

Renowned Vedanta Scholar with a Modern Twist Syncs up with New Silicon Valley Music Portal

By iMusti Inc.

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Jaya Row, a renowned Vedanta scholar brings ancient philosophy with a modern twist to the United States. She syncs up with iMusti.com, a new Silicon Valley music portal in an effort to spread the word to the younger, tech-savvy generation.

LOS ANGELES – After more than thirty years studying Vedanta philosophy in India, Jaya Row, a renowned Vedanta scholar brings a uniquely modern interpretation of the philosophy to the United States. In order to spread the word, she syncs up with iMusti.com, a new Silicon Valley music portal, enabling her to spread the word not just in the United States, but all over the world.

Row is the founder of Vedanta Vision, an organization based in Mumbai, dedicated to the dissemination of Vedanta philosophy. According to Row, Vedanta is the oldest school of self-management. “If followed properly,” Row says, “Vedanta principles are extremely useful to help one achieve success, personal growth and happiness.”

Vedanta finds its origins in the Vedas, the sacred scriptures of India. Though the philosophy is the basis of Hinduism, “the principles are universal,” says Row. “They are not restricted to any particular region, denomination, or race.”

At the core, Row says Vedanta gives people a guide for action through which they can gain not only material prosperity, but more importantly, access to their true nature, their unique talents and the divine Self within. She says not everyone captures their potential, and that’s what Vedanta addresses.

Over the last ten years, Row has spoken at several prestigious organizations including the World Economic Forum, World Bank, Young Presidents’ Organization, Shell UK, Coca Cola Company, Accenture, JM Morgan Stanley, Infosys, Novartis, Purdue University and Washington University. Her lectures are also telecast by Aastha Channel and have brought her a dedicated viewership around the world.

Row says Indian-Americans are in a unique position where they can integrate the best in both Western and Eastern culture and education. To target this population and spread her knowledge, Row has recently formed an alliance with iMusti.com, an online portal for Indian music based in the Silicon Valley.

To date, five of Row’s exclusive discourses are available on iMusti.com. They include: “Kindle the Eternal Light,” “The Guna Code,” “Sraddha,” “Vedanta in the Age of Convergence,” and “The Bhagvad Gita.”

Row says it helps working through technology to get across to interested people at the right time and place. She says it also helps to have a platform like iMusti.com because it will help her reach out to the unique population that might be interested in Vedanta philosophy.

“I look forward to working with iMusti because we have a common goal,” says Row “branding India and promoting our culture.”

iMusti hosted Row during her Bay Area visit at the Vaishnav Temple in Milpitas in May for a lecture entitled, “From Distress to De-stress.” And for another lecture entitled “Invest in Yourself,” at the home of Aditi Karandikar, iMusti’s Market Development Manager.

“We’re looking forward to working with leaders like Jayaji because it matches our vision,” said S. Khandwala, President and CEO of iMusti.com. “Our goal is to promote prominent artists with excellent collections on our site so people from all over the world can access them at anytime.”

Now, not only can older and younger generations all over the world strive to take a new look at age-old Indian philosophy and principles, they can do so by streaming on iMust.com in the comfort of their own homes. A collection of Row’s discourses in pure digital quality sound are accessible on iMusti.com 24 hours a day, 7 days a week from anywhere and everywhere – all you need is an Internet connection.

About iMusti Inc.

Founded by President and CEO, S. Khandwala, iMusti Inc. came into existence in 2007 and has offices in Fremont, Calif., and Madurai, India. Since inception, the company continues to gain momentum, winning accolades from connoisseurs of music world over. For additional information on how to register, please visit www.imusti.com.

Investor Contact:

S. Khandwala
President and CEO
iMusti Inc.
510-490-8403
samir@imusti.com

Media Contact:

Suvarna Sheth
Director of Marketing and Communications
iMusti.com
suvarna@imusti.com

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