

Sitare Zameen Par

THE TIMES OF INDIA, HYDERABAD | THURSDAY, NOVEMBER 15, 2018

CONSUMER CONNECT INITIATIVE



TALENT, MELODY LEFT THEM BREATHLESS

THIS EVENING HAD CHILDREN SHOWCASING THEIR EXCEPTIONAL COGNITIVE SKILLS, ALONG WITH THE CONCERT, FOR A UNIQUE DISPLAY OF TALENT AMIDST MELODY

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Heartfulness Institute and Brighter Minds came together to spread awareness on cognitive skills among children - a vision of Kamlesh Patel (affectionately known as Daaji), the Global Guide of Heartfulness - through a fun-filled event. The event at the Gachibowli Sports Complex on Sunday November 11 was a rare combination of children showcasing their skills and a music concert by Shankar Mahadevan. The event was an initiative of The Times of India and Heartfulness Institute.

With a huge number of children from different parts of the country showcasing their cognitive skills with the help of their senses, it left everyone in awe. They were blindfolded and showed their talent in solving the Rubik's cube, archery and craft. It was much of a surprise for everyone to see the children showcasing such skills blindfolded. It developed a great amount of curiosity in everyone. The children in the audience found it amusing to see their peers showcasing such skills with so much ease and parents were also equally surprised and had many questions on their mind which were later answered when the children revealed the techniques at the end of each act.

"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. The success of Sitare Zameen Par programme has helped take the message to lakhs of children, parents and teachers. We are sure the Brighter Minds programme will help in building a stronger nation", said Kamlesh Patel.

"The reason behind keeping Sitare Zameen Par as the title of programme is to send out the message that every child has the potential to be a star. It aims to nurture the inner talent of children and Brighter

Minds focuses on cognitive skills," said Rishabh Kothari, Joint Secretary, Heartfulness.

"Around 30,000 people came to witness the event and through them more number of people will come to know about the Brighter Minds programme. We have already visited over 100 schools in Hyderabad and conducted cognitive skills workshop for the children between 4-15 years old", said Sanjay Sehgal, Director - Global Initiative, Heartfulness.

Brighter Minds and Heartfulness Institute also plan to conduct a few more workshops with principals and teachers at their retreat centre so that they are exposed to the science and understand why it is important for their students. "We already have trainers spread across the city and children can undergo training for eight weeks even at their school or residence," said Sehgal.

"I have already enrolled my children in the Brighter Minds programme and I feel a great difference. They are now more focused. The best part is that children are taught relaxation techniques as well. I have already introduced this Brighter Minds programme to children in my district and it is very beneficial," said Ronald Ross, Collector of Mahabub Nagar.

"There are a large number of people below the age of 30 in India. It is not only about individuals - these kinds of programmes will help produce brighter brains in the country. Otherwise, rather than becoming the strength of the country the population can become a burden. It is a good initiative to start from children as they are going to be the future," said Jayesh Ranjan, Principal Secretary, Department of IT and Industries, Government of Telangana.

"It is a great vision of Daaji and it needs to be taken to the rural areas as well. Children in remote places also need to be nurtured and as they have limited resources. This initiative will help them get a brighter path. People of Brighter Minds are already reaching out to people in districts and the response is good", said V C Sajjanar, Cyberabad Commissioner, highlighting an important point.

"Our sole aim is to bring out the cognitive and intuitive capabilities in children. We want them to be more focused and excel in whatever they do and Shankar Mahadevan is the best example for every child as he has really pursued his dreams. We are glad that he is onboard with Brighter Minds as a brand ambassador," said N S Nagaraj, Co-founder and Director, Brighter Minds. Ravindra Kini, Director - Global Initiative, Heartfulness, shared the same sentiment too.

After a 30-minute act by children showcasing their skills, the stage was taken over by Shankar Mahadevan and team. The singer-composer started the show with an interaction with the audience to infuse energy into them. Like always, he started his performance with Ekadantya Vkratundaya and the entire stadium reverberated with his melodious voice. Later, he sang songs from Dil Chahta Hai, My Name is Khan, Lakshya, Kal Ho Na Ho, Dus and a Telugu song Bham Bham Bhole from the movie Indra. Whether jumping to the tunes of Rock On, flashing lights from the phone when Shankar sang Meri Maa or waving hands while he belted out a few of his melodies, the crowd enjoyed every moment of the concert.

While the concert started with remembering Lord Ganesha, it ended with the famous Breathless. Talking about the initiative that Brighter Minds and Heartfulness have come together for, Shankar Mahadevan said, "Transforming people, especially children, is a great initiative and I would love to be a part of it and see what can be done together. In fact, my academy can be associated with the initiative as many aspects of life can be taught through music. People underestimate the power of meditation. As a musician, whenever I am on stage and singing, it means I am meditating. As meditation is nothing but focusing on things that we are doing and while singing my complete focus is on it. As all children are not musicians, given a chance, they too can meditate and focus."



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