

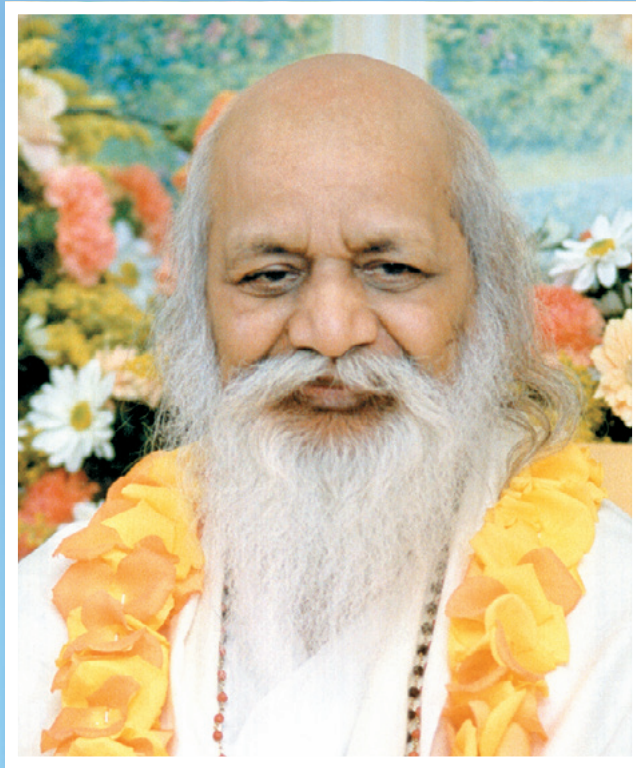
YOU CAN CHANGE

THE DESTINY

OF MANKIND

*The Global Peace Initiative of
Brahmananda Saraswati Foundation*





“It is in the hands of a few individuals in every country today to change the direction of time and guide the destiny of their nation for all harmony, happiness, and progress.”—Maharishi Mahesh Yogi



Peace—peace for all people in all nations of our shared world. Peace rooted in the ancient Vedic wisdom and grounded in modern science. That is our vision—permanent world peace.

In his farewell message on January 11, 2008, Maharishi Mahesh Yogi, widely regarded as the foremost Vedic scholar of the modern era, established Brahma-
mananda Saraswati Trust (Foundation) to achieve the goal of lasting peace. With this he said, “The future of the world is bright, and that is my delight.”

Through his profound understanding of ancient Vedic wisdom, Maharishi brought to light the Transcendental Meditation® program and its advanced programs, the most thoroughly researched and effective techniques for self-development and transformation of world consciousness.

These technologies of peace allow individuals to enjoy healthy and fulfilled lives. According to extensive research, the Transcendental Meditation technique reduces acute stress far more effectively than any other available meditation technique. It provides a period of deep relaxation and heightened mental alertness, and the benefits are retained following one’s practice.

The benefits that accrue to an individual as a result of this practice can have a profound effect on others. Significantly, a group practicing these programs can benefit an even larg-

er number of people. This group practice has a measurable and documented effect on the collective consciousness of a society by reducing violence and terrorism, fueling economic growth and stimulating national and international collaboration.

The achievement of lasting world peace requires a permanent group of peace-creating experts practicing these programs. The ideal experts to create this effect are specially trained Vedic Pandits—members of traditional Vedic families of India who devote themselves from an early age to meditation and Vedic recitation.

These Maharishi Vedic Pandits dedicate their lives to securing peace for others—for everyone. The effect of their collective daily practice reverberates across nations.

This is the Global Peace Initiative of Brahma-
mananda Saraswati Foundation. It is the only program for the implementation and maintenance of a permanent global peace-creating group of 9,000 experts at the geographic center of India and 1,250 in America, to achieve world peace through a new, scientifically verified approach.

By supporting the Global Peace Initiative, you can change the destiny of mankind.

The Science Behind the Global Peace Initiative

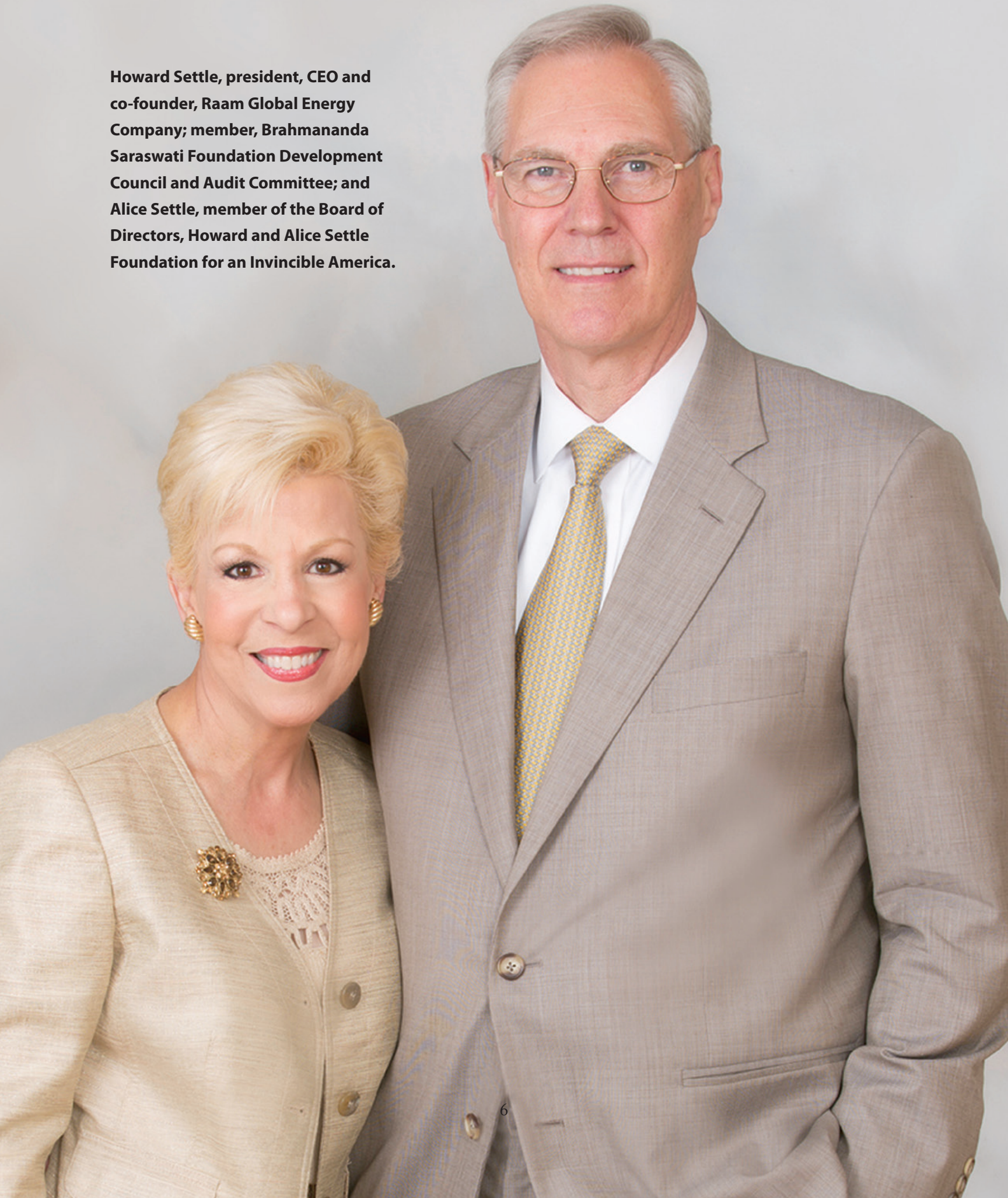
1. Behavior is directly linked to brain functioning.
2. Stress impacts the brain. It shuts down the prefrontal cortex (the “higher brain”) and can over-stimulate the amygdala (“fear center”), causing fear-driven, aggressive, violent, antisocial behavior.
3. Acute stress on a societal scale similarly impacts the brain and behavior of everyone in society, fueling crime and social violence.
4. Extensive research shows that a simple, evidence-based meditation practice, the Transcendental Meditation (TM) program, dramatically reduces individual stress and its deleterious effects on brain and behavior.
5. Twenty-three published studies have also shown that TM practice and particularly the group practice of its advanced programs including Yogic Flying, effectively defuse acute societal stress, and markedly reduce associated violence and social conflict—including war and global terrorism.
6. The Global Peace Initiative is dynamically implementing this approach to peace on a national and global scale, and is conducting large-scale research on its global effects as well as cutting-edge research on the fundamental physical, neurophysiological, and sociological mechanisms that underlie these global effects.

The technologies of the Global Peace Initiative are a practical—and highly cost-effective—approach for reducing societal stress and associated violent crime and behavior. This has been demonstrated by 23 studies published in peer-reviewed journals and fifty scientific replications conducted in countries around the world, including war-torn areas.



More than 4,000 advanced Transcendental Meditation experts gathered in Washington, D.C., during the summer of 1993 to scientifically demonstrate the effect of the technologies for peace of the Global Peace Initiative on reducing violent crime in the U.S. Capital. Fulfilling predictions lodged in advance, crime decreased more than 23 percent during the demonstration ($p < 10^{-8}$), according to research published in the peer-reviewed scientific journal *Social Indicators Research*.

Howard Settle, president, CEO and co-founder, Raam Global Energy Company; member, Brahmananda Saraswati Foundation Development Council and Audit Committee; and Alice Settle, member of the Board of Directors, Howard and Alice Settle Foundation for an Invincible America.



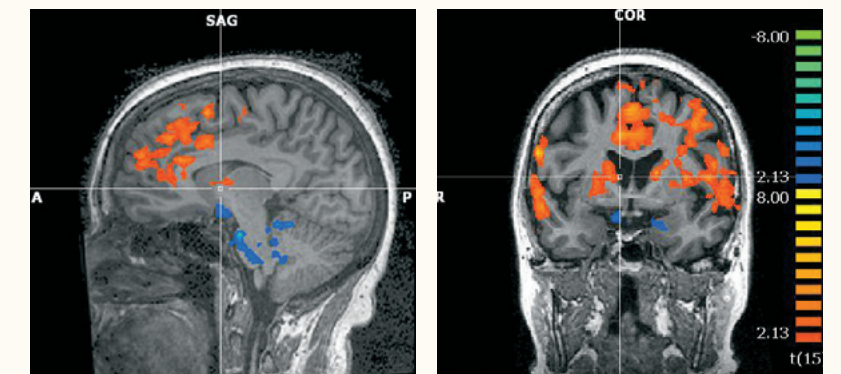
“**W**hen I started the Transcendental Meditation program as a young man, I had immediate relief from the kind of stress that was making my life somewhat uncomfortable. That relief continued to grow, and I began to live a life that I wanted—a life of happiness and fulfillment. That experience of TM led me to understand very profoundly that there was a benefit that I was receiving that I had not received or could not find any place else in the world.

“As I began to understand these techniques from my own personal experience, I came to believe that there was no more efficient or cost-effective way to bring about more profound changes than to support the group programs both in the United States and elsewhere in the world and to support the Maharishi Vedic Pandits.

“I think that it is natural for anybody to be skeptical of a program that promises so much and which in reality is so inexpensive. The thought that actually came to my mind when I had the opportunity to provide support for these programs is this: I have my own personal experience, which is undeniable. My personal experience—my blood pressure going down, stress levels dropping—is self evident.”—Howard Settle

You Can Change the Destiny of Mankind

Through one effortless technique, an individual may exert an extraordinarily powerful and positive effect on every level of life—on himself and on the well-being of those around him. The TM practice is an easily learned procedure, practiced for 20 minutes twice per day in a comfortable seated position with eyes closed. The technique enables the individual to experience a period of deep physiological relaxation and heightened mental alertness, which represent a unique fourth state of consciousness, Transcendental Consciousness, as distinct from the waking, dreaming or sleeping states.



fMRI: Restoration of balanced brain functioning. Chronic and/or traumatic stress shuts down the prefrontal cortex (“higher brain”) and causes chronic excitation of the amygdala (“fear center”). TM practice deactivates the amygdala and surrounding subcortical structures (blue, above), and stimulates activity in the prefrontal cortex (orange).

The relaxed state and expanded alertness are retained following one’s practice.

This practice activates the higher brain (pre-frontal cortex) and deactivates the fear center (amygdala), and one experiences inner peace.

It is truly a technology of peace from one individual to every individual on earth.

*Peace Within the Individual is the
Foundation of Peace in the World*



Ramani Ayer, former Chairman and CEO, The Hartford Financial Services Group, Inc.; and donor, Brahmananda Saraswati Foundation.

“The benefit of the Transcendental Meditation program and its advanced programs has been profound—the quality of restful alertness you get out of it. If you are a leader of an enterprise, you bring the true principles of right living and right thinking into that. I could not have done that without Maharishi’s principles and teachings. In periods of acute stress that I have lived through, I don’t see how I could have prevailed if I hadn’t had those techniques and that wisdom with me.

“Acute stress can be eliminated on the individual level, and with a large group, the effect multiplies dramatically. This is referred to as the Maharishi Effect. Twenty-three published studies and 50 demonstration projects done in different parts of the world verify the scientific validity of this effect. There are over 300 published studies on the benefits of the TM technique.

“The practical application of this work is the Global Peace Initiative that will have 9,000 Vedic Pandits in India, practicing advanced Transcendental Meditation techniques to establish peace, security and stability for all mankind.

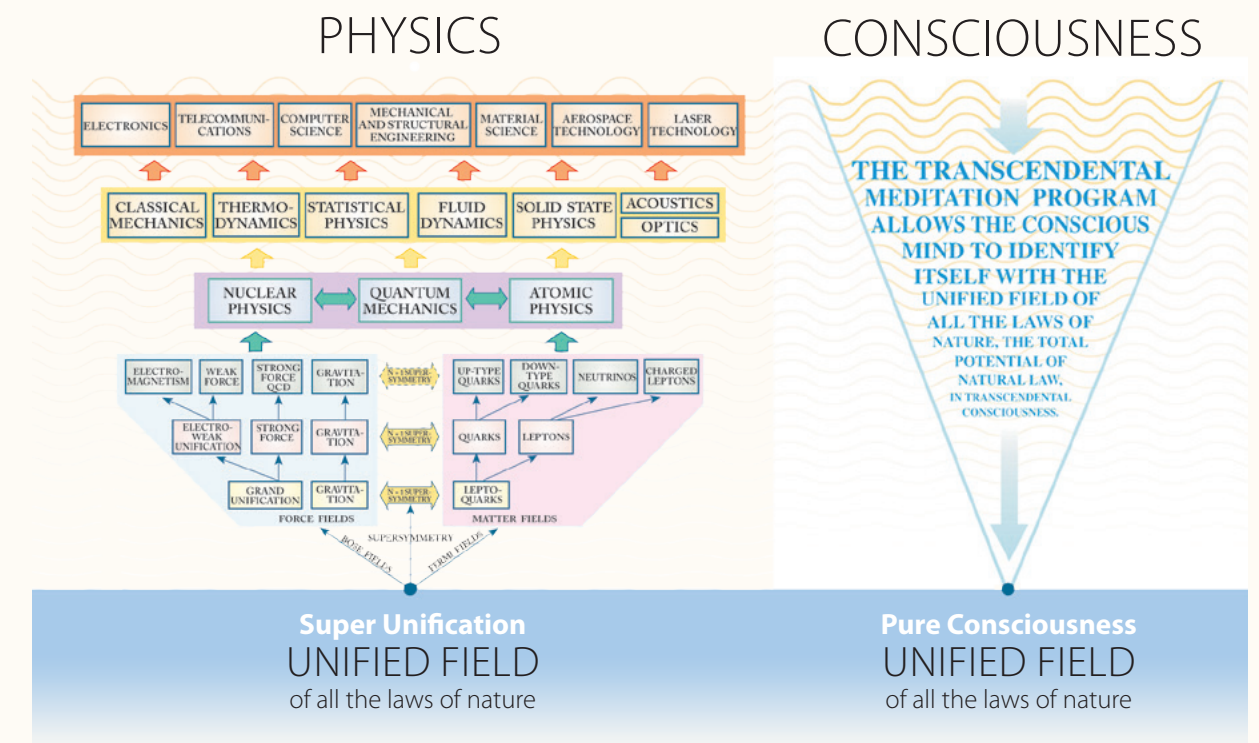
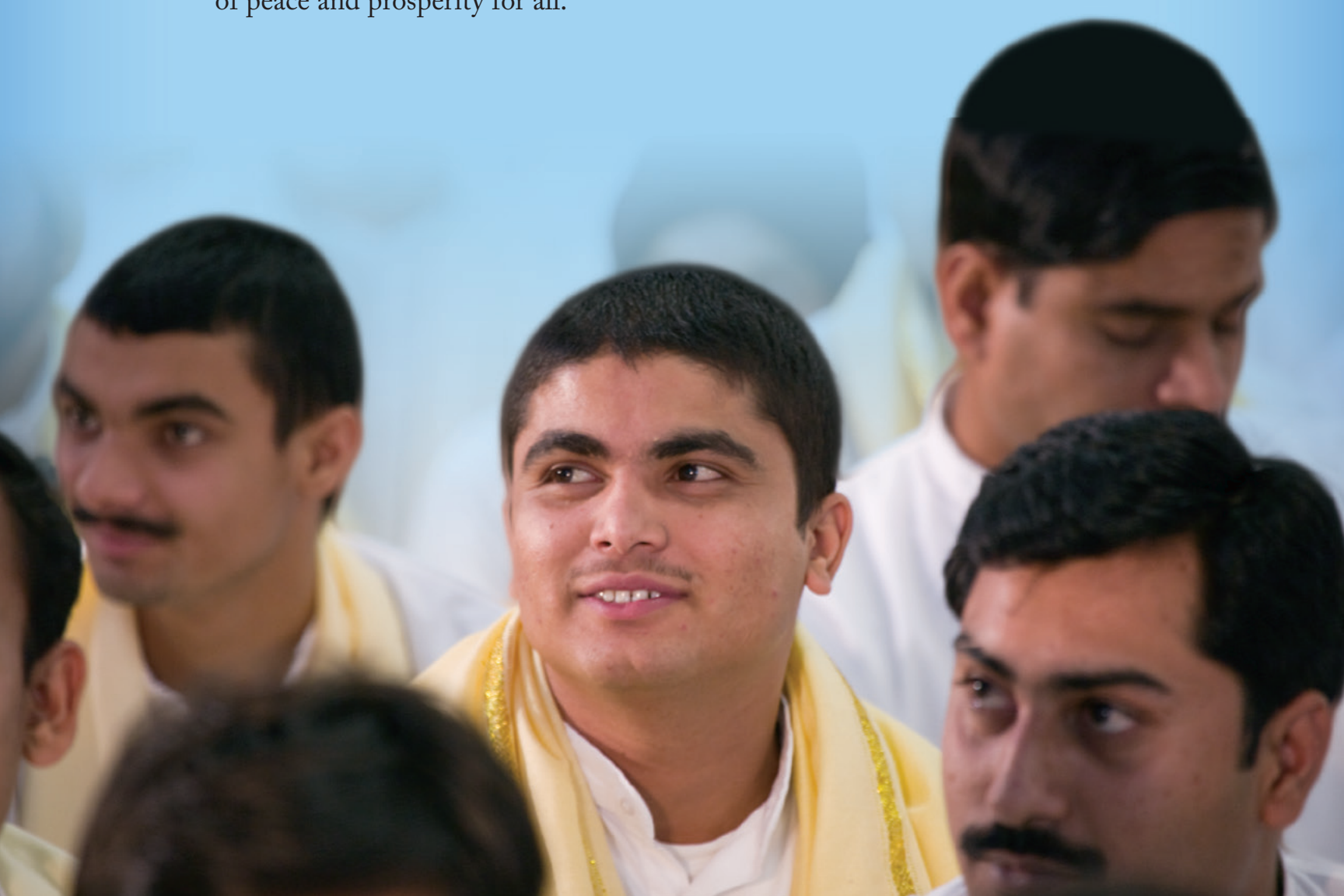
“Now we need to bring this truth to the world. I call on you to visit Maharishi Vedic City where people are living Vedic life. It is a very well thought-out program, and we certainly look forward to receiving your support.”—Ramani Ayer

You Can Change the Destiny of Mankind by Creating Stability Amidst Instability

Even with thousands of peace treaties and the well-intentioned efforts of myriad groups to alleviate societal ills and foster peace in the world, we have not yet achieved stable, lasting peace. At the same time, stress in society is growing with each day in every area of life.

A new solution is needed—an approach that draws on scientifically verified principles and empowers practitioners to directly benefit those around them.

Transcendental consciousness—the fourth state of consciousness that one directly experiences through the TM technique—is fundamental to life, and it is the basis for personal, societal and global change. Based on the experience of millions of meditators throughout the world, it is the starting point for imagining a world of peace and prosperity for all.



Modern physics has located the most fundamental level of nature's functioning in the unified field at the foundation of the universe. Similarly, the Transcendental Meditation program and its advanced programs provide experience of quieter, deeper levels of thought—culminating in Transcendental Consciousness, the unified field at the basis of mind and matter.

Ravi Patel, MD, founder and managing partner, Comprehensive Blood and Cancer Center; and Naina Patel, MD, head of Mind-Body Medicine, Comprehensive Blood and Cancer Center. The Patels are members of the Brahmananda Saraswati Foundation Development Council.



“**T**he way we look at life is embodied in this expression of Maharishi’s: *Vasudhaiva kutumbakam*, the whole world is my family. Maharishi really lived that. His life was a total example of that. Since we feel that all we have, directly or indirectly, is a result of him and that all of his programs are an embodiment of that statement, our purpose in doing any kind of charity is to see how we can help the whole world as our family. The last and most important wish of Maharishi, which was probably the embodiment of his whole life, was that the right number of Pandits should always be there forever—for the greater good of the universe, forever. This would be the most powerful way to literally create perpetual world peace. It is the best way to change mass consciousness. It takes care of all the problems in the world. It is very dear to our hearts.

“We as Indians are responsible today for maintaining the Vedic tradition, and the future of all the generations to come depends on each individual Indian making sure that this Vedic tradition is preserved and maintained. You have the opportunity to do this, to get involved in it in some way—because ultimately, it is our own heritage.”—Ravi and Naina Patel

We Are All Connected

Globalization has created a truly interconnected world. On an economic scale and certainly a psychological one, we share a holistic human experience with those around us. The financial collapses of the twenty-first century demonstrate the acute domino effect born of an integrated and complex global system.

As a result, the psychological state of one individual can have distinct effects on others. It is not surprising that stress reduction on an individual level causes a corresponding decline in societal stress. Yet it is surprising and fortunate that even a relatively small proportion of a population practicing these powerful, stress-reducing techniques as a group produces a demonstrable drop in societal tension, violence and crime.

In this way, individuals can stimulate a shift in consciousness of an entire population. It is this shift in consciousness on a global scale that is the key to permanent world peace. This is the Global Peace Initiative.

We can change the destiny of mankind—together.



1,000 Maharishi Vedic Pandits in Maharishi Vedic City, Iowa, USA.



Bradford Cooke,
chief executive officer,
Endeavour Silver
Corporation; member,
Brahmananda
Saraswati Foundation
Development Council
of Canada

“It was the whole idea of world peace that resonated with me...the realization that historically all attempts at peace have really been miserable failures because they are on such a surface level...and here is an opportunity to do something completely different to achieve world peace that actually works.

“For me what is important is not the understanding of world peace on the surface level or the intellectual level or the emotional level. It is the tangible experience of peace every day when we meditate.

“When I went on my first trip to the Pandit campus at the Brahmasthan of India, the majesty of Maharishi’s vision and what he had already accomplished just blew me away. So funding the Pandits to accomplish world peace seemed the obvious thing to do. The Brahmananda Saraswati Foundation endowment—for perpetual support of the Pandits—had to get started somewhere, and I like to be a leader rather than a follower. So I said I would like to be the first individual donor to participate in the endowment. In my view, the whole purpose of wealth is to enjoy life and to have others enjoy life. Global peace is the highest goal when it comes to enjoying life.”—Brad Cooke

*Traditional Vedic Pandits reciting the sounds of the Veda,
creating a wave of peace throughout the world.*

*Vedic Technology
Transforming
World Consciousness*

Vedic wisdom provides the framework to create stability in an ever-changing and unpredictable world. The Maharishi Vedic Pandits of the Global Peace Initiative employ two core Vedic technologies: the group practice of Transcendental Meditation and its advanced programs—and the performance of Yagya.

Yagya is a time-honored Vedic technology for the prevention of problems and the promotion of success and good fortune. Yagya involves the application of specific, prescribed sounds from the Vedas, through recitation on a fine level of awareness by trained Vedic Pandits to achieve a specific effect: for example, to eliminate obstacles, defuse impending dangers, or promote health, financial success—even world peace.

Maharishi restored the crucial understanding and proper practice that the Vedic sounds be projected from Transcendental Consciousness, where the link between sound and form—between desire and fulfillment of desire—is enormously powerful. Only Maharishi Vedic Pandits, through their practice of the Transcendental Meditation program and its advanced programs including Yogic Flying, have this crucial training and skill.





“**S**eeing the Maharishi Vedic Pandits and listening to them chant is how we initially felt drawn and committed to supporting them. Through our listening experiences, we felt many levels of deep peace, well-being and inner happiness. We felt the possibility that far-reaching effects to create peace and harmony could be achieved through Maharishi’s Vedic Technologies. These impressions are what led us to commit to supporting these Vedic Pandits and their programs.

“We truly believe that Maharishi Vedic Pandit chanting stimulates the laws of nature, awakening wholeness on the finer levels of creation. This transformation at the finest level creates a powerful and tangible influence of peace and harmony in individual and collective life. The larger the number of Maharishi trained experts engaged in Vedic performances, the greater the positive change for the world. In our lifetime we want to feel that we did everything we could to create a better world. Supporting the Global Peace Initiative is the best investment one can make to create lasting peace for the world.”

—Warren and Harriet Berman

Warren Berman, managing partner, Chula Partners; former Vice-Chairman, Nabors Industries; and Harriet Berman, director, Berman Family Foundation; member of the International Campaign Cabinet, Brahmananda Saraswati Foundation.



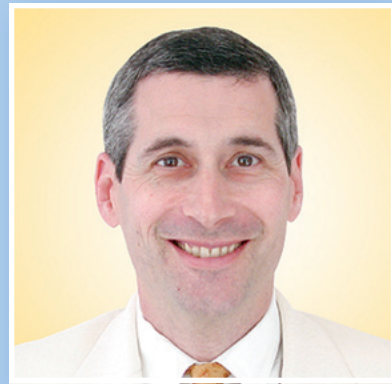
YOU CAN CHANGE THE DESTINY OF MANKIND

A New Solution to World Peace is Needed

Together we can change the destiny of mankind. We can create a new history of peace and prosperity for our global family. The Global Peace Initiative will help fulfill Maharishi's promise of a bright future for the world.

Brahmananda Saraswati Foundation has developed the strategic plan for the Global Peace Initiative—prioritizing needs for the implementation and maintenance of permanent global peace-creating groups. This new solution has been proven and can be implemented in phases. Every increase in the number of participants amplifies the benefits across society, so we need to expand these peace-creating groups as soon as possible.

*“Only a new seed will yield a new crop.
Only with new knowledge and
a new approach can we achieve
the age-old desire for peace.”
—Maharishi Mahesh Yogi*



Dr. Harris Kaplan, chief executive officer of Brahmananda Saraswati Foundation.

Dr. Kaplan is the former chairman and CEO of Eastgate Management Corporation, a successful investment management company and advisor to public and private companies, primarily in the energy field. Dr. Kaplan works with Brahmananda Saraswati Foundation's executive and finance committees and its 46-member board of directors overseeing the investment and use of all funds donated to the Organization. Dr. Kaplan and his wife Arlene spend six months each year in India reviewing first hand the implementation of the Global Peace Initiative.



Brahmachari Dr. Girish Chandra Varma, L.L.B., Ph.D., managing trustee, Maharishi Ved Vigyan Vishwa Vidya Peetham Trust.

Dr. Varma leads the implementation of the Global Peace Initiative in India. Working directly with Maharishi for 35 years, he established educational institutions and programs in India including Maharishi Vidya Mandir School Group, of which he serves as Chairman. In 15 years, this has grown to 148 branches in 16 states, with 6,000 teaching and support staff teaching 100,000 students from grades Kindergarten through 12. Dr. Varma also serves as Chancellor of Maharishi Mahesh Yogi Vedic Vishwavidyalaya (university), established in 1995 by the Legislative Assembly of the state of Madhya Pradesh, with over 75,000 students.

Implementing the Global Peace Initiative

Brahmananda Saraswati Foundation supports the Global Peace Initiative through grants to organizations in India and the United States that directly implement the program.

The principal organization in India is Maharishi Ved Vigyan Vishwa Vidyapeetham (MVVVVT). Founded in 1982, it is the largest and most respected training institution for peace-creating experts. During the past thirty years, MVVVVT and its sister institutions have achieved the following milestones:

- established over 1,000 local training centers for students aged 10–14 years, and trained over 2,000 teachers.
- operated 46 residential secondary and post-secondary schools for students aged 14 years and up. (In addition, MVVVVT has built 28 of these schools.)
- awarded thousands of scholarships to children of Vedic families to receive complete training in their traditional role as peace-creating experts.
- acquired 1,800 acres of land near the Brahmasthan (geographic center) of India and created and operate a campus that will ultimately grow to house 9,000 or more peace-creating Vedic Pandits.

In the United States, a campus with the capacity for 1,250 Maharishi Vedic Pandits has been built and is operated by Global Country of World Peace (GCWP), a nonprofit 501(c)(3) organization based in Maharishi Vedic City, Iowa.

The 1,800-acre Maharishi Capital of World Peace, at the auspicious Brahmasthan of India



What is needed?

1. Support for Maharishi Vedic Pandits Creating World Peace

In order to achieve world peace, we must increase the number of Vedic Pandits to reflect the square root of one percent of the world's population: 9,000 in India for the world, plus a group of 1,250 in Maharishi Vedic City, Iowa, USA to create invincibility for America. Only then may we fulfill Maharishi's vision of world peace. This campaign priority includes the ongoing training of future Pandits, ages 10–22.

2. Endowment for Permanent Pandit Support

The Global Peace Initiative is dedicated to establishing and preserving lasting global peace. Given our unique position as the only campaign for the implementation and maintenance of peace-creating experts, a permanent source of funds is needed. This endowment will secure perpetual peace across the world.

3. Capital Campaign

• Completion of the Vedic Pandit Campus in the Brahmasthan of India

Our cherished Maharishi Vedic Pandits require proper accommodations, including sufficient space in which to practice their Vedic technologies. At the 1,800-acre Maharishi Capital of World Peace, at the auspicious Brahmasthan of India, residences, meeting halls and other facilities need to be completed to provide accommodation for 9,000 Vedic Pandits.

• Completion of the Vedic Pandit Campus in Maharishi Vedic City, Iowa, USA

Maharishi Vedic City has drawn thousands of visitors to experience the complete Vedic life that the City's residents enjoy. The campus for the Maharishi Vedic Pandits is substantially complete but still needs renovation of residences, the construction of a larger performance hall to accommodate visitors, and the development of gardens and common areas.

How to Support the Global Peace Initiative

The Global Peace Initiative offers an unprecedented opportunity to change the destiny of mankind. Through long-term support of this approach to peace, we can foster lasting change.

Outright gifts to support Vedic Pandits provide Brahmananda Saraswati Foundation with the necessary funds to increase the number of Vedic Pandits to the desired national and global levels: 9,000 in India and 1,250 in America. These gifts also help meet the Vedic Pandits' recurring and immediate needs, such as education and training, as well as accommodation.

All gifts are deeply appreciated, and Brahmananda Saraswati Foundation will steward them with care.

- Gifts of Cash
- Securities
- Real Estate
- Charitable Remainder Trusts
- Gifts-in-Kind
- Charitable Gift Annuities
- Employee Retirement Plans
- Life Insurance Policies
- Bequests
- Corporate Matching Gifts



160-acre campus for 1,250 Vedic Pandits in Maharishi Vedic City, Iowa, USA.



Raja Vikram Aditya Charoen-Rajapark of Thailand, managing director, Rajapark Company; former managing director, President Hotel Company and affiliated companies; Rector and Owner of Rajapark Institute; member of the Board of Directors, Brahmananda Saraswati Foundation; with his wife, Varaporn Charoen-Rajapark.

“**W**hen we leave this world we cannot take our wealth with us. But we can take with us all the good things that we do in this world. By supporting the Pandits, we take that. Just one Pandit can improve the life of more than 200,000 people because of the group effect. This is the best way to benefit the world.

“That is the main reason we use our money for the Vedic Pandits. In our business, we want to make maximum use of the profit that we have. So, we put most of the profit toward the Vedic Pandits to create maximum benefit for ourselves, our family, and the world.”
—Raja Vikram Aditya and Varaporn Charoen-Rajapark

History of the Global Peace Initiative

- 1955** Maharishi Mahesh Yogi begins to teach the Transcendental Meditation program.
- 1958–65** Maharishi travels throughout India and five times around the world teaching Transcendental Meditation. In 1962 Maharishi begins to train teachers.
- 1972** Maharishi University of Management (formerly Maharishi International University) is established in Fairfield, Iowa, USA, as a model of Consciousness-Based Education that fully develops the total brain functioning of every student.
- 1974–78** Scientific research shows that 1% of a population practicing Transcendental Meditation, or the square root of 1% practicing the advanced TM-Sidhi program, including Yogic Flying, together in one place, decreases crime and increases positive trends in the whole society.
- 1982** Maharishi Ved Vigyan Vishwa Vidya Peetham Trust is formed in India to train and support Vedic Pandits. With Maharishi's constant guidance and attention, over 50,000 are trained during the next 25 years.
- 1983** The 3-week Taste of Utopia Assembly is held in Iowa USA with more than the required number of 7,000 for world peace. Research indicated improved international relations, reduction in global terrorism and improved economic trends during this period.
- 1983–93** Short-term demonstration projects are carried out and 23 rigorously conducted published studies indicate that the Global Peace Initiative reduces violence and terrorism, improves national and international cooperation, and increases economic growth.
- 1987–90** Maharishi trains and assembles 7,000 Vedic Pandits in India who perform daily Yagya and advanced Transcendental Meditation practice, including Yogic Flying. During this period, the Cold War ends, the Berlin Wall falls, conflicts worldwide subside and tens of millions of people enjoy political freedom.
- 1997** Land is acquired to build a campus in the geographic center (Brahmasthan) of India for a permanent group of 9,000 Maharishi Vedic Pandits.
- 2006** The Invincible America Assembly begins in Fairfield and Maharishi Vedic City, Iowa. A group of 1,000 Vedic Pandits begin to join the assembly.
- 2008** In his farewell address, Maharishi inaugurates Brahmananda Saraswati Trust (Foundation) to endow and support the Vedic Pandits generation after generation and provide a permanent group of trained peace-creating experts for the world.

An important milestone for the Global Peace Initiative was achieved on October 20, 2012. Daily recitations of Atirudrabhishek, the powerful and auspicious performance for world peace with 1,331 Maharishi Vedic Pandits, began at the Brahmasthan of India.

The Maharishi Tower of Invincibility—a lighthouse for an Invincible World

The Maharishi Tower of Invincibility, located on the Maharishi University of Management campus in Fairfield, Iowa, was dedicated on July 29, 2007. The grand Maharishi Tower of Invincibility will serve as a lighthouse of Invincibility for the nation, and a perpetual memorial to the over fifty years of unprecedented achievements of His Holiness Maharishi Mahesh Yogi in creating the unshakeable foundation for an invincible world.



The Destiny of Our World

In our increasingly interconnected global family, one person can impact the lives of many others. Discordance in the consciousness of a population perpetuates social tension, violence and crime.

We have a shared responsibility to change the paradigm and raise collective consciousness to promote coherence and mitigate social ills. Maharishi's Technologies of Consciousness are the platform, and the Maharishi Vedic Pandits are those specially trained experts who can create that paradigm shift and ensure global harmony. They not only radiate the power of the Vedic technologies, but they have devoted their lives to fostering world peace.

These scientifically verified technologies, based on ancient Vedic knowledge, can do so much to solve the problems of our world. They can create an extremely powerful and empirically demonstrable effect of orderliness and calm on a national or global scale. A sustainable group of peace-creating experts—9,000 in India and 1,250 in America—will make this happen.

Research studies have documented reduced terrorism and war, lower crime rates, reduced accidents, and improved international relations in societies where this approach has been applied.

All we need to change the destiny of mankind is to support the Global Peace Initiative. It is our world and this campaign is for us all. Please give generously.



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