


## New book release!

Mata Amritanandamayi, "The Hugging Saint," has grown in half a century from an Indian fisherman's daughter in the late 1970s to an international icon revered by millions worldwide.

Having belonged to the inner circle of disciples in the early 1980s, Jacques Albohair (aka Sarvatma) contributed to spreading her message as the first European representative and personal translator until his departure from the movement fourteen years later. He provides here a captivating testimony of his life as an early disciple and an exhaustive and documented investigative analysis of the evolution of the organisation from the simple "family business" to the "global empire" it has become today.

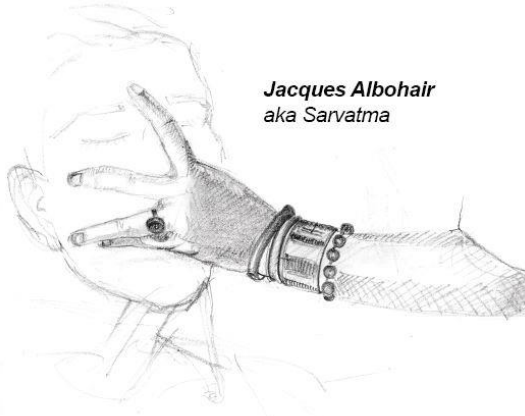
After delivering a critical review of the official biography, he reminds us of the rigorous criteria defining a true Spiritual Master in the light of the founding principles of Hinduism and finally broadens the debate in addressing all seekers in the quest for their autonomy.

In the wake of Gail Tredwell, Amma's former personal assistant's testimony, "Holy Hell - A Memoir of Faith, Devotion and Pure Madness" published in 2013, this book is the second major critical testimony on Mata Amritanandamayi and her movement.



**THE AMMA EMPIRE**  
a testimony by Jacques Albohair

**THE AMMA EMPIRE**  
a testimony  
by one of the hugging saint's  
first disciples



Jacques Albohair  
aka Sarvatma

*Intimate Personal account*  
*Documented investigative analysis of the organisation*  
*Autonomy and the guru-disciple relationship*

Self-published

Amazon.com, Amazon.in and other sites

ISBN: 979-8-7633-7075-1

420 pages paperback and Kindle

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Info and news on the book's website / blog:

[www.theammaempire.com](http://www.theammaempire.com)

Contact via website, "Author" page

[facebook.com/theammaempire](https://facebook.com/theammaempire)

Published simultaneously in French

## Thematic / keywords

India, indian spirituality, gurus, cults, sects, Amma, Amrita, Mata Amritanandamayi

Rare insider testimony, the 2<sup>nd</sup> in English, fully documented investigative analysis

## Presentation

Amma, "The Hugging Saint", Mata Amritanandamayi or Amrita, went from a simple Indian fisherman's daughter in the late seventies to an international phenomenon worshipped by millions worldwide.

Jacques Albohair (aka Sarvatma), who belonged to the **initial inner circle of disciples** in the early eighties, contributed to spreading her message as her **first European representative and translator** until he quit fourteen years later. He provides a **captivating insider testimony** of his life as an early disciple and of the **development of the organisation from the simple "family business" to the "global empire"** it has become today.

He delivers a **detailed investigative analysis** of the philosophy, the ethics, the communication, the practices and **the reality of this sprawling organisation**. He reveals the **corruption and deception at the heart of the Amrita-system** covering a wide range of fields: economic, fiscal, charitable, educational, sanitary, land and real-estate, ethical and spiritual, in words and deeds. He demonstrates how the guru herself is at the origin of the omnipresent ambiguities and doublespeak. The author's close and intimate personal experience combined with quality testimony, **documented evidence and a wealth of sources** is nothing short of an eye-opener.

His **critical review of the official biography**, thanks to his hindsight and experience, is especially enlightening as it lays bare in simple and clear terms the reality of the person, her evolution and realisations. As a lover of India and a believer of its ancient wisdom, he broadens the debate by **clarifying common misunderstandings on some of the founding principles of Hinduism**, and explores the **criteria of the real spiritual master**, of a healthy master-disciple relationship and **the means to empower oneself when regaining one's autonomy**.

**His book caters** as well to admirers of India, to cult critics and to devotees in search of answers.

In the wake of Gail Tredwell, Amma's former personal assistant's testimony, *"Holy Hell – A Memoir of Faith, Devotion and Pure Madness"* published in 2013, **this is the second major critical insider testimony on Amma and her movement**.

## The author

Jacques Albohair, French cum Swiss citizen, **travelled to India, sometimes overland, yearly since the early seventies**. This is when he met various masters and lesser-known yogis and his spiritual endeavour took a more definitive turn. **In the late seventies, he had settled in India** and was living the life of a spiritual aspirant. A few years later, **he met Amma**, the hugging saint, and decided to strengthen the devotional aspect of his journey with her. **He lived with her and a few early disciples even before an ashram or an organisation existed**. With the others, he studied and practiced, but also spent all his time studying various religions and their mystics. Until some **five years later, Amma sent him back to Europe** to let her be known, to lay the foundations for her mission and to hold *satsangs*-talks and meditations with groups of seekers and devotees in various countries. He organised her tours in Europe and when she visited, was her interpreter. **He served this way eight years** until he wished to return to life as a layman. Notwithstanding the stir this provoked, he continued his service on a smaller scale before finally quitting a few years later.

After a period of personal, social and professional reconstruction, he settled in Geneva, Switzerland, and worked in the environment of NGOs and international organisations in the realm of development and humanitarian aid for nearly twenty years. (...) Having shed all formal and external forms of involvement in spirituality, his inner journey continues by letting its core principles find expression in his everyday life. *"The Amma Empire"* was written more than twenty years after having quit his ex-master and her movement, which gives a dispassionate and clear quality to his testimony.

## Infos, excerpts, contact and newsletter:

[www.theammaempire.com](http://www.theammaempire.com)

### Excerpts

- Preface by Dr Jacques Vigne, psychiatrist, author and specialist of India
- Table of contents
- Critical review of Amma's biography
- Analysis of foreign contributions (FCRA)

### Blog posts

- Launch
- Testimony of the 20-year personal assistant
- Environment rhetoric, the sobering experience of reality
- The Pope, Amma and the end to slavery
- The Holy Mother of patriarchy