

Transformation of Collective Spiritual Consciousness using Information Technology – The Case Study of Radiosai

S.Sathyannarayanan

Information Scientist, Sri Sathya Sai Institute of Higher Learning, Brindavan Campus

N.Sivakumar

Assistant Professor, Sri Sathya Sai Institute of Higher Learning, Brindavan Campus

Abstract

The 21st century has become globalized due to adoption of Information Technology (IT) in every sphere of life. It has revolutionized communication and commerce and interconnected the globe. It has given humans the ability to connect with people around the globe. But the misuse of IT has also alienated humankind from its own true nature, because humans are essentially spiritual beings.

Due to immense potential, IT has the ability to enable the spiritual transformation of people to ensure that their actions are righteous and hence bring them closer to God and nature. One of best examples of spiritual transformation through IT is that of 'RadioSai', an integrated spiritual portal. It has played a valuable and irreplaceable role in the spreading the Spiritual message of Bhagavan Sri Sathya Sai Baba, worshipped by millions of people throughout the world. RadioSai is now a lifeline for many people to connect to their master and to their inner spiritual self.

The endeavour of the current paper is to study the impact of RadioSai on the Spiritual transformation of people across the world. The paper highlights how IT can be used for achieving spiritual transformation of the human beings spread across the globe by impacting the collective global consciousness.

The paper is structured as follows. After discussing the history of RadioSai, the paper details the various aspects of RadioSai and gives the various technical details explaining the use of IT in RadioSai. Later, the paper analysis in detail the impact of RadioSai and finally gives lessons for IT managers for spiritually purposeful use of information technology.

INTRODUCTION - ROLE OF INFORMATION TECHNOLOGY IN THE CURRENT GLOBAL SCENARIO

Information Technology (IT) has become the most crucial factor in the global scenario, be it communication or commerce and trading, or media or warfare or governance or even anti-government protests. It is the IT system which is the backbone of the stock exchanges in different parts of the world. IT has revolutionized communication and has transformed the

media and the broadcasting industry. According to Holden (2011), 'a variety of national and international studies indicate that the broad-based deployment of information technology can have a substantial impact on our nation's economic productivity and growth as well as the educational and social success of our citizens'

Bill Gates (2007) has commented that the Internet is becoming the town square for the global village of tomorrow. Today, governments use IT to govern effectively and see to it that the benefits reach the intended targets. The fall of the government in Egypt and Anna Hazare protest movement in India in 2011 are examples of strategic and clever use of IT to galvanize the masses.

Apart from economic and political purposes, IT can be even used effectively for spiritual transformation. All major spiritual organizations have their own website which they use to disseminate information to the masses in distant parts of the world and to be in touch with them. For example, IT has been effectively used by the Tirupati Tirumala Devasthanam to organize darshan queues.

In this paper, RadioSai which is an integrated internet portal is taken as a case study of using IT for collective spiritual transformation in the current times. It is an example of how IT can be used by properly to spread the message of love and service given by Bhagavan Sri Sathya Sai Baba (alternatively addressed as Bhagavan, Baba or Swami in this paper), worshipped by millions as a global spiritual leader.

The paper is structured as follows. After discussing the history of RadioSai, the paper details the various aspects of RadioSai and gives the various technical details explaining the use of IT in RadioSai. Later, the paper analysis in detail the impact of RadioSai and finally gives lessons for IT managers for spiritually purposeful use of information technology.

HISTORY OF RADIOSAI

The history of RadioSai began with a visit of Dr. Noah Samara, Chairman and CEO of WorldSpace, to Bangalore in September 2001. While in Bangalore, Dr. Samara heard about the Sri Sathya Sai Institute of Higher Medical Sciences, Baba's Super Specialty Hospital. He visited the hospital and could not believe that a Tertiary Care Hospital offered treatment completely free of cost. Inevitably he made the pilgrimage to Prashanthinilayam, the spiritual centre of Baba's activities and on the spot offered for free a radio channel on AsiaStar run by WorldSpace (www.radiosai.org, 2011).

On 23rd November 2001, Dr. Michael Nobel, Member of the WorldSpace Board, as well as the Nobel Prize committee, formally offered the radio channel to Swami. That day will be written in golden letters in the pages of history as Bhagavan Sri Sathya Sai Baba inaugurated

RadioSai on that day more than ten years ago. Speaking on that occasion Dr. Nobel said that if Swami's Message of Love could reach so far and wide by sheer word of mouth, how much farther would be the reach via a 24-hour radio service (Nobel, 2001).

RadioSai first started as a radio broadcast service, spreading the message of Baba. Initially the broadcast service was restricted to just parts of Asia. Since then, RadioSai has made big leaps. The various components of RadioSai are discussed in the next section.

COMPONENTS OF RADIOSAI PORTAL

Over the years RadioSai has become an integrated spiritual portal with a variety of spiritual services. The aspects of RadioSai include

- RadioSai Global Harmony Broadcast service
- Heart to Heart E-Journal
- Sai Inspires Daily E-mail
- RadioSai Website

RadioSai Global Harmony Broadcast service: The RadioSai Global Harmony broadcast service covers the entire globe, and its services are available 24 hours a day, 7 days a week. Besides two satellite radio services AsiaStar and AfriStar, it also offers a streaming service on the internet, especially for the benefit of listeners in America, Scandinavia, Eastern Europe, Russia, Australia and New Zealand (www.radiosai.org, 2011).

The RadioSai broadcasts bhajans, discourses by Baba, speeches by various devotees and music programs and concerts held in Prashanthinilayam. Separate streams are provided for bhajans and discourses. Also, there are separate streams for Asia, Africa and America. A Telugu stream has been launched recently.

All the programs of RadioSai global harmony originate in Prashanthinilayam, which has a full-fledged studio to do all the pre-broadcast work. The uplink stations are situated in Melbourne and Johannesburg where the data is sent by SFTP (Secure File Transfer Protocol) through the internet. The daily broadcast schedule is organized from Prashanthinilayam which are loaded into the computers in the uplink stations, which then take over. Separate playlists are made for AsiaStar and AfriStar to ensure more region specific programs. Thus, special programs in Italian, German are being created for the benefit of listeners in Europe and likewise special programs are meant for Africa (www.radiosai.org, 2011).

Heart to Heart (H2H): Heart to Heart is a monthly e-journal whose sole mission of the magazine is to inspire and uplift lives by sharing the Pure Love and selfless Mission of Bhagavan Sri Sathya Sai Baba. It seeks to connect the 'little love' present in every heart to

that eternal, inexhaustible and most fulfilling 'Divine Love'. The first issue of this journal was published in August 2003 as a fortnightly journal. A year later, on September 1, 2004 it was transformed into a monthly journal, which continues till date (www.radiosai.org, 2011).

Heart2Heart carries several transcripts of Radio Sai programmes. Conversely, many articles from H2H are also, over time, converted into audio programmes for Radio Sai. Articles from the devotees are also printed. Generally, the new issue is published on the first day of each month. Subscribers to 'Sai Inspires' can find a link to this in their daily message. H2H is currently published in English, Hindi, Spanish, Russian and German, with a Telugu version being planned.

Sai Inspires: Sai Inspires is a daily inspirational e-mail service that is delivered free of charge to all subscribers from RadioSai. It carries quotes on practical teachings from Bhagavan Baba's divine discourses and a beautiful picture of Him every day. It also contains links to different articles of H2H and Radio Sai programmes. Lakhs all over the globe receive the quotes from Sai Inspires and make it a habit to read it the first thing in the morning so that they get inspired and work with renewed enthusiasm and march Godwards.

RadioSai website: The website was created in July 2002. The various categories on the website include Bhagavan Baba, articles, programs, products, Sathya Sai speaks, chinna katha, get inspired, bhajan tutor, quiz, spiritual questions and answers, musings on the Vedas and archives of articles, audios and videos. The site contains discourses (Sathya Sai speaks) given by Baba. The bhajans broadcast by RadioSai are the most popular item of the site and listened to by people of all ages. The chinna katha section is useful for children and Bal Vikas teachers. The photos on the website are a source of delight for the devotees. The site also keeps the devotees posted about the various happenings in the Sai Movement all over the world. Hundreds of articles have been posted on the site detailing the personal experiences of the devotees with Baba which serves as an inspiration to all the others. The website also telecasts live the events that take place in Prashanthinilayam.

TECHNICAL DETAILS

Radiosai.org is ranked 100,637 in the world according to the three-month Alexa traffic rankings. The site can be found in the "Sathya Sai Baba" category. Compared with internet averages, Radiosai.org's users tend to be over the age of 45, and they tend to be both high- and low-income men browsing from home who have postgraduate educations and have children. (www.alexa.com, 2011).

The following Table 1 provides technical data related to RadioSai.

TABLE 1
TECHNICAL DATA OF RADIOSAI

Detail	Specification
Server DNS A	174.37.59.144
Server DNS NS	dns4.interactivedns.com ns1.afraid.org dns3.interactivedns.com ns2.afraid.org ns4.afraid.org ns3.afraid.org dns2.interactivedns.com dns1.interactivedns.com
Server Name	w25.interactivedns.com
Server Type	Microsoft-IIS/7.5
Server Side Language	ASP.NET
Javascript Usage	yes
CSS Usage	yes
Google Page Rank	4
Google Indexed Pages	51,800

(Source: www.radiosai.org.pandastats.net/)

IMPACT OF RADIOSAI – FEEDBACK ANALYSIS

This section discusses in detail the impact of RadioSai in raising the global spiritual consciousness. RadioSai is a prime case of using Information Technology effectively solely for spiritual purposes. After discussing the methodology adopted to analyse the impact of RadioSai, this section explains in details the various aspects of the impact.

Research Methodology: The impact of RadioSai was studied using feedback from the users and audience of RadioSai. The feedback was sourced from the archives of the RadioSai website (available at www.radiosai.org). A total of 852 responses over a period of 3 ½ years between 2006 and 2009 for which the archives are available were used for the study. The responses were analysed on the following criteria:

- Country Analysis- The country from which the feedback was received
- Continent Analysis- The continent from which the feedback was received
- Content Analysis- The qualitative impact content of the feedback

Presentation of results: The results of the above analysis are presented below.

- a) **Country analysis:** The feedback from users was received from 53 countries based on the analysis of feedback in which the country of user was explicitly stated. This number would be even higher if the feedback in which the country of origin was not

stated were taken into consideration. Based on the latest UN data of 193 officially recognised countries in the world (www.un.org, 2011), it can be understood that the RadioSai has an impact of at least 27.5% of the globe. The following figure 1 shows the top 5 countries from which responses have been received:

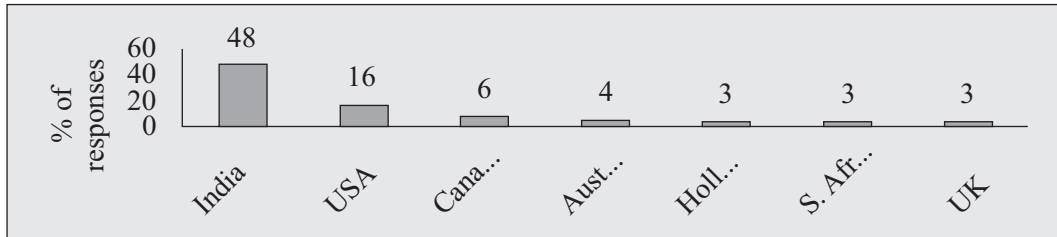
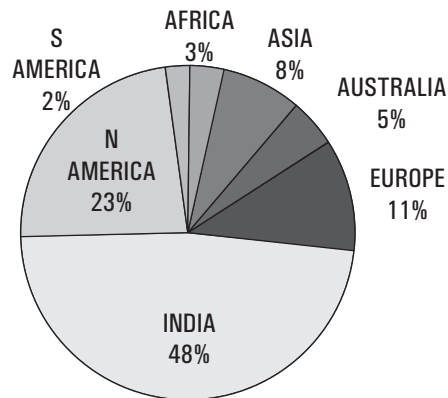


Fig. 1
% Of Responses From Top Five Countries

The entire list of countries from which feedback was received has been presented in Appendix 1.

- a) **Continent analysis:** The continents from which the feedback originated was also analysed on a continent basis. In order to make meaningful comparisons, feedback from India was separated from those originating from Asia. The percentage of responses from various continents of the globe are given in Figure 2:

Fig. 2
% of Responses From Different Continents



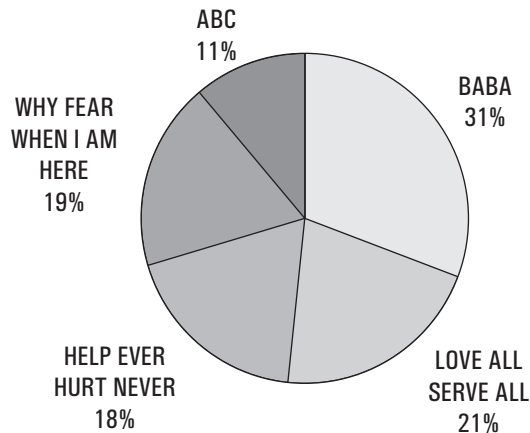
The above chart shows the impact of RadioSai globally.

- a) **Content analysis:** The impact of RadioSai on users was also studied based on the

content of the feedback. While all the feedback emphasised the spiritual impact of RadioSai, the feedback was categorised based on the specific impact on the user. The following five titles which are considered some of the most prominent teachings of Bhagavan Baba were used to categorise the feedback (www.srisathyasai.in, 2011):

- i) Being, Awareness, Bliss, Atma (BABA)
- ii) Love All, Serve All
- iii) Help Ever, Hurt Never
- iv) Why Fear When I Am Here
- v) The ABC of life

The following figure 3 shows the percentage of responses in each of these categories.



The above chart reiterates the most important objective of RadioSai, which is transformation of the spiritual collective consciousness across the globe.

REVITALISING THE GLOBAL COLLECTIVE SPIRITUAL CONSCIOUSNESS - DETAILED CONTENT ANALYSIS OF RADIOSAI FEEDBACK

In this section the various categories under which the feedback has been received regarding RadioSai has been analysed in detail.

Being, Awareness, Bliss, Atma (BABA)

The most important constituent of the feedback content dealt with the BABA aspect. Bhagavan Baba reminds all people that they are '*Divyatma Swaroopas*' i.e. 'Embodiments of the divine Atma' (Baba, 2009). The awareness and realisation of the true spiritual nature of humans is one of the most important ways of improving the global collective spiritual

consciousness. Lee (2007) states that spiritual consciousness is the true agent of global change. The light of true Self which is a part of the spiritual light of the world is an essential catalyst to help the world heal and transform.

In this regard Baba states, 'the thirst for divine is a sign of health in the spiritual field. Not to have it is a sign of *bhava roga*--the disease that afflicts worldly persons, the symptoms being grief, discontent, pain and worry, even when wealth and health are endowed. Once it is acquired, the thirst itself will lead seekers on to places and persons able to quench it. That is the advantage of spiritual quest' (Baba, 2009).

The users of RadioSai did feel the spiritual uplift gained as can be seen from the following responses:

- I am experiencing an inner glow after reading Heart2Heart (H2H) e-journal.
- The inspirational messages of Swami are a daily tonic for us.
- Your messages are so inspirational and divine that, just by reading it, it enlivens my spirit and gives me an opportunity to reflect each day on my deeds and actions.

For the purpose of spiritual upliftment, Bhagavan Baba advises 'begin with remembering the Lord's holy name (*Naamasmarana*), as the first step. That will itself take the *saadhaka* to the very goal (Baba, 2009). One of the users emphasises this point in the feedback:

"Before getting engrossed into normal office and other engagements, I look for Bhagavan's words and the articles in H2H which stay with me for the whole day. I cannot find a more inspiring way to attract one's mind to Namasmarana."

Being aware of the inner spiritual reality helps in realising that all religions are in essence different paths to the same goal. Baba states 'There is only one Religion; The Religion of Love' (Baba, 2009). RadioSai has also helped in spreading the philosophy of Unity of Religions, through the 'multi-faith' quiz that appears on the website regularly and special articles on different religions. The following responses of the users reiterate this aspect:

- *"The multi faith quiz is one of the best ways of helping Swami's followers to know about all religions, thereby helping to develop tolerance for all other religions of the world."*
- *"I have just finished reading the Father Charles article and am moved to tears. This is a wonderful expression of the true teachings of Love as taught by Jesus and by Sathya Sai Baba. I will read this again and again."*
- *"I always wondered about the inner significance of the rituals of Islam and this*

article clarified everything. Moreover, it was amazing how the article showed unity amongst religions."

- *"I read the article on the Buddha Poornima day of this month. I feel I am thrice blessed by our beloved Sai just as Buddha Poornima or Vesak is considered a thrice blessed day by Buddhists. "*
- *"I just finished your beautiful cover story on Zoroastrianism. Sathwic and Premic information such as this promotes harmony and peace."*

Love All Serve All

Baba emphasises that the 'best way to love god is to love all and serve all' (Baba, 2009). Pathak (2011) in this regard states that the human consciousness and values for solving global problems must be founded on the basic premise of love.

Baba explains the importance of loving all and serving all as the basis of spiritual growth. 'Removing selfish desires and expanding one's urge to love and serve are the most effective means to succeed in merging with Supreme Consciousness, the Primal Cause, the Cosmic Thought, the Maha Kaarana' (Baba, 2009).

All the service projects initiated by Bhagavan Baba have their basis in the human value of love. Love as the most inspiring force to serve others is expressed in the following feedback of a user of RadioSai:

"Where Love greets you and Grace cures you' is a remarkable and classic example of Bhagavan's divine message of "Love All and Serve all". Bhagavan Baba's limitless Divine love for humanity is unparalleled in the history of mankind. His colleges, hospitals, water and medical institutions are the living examples of His Avatic mission. It is high time for the medical profession, politicians and business giants to come forward to start such projects for the needy in India and the world."

Bhagavan Baba stresses that *Manava Seva is Madhava Seva* i.e. 'service to man is service to God', and 'hands that help are holier than lips that pray' (Baba, 2009). The way RadioSai has inspired its audience in service can be noticed in the following feedback:

- *"The article on 'Transforming Tribals' is a truly amazing story of hard work done by dedicated Sai Youths for the love of Bhagavan. Youths are truly the followers of Swami's message of 'Manava seva is Madhava seva'. The transformation and comforts brought to the tribals by the selfless love of these Youth workers is indeed*

praiseworthy."

- *"It requires a lot of mental courage and unlimited faith in Swami to serve patients. Thanks to Bhagavan Baba's angels in the form of dedicated Sai-volunteers, there is now hope for them. As Swami declares, "Hands that help are holier than lips that pray", and these young seva workers are true messengers of Swami."*

Help Ever Hurt Never

The next important aspect of Bhagavan Baba's teachings is to help ever and hurt never. Baba counsels, 'Be kind towards all your kin. Expand your sympathies, serve others who stand in need' (Baba, 2009). This teaching has several important implications and components. These include:

Ahimsa Paramo dharmah (Non-violence is the foremost virtue): Baba stresses, 'That which does not inflict pain on oneself and on others - that is dharma. Therefore one has to act in such a way that one gets joy and others also get joy (Baba, 2009). RadioSai has inspired people to follow the path of Ahimsa as can be seen in the following response:

After reading the article on Buddha, I would like to consciously follow the eight fold path and discover and be aware of my inner-self. I would like to follow ahimsa in every facet of life.

Manas Ekam, Vachas Ekam, Karman Ekam Mahatmanam: Bhagavan Baba defines a noble person (*Mahatma*) as one who has harmony of thought, word and deed. Through this harmony a person achieves nobility with the feeling of always helping others. The response, 'I would like to attain harmony of thoughts, words and deed in my life' shows how RadioSai has inspired its viewers.

Daiva Preethi, Papa Bheethi, Sanga Neethi: The philosophy of 'help ever and hurt never' results in the philosophy of 'Love for God, fear of sin and morality in society'. Baba (2009) stresses, 'without love for God, one will not have fear of sin. In the absence of both of these, there will have no social morality'. Some of the responses which explains the inspiration in this regard are:

- *"I must confess I am not an overtly religious person, but reading each day's message makes me feel that I am building a closer bond between God and myself."*

- *"The concept of 'Mind on Baba Always' can uplift the Morality factor in the corporate world, challenged by increasing competition."*

Removal of immoralities is the only way to immortality: Bhagavan Baba stresses this philosophy regularly. When people think on the lines of removing immoralities in them, they increase their purity, which makes them understand the true purpose of life and realise it. RadioSai has been a great inspiration in this regard as can be seen in this excerpts:

- *"Once a person, enters the portals of Sai, he is relieved of all ego, jealousy, evil and all bad thoughts. It creates a serene mind with pleasant and peaceful thoughts and brings a lot of patience."*
- *"I have been receiving Sai Inspires mails on a daily basis on my mail id. On reading and going through it, I have found out that a major positive shift/change has happened in my mindset, which, firstly has come into a calm and logical thinking mode. This has definitely helped me a lot because, with this as a base, I am able to channelise my physical and mental energy onto a positive developmental path, which will ultimately benefit me a lot in the first place and also people surrounding me, in the long run."*

Why fear when I am here

The fourth aspect of spiritual transformation is encapsulated in the teaching, 'Why fear when I am here'. Fear is one of the most important problems in the world today which is torn by violence, strife and terror (Marshall, 2002). Fear is the cause of several disputes in modern society. It is in this context, Bhagavan Baba comforts all that there is no need to have any fear especially when His protection is readily available. Baba assures, 'constantly contemplate on God. This gives total protection. How can people have any problem when they have this sacred protection? Why fear when I am here?' (Baba, 2009).

RadioSai has been able to instil this faith and courage on its users. The audience visualise RadioSai as a medium through which they can feel the protection of Bhagavan Baba wherever they are in the wide world. This can be seen in the following responses of the users.

- *"Whenever I have some confusion in my mind I only have to open my mail and look up for the answer in Swami's words - it does help me a lot."*
- *"It occurs when I cannot get an answer from the heart it comes some days later via one of your messages. That is my experience. "*

- *I am a regular visitor of the RadioSai website. I feel Swami communicates and talks to me through this website. I feel Swami communicates to me through them.*
- *I must take the time to thank you for your quotes from Swami, and for your helping those of us who cannot travel easily to Prashanthinilayam to experience His Presence through reports, stories, pictures and radio broadcasts.*
- *I have been listening to RadioSai for over a year now and I receive Sai Inspires every day in my email. I start my day by reading the Sai Inspires and have the radio on all day. It makes me feel close to Swami..*
- *While reading H2HI feel the presence of Baba in my office.*
- *On reading H2H, my faith in Baba that He is always watching us and protecting us and without His will nothing can happen, has increased.*

The ABC of life

The final aspect of spiritual inspiration from RadioSai can be understood under the head the ABC of life. Baba provides several definitions to ABC which include:

- Avoid bad company
- Always be careful
- Always be cheerful

These have been discussed below:

Avoid bad company: Baba always emphasises '*Thyaja Durjana Samsargam*' (avoiding bad company) and advises '*Bhaja Sadhu Samagamam*' (cultivating good company). Baba also further says, 'tell me your company, I shall tell you what you are' (Baba, 2009). In this era of increased social networking groups, the company and friends that an individual keeps becomes very important (Proudman and Kelly, 2010). Several unethical and unsocial activities are committed in the name of group pressure. It is in this context that RadioSai acts a panacea in being good company, thus proving the positive use of information technology. This can be seen in the following responses received by RadioSai:

I am a retired internist in a small town in Bluefield, West Virginia, USA. I am a lonely Baba devotee. RadioSai is my pathway to Baba's messages and blessings. Baba also stresses that 'God is the only true friend'. RadioSai acts as voice of God and inspires people like a true friend as can be noticed below:

- My heart is overwhelmed. As I read, watched, and listened to Lord Sai's love translated into action, I prayed that my heart also would overflow with this love, and that I, too, would translate it into acts of service towards all.

Always be careful: The second ABC deals with being careful. Baba stresses 'WATCH your Words, Actions, Thoughts, Character and Heart'. Bhagavan gives the 4 F's philosophy to be careful: 'Follow the Master; Face the Devil; Fight to the End; Finish the Game'. The process of being careful starts with following the conscience, which is the true guide in every individual. RadioSai has regular features on the conscience which has enthused its audience:

- This is regarding the Sunday special- 3 C's (Conscious, Conscience and Consciousness). The take away message was absolutely clear and it did enter deep inside me. Indeed, we humans are unique in being blessed with conscience to enable us to follow the path of righteousness. I think, internalising and practicing this concept of Universal consciousness is what brings about transformation of heart.

Always be cheerful: Being cheerful is one of the important requirements for a peaceful society. True cheerfulness arises out of a spiritually transformed soul. Being cheerful therefore represents a state of spiritual maturity. Baba (2009) in this regard comments, 'spirituality does not mean giving up everything and leading the life of a recluse. One should always be cheerful and have good thoughts. Let your face be with a smile always. Happiness is union with God. One who is in constant communion with God will always be cheerful and blissful. One should be cheerful even in the face of adversities'. The happiness exuded by the users of RadioSai can be observed in the following feedback responses:

- *"Through RadioSai, I have learnt to accept everything as it is as a gift, total integration, no separation, and no pain. Smile in the hearth, sunshine in the world! Be happy, do not worry!"*
- *"I am so happy to have read H2H, I will keep it as a treasure in my heart and I believe it is thanks to the grace of the Lord that I am able to read this and be happy."*

The detailed analysis of the feedback responses in this section thus point out to the seminal role being played by RadioSai in the spiritual transformation of the collective consciousness across the globe.

CONCLUSION - LESSONS FOR IT MANAGERS

The case study of RadioSai presented in the previous sections shows how IT can be effectively used for spiritual transformation of the collective consciousness. The specific takeaways for IT managers would include the following:

- *Content management:* To ensure that IT is used for spiritual purposes, IT managers have to focus specifically on the content. Presenting healthy and spiritual content through the internet would be a great facilitator of spiritual transformation. The content could include links, articles, photographs, audios and videos as presented by RadioSai. Such spiritual content can be effectively integrated even in seemingly unrelated websites. For example the website of Polyhydron Limited (www.polyhydron.com), a hydraulic equipment manufacturing firm in India, has explicit spiritual content, apart from commercial content.
- *Updation and control:* Apart from including explicit spiritual material in the websites, IT managers must also take special efforts to update the information regularly. This alone will hold interest of users. Equally important is to ensure that content which is not fit to be included in the website is not added unintentionally or unethically.
- *Popularisation:* IT managers must take active efforts to popularize the website and its contents. The internet can act as an effective tool in this regard. Such educative efforts can go a long way in using IT for spiritual transformation of collective consciousness. Some methods in this regard would be daily emails, creating chat and discussion groups to promote virtual spiritual *satsang*.
- *Archival and repository facilities:* IT managers can create archives of spiritual content and also encourage others to use the site as repositories of spiritual material. This will help users to feel ownership of the website, which will promote long term commitment.
- *Technical endeavours:* Finally IT managers must use their technical expertise to manage websites effectively for spiritual transformation. This would include use of proxy servers for control and making access to the content easier to promote usage.

This paper has discussed the case study of RadioSai and its yeoman service in the spiritual transformation of the global collective consciousness. The lessons from the case can help in making more purposeful and make it work for spiritual transformation in this globalised era.

Dedication: The authors humbly dedicate this paper to Bhagavan Sri Sathya Sai Baba, The Revered Founder Chancellor of Sri Sathya Sai Institute of Higher Learning, Prasanthinilayam, India.

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