



BRAHMA KUMARIS





INTRODUCTION

Rajyoga Meditation being taught by the Brahmakumaris is a Meditation which is practised with open eyes and also on the move. It is accessible to people of all backgrounds.

The Brahmakumaris is a world wide spiritual movement dedicated to personal transformation and world renewal. Founded in 1937, Brahmakumaris has spread to over 110 countries on all continents and has had an extensive impact in many sectors as an international NGO.

“The Open Eye Meditation” and **“Meditation on the Move”**, has made it versatile, simple and easy to practice attracting several people to come and experience it.

Let us learn from the experiences of varied individuals with the Brahmakumaris



ABOUT THE BRAHMAKUMARIS

Brahma Kumaris, officially known as 'Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya' (THE BRAHMAKUMARIS WORLD SPIRITUAL UNIVERSITY) is a worldwide spiritual movement dedicated to personal transformation and world renewal. Founded in 1937 in Hyderabad, Sindh (then a part of undivided India) by Prajapita Brahma, Brahma Kumaris has spread to over 110 countries in 5 continents of the world and has had an extensive impact on all sections of the society. It is working as an international NGO, associated with the United Nations Department of Public Relations. The organization is committed to help individuals transform themselves, based on the understanding of their true, spiritual identity, which transcends their mere material existence.

It supports the cultivation of a deep collective consciousness of peace and of the individual dignity of each soul. Being a women – led organization it is widely known as Brahma Kumaris. Even though the founding father of the organization was fondly known as Prajapita Brahma, the first Administrative Head was Mateshwari Jagdamba, fondly known as Mamma.

In 1950, this spiritual group relocated to India, and found place in the beautiful Aravalli Ranges of Mount Abu in Rajasthan. From there, the seed of spiritual knowledge sown, grew gradually and the organization started spreading its branches in different parts of the country. In 1971, the spiritual knowledge and practice of Raja Yoga spread overseas, with the first foreign centre in London.



BRAHMA KUMARIS

After the ascension of Mateshwari Jagdamba to the subtle world in 1965 and Prajapita Brahma in 1969, Rajyogini Dadi Prakashmani was appointed the next Administrative Head of the Institution.

When Rajyogini Dadi Prakashmani left her mortal coil, Rajyogini Dadi Janki , who had played the pivotal role in spreading the Godly Message in almost all the countries of the world, became Chief Administrative Head from 2007. With her tirelessness, dedication, Dadi Janki led the organization until 2020, when she ascended to the subtle world at the age of 104.

Later, Dadi Hridaymohini, was appointed the Chief Administrative Head of the Brahma Kumaris until she attained her angelic form in March 2021. The present Chief Administrative Head is Dadi Ratanmohini who at 100 is tirelessly and successfully fulfilling the responsibilities and services.

TESTIMONIALS

Smt. Draupadi Murmu

Honourable President of India

I was a different personality with too much anger within. Now after practising Rajyoga Meditation, my anger has reduced and I feel happy from within. The Art of Living taught here is the only correct Art of Living but it has to be practised. I read the Godly Versions(Murli)everyday and feel myself fortunate to dedicate my time for Godly Service. When I visit any centre, I feel a different vibration and so don't miss any opportunity to visit there. God loves me a lot.



Shri Narendra Modi

Honourable Prime Minister of India

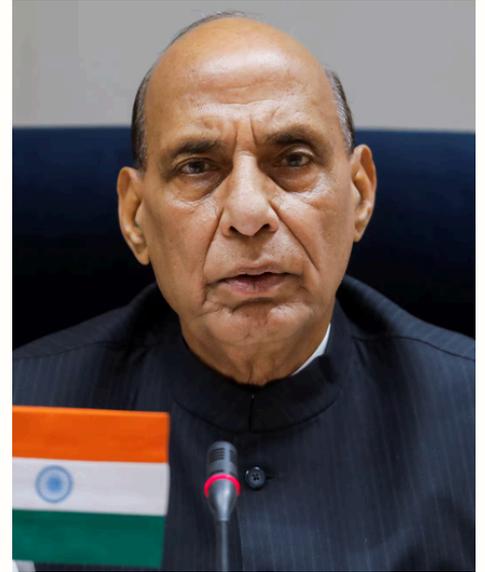
Whenever I come here at the Brahmakumaris, I feel a spiritual vibration over here. I always had a affinity for this organization and it is due to the blessings of the Almighty as well as the Rajyogini Dadijis. The organization has been an embodiment of selfless sacrifice for the society which is their natural " Spiritual Practise '.



Honourable Shri Rajnath Singh

Defense minister of India

Indeed the Brahmakumaris sisters have a big heart and I hold great respect for the organization. According to the Brahmakumaris, the whole world is their family which shows their big heart. The societal services offered by the Brahmakumaris is magnificent and words fall short of this service. If we are associated with this organization, then there will not be much need to go to the temple or mosque. Only the Brahmakumaris can eradicate all the shortcomings present in us and even can take the society out of blind faith. There can't be any organization in the world operating in 140 countries. Their teachings help in developing a big heart and install divine virtues. I really appreciate the work done by the Brahmakumaris which even the Government fails to do.



Honourable Shri Ram Nath Kovind

Former President of India

This organization is doing an influential work in the field of Spirituality, World Humanity through the process of Self Change. Thousands of Rajyoginis are an example of Woman Leadership. I give the title of "JEWEL" to all the Woman Rajyoginis.



Shri Keshari Nath Tripathi

Ex Governor of West Bengal

After coming to the Brahmakumaris, you feel a calm, pure and joyous environment. The service of the Brahmakumaris is widely appreciated and there is no denying in the fact that after coming here, one finds peace and motivation and this motivation helps in lighting up the thought to do something good for the world. In today's struggling world, Brahmakumaris stand out as an organization where Purity, Peace and Closeness are natural. The importance of the organization is so much that it does not only provide spiritual, but humanitarian service. That is the reason that it has played a leading role in all the campaign carried out by the Government and society and spread worldwide.

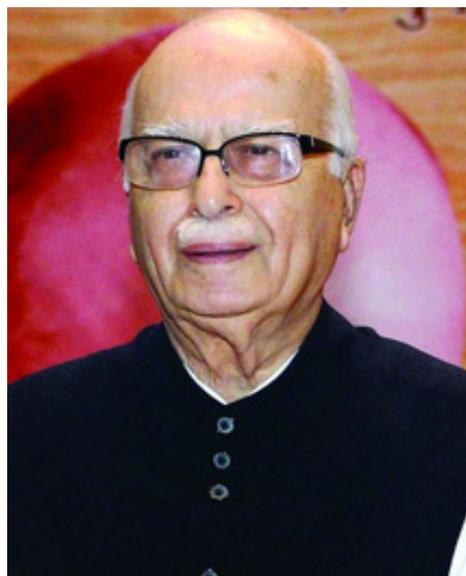
I appreciate all the efforts taken by the Brahmakumaris and would definitely extend my full support for the development of a world, free of vices and full of virtues.



Shri Lal Krishna Advani

Politician

Brahmakumaris is a wonderful organization. I have never seen such a gathering in life. I have tremendous respect for the services done by the Brahmakumaris. I have never seen an organization chiefly operated by the sisters. It is a very difficult task. This is an organization where all spiritual knowledge can be easily acquired. Coming to such an organization, one can attain all-round development in a very natural way. The divine character one attains after joining this organization is all due to the Spirituality and that is why Development here is natural and The Best.



Shri Ravi Kishan

Bhojpuri Actor and MP of Gorakhpur,UP

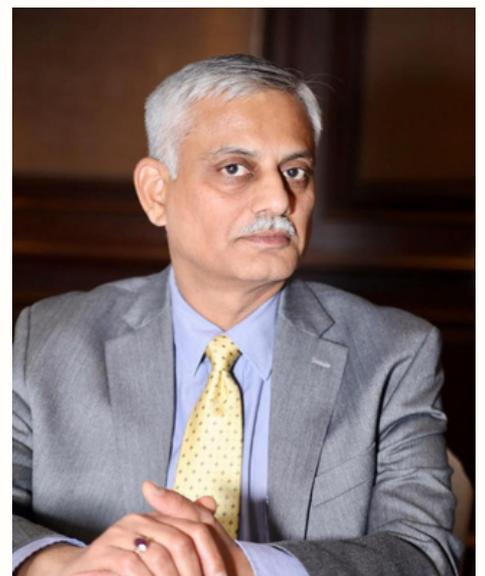
We have come here to fetch this silence. People actually don't try to understand the pause in life. So they are unnecessarily running in life to achieve something and dying in the process or in the end though death is inevitable. People have become opportunist and don't have time to remember God at all. I would like to visit the place again very soon.



Mr Deepak Maheshwari

Director of Govt. Affairs, India, ASEAN and China

I am very happy to know people are interested in taking part in the IT conference. I am expecting to see such events in future as well, by which people awaken their inner consciousness and apply the same in their lives.



Shri Umesh Prasad Shah

Director – Department of IT – Govt of Jharkhand

This is the first time, I am attending the IT conference here in Madhuban. I would request all those who are interested, but could not visit, please visit the place once. Here we get to know the “ Key to Happiness ” amidst stressful situations in life. When you see all happy faces here, you will be naturally happy and when we emerge the divine qualities in us, our health becomes good.



Rama Devi Lanka

Director at Emerging Technologies, Govt of Telangana

It's a great event focussed on Empowering Self unlike any other event. I have been practising meditation since I was 18. But this kind of session opened up a new vista for me and I am sure this kind of event will help build resilience in people.



Luis Roberto Barroso

Chief Justice of the Brazilian Supreme Court

I have been affiliated with the Brahmakumaris since 2012 for a specific reason. In August 2012, I was been diagnosed with cancer (3rd level). I was a lawyer at that time and during the time of illness, I read many books from different places. One of my friend sent a BK book and the book was " Healing Power of God " by Sis. Jayanti. I read the book thrice and after reading the book, I was impressed. Off so many books, this book impressed me the most. So I started Rajyoga Meditation based on values and objectives. Since then every single morning and more than mornings,I meditate and go over my values and objectives and see that my actions correspond my values and objectives. And if it doesn't match, I apologize and redo things. That has made my life much more peaceful and I have become a much more friendly person. And I got miraculously healed from my disease. Since then, my life became much better and I was appointed at the Supreme Court. There is lot of pressure in my work but Meditation has made me permanently calm and peaceful. One of the most important teachings I have learnt from the Brahmakumaris is, " Be aware of your thoughts ". Directing your thoughts to good things is a life changer. And whenever I get a chance, I go to the BK retreats. I would like to say how happy I am after coming here and how important it was for me to have Brahmakumaris in my life.



Hari Anne

Director – Strategy and Operations (Novartis)

It's been an eye opening experience. I was never aware of changing the whole belief from being body conscious to soul conscious. It brings a whole new perspective of living. The knowledge or gyan over here is something we have never heard off. Even the Meditation, a new way of connecting with the Supreme... all this opened up a new Horizon of looking at life. I just look forward to practising it in day to day life. Discovered the cause of unhappiness which is body consciousness. The knowledge and virtues of soul is something new. If practised in life, is something transformational.



Sadhvi Bhagawati Saraswati

Author

There is really no such organization as the Brahmakumaris who are doing a Divine Service. My soulful reverence to their Power and Purity.



Dr. Virginia Sharma

Google Cloud.. Indian Marketing Head

It's been a timely experience for me. I have been looking for answers to so many questions and the biggest take away from here is many of the answers resides within and it's a different type of journey Lot more work to do to connect with myself. This is a place where there is ampleness of everything... . Food, companionship, environment, joy... .. The plentifulness. There is enough for everyone.



I came here to look for ways to get over grief because I lost my Mother and found that may be Meditation is a path to come out of grief. In the session which I attended, I could understand the difference between attachment and love and when we love somebody we don't hold them back for ourselves, for our need and attachment. I realised that I should release my mother on her own journey which is right for me. That was the big moment when I realised that my purpose of visit was not even the right thing. It's not about coping techniques of grieving but accepting the quality of our relation. Her soul has gone on a journey and I wish her Peace and Love. I am happy now and will be happy in future. I think this place has so much to give and it is giving to so many. It makes you feel that generosity is all that we take back and I hope that I take in abundance generosity back and create similar feeling with people I interact with. I am so happy to belong to this Spiritual Family. This is been a great experience for me.

Acharya Sri Paramanandaji

Chirakut

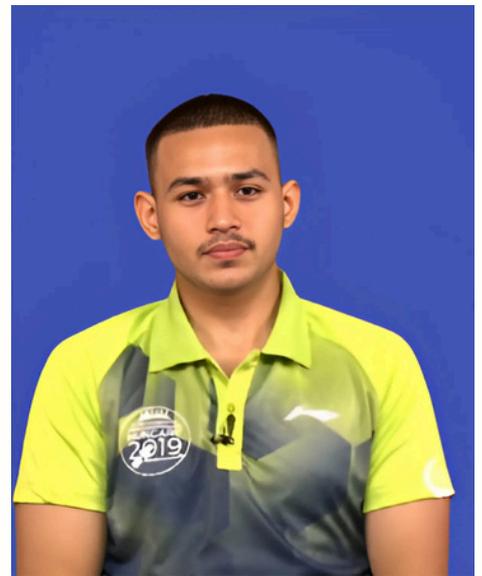
It took me 5 years to understand the Godly Versions (Murli) because here God Himself reveals the Truth. So there is a lot of difference. I was in love with Kashi Vishwanath and He got me here. In 2017, I was confirmed about God giving Sermons and teaching here.



Ashish Chowdhury

International Player – Crossminton

When I learnt the Rajyoga Meditation and started applying in sports, I could see wonderful results. Through Meditation, my confidence level boosted up. When I started regular practise of Rajyoga Meditation in the mornings, I could see changes in the game step. I felt as if I am playing like an International Player. I would urge today's youth to practise Rajyoga Meditation through which they can make our country reach a great objective. When my ankle twisted in my first International Match, I applied the healing Meditation taught here and charged the wounded area so that during the matches my ankle pain did not become a hindrance in my path and really it did not become a hindrance and now I am an International Player. My will power and confidence in becoming an International Player is mainly due to the Rajyoga Meditation. I want to thank the Almighty who is holding my hand and helping me to achieve my goals in life.



Rubina Liyakat

Anchor and Journalist

Brahmakumaris always talks about the self which is soul/spirit ignoring the religion and when I entered the campus, I felt as if I am in heaven surrounded by Angels. Hopeful to be in this path of Spirituality very soon.



Ms.Rani Raykavar

International Awardee for pulling trucks with hair

I am associated with this organization for 25 years and the immense strength we gain with the practise of meditation is something that I would like to share. Being an International figure, Media and common people ask me for my hair care and my reply to them is ' Meditation '.Meditation helps in fulfilling our dreams in less time and channelize our inner talents in right direction. I would recommend everyone to devote some time to Rajyoga Meditation and make your life happy, fulfilling and successful.



Chintan

Anchor and Journalist

The first thing that came in my mind when I visited the campus is " What a beautiful place. Nothing short of heaven . ' The first impression was very calm. The kind of vibes you get over here from people out here, the Sevadharis can't be matched from outside. The way they talk is so peaceful. Such beautiful and helpful nature. The knowledge being spiritual over here gives us an insight of who we are, who God is and the relationship with God which is supposed to be. My 3 days stay over here was magical , awakening. The kind of depth given here is something which I have been longing for. Coming to the Brahmakumaris is the life turning situation. Personally I have been connected to meditation since childhood. The techniques over here is very powerful. I will definitely keep on pursuing this Meditation.



Subha-Satvik Movement

Social Media Influencer

It's been an absolutely divine experience till the moment we are here. You can feel the warmth in every individual here emanating through their heart and eyes. You can feel the love and compassion when you are there in their presence. Everyone is practising what they are sharing with others. So they are beacons of love and light. The knowledge is profound. Coming here you can realize so many truths which is not possible in our day to day life. The Rajyoga Meditation immediately calms your mind down and makes us reconnect with our True Father. If we can incorporate it in our daily life for even few minutes, we will be able to maintain our calm. We encourage everyone to come here and practise the meditation. The food here is not only delicious but energetic. If you imbibe all the lessons, Self Empowerment is not difficult – it's our very own nature.



Sushma

AVP – Zerodah

I don't think anywhere else I have felt this contentment and peace. I was suffering with the problem of how to control the thought. If somebody said something to me, it used to linger in my head the whole day. But the conference over here gave me the insight to change any thought in a very simple way in a matter of second. I take home the lesson that everything can be changed in a second. It's just the mind game. It's been a great experience and everybody should come here to experience this.



Kuldeep Dangi

IT Head – KPL International Limited

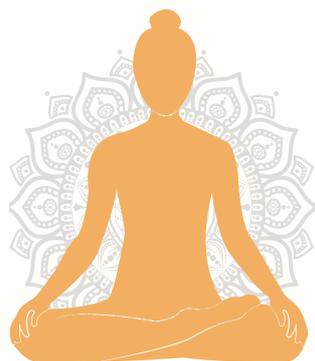
Inspite of having everything in life, my natural smile started disappearing. I consulted my family members, relatives but they did not have any answer. Consulted the doctor who prescribed medicines but the smile did not come back. Then started introspecting and in between, got a call for the camp over here which I joined with my friend and learned the Art of Living over here.



Bhavesh Panchal

Head IT and Digital Delivery at Global MNC

When I refreshed my Rajyoga Meditation course here, I came to know why we are not able to follow the principles in our day to day life. I don't have the tools and technology to practise those principles. Now I am thrilled to put some effort to practise those principles and keep connection with the Supreme Authority God and charge my battery to retain those principles and spread Love, Peace and Happiness. Their services and sessions are phenomenal.



Rashmi Kumar

NTT Data Global Delivery Services

I am really amazed. It's been a very beautiful experience. So many people.... so well organized... peace all around... everything moving so meticulously. This has been the most wonderful experience of my life and will encourage and request everyone to come here at least once.



Aishwarya Jain

Game Developer @ PlayPower Labs

I loved the sessions over here. Love, Compassion, Giving Nature towards other human being is something that I connect with myself. The place is very beautiful. The feel is very serene and I look forward to come here once again in future.



Amitabh Shah

Founder of NGO

This was an absolutely incredible experience for us. Everyone must experience the incredible positive vibrations in Mt. Abu. As soon as you enter the campus, you will feel peaceful. The wisdom that they give here is very practical and useful in different professions. My experience in one word is " I feel I am a peaceful soul ".



Pukhraj Kumar

Director of Operations, Transportation @ Bright Enterprise

Before coming here, I had a preconceived notion that the Brahmakumaris were very serious and their tasks would be overwhelming something that many people believe. However, after spending time at the Retreat Centre in Mt. Abu, I discovered that the experience is exactly the opposite. It's liberating and transformative, leaving you feeling ecstatic and rejuvenated, just as I did. The lectures over here are not only motivating but healing and empowering offering deep insights into leading a fulfilling life. The practises you engage in here, will leave you feeling much more enriched and centered than you could imagine. I highly encourage everyone to experience it for themselves and visit at least once. Don't let preconceived notions hold you back from an experience that could truly change your life.



Kamya Jani

Curly Tales Fame – Social Media Influencer

I am feeling very honored coming here. As soon as I entered, I felt a lot of peace over here. There is Purity in the air and I can feel the Meditative State of Mind here. The food is very light and tasty over here despite being Satvik. Spirituality today is very much required for the younger generation which helps to calm their mind and help them to take a stable decision. Brahmakumaris are doing a great job in this field. It gives me immense pleasure to being a part of this crowd that people are acknowledging the need of Spiritual Awakening which is the only way to live joyfully on this Earth.



Rahul Shah

Senior Vice President and Head of Business Searce. Inc

I got lot of compassion and courage during my stay over here. There is a framework which I got introduced to which is about how to improve the spiritual well being of ourselves and my immediate objective is to implement the practice in daily life so that I can uplift my spiritual well being. The second thing is the entire connection between the power of thoughts whether they are positive/negative or waste thoughts but the power



of thoughts and how they direct our efforts and energies in a certain direction and how we can grow or create an impact in those areas. How to categorize the different thoughts, how to avoid wasteful thoughts – another thing which I am taking away. The next thing is our environment and vibration including the vibration in food and water that we eat and drink and people we mingle with – they have profound impact on how we feel and grow in our life time. I think these days will have a significant impact on my personal as well as professional life and I am looking forward to starting with those experiments and learning from those experiments.

Renu Khanna

CEO and Founder – Humox Inc

This place helps us to slow down, give a pause into your life and help you to reflect a lot many things which in busy life don't even attend to. The pearls of wisdom by different speakers compel you to think that " What am I doing with my life and then what am I going to do differently when I go back to my work place. The place gives you so much energy that every morning when u get up, you have so many resolutions for yourself. So I would invite /recommend this to lots and lots of more people.



Aishwarya Arun

Data Analyst – Accenture

Since I have come here, it's always been happy and serene and it made me realize that there are things in life which are greater than the small things we face in life and we don't need to break our head for small things in life. I learnt to use this knowledge in daily and work life. Simple way of living life is what I have learnt after coming to the Brahmakumaris. It's a blessing for me to be here. I will continue to follow the teachings from here and need not be perturbed by what people around me say for me. Everybody is unique in their own way... .. Is what I learnt and I am going to implement in life.



Bindu Venkatesh

Vice President – Oracle

It was an extremely rewarding experience spending these days over here. I did come with almost zero knowledge about the entire organization but once I came here, I understood the value of attending the sessions here. We had a lot of Guided Meditation which helps us to understand the importance of Rajyoga and it's position in personal and work life. The retreat had a beautiful session which ensured that we follow the practice of going to the local centre of the Brahmakumaris and to follow a satvik life style which is extremely useful.



Anubhav Tiwari

President – Jet Synthesys

Meditations were so simple yet powerful in such an amazing way that you feel completely transformed. I reaffirmed certain simple principles in life. Coming here, you relearn, recharge yourself to create a better world.



Parag Prasad

**Chairman and Managing Director
at Systems Pvt. Ltd**

In our daily lives, we are very stressful. I was very sceptical before coming here as to me Spirituality was something different from our mundane life which takes up most of our time. But after coming here, I realized that sometimes taking a step back is helpful. The techniques taught in Meditation will help us to discover ourselves better. We need to look to find real Happiness which we run after things outside for. The entire set of staff – their “ Seva Bhav ” is really a lesson for us on how we need to be in our daily lives. Techniques that we learnt here, will surely keep us in good state and become better Human Beings, connecting with Parmatma. Every professional should come here atleast once a year to renew and recharge their batteries which will help us to make a better world.



Vijay Gandhi

MD - M-Tech India

Last 30 years we are running organization and chasing for perfectness and in the process, Anger comes. This program will help to improve standards towards Management. I have to change my old "Sanskar"..... This is what I am taking from here.



Shoojit Sircar

Bollywood Film Director

Rajyoga Meditation has actually changed my life and I recommend it to all my co-workers and various artists. I practise it in everyday life. It not only calms your mind but improves your health since the mind is calm.



Suresh Oberoi

Actor

After I started practising Rajyoga Meditation and offered myself to Seva, miracles started happening in life and even at home. My physical ailments subsided to a great extent and I was less on medication. There is no greater medicine in the world for your mind than Meditation. And we all know that our mind makes our body. As your mind....so your body. When you earn pure wealth, we eat pure food... . Pure food brings in pure thoughts... pure thoughts to pure karma, pure karma makes our destiny.



Vaibhavi Merchant

Bollywood Dance Choreographer

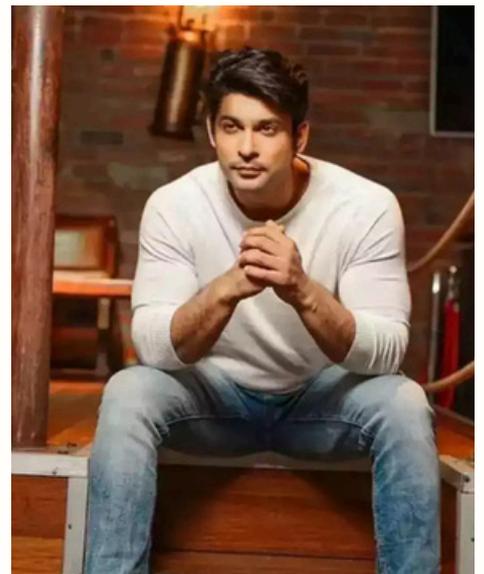
I am very happy coming over here. Heaven on Earth is here in Mt. Abu. I was introduced to the Brahmakumaris by my mother through a TV program. After coming here, I am totally amazed by the hospitality of the brothers and sisters, the love of the Dadi's. The energy the Dadi 's radiate over here cannot be explained in words unless you visit here. After coming here, there is clarity in your thoughts and the connection between your mind and heart becomes very clear. Decision Making becomes easy. If God is there in your life whom we call Shiv Baba, the ship of life sails very smoothly and positively. I want to give this message to the world that everyone remains happy and the whole world comes under Shiv Baba's guidance.



Late Siddharth Shukla

Bollywood Actor

I feel " change " is the only thing that is constant. We all try to bring about certain changes to move ahead in life and I feel Spirituality is the only change that we can bring in ourselves through which we become calm and our thoughts get connected. We are at peace with ourselves when we meditate. I have also tried to bring in certain changes in my life. As actors, we tend to become egoistic and ego as we know should not be there but somehow it comes in. The beautiful Godly Versions and talks of Great Speakers needs to be practised and not only heard in daily life. To bring about the change, we need to be the change. I really hope that we all bring about a change and live in a world full of happiness and love.



Dr. Shilpa

Dentist and Bollywood Actress

After coming to the Brahmakumaris, it is an out of world experience for me. After the morning Rajyoga Meditation, I felt very contented. The experience over here will be my back-up force through out my life. My search through out the life ends here. I request everybody to visit the Brahmakumaris and experience the bliss and I am sure their search would end here.



Mac Mohan

Bollywood Actor Sholay Fame

Had I not come here, I would have always been in darkness because I did not know about the magnitude of the organization. I am totally amazed to see the peace, harmony and divinity over here. And if this can be spread worldwide, then no one would be unhappy or sad. I can only just be thankful to you for inviting me to this organization.



Raveena Tandon

Bollywood Actress

I want to congratulate the Brahmakumaris on their achievement for so many years. Today's world need such organization as people have lost hope of where the world is heading towards. I extend my whole hearted support to the organization and appeal everyone to come forward and support for the same.



Rati Agnihotri

Bollywood Actress

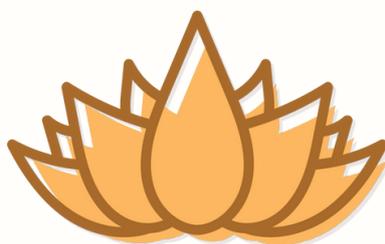
The values and education imparted at the Brahmakumaris is very essential in today's world which needs to be hold on to. After coming to the head quarters, I am feeling very peaceful and don't want to waste a single moment over here. Even sleeping here is a waste of time. There is so much to grasp and take in. When I met with the chief, I was totally blank. Her aura, her command over thoughts were charismatic and I could not afford to miss a single alphabet of what she spoke.



Vivek Oberoi

Bollywood Actor

We recharge our gadgets everyday forgetting to recharge ourselves. Here we learn to maintain our positivity amidst negativity. A speciality of this organization is that it not only preaches but also practises and brings it to action. Their preachings and teachings are not only verbal but action oriented and they are always a step ahead in various spheres of life be it at education or health sector. A very beautiful combination of words and action.



Gracy Singh

Bollywood Actress

My parents are my world. It was difficult for me to accept their losses. But Rajyoga Meditation gave me the strength. 30 seconds of Rajyoga Meditation energizes us. It's like charging our mobile phone. You recognize yourself and the Supreme Power that God is your Creator.... Your father and mother. And everything in the world can be easily achieved. You will gain the strength to face the challenges in life. You become happy in life and happiness automatically leads to success.



Poonam Dhillon

Bollywood Actress

I am associated with the Brahmakumaris since many years. I should be more regular which I am not but I always carry their thoughts and teachings with me because I believe when we control our thoughts, we can be at peace. Positive thoughts need to be created not only by ourselves but it needs to be radiated to the world because whatever we give, comes back to us.



Priyanka Chopra

Bollywood Actress

The way Brahmakumaris have promoted yoga not only in India but abroad is commendable. Best wishes to the Brahmakumaris.



Divya Khosla Kumar

Bollywood Actress

Rajyoga Meditation has benefitted me a lot in life. When we practise Rajyoga Meditation, we gain inner peace and strength and when I started practising it, people around me started asking me the secret behind the glow on my face. If one can practise Rajyoga Meditation before leaving home for the day, it helps to face the challenges one faces throughout the day. Thankful to all the sisters of the Brahmakumaris.



Shehnaz Gill

Bollywood Actress

I start my day with positive affirmations and tell God that come what may, I have to be peaceful through out the day. I ask God to be with me throughout the day. I not only keep on repeating the affirmations to myself but follow the affirmations taught here throughout my day.



Lavanya Krishnamurthy

Lead Technical Writer @ Broadcom Inc

This is my first spiritual event. The sessions were very insightful. I learnt to meditate, gain will power, how to exercise – physical as well as emotional. I was waiting for this event for a long time and it was really worth the wait. I am committed to continue the meditation and I have been watching various motivational videos of the Brahmakumaris which are very inspirational. I want to continue meditating and put the learnings into practise . I cannot explain my experience in words. It can only be experienced.



Mrs. Sumangla Aga

Principle of DPS International

It was so knowledgeable, so entertaining, I am not able to express in words. The IT products are harmful for the children and so what I am taking back here is that, after going back, we would be visiting different schools, meet the principal, request them to call a PTM and guide them with the information I am taking from here. I would request all to come and visit this place atleast once since it is difficult to express my experience in a nutshell.





BRAHMA KUMARIS



THANK YOU