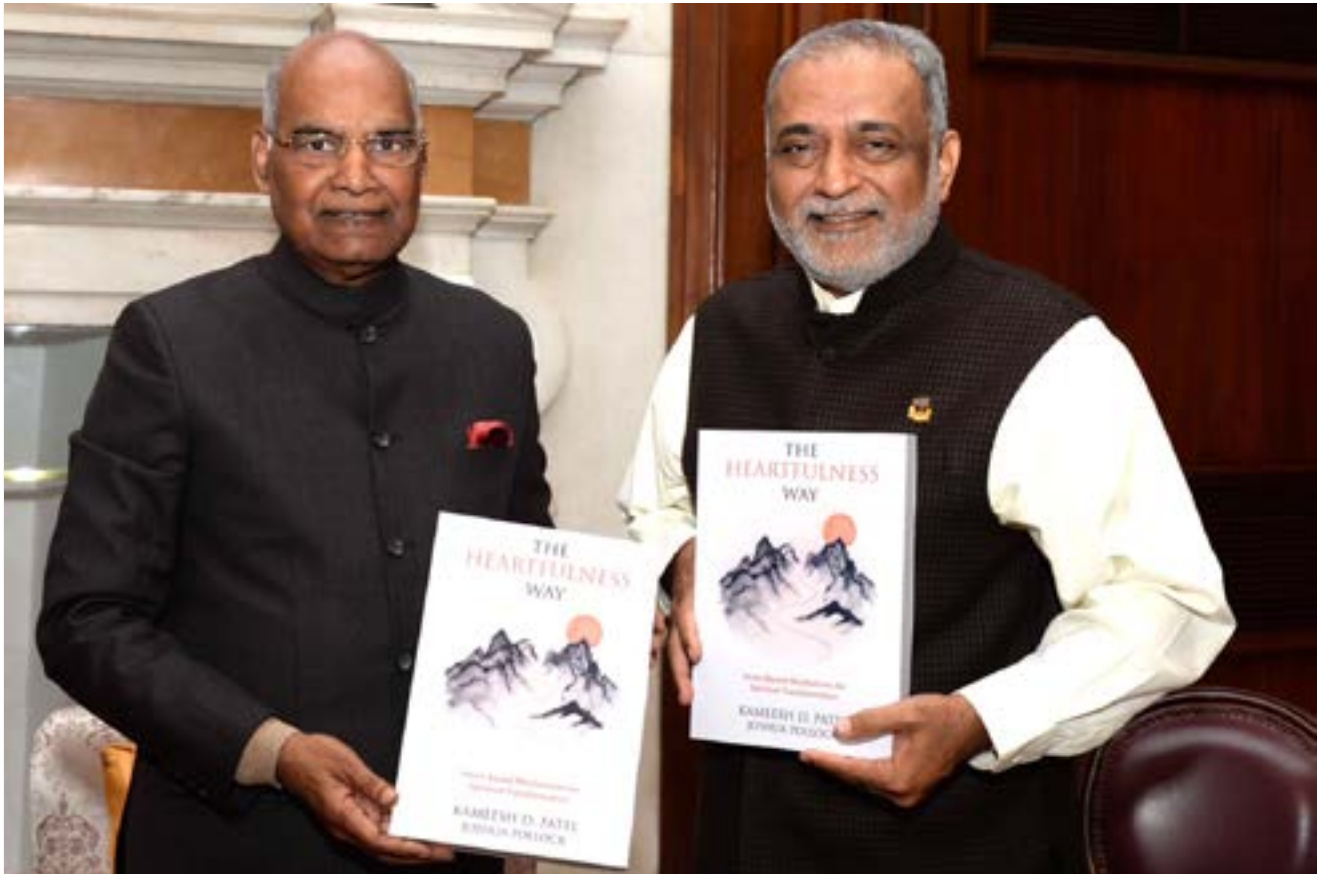


‘The Heartfulness Way’, launched in India

The President of India unveils
The Heartfulness Way in the Capital



The President of India, **Shri Ram Nath Kovind** unveiled the book on **Heartfulness** techniques and principles titled **‘The Heartfulness Way’**, authored by Kamlesh Patel, widely known as Daaji, the fourth Global Guide of Heartfulness and Joshua Pollock a Heartfulness trainer and practitioner. On Friday, **‘The Heartfulness Way’** was launched in the Capital by **Union Commerce and Industries Minister Shri Suresh Prabhu**. The book promises to be a treat for those who are curious about what is Heartfulness and how it can change our day to day lives.

Speaking on the launch the revered spiritual Master, **Daaji** said, *“The Heartfulness Way encapsulates a seeker’s journey while examining the nature of spiritual search within and around us. The books reflects the essence of prayer and yogic transmission aimed at deconstructing and demystifying the act of meditation based on meditation tips. To feel, be a part of and practice Heartfulness is an experience, which aims to seek the essence beyond the form and the reality behind the mere ritual.”*



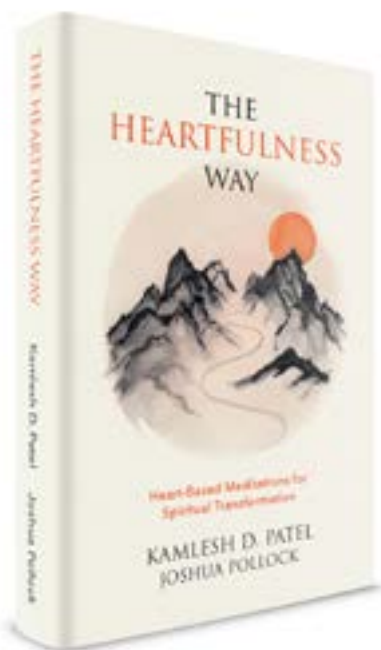
With over a million practitioners worldwide, **Heartfulness** meditation (www.heartfulness.org) is a set of practices for self-development that help us find inner calm and stillness in our extremely fast-paced world. Heartfulness is offered at no cost. There is no dogma. The easily adopted practices are appropriate for people

from all walks of life, cultures, religious beliefs and economic status over the age of 15.

Heartfulness is an approach to the Raja Yoga system of meditation called Sahaj Marg or the Natural Path, founded at the turn of the twentieth century and formalized into the Shri Ram Chandra Mission in 1945 in India. Ongoing Heartfulness meditation training can be found at thousands of schools and colleges, and over 100,000 professionals are meditating in corporations, non-governmental and government bodies worldwide. More than 5,000 Heartfulness Centres, known as HeartSpots, are supported by many thousands of certified volunteer trainers in 130 countries. The meditation practice is offered free across the globe.

The Heartfulness Way has already achieved the **Number One Best-Seller Status** on Amazon with pre-orders flooding the website. On introducing the Book in India Gautam Padmanabhan CEO, Westland Publications Pvt Ltd (An Amazon Company) said “We are thrilled to be associated with this book. It’s an honor to publish this illuminating book and I hope the book manages to create a connect with its readers and reaches the length and breadth of the world.”

About the Book:



As we maneuver the many demands of relationships, career, property and health, we often sense a void, a feeling of alienation from our true selves. Is it possible for one planet to orbit so many suns? We have many centres in our lives, yet where is the true centre, the deepest centre that lies at the core of every heart?

Enscorced in India’s ageless oral tradition, Kamlesh D. Patel - widely known as Daaji, the fourth guru in the Heartfulness lineage - traces a seeker’s journey as he examines the nature of spiritual search. Through a series of illuminating conversations between a teacher and a student, Daaji reveals the core principles of the Heartfulness practice and philosophy to Joshua Pollock, a Heartfulness practitioner and trainer.

From reflecting on the essence of prayer and yogic transmission to demystifying the act of meditation through practical tips, this book will enable us to live beyond the filters of our sensory limitations and discover unity within ourselves. To practise Heartfulness is to seek the essence beyond the form, the reality behind the ritual. It is to centre oneself at the core of one's heart and find true meaning and contentment there.

About the Authors:



Kamlesh D. Patel is an original voice in an ancient tradition. Known widely as Daaji, his teachings arise from his personal experience on the path of Heartfulness, while reflecting his deep spirit of enquiry and respect for the world's great spiritual traditions and scientific advancements.

Daaji practiced pharmacy in New York City for over three decades before being named as the successor in a century-old lineage of spiritual masters. Fulfilling the many duties of a modern-day guru, he travels widely, extending his support to spiritual seekers everywhere. A self-professed student of spirituality, he devotes much of his time and energy to research in the field of consciousness and spirituality, approaching the subject with scientific methodology—a practical approach that stems from his own experience and mastery in the field.

Joshua Pollock is a Heartfulness trainer and practitioner from the United States. An accomplished Western classical violinist, he has performed and taught throughout the world, and his violin solos can be heard in numerous A.R. Rahman original soundtracks such as *Ghajini*, *Delhi 6*, *Raavan*, *Yuvvraaj*, *Blue*, *Vinnaithaandi Varuvaayaa* and *Raavanan*.

