



The Art of Living Health and Education Trust is a 501(c)(3) non-profit organization incorporated in the United States.



## Vision

The Art of Living Health and Education Trust (AOLHET) envisions a world where everyone has access to quality healthcare and value-based education.

## Mission

To foster, promote, and support improved education and healthcare in the United States and throughout the world and encourage increased public awareness and understanding of the needs of the poor for better education and healthcare.

## Key Initiative

AOLHET will support the development of a system that promotes sustainable education and healthcare in rural India, which may serve as a prototype for other rural and remote parts of the world where modern healthcare and education is lacking.

One of AOLHET's flagship programs is the launch of a capital campaign to build **Sri Sri University** (SSU) in Orissa, India.

*“Education is a vehicle for transformation or metamorphosis of the self,  
and an aid to the growth of economy.” Sri Sri Ravi Shankar*



## About the Founder



Sri Sri Ravi Shankar has inspired a global phenomenon of compassion and service. A spiritual leader and humanitarian, his programs have impacted more than 25 million people worldwide.

In 1981, he started the Art of Living Foundation, an international non-profit educational and humanitarian organization that works in consultative status with the Economic and Social Council of the United Nations. The Art of Living's educational and self-development programs offer powerful tools to eliminate stress and foster a sense of well-being.

In 1997, he founded the International Association for Human Values, a humanitarian Non-Governmental Organization that advances human values in political, economic, industrial, and social spheres. In India, South Africa, and Latin America, the Association is working in poor rural communities to promote sustainable growth, and has reached more than 30,000 villages.

**In 2008, Sri Sri founded The Art of Living Health and Education Trust**, a charitable non-profit organization based in the United States, to further his vision of access to quality healthcare and value-based education, especially in poor and rural areas around the globe.

A leading figure in human development and social transformation, he is a multifaceted social activist whose initiatives include conflict resolution, disaster and trauma relief, prisoner rehabilitation programs, youth leadership, women's empowerment, campaigns against female feticide and child labor, and education for all.



# Sri Sri University

LEARN. LEAD. SERVE.

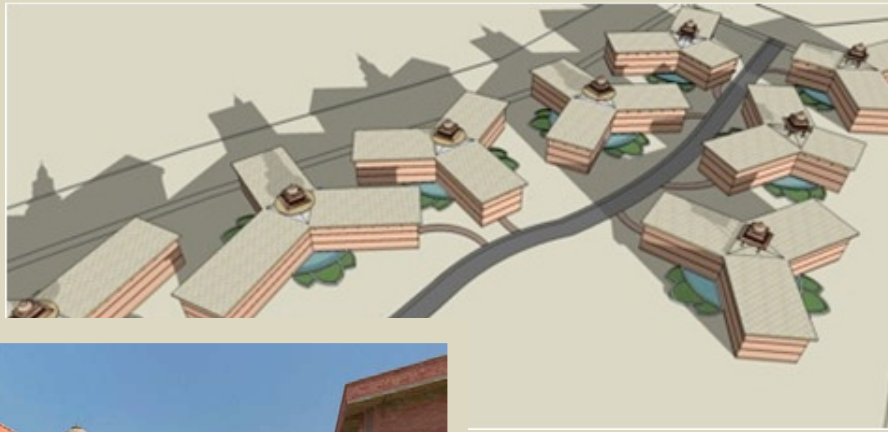
Sri Sri Ravi Shankar has envisioned a remarkable university – one that is uniquely positioned to educate students to become national and international leaders and socially responsibly global citizens; they will be physicians, engineers, attorneys, scientists, professors, entrepreneurs, journalists, and more. Sri Sri University will feature rigorous academic studies, research centers, physical fitness facilities, highly qualified staff, and an overarching focus on entrepreneurship and public service.

Sri Sri University will accept its first class of students in July 2012. Construction of the University is ongoing, on a phased schedule, and will be complete by 2017.

Sri Sri University's Key Features	
<b>Location: Cuttack, Orissa</b>	<b>Colleges</b>
<b>Students: 9655 (At Maturity)</b>	Management Studies
<b>Staff (academic &amp; non): 906</b>	Technology and Sciences
<b>Area: 190 Acres</b>	Liberal Arts and Sciences
<b>Cost of Project: \$140 Million</b>	Governance & Public Policy
<b>Amount of Time to Maturity (Students): 7 Years</b>	Law
	Health Science
	Yoga & Vedic Sciences
	Education
	Fine Arts







Student Housing



Student Housing



Studio Interior



Library



Classrooms



School of Management Studies

## Academics and Research

### FACULTY:

The Faculty at the University will include eminent intellectuals with research and teaching experience from the best Universities in the world to ensure that the academic programs offer content that is contemporary and global in its perspective. Visiting faculty from the best universities in the USA, Europe, Australia and various Asian countries will complement the expertise of the resident faculty. In addition, corporate leaders and acclaimed individuals from all spheres of life will share their experiences with the students.

### STUDENTS:

Students will be carefully selected through a detailed selection process evaluating their overall capacity to become leaders for the future and intent to serve the society in the long run. The best national and international entrance tests will be subscribed to and all efforts will be made to build objectively and transparently into the selection process. Diversity will play an important role in this context as it maximizes learning in the peer group and creates a heterogeneous environment.

### RESEARCH:

**Well-equipped laboratories and other high-tech infrastructure** will be developed and a systematic approach will be followed to build a world-class research infrastructure, physical and human. Research at the University will be a component of an integrated activity encompassing teaching as well as its linkages with the outside world of Academia, industry and other research institutions. A large number of students at all levels of the educational programs will be involved in research, thus building culture of research.

### PEDAGOGY:

The curriculum will be designed to provide greater flexibility, inter-disciplinary perspective and choice of electives. **The focus in the teaching/learning process will be on experiential learning.** Apart from technology fundamentals, skills such as problem solving & logical reasoning, process orientation, ability to learn continuously, communication and sensitivity will be imparted. The Art of Living self-development programs and other personality development programs will be an integral part of the University curriculum.

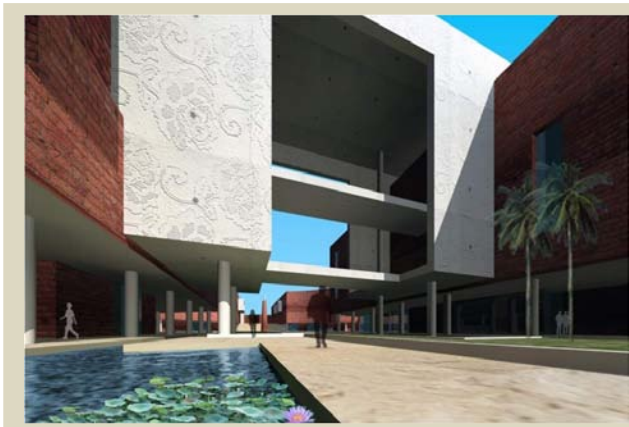


## The campus: low-cost & environmentally sound

The architectural plans for Sri Sri University combine environmental responsibility with cost efficiency. The campus design takes advantage of the existing contours of the land as a natural foundation. Water is an integral part of the design, harmonizing with the Kathjodi River which runs along one side of the campus.

The campus features green buildings, solar panels, and green landscaping.

The structures will include a technology learning facilities, indoor and outdoor sports stadium, an amphitheater, a 500-bed teaching hospital, and a 100-bed Ayurvedic hospital.





## Enhancing the Student Learning Experience

The campus of Sri Sri University is spread across 185 acres of verdant greenery. With state-of-the-art infrastructure including **multiple sports complexes, cultural auditoriums, a large central library and departmental libraries, an air-conditioned gymnasium, laboratories, high speed broadband connectivity high speed broadband connectivity, separate women's and men's dormitories, well-appointed classrooms and multi-specialty hospitals in both modern and Ayurvedic medicine**, Sri Sri University will set its own standards of excellence.

On campus, Sri Sri University will offer students countless ways to interact with the University community. Through the campus's varied offerings of student clubs, sports activities, cultural programs, guest lectures, film screenings, and community service opportunities, students have the opportunity to connect and get involved with the University, with their Institute, and most important, with each other.

Student life at Sri Sri University will be an exciting journey of learning, progression and celebration – **a combination of in-and-out-of-the-classroom experiences that enhance academic, personal, professional, social and spiritual growth and development**. The Institute's campus will be an exceptional living and learning environment for students.





## Art of Living Development Programs

### Youth Empowerment and Skills! Plus (YES!+)

YES!+ is an innovative and dynamic life skills program for young adults that empowers participants with tools to eliminate stress, handle negative emotions, develop strong social and leadership skills, heighten awareness, and increase mental focus. YES!+ brings University students and young professionals together, broadening their vision of the world and providing them with the practical knowledge and skills they need to realize their highest potential.

### Do Something Now (DSN)

DSN is a transformational course that empowers participants to surpass personal inhibitions and barriers in order to access inner stability and power. We each have a deep desire to be the best we can be for ourselves, our families, our communities and even our world- but many of us have personal barriers, old habits, or inhibitions that hold us back

and keep us from fully participating in life. Old emotional wounds, self-concepts, attitudes, and fears can also provide obstacles to living the life we really want. DSN uses a powerful combination of yoga, group processes, and spiritual knowledge to break through these personal barriers and create personal empowerment.

## Culture

Sri Sri University's campus will be a hub of activity where students will learn, live and play. Aside from curricular activities, the campus will host a wide variety of extracurricular, cultural and sporting events. The campus will also be a vibrant cultural melting pot with students from diverse backgrounds and nationalities.

## Seva / Service

“Whatever we are committed to, it brings us strength; supports us. If you are committed to society, you enjoy the support of society.”

Sri Sri Ravi Shankar

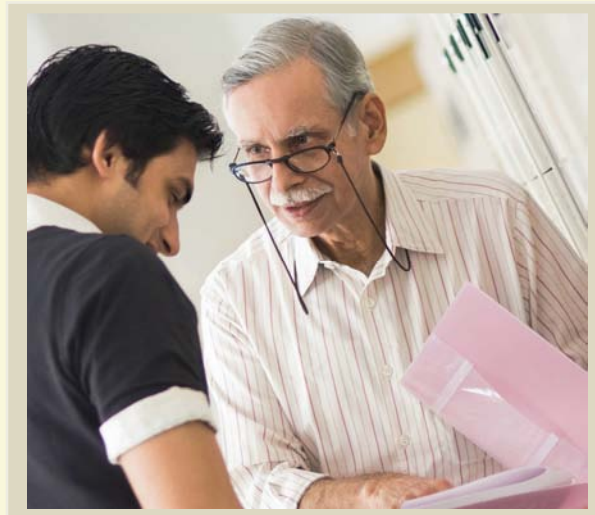
As Sri Sri University aims to **create socially responsible leaders**, working to further a social cause will form an integral part of student life. Students enrolled at the University must meet a service requirement through socially useful, productive work. Each student will be assigned a mentor to measure their progress on service projects, and their performance will be reflected in the final transcript.



## Renowned personalities and companies at the Institute of Management Studies

### Advisory Council – Institute of Management Studies

1 Mr. Aadesh Goyal	Executive Vice President & Global Head of Human Resources at TATA Communications Ltd.; Director, Make India Employable
2 Mr. Ajay Bagga	Managing Director, Head Private Wealth Management, Deutsche Bank, India
3 Dr. Ajay Parida	Executive Director, M S Swaminathan Research Foundation
4 Dr. D. V. Ramana	Professor, XIM Bhubaneswar
5 Mr. Joe Madiath	Executive Director, Gram Vikash
6 Dr. K. G. Karmakar	Managing Director, NABARD
7 Ms. Kavita Khanna	Barrister at Law; Walchand Family
8 Dr. M. R. Rao Dean	Emeritus & Professor, ISB
9 Mr. Mani Subramanian	CEO, Barclays Bank PLC & Barclays Capital, India
10 Dr. N. Jayashakaran F	Former Vice Chancellor, Kanchi University; Professor Emeritus, NMIMS University
11 Dr. Neharika Vohra	Professor, Indian Institute of Management, Ahmedabad
12 Mr. Nikhil Sen	Managing Director, UniBic
13 Dr. P. Sriram	Executive Director and Professor, Great Lakes Institute of Management, Chennai
14 Mr. Raj Shah	President, Chairman & CEO of Capital Technology Information Services, Inc. (CTIS); Founder & Chairman of i-Bharti Health Foundation (iBHF)
15 Dr. Tapan Adhya	Director, Central Rice Research Institute
16 Dr. Vikram Singh	Director, MANAGE, Hyderabad
17 Mr. Vivek Vig	Managing Director & Group CEO, Destimoney



### Corporate & Academic Mentors and Invited Speakers – Institute of Management Studies

1 Mr. Aadesh Goyal	Executive Vice President & Global, Head of Human Resources at TATA Communications Ltd.; Director, Make India Employable
2 Mr. Ajay Bagga	Managing Director, Head Private Wealth Management, Deutsche Bank, India
3 Mr. Ajay Kashyap Sr.	Vice President, Citibank, Australia
4 Dr. Ajay Parida	Executive Director, M S Swaminathan Research Foundation
5 Mr. Ajay Tejasvi	Governance Specialist, World Bank
6 Mr. Anil Kapur	CEO, Western Union Money Transfer
7 Mr. Arvind Varchaswi	Director, Sumeru Group
8 Mr. Bhushan Deodar	President, Sumeru, Inc., CEO, Shankara Skincare, Inc.



9 Mr. Christoph Glazer	Executive Director, APEX Europe, International Associate for Human Values; Ex Managing Director, Annual Ethics in Business Symposium at the EU Parliament
10 Dr. D. V. Ramana	Professor, XIM Bhubaneswar
11 Mr. Digvijay Choudary	CEO, Sumeru Realty
12 Mr. Harish Ramachandran	CEO, Sumeru Software
13 Mr. Jamil Khatri	Partner, KPMG
14 Mr. Joe Madiath	Executive Director, Gram Vikash
15 Dr. K. G. Karmakar	Managing Director, NABARD
16 Ms. Kavita Khanna	Barrister at Law; Walchand Family
17 Mr. Kedar Desai P	Partner DDCM; Ex Partner Kanga &Co
18 Mr. Kingshuk Ganguly	Vice President, Organisational Development, Bharati Axalife
19 Dr. M. R. Rao	Dean Emeritus & Professor, ISB
20 Mr. Marc Inzelstein	Leadership, Management & OD Consultant, Washington DC
21 Mrs. Mridulla Khatri	Tax Expert, KPMG
22 Ms. Nandita S. Pai	Director, Financial Advisory, Deloitte Touché Tohmatsu
23 Mr. Narendra Lamba	Chief Administrator, Art of Living International Center
24. Dr. Neharika Vohra	Professor, Indian Institute of Management, Ahmedabad
25 Mr. Nikhil Sen	Managing Director, UniBic
26 Mr. Pradeep Waychal	AD & AM, Vice President & Head, Technology Practices, Patni Computers
27 Mr. Prasanna Prabhu	CEO & Managing Trustee, Sri Sri Publications Trust
28 Dr. R. K. Mishra	Director, Institute of Public Enterprise
29 Mr. Raj Shah	President, Chairman & CEO of Capital Technology Information Services, Inc. (CTIS); Founder & Chairman of i-Bharti Health Foundation (iBHF)
30 Mr. Rajat Sabharwal	MD & Head of Equities Credit Suisse India
31 Ms. Rajita Kulkarni	Board Member, World Forum for Ethics in Business, Belgium; Ex-Asia Pacific Head, Training & Customer Advocacy Head, Retail Asset, Citibank
32 Mr. Samba Natarajan	Partner, McKinsey & Co. Singapore
33 Mr. Sanjiv Sarin	Regional President - South Asia, Tata Global Beverages
34 Mr. Shantanu Prakash	Founder & CEO, Educomp Solutions; Founder & Managing Trustee, Learning Leadership Foundation; Charter Member of The Indus Entrepreneurs
35 Mr. Sriram Chandrashekar	CEO, Broad Vision
36 Dr. Sunil K. Parameshwaran	CEO, Tarheel Consultancy Services
37 Dr. Tapan Adhya	Director, Central Rice Research Institute
38 Mr. Tarun Mehra	VP Marketing, Zee Network
39 Dr. Vikram Singh	Director, MANAGE, Hyderabad
40 Mr. Vinay Kapoor	Financial Consultant, Dubai; Ex Solomon Smith & Barney;

### Placements

Students at the University will benefit from a support network of faculty, visiting faculty and an Advisory Board consisting of leading members from the corporate world, helping students thrive academically and set realistic career goals. In addition, leading companies across various industry sectors will host recruiting sessions at Sri Sri University's Institute of Management Studies.

### Facilitating top league Summer Internships and Final Placements

Some of the prospective recruiters at Sri Sri University - Institute of Management Studies are:

- Advanced Enzyme Technologies Ltd. • Arvind Exports • Bajaj Allianz • CavinKare • Destimoney
- Educomp • MARG Group • Ramky Group of Companies • Shriram Group of Companies
- Smilax Laboratories Ltd. • Sumeru Ayurveda (P) Ltd • Sumeru Software Solutions • Take Solutions • UniBic •





## Social Outreach

A holistic education that focuses on human values holds social outreach as its central element. As students perform outreach they will nurture a culture of service and a sense of belongingness and responsibility toward the University community and society at large. Such an attitude paves the way for channeling youthful energy to larger causes while providing a source of personal fulfillment, joy and enthusiasm.

Throughout the construction process, significant outreach within the community has already taken place:

### **Health Camps in Sandhapur and Bidhyadharpur**

In these health camps, graduates of Art of Living's Youth Leadership Training Program, Art of Living teachers and volunteers provided free health care and medicine in two villages located near the Sri Sri University campus.

### **Homes for the Underprivileged**

Twenty houses are being constructed in villages surrounding the University, including 10 in the neighboring village of Bidhyadharpur.

### **Center for Excellence in Vocational Training**

This vocational school will help empower the community in Orissa through professional training in areas needed for the construction and maintenance of the University. For example, the center hosted **Project Vidya** earlier this year, in which 35 students underwent a three-month program to learn masonry, bar bending and advanced machinery techniques.



we are

**The Art of Living Health and Education Trust Board of Trustees** is comprised of individuals who are well-respected in the fields of medicine, academics, government and business. In keeping with the founder's appeal which transcends class, race, religion and nationality, board members represent a diverse set of backgrounds, beliefs and ethnicities.

#### BOARD OF TRUSTEES

U.S.



**Mr. Vinesh R. Virani, President**

Mr. Virani is CEO and Owner of Nirvin Corporation. He has more than 17 years of experience in banking, commercial lending and customer relations. Mr. Virani is a board member of Care and Share Foundation in Chicago and Vice President for the Chicago Art Circle. He has an MS in Commerce from Saurashtra University and an MBA from Northern Illinois University.



**Mr. Jeffrey Houk**

Mr. Houk graduated Magna Cum Laude with a Bachelor of Science in Business Administration and Accounting from Millersville State University. He has over twenty years experience working as a consultant in the information technology field for various Fortune 500 companies. Mr. Houk has devoted his time to non-profit organizations, such as the Art of Living Foundation for well over a decade, working to set up best practices based on his professional experience. He currently serves as Treasurer of the Art of Living Foundation.



**Mr. Anurag Jain**

Mr. Jain led the Dell Services Delivery unit, a global team of more than 18,000 professionals that delivers leading edge technology solutions to Dell customers around the world. In the past he has founded highly successful, large-scale IT service outsourcing businesses based in India. In addition to his business career, Anurag has served as a tireless leader and innovative supporter of skill and vocational development in India.

Mr. Jain is Chairman of the Board of Laurus Institute, a premier not-for-profit skills development think tank in India. He also serves on the Board of Asia (Chennai) Engineering, a leading commercial, industrial civil engineering firm in India. He holds an MBA from the University of Michigan and a Bachelor of Science in Electronics and Electrical Engineering from the Birla Institute of Technology and Sciences in Pilani, India.



**Dr. Raman Poola**

Dr. Poola is a physician specializing in Gastroenterology and Internal Medicine in Apple Valley, California. He has been involved in the Art of Living's service programs for over 25 years.



**Mr. Raj Shah**

Mr. Shah serves as the President, Chairman and CEO of Capital Technology Information Services, Inc. (CTIS). He is also the Founder and Chairman of i-Bharti Health Foundation (iBHF). Since CTIS' founding in 1988, he has developed the company into a major contractor for the National Institutes of Health. Over the past 30 years, Mr. Shah has worked extensively in the areas of health, financial engineering, management consulting, and technology and infrastructure development for emerging economies around the world



## INDIA



### **Ms. Rajita Kulkarni**

A banker by profession for the last 17 years, Ms. Kulkarni currently holds the position of Asia Pacific head for training and customer advocacy for a premier international financial services leader. In the last five years she has been instrumental in leading over 5000 workshops around the world for over 100,000 participants, offering more than 1 million man hours of training. She has won over 17 awards for professional excellence in her field.

## OFFICERS



### **Mr. Ajay Tejasvi, Secretary**

Mr. Tejasvi's professional, academic and personal experiences have converged to focus his attention on the challenge of good governance and ethical leadership as the heart of the development problem today. His work with the Art of Living Foundation in community-driven development, academic training in international relations and political economy, and professional experience in the private sector and the World Bank have strengthened his resolve to help developing countries improve their leadership capacities and governance systems for sustainable poverty reduction. An engineer by training, Mr. Tejasvi is currently working towards a Ph.D. in Political Science from Claremont Graduate University. He also holds Masters degrees in Foreign Policy and Artificial Intelligence from Georgetown University and the University of Southern California.



### **Mr. Craig Hammer, Esq., Treasurer**

Craig Hammer, Esq. is a Governance Specialist at the World Bank. He manages a program which strengthens laws, policies, and regulations, to improve governance and accountability in developing countries, including Ghana, Kenya, Liberia, Nigeria, South Africa, Mali, Morocco, Kyrgyz Republic, Bangladesh, Nepal, Sri Lanka, and Timor Leste, among others. He is also a Senior Fellow of the Institute for Human Rights, Peace and Development at the University of Florida. He has published extensively under the auspices of this Fellowship, including books, chapters, and refereed journal articles.

Craig is a leading advocate for indigenous peoples' rights, and is Procurador Judicial (Abogado Defensor), or senior legal counsel, for the Shuar Nation, a 150,000 member indigenous nation in the Ecuadorian section of the Amazon Basin.



### **Dr. Manoj Mathur, Assistant to the President**

Manoj Mathur M.D. is a board certified Internal Medicine Physician with over five years of clinical experience practicing internal medicine. He is currently the Vice Chairman of the Department of Medicine at Calvert Memorial Hospital. He has been a member of the American Medical Association (AMA) and American College of Physicians (ACP). He is licensed to practice medicine in Maryland and Virginia. He is actively involved in research projects that study the effects of Sudarshan Kriya Yoga on neuropsychological parameters.

## STAFF



### **Ms. Natacha Manet, Lead Development Officer**

Natacha started her career as the Event-Marketing Officer of an international sporting goods company where she became the Director of Marketing and Communication. Her passion for human development inspired her to take responsibility for the training department. In this function she developed and taught many courses in leadership, management and communication. Before joining AOLHET, Natacha worked over 6 years as the Chief of Communication and Fundraising for a children's rights organization committed to implementing programs in Africa. She was involved in project work, capacity building (youth empowerment), grant applications and best practices reports.



## SRI SRI UNIVERSITY Strategic Advisors



### **Mr. Anoop Swaminath**

Anoop Swaminath is working on Anti-Corruption and Governance at the World Bank Institute, focusing on Responsible Business and Ethics in Africa. Mr. Swaminath has consulted and worked widely in the social and private sector, including for Greenpeace, the Hong Kong Government, World Alliance for Youth Empowerment, Creative Technologies, International Association for Human Values, Centillium Communications, and others. Mr. Swaminath will be working as a driver of strategic operations in supporting the development of Sri Sri University. He holds a B.A. in International Relations from Tufts University and an M.B.A. from the University of Oxford.



### **Mr. Siddharth Jasbir Singh**

Siddharth Singh is a Nanotechnologist with advanced degrees in BioMolecular Engineering from Johns Hopkins University. He has written a number of research papers on this subject. He is also knowledgeable in nanofabrication including thermal evaporation, photolithography, biotechnological concepts and techniques. He has been working in the field of chemical and biological detection where he is responsible for the research and development of platform sensors. Mr. Singh currently serves on the board of Indscape Softech and Airlink Broadband as a Director. Mr. Singh also Co-founded ConnectBillions, a platform to bridge the knowledge gap between urban and rural societies. ConnectBillions has created a unique Internet identity for each of 600,000 villages in India to enable information sharing, promote local arts and crafts and let citizens help their fellow citizens through a network of changemakers and mentors.





## SRI SRI UNIVERSITY BOARD OF GOVERNORS



**Ms. Akhila Srinivasan; President, Sri Sri University**

Managing Director Shriram Life Private Limited; Ex-Managing Director Shriram Investments Limited; Honorary Consul for the Kingdom of Netherlands; Selected as one of the twenty five most powerful women in Indian business by 'Business Today' (2008).



**DR. Bala V. Balachandran**

Distinguished Professor of Accounting & Information Management, Kellogg School of Management; Founder & Dean, Great Lakes Institute of Management, Chennai; Padmashri Awardee.



**Mr. Gautam Chellaram**

Commercial Director, KC Maritime, Hong Kong.



**Mr. Venugopal N. Dhoot**

Chairman, Videocon Industries Ltd.; Ex- President Associated Chambers of Commerce & Industry; Advisor to Govt of Orissa for Industrial Development



**Ms. Bindiya Jain**

Philanthropist & Industrialist; Director in Linton Vanijya Pvt. Ltd. and Junach Ltd.; President of Akarsh Portfolio Services Ltd.



**Mr. Ashok Kheny**

Managing Director, Nandi Infrastructure Corridor Enterprise Ltd.; 'Outstanding Businessman of the Year of a Minority Community Award' (1987) from the President of the United States of America.



**Ms. Rajita Kulkarni**

Asia Pacific Head – Training & Customer Advocacy Head, Premier Financial Institution; Board Member, World Forum for Ethics in Business, Belgium; Board Member, Art of Living Health and Education Trust.



**Mr. Manish Poddar**

Chairman, Indian Jute Mills; Director, Pam Infrastructure Projects Ltd.; Managing Director, Budge Budge Co. Ltd.



**Mr. Shantanu Prakash**

Founder & CEO Educomp Solutions Private Ltd.; Founder & Managing Trustee, Learning Leadership Foundation; Charter Member of The Indus Entrepreneurs (TiE).





**Ravindra Prasad**

Ex-Chairman Vyakti Vikas Kendra, India.



**Cdr. K. Suresh**

Commander (Retd) Engineering Services, Naval Operations; Ex-Deputy Director of Naval Operations; Ex-Managing Director, Tea Estates Representations India Private Limited; Vishisht Seva Medal Awardee (1971); President's Sword of Honour Awardee (1961).



**G. R. K. Reddy**

Chairman & Managing Director, MARG Ltd., India.

**Sri Sri University's Management**

1. Executive Director: Dr. Sathyanarayana A. ; PhD (Cornell), BTech (IIT-M)
2. Director (Administration): Prof. S C Joshi ; PhD (Solar Energy)
3. Director (Finance) T W Unnikrishnan ; AICWA, CIMA (London), PGDM (MDI)
4. Director (PR & Social Outreach): Debjyoti Mohanty
5. Associate Director (Social Outreach): Vijayalakshmi Mohanty ; MSc (Physics), MA
6. Associate Director (Knowledge & IT): Ashish Shah ; MS (MIT, USA), BTech (IIT-B)
7. Associate Director (Marketing ): Manjit Mishra ; PGDM
8. Associate Director (HR & Corporate Affairs): Om Kar ; MIB, MMS, BSc (Physics)

**Art of Living Network**

Sri Sri University is associated with The Art of Living (AOL) Foundation, The International Association of Human Values (IAHV) and The World Forum for Ethics in Business (WFEB), and will immensely benefit from the organization's vast network spread across 151 countries.

The Art of Living mission transcends the barriers of socio-economic strata. The heterogeneity of AOL's millions of volunteers and members - from a farmer in South East Asia to the chairman of a hedge fund in New York; from a student in a remote Indian village to the heads of various states - bears testimony to the AOL Foundation's reach and immense popularity across the world.



## New Business Perspective: a Talk from Prof. Bala V. Balachandran Member of Sri Sri University's Board of Governors



**Dear future business leaders of India,**

With India's new role as a leader in the emerging markets, there has been an increase in the number of companies looking to set base here. India is a land of opportunities, and of many successful business stories.

We see many large industry leaders seeking alliances in India in the spaces of education, consulting, telecom and a whole host of other verticals. In setting base here they look for stronger growth. But in keeping with the strategy of 'globalization' they also look to learn from the Indian value system.

It is evident that the U.S.-initiated B-School model is at a crossroads, and a serious revamping of the curriculum combined with pedagogy is essential. There has been shift from profitability to profiteering and from incentives to greed, which can only be checked through an educational experience that integrates passion with compassion (results vis-à-vis CSR) in order to create responsible corporate citizens.

With the Indian economy relatively unaffected by the global economic meltdown, it is time for India to surge forward and take leadership in Business Education through the integration of Spiritual Anchoring and Ethical Value Systems. Sri Sri University strives to turn out ethically entrenched business leaders with a focus for great deeds and leadership, and it is clear that "the time is right; the location is right and the modern model for business education is right." We would love for you to experience the excitement, energy and rejuvenation of B-School education.

Students who graduate from Sri Sri University's Institute of Management Studies will not only be equipped with sharp thinking faculties and the latest business tools, but will also be rooted in a strong ethical operating framework. Sri Sri University's vision for creating business leaders with strong human values is the need of the hour, and the Sri Sri University's Institute of Management Studies will aim to equip them with strong self management tools while nurturing the business acumen of students – in turn building a responsible society.

Students at the Institute of Management Studies will enjoy many benefits, but perhaps more important is the advantage of the Art of Living network. Opportunities through leveraging this network abound, whether engaging with business leaders at various forums on campus or participating in conferences around the world. Students will find their 2 year at Sri Sri University's Institute of Management Studies a highly enriching experience.

### **Prof. Bala V. Balachandran**

J L Kellogg Distinguished Professor of Accounting and Information Management,  
(Emeritus in Service), Northwestern University, Illinois, USA  
Founder and Dean, Great Lakes Institute of Management, Chennai, India  
Executive Professor and Strategy Advisor to the Dean, Bauer College,  
University of Houston, Texas, USA



## Why support Sri Sri University?

### Value-Ad for Society

- The SSU model offers a transformative learning experience for tomorrow's entrepreneurs and leaders, supporting a new educational concept that can be replicated in other poor, rural areas. A donation to SSU is a **lasting investment in sustainable development and values-based education**.
- **Stimulate development in Orissa**, one of India's poorest regions.
- Expand opportunities for higher education in India, particularly for young women.
- **Stem the flow of students to institutions outside India** and introduce professionals needed to stimulate and support the Indian economy.
- AOLHET is a small non-profit **with low structure costs** and a direct connection to Sri Sri University: all **donations are used diligently** to provide opportunities for students to learn, lead and serve.
- As AOLHET is a charitable organization, **donations are tax-deductible**.

### Value-Ad for Businesses/Corporations

- SSU's human values-based curriculum will combine academic excellence with real-world professional skills and emphasize ethics and public service. Supporting SSU is an **investment in the future international community of scholars, emerging leaders and entrepreneurs**.
- Invest and create business connections **in India**, one of the world's pre-eminent growing economies.
- **Increase name recognition and visibility**: Your logo can be included on publications and Websites of SSU and AOLHET, associating your company image with values-based education and **innovation**.
  - Demonstrate **philanthropic responsibility** towards high-need communities, the nation of India and the world at large through supporting a sustainable project that will empower generations to come!



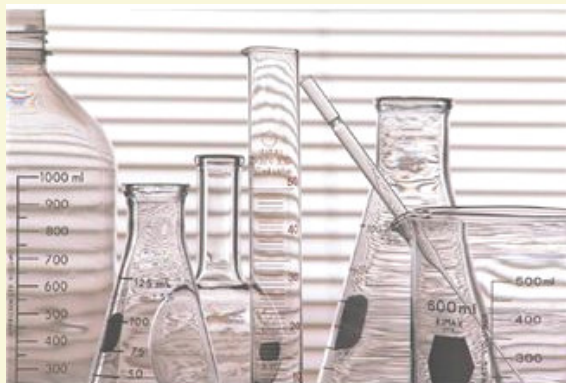


## Sri Sri University Capital Campaign

The Art of Living Health and Education Trust launched an exciting **capital campaign to raise \$140 million** that will support the initial expenses of Sri Sri University. Ultimately, these funds will improve accessibility to education and quality health care, economically empower the Orissa community and support the University's innovators and researchers.

### Supporting this campaign will help us:

1. **Invest in cutting-edge teaching and research facilities that incorporate environmentally friendly, sustainable designs.**
2. **Enhance the student learning experience**
  - The University will offer moderate class sizes, and will encourage student participation and experimental learning.
  - Sri Sri University will encourage an economically and racially diverse student population, particularly through endowed student awards, bursaries, and scholarships. Special preference will be given to youth from underprivileged backgrounds, particularly young women.
3. **Support Community Outreach and the Vocational Training Center**
  - SSU's human values-based curriculum will emphasize ethics and public service as a crucial part of achieving academic excellence and real-world professional skills.
  - The students will be encouraged to undertake service projects that benefit the local community (see community outreach).
4. **Empower the University as a hub Research and Innovations**
  - Through the creation of endowed chairs, the University can attract and retain faculty who are both excellent teachers and innovative researchers. In addition, the University will invest in teaching innovation, experimental learning and audio visual resources.



Research Equipment



Computer Lab



## Be the catalyst for change!



We invite you to join us in the pursuit of nurturing today's children as tomorrow's leaders, imbued with professional credence and human values. Your help can help us create a better world.

Sri Sri University is at an exciting stage of development **where your contribution will make an enormous impact on the institution**, and serve as a permanent reminder of the importance of education and healthcare across the world.

**Be part of a global initiative to raise \$140 million for university construction, financial aid, research facilities, endowed professorships, and programs advancing medical and public service endeavors.**

### Giving Levels

Book	\$50
Tree	\$100
Software, academic resource	\$500
Classroom Seating	\$1,000
Sport Equipment	\$1500
Computer	\$2000
Square Foot	\$2,500
Dormitory Room	\$40,000
Scholarship Endowment	\$60,000
Specific Endowment (women, underprivileged...)	\$60,000
Library Sponsorship	\$50,000
Laboratory Sponsorship	\$80,000
Sport Complex Sponsorship	\$100,000
Classroom	\$170,000
Endowment for a Chair	~\$1 million



## Donor Circles

Donors at the highest levels will be recognized on the university's "Wall of Gratitude," a permanent recognition. From the first graduates of the institution through generations to come, students will look up to the founding donors of their university.

<b>Founder's Circle</b>	>\$10 million
<b>President's Circle</b>	\$1 - \$10 million
<b>Faculty Circle</b>	\$100,000 - \$999,999
<b>One World Family Circle</b>	\$30,000 - \$99,999

## Name Recognition

All donations above will be honored with a plaque stating the donor or donors' names. For very large donations, gifts may be honored through the designation of a program or facility in the name of the donor's choosing. This recognition is intended to demonstrate the tremendous gratitude of Sri Sri Ravi Shankar and the SSU family and will serve as a permanent reminder of the generosity of the gift itself. Donation levels for name recognition depend on the cost and nature of the facility (i.e. library, garden, gymnasium, classroom building, hospital wing, amphitheater, etc.)

For more information about our naming conventions, contact our team at [info@aolhet.org](mailto:info@aolhet.org)

### **The Art of Living Health & Education Trust**

2401 15th Street, NW  
Washington, DC 20009  
Phone: (202) 370-6985

Email: [info@aolhet.org](mailto:info@aolhet.org) - [www.aolhet.org](http://www.aolhet.org)

*The Art of Living Health and Education Trust is a non-profit 501(c)(3) organization. Contributions are tax-deductible to the extent allowed by law.*



## Projects in the United States

The Art of Living Health and Education Trust supports Youth Empowerment Seminar (YES!) programs in the District of Columbia.



### What is YES!?

YES! is an educational program designed by the International Association for Human Values (IAHV), a partner organization, that provides high school students with a comprehensive set of tools they can use to achieve their full potential as students, leaders, and community members. The YES! curriculum includes elements of stress management, character education, social-emotional learning and conflict resolution.

Preliminary research data suggest that the tools and techniques taught during the YES! program improve focus, clarity and concentration while reducing anger, anxiety and depression.

Students learn tools for relaxation and stress reduction, including innovative breathing techniques, and engage in interactive processes that increase their self-confidence and enhance their ability to feel comfortable in challenging situations.

### An effective program

**Conflict Resolution** Students participate in experiential processes for developing effective problem-solving skills and strategies for successfully dealing with peer pressure. Teamwork exercises highlight cooperation and conflict resolution, and develop students' interpersonal skills.

**Leadership** - Students take part in interactive games and projects that cultivate leadership abilities, cooperation, and an understanding of group dynamics. Activities emphasize the importance of effective goal setting, time management, and follow through.

**Character Education** Students explore human values such as respect, integrity, forgiveness, friendliness and nonviolence.

**Social-Emotional Learning** Students engage in group discussions and interactive processes that help them develop personal and academic goals for success, positive social relationships, good decision-making and the power of responsibility. They learn breathing techniques that allow them to manage and release their negative emotions and stress.



## Statistics

**96%** of the students that participated in the YES! Program report an increase in calmness

**93%** of the students report a better mood

**93%** of the students report a decrease in their stress level

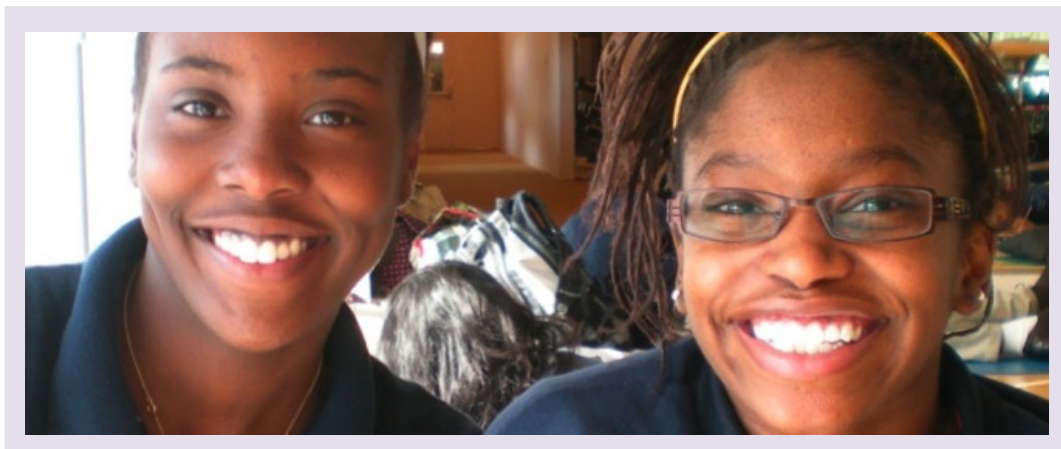
**89%** report an increase in their focus

**86%** report a decrease in anger and irritability

**69%** report better sleep habits

## Partner Schools in the District of Columbia

- Booker T. Washington Public Charter School
- Bell Multicultural High School
- Academy for Ideal Education
- McKinley Technology High School







## “We need your help!”

Please help us to foster health and education throughout the world through:

- Monthly or Annual Giving
- Gift Catalog Giving
- Individual Donations with Corporate Matching (ask your company to incorporate us in their matching gift program!)
- Bequest
- Gifts in Kind
- Foundation and Corporate Giving
- Volunteering

Send a check payable to “AOLHET” or donate online at:  
<http://www.aolhet.org/donate>

You can be confident that your contribution will be used diligently to provide opportunities for students to learn, lead and serve.

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### Contact

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