30 YEARS OF AMRITA YOGA
OUR JOURNEY SO FAR
PRESERVING YOGA CULTURE
Previously, people did not need to have a special day for performing Yoga because Yoga was part and parcel of their lives. Unfortunately, now we need a special day to remind us to perform Yoga, just as we need a day to remember our mother and father.

In the olden days, people would wake up in the morning, bow down to mother Earth and then, facing the sun, they would chant prayers and perform Surya Namaskaram. The whole time they were praying, they were exposed to the rays of the rising sun. Today, in many countries, out of ten people, six or seven have Vitamin D deficiency. It is postulated that vitamin D deficiency may be one of the precipitating factors for Alzheimer's disease and other types of dementia. Some may argue that even people with normal vitamin D levels get Alzheimer's disease. This is true, but studies have shown that a majority of people with this condition have Vitamin D deficiency. It is also thought to be a cause of depression, which may be why the incidence of depressive disorders is higher in countries that have less sunlight.

Yoga is beneficial for our health, physical beauty and mental discipline. It helps reduce our cholesterol, and through this, it helps maintain cardiac health. It increases our bone strength. This is especially important as the incidence of arthritis and osteoporosis is on a steep rise. It even helps improve our memory power.

Yoga also creates powerful spiritual vibrations. These vibrations positively affect both us, as well as others. It is like entering a perfume factory. Even after emerging, the sweet fragrance will remain on our body, pleasing both to others and us. When we perform yoga with complete awareness, it purifies each and every cell in our body.

The purpose of Yoga is for our inner well-being. It does not belong to any particular faith or religion. It was passed on to us by the ancient seers for the well-being of humanity. Yoga helps us to reconnect with nature and eventually become one with God.”
## MATA AMRITANANDAMAYI DEVI

Her Holiness Sri Mata Amritanandamayi is known throughout the world as Amma, or Mother, for her selfless love and compassion toward all beings.

## YOGA AS A PART OF LIFE

Amrita Yoga stems from origins that have been part of India's lifestyle from time immemorial. Families have practiced yoga together in the same.

## WHO WE ARE

Amrita Yoga classes was formally started in 2004. Since then, classes on yoga for women have been offered twice weekly.

## INTERNATIONAL DAY OF YOGA

Amrita Yoga helps coordinate the promotion, propagation and execution of all International Day of Yoga (ID Y) activities in India and abroad.

## RETREATS & OUTREACH

Amrita Yoga retreats offer a unique approach to yoga postures using skillful awareness. Awareness is a tool for life.

## SeRVe: YOGA IN RURAL INDIA

Amrita SeRVe (Self Reliant Village) is also trying to help villagers understand their inner strength to attain true self-reliance. In this objective.

## YOGA AT UNIVERSITY & SCHOOLS

Yoga is taught to all first years of undergraduate and postgraduate students at Amrita Vishwa Vidyapeetham Campuses.

## YOGA & MEDITATION RESEARCH

Amrita University's Computational Neuroscience laboratory, Amrita School of Medicine and Amrita Institute of Medical Sciences' research.

## INTEGRATED AMRITA MEDITATION

Amrita University's Computational Neuroscience laboratory, Amrita School of Medicine and Amrita Institute of Medical Sciences' research clinicians.

## TESTIMONIALS

## EMBRACING THE WORLD
Her Holiness Sri Mata Amritanandamayi is known throughout the world as Amma, or Mother, for her selfless love and compassion toward all beings. Her entire life has been dedicated to alleviating the pain of the poor, and those suffering physically and emotionally. Amma has embraced and comforted more than 38 million people.

**Amrita Yoga** is rooted in the ancient Gurukul yoga tradition and yet is a completely new approach of understanding yoga practice based on Amma's core philosophy of "Living from the Heart". Practices were initiated and developed under Amma's guidance.

Initiated by Amma, Yoga practice has been a part of sadhana (spiritual practices) since the beginning of Amritapuri Ashram.

Amma has been inspiring, initiating, promoting and conducting yoga in India and across the world. She has been conducting the International Day of Yoga celebrations since 2015.
1987-1990
At the ashram and within Kerala, Swami Prajnanamritananda Puri and Brahmachari Nirvanamrita Chaitanya had conducted several classes of yoga.

1990-2001
Br. Nirvanamrita Chaitanya's Classes
At various locations outside Ashram, 6242 participants were trained on yoga within Kerala.

1990 – 110 participants
1991 – 304 participants
1992 – 266 participants
1993 – 433 participants
1994 – 1268 participants
1995 – 302 participants
1996 – 359 participants
1997 – 1156 participants
1998 – 2879 participants
2001 – 194 participants
Amrita Yoga stems from origins that have been part of India's lifestyle from time immemorial. Families have practiced yoga together in the same way that they ate, worked and worshipped together. Yoga practice has been a part of Sadhana (spiritual practices) since the Amritapuri Ashram began.

**YOGA AS A PART OF LIFE**

1987-1990

As initial outreach of Mata Amritanandamayi Math's yoga efforts, Swami Prajnanamritananda Puri's (previously Brahmachari Damodaran) classes on therapeutic yoga, focused on addressing psycho-somatic and holistic health. The swami had held yoga camps to mixed groups of young and old and had taught 300+ students in 1987-90 and to 200 more in 1993-94 at various locations within Kerala. The classes had focused asthma, hypertension, diabetes and digestive diseases. There were training also on 5-6 asanas for some mildly depressive patients.

Classes also were held for children aged 5-12 to help promote overall growth. The sessions included Yoga Shibiram (yoga camp) or Yoga Chikilsa Shibiram (Therapeutic Yoga Camp) and yoga training. Amrita Industrial Training Institute students had been trained in early 90s. Brahmachari Brahmamrita Chaitanya had taught all brahmacharies at the ashram before many of these activities. Brahmacharini Virajamrita Chaitanya had conducted classes for women and brahmacharini

1990-2001

In July-August 1990, 58 participants were trained by Brahmachari Nirvanamrita Chaitanya (previously Brahmachari Devadas). In Nov-Dec 1990, yoga classes were held at Parappanangadi, Kundara for 52 more participants. In June-August 1991, 242 people attended yoga classes at Trivandrum, Ernakulam and Koothuparambu. In Oct-Nov 1991, 62 more were trained at Parappanangadi and Peroor. In 1992, 266 participants were trained on yoga at Ernakulam, Trivandrum, Anikkad (Kottayam), Oachira and Palakkad. 433 attended yoga classes of Br. Nirvananmrita in 1993 held at Vatakara, Parappanangadi, Trivandrum, Koothuparamba, Ernakulam and Palakkad. In 1994, he introduced yoga classes for 1268 participants at Kalpatta, Ko-
othuparamba, Kannur, Ernakulam, Trivandrum, Kunnamkulam, Cherthala, Ettumannoor, Kollam, Payyanur, Angamali, Tripprayar, Quilandy. In 1995, 302 participants were trained at Thalassery, Kannur, Ernakulam and Trivandrum. In 1996, 359 were trained at Kodakara, Ernakulam, Tanur, Koothuparamba, Kozhikode, Quilandy. In 1997, yoga classes at 18 places involved 1156 participants. In 1998, 2350 were trained in one-day camps at 18 locations and 529 were trained at 8 locations within Kerala. In 2001, Br. Nirvanamrita also trained 194 participants at public events at Amrita Institutions in Kochi, Ernakulam, Kozhikode, Kodungallur and at Kenchira and Pulpally.

2001-2004
Several yoga camps were held by Br. Nirvanamrita Chaitanya in 2001-2004. In 2002, camps were held at Amrita Vidyalayam (school) campuses at Kollam, Haripad, Tiruvalla, Ernakulam, Kodungaloor, Palakkad, Kozhikode, Vadakara, Kannur, Koothuparamba, Talassery, Mananthavady, Pulpalli totaling 5830 participants and 54 days of 2-hour sessions.

Amritapuri ashram and ashram centers also had offered other courses including yoga and meditation. Ashram-based yoga trainers from abroad had offered yoga courses to visitors at the Ashram and in other countries. Some 2-hour session courses were held at Schools and University campuses for health and attention.
Courses had included fundamental principles and applications of yoga, easy to practice sessions for laymen without too much strain and pain and backed by Vedantic knowledge. Yoga camps were held free of cost and anyone could participate.

Several classes of yoga were conducted at Amrita Institutions totaling nearly 8280 young learners.
MEDIA AND COVERAGE OF EARLY ACTIVITIES 1990-2001
A school of yoga directly formed from Amma’s sankalpa prompted by unconditional love and an attitude of service to the world. The foremost aim of Amrita Yoga is to transcend from a physical asana practice into yoga’s original meaning and purpose, including to enhance and deepen one’s awareness and to foster not only physical, but mental and spiritual evolution as well. Our programs, in general, attempt to cultivate and support a holistic attitude (mano bhavana) with a focus on three aspects: skill development, practical Vedanta and enhanced awareness.

Amrita Yoga program is designed to encourage an ongoing practice of “the middle way”—an integration of all four yoga paths—to support a loving and focused life. Focusing the way of life, Amrita yoga enables practitioners to cultivate a holistic attitude (mano bhavana), embrace practical Vedanta, and discover improved physical strength, mental equanimity, and enhanced awareness of their intrinsic abilities.

Formal Amrita Yoga classes were introduced at Amritapuri in 2004 for the Amrita University students, and at various Amrita Vidyalayam schools in India. The unique teaching methodology of Amrita Yoga was set in rigor in 2007. Since then Amrita Yoga has been offered to all age groups at various places in India and the world.

Since 2004, classes on yoga for women have been offered twice weekly at Amritapuri ashram. Regular courses for men and women in India and abroad. The Amrita Yoga program is designed to encourage an on-going practice of “the middle way”—an integration of all four yoga paths—to support a loving and focused life.
Amrita Yoga was founded on ancient Indian teachings of Vedanta, oneness of all things and beings. Amrita Yoga is uniquely designed and dedicated to reviving and preserving yoga culture.
Great Spiritual Masters, who have interpreted and adapted the age-old teachings, in keeping with the times, have shared this invaluable wealth to interested seekers throughout the ages, with the aim to elevate human beings to their true potential, as living embodiments of Universal Consciousness.

Amrita Yoga helps coordinate the promotion, propagation and execution of all International Day of Yoga (IDY) activities in India by the Ministry of AYUSH and the MDNIY, an institution under the Ministry.

With the world undergoing difficulties and challenges, Amma often speaks on how nature is a reflection of our own Nature; when our minds are disturbed, so is Nature. This harmony between ourselves and Nature is a constant feature of Amrita Yoga.
2015
For the first IDY celebrations, Amma was at Santa Fe (USA) on June 21, 2015. Starting the day with a Satsang on the importance of yoga, Amma led a group yogasana practice with asanas demonstrated alongside by Brakhachari Amit. In India, Amritapuri ashram, over 54 Amrita Vidyalayam schools throughout India participated in the first annual event, along with more than 150 Ashram Centers and Amrita institutions worldwide.

Amrita Yoga had trained Yoga Ambassadors in preparation for the celebration. On June 7, 2015, a two-day training camp was held for about fifty teachers at Amrita Vidyalayam, Ettimadai, Coimbatore. Admirers of Amma and Embracing The World volunteers in several countries also participated in the celebration. Br. Shubamrita Chaitanya led the IDY at Italy.

2016
Amma was at Santa Fe (USA) for International Day of Yoga. During the Q&A of a spiritual retreat, Amma led everyone in asana classes in honor of the day’s celebrations. At Amritapuri, more than 1000 participated in this yoga celebration, including children, youth and the aged. Mata Amritanandamayi centers in countries in Europe, North and South America and Australia organized yoga sessions for the IDY celebrations.

IDY 2015 OUTREACH
150 Centres
54 Schools
81000 Kids
18000 Youth
25000 Adults
68% Women
32% Men

IDY 2016 OUTREACH
230 places, 22 states in India celebrated IDY with more than 200 trained youth ambassadors. Mass yoga practice sessions were conducted at Amrita University.

India, Canada, USA, Denmark, Italy, Ireland were among the 60+ countries that celebrated Amrita Yoga on IDY 2016.
More than 300 places held independent celebrations with Amrita Yoga ambassadors on June 21, 2016.

34085 PARTICIPANTS
150+ ASHRAM & CENTRES
230+ PLACES
22 STATES

INTERNATIONAL DAY OF YOGA OUTREACH
GLOBAL & NATIONAL
Amrita Yoga retreats offer a unique approach to yoga asanas using skillful awareness. Retreats train individuals on awareness as a tool for life. This practice has helped participants to keep the body and mind, healthy and calm. Several retreats have been held in India and abroad. With increased awareness on lifestyle, health and well-being, participant numbers have increased every year.
AMRITA YOGA IN THE WORLD

Since 2000, Yoga has been taught and offered at all Mata Amritanandamayi Math centers across India and in the world. Activities of outreach have been based at Mata Amritanandamayi Centers in Nairobi (Kenya), Quatre Bornes (Mauritius), St. Louis (Reunion Island), Rio de Janeiro and São Paulo (Brazil), Ontario (Canada), several places in California, Illinois, Iowa, New England, New Mexico, Washington DC, Arkansas (USA), Buenos Aires (Argentina), Manila (Philippines), Hong Kong (China), Singapore city (Singapore), Kuala Lampur, Penang (Malaysia), Tokyo (Japan), Victoria, Melbourne, Sydney (Australia), Auckland (New Zealand), Tielrode (Belgium), Helsinki (Finland), Risskov (Denmark), Pontgouin and Tourves (France), Brombachtal (Germany), Dublin (Ireland), Zeist (The Netherlands), Piera-Barcelona (Spain), Flaach (Switzerland), London (UK).

AMERICA AND EUROPE AYUDH YOGA ACTIVITIES

AYUDH, the International youth movement of Mata Amritanandamayi Math, is active in India and parts of Asia, Europe, North America, Australia, Africa and India.
Yoga has been part of AYUDH activities since early 2000. AYUDH seeks to empower young people to integrate universal values into their daily lives.

AYUDH stands for Amrita Yuva Dharmadhara, a Sanskrit term which means “the youth which perpetuates the wheel of dharma (righteousness)”.

AYUDH Europe, founded in 2001 has been organizing week-long immersive workshops focussing on social service, personal development, sustainable initiatives, intercultural exchange empowering young people to contribute to a peaceful and sustainable world and become compassionate leaders with a sense of tolerance, solidarity and global responsibility. Yoga has been a key activity and some of the key programs since last three years involving youth and children are:

- Frankfurt, Germany, June 2014, 150 participants
- Nairobi, Kenya, 12 April 2015: 50 participants
- Massa Marittima, Italy, 21 June 2015, 200 participants
- Frankfurt, Germany, 4 July 2015, 250 participants
- Lusaka, Zambia, 28. February 2016, 300 participants
- Madrid, Spain, 18 June 2016, 180 participants

Like AYUDH Europe and AYUDH India, AYUDH America also considers holistic growth of individuals. Visit www.ayudh.in, www.ayudh.eu and www.ayudh.org for more info.

TRAINING CAMPS AND OUTREACH

- Various programs and durations of Amrita Yoga have been held since 2002 in America, Europe and Austria.
- In France, 35 two-three day retreats and training courses were held from August 2012 to May 2017. Two of these retreats included previous years’ IDY celebrations.
- Regular Yoga classes in France by Brahmacharini Dipamrita Chaitanya from 2002-12 was 320 participants and with other yoga teachers has trained 3105 people in France until May 2017.
- Mata Amritanandamayi Centers and Embracing The World global charities in United States, Japan, Italy, France, Switzerland, Australia, Germany, Spain, Sweden, Kuwait, Russia, Finland from 2013-2017 alone was 89105 participants.
- Since 2004, Amrita Yoga Director, Brahmacharini Shobhana has been conducting courses and retreats in India and abroad for adults and children separately.
YOGA AND MEDITATION TO HELP INDIA’S VILLAGERS ACHIEVE TRUE SELF-RELIANCE

Amrita SeRVe is a project of Mata Amritanandamayi Math to help sustainable development in village clusters across India. With self-empowerment among one of its 7 focus areas, SeRVe is also trying to help villagers understand their inner strength to attain true self-reliance. In this objective, SeRVe has been training people on yoga, meditation, and spiritual practices.

Outreach includes teaching women, youth, and children, a system of simple yoga asanas and meditation for daily practice. Youth from the villages are also being trained in Amritapuri to become yoga teachers. In addition, they also conduct cultural awareness classes, teaching how to live in harmony with nature, and organising village-level sports events and camps for children and youth. Andhra Pradesh, Bengal, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand states are included in the outreach.

YOGA TRAINING AT KALINAGAR, WEST BENGAL (LEFT) AND AT SARAI NOORUDDIN UTTAR PRADeSH (RIGHT) WERE HELD IN JANUARY-MARCH 2017.
Amrita SeRVe is currently active in Gudipadi Cheruvu (Andhra Pradesh), Kalinagar (West Bengal), Hadiyabad (Bihar), Deurbal (Chhattisgarh), Malcopon (Goa), Nani Borvai (Gujarat), Kanti (Haryana), Indpur (Madhya Pradesh), Pandori (Jammu), Devgain (Jharkhand), Byse (Karnataka), Komalikudi (Kerala), Juna Katthiwa (Madhya Pradesh), Guptapada (Odisha), Maira (Punjab), Harirampura (Rajasthan), Sadivayal (Tamil Nadu), Kodur (Telengana), Sarai Nooruddin and Nagla Chandi (Uttar Pradesh) and Dunda (Uttarakhand).
Yoga is taught to all first years of undergraduate and postgraduate students at Amrita Vishwa Vidyapeetham campuses. First introduced as non-compulsory course at Coimbatore before receiving the University status, Yoga is now taught a component of our cultural education course. All campuses now celebrate International Day of Yoga.

YOGA TRAINING FOR STUDENTS, FACULTY MEMBERS AND VISITORS AT

AMRITA UNIVERSITY

Yoga is taught as a component of University’s cultural education course.

Amrita Yoga Director, Brahmacharini Shobhana, is also a member of Ministry of HRD’s Committee on Yoga Education in Universities, set up in 2016.

18000 students participate and IDY celebrations are held at all campuses.

Amrita University is also set to launch programs in collaborations with Amrita Darshanam – International Center for Spiritual Studies and Amrita Yoga. Here are glimpses from our previous training sessions at Coimbatore, Kochi, Amritapuri, Mysuru and Bengaluru campuses.
Amrita Vidyalayam schools provide value-based education along with holistic living tools and techniques for the children. Across 64 schools in India, students of various ages from 3-17 attend yoga sessions in batches and were encouraged to experience the real joy of yoga. Sessions are also done by Amrita SeRVe at various villages for small children, youth and young adults.

YOGA IN VALUE-BASED LIVING AND HOLISTIC EDUCATION

YOGA & CHILDREN

Yogasanas for kids and young children (primary school) between ages 3-7 are done in a playful way and they enjoy it very much. For ages 8-12, children learn more advanced movements. For example, they learn the traditional Surya Namaskaraha in a rhythmic tone imbued with values from the epic Ramayana. With class of 12th grade students, sessions include yogasanas and about managing emotions.

80,000 primary school children in India have undergone Amrita Yoga classes in Amrita Vidyalayam Schools, Ashram & Centers throughout India and in other reputed Indian schools.
Amrita University’s Computational Neuroscience Laboratory at Amrita School of Biotechnology and Amrita Institute of Medical Sciences’ research scientists are actively studying effects of yoga roles in relaxation and medical benefits in regular, new and long-term practitioners.

Amrita Darshanam – International Center for Spiritual Studies is working on philosophy of yoga.

Studies on brain’s functional connectivity analysis, vitamin D deficiency, obesity, reduce stress and modulate cholesterol conditions, musculo-skeletal problems, yoga roles in reducing epilepsy, neuroimaging and yoga communication, clinical psychology studies are ongoing.

www.amrita.edu/search/site/yoga

www.amrita.edu/compneuro
IAM Technique stands for “Integrated Amrita Meditation Technique”. The word “Integration” refers to integrating our body, breathing and mind through the stretches and meditation. It is a combination of relaxing yogic stretches, breathing and concentration exercises and takes only 30 minutes a day. IAM is a suitable practice for people of all faiths; it is not bound to any religious or spiritual belief system.

INTEGRATED AMRITA MEDITATION TECHNIQUE

IAM Technique is taught free of charge throughout the world by representatives of the Mata Amritanandamayi Math (MAM). It comprises a combination of yogic postures, breathing practices and mental-concentration exercises. MAM has been teaching the technique to the public since 2003. In 2008, at the request of the Indian government, MAM began teaching IAM Technique on a widespread scale to India’s military and paramilitary soldiers. The technique is also being taught in schools, Universities and colleges throughout India, as well as to employees of business corporations, including Infosys, BSNL and IIM. IAM was also introduced in prisons in Italy and United States. It has been taught in more than 60+ countries and has much greater outreach than Yoga. A paper published on the international journal Evidence-Based Complementary & Alternative Medicine (eCAM) had shown Integrated Amrita Meditation Technique lowers stress hormones. Amma always reminds that meditation is as precious as gold. IAM training has already reached out to 500000 people across India and over 50000 in the other countries since 2003.
Gratitude and thankfulness was the turning point! In the final asana session, I finally heard the mantra as if for the first time. By surrendering and melting into the mantra, the practice finally fell blissfully into place. Thank you!

Simon, Canada
Bala Namaskarah
FEBRUARY 2017

This course helped me in many ways. It opened my eyes and ears to realize that in order to grow spiritually one needs to also have discipline with food. The Ayurveda part has given me inspiration to learn more about my body and the foods that will help me grow spiritually and potentially expand my consciousness. The yoga/pranayama/meditation helped me to stay focused.

Katarzyna Rosenplanter, Germany
Yoga and Ayurveda Retreat
AUGUST 2016

I am happy to complete the weekend Amrita Yoga Therapeutics & Restoratives workshop. It was very relaxing. I can make out how my body was feeling so stiff and after completing it today I am feeling so good. I will surely continue it in my daily practice. Thank you so much.

Mahima Roy, Mumbai
Shiva-Shakti Therapeutic Workshop
JUNE 2014

I like how all the poses were taught with wonderful attention to detail. I do a little yoga practice on my own and this retreat gave me renewed inspiration to pay attention to all the small details of posture that go into each pose. I learned more deeply how the small details make the poses more powerful and enjoyable.

Advait Childers, USA
Bala Namaskarah
SEPTEMBER 2016
“Good session with restoratives. For sick people this is very beneficial. Need such classes regularly. Please make more advertisements especially in newspaper. Preferably make sessions for specific conditions like heart disease, diabetes, etc.”

S. V. Khatri, Mumbai
Shiva-Shakti Therapeutic Workshop
JUNE 2014

“Good session. I had the most amazing time learning the basics of Amrita Yoga in the most gentle, peaceful and caring environment by the teacher, who practices what she teaches. I look forward to many more invigorating Amrita Yoga retreats. I feel like a lump of clay ready to be shaped into something from nothing.”

Seema Dvivedi, USA
Yoga Sadhana Beginners Foundation Retreat
JUNE 2015

“I must admit it was one of the nicest asana & meditation sessions I have experienced. THANKS A MILLION for getting me initiated on this and it is so vital for one’s well-being and really helps us empty our mind.....great way to release stress.”

Sreelatha, Bengaluru
Amrita Corporate Yoga and Therapeutics
JANUARY 2015

“I feel refreshed after doing the yoga postures demonstrated and the same are practicably simplified to suit the adults. Personal attention is given to participants with specific health problems.”

Vignesh Gupta

“The classes were gentle and deeply nurturing with detailed demonstration and explanation of why and how to practice the asana. Also the classical asana for each posture was demonstrated to give us the image of how and what we are doing to help ourselves.”

Murali

“The yoga workshop was very beneficial. It addressed a lot of my health problems and is not at all strenuous. The entire workshop was very interactive and there was a lot of practice for us. The benefits of each asana were very clearly explained to us. The entire practice is short and hence can be done as a daily sadhana. I am so grateful to Amma for this opportunity.”

Amrita

“I feel connected to and honor the thousands of years behind this and millions of people who have taught and practiced in this way in India, extending on a continuum to the present. Amrita Yoga helps me find the unchanging still center from which everything springs, to know that change on this plane directs us back to sensing this source. Amrita Yoga shows me the Light, the ever present still quiet place within.”

Meta Doherty

“...”
Empowering Women
Embracing the World has provided more than 100,000 economically vulnerable women throughout India with vocational training, start-up capital, and marketing assistance, as well as access to microcredit loans from government-regulated banks and affordable insurance plans. The women use these assets to form self-help groups, share microsavings accounts, and start their own home-based businesses. For many of the women, it is the first job they have ever had. Empowering women in this way has proven to be one of the most effective strategies for reducing poverty throughout entire communities.

Education for Everyone
Embracing the World places a high priority on guaranteeing the opportunity of education for all ages. From its literacy and vocational training for India’s indigenous tribal population to its scholarship program supporting 100,000 of India’s poorest children – girls and boys – all the way toward obtaining a university degree, Embracing the World is working to ensure that knowledge remains the birthright of all humankind.

Disaster Relief
Since 2001, Embracing the World has been quick to respond to natural disasters. Most well-known for its $46 million Tsunami-Relief Project, our volunteers have been at ground zero in several of the decade’s most devastating natural disasters, from the 2001 Gujarat Earthquake to Hurricane Katrina in the United States to the 2011 Japan Earthquake and Tsunami, where thousands of lives were lost. With a dual focus on rapid response and extensive long-term rehabilitation, Embracing the World has developed a reputation for being first on the scene and the last to leave – long after the spotlight has faded away.

Embracing the world (ETW) is a global network of regional humanitarian organizations inspired by the India-based humanitarian initiatives of the Mata Amritanandamayi Math (an NGO with Special Consultative Status to the United Nations)
Community Outreach
Embracing the World wants to see a world where no one slips through the cracks into invisible poverty and despair, and where everyone has a chance to see their dreams come true. With that in mind, ETW runs multiple care homes for the elderly, provides monthly financial aid for 100,000 widows and victims of poverty and disability throughout India, offers free meditation courses for soldiers, prisoners, and the general public, sponsors weddings for the poor, and has established service oriented youth groups throughout the world.

Green Initiatives
The environmental initiatives are aimed at innovating solutions in sustainability defined by simple, practical steps that can be adopted on a large scale. Several of our projects and events have been formally recognized by UNESCO as part of the UN Decade on Education for Sustainable Development. A member of the United Nations Billion Tree Campaign, Embracing the World has planted over a million trees worldwide since 2001, including 30,000 trees along India’s shoreline to prevent erosion. Green Friends, our grassroots environmental organization, promotes local participation in conservation efforts around the world.

Fighting Hunger
Embracing the World feeds more than 10 million people annually throughout India, and distributes uncooked rice, milk and other staples to deeply impoverished communities. Along with food distribution, our centers often provide free, specialized medical services. In 50 cities throughout North America, our volunteers prepare and serve 150,000 meals each year for the homeless and hungry. Some groups also collect and distribute clothing, household items or food staples for communities in need.

Homes & Slum Renovations
Embracing the World believes that everyone in the world deserves to sleep without fear. It is this belief that has propelled ETW’s massive homes for the homeless program. To date ETW has relocated over 1,600 families from wretched slums into newly constructed apartment blocks and built more than 45,000 homes for the homeless in over 75 locations across India. ETW has helped more than a quarter of a million people move from the streets or inadequate shelters into the safety and comfort of their very own home.

Research
Through Amma’s Amrita University, Embracing the World volunteer researchers are breaking new ground in a broad range of highly specialized fields including nanotechnology, biotechnology, robotics, and e-learning software. Projects include tissue engineering, stem cell research, water-purification systems, and low-cost biomedical devices. On the cutting edge of emerging technologies, Embracing the World is developing haptic, biofeedback and virtual reality systems to bring vocational training capabilities into remote areas.

Healthcare & Nutrition
Embracing the World’s 1,300-bed AIMS Hospital (Kochi, Kerala) is renowned as one of the premier health-care facilities in South Asia. Since its establishment in 1998, AIMS together with its smaller satellite hospitals and medical outreach teams have provided more than $70 million worth of charitable medical care; over three million patients have been treated free of charge. Our telemedicine-enabled medical outreach teams also conduct primary health care training and intervention programs for treatable illness, bringing the best of modern medicine into the most remote areas of rural India.

Amrita Self-Reliant Villages (Amrita SeRVe)
This is a ‘village adoption’ program through which the Mata Amritanandamayi Math (MAM) has selected 101 villages throughout India with the goal that the villages of India should become role models for sustainable development. With the goal of holistic development, the Amrita SeRVe project will provide assistance to each of the 101 villages in the following focus areas: health, education, water and sanitation, agriculture, eco-friendly infrastructure, income generation and self-empowerment.

**EMBRACING THE WORLD’S 1,300-BED AIMS HOSPITAL IS RENOWNED AS ONE OF THE PREMIER HEALTH-CARE FACILITIES IN SOUTH ASIA.**
Amma teaches that everyone rich or poor has the power to make a difference in the life of another, and that no selfless gesture is insignificant. Rather, it is the selfless actions we perform for one another that hold the keys to true peace in the individual, peace in the community and peace among diverse cultures, nations and faiths.
Amma in Global Forum

**NEW DELHI 2009**
Amma inaugurates the Vivekananda International Foundation.

**JAIPUR 2008**
Amma is a keynote speaker at the Summit of the Global Peace Initiative of Women.

**PUNE 2009**
Amma receives the Philosopher Saint Sri Jnaneswara World Peace Prize.

**KOCHI 2008**
Amma receives Centenary Legendary Award of the Rotary Club International.

**GENEVA 2002**
The World Movement for Nonviolence confers upon Amma the Gandhi-King Award for Non-violence at the UN in Geneva.

**2002**
Amma is the keynote speaker at the Global Peace Initiative of Women Religious & Spiritual Leaders at the UN, Geneva.

**PARIS 2007**
Amma is awarded the Prix CinemaVerite for her humanitarian activities and work for peace at the Cinema Verite Film Festival.

**SHANGHAI 2012**
Amma addresses United Nations Alliance of Civilizations (UNAOC) Regional Consultations for Asia-South Pacific.