

# pulse

catching the buzz from global leaders, thinkers, teachers, and mystics

by Igal Moria and Ross Robertson



Dadi Gulzar



Dadi Prakashmani



Dadi Janki

## One Minute to Transform the World

If millions of people around the globe meditated together for one minute every hour, would it change the world? The Brahma Kumaris think so. This seventy-year-old Indian spiritual organization, with close to a million followers in a hundred countries, is launching a new “just-a-minute” campaign ([just-a-minute.org](http://just-a-minute.org)) calling everyone “from stressed city executives to busy mums” to insert a one-minute period of silence into each hour of their lives. It’s a perfect program for this fast-growing organization, which in recent years has been deepening relationships with the business world and developing quite an influence behind the scenes among social and political movers and shakers—exactly the kind of people who often find themselves hard-pressed to make the time for spiritual practice.

For a campaign of silence, they’re kicking things off with quite a loud bang: a show at

London’s Wembley Arena in September, featuring **Robin Gibb** of the Bee Gees, **Michael Timothy** (formerly of Massive Attack), **Bliss, Ulfah Collective**, and others from the UK entertainment scene. The highlight of the afternoon will be when the Brahma Kumaris’ powerful spiritual leaders, **Dadi Prakashmani**, **Dadi Janki**, and **Dadi Gulzar**, take the stage. These three elderly Indian holy women, who speak no English and have little formal education, have set new standards for women in leadership, stirring the explosive growth of this dynamic movement through a deep understanding of how to penetrate the Western mindset. What’s their secret? Between them, the three matriarchs share “the combined power of 200 years of spiritual study and meditation”—living proof of the power of stillness and silence in the world of action.