

New Sept 22nd: Long bio, short bio, story angles, 3 sentence intro. Old bio became medium bio.

***Still possibly needed: FAQ based on real common questions, cover sheet with contact info + YouTube channel + website url + media spokesperson, ?recent press releases?, ?Upcoming events?, Photos and possible graphic design work ***

Meet the man whom the late bestselling self-help author Dr. Wayne Dyer called “One of the Most Enlightened Beings on the Planet.” Dr. Baskaran Pillai is a world renowned authority on what some would call the Law of Attraction. He created the Pillai Center for MindScience and a popular YouTube channel to dispense his teachings.

What is the Pillai Center for MindScience?

Pillai Center intro video: <https://www.youtube.com/watch?v=cw0QfB Ettu4>

“Within a few months of participating in [Pillai’s Daily Karma Removal Program], my health reversed from illness to complete wellness. My financial picture quickly switched to experiencing abundance while enormous debts and legalities were resolved. There were solutions at every turn which can’t be explained through normal means.” ~ Markendaya

The Pillai Center for MindScience (pr. Pee-lye’) was founded by Dr. Baskaran Pillai. Dr. Pillai’s teachings on personal transformation have reached millions of YouTube viewers worldwide and became the inspiration behind some of the works of the late bestselling self-help author, Dr. Wayne Dyer. Dr. Pillai’s three YouTube channels have topped 28 million views since 2007.

The Pillai Center offers powerful solutions in the areas of health, wealth, relationships and spiritual evolution. The Pillai Center’s mission is to foster a complete transformation of mind, body and spirit through Spiritual Technology. Whatever your goals are, this technology will make the manifestation of your desires easier than you have ever imagined.

The Spiritual Technology of the Pillai Center for MindScience has three components. They are rituals, sound waves and philosophy.

Ritual

Most of us have heard of using positive thinking and visualization techniques as tools to manifest desired goals. Many of us have a hard time accomplishing our goals, even after using these methods. This is because we often have deep seated thought and behavior patterns that keep repeating themselves and thwart our efforts of achieving that dream business, a healthy relationship or a beach front house. These negative patterns replay endlessly behind the scenes of consciousness.

The Pillai Center’s Spiritual Technology allows us to access these parts of ourselves, through ritual, that we cannot access directly with the conscious mind. All sacred traditions have rituals. This includes Native American medicine, Buddhism, Zoroastrianism, Taoism, Christianity and Hinduism. Rituals can transform our negative thought and behavior patterns, many of which were passed down through generations and

lifetimes. The Pillai Center's founder, Dr. Baskaran Pillai, has spent many years studying rituals from many cultures and has extracted the powerful healing essence that they all have in common.

Sound Waves

Sound waves create and sculpt our consciousness. In the form of words and thoughts, sound waves determine our emotions. Our happiness, or lack thereof, depends on thoughts, emotions and consciousness that we have created. This is why positive thoughts, words and attitudes are very important for achieving a happy and fulfilling life. They allow us to see more possibilities and opportunities.

Dr. Pillai has studied words/power sounds from languages such as Hebrew, Sanskrit and Arabic. These sounds have a powerful vibrational effect on human consciousness that ordinary sounds do not. They have the power to transform the mind, body and spirit and melt away the barriers that block happiness and the manifestation of desires.

Philosophy

In this context, philosophy means to learn or think about techniques that transform our consciousness in positive ways. We must go beyond philosophy and understand why making resolutions, setting goals and the attempt at reaching them often ends in failure. The Pillai Center emphasizes philosophy, mindfulness and the techniques and practices that allow you to actually reach your goals.

Dr. Pillai's mission is to alleviate the pain and suffering of the human race through his educational and humanitarian programs. The Pillai Center for MindScience is an educational institution geared toward enhancing human intelligence and positively transforming every aspect of life. The Pillai Center is Dr. Pillai's teaching vehicle that offers MindScience courses in four primary areas: health, prosperity, relationship and spiritual evolution.

Dr. Pillai Long Bio

Dr. Baskaran Pillai, aka Dattatreya Siva Baba, was born in 1949 in Rameswaram, an island in South India known as a sacred pilgrimage site. He grew up there, with his parents and four brothers, without modern amenities like electricity or cars.

Dr. Pillai was fascinated with spiritual matters at a very young age. His parents were more focused on materialism, and they thought that his spirituality and apparent insomnia might have been pathological.

In 1974, Pillai received a Master's degree in English literature at the University of Madurai. He earned a second Master's degree in 1982. In 1983, he moved to the University of Pittsburgh and studied religion. He earned his PhD after writing a dissertation about an Indian saint.

Pillai's spiritual path led him to learn Transcendental Meditation from Maharishi in the 1970's. He went on to become a TM teacher. He eventually broke away from that movement, but he continued his spiritual journey. While working on his PhD, he taught meditation from Tantric and Buddhist traditions.

He also gave lectures on Buddhism and Hinduism in the Pittsburgh area and world religions at the university.

Dr. Pillai left the academic scene in 1989 because he preferred to travel and teach spiritual practices. In 1990, he established the Tripura Foundation in California. The foundation teaches about the importance of spirituality in the USA, Mexico and India. Its mission is also to end extreme poverty and to boost brain function through what it calls Phonemic Intelligence.

Dr. Pillai took on the name “Sri Guruji” before he met bestselling self-help author Dr. Wayne Dyer. The name means blessed/beloved guru. He taught Dr. Dyer the “Ah” meditation, which appeared in Dyer’s *Manifest Your Destiny* book.

Dr. Pillai founded the Pillai Center for MindScience in 2005. The organization’s mission is not only to dispense Pillai’s teachings, but also to encourage scientific studies of spiritual principles. His teachings come mainly from the Tamil Siddha tradition, and he is regarded as an enlightened master.

Unlike renunciants who take vows of poverty, Tamil Siddhas believe in 200% life. This breaks down to 100% materialism and 100% spirituality. Dr. Pillai teaches not only how to achieve happiness. He also teaches how to manifest material desires and how to remove karma that keeps us from achieving our goals.

In 2008, Dr. Pillai was dubbed “The YouTube Guru” by Time Magazine. At the time, he had hundreds of videos online. They have since grown in number.

Dr. Pillai Medium Bio

Dr. Baskaran Pillai, aka Dattatreya Siva Baba, is an international teacher, scholar, humanitarian and spiritual leader from Southern India. Through the Pillai Center for MindScience, his mission is to alleviate the suffering of all human beings by providing them with the tools for “enhancing human intelligence and positively transforming every aspect of life.”

As a humanitarian, Dr. Pillai founded the non-profit Tripura Foundation in 1991. Its mission is to abolish extreme poverty by providing food, education, environmentally sustainable housing and more.

He is the author of several books including *Life Changing Sounds: Tools from the Other Side*, *Miracles of the Avatar*, *the One Minute Guide to Prosperity and Enlightenment* and the DVD program, *The Grace Light*. He was also editor of the Encyclopedia of Hinduism for the India Heritage Foundation. He has a PhD in Religious Studies from the University of Pittsburgh where he also taught.

Dr. Pillai was once noted by Time Magazine as the YouTube Guru. His instructional videos have been viewed millions of times since 2007. Long before YouTube, the late self-help author Wayne Dyer dedicated his book, *Manifest Your Destiny*, to Pillai. Dyer considered him his guru and called him Sri Guruji.

He is currently living in the USA with his wife, Vasantha. He also spends much of his time in India and frequently travels worldwide.

Dr. Pillai Short Bio

The Pillai Center for MindScience was founded for the purpose of disseminating the teachings of Dr. Baskaran Pillai, a Tamil Siddha who has been dubbed “The YouTube Guru” by Time Magazine. Dr. Pillai’s teachings provided some of the inspiration for the works of the late bestselling self-help author, Dr. Wayne Dyer. The Pillai Center offers powerful solutions in the areas of health, wealth, relationships and spiritual evolution. Its mission is to foster a complete transformation of mind, body and spirit through Spiritual Technology. Their website is <http://www.pillaicenter.com>.

Notable Media Mentions

Time Magazine video of Dr. Pillai:

http://content.time.com/time/specials/packages/article/0,28804,1847259_1847281_1847277,00.html

Om Times interview: <http://omtimes.com/2014/07/dr-pillai/>

Four Seasons Magazine Interview: <https://shreemarakara.files.wordpress.com/2010/12/babas-four-seasons-article-copy-21.pdf>

SFGATE interview: <http://www.sfgate.com/living/article/Dattatreya-Siva-Baba-the-YouTube-Guru-predicts-2481690.php>

Testimonials

I took the opportunity to travel with Dr. Pillai to India on one of the Nadi Trips. This Trip was the most instrumental in helping dissolve so much of the negative karma in my life. Things began to change for the better. I began to attract better situations to myself. My finances improved, my career became more enjoyable, and yes, I met the person of my dreams.

~ Eddie

Within a few months of participating in [Daily Karma Removal], my health reversed from illness to complete wellness. My financial picture quickly switched to experiencing abundance while enormous debts and legalities were resolved. There were solutions at every turn which can't be explained through normal means.

~ Markendaya

Every aspect of my life has been blessed with changes; from receiving and enjoying the purest love at the deepest level to lessening overwhelming financial debts to finding myself in a positive work environment. I know that without [Daily Karma Removal] - without the remedies that have been done on my behalf, such a life would not exist.

~ Anonymous

Since joining [Daily Karma Removal], I have been able to leave the 9-5 work world and now earn my money in ways that are far more satisfying to me than contracting in IT; I got married; I lost over 60 pounds and I have been blessed to attend numerous spiritual functions.

~ Valli

The best miracle is that the chronic pain in my colon was healed on the very last day of the Trip! I no longer suffer the immense pain and discomfort and my levels of energy have come back.

~ Tejasvi

I feel really blessed to have received these valuable treasures during such an auspicious time. It is really nice of Babaji to share this divine knowledge with us all. During the meditations I went really deep and had an intense feeling of peace and calm. My thoughts and goals keep getting clearly and so does my confidence in myself. The fact that the universe is supporting us all and providing whatever we need whenever we need gets reinforced, making me feel content and peaceful.

~ Rupessh, India

I have been suffering from chronic low back pain for years; on this Trip my back did not hurt at all. When I went to my Osteopath for a treatment, she said my whole system had re-configured itself. She thought it was the Ayurvedic clinic I went to after the Trip, but I know it was the work that was done on the 'India Trip'.

~ Sarah

I am so much happier and have a better relationship with all of my family, my daughter, and friends, and I am more creative than ever before. I have been blessed with so many miracles after I started this journey, 1-2 years ago thanks to baba. When I see baba through my inner soul eyes I see as angels gods and goddesses, he is so shiny and divine souls. I believe in a better future for me and humanity.

There are no words in this world for expressing the gratitude I feel to you all now. Thank baba so so much from my heart.

~ Linda Louise Oddsteen

There are no words that can explain the truth and of the immense experiences of my life with these meditations. Yet, here I am trying attempting to my express my feelings with the aid of a few words.

Dr. Pillai's teachings and meditations have given me the priceless gift of compassion along with a positive attitude that cannot be shaken.

~ Roopa Rajan, Bangalore, India

Now I feel an inner strength to effectively deal with almost any situation life brings my way with wisdom and, oftentimes, with more humor rather than despair.

~ J.B.

I'm so very thankful to Dr. Pillai for his invaluable teachings...This was a life changing event for me. Dr Pillai took me, through his powerful Sutras, to a place or state in my consciousness I'd never been. A silent and peaceful place that doesn't have a language or cannot be understood by the mind, only felt. Although I have been training in the mind studies for 30 years, this was something extraordinary, like the last piece of the puzzle I needed to have in order to be sure of my nature.

~ Adriana

I have been struggling very hard all my life trying to let go of my ego. After I met Dr. Pillai for the first time in India, during the 2011 Birthday Trip, my life started to change dramatically. I am slowly starting to change by letting go of my ego. Thanks to Dr. Pillai for his teachings, mantras, meditations, guidance, help and his blessings. I am so glad to have Dr. Pillai as my Spiritual Mentor. My health has improved a lot. I am happier than ever. I was able to solve so many problems at work miraculously. Thanks for everything Dr. Pillai.

~ Subramanyam

Story Angles

Meet the YouTube Guru

What is Missing from Most Law of Attraction Programs (Karma Removal)

Essential Advice You Never Learned in "The Secret"

Ancient "Millionaire Yoga" Teachings Open the Gate to Riches

The Secret Technology that Boosts Your Brain Power

How Sound Waves are Used to Manifest Wealth

Is Wealth Incompatible with Spirituality? Indian Guru Says No.

Phonemic Intelligence Improves IQ and Behavior in Schools

How a Statue Can Make You Rich (Dr. Pillai's Statue Technology)

Miracles and the Human Brain. Meet the Founder of the Midbrain Miracle Method.

The One Obstacle Keeping You from Achieving Your Dreams

Master Your Mind to Control Your Destiny, Says Indian Yogi

How Sound Waves Sculpt Your Consciousness

Ancient Teachings Reveal Two Fruits that can Transform Your Destiny (Karma removal with limes and coconuts)

What is Karma Made Of?

YouTube Guru Celebrates 30 Million Views

Why Some People are Programmed to Fail

Why Some People are Programmed for Success

Are Science and Religion Compatible?

How Hindu Mystics are Changing Science

Karma Explained