



AMMA

2010 Programme Guide

*“An unbroken
stream of Love
flows from
Mother to every
being in the
universe”*



National Show Centre,
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Julia
Jeremiah



See www.juliajeremiah.com for course content

Course booking & enquiries: ramanpriti@hotmail.com (www.thedivineperspective.com)

“The need to feel and express
love and compassion
for everyone, with the
understanding that we are all part
of a **greater** reality, is
the core of spirituality.”



*Welcome to our beloved Amma,
from your children in Ireland and the UK*

You are welcome to keep this Programme Guide. However, if you do not wish to take it away with you, please leave it at the Reception Desk so someone else may view it.



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Programme 2010 (Dublin and London)

First Day (16th)

10am - 2.30pm

Meditation and Darshan

Darshan tokens available at 9am

7.30pm

Spiritual talk, Meditation, Bhajan and Darshan

Darshan tokens available at 6.30pm

Second Day (17th)

10am - 2pm

Meditation and Darshan

Darshan tokens available at 9am

7pm

Spiritual talk, Puja, meditation and Devi Bhava Darshan

Darshan tokens available at 5pm

Due to time constraints, availability of Darshan tokens will be limited. Please ensure you collect your token early.

This programme has been produced by Friends of Amma UK and Amma Ireland

For more information, visit www.amma.org.uk and www.ammaireland.org

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Friends of Amma Regd Charity 1056505 – Amma Ireland Regd Charity CHY15299

WELCOME

*Om Amriteswaryai Namah
Salutations to all!*

*“Grace comes out of
nowhere. It can
happen at any time,
at any place.”*



It is with gratitude and great joy that we welcome you to Amma's Dublin and London Programmes! In honour of Amma's visit to Europe and the rich spiritual heritage she brings from India, this Programme Guide is designed to provide general information and answer some basic questions regarding Amma and today's programme.

While you are here we encourage you to take advantage of the meditative atmosphere in contemplation, explore the information tables and bookstore, and enjoy the lovingly prepared meals.

Spending time with Amma is a wonderful and precious opportunity to experience selfless, unconditional Love, which flows from her in abundance. Please feel free to make yourself at home by sitting close to Amma, as space allows, or find a seat that is comfortable elsewhere in the hall. Throughout the day and evening, volunteers will be available to answer any questions you may have, and you may also visit the Information Table in the programme hall for assistance.

Once again, welcome! We hope that you enjoy this auspicious event and if there is anything we can do to make your experience more enjoyable, please don't hesitate to let us know.

May Amma's healing presence bring love and joy to our hearts!

*Om Lokah Samastah Sukhino Bhavantu
May all beings everywhere be peaceful and happy!*



DUBLIN AND LONDON PROGRAMME SCHEDULE

Amma's public programmes are free of charge and you are welcome to come and go as you please. At all programmes, please be sure to obtain your free token for darshan (Amma's personal blessing) in the early part of programme.

Sat 16 October (Dublin) and Tues 16 November (London)

10am to 2.30pm

The morning programme begins with a short meditation, followed by darshan until about 2.30pm, according to the number of people present. *Darshan tokens available at 9am.*

7.30pm

The evening programme begins with a satsang (a spiritual discourse), followed by 90 minutes of bhajans (devotional music), then meditation, and darshan.

Darshan tokens available at 6.30pm.

Sun 17 October (Dublin) and Wed 17 November (London)

Morning programme as above (10am-2pm).

7pm Devi Bhava

The Devi Bhava programme begins at 7pm with a spiritual discourse (satsang), followed by Atma Puja, a ceremony to help bring peace and well being to the whole world. Darshan begins around 8.30pm and continues into the morning until everyone has been received. *Darshan tokens available at 5pm.*

Due to time constraints, the availability of darshan tokens will be limited. Please ensure you collect your token early.

*"There is nothing
in this world that
hasn't nourished
our growth in
one way or
another."*



WHO IS AMMA?

“Whoever comes into the river of Love will be bathed in it, whether the person is healthy or diseased, a man or woman, wealthy or poor.”

Sri Mata Amritanandamayi, lovingly known as Amma, or Mother, is revered throughout the world as one of the most outstanding humanitarian and spiritual leaders of our time.

With her holistic vision, Amma works tirelessly to nourish individuals and communities through her spiritual activities and humanitarian projects. Indeed, every moment of Amma's life is dedicated to cultivating a just and compassionate world, one in which selflessness is the core. As the late Yolanda King, daughter of Reverend Dr. Martin Luther King, Jr., once said: Amma “not only talks the talk and is an embodiment of unconditional love, but she expresses that love in action. She walks the talk.”

Through the example of her life, Amma demonstrates that true service to humanity is possible when one puts aside one's own concerns for the good of others. Her simple, profound message of love and service has inspired, uplifted, and united people of all nationalities and religions, awakening them to their fundamental oneness in Spirit.

Ultimately, it is difficult to define exactly who Amma is, for she is a humanitarian, a compassionate mother, a humble servant, a healer, as well as, to some, a beloved spiritual teacher. Indeed, the question “Who is Amma?” can only be revealed as we come to know who we are, for as we realise our true selves we come to know the all-pervasive Divinity within.

*“Mother does what
she does because
she cannot do
otherwise. To love
is her nature,
to serve is
her nature.”*



AMMA' S LIFE

“The purpose of this body and of Mother’s whole life is to serve her children. Mother’s only wish is that her hands should always be on someone’s shoulder; consoling and caressing them and wiping their tears away, even while breathing her last.”

Amma was born on September 27, 1953, in a tiny fishing village in the State of Kerala in Southern India. Remarkably, by the age of two she was singing devotional songs in praise of God and spending her time immersed in samadhi, a deep meditative state of absorption. During her childhood Amma was often chastised for remaining in this state of divine intoxication, yet she refused to turn from her chosen path despite the adversity that she met from her family and community.

When Amma was nine years old, her mother became ill and Amma was withdrawn from school in order to help with household tasks and the care of her seven siblings. As she went door-to-door gathering food scraps from neighbours for her family’s cows, she confronted the intense poverty and suffering that existed in her community, and the world beyond it. Where Amma encountered people in need, she brought them food and clothing from her own home. She was undeterred by the scolding and punishment she received from her family for doing so. Amma also began to spontaneously embrace people to comfort them in their sorrow. Responding to her affectionate care, they began to call her Amma (Mother). In turn, she naturally referred to them as her children.

Though Amma was never exposed to philosophical texts or spiritual teachers, at the age of 21 she began to attract sincere spiritual seekers due to her unmistakable realisation of oneness with the Divine. By the late 1970s, a small number of individuals came to live near Amma and they became her first disciples. By 1981, an ashram (monastery) was formally instituted at her birthplace. Today, this ashram is known as the Mata Amritanandamayi Math, or Amritapuri, and is home to more than 3,000 devotees from around the world.

The remarkable story of Amma’s childhood is told in her biography, “Mata Amritanandamayi: A Biography”.



“God-realisation is nothing but the ability and expansiveness of the heart to love everything equally.”



INTERNATIONAL RECOGNITION

*“Try to cultivate
a mind that never
harms any being in
thought, word,
or deed.”*

In 1987, Amma and her disciples made their first venture to the West in response to an invitation by a handful of western admirers in North America and Europe. In those early days the crowds around Amma were relatively small, but they soon grew quickly by word of mouth to the point where now there are many thousands of people at each of her tour stops.

Over the past fifteen years Amma has received numerous invitations to address issues of religious difference, the environment, women's rights, and world peace. At international fora and parliaments, the global community has recognised her spiritual wisdom and practical insight time and again.

- 2009: Amma inaugurated the Vivekananda International Foundation in New Delhi
- 2008: Amma delivered the keynote address at the *Jaipur Summit of the Global Peace Initiative of Women: Making Way for the Feminine* for the benefit of the World Community.
- 2007: Amma received the Cinema Verite Award in Paris for her humanitarian activities and peace work.
- 2006: Amma received the James Parks Morton Interfaith Award from The Interfaith Center of New York in honour of her efforts to foster peace and harmony between religions.
- 2004: Amma delivered the closing plenary address at the *Parliament of World Religions* in Barcelona, Spain.
- 2002: Amma offered the keynote address at the Global Peace Initiative of Women Religious and Spiritual Leaders in Geneva where she was presented with the Gandhi-King Award for Nonviolence. Other recipients of this award include Nelson Mandela, Kofi Anan and Jane Goodall.
- 2000: Amma addressed the UN Millennium Peace Summit where she commented that: “Love is the only medicine that can heal the wounds of the world ... Where Love exists, there cannot be conflict of any kind; peace alone will reign.”
- 1995: Amma delivered a speech entitled “Unity is Peace” at the Interfaith Celebrations during the *50th Anniversary of the United Nations*.
- 1993: Amma was recognised as one of three presidents of the Hindu faith at the Centenary Parliament of World Religions in Chicago.



AMMA'S TEACHINGS

"We should worship God in the poor and suffering. Compassion to the world and devotion to God are not two but one; they are two faces of the same Truth."

Amma subscribes to no formal religion, but says rather that her religion is Love. Through her life, work, and teachings, Amma is leading people towards this basic truth. "Love has no limitations of caste, religion, race, or nationality," Amma explains. "We are all beads strung together on the same thread of love. To awaken this unity - and to spread to others the love that is our inherent nature - is the true goal of human life. Indeed, love is the only religion that can help humanity rise to great and glorious heights."

Amma considers all religions legitimate means to realise the one Love that shines through all traditions. She never asks people to change their religions, but to go deeper into their current paths. In fact, she does not even ask people to believe in God, but to enquire into their own true nature. Amma says, "Viewing religion externally creates more and more division. We need to see and understand the inside, the essence of religion, from a spiritual perspective. Only then will the feeling of division come to an end. Where there is division, there cannot be any real spiritual experience; and where there is spiritual experience, there can be no division - only unity and love."

While Amma's words touch the very heart of spiritual life, it is also important to remember that much of what she speaks about cannot be conveyed through mere words. In fact, it could be said that Amma's life is her greatest teaching. With each breath that she takes, Amma offers her infinite compassion and tireless service to the world. She is a living embodiment of humility and divine Love who constantly abides in the present moment. As we observe and experience her darshan, we witness the true spiritual teachings of all great religions come to life.

Amma's teachings are available in various media in the Amma Shop.



*"Spirituality
teaches us how
to confront
any situation
with a smile."*



AMMA'S DARSHAN

Amma's embrace "... allows [people] to experience true, unconditional love. When Amma holds someone it can help to awaken the dormant spiritual energy within them, which will eventually take them to the ultimate goal of Self-realisation."

*"As far as Mother
is concerned,
everyone is
her child."*

Amma's darshan takes the unique form of a tender, motherly embrace, an expression of compassion and empathy. Hour after hour, day after day, year after year, Amma receives everyone in the same loving way, irrespective of religious faith or non-belief.

When Amma greets people she embraces them and often whispers endearingly in their ears. She does this spontaneously to every single person, no matter who they are or where they come from. Amma sees everybody and everything in creation as Divine, and a never-ending stream of Love pours from her being like a river. Amma says: "[a river] simply flows because that is its nature. In the same way, this is Amma's nature - a mother expressing her love to her children." This expression of Amma's universal love is known as her darshan.

Today thousands upon thousands attend Amma's programmes in order to receive her blessings and wisdom as she shares her divine inspiration with seekers of every kind. Over the past four decades she has physically embraced more than 30 million people worldwide.

By observing Amma, it becomes obvious that she exhibits nothing of what we would call a personal life. Eating and sleeping very little, she is entirely dedicated to removing human suffering. When asked what her purpose is in life, Amma replied: "Mother's aim is to unite people's hearts with God and to help them realise their oneness with Him."



DARSHAN TOKENS AND ASKING AMMA QUESTIONS

Amma makes herself available to anyone who wishes to receive her blessing and does her utmost to accommodate everybody, particularly newcomers. In order to ensure a harmonious flow, a token system has been developed. Free, numbered tokens are given out approximately one hour prior to the start of each programme and should be obtained early.

Due to the large number of people attending each programme, those with tokens may have to wait a while before their number range is posted. However, it is important that those going to receive darshan remain mindful of the token numbers so that they join the line when their number range is posted, and not before or after. When not in the darshan line, all are welcome to sit close to Amma or explore the various activities in the hall.

To ask Amma a question, you need to join a separate question line near the stage. Places are allocated before the morning programme only and, as spaces are limited, slots are given on a first-come-first-served basis. Please check with the monitors to determine what time it is advisable to arrive.

ASSISTED DARSHAN SEATING

Individuals needing special assistance should come to the entrance of the hall where arrangements will be made for darshan. Assisted darshan lines are available for:

- the elderly, and
- those with physical disabilities.

Be sure to pick up a numbered token near the front of the hall and then consult with the monitors nearby for more information.

*“Behind all great
and unforgettable
events is the heart.
Love and a selfless
attitude underlie
all truly
great deeds.”*



HALL ACTIVITIES AND GENERAL INFORMATION

The following resource tables are available for your exploration and enjoyment:

“Compassion to the poor and the needy is our duty to God.”



Welcome Table: Come here to receive information about the local area and facilities available at the programme, and to find contacts for satsang activities in this region.

Information Table: This table provides helpful information about Amma, her ashrams, teachings, satsang groups and opportunities to volunteer with Embracing the World.

AIMS: The Amrita Institute of Medical Sciences (AIMS) is a state-of-the-art, 1,300-bed tertiary care hospital and medical research centre. AIMS offers advanced medical procedures to the needy, often free of charge or at significantly reduced costs. Feel free to learn more, including how you can volunteer.

Amrita TV: Discover the uniqueness of this values-based television network inspired by Amma. You may purchase a subscription, view recorded demonstrations of the channel's content, and watch live broadcasts.

Embracing the World: Amma's charities worldwide are now known collectively as Embracing the World (ETW). This table provides more information about ETW and opportunities to support the organisation's work in India and around the world.

IAM-Integrated Amrita Meditation Technique®: Come here to learn more about Amma's meditation technique, which is taught free of charge. For a more detailed description, please refer to page 24.

GreenFriends: Learn about Amma's environmental efforts, purchase ecological products, and find out how to become a GreenFriend!

Local Information Table: Come here to receive information about the programme and the local area. Find out what is happening nationally as well as contacts for satsang activities in your region.

Puja Information: Several pujas (ritual worship) are offered at Amma's ashrams in India. Doing puja helps to harmonize our life with the world around us, bringing spiritual advancement and prosperity. You can sign up for pujas for yourself or your loved ones.



AVAILABLE SERVICES

All proceeds support Amma's charitable projects.

The Amma Shop: Peruse and enjoy a variety of items including books, music, videos, CD-ROMs, photos, clothing, and items from India.

Ayurveda / Naturopathy: Come for a preventative check-up or to address acute/chronic conditions. Each 60-minute session includes a comprehensive evaluation, as well as dietary, nutritional, herbal, and lifestyle suggestions. Pre-registration is required at the Ayurveda Table in the Amma Shop.

Massage Area: Ease pain and tension with a relaxing treatment from qualified massage therapists.

Flower Stall: In India it is traditional for devotees to give a flower, garland, or fruit when they go for darshan. While this is definitely not expected, if you would like to offer any of these items to Amma when you go for darshan they can be obtained at the Flower Table for a modest fee.

Food Service: Delicious vegetarian lunches, dinners, and snacks are served, with a choice of either Western or Indian cuisine. All meals and snacks are prepared and served lovingly by volunteers.

Seva (Voluntary Service): Seva is a Sanskrit word describing the service we perform as an offering, without any expectations or attachment to the results. We can have this attitude in any work that we do and thereby put all spiritual principles into daily practice. Everything that takes place around Amma is accomplished on a volunteer basis, through seva, and helping hands are always appreciated. If you are inclined, please feel free to join us!

Vedic Astrology: Astrological chart readings are available (during darshan times only) by readers trained in Jyotish, the ancient Indian science of light.

"We should live in this world knowing that we are only an instrument in the hands of God and with the faith that He is guiding us."



IMPORTANT CONSIDERATIONS

Out of consideration for Amma and fellow programme attendees, you are kindly asked to read and respect the following requests:

*“Love is what
fills life constantly
with newness.”*

- No photography, video cameras, or tape-recording are permitted in the hall; this includes cell phone cameras. Upon prior arrangement, permission is granted to working, credentialed press or cinematographers. Photos of Amma are available in The Amma Shop.
- Parents of young children please be mindful of your children's behaviour, especially during the meditations. There will be supervised activities for children in the Children's Area. Please check at the Local Information Table for a schedule.
- No pets of any kind are permitted inside the programme hall, except for guide dogs.
- No alcohol, tobacco, or illegal drugs are permitted in the hall or on the premises.
- No bedding or camping on the premises.
- Please respect the programme hall as a meditation space by speaking softly, in consideration of those individuals who are trying to focus their attention within.

Thank you for helping us maintain a pure and peaceful environment in the hall and on the premises.



EMBRACING THE WORLD™
AMMA'S HUMANITARIAN ACTIVITIES

“Compassion to the poor is our duty to God...If you do spiritual practice without performing selfless actions, it will be like building a house without any doors.”

The simple yet powerful act of Amma's motherly embrace, repeated hour after hour, day after day, for the last four decades, has become both catalyst and symbol for the growing humanitarian movement now called Embracing the World.

Currently active in 25 countries around the world, Embracing the World strives to alleviate the burden of the world's poor by helping to meet each of their five basic needs—food, shelter, education, healthcare and livelihood—wherever and whenever possible. The organization believes that having these needs met is the fundamental right of any human being, and that it is the responsibility of each of us to strive hard to ensure that one day every human being can live in dignity, safety, security and peace.

Amma teaches that everyone 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—peace in the individual, peace in the community, and peace among diverse cultures, nations, and faiths.

*“Compassion is
like fragrant
gold – its value is
inexpressible.”*



*“True happiness is
when the Love that
is within us finds
expression in
external activities.”*



COMMUNITY PROJECTS IN THE UK AND NORTH AMERICA

*“Selfless service,
even mindedness,
seeing good even
in the mistakes
of others, these
are things which
Mother likes.”*

Friends of Amma in the UK launched its first humanitarian project three years ago, providing showers for the homeless in Oxford in partnership with a well known charity for the homeless, The Gatehouse. Volunteers manage a shower unit once a week, providing showering and washing facilities, hot drinks and food packs to the city's many homeless.

In the US, ETW programmes are expanding rapidly. The most prominent and widespread programme is the Mother's Kitchen project. First started in 1996, the project annually serves over 75,000 lovingly prepared meals to the inner city poor in over 47 North American communities.

Another significant program, *Circle of Love Letters*, sends love through the mail to those who are experiencing isolation, grief, illness or difficulty coping with daily life. The people who receive these letters may or may not be familiar with Amma. To find out about writing for Circle of Love Letters, to request letters, or to recommend a recipient, email circleofloveletters@hotmail.com.

Circle of Love Inside is Amma's Prison Outreach. Volunteers from around the world become spiritual friends to people in US prisons through letter writing. In addition, MA Center provides books about Amma to inmates and prison libraries free of charge. Many inmates are waiting for letters. To volunteer, please contact: circle.of.love.inside@gmail.com.

Other ETW projects include hospice care, food pantry efforts, prayer circles, and environmental initiatives.



YOUTH PROJECTS (AYUDH)

AYUDH is Amma's international youth movement, made up of young people who aspire to lead a life based on universal values. Starting with each individual, the intention is to help generate a future of hope, peace and social engagement while maintaining an awareness of spiritual principles.

AYUDH provides youth with the vision, spirit, and opportunity to realize their innate strength and stand up to the challenges of the times.

European Youth Exchanges are held each summer and are a great opportunity for intercultural exchange and a source of spiritual inspiration to a growing number of young people from all over Europe. More than 150 attended this year's event in France.

AYUDH representatives also took part in the launch of the International Year of Youth, themed Dialogue and Mutual Understanding, held at the United Nations General Assembly Hall on Youth Day (August 12, 2010).

Over the past year and a half, North American youth from across the country have worked together to create AYUDH Americas. This has been a hugely successful effort, involving two youth retreats at the M.A. Center in San Ramon, hundreds of trees planted, awareness and fundraising events for ETW's program to prevent farmer suicide, GreenFriends, and ETW's Housing Project. All youth aged 15-30 are invited and encouraged to participate.

For more information about charitable projects taking place in your area, please visit the AYUDH table in the main hall, or visit www.ayudh.eu.



"If you children love Mother, you should love and serve all these living beings that are seen. Then only can it be said that you children love Mother."



CHARITABLE PROJECTS IN INDIA

In India, Amma's compassion has inspired hundreds of thousands of individuals throughout the nation to volunteer their time and talent in order to assist those in greatest need, regardless of caste, language, or religion. Despite limited resources, Amma's charitable efforts continue to grow and expand day-by-day, bringing solace to those in the most disadvantaged sectors of society.

With utmost care and attention, Amma directs the programmes and ensures that not a single rupee goes to waste. As the former Minister of State for Home Affairs, Sri Vidya Sagar Rao, has said, "While 45 billion rupees (\$1 billion) comes through my office for ... charitable projects in India, Amma's institution is the only one to ensure that the money reaches the lowest strata of the society completely."

In 2003, the eleventh President of India, Dr APJ Abdul Kalam, donated his first ten months' salary to Amma's humanitarian work.

"There is nothing preplanned about Amma's mission. All her projects have been spontaneously compassionate responses to the sorrow and suffering that she sees around her. There is no question of 'how' or 'why'."



Today, Embracing the World's work in India is so broad that it defies brief description. Nevertheless, some examples of how her love and practical compassion express themselves include:

- **Education for Everyone:** From the physically challenged to the adult who never finished school, ETW is working to help ensure that everyone who wants to go to school has an opportunity to do so.
- **Empowering Women:** Embracing the World's Amrita SREE programme is working to provide vocational education, start-up capital, marketing assistance, and access to microcredit loans from participating banks for 100,000 unemployed and economically vulnerable women. Research has shown that empowering women with equal economic opportunity is one of the most effective ways to reduce poverty throughout entire communities.
- **Fighting Hunger:** Two million people are fed every year by Amma's ashrams and organizations.
- **Financial Aid For Life:** Since 1998, Embracing the World has provided monthly pensions for 50,000 widows and other victims of poverty. In 2006, the project was expanded to benefit the physically and mentally challenged. Ultimately, ETW will provide monthly pensions for 100,000 impoverished men, women and children who are struggling to make ends meet.
- **Health Services:** Amma's tertiary-care hospital, the internationally recognized AIMS and its four branch hospitals, have provided \$51.4 million in free medical care for the poor since 1998; more than 1.6 million patients have been treated for free.
- **Homes and Slum Renovation:** 40,000 free homes for the homeless have already been constructed, toward an eventual goal of 125,000.

The brochure "Embracing the World" is a guide to Amma's life, teachings, and humanitarian work. A DVD with the same title is also available in the Amma Shop. For more information, visit www.embracingtheworld.org.



"It is through the mirror of selfless service that human beings are able to behold their own true beauty."



DISASTER RELIEF WORK

“The opportunity to serve others should be considered a rare gift, a blessing from God. We should be happy and thank God for providing such opportunities.”

Since 2001, Embracing the World has emerged as one of the primary organizations providing ground-zero disaster relief in India. With a dual focus on rapid response and extensive long-term rehabilitation, ETW has developed a reputation for being first on the scene and the last to leave -- long after the spotlight has faded away. Amma's empathy and concern for the disaster victims is so complete that she responds to every aspect of their situation – not only fulfilling their material and emotional needs, but carrying them through the darkest periods of their lives into the light of a hopeful future.

1. 2004 Indian Ocean Tsunami Relief Projects

The Amrita Tsunami Relief and Rehabilitation Project is ETW's largest project to date. By the end of 2006, after two years of relief efforts, ETW had given double its original pledge, reaching £27 million. Much of this work continues to be performed by unpaid volunteers in the spirit of seva.

Initially, ETW provided direct relief in the form of temporary shelters, food, clothing, and medical assistance to tens of thousands of affected individuals. Entire villages were rebuilt with roads, wells, schools, community halls, and healthcare centres. As of December 2008, ETW also completed construction of 6,200 free homes in India and 96 in Sri Lanka. Long-term projects continue to this day and include education, vocational training, pensions, and the distribution of fishing boats.

To learn more about Embracing the World's extensive tsunami relief efforts, please visit www.embracingtheworld.org.

2. Hurricanes Katrina and Rita

In response to the terrible devastation caused by Hurricanes Katrina and Rita, ETW initiated disaster relief efforts and provided food, clothing, school supplies and emotional support to survivors. On September 23, 2005, Amma gave \$1 million in aid to the Bush-Clinton Katrina Fund, one of the largest donations the Fund received from a non-governmental organisation.



3. Projects to End Farmer Suicide

In March of 2007, Amma announced that ETW would launch a massive project to fight the problem of high suicide rates among Indian farmers. ETW is providing 100,000 permanent scholarships for children from agricultural families in distress.

4. Flood Relief

In 2009, the neighbouring Indian states of Andhra Pradesh and Karnataka were ravaged by unprecedented rainfall. The resulting floods left a devastated countryside in their wake. In October 2009, ETW pledged \$10.7 million in relief work for the flood victims. In January 2010, ETW began construction on 2,000 new homes for the flood victims. ETW also offered financial support, free food, clothing, and medical care to victims of severe flooding in Bihar and Mumbai in 2008 and 2005, respectively.

5. Haiti Earthquake Relief

Soon after the devastating earthquake struck Haiti on January 12, 2010, Embracing the World shipped a large container of medical supplies to the disaster zone. In addition, Amma has proposed that an orphanage be established in a suburb outside of Port-au-Prince. Initially, the orphanage will assume care for 25 children.



"No work is insignificant or meaningless.

The amount of love, the amount of heart which you pour into your work, makes it significant and beautiful.

Swami Ramakrishnananda and Brahmachari Dayamrita Chaitanya met former President Bill Clinton in December 2005, to hand over the Katrina donation.



GREEN INITIATIVES

God is in everything, not just human beings. God is in the mountains, the rivers and the trees, in the birds and the animals, in the clouds, the sun, the moon and the stars. Everything in Nature has a purpose to fulfill.

Nature is God made visible. Nature is God known through our senses. When we love and serve Nature, we are worshipping the Supreme Being”

God is in everything, not just in human beings. God is in the mountains, the rivers and the trees, in the birds and the animals, in the clouds, the sun, the moon and the stars. Everything in Nature has a purpose to fulfill. Preservation and protection of nature is an important aspect of Amma’s humanitarian work. As the world’s population grows and more of the earth’s natural resources are consumed, it is imperative that we transform our relationship with nature to one based on love and respect.

To this end, Embracing the World has initiated an environmental program called GreenFriends with the intention of preserving the environment. GreenFriends activities include organic gardening, bee keeping, permaculture, the restoration and preservation of wildlife sanctuaries, and, above all, tree planting—GreenFriends volunteers have planted more than one million trees globally since 2001.

In 2009, Amma endorsed the Earth Charter, a declaration of fundamental principles for building a sustainable and peaceful world. Renowned philanthropist and activist, Dr. Steven C. Rockefeller, coordinated the drafting of the Charter and was on hand to witness Amma’s endorsement in New York. For more information, please contact greenfriends@amma.org.uk.

Embracing the World and the UN

In India, Embracing the World projects are managed by Mata Amritanandamayi Math (MAM), an NGO (non-governmental organisation) with Special Consultative Status to the United Nations. In recognition of its disaster relief work and other humanitarian activities, MAM is among only 30 Indian NGOs to ever receive this distinguished designation.

In 2008, the UN Department of Public Information granted MAM associate status, making the organization one of only 17 NGOs to be granted both honours in India in the past three decades. This DPI associate status allows MAM to convey issues of concern around the world to senior officials within the United Nations.



PRAYING FOR PEACE

“Conflicts have always existed, they still exist, and will continue to exist in the future - that is the nature of this world. But we can do something about it. Pray for the welfare of the world and for peace on earth. Pray that people who are blinded by their own egos and cause untold destruction see the right path. Prayers are not just empty words; they really do have an effect. Prayers for peace will reduce the suffering of people and reduce the magnitude of conflicts in the world.”

When we gather in prayer for a common cause with the strength of a pure intent, great things can be accomplished. Groups thus focused in prayer send out strong positive vibrations, weakening the intent of the negative forces that create discord and disarray in the world.

Amma advises us to practise chanting the peace mantra, followed by the universal prayer for peace, at least once a day:

- Light a candle at dusk every evening.
- Sit comfortably, close your eyes, and offer a prayer for peace in whatever tradition or manner you find comfortable. You may choose to chant Om Lokah Samastah Sukhino Bhavantu, an ancient Sanskrit prayer that means, “May all beings everywhere be happy.”
- Continue praying or chanting for 10 minutes.
- Remain with your eyes closed and imagine the light of the candle as divine light pervading the whole universe. As the light falls on each being, visualize that they attain peace and become filled with pure love. Picture the whole universe, including yourself, filled with peace and love.
- At the end of the meditation you may offer any prayer that comes to your heart for the benefit of humankind. If comfortable, you may choose to chant the prayer “Om Shanti, Shanti, Shantihi” which means, “Peace, Peace, Peace.”

“When someone is full of Love and Compassion, he cannot draw a line between two countries, two faiths, or two religions.”



IAM-INTEGRATED AMRITA MEDITATION TECHNIQUE®

The IAM-Integrated Amrita Meditation Technique® has come to us out of Amma's deep compassion and experience. It is a powerful practice to reconnect each of us with our real centre, our inner Self, and thereby experience true joy and peace in life. This meditation technique helps us to experience integration in our lives and brings clarity to our purpose and capabilities. By actively engaging our attention and concentrating our mind, the meditation helps us to relax and be more mindful in day-to-day life. It also helps us recognise our inner potential and promotes sound physical and mental health.

This technique is offered free to all on one- and two-day courses at various locations in Europe. There are no fees for these courses, although participants may be asked to help cover the actual costs to put on the programme in each location.

Anyone 18 years of age or older who agrees to practise the technique for 30 minutes a day is welcome to take the course. Those between 16 and 18 years of age may participate with written permission from a parent, and anyone younger than 16 must get permission from Amma.

In accordance with tradition, where the passing on of sacred knowledge is private to each individual pupil, participants are asked not to share knowledge of the technique with others.

Refresher courses for those who have already taken the Course are available. For registration and more information on courses throughout the year, visit the Friends of Amma Table or check for updates on our website www.amma.org.uk.

FOR CHILDREN AND ORGANIZATIONS

Amma's IAM-Integrated Amrita Meditation Technique® for Children is now available through one of the many IAM-Integrated Amrita Meditation Technique® instructors throughout Europe.

Amma's IAM-Integrated Amrita Meditation Technique® for Organisations is a 20-minute technique that is currently being taught in businesses, universities, self-help groups, drug and alcohol rehabilitation centers, and prisons.

If you know of a business or organisation that would like to bring a non-religious mindfulness meditation to its members, please visit the Friends of Amma Table in the hall.

"Meditation is not just sitting with eyes closed. We should feel every action to be worship."



FREQUENTLY ASKED QUESTIONS

What is the meaning of the term “Self-realisation”?

Otherwise known as enlightenment or liberation, Self-realisation is the realisation that one's True Self is not the limited mortal body, mind, and intellect, but the eternal, blissful consciousness that pervades creation. When one truly recognises one's own Self in all beings, one becomes an embodiment of peace, love, and compassion capable of uplifting the world.

*“To see God,
inner searching is
needed.”*

What is a mantra?

A mantra is a sacred verbal formula repeated in prayer or meditation. The chanting of mantras helps to open the heart and creates an uplifting and meditative atmosphere for inner communion and one-pointedness of mind. There are several Sanskrit mantras that one may hear at Amma's programmes such as:

Aum (also written Om): According to the Vedas, the ancient scriptures of India, Aum is a symbol for the Absolute Reality, or God. It is also the first syllable in many mantras.

Om Amriteswaryai Namaha: “I bow to that Supreme Energy, which is Immortal Bliss.”

Om Lokah Samastah Sukhino Bhavantu: “May all beings everywhere be happy.”

Om Namah Shivaya: “Salutations to the Absolute”. This is also used as an everyday personal greeting to remind us to honour the Divine in each other.



During Devi Bhava darshan, it is possible to receive a mantra from Amma. The opportunity to receive a mantra from a Self-realised Master is a rare blessing that can be of tremendous benefit in our spiritual life. Information about receiving a mantra will be distributed during the Devi Bhava programme.

What is Devi Bhava?

Literally translated as “the mood of the Divine Mother,” Devi Bhava is a very special event that celebrates the feminine aspect of God, and God's unconditional love and compassion for all humanity. It is a traditional, joyful celebration when Amma gives darshan as the Divine Mother in the manner symbolized by the Hindu tradition.

The evening commences with an Atma Puja, a ceremony to promote peace and well being for the whole world. In honour of the Divine Self that dwells in all, the Atma Puja includes a spiritual talk by Amma, a powerful ceremony that involves chanting the names of Devi (the Divine Mother), and the distribution of holy water blessed by Amma to all attendees.



*“Even when
there are two
lamps, light
is one.”*

Following the puja, Amma offers her darshan to everyone present, typically into the early hours of the morning! Once everyone has been received, Amma blesses all participants by showering flower petals on those gathered in a poignant conclusion to the programme.

What language does Amma speak?

Amma speaks Malayalam, the language of her native state, Kerala; however, she understands the heartfelt thoughts behind all languages. Therefore, communication with her can be through our inner resolve, in silence, or through prayer.

What is Prasad?

Prasad is a Sanskrit term describing “God’s gift,” and it is infused with Amma’s spiritual energy. After your darshan, Amma will hand you prasad in the form of a sweet, often wrapped in a flower petal. Sometimes Amma will offer vibhuti, or sacred ash, as a gift as well.

What is the appropriate dress around Amma?

In honour of the sacredness of the occasion, people dress modestly in the presence of Amma. However, Amma understands that dress customs in the West are much more relaxed than in India.

Why do the devotees around Amma wear white?

White is a symbol of purity and peace. Therefore, some seekers wear it as a reminder of their spiritual goal, but there is no requirement to do so.

Why do people touch their heads to the floor?

Humility is an important quality in spiritual life, and bowing down is an outward expression of the desire to go beyond the ego. Lowering the head below the heart represents the surrender of self-importance and pride.

What is pada puja?

At the beginning of every darshan programme, Amma is welcomed to the hall with a pada puja. This traditional ceremony involves worship of the feet, or pada, of the spiritual teacher who is grounded in the ultimate Truth. By honouring one who is established in Supreme Love, we are invited to awaken that same Love within ourselves.



GUIDE TO THE AMMA SHOP

Publications: Amma's advice on matters concerning the environment, women, world peace, and more are available in pocket editions of her speeches at international conferences. In depth accounts of her teachings include the series of books titled *Awaken Children* and *Eternal Wisdom*, as well as the compilations *Lead Us to the Light* and *Lead Us to Purity*.

From Amma's Heart is a special selection of teachings gathered by Swami Amritaswarupananda mostly during Amma's western tours. Vivid tales and experiences by other senior monastic disciples are contained in *On the Road to Freedom, Volumes 1 & 2*; *Racing Along the Razor's Edge*; *Ultimate Success*; *This Blessed Life*; *The Secret of Inner Peace*; *Sacred Journey*; *Torrential Love* and *Eye of Wisdom*.

Magazines: *Matruvani* and *Immortal Bliss* are for sale and are available by subscription at the Information Table.

Audio-Visual Media: Films, videos and DVDs document Amma's life, mission, and teachings. The devotional music that you hear during the programmes is also available on a wide range of musical tapes and CDs.

From India: Clothing, incense, jewellery, natural and organic beauty products, photos, ritual items, and many other gifts are available.

Proceeds directly support Amma's numerous humanitarian activities.



“Contentment and happiness depend solely on the mind, not on external objects or circumstances.”

SATSANGS AND MEETINGS IN THE UK

London East	last Saturday in the month (usually): 6.30pm	Narayana Guru Mission Hall 16 Barking Road, East Ham, E6 3BP. Tube: Upton Park	Mrs Suleha Surendran 020 8471 0428
Edinburgh	One Saturday in the month: 7-9pm	German Church, 1 Chalmers Crescent	Krishna 0131 557 0853 krishna@artyoga.co.uk
Oxford	1st Saturday in the month: 6-8pm	Sandhills Community Centre, Terrett Avenue, Sandhills OX3 8FN	Stuart 01865 764993 stuart.zwalters@virgin.net
Merseyside	monthly	1 Alexandra Court, Wellington Road, Wallasey, Merseyside CH45 2NF	Susie susiedonaldson@yahoo.co.uk 07794 725358
Stroud	Sundays monthly: 5 for 5.30pm	Minchinhampton, nr Stroud, Gloucestershire	Sue Bharati Edgley sue.edgley@btinternet.com 01453 885707
Sheffield	monthly		Kaivalya lucydevi@yahoo.co.uk
Derby	monthly	Derby	Jane O'Byrne 01332 331980 janeobyrne@yahoo.co.uk
Shropshire	monthly	Hindu Cultural Resource Centre, Bank Road, Dawley, Telford TF4 2AZ, Shropshire	Tom and Sarah Jane 07974 810254 amma-satsang@hotmail.co.uk
Wales	monthly	Bwlch-Y-Rhyd, Llanpumsaint, Carmarthen SA33 6JT Wales	John and Sarada 01267 253557 saradathompson@hotmail.com
Details of events are included in each issue of the monthly Enews			

Contacts:

Website: www.amma.org.uk
 General information: info@amma.org.uk
 IAM® courses: [Akhilesh ak_milan@yahoo.co.uk](mailto:Akhilesh_ak_milan@yahoo.co.uk)
 Mail order: Devi at devi@amma.org.uk 01420 479984
 Donations: via the Website or cheques to Dr Aru, Treasurer,
 19 Hitherwood Drive, London SE19 1XA
 New Bhajan groups: Mike at mike@amma.org.uk
 Subscribe to Enews at: www.amma.org.uk/contact-us.htm
 AYUDH (youth) group: youth@amma.org.uk
 Join the Yahoo group at: <http://groups.yahoo.com/group/ammauk>

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ONE-DAY IAM® COURSE

Oxford

Sat 4 December

For details and to register, visit the
Friends of Amma Table or contact ianmacw27@gmail.com

SATSANGS AND MEETINGS IN IRELAND

Belfast	most Saturdays. 3pm*	Indian Community Centre, 86 Clifton Street, Carlisle Circus Belfast BT131AB	Narayanan Nair 028 90862497 / 078-41124284 nnair@nortel.com
Dublin	monthly: 1st Saturday or Sunday*	25, Ashington Gardens, Ashington, Dublin 7	Vinod 0876320872
Dublin	monthly*	9, Walkinstown Road, Walkinstown, Dublin 12	Ann 0862577499
Co. Clare	usu Sundays 12pm *	Cooloorta, Boston, Tubber Co. Clare	Dido Stapleton 065-7089113 / 087 9214695 wildwestherbs@eircom.net
Cork City	Every 2nd Tuesday	6 Knocklaun, St. Luke's Cork City	Mary Allen 021- 4872322 shraddha108@msn.com
Co. Cork	monthly*	Coomleigh West, Bantry Co. Cork	Shalila Baginski 027-66296 shalila9@gmail.com
Co. Donegal	monthly: 3rd Tuesday, 1st Sunday	"Ananda", Rasheeny, Clonmany, Co. Donegal	The McLaughlin family 074 9374652/0868780912 pbmacand4@yahoo.co.uk
Co. Donegal	monthly*	Ballyconnell ,Falcarragh Co. Donegal	Dee Brennan 074 9135640 087 2701506 sudhab@eircom.net
Co. Dublin	monthly: 2nd Sunday 4-6pm	Adamstown, Lucan Co. Dublin	Senthil 0864031156
Co. Galway	weekly*	91 Creagan, Barna, Co. Galway	Kathy Diviney 091-596388/ 0872330324 kathydiviney@hotmail.com or
Co. Galway	weekly*	Craughwell, Co. Galway	Toni Cafferky: 091846265/ 0876871516 ammastudies@eircom.net
Co. Kildare	monthly: last Saturday 2.30-5pm	Liffey House, Kilmacredock Upper, Maynooth, Co. Kildare	Vijay Kohli 01 6245050 / 087 2491588 vjk1947@yahoo.ie
Co. Tipperary	monthly: 2nd Monday*	Shanti Para, Cudville Green, Nenagh, Co. Tipperary	Margaret Whelan McGuire 067 33314/087 9840521 margaretwhelanmcguire@gmail.com
* Please call beforehand to confirm or for more details			

Contacts:

Website: www.ammaireland.org
 General information: help@ammaireland.org
 IAM® courses: iam@ammaireland.org
 Liz 0879450912
 Green Friends: greenfriends@ammaireland.org
 Val 087 1360757
 AYUDH (youth) group info.ireland@ayudh.eu
 086 8774036

Faillte romhat a Amma agus mile buiochas

Galway Satsang Group

AMMA'S TOUR SCHEDULE - AUTUMN 2010

8 -10 October – Winterthur (CH)

Venue: Eulachhalle, waiting 73, 8400 Winterthur

Info: Heidi Furer, 044 853 04 29 (17 - 21 h) and Joseph Zimmerman, 079 475 21 33 (17 - 21 h) eMail: info@amma.ch

12 - 14 October – Milan / Milano (I)

Venue: Palasesto, Sesto S. Giovanni (MI)

Info: (Krishna / home) int +39 049-8800618, (Krishna, mobile) int +39 338-5244596 eMail: helpdesk@amma-italia.it

16 - 17 October – Dublin (IRL)

Venue: National Show Centre, Cloghran, Co. Dublin, R 132 Swords Road (near Dublin Airport). Info: +353-1-6676334 int, int +353-87-9450912 eMail: help@ammaireland.org Website: www.ammaireland.org

19 - 21 October – Houten / Utrecht (NL)

Venue: Expo Hall Houten, Meidoornkade 24, 3992 AE HOUTEN

Info: (Holland) int +31 19 6478245 (Mon-Sat 19-21h), phone (Belgium) int +32,566,894 76 eMail: info@amma.nl Website: www.amma.nl

24 - 26 October – Paris (F)

Venue: Hall Saint Martin, Parc des expositions de Cergy-Pontoise, Chaussée Jules César, 95300 Pontoise (35 km from Paris), www.expose-pontoise.com

Info: (French / English / Italian) Intl +33 (0) 1 48938572 (Atulya, 19:00 to 21:30) eMail: galunlati@gmail.com Website: www.amma-france.org

28 - 30 October – Munich (D)

Venue: Zenith - The Cultural Hall, Lilienthal Allee 29, 80939 Munich,

www.zenith-the-kulturhalle.de Info: M. Kriester & C. Nieding, int +49 (0) 89 99 81 86 74 eMail: muenchen@amma.de

2 - 4 November – Toulon (F)

Venue: Salle Zenith Omega, Boulevard Commandant Nicolas, 83000 Toulon

Info: +33 (0) 1 48938572 (Atulya, 19.00, 21:30)

eMail: punyavathi_amma@yahoo.fr Website: www.amma-france.org

7 - 11 November – Barcelona (E)

Venue: Palau d'Esports, Carrer dels Volunters '92, 2, E-08 401 Granollers

(Barcelona) Info: int +34 948236729, +34 687747719 eMail: ammaspain@yahoo.es

12 - 14 November – Mannheim (D)

Venue: Maimarkthalle, Xaver-Fuhr-Str. 99, 68161 Mannheim,

www.maimarkthalle-mannheim.de Phone (during event!): 0621-31880401

Info: Intl +49 (0) 6063-579933, Fax: Int +49 (0) 6063-579953 eMail: mannheim@amma.de

16 - 17 November – London (GB)

Venue: Alexandra Palace, Alexandra Palace Way, Wood Green, London N22 7AY

Info: Intl +44 (0) 7877 426 413 Intl +44 (0) 7915 604 838

eMail: info@amma.org.uk Website: www.amma.org.uk

This information was correct at the time of going to press. Please check at www.amma.de/tour/amma/europa.php for any updates before arranging travel.



A heartfelt thank-you, from Amma Ireland, to all our sponsors, who have contributed to this event in many many ways.
May Amma bless your generosity.



VortexHealing® Divine Energy Healing

VortexHealing is a Divine healing art and vehicle for awakening. It is designed to transform the roots of emotional consciousness, heal the physical body, and awaken freedom within the human heart.
This is the Merlin lineage

What is the significance of spiritual awakening?

Our experience is that we are a localized, personal, separate self—a particular 'I', a particular ego. This gives rise to a sense of me and mine, and to a deep sense of lack and a fear of annihilation. It is the basis for all our struggles, needs, conflicts and fears—for all of our emotional pain and suffering. On an emotional level, healing can only go so deep as long as the ego, which is the foundation for all that pain and suffering—and actually uses that to define itself—continues as it was. All our pain and suffering, all of our conflicts and experiences of struggle—it is all filled with I-consciousness. Spiritual awakening is what heals us of the trance of being this individual ego. Spiritual awakening, therefore, creates the opening and possibility for us to finally and fully unhook from our issues. Instead of living from the pain and suffering of a separate someone that is struggling through life, we finally have the possibility to live from freedom. And as the movement into this freedom deepens, and as we learn to embody this freedom in our day-to-day living, we awaken to the direct experience that all of life is One—One Source, One Consciousness, One Divinity—and we are That. From the point of view of healing, this is the true healing: we become whole again!

For more information please visit www.vortexhealing.org or (44)(0)1822-841-462

Leeson Park School of Music welcomes Amma to Ireland

Thank you for your
grace and blessings.
Tom Toher and
Margaret Collins
Leeson Park School of Music,
Grove Park, Rathmines.
Dublin 6
Tel. 01 4967890



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or if you're still in Alexandra Palace, why not come over to talk to me,
Andrew Daws, at the Internet Café in the main hall?

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please contact:
ianmacw27@gmail.com





AYUDH - Youth Projects

Love Service Awareness

AYUDH is a youth movement that seeks to empower young people to integrate universal values such as love, service and compassion into their daily lives. Starting with themselves, AYUDH wants to help generate a future of hope, peace and social engagement while maintaining an awareness of spiritual principles.

Today, when negative elements are threatening Mother Nature and humanity at large, AYUDH provides young people with the vision, spirit, and opportunity to realise their innate strength and face the challenges of the times and to be the change they want to see in the world.

AYUDH UK Activities

Recent events:

Greater London Area:

- • Eco-Awareness Garden Project
- • Movie Documentary Project
- • Kirtan Workshops
- • Dove Cookie Baking Charity Project

Scotland:

- • Care for the Elderly
- • Local Eco-awareness 'Harvest Picnic'

Upcoming Activities:

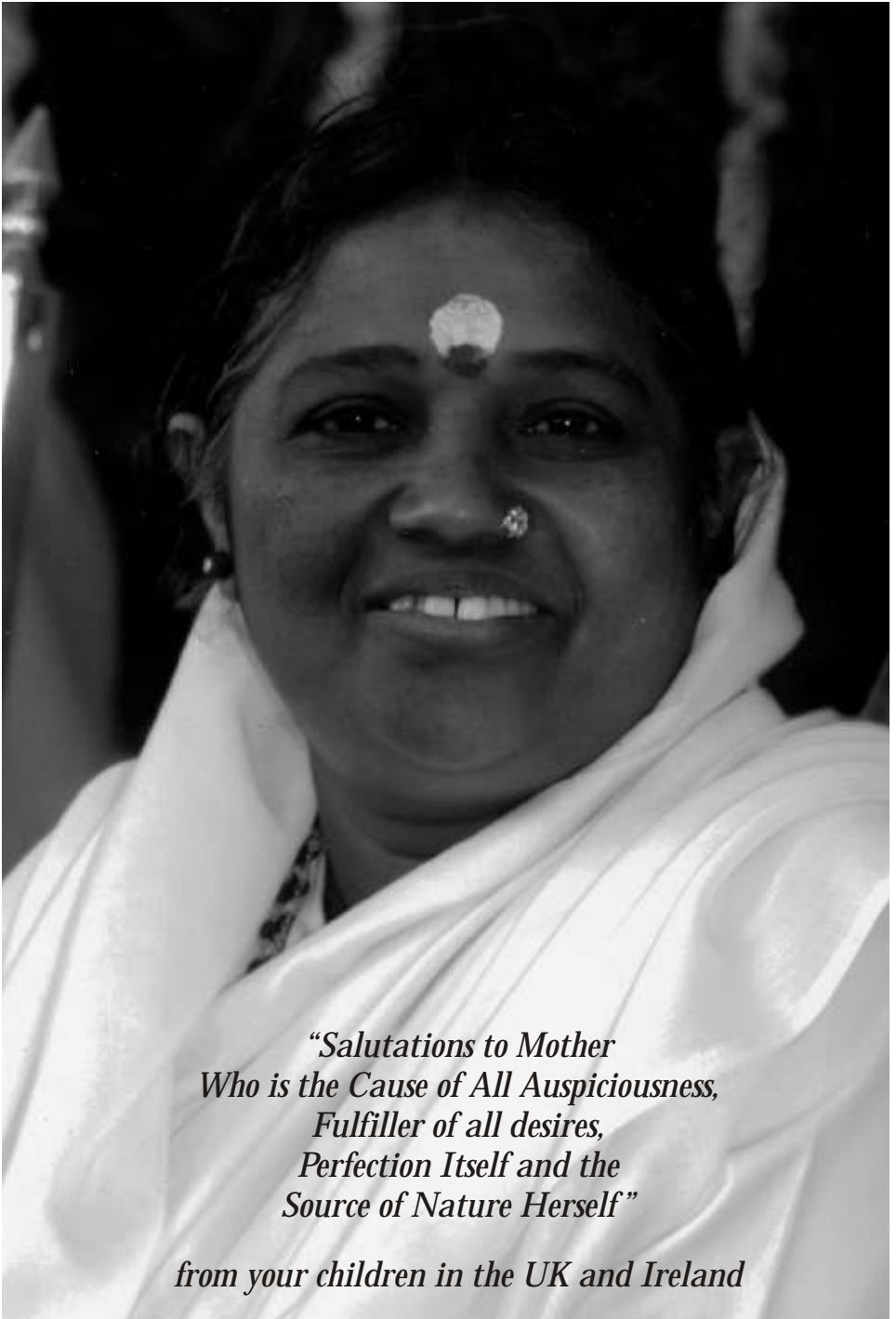
Greater London Area:

- • Mantra workshop
- • Tree-planting
- • Waffle-baking Charity Stall
- • Benefit Concert for Peace - One Day 2009

Scotland:

- • Tree-planting
- • Tulsi (Medicinal Basil) Nursery
- • Sponsored Cycle Day

For more information about charitable projects taking place in your area, please visit the AYUDH Youth desk in the main hall or the website www.ayudh.eu. Alternatively contact Kannan on 07951 690 683 or youth@amma.org.uk



*“Salutations to Mother
Who is the Cause of All Auspiciousness,
Fulfiller of all desires,
Perfection Itself and the
Source of Nature Herself”*

from your children in the UK and Ireland

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Pranams to Amma from Your Children in Birmingham

“Every moment of life is so utterly precious, such a rare opportunity. We should not waste it.”

Pranams to our beloved Amma from her children in the Oxford Satsang



“Love one another without any expectations. Then there is no need to go anywhere in search of heaven.”

VortexHealing® Divine Energy Healing

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For more information please visit www.vortexhealing.org or (44)(0)1822-841-462

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www.babachant.com

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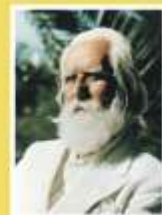
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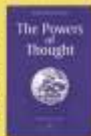
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