

INNER CHILD

the Magazine



embracing ... empowering ... enlightening the Divine Inner Child



Awake and Aware

with India's

Shamshir Rai Luthra

Global Activist, Author, Philosopher



Pouring through an array of whimsical, serene, serious, and highly photogenic pictures of Shamshir Rai Luthra I could not help but be drawn to one consistently impeccable feature, his eyes. There is a contemplative sensitivity and understanding from his very soul that seems to penetrate the computer screen via the photograph. I found myself drawn into him in some strange, transcendentalist way. The captivity of the deep, mysterious, dark pools of reflection that teased my own psyche to look within myself...to question my own personal journey...my own Spiritual awareness and awakening. Curiously it seems almost ironic that his eyes, the handsomely cool and dark pools of mystery, conveyed nothing to me but a genuinely warm heart. Shamshir's eyes are like the soft, plush blanket a mother would gingerly drape over her newborn infant. A blanket not only offering warmth of body but of spirit...symbolic of the security, comfort, acceptance and love an infant senses from such an attentive act expressed deeply from a warm heart. Thus herein lays the power of Shamshir Rai Luthra...the warmth of his heart. He freely offers his heart without need for recompense or recognition although both seem to follow him without regard to his modest humility.



The New Delhi born Luthra at one time enjoyed dual career successes in media as a Broadcaster and as a Celebrity Consultant, before embracing a call to serve humanity on a larger scale. He became an Activist to support the welfare of others by encouraging people to think for themselves more constructively and exercise more effective verbal communication. This desire to share the natural gifts he has been enshrouded with led to his forming two innovative educational endeavors, Talking Rich in 2006 and Ashirvachan in 2010. Both at present have highly active websites and reach a global audience with his teachings, study groups, workshops and products designed to enhance the effectiveness of each program. Before he embarked on these endeavors the path of light that lay before him was well evident in his early occupation and career.



Luthra whom became a popular Announcer in 1994 for his boldness to speak ‘bolchaal bhasha’ (the common man’s language) on air built on the success and by 1996 he also became highly regarded as a Content Consultant & Voice Trainer in Nepal. The overwhelming desire to encourage more of his fellow Indians to display more “self-confidence, personality development & voice training” according to his website, www.shamshirluthra.com, Luthra authored and published two helpful guide books titled ‘Talk To Win’ in 2002 and ‘Lazy Ways To Enlightenment’ in 2003.

The ‘shooting star’ effect of Shamsir Rai and his philosophical teachings on a vast array of subject matters does not indicate a period of slowing down. In fact now it seems in 2012 Luthra’s movement is gaining limitless momentum. Fortunately on behalf of Inner Child Magazine, I was able to catch up with the man himself. I felt it would be great to play a game of twenty questions with him...he did too as evidenced by his enthusiastic and insightful answers he decided to share with us. Of course just as mentioned early in the article there is a very ‘warm heart’ revealed through eyes which convey a captivating ‘cool’ and contemplative soul and his words convey the same. Luthra is anxious to share his personal and professional philosophy on Spiritual Awareness and Awakening to all who will listen.

20 Questions

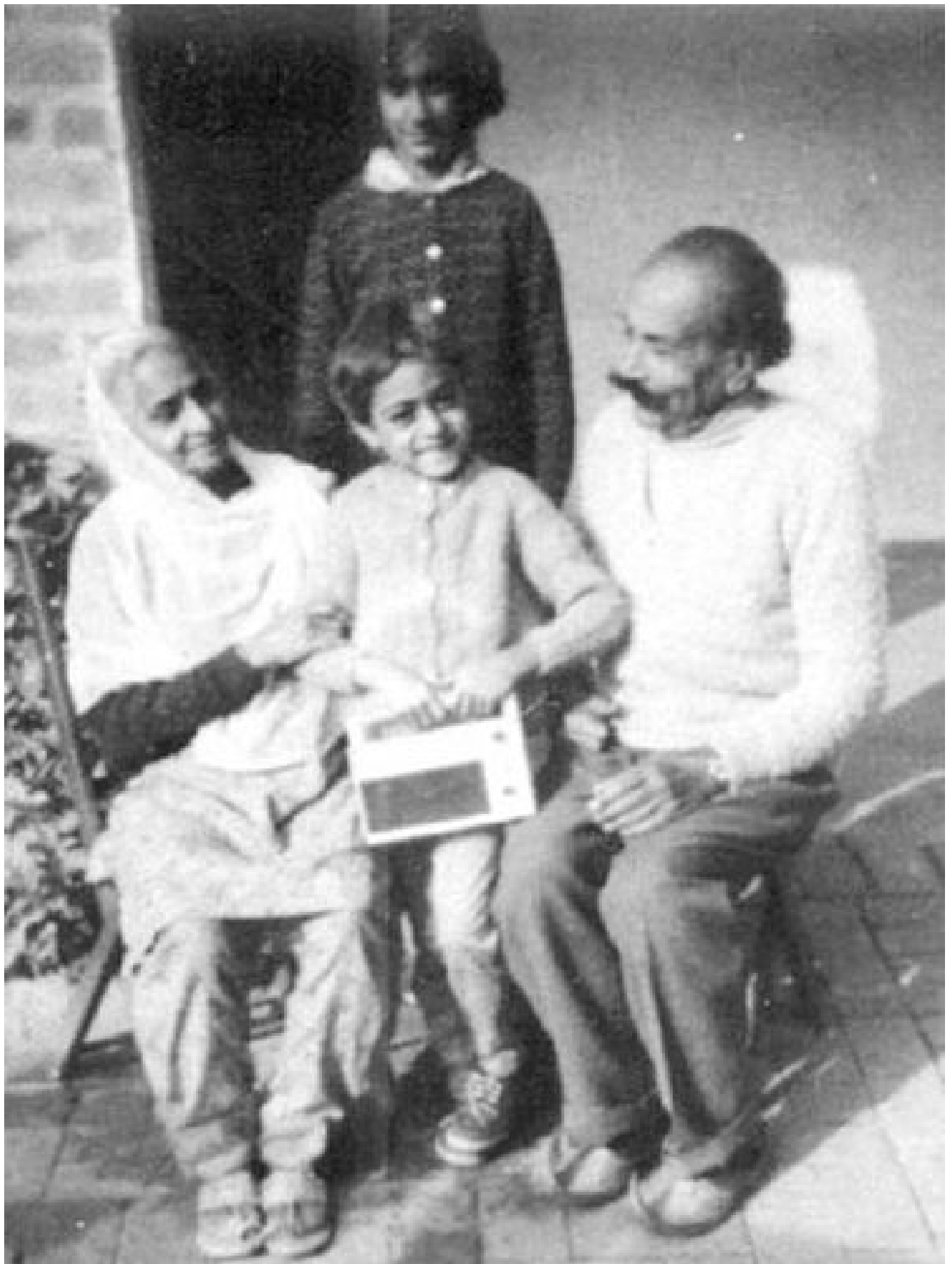


Inner Child Magazine : *Please briefly comment a little on your background...about your early life, your parents, siblings or extended family, early and post secondary education, past occupations or internships, are you married or have a family. What is your current occupation.*

Shamshir Rai Luthra : I am the only son and I have an elder sister Dr. Shabbi Luthra, whom I look up to very much. I have my parents Jahangir Rai and Vimla Gandhi Luthra. They are celebrating their 50th wedding anniversary this year.

I was not a 'kid who studied hard', but still managed to graduate. I also am not a 'stick to jobs' guy either but managed to contribute to bringing success to a few. Somehow the systems on which these establishments have been made don't suit my temperament. But I still get into the best establishments, be it schools, colleges, or companies, to effectively spread my two messages of A) develop the ability to think clearly - *ashirvachan* - www.ashirvachan.org through inspirational events and B) master the art of communication - *talkingrich* - www.talkingrich.org through training projects.

Apart from my parents and sister, I have cousins, relatives, students and friends whom I cherish very much. Still, I feel the need to be committed to a life partner (female only) and beget children. I have a special one in mind, for a while, have been planning to ask her, unless she's married already or not interested. Then, I will look again. Or maybe, it's toooooo late!



ICM: *Growing up, who were your role models?*

SRL : Coming from a rich cultural heritage, our role models easily seem to become those great spiritualists, freedom fighters, Gods, grandparents, parents, elder sisters around us. I've believed in many, many of them. And rarely, have they ever let me down.

ICM : *Who has been most influential in your life as a mentor? Who inspires you?*

SRL : My elder sister, Dr. Shabbi Luthra. She has traveled the West extensively and has from the beginning of her educational career, worked with the American system of education. My father, Jahangir Rai Luthra, and my mother Vimla Gandhi Luthra have been my constant source of inspiration, balance, and courage.

ICM : *What is the most difficult challenge you've experienced personally and/or professionally?*

SRL : I cannot come to terms with the inhuman sense of apathy, and disloyalty that prevails amongst people. People whom I've helped, aided, guided, financed, stood by both professionally, or/and personally seem to have misused and misunderstood my definition of friendship. I believe that loyalty is more important today, both in terms of a friendship or be it companionship. I also believe in your friends helping you, without your having to ask them first. I find it disgusting, and demeaning to ask others to help me. And at times like these, my prayers to Lord Hanuman, get answered and I lift my head up with courage and calmness.

ICM : *What has been your greatest personal challenge to overcome?*

SRL : I think to be believed in is the greatest challenge one can have. In a world where both light and dark resides, for your own humankind to trust in your light is becoming more challenging day by day, lifetime after lifetime. I believe that this journey of my soul is not of just a single lifetime. I have been here many times and have many times to be here again. Mankind is the only species that seems to be confused on which side it is; The dark side or on the side of light. If you look at creatures of nature, a vulture lives on dead animals. A vulture lives its nature without guilt or regret; it doesn't find the need to suddenly convert itself into a Vegetarian or a Buddhist; then after sometime go back to eating dead animals and being a non-believer. The same difference would go for a jackal or a lion. I believe we must decide once and for all which side, we're on, the dark or the light. Other examples would be to deciding to stay committed to one woman always or to go to bed with a dozen or to eat vegetarian or to not eat vegetarian, to pray or not to pray. As time will pass, the job or my mission of bringing people back to the light will become more and more difficult because the social system, the family system, the community system is breaking up and becoming weak. We need more people to believe in love rather than lust, to believe in loyalty rather than perversion, to believe in contentedness rather than in consumerism. This is the greatest personal challenge.

ICM : *How do you respond to persons who seem to have a negative outlook on their own life or circumstances and are not receptive to "Enlightenment" ?*

SRL : I always believe that things can be better for them if they have friends like me or like my brother William S. Peters, Sr. There are men who are softer on the outside but contain the greatest anger and righteousness inside, maybe not me but many more like me. They need to understand the meaning of the word 'Enlightenment', to understand that it is a continuous, rhythmic, cyclic process, of constantly thinking clearly. To just sit there pretty, in a yoga posture, is not meditation it's posing or modeling. I

think negativity must not be criticized because criticism is negativity itself. It must be healed with beautiful thoughts that become words that become sentences that become poems and stories and legends of inspiration (that's the message of talking rich). Negativity must also be healed, be creating inspiring, healing meeting experiences, by creating ambiances, sharing images, colors, things, in your house, through an event, or online. By doing so, we can heal memories and create new, memorable ones. (that's the message of ashirvachan)

ICM : *How do you correlate a love for the environment with Spirituality?*

SRL : I am an Idol worshipper, I also believe in the Quran, the Bible, the Bhagavad Gita, the Ramayana, the Guru Granth Sahib... the sacred texts but I keep my logic straight and simple. I'm a part of this world and I must learn to live with it, flow with it, bend with it, speak to it, listen to it, share with it, move with it. If I sit and sulk and delve on how I should stop it, change it or make it listen to me for a change, that is futile, it is foolish. Like all those great fools who conquered and held on to their pieces of the earth, and were eventually conquered by time, old age, and death.



ICM : *What are your thoughts on the Global Economic Crisis, Global Governments at Large?*

SRL : Like any community that needs rules and protocols for the safety and security of our elders and children, so must all virtual communities to be managed in such ways. Keeping everything completely free for all, will damage the very fabric of society, and family; to come to a consensus and a balanced understanding of freedom is essential. You can go around molesting women, and calling it your 'dark nature' and freedom however there must be checks and balances. Every government is managed by human beings. We the common folk across the globe have commonly believed that these managers of society are all corrupt, power hungry, dark and dreadful, maybe this is not so. Maybe the social systems

of creating countries and marking territories and buying homes and properties, and owning rights to ranches, and farmlands, and copyrights, and patent rights, is what needs to be questioned. Our disgusting overeating, overbuying, overdoing habits must be corrected and checked. Maybe all of us just need to stop talking and sharing unconditionally. Maybe we need to stop deciding which is an under-developed country, which is a developing country, and which is a developed country. Maybe we need to stop trying to outdo each other in doing bigger and bigger things and go the exact opposite way. The world will not end in 2012 but hopefully fatalism will.

ICM : *What are your thoughts about the growing number of persons who are taking their lives or those of others because of Economic hardship?*

SRL : In India the figures show that over a dozen farmers committed suicide again in the last month or so. Not because there is less grain, but because the middle-man is sucking up all the profits and giving very little to the farmer to earn his daily bread. So much grain goes wasted in the granaries because the systems of giving them away before they rot, do not exist. Or let's not just blame these systems, let's say the ones who have consciences are numb. Maybe when they lose, they will realize the importance of what they had and what they shouldn't have wasted; it's nature hitting back at Mankind. The amount you ignored her, sitting behind your books, and stamp papers is the amount it intends to ignore you. The laws of nature are stronger than the laws made by man. It's time we understood them and heeded. Taking lives of those without jobs is pointless. Where are these darling soul's? I want to talk to them, be it individually or in a group to Please ask them to not despair, they must develop courage. Doing a job is not the end of the world. It is a weak definition of what you do and what you can get in wages or profits. The bigger job to be successful at is your life and all those who form a spiritual chain. Look after your elderly parents, your children, your partners, your pets, your gardens. Keep them simple. Burn the damn thing called the credit card. Live in whatever you can at the moment. Celebration never needs to be exorbitant...it begins with gratitude and ends with contentment.

ICM : *What advice do you have for someone who is dealing with depression?*

SRL : To understand the cause of it, to look at it non-possessively, and to say goodbye to it, mostly human beings tend to be depressed at lack of companionship. They seem to be talking to, having sex with, eating out with, partying with a whole world of people but when they get home, not just home 'home', but into the center of their being, they feel an emptiness, a hollowness inside. So without really wanting to understand the cause of it, they keep themselves busy watching TV, drinking wine, having sex, collecting and buying things, meeting more people and that circle goes on to create a superfluous pattern of social existence. The depression of a human being can be elevated, and cured through chanting of mantras and shlokas. I would suggest reading the Hanuman Chalisa, listening to Bhajans, speaking to people (not chatting or skypeing) but connecting, one to one will help. The aim to become self-dependent is important.

ICM : *Is Mental healing important to physical healing?*

SRL : Either way!...A well jogged, sweated out body definitely cools the mind. While a well thought out, tamed, clear thinking mind makes you feel light and ready to go for a jog, or break into an impromptu dance. So either way, chicken or egg, whatever you believe, take that route, and healing shall follow!!

ICM : *Where have you traveled to share your message?*

SRL : Through speaking engagements, and consulting offers, I have been going across the country, Asia, parts of the west. Most have been corporate events sponsored by them.

ICM : *Where would you like to travel to next?*

SRL : I would love to come to your country (USA). I would love to invite you to mine (India). I would love to travel across the globe to every part in person not just through the internet. Meeting face to face, shaking hands, hugging, breathing the same air, sitting in the same room, by the same river would be much more gratifying and worthwhile.

ICM : *What advice do you have for global youth?*

SRL : Make friends, real friends. Intend to make the virtual into the actual. Follow your hearts but follow the light. Save your love, for that someone special. Don't spend the thirst. Make beautiful music, Make beautiful thoughts, Make beautiful minds. Actually, I am a global youth too and I refuse to answer this question any further, believing that I am the old, wise one already. So guys, live it up a little more, chill out a lot more, fret less, eat less, think more, give more, slow down when you see someone in need, speed up to do a good deed, understand more, forgive more, meditate more, think more, bring the world more and more closer.



ICM : *What is your favorite pastime?*

SRL : Sleeping, Day dreaming, Meeting up

ICM : *Do you incorporate music, reading or exercise into your daily routine?*

SRL : I listen to love songs when I am having dinner alone. It's a wonderful, magical feeling.

ICM : *How do you handle your celebrity lifestyle?*

SRL : Like a celebrity should; Living it up to the fullest. If I have to be lazy, I have to exemplify laziness. If I have to be a celebrity, I have to exude Celebration, Color, Equanimity, Fervor, Zeal, Balance, Love, Thoughtfulness, Distance, Closeness, Anger, Indifference, Importance, Happiness, Compassion, Taste, Graciousness, Softness, Oneness, Aloneness . . . all at the same time. I behave normally, I behave respectfully, I behave naturally. Socially, I do a show, make an appearance, speak at an event, and rush home to have dinner with my family. I keep professional, strictly professional, though I like to work with, and be around friends only. So, it's a realistic lifestyle.

ICM : *What are your short term and long term goals for your organization?*

SRL : I would like to be able to slowly and steadily achieve the goals of reaching out to everyone, everywhere both my messages. (ashirvachan and talkingrich) The formula or action plan is very focused, simple, 'Gandhian', and free willed. To do service, like a service is important, to do business like a business is equally important. Many NGO's (non-governmental organization) are doing the business of service. It's like saying I love the light, but I will sit in the dark. It has to be transparent, ethical, and sustainable.

ICM : *How can someone join your team?*

SRL : By being an Inspirational Event's Organizer <http://ashirvachan.org/create>, Co-Publisher, Training Project Partner or Marketing Agent <http://talkingrich.org/consult>, Volunteer - Content Contributor on our Spiritual School of Learning www.ashirvachan.org or World Peace Network www.talkingrich.org

ICM : *How did you learn about inner child press?*

SRL : Through the spirit of William S. Peters, Sr. His chance comment on my Facebook page and my intuitive adding him as a friend, his very soulful, strong spirit reflects the spirit of the child within each one of us. I guess that's where I heard about your press; the child in me told me so.

ICM : Thank you so much for your time, it has been rewarding and highly appreciated, Cheryl Faison and The Inner Child Family.

Connect with Shamshir Rai Luthra;

<http://shamshirrailuthra.org/>

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