

112-foot face of Adiyogi – the Source of Yoga, designed by Sadhguru, at Isha Yoga Center is now an Incredible India Destination

4 March, 2018, Coimbatore: Ministry of Tourism, Government of India has listed the 112-foot iconic image of Adiyogi – the Source of Yoga – at Isha Yoga Center in Coimbatore as “**Incredible India**” destination. Adiyogi, designed and consecrated by Sadhguru, Founder, Isha Foundation, was unveiled by Honorable Prime Minister, Shri Narendra Modi on the occasion of Mahashivratri last year.

“The Glorious face of Adiyogi exudes Stillness, Exuberance and Intoxication at once. Adiyogi is now part of Incredible India campaign. Congratulations to all who made this happen,” said, Sadhguru.

Sadhguru designed the face over a period of two and half years, whereas it took just eight months for the team of volunteers at Isha Foundation to construct the bust.

In May 2017, Adiyogi was listed as the largest bust sculpture on the planet by the Guinness Book of World Records.

Describing the significance of Adiyogi, Sadhguru said, “It is essential that the next generations of people on this planet are seekers, not believers. As philosophies, ideology, belief systems that don’t stand the test of logic and the scientific verification naturally collapse in coming decades, the longing for liberation will rise. When that longing rises, Adiyogi and the science of Yoga will become very important.”

In the Yogic tradition, Adiyogi is considered as the source of Yoga. Over 15,000 years ago, predating all religion, He was the first yogi who transmitted the science of yoga to his seven disciples, the Saptarishis. He gave 112 ways through which human beings can transcend their limitations and reach to their ultimate nature.

This glorious face of Adiyogi has been built in a way that it needs least amount of maintenance. The idea of building Adiyogi is not to build a monument but towards a galvanizing force towards self-transformation through the science of Yoga.

Installed with the glorious face of Adiyogi is the Yogeshwar Linga a consecrated energy form which was consecrated by Sadhguru just before Mahashivratri 2017. Yogeshwar Linga is built and consecrated for Sadhana and not for worship. Over a million people can easily sit and do meditation in front of the iconic image of Adiyogi. The place where the Adiyogi is, holds a very high importance specially for seekers because it is at 11 degrees latitude which is very supportive for the people doing spiritual Sadhana.

About Sadhguru:

Ranked amongst the fifty most influential people in India, Sadhguru is a yogi, mystic, visionary and bestselling author. Sadhguru has been conferred the "Padma Vibhushan" by the Government of India in 2017, the highest annual civilian awards, accorded for exceptional and distinguished service.

About Isha Yoga Center

Isha Yoga Center is situated at the foothills of the Velliangiri Mountains and is the headquarters for Isha Foundation. Isha Yoga Center is a sacred space for self-transformation, where one can come dedicate time towards one's inner growth. The focal point of Isha Yoga Center is the Dhyanalinga, a powerful and unique energy form which creates the possibility for every human being to experience life in its totality. Isha Yoga Center provides a supportive environment for one to shift to healthier lifestyles, seek a higher level of self-fulfilment and realize one's full potential.

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