansever, D. et al. Mindfulness practice for protecting mental health during the COVID-19 pandemic. Transl Psychiatry 11, 329 (2021).  
<https://doi.org/10.1038/s41398-021-01459-8>

Compiled by :  
 Rakesh Jalumane, Bangalore

### 3 - Week Online Guided Meditation Program for Youth

For Confidence, Clarity & Manifestation

Mars

Oct 11 to Oct 31

5:30PM - 6:45PM IST (India) /  
8AM - 9:15AM EDT (USA)

Register @ [www.buddhaceo.org/mars](http://www.buddhaceo.org/mars)

Space

Nov 29 to Dec 19

5:30PM - 6:45PM IST (India) /  
8AM - 9:15AM EDT (USA)

Register @ [www.buddhaceo.org/space](http://www.buddhaceo.org/space)



# Our Journey and Impact

We conducted 100+ Foundational, Intermediate, and Advanced programs on Meditation, Manifestation and Mindfulness for Corporates, Institutes and other organizations during the past one year.

Over 30,000 people have attended from all over the globe and many have transformed.

## Deep Gratitude to all Donors

“What we give always comes back multiplied in many forms”

Our heartfelt gratitude to all donors who have made monetary contributions to the Foundation. Most of our programs are FREE and we are happy to carry out these activities with active and thoughtful support from the Donors. Your every donation counts in creating more Buddha-CEOs! Thank You. Thank You. Thank You!

[www.buddhaceo.org/donate](http://www.buddhaceo.org/donate) | [donations@buddhaceo.org](mailto:donations@buddhaceo.org) | +91 - 96069 57285



# Our Programs



During the past year, we had the opportunity to conduct several meditation programs to general public targeted at leaders, entrepreneurs and others. Several leaders and corporate employees have experienced the myriad benefits of meditation first hand. We delivered customized meditation programs to several corporates, educational institutes and public sector organizations during this period.

Our flagship 6-week guided meditation programs conducted by Chandra Pulamarsetti, have attracted thousands of participants, much thanks to our mentors Padma Shri D.R. Kaarthikeyan, Dr. S. V. Balasubramaniam and Dr. R. V. Ramani for their constant encouragement and awareness creation. This 6-week program for personal resilience and peak performance covers diverse topics like health, manifestation, emotional intelligence, spiritual quotient, purpose of life, teaching and service.

"This 6 weeks program transformed us so much that we developed friendship between us and are so blissful after meditation" - says a senior business leader and his wife from Texas, USA.

This program brings in many Business Leaders and Guest Professionals who share their meditation experiences and are inspiration to new meditators/participants. The weekly breakout room sessions help participants lose fear and connect with facilitators/masters in a small group setting.

Majority of people joining our programs are looking for better health. Significant health benefits are seen by several participants. "I was chair bound and completely dependent on someone before meditation. Now, I connected to the program and I am completely an independent person now with the regular meditation practice" - says a Former IAS Officer. "I really loved the way the program is organized and the content that details into the science of meditation." - says a Chairman of a company from Coimbatore .

Through our Programs, the Foundation has provided opportunity for hundreds of volunteers to contribute their time and resources. Many volunteers have said that this has allowed them to experience significant personal growth

Written by : Arvind Sampath, KoteswarRao



# Buddha-CEO On Social Media

The objective of social media presence for the Buddha-CEO foundation is to create awareness of scientific meditation wisdom and to build self-nourishing and self-sustaining communities of meditators. These channels help the foundation to engage with meditators and support them during and after the main programs. Besides this, our social media content plays a major role in spreading meditation to a wider audience, across the globe.

From a modest 700 subscribers in YouTube in Aug 2020, the foundation has its subscriber base grow to 5000+ in a year's time. Our Face Book following has grown from 600 to 2000 in 8 months. In the months June - Aug 2021, the foundation has reached 700K+ people, thanks to its patrons - participants, and volunteers. The foundation plans to reach out through the channels of Instagram and LinkedIn in the days to come.



5,190



2,000



619

The Foundation shares the knowledge through various types of innovative and educative content in our social media channels as depicted below.



Wisdom Snippets



Program Updates



News Letters



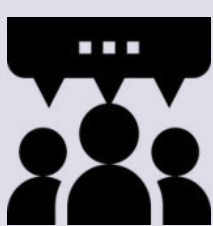
Short Talks



Live Shows



Awareness Videos



Testimonials



Wisdom Quizzes

Written by : Lakshmi. K, Hyderabad



# Buddha-CEO YouTube Channel

**Views**  
370,000

**Subscribers**  
5,350

**Videos**  
850

There is rich content in the form of program sessions, meditation tracks, concept videos, wisdom classes and transformational experiences. These are free and organized into suitable playlists for easier identification and viewing



## Live Programs

40 days, 21 days,  
advanced 2/3 days  
Guided Meditation  
programs.



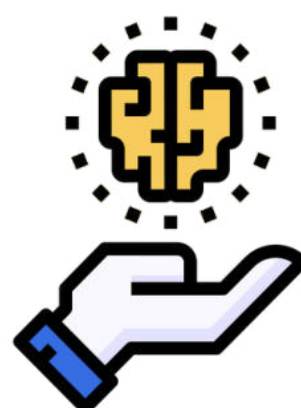
## Guided Meditations

Guided music meditation  
tracks of various lengths  
ranging from 15 min to 2  
hours



## Experiences

Transformational  
Experiences by the  
participants of our  
programs



## Wisdom Videos

Short concept videos  
on specific scientific  
meditation topics by  
several masters



## Business Leader Sharing

Experiences from  
Business Leaders

Please subscribe to our youtube channel Buddha-CEO to get regular updates.

<https://youtube.com/c/BuddhaCEO>

Click on the bell icon and get notified with our recent uploads and programs.

Written by : Veena Arvind, Bangalore



# Participant Meditation Journey

## Buddha-CEO Meditation Journey



You can start your meditation journey with either our 40-day or the 21-day program. Once you are a regular meditator, you can attend the 2-day or 3-day intensive Manifestation program for a deeper experience. You can proceed with Intensive Meditation sessions of 3-hr durations, starting with a shorter duration of 5 days and increasing it to 40-days later.

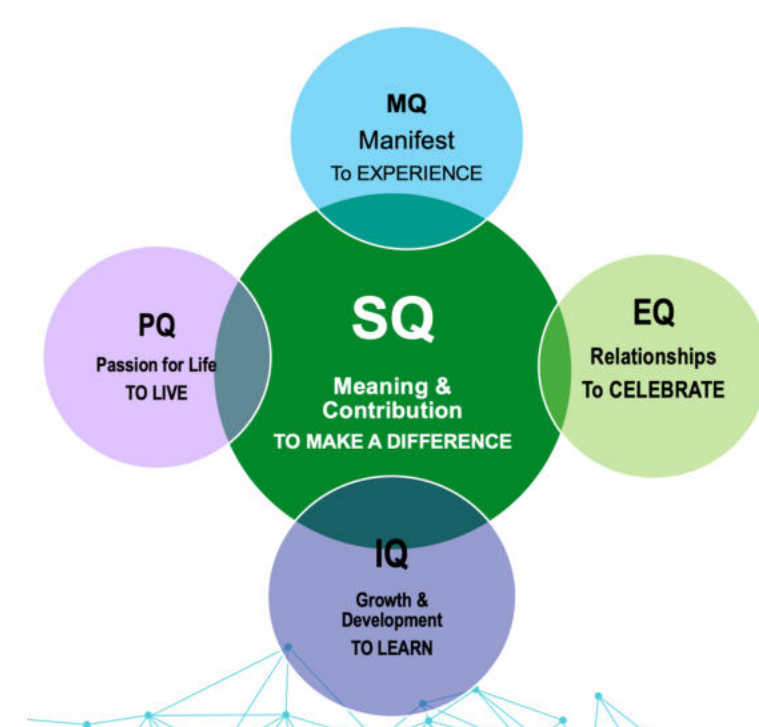
Change in environment and staying away from your routine work/people/places enhances the learning experience. Physical retreats provide this opportunity.

The Foundation offers Book Club sessions to expand your wisdom.. Books dealing with Spirituo-Scientific concepts on meditation, health, improving the quality of life etc., are chosen.

As you continue your journey, Foundation offers several topic specific programs which helps you to apply spiritual wisdom in your day to day life

### Continuous Coaching

Once you register, you will have access to online live guided meditation and teaching sessions, In addition, you will also benefit from the multiple break-out and Q&A sessions, daily newsletters and regular self-assessments. You will also learn by engaging with other participants in community groups facilitated by experienced teachers.





# Corporate Meditation Journey

For corporates and institutions, the Foundation offers four standard Meditation and Mindfulness programs. These can be customized and personalized to the needs and priorities of the organizations, enterprises or educational institutes. These are offered virtually over standard communication platforms like Zoom. The organizations too, can decide to use their own private communication platforms. After these initial programs are rolled out, the foundation offers intensive 2 - 4 day advanced meditation retreats focused on achieving goals. The Foundation also helps to establish meditation and mindfulness communities in the organization to sustain and scale up the practice for longer term benefits.



After attending Buddha CEO Quantum Foundation Guided Meditation program, I realize Meditation is much more than concentration. Especially after listening to the experiences of others, it made me to think seriously that this meditation is going to bring great relief to many people mentally, emotionally and physically. So I decided to take it to many more people and have started teaching meditation in our Nature Cure Centre."

**Mr K. Ramaswamy,**

Chairman, Roots Group of Companies



All our leaders who participated in the workshops are delighted and thankful. Many of them continue to practice meditation post the program, as they have felt the positive benefits related to their health, energy and performance. We are sure, armored with this knowledge the leaders already are and will continue to see transformation in their personal & professional life."

**Sonal Bhimani**

Senior Director, Human Resources, Global Leadership Development, Cognizant



## Buddha-CEO Corporate Programs

Mindfulness and Meditation Focused

- Sessions [daily/alternate days], duration [60/75 mins]
- Bespoke programs suited to cohort needs
- Builds resilience, increases productivity, clarity and builds trust





## " Meditation leads to Elevated Performance "

Last year, when everybody was forced to stay home due to the pandemic, I took the opportunity to enroll myself in the 40-day meditation program. Since June 2020, I am practicing Mindfulness Meditation from 6 am to 7.30 am every day.

I am glad that the daily practice of meditation has helped me in controlling thoughts that are unproductive, repetitive which drains energy. Instead, it helps me to think positively. It has helped me to enhance my inner and outer energies and remain in an elevated energy state throughout the day thereby enhancing my productivity. My sleep quality is better even with fewer hours of sleep. Another major benefit is that I have read quite a few recommended books related to Meditation.

I recommend that every Corporate take up Mindfulness Meditation as a wellness program for their staff, particularly during this pandemic, to reduce the employees' stress. Regular practice of Mindfulness Meditation at all levels of staff will lead to employees' happiness and lead to better corporate performance.



**Dr M Narendra**

Former CMD of IOB, Advisor, Enqube Collaboration



Buddha CEO Meditation is the best medication. Soul by soul. Transform your life, health and the world. The moment is now!"

### Dr. Aruna Viswanathan

MBBS| MS|F AGE| Consultant ENT Surgeon & Integrative Holistic Health Expert, Vikram Hospital & Research Institute



With multiple companies taking productive steps to prevent employees burnout during these stressful times, we had 30 of our employees join in the program, conducted by "Buddha- CEO Quantum Foundation "

### Mr Hitesh

Head of HR, Mahindra First Choice Wheels





# The Chinese Bamboo

A man got frustrated with life. Despite all the hard work and effort, failure was all that he experienced. Feeling defeated in life, he left everything and exiled himself in the woods. There he met a hermit. The disappointed man shared his experiences with the hermit. “Give me one good reason not to quit”, he pleaded.

“Look”, the hermit said, pointing towards two plants. “Do you see that fern and the bamboo there?”

“Yes”, the man nodded.

“When I planted the fern and the bamboo seed, I took very good care of them. I gave them water, light and fertilizer. Within a short period of time, the fern quickly grew from the earth”, the hermit continued.

“But the bamboo seed - despite being watered and nurtured for months, did not grow as much as an inch. In fact, nothing at all happened in the first year. There was no sign of growth. But, I did not give up on the bamboo seed and continued to water and nurture it. By the fifth year, a tiny sprout emerged from the earth. And within six months, the tree grew a hundred feet tall.”

“So, did the bamboo tree lie dormant for four years only to grow exponentially in the fifth?” the hermit asked. Baffled by the question the man kept quiet.

“The answer is quite obvious. The little tree was growing underground, developing a root system strong enough to support its potential for outward growth in the fifth year and beyond. Had the tree not developed a strong foundation, it would not have sustained its life as it grew.”

“Did you know that all the time you had been struggling, you were growing strong roots?”, remarked the hermit. The man learned his lesson that day. He learnt the value of persistence and hard work. The fern and the bamboo stood right in front of him as he walked towards his life to continue to work on his dreams.

The Chinese Bamboo Tree is a perfect parable to connect to our own experiences with personal growth and change. And change is never easy. Often, signs of progress are slow, frustrating and unrewarding at times.

During the initial stage of Meditation, some people won't get any special experiences and feel disheartened comparing with others who get lot of experiences. One must understand that getting experiences in meditation is not the bench-mark to measure to the progress in Meditation. One must acknowledge the transformation that is taking place within. Consistency is the key to success. Practice Meditation. You will find all the answers.

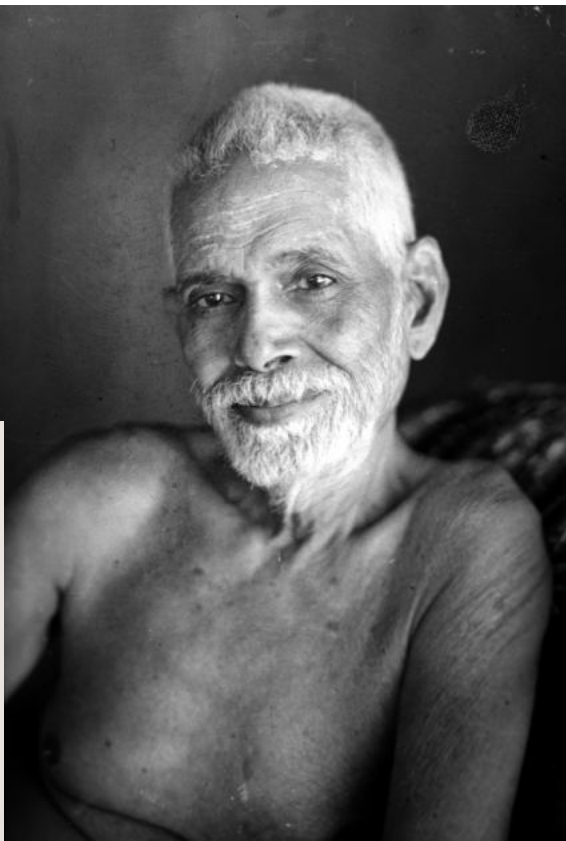
Story Credit: <https://alltimeshortstories.com/>  
Compiled by : Anusha Paladugu



# What's your Meditation Quotient?

Name the Person in the images.

A great spiritual guru known for his simple living and located in Arunachalam



An inspirational leader and a social reformer especially to youngsters.

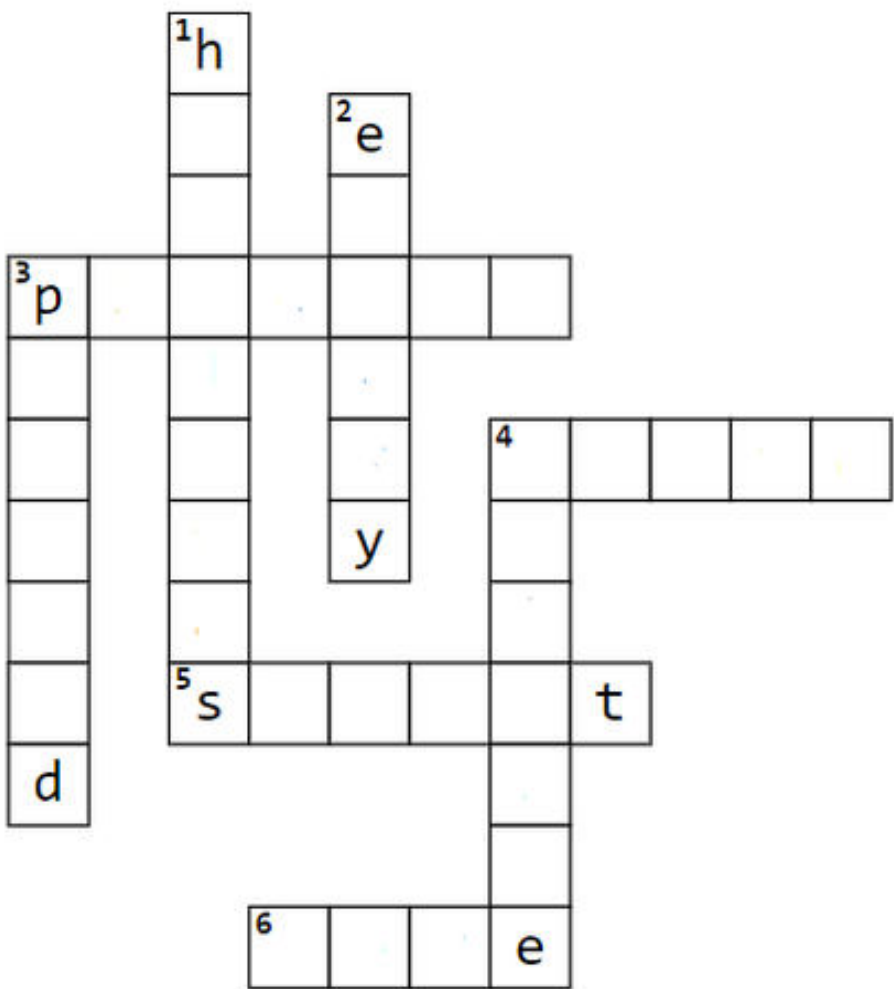


Author of many wonderful books on self-healing techniques and positive affirmations



A neuroscientist who is also an author of revolutionary books that tell us about epigenetics, Heart-Brain coherence, etc.,

## Crossword



### Across

- 3. A famous book by Joe Dispenza
- 4. The number of chakras
- 5. Rhonda Byrne's famous book
- 6. This emotion is to be felt and followed during heart elevation

### Down

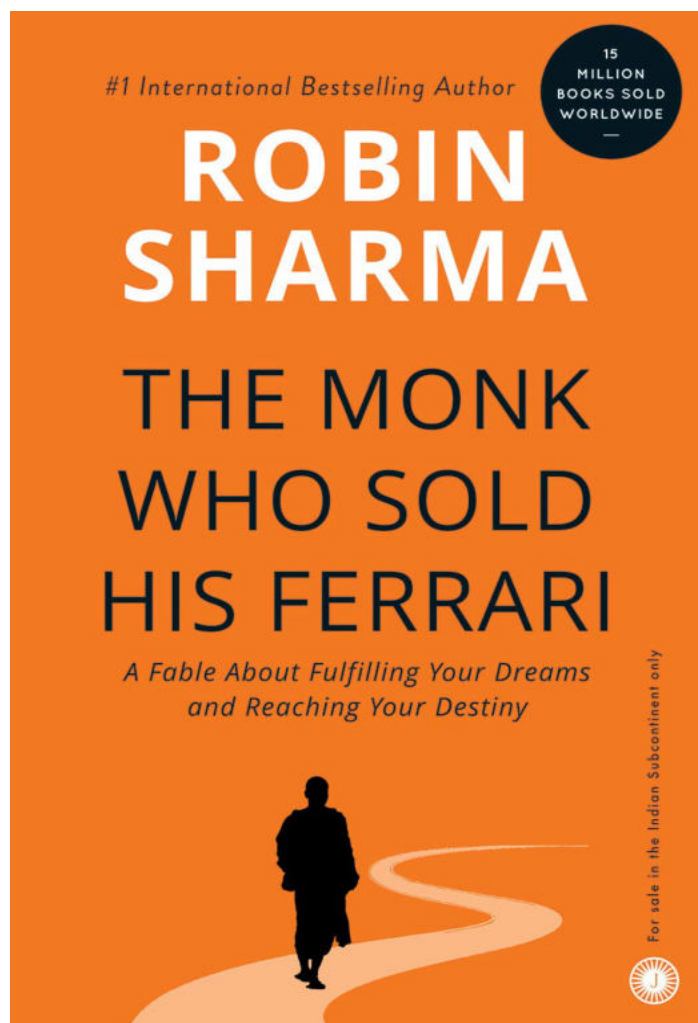
- 1. The highest peaks in the world which are best places to meditate
- 2. Meditation helps us gain more of this
- 3. High energy structures-one of the 7 wonders
- 4. At Buddha-CEO we teach meditation along with \_\_\_\_\_ behind it



# Recommended Reading

As you pursue your meditation journey, here are a few titles that are recommended for you. These books are discussed in the Foundation's book-clubs.

## The Monk Who Sold His Ferrari



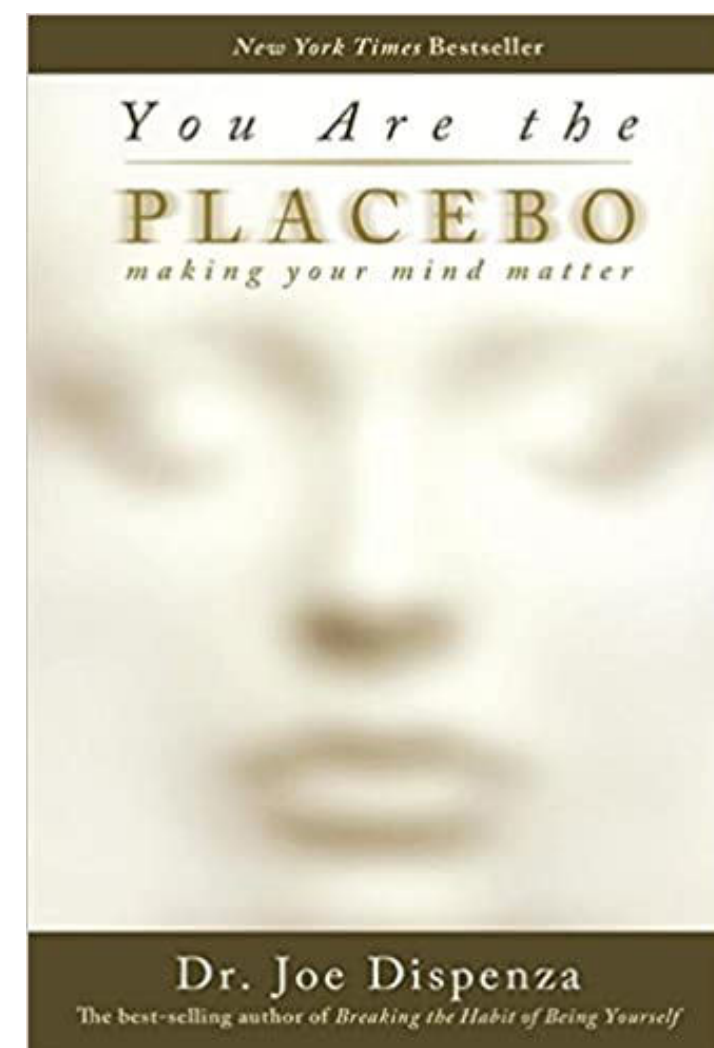
This inspiring tale provides a step-by-step approach to living with greater courage, balance, abundance, and joy. A wonderfully crafted fable, **The Monk Who Sold His Ferrari** tells the extraordinary story of Julian Mantle, a lawyer who was forced to confront the spiritual crisis of his out-of-balance life. On a life-changing odyssey to an ancient culture, he discovers powerful, wise, and practical lessons that teach us to:

- Develop Joyful Thoughts
- Follow Our Life's Mission and Calling,
- Cultivate Self-Discipline and Act Courageously
- Value Time as Our Most Important Commodity
- Nourish Our Relationships
- Live Fully, One Day at a Time.

## You Are the Placebo

Is it possible to heal by thought alone—without drugs or surgery? The truth is that it happens more often than you might expect. In his book, **You Are the Placebo**, Dr. Joe Dispenza shares numerous documented cases of those who reversed cancer, heart disease, depression, crippling arthritis, and even the tremors of Parkinson's disease by believing in a Placebo. Similarly, Dr. Dispenza shares about how others became sick and even lost their lives as the victims of a hex or voodoo curse or after being misdiagnosed with a fatal illness.

Belief can be so strong that pharmaceutical companies use double- and triple-blind randomized studies to try to exclude the power of the mind over the body when evaluating new drugs. **You Are the Placebo** combines the latest research in neuroscience, biology, psychology, hypnosis, behavioural conditioning, and quantum physics to demystify the workings of the placebo effect and shows how the seemingly impossible events become possible.





# Transformational Experiences

## " After meditation, my approach at the workplace has changed "

I am Rathinavel, a senior corporate professional. Over the years I have had many challenges in work relationships. I would expect perfection from others and there was no constructive communication with others..

During May 2020, there was a corporate program arranged in my company by Buddha CEO on 40 days meditation and I attended it. It has been a great experience. Since then no day of mine goes without meditation. My sleep pattern has been fixed. I have high energy levels throughout the day. My health improved dramatically and I have pretty much stopped taking sick leaves.

I have identified all my limiting beliefs. Initially I used to think spending an hour for reading is a waste of time but now I always carry books with me and start reading during waiting times. I have been taking up book clubs on various books and unleashed my creativity and presented it to a wider group of audience.

After meditation, my approach at the workplace has changed, I have become self-aware. I express myself in polite way, and feel empathy about the other person. My volunteer work made me realize the ONENESS with everyone. I am happy to be associated with Buddha-CEO Foundation.



**Rathinavel. D**  
senior corporate professional

## "I developed self-love and self-expression "

I am Anusha Paladugu, a senior manager in the finance department of a leading infrastructure company in Bangalore. I started my meditation journey when I was in college. Within couple of months, I became a vegetarian and completely healed myself of chronic head ache. I started experiencing oneness with everyone as I had been feeling lonely ever since I lost my older brother as a child.

My association with Buddha CEO Quantum Foundation since April 2020 has brought many changes to my life. I started enjoying the scientific wisdom shared by Chandra sir and understood the importance of intense meditations and reading spiritual books. Inspired by the selfless service of Chandra sir and Vani ma'am, I became a volunteer and have been serving as facilitator and finance co-ordinator for the Foundation

Being a perfectionist, I was never happy with myself and would always expect more from myself leading to stress. Through my association with Buddha CEO, I developed self-love and self-expression. I have unlearned multi-tasking and have started living in the present moment which has reduced stress levels and negative thinking considerably.

My purpose of life is to spread meditation wisdom and helping people transform.



**Anusha Paladugu**  
Sr. Manager, Bengaluru



# Transformational Experiences

## " My food cravings have subsided "

My experience was very good. I joined in January 2021 for the 40 days session. My life has completely changed since then. I feel very good and have a blissful experience. I feel a lot of improvement in my confidence level and self-worth.

Earlier, I used to crave a lot for food. Now, it has decreased. Half of the day, I used to think, "What I will eat today?" but now I don't eat as much as I ate earlier; also, I don't feel hungry as I used to be. In the mornings, I used to have at least 3 to 4 cups of tea. Now a single cup of tea is enough for me.

Coming to expectations in relationships, I no longer expect anything from anyone now. My concentration level has increased. Earlier, I was not able to sit for long hours and had concentration problems. But now I can sit for long hours and meditate, read and sit. I thank the entire team of the Buddha-CEO Quantum Foundation.



**Indu Malik**

Masters in Psychology , MA  
English & MBA.  
Psychological Councillor,  
Calcutta.

## "Meditation healed my past trauma "

I started meditation with this class. Before that, I did yoga with a personal instructor. He suggested that I practice meditation as I had health problems. This was because I was near the Twin Towers on 9/11. All the toxins and chemicals had gone into my body; I was allergic and had a lot of infections around the lungs. I used to take medicines regularly; even if I walked 10 steps, I would feel breathless.

Now, with regular Meditation I feel comfortable and can climb 2 floors at a time. I am very happy about this. Also, I have been working in the same company for the last thirteen and a half years and thought that it was time to move on. I had listened to Pradeep's experience of how he manifested his goal and took inspiration from his story. I manifested for two to three days and immediately I received a job offer. I thank the team of Buddha-CEO and also PMC.



**PREM REDDY**

IT Professional, Bengaluru

## Deep Gratitude to all Volunteers

"Service unto others is Service unto Ourselves"

Our deep gratitude to all the volunteers who are supporting the cause of the Foundation and all our meditation service activities directly and indirectly by way of promoting, organizing, writing, teaching and more. Several people across the globe have come together in creating this impact and giving transformed lives to many. Thank You. Thank You. Thank You !

[www.buddhaceo.org/contact](http://www.buddhaceo.org/contact) | +91 - 96069 57285







My name is Vani. My parents are Mr Suryanarayana and Mrs Someshwaramba. I have two sisters, Sujatha and Sridevi. Our parents brought us up to be loving and kind people, and they gave us a lot of freedom growing up. My mother never told us to be a certain way or do certain things. She was our quiet role model who would just be and do everything she wanted us to learn. And my father always showed us the importance of working hard and treating every one around us with equal respect, regardless of their status. Having imbibed these qualities from our parents, I can confidently say that us three siblings are very happy in our lives and families right now. I really feel very proud to be part of such a family.

## “Seven essential energy activities for every workplace”

My husband’s name is Chandrasekhar and I have two beautiful children, Alekhya and Sanath. My medical doctor brother-in-law Dr. G.K. introduced us to meditation in 2002 and since then my journey has been amazing. Before that too my life was full of joy, happiness and love but after getting into meditation, everyone in the family understands each other better and approaches life in a more holistic and spiritual way. I even found a much larger family through meditation. And through my teacher Brahmarshi Patriji, I am constantly learning everyday. He always gives us messages through his actions and not just words. He is the most inspiring person for me.

As a housewife my life till 2002 was just fine, but meeting Brahmarshi Patriji completely transformed my life. He asked me what I do and I said I enjoy taking care of my family. He replied, “Every animal does that. What is special about you? Tomorrow if your whole family dies, then what will you do?” This question triggered me and I became emotional and upset, but it was the catalyst to my transformation. Since then I have been learning from Patriji at every meeting. In 2002, Chandrasekhar became a trustee at Pyramid Valley International which gave us a chance to work closely with Patriji and Soul Management Services. Working with Pyramid Valley gave me immense satisfaction.



Throughout my interactions with Patriji and Dr. G.K., seven major activities really stuck with me and I started implementing those in my house. The changes I saw were amazing! This personal success filled me with confidence to keep taking on more spiritual projects. I experienced immense joy and satisfaction whenever I would make time and worked on these projects.

We implemented these seven activities in Chandra's company Sanovi Technologies around the time when it was about to be acquired. We set up soothing meditation rooms with pleasant music, books, pyramids etc., as a space for any employee to meditate in, be it for stress relief or to gain energy and clarity. Some of them utilized this space and few really connected with meditation. This helped push Chandra's goal to get the company acquired which was successfully done in 2016. I

In order to take these seven simple learnings to more people, we started a meditation and wellness space called SoulTrends in HSR layout, Bengaluru. We promoted meditation and these seven learnings and saw that many people in and around HSR layout truly benefitted from them. And now even with the Buddha-CEO Quantum Foundation, we recently opened an office space in Bangalore and are implementing these seven activities there too. After seeing the benefits in multiple spaces, I truly believe they are essential for any workplace, be it in corporate, government offices or at home offices !

The seven energy activities are:  
Practice Meditation, Listen to soothing music, Read right spiritual books, Eat sathvik & vegetarian food, Utilize pyramid and crystal energy, Be with indoor natural plants, Spend time in vibrational colour rooms





All of these activities bring great energy and positivity to us. Meditation helps us always carry good thoughts. Harmonious music puts us in a calm state of mind. Reading right wisdom constantly enhances our consciousness and intellect (“Buddhi”). Eating Sathvik food ensures we constantly stay in a state of Sattva, i.e., harmony and contentment and not in the Rajas state of attachment and desire. Pyramid energy amplifies our individual and group energy multi-fold. Indoor plants bring a liveliness to any room and seeing the colour green around is therapeutic. Crystals teach us to be like them, transparent and pure. They connect us directly to mother earth.

Whenever any of our team members enter the office, they first go into these spaces and meditate. At any time during the day too, if someone is stressed or needs solutions, they go into the room to recharge themselves. With that, their attitude, their relationship with their colleagues and their mind set .. everything changes.

They gain more clarity and perform their jobs even better. Having such a space would really energize the rest of the building as well. It will enhance the optimism of all those who meditate there to strongly believe that they will achieve whatever they put their mind to. If the team is feeling such optimism, it is a great marker for the company’s success.

Companies give employees many incentives. These energy spaces and activities are the best gifts they can give, as they not only benefit the employees professionally, but also make them lead more harmonious lives with their families, friends, and communities.

Adopting these seven activities into our daily life helps us to start living and thinking in a miraculous state. This is the learning that I would like to share with our Buddha-CEO community and I really wish to see these seven activities being implemented in all offices, hospitals, schools, government buildings etc., across the world!

**Vani Chandrasekhar**

Co-Founder, Buddha-CEO

Quantum Foundation



**Realize Your Goals  
Manifest Your Dreams**





# Emerging Trends in Meditation

## The booming growth of meditation and mindfulness Apps

Here are some interesting trends in meditation and mindfulness practices across the world. These will be of interest, whether you are a beginner, an influencer, a serious practitioner or a passionate teacher of meditation.

The past 3 years have shown a significant acceleration in the practice of meditation around the globe. According to Forbes & National Business Group on Health, in 2018, 52% of employers were providing mindfulness classes or training to their employees. With increased ownership of smartphones, meditation apps are becoming popular mode of delivering the trainings. Stress and specially COVID-19 induced stress has amplified the demand and usage of such wellness apps.

Besides, the convenience of using mindfulness meditation apps from the comfort of homes (or offices and schools) and the personalized approach of many apps are a huge advantage to users, as they help create the habit of practicing meditation and mindfulness daily. Many of them are based on Breath-mindfulness meditation



### Here's some data that clearly demonstrates the rising popularity of Meditation and Mindfulness Apps:

- Google states that searches for yoga and meditation apps registers a 65% YoY growth.
- Since 2015, 2,500+ meditation mobile apps have been launched. In 2020 alone apps such as Headspace, Calm etc. have witnessed 65+ million downloads across 180 countries (Businesswire, March 2021)
- Mobile users spent USD 195 Million in meditation apps in 2019, up 52% YoY (Source: Sensor Tower)
- The Global Mindfulness Meditation Apps Market is expected to grow at a CAGR of 48.1% from 2021-2027 to reach up to USD 6.5 Billion by 2027 (UnivDatos market insights, June 2021)

North America region dominates the Mindfulness Meditation Apps market. However, the Asia-Pacific region is expected to grow remarkably between 2021 and 2027 on account of the increasing awareness regarding mindfulness meditation apps and stressful working hours in the region (UnivDatos Market Insights June 2021)



### Answers for quiz on page 52













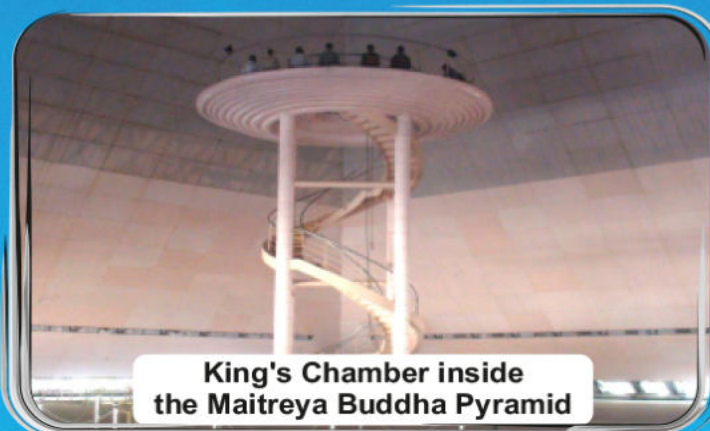
# PYRAMID VALLEY INTERNATIONAL

PLACE FOR INNER TRANSFORMATION

STAY. MEDITATE. REJUVENATE.



Tapasthali Energy Spot



King's Chamber inside  
the Maitreya Buddha Pyramid



Book Space



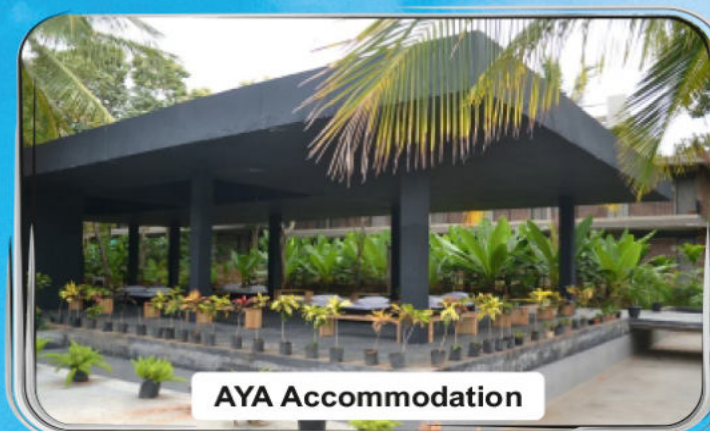
Kabir Bhavan Wisdom Center



Nitya Annadana Seva



Sacred Labyrinth in Zen Garden



AYA Accommodation



Vegetarian World - Cafeteria



Aerial View of Maitreya Buddha Pyramid

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