

# BEADS OF SELF EMPOWERMENT

RUDRAKSHA SPECIALIST NEETA SINGHAL SAYS, "RUDRAKSHA BEADS ARE THE MOST POWERFUL HEALING ITEMS ON THIS EARTH. THE SECRET IS TO IDENTIFY THE RIGHT ONES FOR THE CLIENT AND STRING THEM IN THE CORRECT MANNER." READ ON TO KNOW ALL ABOUT HER AND HER GIFTS...



PHOTOGRAPHY: RUSHIL MEHTA



Neeta Singhal is the Executive Director of the Mumbai-based Rudra Centre which she established over 15 years ago. She discovered 'Rudraksha Ratna Science Therapy' (RRST) by her tireless efforts in finding ways to make Rudraksha work to its full capacity. With a Masters in Computer Application, Neeta says she has "downloaded" deep secrets of Chakra Science while meditating and formed the Chakra Yog - a mission to make people aware about the Seven Chakras in the human body, their role in life and how they teach the lessons one has to learn to be aligned to life in this human birth. Excerpts from our conversation...

**It must have required some courage on your part to give up a lucrative career in Information Technology (IT) and follow your heart. How did you pull that off and did you face any opposition?**

From my own experience, I personally feel that your destiny is predetermined. You are pulled so strongly in the direction of your destiny by your heart that you don't have any other alternatives left in life.

While we perceive multiple choices in our life, when the moment of taking a decision arrives, all the other choices seem to be closed and only the option that you are meant to follow seems feasible and convenient.

**What are the initial struggles you faced in starting your own consultancy?**

I would like to rephrase the term 'struggles' as situations and challenges. Being the only woman in the field of Rudraksha which was dominated by men, I had to become tough while dealing with people who had been in this field since generations, resulting in years of conditioning in a certain way.

When it comes to clients, people had rigid ideas and even wrong notions about Rudraksha. They thought that Rudraksha must not be worn by women or by those who consume alcohol or non-veg food, or while being part of a funeral procession and related rituals.

However, all these rigid dogmas did not make any sense to me and they

seemed illogical. Lord Shiva, who is the originator of these beads, is said to be the Destroyer and roams in the funeral grounds with his body smeared with ashes. He is the omnipresent consciousness with no ego, so how can customs, rituals and prohibitions be used to restrict the usage of his favourite bead, Rudraksha? Thus, it took me huge efforts, several messages, blogs and videos to drill it into the minds of people that wearing a Rudraksha *mala* is safe for women, children and people of all religions.

Also there was a parallel fake market running across the world because of the rarity of these beads and it was not easy to gain a foothold in the business. It required spreading a lot of consumer awareness to educate the people.

**The duty of a healer requires one to be compassionate. Do you think being a woman is an advantage for you in that sense?**

I think a lady can take on the role of a mother, sister and a friend equally well. In my profession, being a friend comes naturally to me. It has helped

Learn more about

**NEETA SINGHAL**

from the following websites:

[www.rudraksha-ratna.com](http://www.rudraksha-ratna.com) [www.chakrayog.com](http://www.chakrayog.com) [www.neetasinghal.com](http://www.neetasinghal.com)





**LIFE IS ALL ABOUT SELF-REALISATION. WE DON'T HAVE TO "BECOME" BUT REALISE WHAT WE ALREADY ARE.**

me to connect with my clients who express their problems to me and I help them see solutions. Being a lady it is easier for me to connect with them on a psychological and emotional level and from there on seeking solutions to their problems becomes very easy.

**Holistic healing is a concept that has picked up in India only during the last decade. Why did it take so long for us to re-discover our ancient healing methods?**

Rudraksha has been a part of Indian culture and rituals since ages. There is no saint or yogi who did not adore Rudraksha.

Most of us have had grandparents who wore Rudraksha and, most importantly, they wore it not just out of religious beliefs but also for good health.

In these modern times, man is living a life full of pressure and stress. And, modern methods of "cutting off the stress" rather than self-empowering the individual to deal with it are not providing the desired results. Hence, we were forced to look into the past to find out what solutions our cultural heritage and religions had to offer in order to achieve holistic well-being. Rudraksha offers many advantages over conventional healing methods. It can be worn like jewellery on the body and it does not require *kriyas* or rituals to be done which are time-consuming in this hurried fast pace life. Also, the client does not need frequent visits to the counsellor. It is like "fill it...forget it". So "wear it and forget worries". Also the combination starts showing positive tangible effects in just six to seven days of wearing. The other advantage is that Rudraksha can be afforded by anybody. You can get a Rudraksha for as cheap as Rs.20.



**You are a pioneer of sorts in this field having begun almost two decades ago. It is amazing how you got so many followers and clients to rally with you. How did this happen?**

When you live your being which comes naturally to you, it has a positive effect on people around. Once people benefit from it they bring their friends and family to you. As they say, 'Honey does not need to go to the bees'. You just need to focus on becoming honey and the bees will automatically come to you.

**What would you say to those who look at holistic healing with skepticism?**

Holistic healing is different from modern medicine. It requires the complete participation of the individual. Unless he or she is willing to change from within, or ready to "plant oneself in a new pot" and change himself in thought, behaviour and action, one cannot have the courage to subject himself to holistic healing. It heals the mind, body as well as the soul.

**Over the years you have developed franchises all over the world. Tell us, how do foreigners adapt to Rudraksha and Chakras?**

Chakra Science originated in India with the book Sat-Chakra-Nirupana written by Purnananda Swami, and in the last two decades it has become more famous outside India than it is in our country.

As far as Rudraksha is concerned, it is embraced with open arms by foreigners. They get instantly attracted to it and embrace it. I have found them open to adapting to different faiths and religions if they find a good experience in it.



David Frawley, the American Hindu teacher and writer, has said that the memory of Rudraksha is stored in the DNA of every single human being and thus it evokes a sense of familiarity in a person even when he sees it for the first time. That is how natural and easy it is for anybody to relate to Rudraksha, whatever is his cultural and religious background or nationality.

**How do you look back at your journey so far?**

Life is all about self-realisation. We

don't have to "become" but realise what we already are. We have come in this world as creators of our unique identity and the challenges we go through are meant to attune us to the laws of life and align our mind and senses to our unique identity. This is also called Yog (Union).

True joy comes from realising one's own self-worth and one's own self. After that, the external world becomes a subject of your impersonal observation. ★