

Ananda Sangha's

Material Success Through Yoga Principles

February Newsletter 2007



Swami Kriyananda

The Material Success Through Yoga Principles course is for those who seek both material prosperity and fulfillment on higher levels of life as well. Many people think that these goals are mutually exclusive, but in truth, it is the same laws of life that activate success no matter what the goal.
—From the Material Success Through Yoga Principles course
by Swami Kriyananda, direct disciple of Paramhansa Yogananda



Paramhansa Yogananda

Welcome to Our February Newsletter

Dear Friends,

In business today there is a lot of buzz concerning “Soft Skills”. HR recruiters in all segments are recognizing that technical skills can be updated fairly quickly, but self-development takes time. This is why the leading business management colleges are scrambling to increase the quality of their soft skill training programs.

As more awareness is brought to this aspect of education it is important that educators not take the shortcut of thinking that a few seminars focusing on public speaking, presentation skills, and communication will be enough to turn the tide. In the short run any training is better than none, but the long term solution is to bring self-development training into the educational system during a child's formative years. Doing this requires training teachers along with training students.

Most importantly, training in self-development should include the time-tested techniques and precepts of yoga. Training that only affects the surface personality is not sufficient to support a person through the trials of life and the workplace. This is why many outwardly successful individuals become impaired by burn-out, hypertension, early heart attacks and depression—which can lead to escapism through excessive television, alcohol and drugs. Meditation and working with life from the “inside out” leads to personal well-being and the ability to work positively with life's challenges.

All of our *Material Success through Yoga Principles* programs are designed to help students experience the truth that attunement to the highest truths leads to both personal and professional success. We are dedicated to serving both the short and long term needs of Indian business. Toward this end, along with our course and corporate/scholastic training programs, we are currently developing the Yoga Institute of Living Wisdom. This institute will be dedicated to imparting the highest values of human development right along side with technical competence. We seek your involvement and support for this humani-
(continued on next page)

CALENDAR

Upcoming Workshops and Corporate Trainings in Gurgaon (See page 3 for course descriptions and times)

February

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| February 2 | Free Introductory Workshop |
| February 3 | Introduction to <i>Material Success Though Yoga Principles: An Interactive Workshop</i> |
| February 7 | Study Group Meeting |
| February 9 | How to Achieve Your Highest Potential for Corporates |
| February 10* | Stress Busting for Corporates |
| February 15 | Free Introductory Workshop |
| February 21 | The Art of Supportive Leadership |
| February 23 | Introduction to <i>Material Success Though Yoga Principles: An Interactive Workshop</i> |
| February 24* | Intuitive Decision Making for Corporates |

***Advanced reservations are required for the longer Saturday classes.**

To reserve your space or for more information, Please email us at: MaterialSuccess@materialsucccess.org or call: 9873-408-784. Discounts are available for groups of 3 or more.

Corporate Sponsorships

We offer corporate sponsored scholarships to educational institutes who would like their students to study the Material Success Through Yoga Principles course. We invite you to help us bring these ideas to young minds. Please contact us if you are interested in joining us in this venture via email or phone.

tarian project. Please contact us if you would like more information about the institute and ways you can participate.



In joyful service,
Vijay Girard
Managing Director,
*Material Success Through
Yoga Principles*

Would You Like to Study the Lessons for *Material Success Through Yoga Principles*?

There are a number of ways you can study the Lessons:

—Receive 26 lesson correspondence course available by mail.

—Join or start your own study group: find up to nine additional people to participate. The advantages of participation are shared expense and group support for studying the lessons. We currently have study groups in Delhi, Gurgaon, Chennai, Bangalore, and Mumbai.

—Invite us to your company to lead training workshops and bring the lessons into your work environment. We train in cities throughout India.

—We also do training in educational institutes at different levels to introduce these principles to young people. Please send us an email or call us. We would be happy to talk to you about the course and your study options.

Testimonials for *Material Success Through Yoga Principles*

“Swami Kriyananda has written about 80 books and his latest publication, Material Success Through Yoga Principles is very timely. Much is talked about in India and elsewhere these days about the need for corporate governance and yet we hear every day of corporate scandals and scams all over the world. There is no regard for basic values and ethics in the conduction of business. Swami Kriyananda’s latest publication highlights the importance of basic values and teaches to direct one’s business activities according to yogic principles and thus control life at all levels. As with all other Swamiji’s numerous publications, the latest book is extremely well-written in simple language and very readable. I strongly commend this publication to all Corporate Managers in India and elsewhere.”

—Narinder Nayer, Managing director, Concast (India) Ltd. and President, Indo-Italian Chamber of Commerce and Industry, Mumbai

“We have been using this course actively in our business, which involves intense weekends of selling our products at fairs. We have noticed two effects almost immediately: while other sellers complain that their sales are going down, we have been able to maintain our level of sales during this very difficult economic

situation. The other effect is that at the end of the day we still are able to keep our energy up and to think about constructive ideas, when most people are tired and not able to think very clearly.”

—Gunther and Gabi Kautsch, handcraftsmen,
Germany

Wisdom from Lesson Two: *How to Magnetize Money*

Below are excerpts from Swami Kriyananda’s *Material Success through Yoga Principles* course. If you are not currently receiving the course lessons, these excerpts will give you an idea of the structure and outline of the course as well as the many it offers. Each lesson features a section on specific principles, application of these principles, an affirmation and meditation to help you deepen your understanding and internalize that which you’ve learned, and practical exercises and “action items” for you to practice in your day to day life.

Excerpt from “The Principles”

“Energy is the key, always. It must be generated consciously. An important teaching of Paramhansa Yogananda’s was, “The greater the will, the greater the flow of energy.” So as not to confuse the will with a furrowed brow and inner tension, one could substitute in certain circumstances the expression, “The greater the willingness...” When you really want to success at something, you have the necessary willingness to do it well.”

Excerpt from “The Application”

“Your consciousness is a unique expression of the Infinite. What you yourself can do is narrowly limited, but what God can accomplish through you is limitless. Offer your thoughts up into that infinite flow.”

Affirmation for Lesson One

*“Thy wealth flows into me and through me.
Its strength and power of accomplishment
are unlimited, for Thou art infinite.
Thy power, within me, is infinite..”*

*Excerpt from: Action items
(contributed by Joseph Cornell)*

Dynamic energy focused in one direction attracts success. The magnetism generated from concentrated effort also draws opportunities and help from the universe.

Remember , the only thing you have control over is the quality and focus of your energy, It is your most important asset!

Material Success Through Yoga Principles

Course Descriptions

*Group and member discounts apply, please call for details
All workshops below will be held in B-20/1, DLF Phase 1, Gurgaon*

Material Success Through Yoga Principles:

A Free Introductory Workshop

Offered: Feb 2, 15, 7:30-9:00pm, Attendance Fee: none

This workshop will not only give you an overview of these lessons developed by Swami Kriyananda but also the inspiration to live your life in new ways. You will obtain practical skills you can immediately apply to your life and business relationships. This course will include interactive exercises and discussion.

Material Success Through Yoga Principles:

A Beginning Interactive Workshop

Offered: Feb 3, 10am - 1pm

Attendance Fee: Rs. 700

February 23, 7-9pm, Attendance Fee: Rs. 500

This workshop will take you deeper into the principles contained in the *Material Success Through Yoga Principles* course—a course which will provide you with an ocean of wisdom that allows for deeper study and understanding of your life and business relationships. In this course you will learn:

- ✪ Necessary personal skills that will give you the ability to find positive solutions in all situations.
- ✪ Skills of living life from the inside out rather than the outside in, and to use that understanding to be more successful in life.
- ✪ To develop intuitive guidance, strengthen your own success magnetism and align your will with the power of the universe.

How to Achieve Your Highest Potential

An Interactive Workshop

Offered: Feb. 9, 7:30-9pm, Attendance Fee: none

Based on the *Material Success Through Yoga Principles* course, this presentation will include participatory exercises and a discussion of the practical application of each area discussed as it applies to personal excellence in the workplace. Attendees will discover that the ancient yoga teachings are found to be a practical basis for making decisions that lead to success in business, as well as, in all aspects of life.

A New Training Room in Gurgaon

We now have a new facility where we will be holding all our in-house workshops and corporate training programs in Gurgaon. This new address is:

B-20/1, DLF Phase 1
Gurgaon, (Haryana)

Stress Busting For Corporates

Offered: Feb. 10, 10am - 5pm

Attendance Fee: Rs. 1500

Advanced reservations required, please call

These techniques and exercises have proven their efficacy over a long period of time and come straight from India's ancient traditions. Students will learn:

- ✪ How to consciously relax and draw energy to the body at will.
- ✪ How to meditate and focus the mind.
- ✪ To explore the joyful peace that lies within each person waiting to be tapped.
- ✪ How to cultivate and strengthen that which is beneficial for the body.
- ✪ Techniques for making beneficial decisions in order to experience personal balance in life.
- ✪ 10 Keys to less stress.

Intuitive Decision Making for Corporates

Offered: Feb. 24, 10am - 5pm

Attendance Fee: Rs. 1500

Advanced reservations required, please call

This workshop includes a specific process for reaching past both the subconscious reactive mind and the conscious reasoning mind in order to access the superconscious intuitive mind. You will learn:

- ✪ Practical application for how to apply the process.
- ✪ How to redirect the energy of any situation into a positive result.
- ✪ Exercises and role playing for a clear understanding of the process and practice in application of the techniques.

The Art of Supportive Leadership

A Free Interactive Workshop

Offered: February 21, 7:30 - 9pm, Attendance Fee: none

This workshop will give the participants a fresh and clear understanding of what they are trying to accomplish as leaders and techniques to develop their skills. This course includes:

- ✪ Learning how to develop an inspiring vision and achieving lasting results.
- ✪ Winning the loyalty of others in order to build an effective team.
- ✪ Specific precepts and techniques for implementing a dynamic and ethical approach to leadership.
- ✪ Group practice through role playing to understand and express the process of supportive leadership.

Starting A Business with the Material Success Through Yoga Principles An Interview with a Start-up Team



Rony Acharya and Lipa Rath are cousins who have joined forces to start up a new business venture together: Rajarsi Ananda Consultants. After studying the Material Success Through Yoga Principles course, they decided to infuse their business practices with the principles of these lessons. They've kindly allowed us to interview them to find out more about how they plan to do this.

Question: What made you decide to begin a new business based on these principles? *Rony:* The course is a very practical guide. You can open any page and find practical ways to apply yoga principles in everyday business and life. Each lesson is full of examples of how to better work with people, whether they be an employer, employee, supplier, or customer. *Lipa:* We want to start this business venture with the right energy. We want to build a trusting relationship between ourselves, our customers and our suppliers. Now is the time to set up appropriate business practices. We are finding that people are fascinated and intrigued when they talk to us about how we want to conduct business with them. This is because they know that this is the way they want to also do things. People have shown a sense of awe that business could be done in this way-on a platform of mutual trust. I feel we are all holding hands together and supporting each other in a new way. *Rony:* How you start your business is very important. You can begin your business with relationships with good people and choose whom you do and do not do business with. We are looking at our business as a way to link people. We are trying to tune into the higher purpose for this business rather than looking at it as just a way to make money. We always keep in mind that the platform for doing this business will be based on these lessons because it shows a higher way of doing business. It may take awhile for us to learn how to build a successful business on this platform but we are drawing and hope to draw more individuals who are interested in changing the way business is done in India.

Question: Do you have an example of how these lessons have helped you so far? *Rony:* Yes. Our business has a number of branches that include networking people together to do business or, in some cases, we conduct the business ourselves. One simple example of how we have applied these lessons happened recently. We were
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The Rajah RSRK Ranga Rao College Welcomes Material Success Through Yoga Principles

Our managing director, Vijay was invited to teach two full days of programs at the Rajah Rao college in Bobbili, India on January 22nd. There he presented Material Success Through Yoga Principles training to both faculty and students in the biotechnology and chemistry programs. The faculty was very enthusiastic and recognized the need to aid students in their self-development and to round out their curriculum. They would like to develop an ongoing program for their students. Students who are prepared by college with both technical and soft skills discover themselves highly marketable in today's workplace. Vijay found the faculty to be kind hosts. During the midday break he was given a tour of the king's palace and guest house.



The Rajah RSRK Ranga Rao College welcomed Vijay with a banner.



Vijay and the faculty take a break for a photo.



With the biochemistry students.



Holding the famous sword of Bobbili in the king's palace.

launching a new service when our supplier suddenly decided to take a vacation in the middle of a critical time. When I spoke to him I realized that having a strong negative reaction to him would be the wrong thing to do. It would be easy for anyone to respond this way-I like to make things happen and sometimes can behave as though I'm on a bullrun to get things done. But a negative reaction would have originated in the subconscious rather than from the solution-oriented consciousness. Instead, I listened, explained our predicament and then calmly said, after more conversation, "Fine, go on your vacation." I had the intuition to let it go and see what was really trying to happen in this situation. Much to our surprise, after thinking about how his decision to go on vacation impacted us, the supplier ended up coordinating the whole shipment from his vacation. He showed us how much he valued our business relationship with this action and trust was built through this experience. I learned the importance of not reacting and instead trying to tune into solution consciousness.

Question: Any last words? *Lipa:* It is very important to begin a business in a harmonious way. Listen to your internal guidance and use your intuition to do what is right. We are living in an age of energy. HOW we set things in motion is just as important as WHAT we set in motion.

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What is True Wealth?

A Excerpt from *Money Magnetism* By Swami Kriyananda

Money, we've all heard, is the root of all evil. This piece of folk wisdom is due, no doubt, to the fact that so many people mistakenly imagine that money is the source of all good! For when we expect too much of anything, we eventually find, as with idol worship, that the object of our dependence is not competent to answer our prayers, nor capable of fulfilling our expectations of it.

Perhaps, then, that ancient saying should be amended to read, "The love of money is the root of all evil."

After all, money is not evil in itself, any more than dynamite is evil. Dynamite can be used constructively to build roads, or destructively to demolish buildings. Money, similarly, can be used to do wonderful things. It is human greed that so often directs money toward evil ends.

Money represents, quite simply, a flow of energy. Harm results when money is loved and hoarded for its own sake. For in hoarding it, we block the energy-flow.

A child once accompanied his parents on an outing to the mountains. With them, he drank cool water from a mountain stream. Loving its fresh taste, he filled a bottle from the stream and took it home with him. There, he would sip only a little water each day, wanting to make it last as long as possible.

What was his disappointment a few weeks later, then, to find that the water left in the bottle had become stagnant.

Money, similarly, grows stagnant when we "bottle it up"—that is to say, hoard it. To attract a steady money-flow in our lives, we must learn to view money not as a thing merely, but as an expression of energy-ultimately, as an expression of our energy.

The three concepts that are suggested by the title of this book are interrelated, then-in fact, interdependent.

Developing money magnetism depends to a great extent on understanding how to use money properly.

Using money properly depends on realizing that, in acquiring money, we don't merely manipulate material forces in our favor. Still less is the acquisition of money a matter of luck. Rather, we attract money to us. The other side of that coin is that the failure to acquire money is essentially an act of repulsion on our part-unconscious, to be sure. We may push it from us even while we imagine that we are doing our best to acquire it.

Both of these concepts-learning how to attract money, and how to put it to the proper use-depend, finally, on understanding what truly constitutes our needs, that is, our own, and others', highest good. For it is a law of life that when we waste any resource, we encounter a time finally when we can no longer replenish it.

...In the last analysis, one is as wealthy or as poor as he thinks himself to be. Wealth cannot be equated with some fixed quantity. If one is wealthy in his mind, or in his spirit, he may require very few material possessions to be perfectly satisfied with life. If, on the other hand, one considers himself wealthy only for his material riches, he may be convinced he is poor even if he has fifty million dollars, perhaps only because some former classmate of his has ninety million.

Material Success Through Yoga Principles, Gurgaon, India

For more information, please contact us via ph: 0124-405-9553, mobile: 9873-408-784

or email: MaterialSuccess@AnandaIndia.org

also visit our website: www.materialsuccess.com

In association with Ananda Sangha's Yoga Institute for Living Wisdom

Ananda Sangha is recognized by the government of India as an NGO