



# Gita for the Masses

Conscious Empowerment in Action

# 2024 IMPACT DECK

PREPARED BY  
Jaya Jaya Myra

## ABOUT

# MISSION STATEMENT

Gita for the Masses is a 501(c)3 tax exempt charitable organization created to educate and empower people to overcome obstacles and be victorious in life. We do this through what we call “conscious character development” - a two part process of (1) educating people on what it means to live a conscious lifestyle, while (2) empowering them with consciousness based tools and techniques to overcome any limitation in life. We want to help empower people to have fulfilling relationships, careers, and a healthy self image to create prosperity in all areas of life.



# FOUNDING PRINCIPLES

We were founded on the guiding principle that mind body spirit connection is sacred, and a birthright of every human being. In some parts of the world, sincere spiritual seekers often adopt a monastic, renunciate way of life, believing it's too difficult to be both "worldly" and "spiritual" - we disagree. We believe that an integral, conscious education is key to becoming successful and fulfilled in all areas of life, and that this integrated consciousness makes people aware, compassionate and of service to mankind.

In order to make this guiding principle a reality, we strive for the following:

## **Human Education**

Create a system of learning and empowerment practices that support people regardless of their cultural identity, ethnicity, religion, or spiritual beliefs, reminding people that at the end of the day, we're all human.

## **Interreligious Dialogue & Interfaith Harmony**

Promote dialogue and education that shows people were not all that different, and that even vastly different religions and beliefs have a common underlying source of unity.

## **Created Sacred Space**

We strive to create and curate safe and comfortable physical locations that support and promote consciousness and mind body spirit wellbeing.

## **Heal the Shadow**

Help people identify and overcome the emotionally wounded parts of themselves, including personal shortcomings and limiting beliefs that act to sabotage prosperity and success in life.

# UN SDGS

We are proud supporters of the United Nations Sustainable Development Goals (SDGs) and actively work to support

Goal #3, **Good Health & Wellbeing**

Goal #5, **Gender Equality**

Goal #17, **Partnerships for the Goals**



# ABOUT OUR FOUNDER & BOARD CHAIR, JAYA JAYA MYRA

Jaya Jaya Myra, a research scientist turned natural health advocate, is known as the **“Wellness Lifestyle Expert”** and is the go-to media expert on mind-body wellness, stress management, mindfulness, food for mood, and natural, healthy living. Myra has been featured on numerous top-tier global publications and TV shows, including the Nationally syndicated daytime show HARRY, TODAY, The Times of India, Business Insider, Parents, Better Homes & Gardens, Yoga Magazine, ABC, NBC, CBS, FOX and many more.

After healing herself naturally from debilitating fibromyalgia, Myra developed The WELL Method to teach others the 4 cornerstones of a healthy, purpose-driven life. Her approach to mind-body wellness, spirituality and purpose

shows why one-size-fits-all solutions don't work for everyone, and how to find what will work for you.

Jaya Jaya Myra is a best-selling author, TEDx and motivational speaker, and Creator of The WELL Method. She's also the President & CEO of Jaya PR, a New York City based PR and Communications Agency working with clients that promote social good.

Myra's debut book, *Vibrational Healing: Attain Balance & Wholeness. Understand Your Energetic Type* is now published in 10 languages and is available worldwide. Her latest book, *The Soul of Purpose*, shows a step-by-step approach to find your purpose and live a fulfilled, purpose-driven life.



## CURRENT INITIATIVES

# CENTER SEARCH

We are in the process of finding the right space to serve as our first permanent New York City spiritual center. This hybrid living and educational space will serve as home to our small and mid-size educational classes, ritual and empowerment workshops, and serve as a sacred space where people can travel and stay in NYC while they learn these sacred practices, many of which are not currently being offered anywhere else.

We've found that an integral education relies heavily on the space used for training and practice, and having a permanent space that can build and maintain the right energy is of paramount importance.

### **This space will enable us to:**

- Create a sacred living and worship space, and teach others how to do the same.
- Provide accommodations for people coming to NYC to learn.
- Consecrate the space through prana pratishtha and rituals that require a permanent location.



# MAKING LIFE A LIVING VICTORY

We are currently developing our first in-depth training on conscious character development, designed to help people overcome obstacles, emotional trauma, and limiting beliefs, to live a prosperous, victorious life. These teachings are based on a never before looked at Shakti, Divine Feminine interpretation of the first 6 chapters of the Bhagavad Gita, India's crown jewel scripture of psychological growth and progress towards Self-Realization.

What makes this course unique is that while there are hundreds of interpretations and translations of the Gita, most all are from renunciate swamis who have given up a householder life, and the Sanskrit has been translated through a cultural lens appropriate for that way of life - not for the active, dynamic people living full lives with relationship, career and families to take care of.

This course changes all of that by going back to the root essence of the teachings applicable for people of any lifestyle or belief system, while integrating mindfulness, meditation, ritual education and trauma-informed approaches to identify and overcome subconscious and unconscious blockages in the mind.



# MINDFULNESS, MEDITATION & RITUAL EDUCATION

People are all different, and as such, the way you meditate and connect to Yourself will also be different. We teach a unique approach to meditation, mindfulness and ritual education that empowers people with techniques that work for their unique emotional, physical and psychological constitution. This empowers people to find tools that resonate deeply, allowing for rapid progress and personal growth in less time. Sounds like magic? Actually, it's based on the 5 elements that are the building blocks of all Ayurvedic teachings.

Our mindfulness, meditation and educational workshops are focused on shadow work to identify, dissolve and overwrite conditioning in the mind, while our ritual education does the exact opposite - it infuses divinity, prosperity and self-empowerment directly within a person. This integral education approach helps people to grow quickly and create lasting, meaningful life changes.





## FUNDRAISING GOALS

### TOTAL

We're currently raising \$5 million dollars to fund a two year operating budget to support the creation of a permanent spiritual center in New York City, and to support operational costs associated with the center and our educational offerings.



*“The key to success and victorious living is in overcoming inner limitations, preconceived notions, negativity and fear. Whatever people do not resolve inwardly, they are forced to face in outer life, which can impact and harm many people. We have a collective responsibility towards inner-transformation to create a just, sustainable and peaceful world.”*

## CONTACT

[Myra@JayaJayaMyra.com](mailto:Myra@JayaJayaMyra.com)

[JayaJayaMyra.com/gita-for-the-masses](http://JayaJayaMyra.com/gita-for-the-masses)



**Gita for the Masses**  
Conscious Empowerment in Action