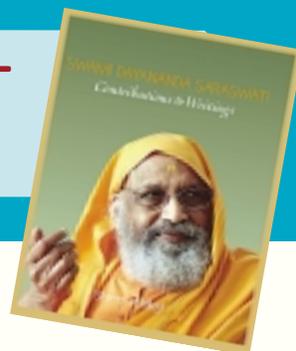


“Swami Dayananda Saraswati – Contributions and Writings” – Book Launch’



CODISSIA, Coimbatore July 21, 2011. As part of the Satabhishekam of Swami Dayananda Saraswati of Arsha Vidya Gurukulam, a book titled ‘Swami Dayananda Saraswati - Contributions and Writings’, authored by Sheela Balaji was released in the city



Speaking on the occasion, Sri Dayananda Saraswati said the book had been in making for more than a year as the whole idea was to present the subject with total objectivity.

He commended the author Smt. Sheela Balaji for her meticulous researching, bringing to

fore some of his earlier writings including his poems in Tamil, into the book.

The book was released by Sri La Sri Nachiappa Jnanadesika Swamigal, Koviloor Mutt and was received by Sri. Ramasubramaneya Rajah, Chairman, RAMCO Group.

Sri. Ramasubramaneya Rajah said that book was a visual treat with rare pictures of Swamiji and had many interesting nuggets of information.

In his message, Sri La Sri Nachiappa Jnanadesika Swamigal said that service to humanity was the most important message the book conveyed, by listing Sri Dayananda Saraswati’s contributions to the community.

Smt. Y.G. Parthasarathy, Chairperson, PSBB Group of Institutions who spoke at the launch said that Sri Dayananda Saraswati’s Vedanta was timeless and applicable in everyday life. The book would



provide an insight into his thoughts and ideas.

The Author Smt Sheela Balaji said that the book was a humble tribute to Pujya swamiji on the eve of his Sathabhishekam.

Other speakers, who included industrialists, said the book was a rare glimpse into the person, his thinking and his expanded global view for all humanity.

Also present on the occasion were Sri. Shantaram, Chairperson, Lakshmi Mills & Smt. Sunita Shantaram of Sruti Seva Trust, Dr. Abantika and Sri. Piyush Shah, Saylorsburg, Smt. Suchi Ebrahim, Director, Graphic Design, and Sri. N. Subramaniam, Director, Sudarshan Graphics.

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About the book:

The book chronicles the journey of a visionary from Manjakkudi, a quiet village, to a Global leader. It presents an objective, engrossing account of the man, his quest for knowledge, his trials, tribulations and triumph, all in the cause of global peace.

The richly illustrated 350 page book with lively images of Swamiji in his many avatars, features 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.

It 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.

Available for a donation of Rs.3000, the book is published by Arsha Vidya Research and Publication Trust.

About the Publisher:

The Arsha Vidya Research and Publication Trust (AVR and PT) is the single-source Centre for editing and publishing Swami Dayananda Saraswati's teachings.

It is a registered non - profit charitable organization. All contributions are exempt from tax under sec 80 G of Indian Income Tax Act, 1961.