

## AMMAJI'S MESSAGE



Be part of  
Purna Vidya family

The sacrality of the cow is an ancient, but common custom to most Hindus. The sacred cow has a significant place in Hindu Dharma and is worshipped as a nourisher of life. It is believed that the three crore deities mentioned in our sacred texts reside in different parts in the body of the sacred cow. The sacred cow is thus regarded as an embodiment of the deities. Offering prayers to the sacred cow is nothing but worshipping the deities.

The sacred cow is also regarded as a Mother Goddess, 'gomata' Kamadhenu, a wish-granting bovine-goddess who is believed to have emerged from the churning of the Milky Ocean. She is a miraculous "cow of plenty" who provides her owner whatever he desires and is often portrayed as the mother of all cattle. In the Vedic culture, she is the agricultural wealth and the sustainer of life, whose milk, cowdung, urine, and so on is used in various ways by the family. Giving away of the sacred cow in charity known as, 'godaanam', is declared in the scriptural texts to be the best of all gifts, adding merit to both the giver and the receiver.

Godaanam liberates the donor and his forefathers from the sins committed knowingly or unknowingly in their lives. The Vaithirini Godanam is an important charity done by a person which entails giving charity of the sacred cow to someone during his life time. It is believed that this helps the donor cross the Vaithirini river peacefully after death.

Our scriptures are replete with details of how service to the sacred cow is an important aspect of dharma and punya karma. Many villages in India today hold this consciousness in their daily lives and serve the sacred cow, the provider of life, till the end of her life, whether she is milch-cow or not. She becomes part of the family and addressed by name given by the family and shown reverence by performing 'go-puja' during festivals.

May we respect the indigenous religious and cultural practices of India, as in these customs and traditions lie the sentiments and faith of millions of Hindus around the globe, forming the civilizational identity of a large segment of the human society on our planet earth.

Love and blessings,  
Ammaji



# Ammaji's 60th Birthday Invite.



The Purna Vidya Global Family takes great pleasure in inviting you for the  
**Ṣaṣṭyabda-pūrti**  
(completion of 60th year of life) of  
**Ammaji**  
(Swamini Pramananda)

The sages and the rishis have acknowledged the sanctity of the sixtieth year in one's life as it marks the completion of half of one's life span. The Vedic tradition has elaborate rituals to mark this special event.

.....  
**The program is as follows on 4<sup>th</sup> July, 2019**  
.....

- 5:30 am - Lord Vanalingeśvara Temple Puja
- 6:30 am - Vedic Rituals Begin
- 8:00 am - Breakfast
- 9:00 am - Vedic Rituals Continue
- 11:00 am - Ṣaṣṭyabda-pūrti Abhiṣekam
- 11:30 am - Honoring Ammaji
- 1:00 pm - Lunch

## Venue

**Purna Vidya Foundation**  
📍 Off Siruvani Road, Pooluvapatti P.O, Molapalayam,  
Coimbatore-641101, Tamil Nadu, India.

## RSVP

✉ ammaji.60thcelebrations@gmail.com  
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# PAST EVENTS

## Ganga-Samskriti Utthan Samiti



### Ganga-Samskriti Utthan Samiti

May, 2019

Maneri

Ganga-Samskriti Utthan Samiti inaugurated Purna Vidya's weekly Satsangs with an overwhelming enthusiasm of local women and children, who participated with joy. Satsang included prayer, topics on Ganga-culture unfolded with games for children was followed by Bhajans, and Puja.

Teacher training has become a part of this Samiti and was conducted at Purna Vidya center in Maneri village. These teacher trainings later included Siror and Netala villages in Bhagirati-Ganga belt.

Purna Vidya's Ganga-Samskriti Utthan Samiti has been formed to create weekly Satsang centers in the villages of the Ganga-ghati from Uttarkashi to Gangotri. The Samiti is committed to the protection preservation of Ma Ganga's sacred culture.

Ammaji was invited as guest speaker at the Bhagavatha Katha in Ganeshpur Village and is seen with Vasuki Nagdevata of Ganeshpur as well as scholars, priests and cultural-orators of the Ganga-belt.

Ammaji was invited as guest speaker at Bhagavatha Katha in Ganeshpur Village seen with Vasuki Nagdevata of Ganeshpur and the scholars, priests and Kathakars.



## Annapurni Kshetram



Annapurni Kshetram

May, 2019

Tapasyalayam

New Annapurni Kshetram inaugural puja at Tapasyalayam ashram was conducted with prayers for nourishment and prosperity of all. This was a major initiative to address the infrastructural need of the ashram for the growing number of devotees who come to attend retreats and stay for extended periods of time while engaged in ashram life for Vedanta studies.



## Shankara Jayanti



Shankara Jayanti

May, 2019

Uttarkashi

Jagat Guru Adi Shankaracharya was conceived on the sacrosanct day of Vaishakh Shukla Panchami. He conceived his Gnana in the Kaldi region of Southern India. He adapted every one of the Vedas when he was only seven years of age, all the Shastras when he was only twelve years of age and composed Brahmasutra dialect when he was sixteen years of age. Swamiji and Ammaji participated in Shankara Jayanti celebrations with Sadhus and Sadhvis of Uttarkashi at Brahma Vidya-peetham, Ujeli.



## Tapasyalayam Events



### Tapasyalayam Events

May, 2019

### Tapasyalayam

It is a delight to share some of the regular events at our Tapasyalayam Ashram. Happiness know no bound especially when children visit our Ashram. One such event was spent worthwhile with Children from Netala and Siror villages. Every evening passes by with tuitions, singing Ganga Aarti, bhandara along with dakshina and gifts.



## Honorable Chief Justice of Uttarkahand



Honorable Chief Justice of Uttarakhand, Sri Ramesh Khulveji, visited Tapasyalayam with his family and friends after receiving blessings of MaGanga at Gangotri Temple. During his earlier tenure as a judge at Uttarkashi court, Sri Khulveji used to have regular satsangs with Swamiji and Ammaji at the ashram.

## Go-Danam



Go-danam on May, 2019 at Uppala Taknaur Patti of Gangotri Kshetra, Himalayas

Purna Vidya's Relief work in Natural Disasters in the Himalayas found yet another avenue to reach out and serve the villagers in kindness and love this winter of 2018-2019. Seven villages of the Gangotri Valley saw a huge calamity which went totally unnoticed and neglected by one and all! The heavy snowfall, lack of fodder, and absence of Sunlight for over two and a half months saw the death of over 80 cows in each of the seven villages of Uppala-Takhnaur-Patti of Gangotri Kshetra. These Himalayan villages namely Sukki, Jaspur, Purali, Jhala, Cholmi, Dharali and Mukhva which are over 3000 meters in height above sea-level were badly affected by this major calamity. The only source of livelihood which is 100% agriculture holds cows and bulls as essential part of life. The reverence with which the simple faithful villagers protect their milch-cows and old non-milch cows as part of their family, taking care of them till their death is worth a mention.

During her treks to these high altitude villages, Ammaji was deeply moved to see the plight of the villagers and decided to help as many poor families as possible with the sacred act of 'godanam'. Purna Vidya Family extended their support to fulfill Ammaji's sankalpa and on May 28th, 2019, sixty-one sacred cows were worshipped and given away in charity to the poor families so that their lives may move on and normalize.

We thank all our donors who helped us extend support to the families of Gangotri Kshetra in the heart of Himalayas.

*Satyawani* - [click to read](#)

*Padam Samachar* - [click to read](#)

*Rashtriya Sahara* - [click to read](#)

*Hindustan Garhwal* - [click to read](#)



# GO-DANAM GALLERY



# GO-DANAM GALLERY



# UPCOMING EVENTS

## Spain Retreat



### VEDĀNTA PHILOSOPHY, YOGA AND MEDITATION RETREAT "AN INVITATION TO GO DEEPER INTO ONENESS"

**About Ammaji**  
Swamini Pramananda, fondly known as Ammaji, is a spiritual guide, a highly regarded teacher of Vedānta and a Sanskrit scholar with over 30 years of teaching-experience. Vedānta is the Hindu Philosophy which concerns itself with the nature of humankind. Ammaji worked in New York for 10 years where she completed a Masters Degree in Microbiology. She has a strong scientific background and is familiar with our Western thought. She has represented Hinduism in the Buddhist-Hindu and

This 2-day retreat includes:  
 - 5 workshops on Vedānta with Ammaji  
 - 2 yoga classes  
 - The course material  
 - A 15-minute one-to-one meeting with Ammaji (optional)  
 - Accommodation  
 - All meals and tea breaks  
 Dates: July 26th - July 28th, 2019.  
 Location: Mamakilla, a country house located 9k

## Germany Retreats



Barcelona, Spain Retreat  
July 26th - 28th, 2019

## Vedānta Philosophy, Yoga and Meditation Retreat

Time: July 26th - 28th

Venue : Barcelona

Info : [www.mamakilla.cat](http://www.mamakilla.cat)

Registration: [purnavidyaspain@gmail.com](mailto:purnavidyaspain@gmail.com)

### Video Links:-

1. Retreat with Ammaji - English Version -

<https://youtu.be/2TFxZpxHPJw>

2. Retreat with Ammaji - Spanish Version -

<https://youtu.be/H7uMbKTPQOM>

Munich, Germany Retreats

30th July - 11th August, 2019

### 1) Philosophy Teacher Training

Time: July 30th - August 4th

Venue : Munich

Info : [www.yinplusyoga.de](http://www.yinplusyoga.de)

Registration: [office@yinplusyoga.de](mailto:office@yinplusyoga.de)

### 2) Vedānta Workshop 'Yoga and Meditation'

Time: Friday August 9th. 16:30 - 20:00 pm

Venue : 8sam Yoga Kaufbeuren

Info : [www.8sam-yoga.de](http://www.8sam-yoga.de)

Registration: [mail@superyogisch.de](mailto:mail@superyogisch.de)

### 3) Vedānta Workshop 'Karma and You'

Time: Saturday August 10th. 14:00 - 17:30 pm

Venue : Yoga 13 Stuttgart

Info : [www.yoga13.de](http://www.yoga13.de)

Registration: [mail@yoga13.de](mailto:mail@yoga13.de)

### 4) Vedānta Workshop 'Yoga and Meditation'

Time: Sunday August 11th. 13:00 - 16:30 pm

Venue : Tarayoga Regensburg

Info : [www.tarayoga.com](http://www.tarayoga.com)

Registration: [office@tarayoga-regensburg.de](mailto:office@tarayoga-regensburg.de)

## ĪŚVARA



### īṣṭa Devatās

Īśvara, the Lord, is worshipped from the standpoint of different laws and functions in the forms of various deities. As the laws and the functions are countless, Īśvara can be worshipped in countless forms. There are, however, some traditional forms for worshipping Īśvara which have evolved through the centuries. These deities include Gaṇeśa, Śiva, Rāma, Kṛṣṇa, Durgā, Lakṣmī and Dakṣiṇāmūrti.

The deity chosen for worship by a given person, based upon his disposition and liking, is known as īṣṭa-devatā. For instance, one who cannot but express one's devotion by singing and dancing may choose Lord Kṛṣṇa for worship, while a person with a quiet disposition inclined to spiritual learning may choose Lord Dakṣiṇāmūrti. One's own choice can also be determined by a family tradition of worshipping a particular deity. The deity then becomes the kula-devatā, the family deity, whose worship is handed down through generations. Sometimes a whole village together worships a particular deity known as a grāma-devatā, who also serves the presiding deity of the village.

One worships the chosen deity, or deities, as the Lord. Most people have an altar for worship, having many gods and goddesses in the form of icons and pictures. One may have his or her primary deity in the center of the altar and place the other deities around the primary deity. In the itihāsas and the purāṇas, there are different stories told about the various deities. Each deity is depicted with a different form. This form is based on either symbolic representation of the functions, the deity represents, or on the mythological stories surrounding its manifestation. A person chooses the form that is most pleasing and cultivates a special relationship with that deity. Some of the popular forms of īṣṭa-devatās are discussed below.



# Awaken to The Truth

*Continued from Volume 8*

## Lord Gaṇeśa

Lord Gaṇeśa is depicted with a form having a body of a human and the head of an elephant. In the mythology, he is the son of Lord Śiva and Goddess Pārvatī.

The word Gaṇeśa in Sanskrit mean Lord of all beings. Some of his other names are Gajānana, one who has the face of an elephant; and Vighneśvara, the Lord who removes all obstacles.

Gaṇeśa is also considered to be the Lord of wisdom. Ganesa has large forehead which stands for the intellect. His large ears symbolize the importance of listening and learning. The trunk symbolizes the discriminative capacity because it is strong enough to carry out heavy tasks, like carrying or uprooting a tree, and at the same time sensitive enough to pick up tiny objects from the ground. It is important for the intellect to have the capacity for discrimination with regard to the finer issues as well as the bigger issues that one encounters. His large belly represents the presence of the whole universe within him. His form also represents curiosity and memory, two qualities associated with the elephant. The whole form symbolizes listening, discrimination, curiosity and memory, all of which are necessary for one to acquire knowledge and wisdom.

When an idol or picture of Gaṇeśa is not available for worship, he is invoked in a lump of turmeric or a betel nut. Once invoked, the form is looked upon as a deity until the worship is over. A pūjā to any deity is begun only after one performs a pūjā to Lord Gaṇeśa, as he is the remover of all obstacles. One prays to him for the successful completion of the pūjā. He is also worshipped on the day of Gaṇeśa-caturthī, which falls on the fourth day of the bright half of the lunar month of Bhādrapada (August - September).

*To be continued ...*

## Food



The Chāndogya Upaniṣhad describes the modification of food into the human form. It says that the eaten food is divided into three parts: the grossest constituent turns into waste, the less dense constituent converts into flesh and blood, and the subtlest constituent goes into the makeup of the mind. Since the inner disposition is intimately connected with the food that one consumes, the dharma-śāstra prescribes specific customs and disciplines based on this Upanishadic teaching.

The quantity of food eaten must be in keeping with one's age and stage of life. The regulation of food intake helps bring about awareness and discipline in one's day-to-day living. The following verse states the quantity of food suitable for different kinds of people:

"A sage has to limit his food to eight mouthfuls: a vānaprastha to sixteen mouthfuls; and a householder to thirty-two; whereas a student can eat as much as he desires."

The lifestyle of a sannyāsī, a Hindu monk and a brahmacārī, a student whose life is dedicated to Vedic study, reveals another important attitude towards food, a total trust in the Lord for sustenance. Sannyāsīs and brahmacārīs accept whatever is offered to them as gift of the Lord, without criticism or censure. The society, which has a value for the Vedic vision and way of life, provides alms, bhikṣā, to these seekers of knowledge. It is considered a blessing to offer bhikṣā to those whose lives are dedicated to the pursuit of self-knowledge.

As with other gains, the gain of food not only involves effort, but also an element of chance, which may be understood as grace. A well-known saying in Hindi is, "dane dane pe likha hai khane vale ka nam" – on every grain is written the name of the one who is destined to eat it. The food one receives is indeed a result of Lord's grace and therefore food has always been revered in the Vedic culture. "A sage has t

## Ganga Dasahara, 2018



We had been told several times by several friends most emphatically and persuasively by Ammaji and Swamiji - about the pristine beauty of Tapasyalayam and Maa Ganga's serenity, divinity and unconditional love that Ammaji personally represents for us, and were looking forward to an opportunity to spend time in the "abode of The Gods", as we have always looked upon that entire area that encompasses the banks of Maa Ganga. So it was with glee and anticipation that we took to the task of planning our trip to Tapasyalayam.

Mundane issues like being awestruck by the beauty that unfolded in front of us as we drove via Haridwar, Rishikesh and up the mountains towards Uttarkashi, I shall gloss over, and go straight to the point where we entered Tapasyalayam and were welcomed by no less than Maa Ganga and her representative, Ammaji.....that was the first indication that we were indeed in the abode of the Gods.

I am told by no less authentic a source than Ammaji herself, that we went around Tapasyalayam, drinking in the heavenliness and beauty awestruck, that we had no words to describe the scene. Since we had arrived early for the Ganga Dasahara and the retreat, we had the privilege to do so. However, seva also meant doing work for the cause that we are all unitedly behind Ammaji for. So while Janaki got down to handling the kitchen and planning the food for the entire retreat and the event, I did my best to lighten the burden of Ammaji, in terms of planning the conduct of the retreat and Gangadashara event.

We had been told by other sevaks who were fortunate to be part of earlier Ganga Dasahara events, how different this is from events we have seen and participated. All who have attended Ganga Dasahara event at Tapasyalayam would have had this unique "experience" and privilege of participating in a holy event with the Gods themselves....what can you say or ask for more than the Gods conversing not only with their chosen devotees, but also enquiring about those who have come to participate from near and far, advising about activities that need to be done or should not be done, blessing the gathering, dancing, praying with us to Maa Ganga....words definitely fall short while trying to describe the feeling of love, bhakti, devotion, peace, happiness.....this is what Ammaji promises all ....and that is exactly what one gets....

Ganga Dasahara is an event like no other event that I have participated in....the love of Ammaji, the blessings of the Devtas and Maa Ganga, all serve to increase the effectiveness and wholesome participation in Seva, while enjoying the experience!!!

Jai Gangaa maiyaa!!!

*Ravichandran and Janaki*



# Purna Vidya Book Series



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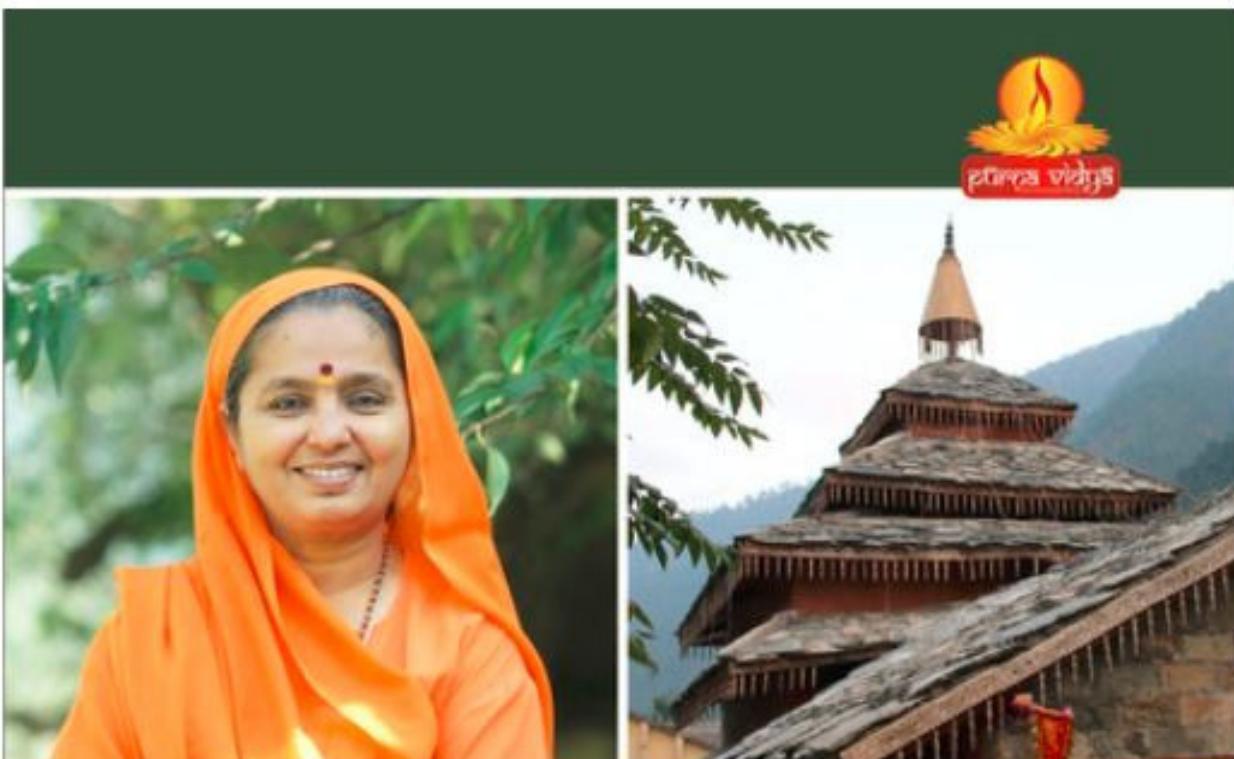
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# AMMAJI'S 2019 COURSES / RETREATS / TOURS



## Barcelona, Spain and Munich, Germany Retreats

17th July - 20th August, 2019

[Enroll](#)

## Navarātri Retreat @ Tapasyalayam

28th September - 9th October, 2019

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## Vedanta Course (1 month) @ Purna Vidya Foundation

8th November - 8th December, 2019

[Enroll](#)

## Purna Vidya Family Reunion

24th December, 2019 - 1st January, 2020

[Enroll](#)

Europe Vedanta Retreats and workshop.

17th July - 20th August, 2019

In July 2019, Ammaji, will be in Barcelona, Spain to share the teachings of Vedānta, meditation and yoga. This weekend retreat will be based on the scriptural text, the Bhagavad Gita.

This retreat will be preceded by Vedanta workshops on topics such as 'Life after Life' and 'Awakening to Oneness' and 'Karma & You'.

The first fortnight of August 2019 will see Teacher Training of an Advanced Module on "Philosophy of Yoga" at Munich, Germany. This program will be followed by Workshops in Alps, Stuttgart and Regensburg.

# ARULJI'S 2019 COURSES / EVENTS



## VEDANTA

### Navarātri Retreat (Tamil) @ Purna Vidya Foundation

28th September - 9th October, 2019

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## CULTURAL EDUCATION

### Teacher Training Programmes @ Purna Vidya Foundation

April - September, 2019

[Enroll](#)

### Classes for Children and Youth @ Purna Vidya Foundation

2nd and 4th Sundays every month, starting 14th April, 2019

[Enroll](#)

### Outbound Learning Camps @ Purna Vidya Foundation

April - September, 2019

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# Message from Editorial Team

Namaste Dear Friends!

Godaanam is an ancient cultural practice which the kings and nobles performed, giving away the sacred cows in charity to the Brahmins and others. It is said that a person should donate atleast one sacred cow in his lifetime as there is no charity that blesses the giver with religious purification to such an extent as does Godaanam.

To receive these cultural and spiritual teachings, register yourself for our retreats and courses in Vedanta and Vedic Heritage.

We hope that you have enjoyed this volume of our newsletter. We warmly welcome your feedback and contributions through [purnavidyaprograms@gmail.com](mailto:purnavidyaprograms@gmail.com)

## Editorial Team

*Under guidance of Ammaji*

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