

Heartfulness  
Through meditation, inspiration



## Heartfulness Institute to host *'Sitaare Zameen Par'* a Brighter Minds and Shankar Mahadevan event

Entry Free event on 11th November 2018, as a gift to an expected audience of 25,000-30,000 children, parents and teachers to coincide with children's day. More information at <http://heartfulness.org/SZP>

**Hyderabad, November 1st, 2018:** Heartfulness Institute, ([www.heartfulness.org](http://www.heartfulness.org)) will be hosting renowned singer Shankar Mahadevan for *'Sitaare Zameen Par'* event at the Gachibowli Sports Complex in Hyderabad on Sunday, November 11th, 2018. The event will unveil the Brighter Minds program and its life altering benefits to millions along with a 'Breathless' performance from Shankar Mahadevan. Registrations for the event is open and can be done on [www.heartfulness.org/szp](http://www.heartfulness.org/szp) or by calling the toll-free number 1800

'Brighter Minds' is an initiative for children that helps increase the awareness of the powers of the mind and its potential. It is a program that enhance the awareness to Cognitive Capabilities and use it in the day to day life.



In order to bring about a balance in life, the whole brain must be stimulated in childhood, while the plasticity of the brain can still be harnessed. Brighter Minds enables the same.



**SITAARE ZAMEEN PAR**  
every child is a star

Mindboggling Brighter Minds  
demonstration by Children

Workshop for Children in the Stadium

Soulful rendition of Songs by Shankar  
Mahadevan

Entry is free for the event

Event starts from 4:00 pm onwards.



Commenting on the need and timing of the event, Mr. NSN Nagaraja, CEO & Director - Brighter Minds said, "it was our aim to bring *'Sitaare Zameen Par'* as a gift to the children of India coinciding with Children's Day. It the vision of Heartfulness to reach every child in the country and equip them with the unique skillsets that can help the child grow up with advantages that help navigate life better"

“Shankar Mahadevan’s song ‘*Koi jo mila...*’ from his private album *Breathless* is an example of the potential of the human mind and hence it was an obvious choice for us to host the event along with him”, said Rishab. The title track, “*Breathless*,” is a steady stream of a song that goes on without a break, stanzas, verse or apparently even a pause for breath. The length of the part of the song which is ‘breathless’ is about three minutes. An Amazing feat.

Commenting on his association **Mr. Shankar Mahadevan** said, “the association with ‘**Sitaare Zameen Par**’ was but an easy decision given the nature of the event. The event will provide an evening of entertainment and tremendous a take away in knowing about the Brighter Minds program for the audience. The Brighter Minds initiative has left me ‘Breathless’ again”

Reviving a popular memory - the path breaking Aamir Khan Starrer, *Taare Zameen Par* was a movie that focused on celebrating the unlimited innate abilities of a child. With its enriching music by Shankar Mahadevan, the core message of the movie, was that every individual is unique having tremendous potential to unleash his abilities, if identified & supported. Heartfulness Institute too believes that every child is a Star and through its Brighter Minds program, the star in every child must shine out to bring ‘*Sitaare Zameen Par*’.

The mind of a child has immense potential, beyond the scope of normal imagination. From a spiritual perspective, children are at an advantage over adults because of their innocence and the inherent simplicity in their thought and action. From a scientific perspective, they possess a significant strength as well - the neural networks in their brains are flexible and adaptable, with the potential to create new connections and grow in different directions. This is known as brain plasticity. Brighter minds program ensures that this



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plasticity is leveraged to arm the child with the ability to use both the hemispheres of the brain unfolding potential beyond comprehension.

The ‘**Sitaare Zameen Par**’ India Tour will be inaugurated by Shri Kamlesh Patel, affectionately known as Daaji, the Global Guide of Heartfulness, on November 11th at Gachibowli stadium and will be followed up with events in 5-cities across India. earlier. The Tour, that gets kickstarted in Hyderabad, will subsequently move to Mumbai, Bangalore, Vizag, Chennai, New Delhi, Lucknow and Jaipur.

Highlight for the evening will be the mind-boggling demonstration of Brighter Minds program including blindfolded children demonstrating amazing acts of book narration,

solving the rubix Cube in minutes, identifying colours of various objects and many more. This demonstration will be followed by 'Breathless' session of enthralling music by Shankar Mahadevan including Breathless, title songs from hit movies like Dil Chahata Hai, Wake Up Sid, lakshya and songs from Kal Ho Na Ho, Koncham Istham Koncham Kastham, Taare Zameen Par , My Name is Khan amongst many more.

### ABOUT HEARTFULNESS:



Heartfulness is a system of Raja Yoga meditation founded at the turn of the 20th century. A century later, Heartfulness has been embraced globally by groups in civil society, government departments, schools, colleges and the corporate world. Discover more at [www.heartfulness.org](http://www.heartfulness.org). In over 130 countries and supported by thousands of certified volunteer trainers, over a million people are practicing Heartfulness. This number continues to grow globally through hundreds of Heartfulness Centers worldwide. Kamesh D Patel, also known as Daaji is the fourth global guide of Heartfulness.

### ABOUT BRIGHTER MINDS :

The inspiration for Brighter Minds came from the need to leave the world a better place for the next generation. Our passion for this cause has led us to explore the area of Neuroplasticity and discover the unlimited potential of the brain. Combining these learnings with the spiritual values of Love, Joy and Positivity, our aim is to make the world a Brighter place, one kid at a time. The core team comes from diverse backgrounds of technology, public health, neurosciences, child health and development, research, finance, marketing, media and communications, etc.



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