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"Once they test the Audio content they will themselves see the change in their lives": Sri Ananda Tirtha Das

Das has been at the forefront of offering pragmatic spirituality.



Mumbai: In an era marked by rapid technological advancements and mounting pressures, today's youth are seeking authentic ways to find inner peace, purpose, and connection.

'Transcend' ISKCON's E-Library Mobile App, an integrated platform that offers a transformative digital experience of ISKCON's rich spiritual literature while exploring the profound impact of social media on the spirituality of today's youth.

Bhaktivedanta Book COO & trustee Sri Ananda Tirtha Das has been at the forefront of offering pragmatic spirituality, showing young individuals how to integrate timeless wisdom into their daily lives.

Indiantelevision.com caught up with Dasa, to explore a bit on this topic, and also to know on how spirituality is necessary for today's youth.

Edited excerpts

On the primary purpose of the Transcend mobile app developed by ISKCON and types of content are available in the app

Today people don't have the time to read. Transcend App has 8000 hours of spiritual audio content curated with simple practical steps for better understanding. This will help them gain insights into higher laws governing our lives and then bring in transformation in their understanding of life's priorities. It will bring them closer to the Divine seated in all our hearts. This will help them overcome depression and enable them to lead life with exuberance rather than dragging through it.

On aiming to empower spiritual seekers through social media

Since most people are linked with SM, our presence in that platform will give them access to timeless wisdom that they can use for their personal transformation. It's always about choice. One can use SM for wasting time or now they have an opportunity to understand deep spiritual knowledge that will make them face lives challenges and live a content life.

On digital e-books helping the youth to understand spirituality due to lack of attention span

To address this very issue we have Audio books option. They can convert their commute time, cooking time etc into a transformational one. Faith builds on faith. Once they test the Audio content they will themselves see the change in their lives. This will enable them to dive deeper and set their priorities in life.

Srila Prabhupada has curated the Vedic text into simple practical steps that one can implement easily into their lives and this content is now made available through beautiful rendition in audio format.

On today's youth not indulging much into spirituality

Well I see a lot of people actually turning to spirituality. With present chaos and pressure in the society I see many youth seeking to find real meaning in their lives. You see many young professionals leaving lucrative jobs and doing farming in remote villages. Many don't know where to go. That is why we are now

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...lative job and doing learning in remote village. Many don't know where to get that is why we are now giving direct access to authentic spiritual content through a format that they are already adapted to which is Audio books.

TRANSCEND

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ANANDA TIRTHA DAS



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