

The background is a composite image. On the left, a sunset over a body of water with a map overlay. On the right, a close-up of a smiling woman with a bindi and nose ring. The title is centered at the top.

*Embracing the*  
**WORLD**  
for peace and harmony

*The Humanitarian Activities of Sri Mata Amritanandamayi Devi*

## Sri Mata Amritanandamayi Devi

Through her extraordinary acts of love and self-sacrifice, Mata Amritanandamayi, or Amma (Mother) as she is known, has endeared herself to millions of people around the world. Tenderly caressing everyone who comes to her, holding them close to her heart in a loving embrace, Amma shares her boundless love with all—regardless of their beliefs, who they are or why they have come to her. In this simple yet powerful way, Amma is transforming the lives of countless people, helping their hearts to blossom, one embrace at a time. In the past 37 years, Amma has physically hugged more than 27 million people from all parts of the world. Her tireless spirit of dedication to uplifting others has inspired a vast network of charitable activities through which people are discovering the sense of peace that comes from selflessly serving others. Amma's teachings are universal. Whenever she is asked about her religion, she replies that her religion is Love. She does not ask anyone to believe in God or to change their faith, but only to inquire into their own real nature, and to believe in themselves.



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*“Love is our true essence. Love has no limitations of caste, religion, race or nationality. We are all beads strung together on the same thread of love.” —Amma*

Born in a remote coastal village in Kerala, Southern India, Amma says that she always knew that there was a higher reality beyond this changing world of names and forms. Even as a child, Amma expressed love and compassion to everyone. Amma says, “An unbroken stream of love flows from Amma to all beings in the universe. This is Amma’s inborn nature.”

About her early years, Amma says, “Right from childhood, Amma wondered why people in the world have to suffer. Why must they be poor? Why must they starve? Amma was very close to all the villagers and witnessed first hand the difficulties they suffered and poverty they endured. She says:

“Amma used to do all the household

chores, one of which was feeding the many family cows and goats. To do so, every day she had to go to 30 to 40 houses in the neighbourhood and collect tapioca peels and other such leftovers. Whenever she went to visit these houses, she always found that the people were suffering—sometimes due to old age, sometimes poverty, sometimes disease... So, Amma would listen to their problems, sit with them and share their suffering and also pray for them.

“Whenever she had time, Amma used to lead these people to her parents’ house. There, she would give them a hot bath and feed them, and occasionally she even stole things from her own house to give to these starving families.

“Amma observed that when children are young, they depend upon their parents, so they pray that their parents live for a long time and that they do not become sick. But when these same children grow up, they feel their parents—who are now old—are a burden. They think, ‘Why should I do all this work for my parents?’ Feeding them, washing their clothes and treating them with care become a burden to these same children who previously prayed that their parents would live for a long time. So Amma would always wonder, ‘Why are there so many con-

# Amma's Life and Message

*"My Religion is Love."*



traditions in this world? Why is there no real love? What is the real cause of all this suffering and what is the solution?"

"Even from early childhood Amma knew that God—the Self, the Supreme Power—alone is Truth and that the world is not the absolute reality. Therefore, she would spend long periods immersed in deep meditation. Amma's parents and relatives didn't understand what was happening. Out of ignorance, they began scolding her, opposing her spiritual practices."

But Amma was immersed in her own world, totally unaffected by the criticism and chastising of her family. During this time, Amma had to spend her days and nights outside, under the open sky, forgoing food and sleep.

Amma says, "During meditation and throughout the day, Amma would inquire into the source of all the sorrow and suffering she saw around her. At one point she felt that the suffering of humanity was due to people's karma, the fruit of their past deeds. But Amma was not satisfied with this and went deeper. Then from within came the answer: 'If it is their karma to suffer, isn't it your dharma to help them?' If somebody falls into a deep pit, is it correct to simply walk by, saying, 'Oh, it is their karma to suf-

fer that way'? No, it is our duty to help them climb out.

Experiencing her oneness with all of creation, Amma realized that her purpose in life was to uplift ailing humanity. It was then that Amma started this spiritual mission, spreading this message of Truth, love and compassion throughout the world, by receiving one and all."

Today, Amma spends most of the year travelling throughout India and the world in order to uplift suffering humanity through her words and the comfort of her embrace. Her ashram is home to 3,000 people, and thousands more visit every day from all over India and the world. Ashram residents and visitors alike are inspired by Amma's example, and dedicate themselves to serving the world. Through Amma's vast network of charitable projects, they build homes for the homeless, give pensions to the destitute and provide medical care for the sick. Countless people all over the world are contributing to this loving endeavour.

"In the end," Amma says, "love is the only medicine that can heal the wounds of the world. In this universe, it is love that binds everything together. As this awareness dawns within us, all disharmony will cease. Abiding peace alone will reign."

## Amma's message



*“The world should know that a life dedicated to selfless love and service is possible.” —Amma*

Amma travels constantly throughout the world. Everywhere she goes, huge crowds gather to hear her speak, to receive her loving embrace (darshan) or simply to be in her presence. Year after year, Amma returns to her children, in all parts of the world, encouraging them in their efforts to imbibe her message of love and service to others.



Amma in Toulon, France

# International Forums

**2007:** In Paris, Amma is awarded the Cinema Verité Award, for her humanitarian activities and work for peace.

**2006:** Amma receives the James Parks Morton Interfaith Award in New York.

**2004:** Amma delivers a keynote address at the 2004 Parliament of the World's Religions, Barcelona, Spain.

**2003:** In honour of Amma's 50<sup>th</sup> birthday, people representing the 191 countries of the U.N. came together in Kochi, Kerala, to participate in Amritavarsham50, an international gather-

ing for peace and harmony.

**2002:** The World Movement for Non-violence confers upon Amma the Gandhi-King Award for Non-violence at the U.N. in Geneva.

**2002:** Amma is the keynote speaker at the Global Peace Initiative of Women Religious & Spiritual Leaders at the UN, Geneva.

**2000:** Amma is a keynote speaker at the Millennium World Peace Summit, UN General Assembly, New York.

**1995:** Amma addresses the Interfaith Celebrations at the 50<sup>th</sup> anniversary of the U.N. in New York.

## INTERNATIONAL ACCLAIM



"I was very struck by ... how much of the money that is mobilized actually goes and benefits directly those in need. This is remarkable. It was very striking for me how she managed to get that formula right. She acts on the spontaneous and instinctive. And that has given a lot of speed and momentum, cut out the bureaucracy, and made it possible to inspire people and to move with them to actually provide timely and quality support to those in need. ... I think international NGOs and U.N. agencies have something to learn from the work of Amma and what she has been able to build."

*Olara A. Otunnu, former President, U.N. Security Council; former Chairman, U.N. Human Rights Commission*

"I want to share with you what I have learned from Amritapuri: *Giving*. Go on giving. You can give. It's not only money. You can share knowledge. You can remove the pain. And you can even go to the person who is suffering. Every one of us—the rich and poor—can give. That is the message I get from Amritapuri. There is no greater message than Amma's giving to all the people of this region, and Kerala, and India, and to the world."

*Dr. A.P.J. Abdul Kalam, former President of India, December 2006, Amritapuri Ashram*



# Amma's Message



## NEW YORK 2006

“Understanding and Collaboration  
Between Religions”

“Whatever one’s religion, if one understands the spiritual principles, one can attain the Ultimate Goal, the realization of one’s true nature. If a bottle contains honey, the colour of the bottle is irrelevant. On the contrary, if we fail to absorb the spiritual principles, religion will be reduced to mere blind faith, shackling us. ... The power of religion lies in spirituality. Spirituality is the cement that fortifies the edifice of society. Practicing religion and living life without assimilating spirituality is the same as constructing a tower by simply piling up bricks without ever using any cement. It will easily crumble.”

*Interfaith Center of New York, Fourth Annual James Parks Morton Interfaith Award Ceremony, New York*



## U.N. NEW YORK 2000

“The Real Change Must  
Happen Within”

“We have stepped into the new millennium with great hopes and expectations of change. But though the numbers denoting the year are different, essentially nothing else has changed. The real change must happen within us. For only when conflict and negativity are removed from within can we play a truly constructive role in establishing peace.

“Simply transferring the world’s nuclear weapons to a museum will not in itself bring about world peace. The nuclear weapons of the mind must first be eliminated.”

*Millennium World Peace Summit,  
United Nations General Assembly,  
New York*



### **BARCELONA 2004**

“May Peace and Happiness  
Prevail.”

“If in future, there is a Third World War, let it not be a war between countries, but rather a war against our common enemy, poverty.

“In today’s world, people experience two types of poverty: the poverty caused by lack of food, clothing and shelter, and the poverty caused by lack of love and compassion. Of these two, the second type needs to be considered first—because if we have love and compassion in our hearts, then we will wholeheartedly serve those who suffer from lack of food, clothing and shelter.”

*Parliament of the World’s Religions,  
Barcelona, Spain*



Above: Amma received the 2002 Gandhi-King Award for Non-violence from Dr. Jane Goodall, the previous recipient, in the presence of His Excellency Sergio Vieira de Mello, the late U.N. High Commissioner for Human Rights.

### **U.N. GENEVA 2002**

“Awakening Universal  
Motherhood.”

“The essence of motherhood is not restricted to women who have given birth; it is inherent in both men and women. It is an attitude of the mind. It is love, and love is the very breath of life.

“Today, when competition and animosity are the norm everywhere, it is feminine qualities—the patience and tolerance of women—that create whatever harmony there is in the world. Just as a complete electrical circuit depends on the presence of both positive and negative poles, life flowing in all its fullness depends on the presence and contribution of women as well as men.”

*Global Peace Initiative of Women  
Religious & Spiritual Leaders at the  
United Nations, Geneva*



## Embracing the World for

More than a celebration of Amma's 50<sup>th</sup> birthday, Amritavarsham50, in September 2003, was a prayer for world peace and harmony—a beautiful expression of Amma's power to unite humanity for the benefit of the world. Over half a million people gathered together in Kochi, India, for the four-day event. At the heart of the proceedings was a spectacular ceremony—the Convergence of the Waters of the World and the Parade of Nations. Hundreds of participants in procession, carried river water and flags from the 191 countries of the United Nations into the packed stadium, which reverberated with the chanting of the ancient peace prayer, "*Om lokah samastah sukhino bhavantu,*" (May all the beings in all the worlds be happy). Amma poured all the waters into one urn in a beautiful prayer for unity and world peace.

International entrepreneurs, peace-makers, educationalists, spiritual leaders, environmentalists, India's foremost political leaders and cultural artists, as well as 200,000 participants packed the stadium every day. India's President, Vice President and Deputy Prime Minister expressed their gratitude to Amma for her immense humanitarian efforts. On this occasion, the Mata Amritanandamayi Math announced many new compassionate outreach programmes.

The President of India's address, aimed especially at the thousands of young people in attendance, called upon them to uphold noble ideals and to serve the poor. Artists from around the world performed traditional dance, music and theatre from



## Peace and Harmony

their countries in a huge celebration of cultural diversity. Inspired by Amma's inexhaustible outpouring of love, 12,000 volunteers fed and took care of the 200,000 people who participated in the event each day.



### CONFERENCES

*CEOs—Poverty Alleviation:* His Excellency the President made an urgent call to the Indian business community to come forward and help India's under-educated rural population. "Unless poverty is removed globally, we may not get stability," he said.

Plans for transforming rural communities were submitted to him.

*Religion:* Hindu, Muslim, Christian, Buddhist, Jewish and Jain religious leaders discussed how practising the principles of any religion, in truth, should sow peace and tolerance, rather than prejudice and conflict.

*Women:* Women leaders explored Amma's concept of universal motherhood as the principle of unconditional love inherent in both women and men.

*Youth:* Twelve young men and women from Asia, the United States, South America, Europe and Australia spoke to thousands of youths about how Amma has transformed their lives.

# Love and Serve



*“Amma has influenced so many people all over the world, and these people want to be able to do something with what they have received from Amma. They don’t just want to sit in meditation; they want to share the love that Amma has given them.” —Swami Paramatmananda*

## INTERNATIONAL CENTRES



California, U.S.A.



Chartres, France



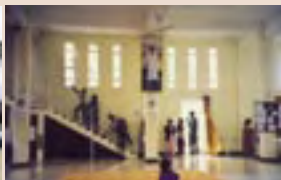
Frankfurt, Germany



Tokyo, Japan



Melbourne, Australia



Island of Mauritius

In India and internationally, Amma groups and centres provide much-needed sanctuaries where people perform spiritual practices and community service together and deepen their search into the meaning of life.

Amma teaches that world peace will come only when people understand that everything in the universe is a manifestation of the Divine. To help bring about this understanding, Amma encourages everyone to not only engage in practices like meditation, but also to serve those who are suffering. Only when we can see and serve the Divine in others will we be able to experience it in ourselves. Selfless service is thus an important part of spiritual life.

# Humanitarian Aid

Disaster Relief

Free Homes

Care Homes

Orphanage

Free food, Medicine and Pensions

Sponsored Weddings for the Poor

Free Legal Aid



# Humanitarian Aid

## DISASTER RESPONSE

Since 2001, the Mata Amritanandamayi Math (MAM), has responded to a number of natural disasters, providing both immediate emergency relief and implementing long-term rehabilitation programmes. Amma's main hospital, AIMS, provides instant, expert medical care. MAM's housebuilding team offers instant aid in reconstruction. Education, retraining and job opportunities are also provided.



Gujarat



Kashmir



Mumbai

### GUJARAT

In January, 2001, the district of Bhuj in Gujarat suffered a devastating earthquake. 20,000 people were killed. Amma despatched a disaster-relief team of 12 doctors and two ambulances and 100 student volunteers from her university. The team also met village leaders and adopted entire villages— eventually rebuilding 1,200 homes.

In August 2006, the city of Surat suffered severe flooding. Three hundred people were killed. Amma sent a medical team who attended to more than 3,000 patients in the worst affected areas and distributed \$31,500 U.S. (Rs. 14 lakh) in medicine.

### KASHMIR

In response to the earthquake that devastated areas on both sides of the border between Kashmir and Pakistan in October 2005, Amma sent a relief team, including volunteers from her Delhi Ashram, to console the victims and to distribute food, blankets and other supplies.

### MUMBAI

In July 2005, torrential floods affected millions of people, especially slum-dwellers whose makeshift houses were simply washed away. MAM immediately provided food and bedding. Doctors, accompanied by two fully equipped ambulances, attended to about 50,000 patients and distributed medicines worth a total of \$1 million U.S. (Rs. 4.3 crores).

## **MAM—N.G.O. WITH SPECIAL CONSULTATIVE STATUS TO THE U.N.**

On July 24, 2005, the United Nations conferred “Special Consultative Status” to Mata Amritanandamayi Math, thus enabling collaboration with U.N. agencies in the future. This status was given in recognition of MAM’s outstanding disaster-relief work and other humanitarian activities.

### UNITED STATES OF AMERICA



Former U.S. President Bill Clinton receiving a cheque from the M.A. Center, USA.

Following hurricanes Katrina and Rita—which struck the Gulf Area of the United States in August and September 2005, respectively—more than 100 Amma service groups throughout North America responded by giving carloads, vanloads and truckloads of food, clothing, school supplies and other essential items. Extensive medical care and emotional support was given. Volunteers visited relief sites and helped displaced persons locate one another, via the Internet.

In December 2005, the Mata Amritanandamayi Center (located in San Ramon, California) donated \$1 million U.S. (Rs. 4.3 crores) to the Bush–Clinton Katrina Fund. Swami Ramakrishnananda and Brahmachari Dayamrita Chaitanya (representing the M.A. Center) personally handed over the check to former President Clinton. The donation is one of the largest the Fund—which is run by former U.S. Presidents George Bush, Sr., and Bill Clinton—received from a non-governmental organisation.

# Humanitarian Aid



## TSUNAMI

The tsunami struck Amma's Amritapuri Ashram and neighbouring villages on the morning of December 26<sup>th</sup> 2004. 140 villagers were killed. Thousands of people including the 20,000 people in Amma's ashram that day, were evacuated by boat. The evacuation was supervised by Amma. Within hours of the disaster the Amrita University's colleges, nearby, on the mainland, were converted into relief camps. Amma arranged the distribution of all necessary supplies, considering every last detail. In all, MAM distributed 15 million rupees, \$350,467 U.S., to families in the Kerala districts of Kollam, Ernakulam and Alappuzha for buying cooking vessels, and provided



them with counselling, education and homes for orphaned children.

In the immediate aftermath the Ashram fed not only 2,000 village evacuees and 3,000 ashram residents in its own camps, but also 15,000 people in the 12 government shelters nearby. Volunteers spent time with the villagers, consoling them, listening to them and offering their support. They also helped the families to clear away the sludge and rubble from the houses left standing. Amma's monastic disciples assisted the grief-stricken families with the cremation of their loved ones. For months afterwards, the Ashram kitchen served 10,000 meals three times a day to the relief camps and to 18 food counters in the devastated villages near Amritapuri.



### AMMA'S PLEDGE

*In January 2005, Amma's organisation pledged Rs. 100 crores, \$23 million U.S., in tsunami relief aid. It proposed to rebuild all the homes that were completely destroyed by the tsunami in Kerala, as well as take up reconstruction in Tamil Nadu, Pondicherry and the Andaman & Nicobar Islands. After meeting with the President of Sri Lanka, Amma, on behalf of Healthcare Charities, Inc., U.S.A. (an initiative of Amma's devotees), offered 3 crores Indian rupees, \$685,000 U.S., for relief work in both Sinhalese and Tamil communities.*

*By the end of 2006, after two years of relief effort, MAM had given double its original pledge, the amount reaching 200 crores, \$46 million U.S.*



### AIMS DISASTER RESPONSE

Eleven ambulances and teams of doctors and nurses from AIMS rushed to the affected areas and set up multiple 24-hour medical centres on the east and west coasts of India. In Tamil Nadu and Kerala, the ambulance teams provided on-the-spot intensive care, visiting all the relief camps every few hours. Within the first 24 hours alone, MAM distributed more than Rs. 600,000 in medicine.

# Humanitarian Aid



Food serving at the temporary shelters in Kerala.

Within a week of the tragedy, construction of temporary shelters for the homeless began on MAM land. Nine shelters, complete with electricity, ceiling fans and separate bathrooms, were built within a few weeks. In Alappad, Kerala and in Samanthampettai, Tamil Nadu, MAM provided shelter for 550 families. MAM connected its temporary shelters with the AIMS Hospital and the Amritapuri Ashram hospital via a telemedicine satellite link.

## COUNSELLING SERVICE

Within a few days after the tsunami, Amma called a team of psychiatrists, psychologists and social workers to begin counselling families. Many survivors experienced symptoms of Post-Traumatic Stress Disorder. The bereaved families were in severe shock, especially those who witnessed their children and loved ones drown. The counsellors helped the children and adults to express and cope with their pain. The children were encouraged to draw and paint as part of their therapy, and many drew pictures of flooded villages and people clinging to coconut trees to save themselves. MAM provided swimming lessons for the children to help them overcome their fear of water. This counselling gave the families the courage they needed to return to their villages next to the sea.



Helping children overcome their fears: (l.) a swimming lesson with Amma and (r.) a picture drawn during a child's therapy session



Giving boats to fishermen in Kerala

## LONG-TERM TSUNAMI RELIEF PROJECTS

- *Rebuilding of more than 6,200 homes in Kerala, Tamil Nadu, Pondicherry, Andaman & Nicobar Islands. 4,500 complete as of September 2007.*

- *In Sri Lanka, 96 homes, through Healthcare Charities, Inc., U.S.A. (an initiative of Amma's devotees).*

- *Providing pensions for widows in the two adopted villages in Tamil Nadu and in the area around the Ashram.*

- *In Tamil Nadu, MAM donated 600 fishing boats, engines and fishing nets. In Kerala, MAM donated 100 boats, engines and nets. The approximate cost for this is Rs. 4.3 crores, (\$1 million U.S.). On an average 7 families will be supported by each fishing boat.*

- *The provision of free education and vocational training to more than 2,500 young people including: 800 nursing assistants trained at AIMS; 1,000 automobile drivers and security guards trained at MAM's vocational training centre; seven young women given teacher training at the Amrita School of Education in Mysore; hundreds of women trained in tailoring, candle-making and toy-making.*

## MEDICAL HELP FOR BEREAVED MOTHERS



Amma with twins Eknath & Amrita Kripa

Some of the mothers who lost their children in the tsunami had previously undergone tubal-ligation as a form of permanent contraception. With the shock of their irrevocable loss, some became depressed, even suicidal. Amma offered such women the opportunity to undergo fallopian-tube recanalisation to reverse their sterilization surgeries. Five women underwent the procedure at AIMS hospital. MAM covered all the expenses. As of April 2007, four mothers had given birth, two of whom had twins.

# Humanitarian Aid



Providing food and solace in Nagapattinam



Temporary shelters in Nagapattinam



Women training to become tailors in the shelters



Boats and engines in Tamil Nadu awaiting distribution

## TAMIL NADU, PONDICHERRY

The tsunami devastated the coasts of Tamil Nadu and Pondicherry—especially Nagapattinam District, where 7,000 people were killed. There, Amma's monastic disciples set up a disaster-relief operation, organizing medical aid and clothing for 9,500 refugees. MAM also distributed 185 tons of uncooked rice over the next several months. Hundreds of students from Amma's university, doctors from AIMS Hospital and volunteers helped and consoled people in the affected areas. MAM established seven relief camps, built shelters for 100 families and adopted villages where it undertook to reconstruct thousands of homes and community facilities. On these sites it eventually provided education and re-training for children and adults.

In February 2005 Amma visited the region and the families in MAM's temporary shelters. Thousands came to her, still wracked in distress. She lovingly reassured them and calmed their fears about living next to the sea.



Amma comforts a family in their temporary shelter



2006, Sri Lanka, Amma met President Chandrika Kumaratunge, P.M. Mahindra Rajapakse and thousands of victims.

## SRI LANKA

Amma was invited to Sri Lanka by the government “to bless Sri Lankans of all faiths and races and to bring peace and prosperity in their lives.” During her three-day visit, Amma visited two relief camps in the Tamil area of Ampara, where she distributed 15,000 saris and dhotis. Accompanied by Prime Minister, Mahindra Rajapakse, Amma also visited a relief camp in the Sinhalese area of Hambantotta. In Ampara, both Sinhalese soldiers and Tamil Tiger fighters came for Amma’s darshan. Amma met President Chandrika Kumaratunge and expressed to her how pained she was by the people’s suffering. On behalf Healthcare Charities, Inc., U.S.A. (an initiative of Amma’s devotees), Amma offered a \$685,000 U.S. relief fund for building new homes. The 96 homes were completed in January 2007.

*Within the first three months after the tsunami struck, more than 20,000 volunteers, including ashram residents from India and abroad, students and members of MAM’s youth wing helped with the relief work.*



A family in their new home in Samanthampettai, Tamil Nadu

*This grateful husband said, “Amma paid for our marriage; she gave us a boat with an engine, and also this house. Now, we have a new baby; through Amma we can live family life again.”*

# Humanitarian Aid



10,000 children participated in the five-day camps



## CHILDREN'S CAMP AT AMRITAPURI

The Ashram conducted special training programmes in yoga, English and Sanskrit for children from the tsunami-affected areas of Kollam and Alappuzha, Kerala. More than 10,000 children, both girls and boys, underwent these courses, which were held on April 25<sup>th</sup>-29<sup>th</sup> and May 22<sup>nd</sup>-24<sup>th</sup>, 2005.

On each occasion approximately 5,000 children stayed at the ashram. Every day during the training programme, Amma lovingly encouraged the children to ask her questions. As Amma joyfully responded to their innocent curiosity about her life and spirituality, the sessions developed into a delightful blend of humour and wisdom. Daily, every child received Amma's darshan, care and affection. Since many of the children were very afraid of water after the tsunami, Amma personally took the children to the ashram's swimming pool to help them overcome this fear. They were also given opportunities to express their talents and perform cultural programmes. For many children it was the first time they were receiving any cultural education.



Children receiving certificates from award-winning actor Nedumudi Venu; Children from Alappuzha act and dance



Amrita Setu, the evacuation bridge built over the backwaters of Kerala, by MAM

## AMRITA SETU BRIDGE

On the December 20<sup>th</sup> 2006, the President of India, Dr. A.P.J. Abdul Kalam, inaugurated Amrita Setu, the bridge built by MAM to connect the peninsula of Alappad Panchayat with mainland Kerala. Amma decided to build the bridge after witnessing the overcrowded boats and the amount of time involved in two false “tsunami alerts” that took place in early 2005. The bridge provides a centralized escape route for 15,000 people to evacuate in 30 minutes should Alappad face another natural disaster.

The bridge, which took only one year to complete, was completely paid for and constructed by the MAM, at a cost of Rs. six crores, \$1.32 million U.S. Had the bridge been constructed by an outside contractor, the cost would have been Rs.12 crores, \$2.64 million U.S.

Amma with former President of India, Dr. A.P.J. Kalam at the inauguration of Amrita Setu



“May this bridge not only connect two shores, but remain forever as a symbol of love and brotherhood, uniting human hearts as well.” —Amma

# Humanitarian Aid



Kanyakumari, Tamil Nadu



Vadakku Vanchiyoor, Kairakal, Pondicherry

## TSUNAMI HOUSING PROJECT FOR 6,200 HOMES

The core of MAM's massive tsunami-relief project has been the construction of 6,200 houses in Kerala, Tamil Nadu and the Andaman & Nicobar Islands (off the east coast of India), as well as in Sri Lanka. As of September 2007, the MAM had completed 4,500 homes in Kerala and Tamil Nadu, and 96 homes in Sri Lanka, situated in a colony of apartment buildings and a colony of houses. Work on 200 homes in South Andaman Island was progressing.

In both Tamil Nadu and in Kerala, MAM was the first non-governmental organisation to complete tsunami-relief houses according to government standards. Out of his admiration for MAM's work, India's President at the time, Dr. A.P.J. Abdul Kalam, visited one of the its tsunami housing construction sites in Tamil Nadu and participated in a house-key-distribution ceremony at Amma's main ashram in Kerala.

Ernakulam, Kerala



Typical tsunami-relief house on individual plot, Kerala



## Disaster Relief



Samanthampettai, Nagapattinam, Tamil Nadu



Pudukkupam, Cuddalore, Tamil Nadu

**TAMIL NADU:** In the districts of Cuddalore, Kanyakumari and Nagapattinam, MAM has built entire colonies, complete with electricity, plumbing, systems of roads, buildings for childcare and other amenities.

**KERALA:** Many of the houses that were constructed along the backwaters or on the islands were inaccessible to supply trucks. Ashram residents and volunteers from around the world helped carry the needed bricks, sand and gravel from supply stations. Houses were constructed in the districts of Kollam, Alappuzha and Ernakulam.

Mela Pattinacherry, Nagapattinam, Tamil Nadu



# Humanitarian Aid



Apartments in Thekkawatta, Kalutara, Sri Lanka



Apartments in Periyaniavanai, Ampara, Sri Lanka

## TSUNAMI HOUSING PROJECT FOR 6,200 HOMES

**SRI LANKA:** Houses have been constructed in the Sinhalese-populated village of Thekkawatta, (Kalutara District, Western Province) and in the Tamil-populated village of Periyaniavanai (Ampara District, Eastern Province). By January 2007, 96 homes were completed. The housing colonies in each place consisted of three-storey buildings, each containing 12 apartments.

**SOUTH ANDAMAN:** Situated about 1,000 kms off the east coast of India, the Andaman and Nicobar Islands bore the brunt of the tsunami. MAM is building 200 homes in Bamboo Flat and Austinabad in South Andaman. As all the building materials, an estimated 1,000 tons, have to be shipped from mainland India, the cost will come to about Rs. 20 crores (\$4.8 million U.S.). The houses are duplexes, with each half measuring 500 square-feet, and having an attached bathroom with toilet. The steel-framed structures are earthquake resistant. The houses are scheduled to be completed by March 2008.

Houses in Bamboo Flat, South Andaman





Amma in discussion with Maharashtra Chief Minister, Vilasrao Deshmukh



Amma presents scholarships to children from Andhra Pradesh & Karnataka



## **PROJECTS TO END FARMER SUICIDE VIDYAMRITAM**

In March 2007, after discussions on the issue with Maharashtra Chief Minister Vilasrao Deshmukh, Amma announced that MAM would soon be launching a massive project in order to fight the problem of high suicide rates among farmers.

In September 2007, on the occasion of Amma's 54<sup>th</sup> birthday, the first recipients received aid from Amma. Through Vidyamritam, MAM will provide scholarships to 100,000 children of farmers living below the poverty line throughout India. The first phase has seen the enrolment of 30,000 students from the states of Maharashtra, Andhra Pradesh, Karnataka and Kerala. Many of the beneficiaries are children who have lost one or both parents to suicide. The children (ages 10 to 15) receive a monthly stipend until they finish their education, subject to their performance in their studies. Since the announcement of the project in July 2007, thousands upon thousands of applications have been received and continue to pour in daily.

Vidyamritam will be a permanent humanitarian programme of the MAM with new students taking over the scholarships of previous ones who have graduated.

As an extension of this project, the MAM is conducting awareness campaigns, including programmes to inculcate values. A newsletter containing articles, stories and discussion forums to further facilitate the intellectual and mental growth is being received by all the children. Furthermore, special advanced-education camps and symposiums on environmental preservation are being conducted.

## **AMRITA SREE (SELF-RELIANCE EDUCATION & EMPLOYMENT)**

Through Amrita SREE, MAM is providing free vocational training to 5,000 Self-Help Groups of women from impoverished agricultural families. After completion of their training, the women are assisted in setting up small-scale cottage businesses and in obtaining the necessary bank loans.

# Humanitarian Aid



Mangalore, Karnataka



Ernakulam, Kerala



Cuddapah, Andhra Pradesh



Lucknow, Uttar Pradesh



Satyamanagalam, Tamil Nadu

## AMRITA KUTEERAMS

The Mata Amritanandamayi Math's house-building project provides free houses for the homeless and slum-dwellers. In 1998, Atal Behari Vajpayee, the Prime Minister of India, handed over a symbolic key for the first 5,000 free homes to beneficiaries in Kerala. By 2002, the initial target of 25,000 homes throughout India had been met, and Amma immediately made a second pledge—this time to build 100,000 houses throughout India.

This vast project is possible thanks to the selfless service of Amma's monastic disciples and volunteers. They not only supervise the construction of the houses but also the building of roads, the provision of electricity, the drilling of bore wells and the installation of water tanks. Houses commonly have two rooms, a verandah and separate bathrooms.



Bhopal, Madhya Pradesh



Mirzapur, Uttar Pradesh

For each development, MAM builds a community hall where residents can come together and celebrate festivals and public holidays. State governments throughout India provide the land for MAM to develop.

Since the Amrita Kuteeram residents no longer need to pay rent, they have more money to buy essentials that previously they had to go without. The local branch ashrams support the Kuteerams in their area by providing informal schooling and helping the adults to find jobs. Amrita Kuteerams are thus instrumental in providing people with a whole new start in life.



Rameshwaram, Tamil Nadu



Mysore, Karnataka



Durgapur, West Bengal



Hassan, Karnataka

# Humanitarian Aid

## SLUM CLEARANCE AND REHOUSING PROJECTS

PUNE, MAHARASHTRA



In Ajanta Nagar, Pune, MAM rehoused 700 families who lived in a slum that sprawled across eight acres. The project was a joint venture with the government. MAM built 11 new blocks of five-storey apartments. During construction, families stayed in adjacent temporary housing that was also built by MAM. Amma's Pune Ashram helped the residents to improve their quality of life by providing free medical camps every week inside the new complex.

HYDERABAD, ANDHRA PRADESH



In 1999, the Hyderabad government requested Amma to complete 20 blocks of flats and provide homes for 900 families living in a slum. Amma visited them, promising she would help. Their new homes were completed in 2002. One resident explained: "In the huts we had nothing; it was very congested. Here it's very spacious and comfortable. My children are now studying. In the slum, they played in the filthy mud; here they can play in a clean area. When Amma came, we felt she cared for us like our own mother."



Amrita University students help relief operations



AIMS hospital surgeons perform an operation in a tent

## GUJARAT EARTHQUAKE - REBUILDING COMMUNITIES

The devastating earthquake that struck Gujarat in 2001 claimed the lives of almost 20,000 people. Amma's response to the disaster was immediate. AIMS Hospital dispatched a disaster-relief team of a dozen surgeons and two fully equipped ambulances that facilitated expert trauma care in the devastated areas. The doctors performed lifesaving operations in extremely makeshift conditions. One hundred students from Amrita University helped the relief work by recovering bodies from the rubble, distributing clothes and feeding and comforting the survivors.



After the initial crisis was over, Amma's monastic disciples and volunteers remained, working tirelessly to help rebuild the people's lives. MAM adopted three villages, which were rebuilt comprising 1,200 earthquake-proof houses, as well as community halls, a school, several temples and a mosque.

At a joyful inauguration, where thousands came to greet Amma, L.K. Advani, the Deputy Prime Minister of India, handed the keys to the beneficiaries. Out of gratitude, the people renamed their villages after Amma. Four years later, Amma's support still had such an impact on the people that the village leaders made the three-day journey to Kerala to help Amma rebuild houses for tsunami victims near her ashram.

# Humanitarian Aid

## AMRITA KUTEERAM PROJECTS

UTTAR PRADESH	Telibagh (Lucknow–New Brindavan Yojana Dt.); Koraon (Mirzapur Dt.); Pratap Nagar (Ghaziabad Dt.)
MADHYA PRADESH	Piplani, near SOS Village (Bhopal Dt.)
GUJARAT	Dagara, Mokhana & Modsar (Bhuj, Kutch Dt.)
MAHARASHTRA	Ajanta Nagar (PCMC, Pune Dt.)
WEST BENGAL	Puljour Amaravathi & Bidhan Nagar (Durgapur Dt.) Panihatti (Kolkatta Dt.)
ANDHRA PRADESH	Gudimalkapur (Medipatnam, Hyderabad Dt.) Filim Nagar (Jubilee Hills, Hyderabad Dt.) Amrita Nagar (Pradhatur, Cuddapah Dt.)
PONDICHERRY	near Deepal Cables, Pondicherry Taluk
KARNATAKA	Hiriseva (C.R. Pattanam, Hassan Dt.); Mulki (Mangalore Dt.); Hosahalli (Mandya Dt.); Madhuvanahalli (K.R. Taluk, Mysore Dt.); Gandhi Nagar (Mysore Dt.); Gokulam (Mysore Dt.)
TAMIL NADU	Amritapuram (Rameshwaram, Ramanathapuram Dt.); Panagudi (Rosmiyapuram, Valliyoore, Tirunelveli Dt.); Amirpalayam (Sattur, Viridunagar Dt.); Scavanchers Colony (Sivakasi, Viridunagar Dt.); Aruppukkottai (Viridunagar Dt.); Kollencode, Kaliyakavila, Marthandam, Kuzhitturai, Kulachel & Kanyakumar (all in Kanyakumari Dt.); Ettimadai, Nallampalayam & Madukkarai (all in Coimbatore Dt.); Arikkambedu & Vellanur (Ambathur, Avadi, Tiruvallur Dt.); Maduravoyal (Tiruvallur Dt.); Karikattukupam, Ernavur & Kovalam (all in Chennai); Ramabelur (Sikrasampalayam, Satyamangalam, Erode Dt.); Pinjumedu (Ikraingamam, Satyamangalam, Erode Dt.)
KERALA	Thousands of individual houses spread throughout the districts of Alappuzha, Ernakulam, Idukki, Kannur, Kasargode, Kollam, Kottayam, Kozhikode, Malappuram, Palakkad, Pathanamthitta, Trissur, Trivandrum and Wayanad. Village colonies in the cities of Trivandrum (Airport Colony) and Kochi (Ambulungal)

## HOMES FOR TSUNAMI VICTIMS

KERALA	Villages and individual houses in the districts of Ernakulam, Alappuzha and Kollam
TAMIL NADU	Villages in Cuddalore, Kanyakumari & Nagappatinam Districts
PONDICHERRY	Kairakal
ANDAMAN ISLAND	Bamboo Flat and Austinabad, South Andaman.
SRI LANKA	Thekkawatta (Kalutara District, Western Province); Periyaniilavanai (Ampara District, Eastern Province)

## INTERNATIONAL VOLUNTEERS—BUILDING FREE HOMES

Every year, volunteers from different countries come together in India to help build houses that MAM gives to the homeless. They help to clear sites, lay foundations and build walls and roofs. Foreign volunteers, local builders and villagers work together and benefit from the joyful interaction of willing hearts and hands.



## CARE HOMES FOR THE ELDERLY



The elderly come to Amma's homes for refuge or to spend their last years in a tranquil spiritual ambience. The care homes have a family atmosphere, and residents regularly participate in activities around the home. The care homes are located in Sivakasi, Tamil Nadu; in Kottayam, Kerala; and in Bangalore and Karwar in Karnataka. They have a hall for prayer and community functions, including cultural programmes, in which neighbours and friends often participate.

## AMRITA NILAYAM, WOMENS' HOSTEL

AYYANTHOLE, TRISSUR, KERALA



This hostel is owned and managed by MAM to provide a secure peaceful abode for 100 women working in government and private institutions, and also female students and travellers.

## Humanitarian Aid



### **AMRITA NIKETAN —ORPHANAGE**

KOLLAM, KERALA

In 1989, Amma was asked to take over an orphanage and school whose owners had gone bankrupt. The children were in an extreme state of neglect and malnutrition, and the buildings were unsanitary and in a deplorable condition. The Ashram immediately set about caring for the children, rebuilding the orphanage and re-establishing the school.

Today there are 500 children living at Amrita Niketan. Half of them are from poor tribal communities. With the nourishing food and loving care and encouragement they receive from a dedicated staff, the children gain confidence and the strength to move forward in life.

During the school holidays, many of the children visit Amma's Ashram and join in the daily activities. They have developed a strong, lasting relationship with Amma and say that they feel she is their own mother.



Amma joins the children's tribal dance

## Caring for destitute children



Boys and girls practise *panchavadyam* music

The children at the orphanage excel in music, sports and dance. They are well-known in their district for their talents in *panchavadyam*, Kerala's traditional temple music. Though generally taught only to boys, the orphanage also encourages girls to learn this art form. The children also study traditional dance dramas like *koodiyattom*, *poorakkali* and *kolkali*, as well as musical instruments like the *veena* and *tabla*. In state and local cultural competitions, the children often win first prize.

The children attend the Amrita Sanskrit Higher Secondary School, which is located next to the orphanage. More than 35% of them go on to pursue higher educations, all of which are fully sponsored by MAM.

### **AMRITA SANSKRIT HIGHER SECONDARY SCHOOL**

KOLLAM, KERALA



The Amrita Sanskrit Higher Secondary School has 2,300 students and is the largest school in Kerala where Sanskrit, the language of India's cultural heritage, is taught. Through a satellite link with Amrita University, the school has opened a Village Resource Centre. This provides video-conference-style lectures with teachers from the university campuses. The facility is open after school and on Sundays, and is used extensively by students, teachers and the general public

During local cultural competitions, which are held at the school, the orphanage children play a prominent role, hosting the guests and displaying their artistic and musical talents.

# Humanitarian Aid

## THE GIFT OF FOOD, ANNA DANAM



Amritapuri, Amma's main Ashram, and its branch centres feed more than two million poor people every year. Mata Amritanandamayi Math centres also distribute uncooked rice, milk and clothing. Throughout the U.S.A., volunteers, inspired by Amma's teachings of compassion, provide 72,000 meals a year for the homeless through a programme called Mother's Kitchen.

## FREE LEGAL AID



Formed in 2003, Amrita Kripa Neeti Pratishtan is a network of 1,000 lawyers that offers free counselling to poor people. Lawyers work through the network of Amma's branch ashrams.

## PRISONERS' WELFARE PROJECT

In America, M.A. Center runs a programme called "Circle of Love Inside," where international volunteers write letters of hope and solace to people serving prison sentences. Prison visits by volunteers are also arranged. Currently, the programme is active in 15 states. Upon request, prisoners are taught Amma's simple "Ma-Om" mediation technique via mail. The M.A. Center has also begun teaching Amma's IAM-Integrated Amrita Meditation Technique in youth and adult correctional institutions.



## FREE MEDICINE



Amma's branch ashrams regularly organize medical camps. Volunteer doctors and nurses perform routine check-ups and distribute both allopathic and ayurvedic medicines. This is often done at the same time as the distribution of free food. In Kerala, MAM's main hospital, AIMS, provides free medicines for the poor through its permanent village-based health centre just outside of Kochi.

## FREE PENSIONS FOR LIFE



In 1998, Amma launched the Amrita Nidhi project, which offered 50,000 free, lifetime pensions to destitute women. In 2006 Amma expanded the programme so that it will reach 100,000 people. The recipients now include physically and mentally challenged men, women and children.

## SPONSORED WEDDING CEREMONIES



For decades, Amma has sponsored the weddings of impoverished couples. MAM provides all the items necessary for a traditional ceremony, including the bride's wedding sari and gold ornaments. Since the 2004 tsunami, MAM has conducted free weddings for hundreds of poor couples affected by the disaster.

# Healthcare

*Amrita Institute of Medical Sciences*

*Charitable Hospitals*

*Hospices*

*Ayurveda Natural Medical Care*



### **AMRITA INSTITUTE OF MEDICAL SCIENCES (AIMS)**



AIMS Hospital was created out of Amma's desire to provide outstanding and affordable medical care in a spirit of compassion to all, regardless of ability to pay. AIMS is dedicated to the service of humanity, and the institution offers charitable care to the fullest extent possible to those in need. Most patients receive free or subsidised care. The 1,300-bed hospital comprises six medical speciality institutes, more than 30 departments and 10 specialist laboratories. AIMS is recognized as one of the premier hospitals in South Asia.

From 1998 to 2007, AIMS and all the healthcare institutions run by Amma's organisation treated 2,865,932 people. During that time they provided Rs.178 crores and 40 lakhs, (\$45,063,291 U.S.) worth of free medical care; 939,834 patients received completely free treatment. AIMS has attracted a highly qualified and dedicated medical team with international experience. Patients come to the hospital from all parts of India and the world. AIMS speciality institutes provide expert care for cancer, digestive diseases, head and neck disorders, heart disease, kidney diseases and neurological disorders. The AIMS Geriatrics Department was the first of its kind in India.

The hospital offers sophisticated and compassionate care in a serene and beautiful atmosphere. Outpatients have rapid and easy access to its wide range of services at a very low cost.



## **MEDICAL SPECIALISTS**

Through its full range of primary and speciality care medical services, AIMS provides cross-speciality consultation and assures outstanding treatment for each patient. The dedication of the hospital's staff, motivated by Amma's example, enables them to work compassionately, going beyond the call of duty.

## **DIAGNOSTIC FACILITIES**

Patient care is enhanced by state-of-the-art diagnostic clinical laboratories and the body-scanning facilities of the Centre for Digital Health. The fully computerised and networked Hospital Information System ensures rapid transmission of diagnoses to surgeons and physicians.

## **RESEARCH**

AIMS researchers participate in major international conferences, and their research projects concern more than 15 specialty departments. AIMS is also collaborating with the Amrita University's School of Biotechnology and School of Engineering on research into insulin delivery systems.

### **THE INSTITUTE OF MOLECULAR MEDICINE (IMM)**

This Institute focuses on basic medical research in the areas of cell biology, bioinformatics and stem cells.

### **THE AMRITA INSTITUTE OF NANOMEDICAL SCIENCES (AINMS)**

This institute focuses on the research and development of devices and components at the interface between biology, medicine and engineering. The Tissue Nanoengineering Centre is funded by the Indian government to focus on tissue-engineered implants and on surface nanobioengineering to control implant surfaces. These projects will help cancer diagnostics and drug-delivery applications.



## FREE MEDICAL CAMPS

AIMS provides free medical treatment in remote poor areas. Every year its departments run more than a hundred health camps. Eye camps screen for curable cataract conditions and send patients to AIMS for free operations. AIMS Mobile Medical Assistance takes free medical care out to remote tribal villages. The villagers are screened for serious diseases and given free medicines. When necessary, cases are referred to AIMS for further free treatment

## SPECIAL OUTREACH PROJECTS

Cleft palates and lip-palate defects are the fourth most common deformities in the world. 35,000 babies in India are born with such conditions every year. The AIMS Head and Neck Department provides reconstructive surgeries and runs regular free screening camps to locate and treat new cases.

The monitoring of rheumatic fever and rheumatic heart disease is a government initiative. AIMS is one of the three national centres analysing the trends in these diseases. Under the guidance of the Paediatric Cardiac Services, the project monitors their occurrence in school children and educates the public about preventative measures.

Diabetes is one of the major life-threatening diseases in Kerala. AIMS' Department of Endocrinology set up the Amrita Diabetes Welfare Society to increase awareness of the disease and to provide free insulin for poor patients. The association organizes regular medical camps to promote preventive measures.





Left to right: Screening of a telemedicine patient; palliative home care

## TELEMEDICINE

In 2002, AIMS established the first Telemedicine Centre in Kerala in partnership with the Indian Space Research Organisation (ISRO). Medical information is processed from remote centres via satellite. Connectivity is established with 36 centres in India. AIMS also operates a sophisticated satellite-enabled telemedicine bus. The unit, which is as large as a city bus, contains facilities for X-ray and E.C.G., as well as a pathology lab. It brings sophisticated medical care to remote areas. MAM has satellite centres in Sabarimala, Amritapuri and at its tsunami-relief sites, including the Andaman Islands.

## PAIN AND PALLIATIVE HOME CARE

The department gives loving care to patients with terminal diseases, especially those who are housebound and need pain relief. The home-care unit offers psychological support for the whole family, as well as medical care for the patient. The department started in 1999. It treats 75,000 patients annually, all of whom receive free treatment. Most hospitals are not interested in providing such a service since it is not financially remunerative.

## PRIMARY HEALTHCARE TRAINING

The Community Medicine Department of AIMS School of Medicine is training dedicated doctors through its innovative education policy “SOPAL,” which promotes “Sharing, Observation, Participation and Action by students in local communities.” At the request of the municipality, it has trained health-education workers who in turn reach out to more than 40,000 families in Kochi who live below the poverty line. For the state government, the department has trained hundreds of tribal villagers as health workers and runs projects to improve healthcare in tribal villages throughout the state. The department conducts seminars in colleges to educate students about reproductive health, HIV/AIDS and drugs and alcohol.

## AIMS BRANCH HOSPITALS



Kalpetta



Amritapuri



Mysore



Pampa

**KALPETTA, KERALA:** The hospital provides free medical care for some of the poorest people in Kerala, many of whom are farm labourers living in very remote areas. Most patients belong to tribal communities whose villages have few amenities. As many as 100 people a day visit the outpatient clinic. The hospital has a telemedicine link with AIMS Hospital, bringing state-of-the-art care to this poor region. The doctors regularly make trips to visit the remotest tribal hamlets by jeep or on foot. They are not only concerned with the people's medical problems, but also with helping them attain a better quality of life.

**AMRITAPURI, KERALA:** The hospital provides free medical care to the residents of eight coastal villages, as well as to Amritapuri's residents and visitors. The hospital is also home to several elderly permanent patients. There are 8,000 people registered as patients. Ashram doctors are assisted by visiting specialists and a telemedicine link with AIMS Hospital, where referrals are sent.

**MYSORE, KARNATAKA:** The first phase of a 50-bed general hospital has been completed, providing 20 beds. The hospital serves the needs of more than 100 poor villages in the area of Bogadi and has provision for a telemedicine link with AIMS.

**PAMPA, KERALA:** The hospital offers a 24-hour free medical service near Sabarimala, the popular hilltop pilgrimage site in South India. The 25-bed hospital provides free care for the hundreds of thousands who visit the temple every year. It has two fully equipped ambulances, a 15-member medical team (including specialists in heart care), as well as a telemedicine link with AIMS.



The palliative care home, Trivandrum



The hospice, Mumbai

## AMRITA KRIPA SAGAR, PALLIATIVE CARE HOME

### TRIVANDRUM

A dedicated team gives palliative care to terminally ill patients suffering from AIDS and cancer. An outpatient clinic, open daily, provides free medicines for the poor and helps people with HIV in particular.

## AMRITA KRIPA SAGAR CANCER HOSPICE

### MUMBAI

Since 1995, this hospice has been providing free care and spiritual solace to patients suffering from terminal cancer. Through its dispensary, the hospice also provides free medicine, rice and other food items to the poor. Books are also regularly distributed to impoverished children.

## SCHOOL OF AYURVEDA, HOSPITAL & RESEARCH CENTRE

### AMRITAPURI CAMPUS

The Amrita School of Ayurveda is an important part of Amma's aspiration to revitalize the Indian medical heritage. The school runs a 150-bed hospital that is equipped with state-of-the-art facilities, including two operating theatres and eight specialty departments. It maintains an outpatient clinic, which also provides *panchakarma*, an ancient purification treatment. The hospital has its own herbal garden, which is spread over five acres of land. MAM has its own drug-manufacturing unit where all types of classical medicines,



as well as patented drugs are manufactured. At the Amritapuri Ashram, an ayurvedic clinic also provides traditional *panchakarma* treatment for visitors.

# Education

Amrita University  
Vocational Training  
Community Development  
Schools  
Special Needs





## **AMRITA VISHWA VIDYAPEETHAM — AMRITA UNIVERSITY**

Amrita University is one of the youngest and fastest-growing institutions of higher learning in India. The university's award-winning schools are forging university-government-industry research partnerships, through which they are making great contributions towards all sectors of society. Graduates emerge from this centre of excellence with a competitive edge in the working world.

Each campus enjoys its own serene surroundings. All share the common goal of imparting modern education within a cultural framework that is based on spiritual values.

Coimbatore Campus: School of Engineering  
School of Business  
School of Journalism  
Amrita Research Labs

Kochi Campus: School of Medicine  
School of Dentistry  
School of Nursing  
School of Pharmacy  
Amrita Research Labs  
School of Arts & Sciences

Amritapuri Campus: School of Arts & Sciences  
School of Engineering  
School of Ayurveda  
School of Biotechnology  
Amrita Research Labs

Mysore Campus: School of Arts & Sciences  
School of Education

Bangalore Campus: School of Engineering



## SATELLITE CONNECTIVITY

Through a joint venture with the Indian Space Research Organization (ISRO), Amrita University has established its Satellite-Based Education & Research Network, which facilitates e-learning (computer-networked education). Out of five campuses, located in the states of Kerala, Tamil Nadu and Karnataka, four are linked by means of a dedicated satellite connection. Lectures, seminars and information on all aspects of the curricula can be shared via audio-visual and electronic means, broadening the scope for interdisciplinary, multi-campus learning.

## INDO-U.S. INTER-UNIVERSITY INITIATIVE

Twenty-five leading U.S. universities, including Harvard, Princeton, University of California and Yale, have joined Amrita University, the Indian Space Research Organization and the Department of Science & Technology in a joint initiative to enhance higher education and research in India. Lectures given by top U.S. professors visiting Amrita University are broadcast via an ISRO satellite to approximately 50 universities across India.

Amrita Vishwa Vidyapeetham has adopted a credit-based system in keeping with the best practices of international universities.

## AMRITA UNIVERSITY CAMPUS, KOCHI



The state-of-the-art facilities at the Amrita Institute of Medical Science & Research Centre (AIMS Hospital) attract highly qualified professionals and academics from all over India and abroad. Foreign medical students also complete short-term electives there. AIMS regularly hosts major national conferences and has become one of the premier institutions for medical education in South India.



## SCHOOL OF MEDICINE

The Amrita School of Medicine is housed in a 12-storey tower adjacent to AIMS Hospital. The medical school offers a four-and-half-year programme leading to an MBBS degree (Bachelor of Medicine/Bachelor of Surgery), with a one-year rotating internship. The school's curriculum is recognized by the World Health Organization and the Educational Commission for Foreign Medical Graduates of the United States. The school also provides for postgraduate and postdoctoral qualifications in many specialities through the DNB Award (Diplomate of National Board).

## SCHOOL OF DENTISTRY



Dental students pursue a four-year programme leading to the Bachelor of Dental Sciences degree (BDS), followed by a one-year internship. The integrated curriculum fosters the students' understanding of dentistry and its relationship to the overall health of a patient.

## SCHOOL OF NURSING

This college offers a four-year B.Sc Nursing Degree, a Post Certificate in Critical Care Nursing, and a Post Basic B.Sc Nursing Degree for experienced nurses who already have a diploma.



## SCHOOL OF PHARMACY

The School of Pharmacy offers a four-year Bachelor of Pharmacy programme (B.Pharm) and a two-year Diploma in Pharmacy programme (D.Pharm.). The school gives equal importance to industrial and clinical pharmacy. The school seeks to create a rapport between modern and traditional holistic medicine. A long-term goal is to train herbal pharmacists who can help bridge the gap between allopathy and ayurveda.



## **SCHOOLS OF ENGINEERING**

COIMBATORE, BANGALORE, AMRITAPURI CAMPUSES

The Schools of Engineering offer undergraduate and postgraduate courses leading to B.Tech., M.Tech. and Ph.D. degrees in addition to a postgraduate degree in Computer Applications (MCA). A range of seven undergraduate and nine postgraduate programmes are provided. The schools offer state-of-the-art facilities. The faculty ensures that the curricula stay constantly tuned to the rapid advancements in every field.

## **SCHOOLS OF ARTS & SCIENCES**

AMRITAPURI, KOCHI & MYSORE CAMPUSES

The programmes of the Schools of Arts & Sciences are:

AMRITAPURI CAMPUS: Bachelor of Business Management (BBM), B.Sc. Computer Science, Bachelor of Commerce (B.Com.), M.Sc. Computer Science, and M.Sc. Physics/Maths. The M.Sc in Social Work is offered at Amritapuri and Coimbatore.

KOCHI CAMPUS: Bachelor of Computer Applications (BCA), Bachelor of Commerce (B.Com.), Master of Hospital Administration (MHA), Master of Fine Arts (MFA) and M.Sc.I.T.

MYSORE CAMPUS: B.Sc. Microbiology, Bachelor of Computer Applications (BCA), Bachelor of Business Management (BBM), M.Sc. Computer Science and Master of Computer Applications (MCA).

## **SCHOOL OF JOURNALISM**

COIMBATORE CAMPUS

This school offers a postgraduate diploma in journalism. It adopts a wide-ranging and critical approach to media studies. In training media professionals, it aims to blend academic studies and practical experience with a profound sense of social responsibility.



## **SCHOOL OF BUSINESS**

### COIMBATORE CAMPUS

The School of Business offers a two-year postgraduate course leading to a Master in Business Administration (MBA). In 2006, the school was ranked 21<sup>st</sup> among the top 50 private business schools in India by a 2006 survey conducted by *Outlook Magazine*. The school offers a comprehensive core curriculum and a wide range of electives, including courses in self-awareness, personal growth and community service.

## **SCHOOL OF BIOTECHNOLOGY**

### AMRITAPURI CAMPUS

The School of Biotechnology, with its strong undergraduate and postgraduate programmes in Biotechnology, is recognized as a Department of Science & Technology Mission REACH-TIFAC Centre of Relevance and Excellence in Biomedical Technology. The school has a strong research programme concentrating on preventive and therapeutic innovations. The school offers undergraduate programmes in B.Sc. Biotechnology and B.Sc. Microbiology as well as postgraduate programmes in M.Sc. Biotechnology and M.Sc. Bioinformatics.



School of Biotechnology, Amritapuri





The barren hill above Anthoniar Colony, Munar Dt, Idukki, Kerala is the result of a tragic landslide that hit the village. ARL's WINSOC project, funded by the European Commission, is installing wireless bio-sensors to monitor environmental conditions on the hillside and provide information should another landslide become imminent.

## **AMRITA RESEARCH LABS (ARL)**

The Amrita Research Labs (ARL) is Amrita University's collaborative research-and-development department. ARL is engaged in developing innovative technologies in the fields of global communication systems and computers. It is at the forefront of developing affordable information technology for everyday living.

ARL's programmes cover robotics, data-security systems, railway operating systems, wireless sensors, biomedical technology, telemedicine and computer networking. In its first three years of operation, ARL patented eight inventions, the best known being a multiple telephone-line installation package, Amrita Virtual Personal Networks software, and a vehicle-locking and security system. ARL's Amrita Hospital Information System is now the preferred system by many local governments in India and overseas corporates. ARL's WINSOC programme has been funded by the European Commission to install wireless bio-sensors in a selected hilly area of Idukki, Kerala. These environmental sensors help to predict soil landslides, especially during the monsoon season.

ARL developed satellite-enabled e-learning, which has established Amrita University as a fully interactive, multimedia capable, multi-disciplinary virtual university—the first of its kind in the country. ARL is extending e-learning to rural areas via village-based resource centres equipped with telemedicine, telefishery, tele-education and farmers' advisory services. The first village-based telemedicine network was installed in Alappad, near Amritapuri, following the tsunami.



## **SCHOOL OF AYURVEDA**

### AMRITAPURI CAMPUS

The Amrita School of Ayurveda offers high-quality graduate training in all branches of ayurvedic education. One of the key objectives of the school is to encourage the wider acceptance and understanding of the science of ayurveda. The school conducts innovative research into modern applications of ancient ayurveda. It confers undergraduate courses for a Bachelor of Ayurvedic Medicine and Surgery (BAMS).

## **SCHOOL OF EDUCATION**

### MYSORE CAMPUS

This teachers' training school offers graduates a one-year course leading to the Bachelor of Education degree (B.Ed.). This school garnered top honours when it was under Mysore University and has maintained that standard after absorption into Amrita University. The serene campus includes the School of Arts and Sciences and is situated next to Amma's Mysore Ashram

## **HIGHER EDUCATION—INDUSTRIAL TRAINING COLLEGE (ITC)**

### KOLLAM, KERALA

Founded in 1989, ITC provides training in 10 trades for 500 teenagers. The institution strives to build the confidence of the adolescents, giving them a sense of self-reliance so that they can take up their trade in a wide range of work environments or become self-employed. The centre has more than an 80% graduation rate and is highly regarded by employers. After the tsunami disaster, it opened its doors, free of charge, to hundreds of local youths who were invited by Amma to train there, to help them rebuild their lives after the disaster.

## Teaching Values



- Students are shown how to practise selflessness, compassion and respect for others in all their activities.
- They practise self-awareness, yoga and meditation to help them relax while learning.
- Students take part in community-outreach programmes, which help them become aware of their social responsibilities.
- Students gather with their teachers and administrators every day to pray for the peace and happiness of all beings, to encourage them to develop compassion, and to think of those who suffer throughout the world.





## **AMRITA VIDYALAYAM - SCHOOLS**

Throughout India, MAM runs 53 schools, from pre–primary to high school. New Amrita Vidyalayams are established every year. The schools provide high standards in academic studies through enthusiastic, activity–oriented teaching. Every available opportunity is used to instill positive values, which are considered an integral part of the schools’ holistic approach to learning.

The children have a routine designed to keep them physically fit, mentally alert and spiritually aware. They learn how to practice meditation and are taught the value of selfless service. They also study Sanskrit and the classical Indian art forms.

Each school provides 75–100 free scholarships for students coming from poor families.

# Education



Footwear fabrication



Umbrella making



Leather bag fabrication

## **INSTITUTE OF PEOPLES' EDUCATION - JAN SHIKSHAN SANSTHAN** IDUKKI AND SIVAKASI

MAM runs this job-training programme in Idukki, Kerala and in Sivakasi, Tamil Nadu. Launched by the Government of India, Jan Shikshan Sansthan (JSS) serves the poorest communities, offering them a range of more than 100 courses in occupations varying from candlemaking to computer science. MAM has developed programmes that compliment this training:

*Janasree* is the marketing arm of JSS, set up and managed by MAM, to support new JSS entrepreneurs in learning how to package and distribute their products through suitable outlets. *Amritam*, a “Helpline for Self-Reliance,” fosters income-generating, self-help groups in deprived communities and especially in tribal hamlets. JSS staff interact with the villagers and jointly decide with each community the necessary skills and tools they need to become self-sufficient. *Akshara Danam*, a literacy project, encourages JSS beneficiaries to teach other members of their community how to read and write. Akshara Danam’s slogan is: “Each one teach one.” *Jeevanam*, a “Helpline for Healthy Living,” is a suicide-prevention programme, through which JSS beneficiaries are trained as pedestrian counsellors to counter the rising suicide rate and drug abuse in their communities. These counsellors go door to door in their own villages, speaking to at-risk people. *Amrita Santhwanam*, “Feeding the Poor,” is an initiative of staff and students to provide 1,000 food kits, every year, to the elderly, homeless and abandoned people of in the district of JSS.

## **AMRITA SREE**

AMRITA SELF-RELIANCE EMPLOYMENT & EMPOWERMENT PROGRAMME, KERALA

This project is successfully promoting self-reliance among unemployed and deprived people. Amma’s volunteers help those in need to start up their own small-scale businesses. The beneficiaries are given support to make quality household products and culinary items and to sell them door to door.

# Community Development



Medicinal Plant Reserve



Horticultural Nursery



Fish food processing

## AMRITA DEVELOPMENT ACTIVITIES

### KERALA AND TAMIL NADU

Amrita Development Activities are pursued in the fields of agriculture, healthcare, education and cultural activities. MAM is developing local Self Help Groups (SHGs) to implement projects in Kollam and Alappuzha Districts. An SHG consists of 10 to 20 poor women who face similar financial and social problems—seven to eight SHGs form a cluster. SHGs and clusters are registered with MAM, which facilitates the initiation of entrepreneurial schemes, providing technical training, arranging loans and helping the marketing of the SHG's products. Currently 622 SHGs are engaged in training and the production of goods such as handloom textiles, coir, fish and home-spun cotton products.

In collaboration with the Food and Agricultural Organisation, MAM is developing fish farming in the backwaters of Alappad Panchayat, and in nearby estuaries. These projects aim to empower the income generation of local women. SHGs of local women are selected to manage projects. Farming of estuarine food fish such as pearl spot, mullets, sea bass and mud crabs in net cages, and mussels and oysters in rafts and racks has commenced in 55 units.

In collaboration with the International Labour Organisation's Alternative Livelihood Project, MAM organizes the training of unemployed women and youth from tsunami-affected areas. The first four projects trained people as mobile-phone technicians, TV/VCR repairers, plumbers and fashion designers.

MAM is also stimulating employment in agriculture and encouraging interest in environmental protection in rural villages. It has established three medicinal plant reserves, a high-density farming project to produce banana and tuber crops, as well as a horticulture nursery to stimulate interest in home-gardening.

### FREE CLEAN WATER FOR THE POOR, KOLLAM, KERALA

In May 2007, MAM gave Rs. 33 lakhs (approx. \$85,000 U.S.) to sponsor the provision of clean water to 7,100 families living beneath the poverty line in Chavara and Panmana Panchayats, Kollam District, Kerala. The water is taken from the Shamastamkotta Backwaters and purified.



### **AMRITA SPEECH AND HEARING IMPROVEMENT SCHOOL (ASHIS)**

TRISSUR, KERALA

ASHIS is one of the few schools in Kerala that scientifically teaches hearing-impaired children to speak. More than 116 children attend the school, which provides hostel accommodation for boys and girls. The students work hard to overcome the limitations created by their speech and hearing disabilities. The children have a 100 percent pass rate in the Secondary School Leaving Certificate Exam. They are encouraged in dance and art. Construction of a vocational training centre for higher secondary students is imminent.



### **PROJECT FOR TRIBAL PEOPLE**

AMRITA ARANYA JEEVANAM

One of the main objectives of this project to empower tribal people is to build informal schools in Kerala. MAM has acquired the first 10 sites for these schools in Attappadi, a tribal area in Palakkad District, Kerala. Three schools have been built. The project not only aims to provide education for children, but also vocational training for adults. AIMS Hospital has trained 150 people to work as part of the Amrita Kripa Hospital's mobile-clinic outreach programmes in Kalpetta, Wayanad, Kerala. MAM also encourages and assists youth from Attappadi to continue on to university-level courses. A Self Help Group of potential leaders is also being started.

# Spiritual Culture

Amritapuri Ashram

Spiritual Life

GreenFriends

Publications

Resources





### **AMRITAPURI**

THE INTERNATIONAL CENTRE OF MATA AMRITANANDAMAYI MATH, KERALA

Amritapuri Ashram is home to an international community of more than 3,000 people. Permanent residents include monastic disciples and families from all over India and abroad. Inspired by Amma, they have dedicated their lives to attaining the goal of Self-realisation and serving the world. It is here that they live with Amma, imbibing her teachings and participating in selfless service.

Amritapuri is also an international pilgrimage centre for people searching for solace, inspiration and inner peace. Thousands of people come to the ashram every day to experience Amma's boundless love. When Amma is not travelling, she makes herself available day and night to meet everyone seeking her darshan, and to advise the disciples and volunteers managing her many humanitarian projects. Daily, Amma leads the evening prayers and devotional singing. Several times a week, she sits with all the residents in meditation and holds open question-and-answer sessions on spiritual topics.

From Amritapuri, the Mata Amritanandamayi Math (monastery), manages Amma's humanitarian service work. It is from here that Amma's disciples are instructed to go out to manage MAM's institutions and branch centres, and to conduct public programmes in India and abroad.



## BRANCH CENTRES

MATA AMRITANANDAMAYI MATH

MAM has established hundreds of branch centres and *samitis* (service groups) throughout India and abroad. Many centres include temples and schools within their premises, and the monastic disciples in charge conduct public programmes and organize selfless-service activities in response to the needs of their area. Major centres exist in U.S.A., Europe, Brazil, Japan, Singapore, Malaysia, Australia, Reunion Island and Mauritius as well as throughout India.

## IAM-INTEGRATED AMRITA MEDITATION TECHNIQUE®

IAM-Integrated Amrita Meditation Technique® is a powerful meditation technique synthesised by Amma to help people find fulfillment in life. When practiced regularly, the technique refines one's mind—bringing relaxation, concentration, a more expansive sense of self and greater awareness.

Amma's senior disciples teach the technique free of charge in all parts of the world, not only to individuals but also to corporations and correctional institutions. Currently, MAM is undertaking the massive project of teaching the technique to India's 13 lakh (1.3 million) paramilitary personnel. Starting in 2007, classes were given to the Border Security Force (next to Pakistan, China and Bangladesh), the Central Industrial Security Force, Sahsra Seema Bal, the Central Reserve Police Force and the Indo-Tibetan Border Police. Pilot classes have also been taught to soldiers of the Indian Army and Navy.

*log on: [www.iam-meditation.org](http://www.iam-meditation.org)*



## BRAHMASTHANAM TEMPLES

In 1989, Amma began consecrating Brahmasthanams, temples that emphasize the essential unity underlying the different forms of God. Besides being places for prayer, their purpose is to re-educate people in the true principles of temple worship. Amma consecrates these temples herself. She was the first spiritual leader in Kerala to appoint women as temple priests. As of 2008, there are 18 Brahmasthanam temples throughout India and one in Mauritius.



## AMRITA YOUTH GROUPS

The youth wing of the MAM offers guidance and selfless-service activities for young people. Participants are instructed in yoga, meditation and self-discipline. They also engage in spiritual discussions, take part in community-service projects and conduct drug-and-alcohol-awareness seminars. Inspired by the scriptural truth “the whole world is God alone,” the youth groups spread awareness that every place and object is permeated by the Divine and is therefore sacred. They conduct campaigns to encourage hygiene, and they clean bus stations, hospitals and other public places.

### HONOURING THE MOTHER – MATRUVANDANAM

Each year on India’s Independence Day, youth group members pay homage to the feminine aspect of God, worshipping both their biological mothers and Mother India.

## AMRITA FAMILIES

Through their local Amrita Family, families come together regularly to chant, sing devotional songs, meditate and do service projects. These gatherings create peace and harmony within the family, within the community and in society as a whole. Today, there are thousands of Amrita Families throughout India and hundreds abroad.

## AMRITA KEERTI AWARD

The Mata Amritanandamayi Math initiated this award to encourage and support Indian culture. It is conferred on distinguished persons who make significant contributions to India’s heritage and to those engaged in national or social service. The award is given at the state and national level.





*“By establishing a loving bond between humanity and Nature, we ensure both the balance of Nature and the progress of humanity.” –Amma*

### **GREENFRIENDS**

GreenFriends started in India in 2001 as a movement for the preservation and protection of the environment. It has since spread to Amma's groups around the world. GreenFriends encourages us to reawaken our awareness of the unity between Nature and humanity and to cultivate an attitude of love and reverence for Mother Nature.

Through the power of individual acts of love and prayer, every person has the potential to play a vital role in restoring the lost harmony between humanity and Nature. As “GreenFriends,” people practise meditation, plant trees, conserve natural resources in daily life and participate in projects that promote environmental awareness.

### **SACRED GROVES**

In the past it was common to worship Mother Nature by planting small forest bowers, or sacred groves. Now that tradition is all but lost. GreenFriends is protecting sacred groves and establishing new ones.

### **AMRITA FORESTS PROJECT**

Every November in India, GreenFriends distributes and plants more than 100,000 saplings in the state of Kerala. Individual members also plant trees in their communities. GreenFriends maintains many greenhouses in the state, and distributes thousands of saplings each year. During 2005, following the tsunami disaster, GreenFriends organized the planting of 30,000 saplings along the seashore to protect the coastal villages of Alappad. The project, “GreenShore,” is helping to stabilize 13 kilometres of shoreline by preventing erosion of soil and sand. In 2006, GreenFriends planted another 25,000 saplings to maintain these shoreline groves.

## Milestones in Amma's Humanitarian Activities

- 1987: The first school and branch ashram open in Kodungallur, Kerala.
- 1989: MAM saves a dilapidated orphanage and school in Kerala.  
MAM starts its industrial Training Centre, a vocational training school, in Kerala.
- 1990: The School of Applied Sciences begins as the Amrita Institute of Computer Technology in Kollam, Kerala.
- 1994: The first teachers for tribal villages are sent to remote areas of northern Kerala.  
The School of Engineering opens at the Coimbatore campus, Tamil Nadu.
- 1995: The Amrita Kripa Hospice for cancer patients is inaugurated in Mumbai.
- 1996: The Amrita Kuteeram Project to build 25,000 free houses is launched.  
The School of Business opens at the Coimbatore campus, Tamil Nadu.  
The College of Pharmaceutical Sciences opens at the Kochi Ashram.
- 1997: The School for Hearing and Speech Improvement is established in Trissur, Kerala.
- 1998: AIMS Multi-Speciality Hospital is inaugurated in Kochi by the Prime Minister of India.  
The Prime Minister gives a symbolic key to Amrita Kuteeram's first 5,000 free homes in Kerala.  
The Care Home for the Elderly, Anbu Illam, opens in Sivakasi, Tamil Nadu.  
Amrita Nidhi, the free pension project for destitute women, begins in Kerala.
- 2001: The Gujarat Earthquake Disaster Relief operation begins; 1,200 homes are built.  
The Tribal Peoples' Project aimed at the upliftment of poor rural communities is inaugurated in Kerala.
- 2002: Amrita Kuteeram Project completes 25,000 houses and begins a second phase to build 100,000 more homes.
- 2003: The Government confers 'Deemed-to-be-University' status on Amma's institutions of higher learning.  
The Colleges of Medicine and Nursing open at AIMS Hospital, Kochi.  
The Schools of Engineering open at the Bangalore and Amritapuri campuses.  
The School of Dentistry is established at AIMS Hospital, Kochi.  
The School of Science & Management is inaugurated at the Mysore Ashram.  
The School of Journalism opens at the Coimbatore campus, Tamil Nadu.  
Amritavarsham50, Amma's 50th birthday celebration for world peace, is attended by the President, Vice President and Deputy Prime Minister of India, as well as dignitaries from around the world.  
The Amrita Kripa AIDS Care Home is inaugurated in Trivandrum.  
The Amrita Kripa Neeti Pratishthan, Free Legal Aid Forum, pledges its services free to the poor.  
The first free wedding ceremonies for poor families are sponsored by the MAM.  
MAM starts centres for adult vocational training in Kerala and Tamil Nadu.  
The Care Home for the Elderly in Kerala is inaugurated.  
The IAM-Integrated Amrita Meditation Technique® is launched worldwide.
- 2004: The Amrita Kripa Hospital for tribal people opens in Wayanad, Kerala.  
The Biomedical Research Centre is established at the Amritapuri campus.  
Amrita Research Labs are set up at three campuses of the Amrita University.  
The Amrita Ayurvedic Medical College, Hospital & Research Centre is inaugurated.
- 2005: The Amrita Tsunami Disaster Aid Fund of \$23.3 million U.S. is announced.  
The Teachers' Training (B.Ed) College in Mysore is inaugurated.  
Two Care Homes for the elderly are established in Karnataka.  
The United Nations grants Special Consultative Status to MAM with its Economic and Social Council.  
The Tsunami Housing Project for 6,200 houses gets underway.  
Disaster Aid of \$1 million U.S. is presented to the Bush-Clinton Katrina Fund, U.S.A.  
The Indo-U.S.A. Inter-University Initiative is established with 25 universities.  
Earthquake disaster relief is sent to Kashmir/Pakistan border areas and flood relief to Mumbai.
- 2006: The Amrita Nidhi pension project expands to include 100,000, including the physically and mentally challenged.  
Amrita Sree: the Amrita Self-Reliance, Employment and Empowerment Programme is inaugurated.
- 2007: The Amrita Nilayam Working Women's Hostel is established.  
The Amrita Kripa Hospital, Mysore, is inaugurated.  
The education and training projects to end suicides among farmers are launched.

# Publications & Products



## PUBLICATIONS

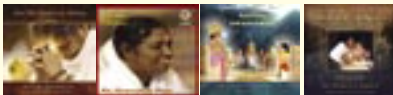
MAM has published more than 30 books detailing Amma's teachings and life story. There are also scriptural commentaries, books of devotional songs, poetry and Sanskrit mantras. The books are available in 25 languages.



Two magazines, *Matruvani* and *Immortal Bliss*, present Amma's teachings, inspiring articles and the multifaceted experiences of people whose lives have been touched by Amma. *Matruvani* is available in English, French, German, Italian, Spanish, Finnish and Japanese, as well as in Malayalam, Gujarati, Hindi, Marathi, Bengali, Telugu, Kannada and Tamil.

An e-newsletter, *Amritavani*, is available in seven languages from: [www.amritapuri.org](http://www.amritapuri.org)

## AUDIO-VISUAL PRODUCTS



Amma's soul-stirring devotional songs and other spiritual music are available on a wide range of CDs. MAM has also produced a number of educational CD-ROMS that explain the principles of dharma, or right living. Amma's Indian and world tours, her speeches at international forums and her humanitarian projects are presented on DVDs.

# How to contact us



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May the tree of our life  
Be firmly rooted in the soil of love.  
Let good deeds be the leaves on that tree.  
May words of kindness form its flowers  
And may peace be its fruits.

—Amma

*"Everyone in the world should be able to sleep without fear, at least for one night. Everyone should be able to eat to his fill, at least for one day. There should be at least one day when hospitals see no one admitted due to violence.*

*By doing selfless service for at least one day, everyone should help the poor and needy. It is Amma's prayer that at least this small dream be realized."*

—AMMA

