



Communication of the Sahaja Yoga Central Committee of India (CCI)

Commercialisation of Sahaja Yoga – I

In the very First Chapter of Her Book “Sahaja Yoga”, Her Holiness Mataji Shree Nirmala Devi writes “There is no money that can be paid for this living process. That is why so many false gurus, who are making money, and cults and anticults, who are trying to project some sort of false image just to make money, are all very much against Sahaja Yoga.

Sahaja Yoga is the pure love of God which is living and invaluable. No money can be charged for this cure or for Kundalini awakening.”

<https://www.amruta.org/book-sahaja-yoga/chapter-1-sahaja-yoga/>

This is the defining and the MOST IMPORTANT PRINCIPLE of Sahaja Yoga, that is, you cannot charge for Self Realisation or for Kundalini Awakening. This is also the most distinguishing feature of Shree Mataji’s teachings versus the teachings of other false gurus and cults.

Shree Mataji has never commercialised Sahaja Yoga in any form and has clearly denounced the commercialization of Sahaja Yoga in Her speeches.

“Firstly, in Sahaja Yoga, we must know we cannot make any money out of it. There cannot be any commercial activity on Sahaja Yoga...”

So, first of all we are not going to have any time any type of commercial activity and if you ever try it I will see to it that you get liquidated completely. So no commercial activity for Sahaja Yoga. No commercial thing should be started in the name of Sahaja Yoga.”

Christmas Puja talk. Surbiton (UK), 21 November 1983.

Annexure I contain extracts of Her speeches against charging money for Sahaja Yoga activities and commercialising Sahaja Yoga.

In line with Her Teachings, Para 3 of the CCI charter mentions “**Commercialisation of Sahaja Yoga as the worst enemy**” and Para 6 of the CCI charter states “**that in no way there should be any Commercialisation of Sahaja Yoga**”. (visit www.sycindia.org for full copy of the CCI Charter).

It has come to our notice that many Sahaja Yogis/ groups and entities have not adhered to the above fundamental principle of Sahaja Yoga and have started to earn money using the Sahaja Yoga teachings and contents. In this communication, we will talk about the commercialization of Sahaja Yoga through digital means.

Sahaja Yoga Central Committee of India

(Formed as per instructions given on July 20, 2008 by Mataji Shree Nirmala Devi, after Guru Puja)



Her Holiness Mataji Shree Nirmala Devi
(Founder of Sahaja Yoga)

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Sahaja Yoga content has been made available freely as of now, primarily for the purpose of expediting spiritual ascent of Sahaja Yogis. Many Yogis/ entities have posted these freely available Sahaja Yoga content /videos in their own YouTube channels. Increasing viewerships and presence of Sahaja Yogis on digital channels, have attracted advertisement agencies to put advertisement on these channels and some of the Sahaja Yogis/entities have taken opportunistic advantage of this freely available content to earn money out of Sahaja Yoga content. Similar commercialization of Sahaja Yoga content is also visible on the Facebook and other social media platforms. In case these advertisements have appeared inadvertently, without their knowledge, Sahaja Yogis/entities are advised to get these removed from the Sahaja yoga contents. Annexure II shows some of the instances of the blatant commercialization of the Sahaja Yoga content.

We have following questions to ask of these Sahaja Yogis /entities earning money out of Sahaja Yoga content:

1. Did they pay for the Sahaja Yoga content used by them? Was it not free?
2. By enabling advertisements on Sahaja Yoga content and also earning on it, have they not commercialized Sahaja Yoga ?
3. Is this not in violation of the basic teachings of Shree Mataji?

CCI believes that such blatant **COMMERCIALISATION CANNOT BE ALLOWED TO CONTINUE**. We hereby advise all YouTube channels/social media pages using Sahaja Yoga content for their personal monetary benefits to desist from doing so. If this is not discontinued, the CCI would be constrained to name and shame these YouTube channels/social media pages as well as expose the persons/entities behind them. Further Sahaja Yogis and the Sahaja collectives would be advised to not visit these YouTube channels/social media pages.

Sahaja Yoga is the **BIGGEST GIFT AND BLESSING TO HUMAN BEINGS** given in the entire history of spirituality. We are very lucky and blessed to have got this from Shree Mataji, absolutely free of cost, purely out of Her love. Therefore, Commercialising Sahaja yoga is not justifiable at all and it is akin to demeaning Sahaja Yoga. We advise all to desist from commercialising or misusing Sahaja Yoga in any form or manner and there can be no compromise on this fundamental principle. For Sahaja Yogis, means are as equally important as the ends.

CCI will also be putting out Communications regarding other forms of commercialization of Sahaja yoga in the coming future.

All the Members of the Sahaja Yoga Central Committee of India

Dated : June 28, 2020.



Annexure I

Some Extracts of Speeches of Her Holiness Mataji Shree Nirmala Devi **(regarding Commercialisation and charging money)**

“Firstly, in Sahaja Yoga, we must know we cannot make any money out of it. There cannot be any commercial activity on Sahaja Yoga...

So, first of all we are not going to have any time any type of commercial activity and if you ever try it I will see to it that you get liquidated completely. So no commercial activity for Sahaja Yoga. No commercial thing should be started in the name of Sahaja Yoga.”

Christmas Puja talk. Surbiton (UK), 21 November 1983.

<https://www.amruta.org/1983/11/21/pre-christmas-talk-london/>

“Now there are some people who use Sahaja Yoga money and exploit Sahaja Yoga in such a way, exploit them, Sahaja yogis also sometimes. And such people become very inauspicious. Anyone who tries such things will go out of Sahaja Yoga with disgrace. But one should never go near such a person, have nothing to do with such a person, have no sympathies. Because this inauspiciousness will hurt anyone to any extent, so better keep out of such people.”

Shri Ekadasha Rudra Puja. Faggeto Lario, Como (Italy), 16 September 1984.

<https://www.amruta.org/1984/09/16/shri-ekadesha-rudra-puja-como-1984/>

“Last time I told you that you cannot pay for God, you cannot pay. You cannot pay for your realisation, you cannot commercialise God by anyone, whether it's a church or anything, you cannot commercialise it. It has to be free because everything that is Divine is free.”

Public Programme, Kuala Lumpur, Malaysia, March 23rd, 1983

<https://www.amruta.org/1983/03/23/public-program-kuala-lumpur-malaysia-1983/>

“But Kundalini awakening is one thing one cannot commercialise. You cannot pay for it.”

Public Program. Hampstead, London (UK), 6 June 1980.

<https://www.amruta.org/1980/06/06/why-are-we-here-hampstead-1980/>

“Some people have started enterprises of Kundalini Yoga, of Kundalini awakening; it is not a commercial stuff, it is not ! It's a living process. You cannot commercialize it. You cannot pay for it.”

Public Program at Maccabean Hall. Sydney (Australia), 22 March 1981.

<https://www.amruta.org/1981/03/22/talk-at-the-maccabean-hall-sydney-1981/>

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“I did give Realization to some here, and they were quite funny – they started charging people for their vibrations. Just imagine? They got it without any payment or anything, but they started charging people for it, and when they came to India, we found out: they had lost their vibrations, they were very heated-up people and we told them, “You cannot charge for it. How do you charge?” He said, “How are we to live?” I said, “How did you live before? Live like that.” “We were schoolteachers, we were...” So I said, “Do that!” You cannot charge for these vibrations; these are Divine, this is love, you cannot charge – how can you sell that? Can you? Can you sell your love?”

Public Program Day 2. New York (USA), 21 September 1981.

<https://www.amruta.org/1981/09/21/public-program-2-new-york-1981/>

“Now it is not like lecture, introductory lecture, free and then you charge money... it is not like that: you will not be charged any money. For all this knowledge you will not be charged.”

Public Program. Brisbane (Australia), 17 April 1994.

<https://www.amruta.org/1994/04/17/public-program-brisbane-1994/>

“Now, many people are surprised that I don’t charge any money. How can you charge money for love, first of all? And this love, which is so spontaneous? I don’t do anything, I’m just standing before you, I’m doing nothing at all. But if that love is flowing all over and if you get this awakening because of my presence, I am doing nothing; it’s your own. Whatever is your own, this Kundalini is your own, your desire is your own: and if you achieve your Realisation, it’s your own. What is there to charge for?”

Public programme, Unity Church. Houston (USA), 30 May 1986.

<https://www.amruta.org/1986/05/30/public-program-houston-1986/>

Do You charge money to people to come and do You see?

Shri Mataji: “Not at all, how can you charge? It’s an insult, how can you charge for love? People don’t understand, that is something that is divine, which you cannot charge money, you cannot, it’s an insult of the divine.”

H.H.Shri Mataji Nirmala Devi speaking to ABC Radio. Sydney, Australia, 15 March 1983

<https://www.amruta.org/1983/03/15/abc-radio-interview/>

Question: Oh, then I would just like to ask, what about people that are doing chakra therapy and they charge very high prices? Maybe they are not high prices and they help people and yet people don’t have that kind of money. I would like to ask you, what do you think about people who do chakra therapy and charge fees?

Shri Mataji: “I don’t know what sort of a (word?) make-believes. How can you have any kind of chakra therapy without Realization? It’s all make-believe. You believe all these nonsensical people. What am I to do now? Why do you believe them? You see chakra therapy, I mean I don’t know an ordinary Indian can understand. Only a saint can do it. He has to be a saint. How can he charge money? A saint will not take a pie from you. It is a simple thing, try to understand that.”

Public Program Day 1. New York (USA), 19 September 1981.

<https://www.amruta.org/1981/09/19/public-program-1-new-york-1981/>

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“But, you see the thing is that I think as people say that there’s a defect in Sahaja Yoga, that you don’t charge any money. And they’ve been asking me questions, why don’t you charge money. Now I’ve just told them, that it’s a living process of your evolution. When you sow the seed, how much does the seed charge, or what the gardener charges the seed? It just sprouts by itself. It has that power built in. In the same way, this power is built-in in all of you.”

VIP Reception, 23 September, 2000

<https://www.amruta.org/2000/09/23/vip-reception-forum-hotel-london/>

Reporter: You don’t charge any money at all?

Shri Mataji: “Not at all. I mean, how can I charge money for this, is Love, Love of God. How can I charge money for that?”

TV Interview, October 21st, 1982, Plymouth, UK

<https://www.amruta.org/1982/10/21/tv-interview-plymouth-1982-london-england/>

“There was a gentleman, an Indian, whom I gave Realisation in America, who started his own organisation. As usual Indians are very good at making money. Put them anywhere, they’ll make money. This fellow, first he behaved all right, and then he started his organisation and all that and he wrote to me, “I am doing this Sahaja Yoga, I am doing this, and I’ve got lots of people coming.” He put a fees and all that. I didn’t know how he was running it. Of course, you can charge for the food all right, you can charge for your stay. But when he came — the people in Bombay are very sensitive — they told me, “Mother, we are fainting with this man! What’s the matter with him? We are all feeling giddy.” I said, “Don’t you worry. I’ll find out.” When he came, I said, “Can I have a look at your brochure?” In the brochure, he had written, “For vibrations, ordinary, \$125. For special ones \$280!” I said, “Sir why this?” He said, “Mother how am I to live?” I said, “What were you doing?” He said, “I was a teacher.” I said, “You go ahead with your teaching. How much money did you pay me to get your vibrations that you put this kind of a thing there?” He said, “But how am I going to live?” And he got into a temper, and he became very red. Now, “I can talk to you about it. You cannot take any money for it.”

So there are realised-souls. There are people who know about Sahaja Yoga. But they know that you cannot sell it. If you try to do anything like that — finished — you will lose your vibrations immediately. They are very sensitive, very sensitive. If you are ignorant, then it’s all right, they will stay. But knowingly if you do something, just they’ll disappear.”

“England has to become Jerusalem” Public Programme, Reading (England), 22 June 1982.

<https://www.amruta.org/1982/06/22/public-program-reading-1982/>

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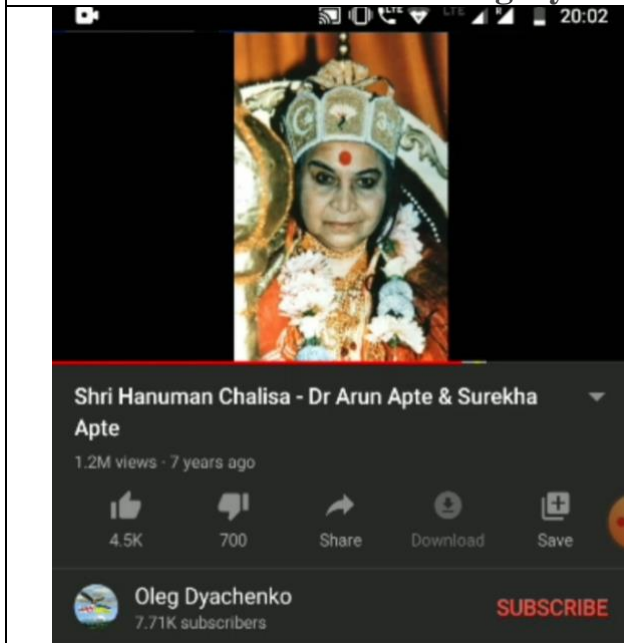


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Annexure II

YouTube Channel Name: Oleg Dyachenko



Shree Hanuman Chalisa- with Shree Mataji's photo

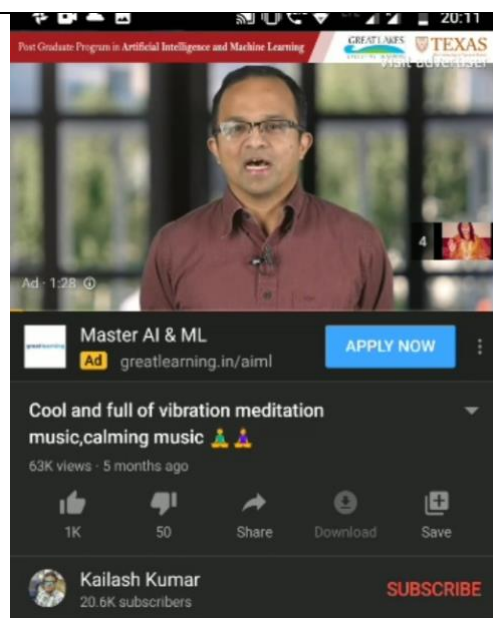


Shree Hanuman Chalisa- with Advertisement

YouTube Channel Name: Kailash Kumar



Cool and full of vibrations meditation music - without advertisement



Cool and full of vibrations meditation music – with advertisement in between

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YouTube Channel Name: News DNN

Sahaja Yoga – A Unique Discovery & Gift to Mankind – without advertisement

Sahaja Yoga – A Unique Discovery & Gift to Mankind - program with advertisement

YouTube Channel Name: Kundalini Jagran

How to do SahajYoga - with banner advertisement

How to do SahajYoga with advertisement in between the program

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YouTube Channel Name: Pratishthan Pune, India

11:03

24 June 2020 | 5.30 AM
Morning Meditation | Pratishthan Pune

18K views · 1 day ago

615 17 Live ch... Share Dow...ad Sa

PRATISHTHAN ... **SUBSCRIBE**
66.3K subscribers

Morning Meditation 24 June, 2020

24 June 2020 | 5.30 AM Morning Meditation | Pratishthan Pune

16 SHARE

Morning Meditation 24 June, 2020- with a banner advertisement

YouTube Channel Name: Pratishthan Pune, India

26 June 2020 | 5.30 AM Morning Meditation | Pratishthan Pune

17,609 views

PRATISHTHAN Pune 66.6K subscribers

Live Broadcasting of Morning Sahajayoga Meditation from Pratiashthan, Pune. Shri Mataji Nirmala Devi founded SAHAJAYOGA MEDITATION on 5th May 1970 and Sahajayoga is practiced through all the countries of the world.

Morning Meditation 26 June, 2020 -without advertisement

26 June 2020 | 5.30 AM Morning Meditation | Pratishthan Pune

17,609 views

PRATISHTHAN Pune 66.6K subscribers

Live Broadcasting of Morning Sahajayoga Meditation from Pratiashthan, Pune. Shri Mataji Nirmala Devi Founded SAHAJAYOGA MEDITATION on 5th May 1970 and Sahajayoga is practiced through all the countries of the world.

Morning Meditation 26 June, 2020- with an advertisement between the meditation

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YouTube Channel Name: Pratishthan, Pune

Workshop on Footsoaking - with Advertisement

YouTube Channel Name: SY India

How to awaken Kundalini - with Advertisement

YouTube Channel Name: Sahajyog TV

Shree Mataji's speech with Advertisement