

Sri Sri Ravi Shankar

Uniting the World into a Global Family



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1.0. Introduction - About Sri Sri Ravi Shankar



Sri Sri Ravi Shankar is a universally revered spiritual and humanitarian peace ambassador. His vision of a violence-free, stress-free society through the reawakening of human values has inspired millions of people globally to broaden their spheres of responsibility and work towards the betterment of the world.

For three decades, Sri Sri has been engaged in

- Promoting human values
- Building communal unity
- Encouraging social responsibility
- Fostering interfaith harmony
- Spearheading humanitarian causes

Sri Sri's work sees him addressing audiences of diverse nationalities and backgrounds, including the United Nations, prison inmates, corporate management teams, ailing farmers and school children. It is also not an uncommon sight to see people from warring nations sitting side-by-side in one of Sri Sri's programmes or addresses.

As an ambassador of peace, Sri Sri plays a key role in conflict resolution and spreads his vision of non-violence at public forums and gatherings world-wide. Regarded as a neutral figure with the principle agenda of peace, he represents hope to people in conflict. He has received particular credit for bringing opposing parties to the negotiating table in Iraq, the Ivory Coast and the states of Jammu & Kashmir and Bihar in India.

A global humanitarian leader, Sri Sri's programs have provided assistance to people from a wide range of backgrounds – victims of natural disasters, survivors of terror attacks and war, children from marginalized populations and communities in conflict, among others. The strength of his message has inspired a wave of service based on spirituality through a huge network of volunteers, who are driving these projects forward in critical areas around the globe.

1.1 Education

Born in 1956 in Southern India, Sri Sri Ravi Shankar was a gifted child. By the age of four, he was able to recite parts of the Bhagavad Gita, an ancient Sanskrit scripture and was often found in meditation. His first teacher was Sudhakar Chaturvedi, who had a long association with Mahatma Gandhi. At the age of seventeen, in 1973, he had graduated with degrees in, both, Vedic literature and physics.

After graduation Sri Sri Ravi Shankar was invited by Maharishi Mahesh Yogi to give talks on Vedic science, arrange conferences on the Vedas and science.

In 1981, he cognised the Sudarshan Kriya, a rhythmic breathing technique and initiated a series of practical and experiential courses in meditation and spirituality around the globe.

In the same year, Sri Sri Ravi Shankar chose to follow the monastery way of life and was bestowed by the Shankaracharya of the South and the Saints from Rishikesh with the title 'His Holiness'.

Over the years, he has also been awarded with several university doctorates, including

- Honorary Doctorate from Kuvempu University, India, 2004
- Doctor of Philosophy (Holistic Medicine), Open International University for Complementary Medicine in Sri Lanka, 2006
- Doctor of Science, Rajiv Gandhi University of Health Sciences, India, 2007
- Doctor of Letters Honoris Causa, Maharaja Sayajirao University, India, 2007
- Doctor of Letters Honoris Causa, Nagarjuna University, India, 2008
- Doctor of Letters Honoris Causa, Bangalore University, India, 2009
- Professor Honoris Causa, Szent Istvan University, Budapest, (Hungary), June 24, 2009

1.0. Introduction - About Sri Sri Ravi Shankar



1.2. The dream of Intercultural-Dialogue and a One World Family: Sri Sri Ravi Shankar: Highly respected leader of the Hindu tradition and advocate of intercultural dialogue, human values and brotherhood amongst all

Sri Sri comes from the lineage of peace and non-violence of Mahatma Gandhi. Through his initiatives and addresses, Sri Sri has consistently emphasized the need for reinforcing human values and recognizing humanity as our highest identity. Fostering interfaith harmony and calling for multicultural education as the remedy for fanaticism are significant parts of his efforts to achieve sustainable peace on our planet.

In 2010, Sri Sri Ravi Shankar was appointed by the government of Karnataka as Chairman of Reception Committee for the 500th anniversary celebrations of the Coronation of Krishnadevaraya (by Government of Karnataka, India). He is also a member of the Amarnath Shrine Board (appointed by Government of Jammu and Kashmir, India).

Yet, he proves again and again that his approach and message is addressing people from all traditions.

All the organisations founded by Sri Sri Ravi Shankar represent a secular approach towards peace building and individual happiness. His work has touched the lives of millions of people around the world, going beyond the barriers of race, nationality and religion with the message of a “one-world family”; that inner and outer peace are possible; and that a stress-free, violence-free society can be created through service and the reawakening of human values.

His contributions are much valued and cherished in a growing circle of international gatherings. That he has made a difference as a ‘resource person’ is a constant acclaim made by those who have listened to him, for e.g., in the

- World Economic Forum / Davos
- International Anti-Corruption Conference / Seoul
- European Parliament / Brussels
- World Conference on Environmental Management
- Symposium on Human Values, Science and Sustainable Development / Houston
- World Conference on Spiritual Regeneration and Human Values / Bangalore
- National Dialogue on Integrity Issues / Istanbul
- International Symposium on Corporate Culture and Spirituality / Bangalore.
- World Forum for Ethics in Business, European Parliament, Brussels
- Interfaith Conference for World Religious Leaders / Seville
- World Conference on Religion and Peace / Washington
- Addressing 1000 catholic priests in India, February 2010
- Parliament of the World Religions (Key Note Speaker), Melbourne, 2009
- Facing Tomorrow, Israel, October 2009
- Inter-faith Harmony: Conference with top Catholic and Hindu religious leaders in India, June 2009
- Imams and Rabbis Conference, 2009
- The Civilization of Peace: Faiths and Cultures in Dialogue conference, November 2008
- Vedanta and Buddhism Conference in Bangalore, 2008
- Imams and Rabbis Conference, 2004
- United Nations Millennium World Peace Summit, 2000

1.3. The Art of Living and the International Association for Human Values

In 1981, Sri Sri established the Art of Living, a secular educational and humanitarian Non-Governmental Organisation that works in special consultative status with the Economic and Social Council (ECOSOC) of the United Nations.

Present in 151 countries, its educational and self-development programs offer powerful tools to eliminate stress and foster a sense of well-being. Appealing not only to a specific population, these practices have proven effective globally and at all levels of society.

In 1997, he co-founded the International Association for Human Values (IAHV) to coordinate sustainable development projects, nurture human values and coordinate conflict resolution in association with The Art of Living. In India, Africa and South America, the two sister organizations' volunteers are spearheading sustainable growth in rural communities, and have already reached out to over 36,000 villages.

Both the Art of Living and the International Association for Human Values are UN accredited NGOs and are on of the biggest volunteer based organizations worldwide.

1.4. Initiatives and Conferences

Sri Sri is a multi-faceted peace ambassador whose initiatives include conflict resolution, disaster and trauma relief, poverty alleviation, empowerment of women, prisoner rehabilitation, education for all and campaigns against female foeticide and child labour. He is engaged in peace negotiations and counselling in conflict zones around the world. His expertise in bringing opposing parties to the negotiating table in areas such as Sri Lanka, Iraq, the Ivory Coast, Cameroon, Kashmir and Bihar is widely acknowledged.

As an ambassador of peace, Sri Sri plays a key role in conflict resolution and spreads his vision of non-violence at public



forums and gatherings world-wide. Regarded as a neutral figure with the principle agenda of peace, he represents hope to people in conflict. He has received particular credit for bringing opposing parties to the negotiating table in Iraq, the Ivory Coast and the states of Jammu & Kashmir and Bihar in India.

Sri Sri has reached out to an estimated 300 million people worldwide through personal interactions, public events, teachings, Art of Living workshops and humanitarian initiatives. Not since Mahatma Gandhi has one person united people of different traditions and faiths into a spiritual communion across the length and breadth of India.

Numerous honours have been bestowed upon Sri Sri, including the Order of the Pole Star (the highest state honour in Mongolia), the Peter the Great Award (Russian Federation), the Sant Shri Dnyaneshwara World Peace Prize (India), the Global Humanitarian Award (USA) and the World Culture Award (Germany, 2009). Sri Sri has addressed several international forums, including the United Nations Millennium World Peace Summit (2000), the World Economic Forum (2001, 2003) and several parliaments across the globe.

Sri Sri travels to nearly 40 countries every year, exemplifying his call to globalise wisdom. His universal and simple message is that love and wisdom can prevail over hatred and distress.

1.0. Introduction - About Sri Sri Ravi Shankar



1.5. Corporate culture and ethical leadership: The annual World Forum for Ethics in Business at the European Parliament, co-founded by Sri Sri Ravi Shankar

In 2003, Sri Sri Ravi Shankar Co-founded the Ethics in Business – Corporate Culture & Spirituality dialogue series, now renamed to World Forum for Ethics in Business, to examine ways and means of strengthening human values and ethics in business.

The conference format, which is a combination of panel discussions, leadership roundtables and interactive workshops, engages the global delegates into reflecting on the theme of ethical leadership and making decisive plans for the way ahead.

The Symposium was first launched on the inspiration of Sri Sri Ravi Shankar in 2003 in Bangalore, India, and the venue

moved to the European Parliament in Brussels in 2006. Over the past 7 years, political leaders, Nobel Laureates and top executives from global companies such as Shell International B.V., Microsoft Corporation, Coca Cola, Infosys, ING Bank, GMR Group, Daimler AG and Tata Services have participated in this annual initiative.

The 'World Forum for Ethics and Business is a registered public interest foundation based in Belgium (N° 822.216.342). The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in a globalized world. Providing a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance and facilitating global dialogue and fostering cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders are among the organisation's main objectives. Partners of the Forum are World Bank Institute, the Earth Charter and the International Association for Human Values.

2.0. Facts and figures - 30 years of Service



Sri Sri Ravi Shankar's organizations The Art of Living and the International Association for Human Values have benefited people in more than 151 countries through a number of programmes and initiatives during the last 30 years with:

- Over 100 million man hours in developing the full human potential
- Over 150, 000 Stress Relief Workshops benefiting more than 5.6 million people
- 10 million trees planted around the world
- Transformed the lives of over 200,000 prison inmates through the Prison Programme
- Developed 50 model villages benefiting 100,000 people
- Trained 61,546 rural youth in Youth Leadership Training Programmes
- Conducted 48,800 hygiene camps and 23,600 medical camps benefitting 2.5 million people
- Reached 36,557 villages with the 5H Programme- Health, Hygiene, Homes, Harmony in diversity, Human values
- 12,639 children benefiting in the Free School Education Programme in over 130 free schools
- Trained over 6000 people in organic farming
- Built 1527 homes, 5670 toilets, 1036 bore-wells, 820 bio-gas plants
- Over 500 conferences with over 10,000 leaders from business, politics, academia, science, art and religion in participation

3.0. Intercultural dialogue



Sri Sri is engaged in bridging religious, social, ideological and economic divides in society by enlivening the ancient Indian ideal of Vasudhaiva Kutumbakam (One World Family). He reminds us that diverse traditions and cultures have their roots in the same basic human values of peace, compassion, truth, belongingness and non-violence. The Art of Living serves society with a non-denominational, secular and holistic approach.

In February 2006, at the Art of Living Foundation's 25th anniversary celebrations in Bangalore, India, an estimated 2.5 million people from 110 countries gathered to celebrate the spirit of service and togetherness. The historic gathering included 1,000 leaders from ten main religious traditions of the world and 750 key political figures from various countries. It was the largest recorded meditation for world peace in history.

In March 2007, the Universal Declaration of Human Values, authored by Sri Sri, was unveiled at the John F Kennedy Centre for Performing Arts in Washington DC. This document, in the form of a proposed resolution of the General Assembly of the United Nations, represents Sri Sri's vision for a fresh approach to fostering understanding and harmonious coexistence between different peoples and cultures.

3.1. Interreligious dialogue

Tackling the issue of terrorism and promoting interfaith harmony, Sri Sri has taken his message of a multicultural education to concerned forums across the world – be it the 29th National Meeting of the Jamiat-Ulema-i-Hind (the largest Is-

lamic Imam Association of India) or the 3rd World Congress of Rabbis and Imams for Peace in Europe. He has taken his message to members of every stratum of society – religious leaders, decision-makers, academicians, bearers of social responsibility and the common man.

In January 2005, Sri Sri gave the keynote address at the First World Congress of Imams and Rabbis for Peace held in Brussels.

Sri Sri has hosted and facilitated several dialogues and reconciliation events between different caste groups in various parts of India. In 2002, he hosted a three day conference at the Art of Living International Centre in Bangalore to showcase the contribution of Dalits to the rich heritage of India.

Respected as a neutral party with unquestionable integrity, Sri Sri has inspired many groups to adopt peaceful means to resolve conflicts. He has engaged all the stake holders in the peace process in areas such as Sri Lanka, the Balkans, Iraq, Kashmir, Israel, Lebanon and the Ivory Coast. Trauma relief programmes have been conducted extensively in these areas to help individuals release negative emotions such as anger from the past, revenge and frustration, which can hamper the peaceful resolution of disputes. Sri Sri convened the South Asia Peace and Reconciliation Conference in Oslo in April 2008.

During his visit to Israel in 2009, Sri Sri spoke at the Presidential Conference "Facing Tomorrow: 2009." In an interview with noted talk show host Dan Shilon, he shared ways to resolve the Middle East crisis through education that is multicultural and multi-religious and emphasizes universal human values.

4.0. Revitalizing the ancient Knowledge of Yoga: The Art of Living Workshop and Sri Sri Yoga - A secular approach towards Yoga



With the Art of Living and the Sri Sri Yoga Workshop Sri Sri Ravi Shankar has translated the application of Yoga in the modern times of the 21st century. Making the techniques easily applicable, yet profound and effective, Sri Sri Ravi Shankar has been instrumental in rekindling the interest of the social mainstream in Yoga. Beyond reviving ancient wisdom, Sri Sri has also designed special courses which teach effective and practical techniques for emotional and physical wellbeing. These include the Sudarshan Kriya® which has helped millions of people to find relief from stress and discover inner reservoirs of energy and peace in daily life.

The Sudarshan Kriya, a powerful breathing technique, forms the cornerstone of a diverse range of self-development programmes catering to all sections of society. Customized courses are available for executives, youth, military, children and villagers. Special programmes have been designed for prisoners, as well as individuals with drug and alcohol dependencies.

Developed by Sri Sri, the Sudarshan Kriya incorporates specific natural rhythms of breath to release stress and bring

the mind to the present moment, followed by the belief that peace in the world starts with a peaceful individual.

Independent medical research from reputed institutions such as NIMHANS (National Institute of Mental Health and Neurosciences) and AIIMS (All India Institute of Medical Sciences) have documented the benefits of the Sudarshan Kriya, including:

- Alleviation of depression
- Heightened awareness and enhanced brain activity
- Reduced cortisol levels (stress hormone)
- Improvements in the blood cholesterol profile, with significant drops in total cholesterol and LDL (harmful) cholesterol, and increases in HDL (beneficial) cholesterol
- Strengthened immune system

In a mere 30 years, his programs have raised the quality of life for participants from all walks of life. An estimate 30 million people have participated in Yoga classes. Today the Foundation has more than 5000 Art of Living centres in 151 countries. 12 000 Art of Living trainers have been trained worldwide.

5.0. Conflict Resolution – Case Studies



5.1. Jammu & Kashmir, India

Sri Sri's peace initiatives in Jammu & Kashmir focus on:

- Healing the trauma of decades of militancy
- Facilitating dialogue between people from different ideological groups
- Improving the inhumane conditions in migrant camps
- Reforming prison inmates
- De-stressing army and police personnel
- Channelling misguided youth toward constructive activities.

Sri Sri has visited the state three times in as many years to open up avenues for dialogue and negotiation. His visit in 2006 culminated in a rare dialogue between leaders of several Kashmiri groups, including both factions of the All Party Hurriyat Conference and representatives of the Kashmiri Pandits. Inspired by Sri Sri, thousands of youth who had been trained in terrorist camps, have shunned the path of violence.

In 2005, IAHV established a child care centre to provide education and a safe haven for children affected by militancy and the 2005 earthquake.

5.2. Class conflict in India

Sri Sri's teachings and initiatives have transformed many villages in the Naxalite-infested areas of central Bihar and Andhra Pradesh. During his visit to Bihar in 2002, more than 100,000 youth from warring factions such as Ranvir Sena, CPI-ML, People's War Group and Maoist Communist Centre vowed to spread the message of non-violence.

As a result of Sri Sri's timely intervention, there was no retaliatory massacre in the aftermath of the 2006 Jehanabad killings. Instead, warring groups came together soon after the incident for a community gathering organised by the Art of Living in Ekwari, the nerve centre of Naxal-violence in Bihar, which avoided further escalation of violence.

Sri Sri has hosted and facilitated dialogues and reconciliation events between different Caste Groups in various parts of India. In March 2007, Sri Sri hosted the Truth and Reconciliation Conference in New Delhi bringing together leaders from the upper and lower castes of India who pledged to strive towards bringing equality in society. In 2002, Sri Sri hosted a 3-days conference at the Art of Living International Centre in Bangalore to showcase the rich heritage of the Dalits in India.



5.3. Kosovo

In Kosovo, the Art of Living has successfully carried out programmes to promote dialogue between people on both sides of the ethnic divide, thus expanding the circle of belonging to transcend narrow identities.

The Health Ministry of Kosovo directly supports the Art of Living's trauma relief efforts which have helped thousands of people including war veterans, prisoners, health workers, victims of war crimes, UN peace keeping forces and children in Kosovo.

5.4. Iraq

Art of Living volunteers have been working in Iraq on a sustained basis since September 2003 to facilitate the physical, mental, emotional and social well-being of the Iraqi people. To date, 5,000 Iraqis have benefited from the trauma relief and community empowerment projects in Baghdad, Basra, Suleimania and Karbala. Sri Sri visited the nation in May 2007 and in December 2008 at the invitation of Iraqi Prime Minister Nouri al-Maliki. The Prime Minister requested Sri Sri to expand the Art of Living programmes to more parts of Iraq, including the prisons.

During the visit, Sri Sri urged Iraqi leaders to give non-violence a chance. He met with a wide spectrum of Iraqi society including senior political figures, Shiite leaders, tribal heads, representatives of humanitarian organisations, women, soldiers and youth. Following Sri Sri's visit, the Iraqi government sent 55 youth to the Art of Living international headquarters to attend a month-long training. As a result, Iraq now has many more agents to bring about peace.

5.5. Sri Lanka - Rebuilding Trust for Lasting Peace

Sri Sri has visited Sri Lanka four times since 2005 to resolve the crisis. Concerned about the conflict in Sri Lanka, and the plight of the civilians, Sri Sri Ravi Shankar went on a 3-day peace mission to Sri Lanka in April 2009. He closely interacted with refugees in the Manik camp for Internally Displaced People (IDP) as well as a camp in Vavuniya and met with Mahinda Rajapakse, President of Sri Lanka. Sri Sri has also started the "Village of Hope", an orphanage for children.

Since 2004, Sri Sri has been actively involved in resolving the Sri Lankan crisis. He was instrumental in the formation of the 'Committee for Peace in Sri Lanka' comprising Hindu and Buddhist leaders, including the Dalai Lama.

Sri Sri had extensive meetings with the President, opposition leaders, Tamil leaders and the general public during one of his visits to the nation in April 2006. During the visit, he was inundated with letters from the public seeking his help to bring about peace in Sri Lanka. In September 2006, Sri Sri ventured into LTTE stronghold Kilinochchi for peace talks.

In two separate visits, former Sri Lankan Prime Minister Ranil Wickramasinghe and two parliamentary delegations from the United National Party (UNP) and Tamil National Alliance (TNA) visited Sri Sri in India in 2006 to discuss the Sri Lankan issue.

Since 2005, over 1,500 Tamil youth, mostly from Jaffna, have undergone the Art of Living youth leadership training programme after which they have given up violence and taken on community empowerment projects.

6.0. Disaster management & trauma relief



Sri Sri leads a worldwide network of volunteers to bring immediate relief and long term rehabilitation to people affected by disasters. The Art of Living has implemented disaster management and trauma relief initiatives for affected people in the aftermath of almost every major disaster in the world, including most recently:

- Pakistan floods (2010)
- Earthquake Haiti (2010)
- Earthquake Chile (2010)
- West Bengal, India and Bangladesh Floods (2009)
- Mumbai terrorist attack (2008)
- Bihar and Assam floods, India (September 2007)
- Virginia Tech Campus shootings, USA (April 2007)
- Vidarbha farmer suicides, India (2007)
- Surat floods, India (August 2006)
- Lebanon war (July 2006)
- Mumbai train blast, India (July 2006)
- Kashmir & Pakistan earthquake (October 2005)
- Hurricane Katrina, USA (August 2005)
- Mumbai floods, India (July 2005)
- London subway blast, United Kingdom (July 2005)
- Gujarat floods, India (June 2005)
- Indian Ocean tsunami, India / Sri Lanka (December 2004)
- Beslan school hostage crisis, Russia (September 2004)
- Madrid train attack, Spain (March 2004)
- Iraq War (ongoing, 2003)
- Bam earthquake, Iran (December 2003)
- Jakarta floods, Indonesia (February 2007 & January 2002)
- River Elbe floods, Germany (August 2002)
- Gujarat riots, India (2002)
- Kosovo conflict (2002)
- Afghanistan War (October 2001, ongoing)
- 9/11 terror attack, USA (September 2001)
- Gujarat earthquake, India (January 2001)
- Orissa cyclone, India (October 1999)

7.0. Empowering communities by strengthening the individual

- Peace in society through peaceful individuals



Driven by his mission 'Unless every member of our global family is peaceful, our peace is incomplete', Sri Sri Ravi Shankar has initiated a number of humanitarian projects that aim to uplift individuals.

With The Art of Living, Sri Sri has spread peace across communities through diverse humanitarian projects, including conflict resolution, disaster relief, sustainable rural development, empowerment of women, prisoner rehabilitation, education for all, and environmental sustainability.

His approach of facilitating outer peace through individual empowerment has effected long-lasting change in conflict hotspots across the world. This, combined with self development programs, the principle of non-violence, dialogue, education and rehabilitation programs, has helped every section of society.

Through various grassroots initiatives, the Art of Living Foundation has also empowered rural communities to become partners in the process of sustainable development.

7.1. 5H programme

Sri Sri started the 5H Programme (Homes, Hygiene, Health, Harmony in Diversity and Human Values) in 1997 to engineer a socio-economic transformation that will eradicate poverty, misery and disease and ensure peace and harmony among communities. The 5H programme is implemented by rural youth trained under the Art of Living's Youth Leadership Training Programme. In India, 56,146 trained youth leaders are working in 32,000 villages. The 5H projects are operating in villages and slums across Africa, Asia and South America.

7.2. Education for the marginalised

Until today, 138 schools have been set up providing free education to 7,500 children every year in the tribal, rural and semi-urban belts of India, where child-labour and poverty are widespread.

7.3. Addressing farmer suicides

The Art of Living is pursuing a comprehensive programme in the Vidarbha region of Maharashtra, where farmers have become suicidal due to successive crop failures and mounting debts. Earlier statistics suggested that one farmer was committing suicide every eight hours. In the 308 villages where the Art of Living volunteers have worked so far, there has not been a single reported instance of suicide. Encouraged by the results, the Government of Maharashtra has requested Sri Sri to take up the work in all affected districts.

The Vidarbha programme focuses on:

- Building community support systems
- Instilling confidence and enthusiasm in farmers
- Promoting alternative farming techniques such as organic farming and zero-budget farming, to improve the yield of crops in the long run
- Rainwater harvesting
- Implementing the 5H programme for overall self-sufficiency in villages.

7.0. Empowering communities by strengthening the individual

- Peace in society through peaceful individuals

7.4. Women's empowerment

Sri Sri has inspired numerous initiatives to uplift and create opportunities for women, especially in rural areas. He has initiated mass campaigns against female foeticide. With female literacy rates abysmally low in some parts of the world, the Art of Living rural schools encourage parents to send girl children to school. At one such school on the outskirts of Bangalore city, 46% of the children are girls, with the numbers rising every year.

Women are given vocational training to reduce economic dependencies, and are given free homes registered in their names. Health education for women covers nutrition, hygiene and disease prevention, while self-development courses help to instil inner confidence.

7.5. Empowering individuals

"A disease-free body, a stress-free mind and a violence-free society are the birth right of every individual," says Sri Sri. He has designed a myriad of self-development programmes to release stress, create a sense of well-being, restore human values and encourage people from all walks of life to come together in a spirit of service and celebration.

7.6. Prisoner rehabilitation

Since 1990, over 250,000 prisoners in countries such as India, USA, South Africa, Denmark, Cameroon, UAE, Serbia, Argentina, UK, Argentina and Russia have been provided the opportunity to reform themselves, and break the cycles of violence, guilt and self blame, through the Art of Living programme. In Denmark, the nation's judicial system recognises the effectiveness of the course and sends juvenile offenders to the Art of Living programme in lieu of jails.



In India, 100,000 inmates, including terrorists, in over 100 jails have been provided an opportunity for serious rehabilitation. To provide a more holistic rehabilitative intervention, Sri Sri has also initiated recreational opportunities such as theatre, music and dance workshops and vocational training for inmates. In cooperation with the jail authorities, production units have been started in select jails.

7.7. De-addiction

Sri Sri has initiated programmes to help people come out of drug, alcohol and substance dependencies which have been highly effective in USA, India, Mongolia and Bahrain. In India, de-addiction centres are operating in West Bengal, Punjab, Delhi, Kolkata, Kashmir and Himachal Pradesh. Thanks to the education imparted by the 5H programme, thousands of villagers have given up alcohol and other addictions, reducing the incidence of domestic violence.

8.0. Awards & Honours



Over the years, Sri Sri has been bestowed with several awards, including:

International Honours

- 2010 Atmajyoti Award, Delhi, India (Sept. 23, 2010)
- Culture in Balance Award, World Culture Forum, Dresden Germany, October 10, 2009
- The Ball of Peace awarded by The Peace Doves, Norway, June 13, 2009
- Phoenix Award, Atlanta, USA, 2008
- Honourary Citizenship and Goodwill Ambassador, Houston, USA, 2008
- Proclamation of Commendation, New Jersey, 2008
- Architect of World Peace Award, India, 2008
- 'Light of East' National Award, India, 2008
- Honoured by United Nations Millennium Campaign (UNMC) for his contributions towards achieving the Millennium Development Goals, 2007
- Honoured by the city of Washington DC by proclaiming the week of his visit as 'Human Values Week' in March 2007
- National Veterans Foundation Award, USA, 2007
- Leadership Award for Extraordinary Promotion of World Peace and Harmony by Amity University, New Delhi, 2007
- Honorary Citizenship by City of Baltimore, Canada, 2006
- Honorary Citizen of the city of Calgary, Canada, 2006
- Centennial 2006 Medallion by the Legislative Assembly of Calgary, Canada, 2006
- The 2006 International Peace Award by 'For the Love of Children Society of Alberta Canada', 2006
- The Humanitarian Award by the city of Brampton, Ontario, 2006
- Order of the Pole Star, Mongolia, 2006
- Peter the Great First Grade Award, Russia, 2006
- Mongolian Prime Minister's Award, Mongolia, 2006
- Alberta Legislative Centennial 2006 Medallion, 2006
- Dara Shikoh National Award for Harmony, New Delhi, India, 2005
- Global Humanitarian Award, Illinois, USA, 2005
- Mahavir-Mahatma Award India, 2005
- Bharat Shiromani Award, New Delhi, India, 2004
- The Illustrious Visitors Award, Buenos Aires, Argentina, 2004
- Phoenix Award, USA, 2002
- Guru Mahatmya Award by Government of Maharashtra, India, 1997
- Nominated to the Advisory Board of Yale Divinity School, USA, 1990
- Title of Yoga Shiromani (Supreme Jewel of Yoga) by the President of India, 1986

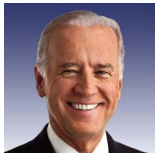
8.0. Awards & Honours



Sri Sri Ravi Shankar Day

- April 25th, 2010, Hamilton County, Ohio, USA
- April 23, 2010, Milwaukee, USA
- April 20, 2010, Denver, USA
- October 29th, 2008, Irving, Texas, USA
- July 4th- 6th, 2008, Edison, New Jersey, USA
- July 29, 2007, Pomona, California, USA
- March 28, 2007, Washington DC, USA
- December 4, 2006, Regina, Canada
- November 25, 2006, Windsor, Canada
- November 21, 2006, Surrey, Canada
- November 21, 2006, Richmond, Canada
- September 13, 2006, Ottawa, Canada
- September 10, 2006, Halifax, Canada
- September 7, 2006, Edmonton, Canada
- June 28, 2002, Chicago, Illinois, USA
- May 9, 2002, Beverly Hills, California, USA
- April 29, 2002, Atlanta, Georgia, USA
- January 10, 2002, Austin, Texas, USA
- August 26, 2000, Washington DC, USA
- June 28, 2002, Chicago, Illinois, USA
- May 8, 2002, Beverley Hills, California, USA
- April, 2002, Atlanta, Georgia, USA
- January 10, 2002, Austin, Texas, USA
- August 26, 2000, Washington, USA

9.0. Testimonials



Joe Biden
Vice-President, United States of America

"The Art of Living Foundation is one of India's stars. It has an incredible -- actually incredible -- following that cuts through all religions, cultures and backgrounds, a very, very difficult thing to do in today's world."



Jim Gerlach
Congressman, PA, United States

"Where ever The Art of Living Foundation builds- builds the world. With that simple message, if that's something we can replicate in every community, in every country across the globe, this will be a peaceful and non-violent world to live in, for the benefit of all the future generations."



Mr. Nirj Deva
Member of the European Parliament

"In an increasingly globalised world where we are faced by challenges too great for any one nation or organisation to deal with alone I take heart that so many people from across the world are taking this step forward, recognizing the need to promote greater cultural tolerance and a mutual respect that is now more than ever of such critical importance to us all."



Ms. Monika Griefahn
Board Member, Right Livelihood Award

"I am highly impressed by the all-inclusive approach towards peace building and intercultural dialogue as the Foundation not only promotes health and wellbeing through Yoga but translates its efforts into outstanding results in the humanitarian field."



Prof. Dr. Peter Eigen
Founder & Chairman of Advisory Board,
Transparency International, Germany

My NGO, Transparency International, is fighting corruption all over the world, and it has been energized, inspired, and strengthened by Sri Sri Ravi Shankar."



Mr. Thorbjørn Jagland
Former Prime Minister of Norway

"It is indeed imperative to initiate programs for re-establishing human values in society and enhancing ideas for global harmony. I extend my deep admiration and appreciation for your work."

9.0. Testimonials



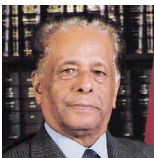
Hon. Shri Sriprakash Jaiswal
Minister for Coal, Government of India

"The Foundation has been playing a defining role in the lives of the millions of people all over the world. Though the Foundation had its genesis in India, it has been spreading the message of good health, harmony in diversity and espousing inter-cultural dialogue in more than 150 countries around the world."



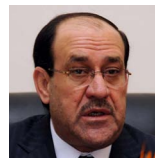
Hon. Ruud Lubbers
Former Prime Minister, The Netherlands

"I have met many NGOs - representatives of indigenous people - and they have made it clear that economic development alone does not suffice. The common future of our one world family is rooted in the awareness that we have only borrowed mother earth from the generations to come. The Art of Living is not the end, but it is the beginning for everybody and everything. It is the way to harmony."



His Excellency Sir Anerood Jugnauth
President, Mauritius

"The teachings of His Holiness provide the world with a road-map for love, justice and harmony. His spiritual and humanitarian actions are worthy of praise since it is rare to find people so dedicated to the human cause. His knowledge, service and unwavering commitment to peace, drive thousands of volunteers towards community service."



Nouri al Maliki
Iraqi Prime Minister

"There are big powers who have big might, but they are not able unite the hearts and minds of people. This work can be done only by a spiritual leader."



Ban Ki-Moon
United Nations Secretary-General

"We need more than ever the contribution of men and women of faith who defend and promote the human values that bind us together. The values you () champion, including non-violence, compassion and the sanctity of all life, go to the heart of what the United Nations stands for."



Ms. Erika Mann
Former Member of the European Parliament

"The Art of Living Foundation will organize in 2011 in Berlin a World Culture Festival. This is not the first time that the Art of Living Foundation will organize such kind of event but it will be the first time in Europe - and there couldn't be a better place than Berlin! It will be an event full of fun, seriousness and ideas and I am looking forward to be part of it."



Dr. M. Veerappa Moily
Minister of Law & Justice, Government of India

"It is heartening to learn that the organization has done an excellent job during the last 30 years towards achieving its wonderful goal 'One World - One Family', which has fostered a sense of belongingness among the people of different cultures."



Jan Schowski (IL)
Congresswoman, United States

"I am proud to be a part of that group that is helping to create important bonds, and look forward to working with the man of peace, man of vision, man of compassion and a man of action. We certainly need that in the world today. "



Rabbi David Rosen
International Director of Interreligious Affairs, American Jewish Committee

"Sri Sri Ravi Shankar and his International Art of Living Foundation do precisely the opening eyes and hearts and serving as a source of blessing and inspiration to all."



Prof. Gesine Schwan
Founder Humboldt-Viadrina School of Governance

"I see it to be very timely, that the World Culture Festival, which aims to foster harmony in diversity and the dialogue between cultures, comes in a time to Berlin, in which integration of different cultures and intercultural harmony is one of the most important issues. I hearty congratulate the International Art of Living Foundation to its 30th anniversary and welcome the World Culture Festival and Sri Sri Ravi Shankar to Berlin, the historic bridge between East and West."



Dr. Myron S. Scholes
Nobel laureate in Economic Sciences

"The Art of Living leads with an open mind to education, and that education leads to choice. It opened my eyes to how development could or would occur in the future."



Djedje Dano Sebastien
Minister of National Reconciliation, Ivory Coast

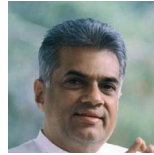
"His Holiness' initiatives consider human beings in their entirety, and heal the body, mind and spirit. The Art of Living is one of the rare NGOs which works at the grass root level, close to the population and goes to the core of the problem."

9.0. Testimonials



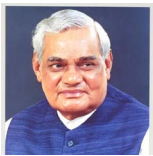
Dr. Manmohan Singh
Hon. Prime Minister of India

"Through its manifold activities, The Art of Living Foundation has made important contributions to transmit Human Values across the globe."



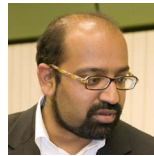
Hon. Ranil Wickramasinghe
Former Prime Minister of Sri Lanka

"His Holiness Sri Sri Ravi Shankar is seen as an international figure who has been spreading the message of peace and harmony throughout the world."



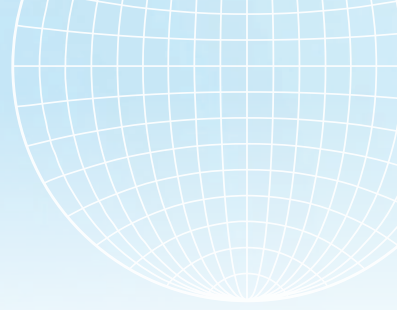
Shri Atal Bihari Vajpayee
Leader of Opposition & former Prime
Minister of India

"I commend Sri Sri Ravi Shankar's emphasis on the inculcation of human values in all walks of life. Mere material progress, in the absence of concomitant development of the basic life-sustaining cultural and spiritual ideals, will not help our society in the long-run. The Art of Living Foundation is both an easy-to-understand philosophy and an easy-to-practice activity. "



Mr. Josef Winkler
Member of German Parliament, Board
Member Green Party

"Sri Sri Ravi Shankar's Ghandian` approach of resolving conflicts through non-violence and dialogue is much needed in today's times of domestic violence, religious intolerance and intercultural conflicts. I am pleased, that the World Culture Festival will provide a precious opportunity for the diverse cultures of this world to come together in a ecumenical spirit of belonging and connectedness!"



9.1. Testimonials - Peace initiatives

"I believe that the principles of the Art of Living program are vital for lasting peace in Kosovo, and I am taking an active role in integrating it in the society."

Dr. Fadil Beka, Executive Director of University of Clinical Center

"The participants, many war veterans, experienced great healings from the program. I experienced great relief from anger, irritability, sleep disorders and depression."

Vehbi Rafuni, retired director, Association of Disabled Kosovo Liberation Army Veterans

9.2. Testimonials - Trauma relief programmes

"At the time of the tsunami, many NGOs provided food and material needs but very few took care of the mental trauma like the Art of Living."

Tenkasi S. Jawahar, District Collector, Nagapattinam, India

"They (The Art of Living) have been working with us, focusing on trauma care. They have a full time presence in the area. What I am happy about is that throughout, their volunteers have been working with us in a selfless manner, involving the communities, so that they can be mainstreamed now. The Art of Living services will definitely be remembered in Nagapattinam. I am sure their value-based services will help in improving the quality of life of its affected citizens."

Dr. J. Radhakrishnanam, Ex-District Collector, Nagapattinam

9.3. Testimonials - Disaster relief programmes after Hurricane Katrina, New Orleans

"I've noticed that with each day, after completing the program, the kids are happier, less restless and their minds are so much more settled. I have personally experienced the benefits of the Art of Living techniques during this experience, and found it very helpful in clearing my mind."

Dr. Reginald Shaw, Director of GBL Inc. Youth Ministries

9.4. Testimonials Prisoner Rehabilitation programmes

"I used to actually look forward to fights but now, since doing this course, I'm a totally different person. I can now walk away from a fight."

Inmate, Pollsmoor Prison, Cape Town, South Africa

"I suggest that such training programs be implemented for troops in all war affected regions."

G.M. Kolmikov, Head of Military Headquarters, Ministry of Domestic Affairs, Russia

"I never realized I could get so high on breathing! Wow! I feel so relaxed and peaceful. And I've done it just on my own breath."

Minor Challenger Memorial Youth Center, Los Angeles, USA

9.0. Testimonials

"The Prison Smart Courses has brought out remarkable transformation in jail inmates. Even the most hard core of criminals has been touched by the essence of the basic course. In the bitterness and monotony that surrounds the life of a jail inmate, The Art of Living Foundation has given the inmates an opportunity to vent their emotions and cleanse their psyche."

Ashok Choudhary, State Minister, Home (Jail) Dept., Bihar, India

"There were times when I wanted to die so I could be rid of all the embarrassment of being in prison. I have spent so many sleepless nights and would constantly have to take sleeping pills. But now after doing the Sudarshan Kriya, for the first time I felt all past impressions and rigidity dissolving and I cannot explain how light I feel. I can talk to myself now. I feel free from inside."

Niloufer, Byculla Jail, Mumbai, India

9.5. Testimonials - Promoting literacy programmes

"I come to this school from a far off village and my school provides free bus facility from my home to the school. We have a good playground and our teachers encourage us to participate in various sports? activities. We also have various other courses like computer training and tailoring. I am very grateful to be able to come here."

Niranjan Balakrishnan, Nagapattinam, India

"My child seldom interacted with others, but after joining the school, he is a regular boy, running around and shouting. He has gained confidence with the Art Excel Course taught at the school. He loves going there so much so that he wants to go to school even on Sundays."

Vasanti Kulkarni, Dharavi, India

10.0. Links and homepages

The official homepage of The Art of Living Foundation: <http://www.artofliving.org>

The official homepage of Sri Sri Ravi Shankar: <http://www.srisri.org>

International Association for Human Values: www.iahv.org

World Forum for Ethics in Business: www.wfeb.org

The World Culture Festival, Art of Living's 30th anniversary celebration: www.worldculturefestival.org

11.0. Annex

Sri Sri Ravi Shankar's initiatives have been subject to extensive news coverage worldwide.

11.1. TV Coverage and interviews

Sri Sri Ravi Shankar

- **BBC podcast, 2010**
<http://www.bbc.co.uk/programmes/p0090py7>
- **Interview with Dan Shilon, Israeli Presidential Conference, October 2009**
http://www.youtube.com/watch?v=VXUe2Jvp7Qo&feature=player_embedded
- **Sri Sri in Iraq, CNN**
<http://www.youtube.com/watch?v=p-Sstlp1u7Y&feature=related>
- **Sri Sri Ravi Shankar on CNN's Quest for Spirituality**
<http://www.youtube.com/watch?v=MNkhtEUxgGw&feature=channel>
- **Sri Sri on the Forbes India Show, CNBC TV 18, November 2009**
<http://video.yahoo.com/watch/6505338/16868250>

Art of Living Foundation

- **School Programme Calms Kids With Yoga, Fox 4 News, USA, October 2009**
<http://www.youtube.com/watch?v=kjqHnA0rBAY>
- **South African prisoners embrace yoga, BBC News, December 2008**
<http://news.bbc.co.uk/2/hi/7777912.stm>
- **Vice-President Biden Speaks About the Art of Living Foundation, May 2007**
<http://www.youtube.com/watch?v=a189r-JCQ-M&feature=related>
- **Night of a Thousand Sitaras, BBC News, November 2008**
<http://news.bbc.co.uk/2/hi/7743394.stm>

11.2. Recent press clippings (excerpt)

- **Revamping Education: Taking Pride in Non-Violence**
The Huffington Post (United States), November 24th, 2010
http://www.huffingtonpost.com/sri-sri-ravi-shankar/revamping-education-takin_b_787068.html
- **Mit Yoga durch die Wirtschaftskrise**
Focus (Germany), October 10th, 2010
http://www.focus.de/finanzen/news/ravi-shankar-mit-yoga-durch-die-wirtschaftskrise_aid_560302.html
- **Religious literacy not merely philosophical**
The Washington Post (United States), 1st October 2010
http://onfaith.washingtonpost.com/onfaith/panelists/Sri_Sri_Ravi_Shankar/2010/10/the_value_of_religious_literacy.html
- **Let Out the Steam and Get Into the Team**
Moscow Times (Russia), 31st August 2010
http://www.themoscowtimes.com/business/business_for_business/article/let-out-the-steam-and-get-into-the-team/414131.html
- **The Seven Most Powerful People In India, Sri Sri Ravi Shankar 5th most Powerful in India**
Forbes (India), November 9th, 2009
http://www.forbes.com/2009/11/09/gandhi-singh-tata-leadership-power-09-india_slide_6.html?partner=email
- **Lachen ist der schönste Luxus**
Der Tagesspiegel (Germany), September 18th, 2007
<http://www.tagesspiegel.de/weltspiegel/lachen-ist-der-schoenste-luxus/1046174.html>



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