

22 February 2022 Email: <a href="mailto:mediarelations@ishafound">mediarelations@ishafound</a>ation.org

## Isha Opens Online Registration For Rudraksha Diksha

**22 February 2022:** Isha has opened up registrations for Rudraksha Diksha to offer devotees Rudraksha energized by Sadhguru on the auspicious night of Mahashivratri. Rudraksha supports physical and mental balance, cleanses the aura, and shields against negative energies. It also assists in meditation and can be worn by anyone including the householders.

Upon <u>registering</u> for Diksha, devotees will receive Rudraksha bead along with Isha Vibhuti, which is sacred ash consecrated in the presence of Dhyanalinga. They also receive an Abhay Sutra- a specially consecrated thread that supports fulfilling ambitions and removing fear. The Rudraksha Diksha package also contains a photograph of Adiyogi- a 112 feet high bust sculpture representing the 112 ways he offered for one to attain wellbeing and one's Ultimate nature.

Rudraksha are the teardrops of Shiva. The legend of Rudraksha goes that once, Shiva sat for meditation for a long period of time. His ecstasy was such that it made him absolutely still, unmoving. He seemingly did not even breathe, and everyone thought he was dead. There was only one sign of life — the tears of ecstasy that dribbled from his eyes. These teardrops fell upon the earth and became Rudraksha, "Shiva's tears."

In the year 2021, Isha opened online registrations for Rudraksha Diksha for the first time with over 3.5 million registrations. These Rudraksha beads are energized by Sadhguru on the night of Mahashivratri acquiring a greater significance. Mahashivratri which falls this year on 1st March, 2022 celebrates the Grace of Shiva who is considered the Adi Guru or the First Guru from whom the Yogic tradition originates. Celebrated in its exquisite grandeur, the

night-long Mahashivratri celebrations at Isha involve explosive meditations by Sadhguru and spectacular musical performances by renowned artists unfolding an intensive spiritual experience. Surpassing Grammys, Mahashivratri 2021 celebrations notched up over 20.3 million views on the event's virtual live stream on Facebook and other social platforms.

For pictures, please click here.

For media-related queries, please call +91 94874 75346 or mail mediarelations@ishafoundation.org