

## SWAMI DAYANANDA SARASWATI CONTRIBUTIONS & WRITINGS

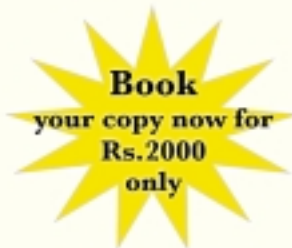
LAUNCHING SOON

PRE PUBLISHING PRICE OFFER



### **Journey of a visionary from Manjakkudi , a quiet village, to a Global leader**

An engrossing account of the man, his quest for knowledge, his trials, tribulations and triumph, all in the cause of global peace



*400 pages Coffee Table book,  
with over 150 images*

**Limited period \***

**Pre publication offer**

Book your copy now and enjoy a  
special price of

**Rs.2000/- per copy.**  
*(Price on launch Rs.3000)*

**To pre-order your copy,**  
email

[kalyaniainforseva@gmail.com](mailto:kalyaniainforseva@gmail.com)

For more details log on to  
[www.avrpt.com](http://www.avrpt.com)

**\* Valid up to May 1, 2011**

**ARSHA VIDYA**  
RESEARCH &  
PUBLICATION TRUST

Sheela Bakji, the author gives the readers a vivid account of the life of a visionary who she describes as " a leader with razor sharp intellect, absolute clarity of thought, and soaked in compassion".

Painstakingly researched, the book chronicles the life of Swami Dayananda Saraswati in his transition from Natarajan, a 22 year old student of Vedanta, to one of the greatest teachers and practitioners of the Vedanta and founder of a movement for societal transformation through service - AIM for Seva.

The book is a sincere attempt to present the many facets of Swamiji - as a Vedanta teacher with his unique pedagogy, as a Social entrepreneur spearheading transformation at the grass root level through service - to create confident and contributing young Indians, a remarkable Author

who conveys his thoughts so lucidly in his writings, and a pillar of the Sanatana Dharma and the Acharya Sabha - promoting tolerance and global understanding through religious dialogue.

The richly illustrated **400 page** book with lively images of Swamiji in his many avatars, show cases his extremely rare writings over the years - most of it relevant to present days' society as much as it was 60 years ago.

It also features interesting dialogues with the author on topics ranging from recession to astrology, giving the reader a never before perspective of Swamiji's views of the contemporary and ever changing world.

**Priced at Rs.3000, the book will be launched at the Sathabhishekam of Pujya Swamiji on July 21, 2011.**



The author with Pujya Sri  
Swami Dayananda Saraswati



To pre-order your copy,  
Call  
Kalyani on +919500060627 or  
email  
[kalyaniaimforseva@gmail.com](mailto:kalyaniaimforseva@gmail.com)

Books will be despatched by courier  
at cost or can be collected from  
Arsha Vidya Research & Publication  
Trust office at Chennai



**ARSHA VIDYA**  
RESEARCH &  
PUBLICATION TRUST

3rd Floor, 4, Srinidhi Apartments  
Desika Road, Mylapore  
Chennai, 600004.  
Tel :+91 4424987955/66

## About the Author

Sheela Balaji is a post graduate in History of Art, with a deep interest and expertise in natural dyes for textiles. A chance meeting with Swami Dayananda Saraswati sparked her interest in Vedanta. What followed was a guru shishya relationship leading to her taking up the stewardship of AIM for Seva, the NGO founded by Swamiji, as the Managing Trustee.

She made the transition effortlessly, from a business environment to a charity organization, bringing in professionalism and high degree of accountability into service, and inspiring many others to follow suit. And still does.

Under her visionary leadership, the organization has scaled many milestones. AIM for Seva touches the lives of 35,000 students through its 122 projects spread across 15 states. This includes 82 Student homes and 17 educational institutions, transforming the lives of 10 million Indians every day through their Education and Healthcare initiatives.

A prolific and articulate writer Sheela Balaji has authored two books - "Without a second - Fundamentals of Vedanta" and "Salutations to Rudra", based on Swamiji's teaching of Sri Rudram.

Her close association with Swamiji gave her the opportunity to observe, interact and learn from him. These experiences have been translated into a book tracing the transformation of Swamiji as a Vedanta student to a much loved, revered teacher and social entrepreneur.

The book is a tribute to him on the occasion of his Sathabhishekam.