

RIPA AJMERA

Stern School of Business

Bachelor of Science in Marketing, May 2008



Ripa Ajmera is in India, developing “Purnam Bhavan” (‘Purnam’ meaning “whole” and ‘Bhavan’ meaning “home” in Sanskrit). The organization will consist of a community yoga center which cross-subsidizes the residential education program for underprivileged families to learn yoga and meditation through a holistic model of healing. Purnam Bhavan will also provide on-site trainings in partner prisons, shelters, rehabilitation centers and NGOs. By bringing together classes and castes which would not ordinarily interact, this self-sustaining social enterprise will literally, as well as figuratively, contribute to eradicating the notion of "untouchability" from India. It is also a means of poverty reduction, a way to improve health and educational outcomes, reduce addiction problems and recidivism in prisons, inspire interfaith celebration, and encourage new male role models as well as feminine leadership in spirituality.

During the year, Ripa will be focused on curriculum, partnership and business plan development, taking additional professional trainings, creating programs and metrics and launching a pilot program to test the model before its official launch. For more information and updates, please visit: <http://wholeyoga.wordpress.com>.