

S A M B A L

**Thought
Vision
Enterprise**



SAMBAL

INTRODUCTION AND WELCOME

Sambal is a Hindi word that means support, assistance, or encouragement. Our objective is to extend support to individuals and groups so that they may move forward and achieve success in their chosen fields—whether through the traditional paths of effort and aspiration, or through innovative and scientific approaches related to intention and manifestation.

In Indian culture, seven kinds of happiness are traditionally recognized, which may perhaps be universal as well:

First happiness: a healthy body.

Second happiness: prosperity at home.

Third happiness: a virtuous life partner.

Fourth happiness: obedient and worthy children.

Fifth happiness: residence in one's own country.

Sixth happiness: access to power or supportive governance.

Seventh happiness: a contented mind.

Together, these seven forms of happiness are considered equivalent to heaven on earth. In the West, four major dimensions of happiness are often recognized—Health, Wealth, Relationships, and Power.

Every human being strives in life to attain these forms of happiness. These efforts are expressed through activities such as education, employment, business, and other pursuits that shape the course of life. The degree of achievement in these areas is often considered a measure of success. Words such as hard work, diligence, intelligence, fortune, luck, cycles of joy and sorrow, and the law of karma are deeply embedded in our understanding of life. **Sambal** seeks to explore simpler and more comfortable pathways toward a happy life and meaningful success, while respecting all these ideas, traditions, knowledge systems, and expressions. At present, we have identified three major areas of focus:

Wellness -- simple ways to remain healthy and balanced.

Life Skills – innovative, scientific and smart practical approaches to success.

Education and Career – support in the traditional pathways of achievement.

While continuing with regular professional responsibilities, the process of thinking, studying, learning, taking online courses, discussing ideas, writing, reading, and experimenting personally gradually resulted in the creation of sixteen books. It also became clear that if any idea or experience is to be effectively shared with a wider audience, technology and enterprise serve as powerful mediums. We are therefore using both to publish, promote, and disseminate these ideas.

You are warmly invited to take a glimpse into this vision, dream, and enterprise.

Welcome.

With gratitude and reverence to divine grace, the blessings of teachers, the support of guiding forces, and the goodwill of all well-wishers.

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THOUGHT AND VISION

Thought

In the spirit of the word **Sambal** which means support or encouragement, the present enterprise seeks to extend support to the existing human endeavors that shape our lives, so that the quality of living and the way we live may gradually improve. Sambal does not aim to replace or compete with the prevailing systems of education, career, success, and well-being. Rather, it seeks to complement and support them.

The target of Sambal is individuals as well as groups of people, with a special emphasis on the coming generations—children, grandchildren, and what we affectionately call the “Puttar generation.” **Sambal** believes that the senior generation should strive not only for their own well-being but even more for improving the quality of life of the generations that follow.

This thought inspired a search for ways of smart work instead of merely hard work, and in the year **2023** the first step in this direction was taken with the establishment of the Soumitra–Deepti Academy of Fundamentals (SDAF). Its area of work was education and competitive examinations, with the idea that a student who understands the fundamental principles of any subject can study with ease and succeed in school as well as in competitive examinations.

It may be relevant to mention here that the motto or tagline of Sambal is “Aaram Se Dheere Dheere” — gently and gradually.

In today’s world everyone seems to be running. Children run for coaching classes, youth run to secure or retain jobs, middle-aged and elderly people run to maintain health. Some run to earn their food, while others run to digest it. In the race to gather comfort and convenience, many people are forgetting comfort itself. This is often described as a rat race—a race in which the participants may not even know why they are running (perhaps because everyone else is running), and even after winning the race, a rat remains a rat.

In this sense, Sambal acknowledges the spiritual thirst within every human being, a thirst that seeks not only external success but also personal growth, joy, and transformation.

The teachings of Sadhguru’s Inner Engineering and the Heartfulness practices of the Ram Chandra Mission under Daaji inspired the inclusion of elements of spirituality and inner wisdom in this endeavor. Along the way came the study of simple healing systems such as Bach Flower Remedies and Jin Shin Kala. This journey gradually led to the exploration of the idea of “**Perfect Living**”, a term introduced by James T. Mangan, the pioneer of Switch Words.

Alongside these influences, the thoughts derived from literature and teachings related to the power of the subconscious mind and manifestation of intentions was also integrated. These include inspirations from Gautama Buddha, Mahavira, the Bhagavad Gita, Ramcharitmanas, the Mahabharata, Osho Rajneesh, Swami Vivekananda, Mahatma Gandhi, Sheen Kaaf Nizam, Professor Himmat Singh Sinha, Rhonda Byrne, Louise Hay,

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Joseph Murphy, Joe Dispenza, Shunyam Nirav, Ankit Nirav, Meghna Dixit, Sadhguru, Daaji and many other thinkers through their discourses, books, and lectures.

Vision

In the near future, Sambal envisions establishing a consultation center for Bach Flower Remedies, homeopathic and allied self-healing systems. It also aims to initiate an online institution dedicated to the principles of success found in the epics of Indian culture and the science of Kalp-Vriksha (wish-fulfilling tree philosophy).

In the long term, Sambal Enterprise aspires to expand its activities beyond Rajasthan to other states of India and eventually to international platforms.

Within the traditional domains of education and career development, Sambal plans to invite experts from various fields to develop courses and write books. Over time, the number of subjects, courses, and publications will continue to grow, helping to meet the needs of society—particularly those of the youth and rural communities.

Another objective of the Sambal initiative is to publish an online Hindi journal dedicated to literature, arts, and science. In the process the present office of Sambal housed in dilapidated building of Panna Lal ji Hakim Sahab ki Haveli would be located in a multi storied corporate building illuminated with neon.

ABOUT US

At present, Sambal may appear somewhat like a “one-man army.” Its visionary and founder, Dr. Arvind Kumar Purohit, is presently undertaking multiple roles himself—from writing books to establishing the enterprise as a structured venture and creating the foundational platform for communication and business activities.

A well-known couplet by Majrooh Sultanpuri comes to mind:

*Main akela hi chala tha jaanib-e-manzil magar,
Log saath aate gaye aur karwaan banta gaya.
(I began my journey toward the destination alone,
but people kept joining, and gradually it became a caravan.)*

For any enterprise, two kinds of resources are essential—human resources and material resources.

Alongside the founder, Sambal is supported by a strong base of human resources consisting of family members, friends, and well-wishers who are capable of contributing knowledge support in the areas of education and success. Within this wide circle are many distinguished and learned individuals, including vice-chancellors, directors, scientists, professors, poets, critics, writers, musicians, teachers, advocates, doctors, journalists, management professionals, working men and women, retired colleagues, students, experienced homemakers, energetic young men, and talented young women.

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In reality, human resources generate material resources. Just as a seed contains within it the potential of a full tree, Sambal too is presently like a seed, carrying within it immense possibilities.

Two couplets come to mind:

*Jo hamare dil mein hai vo boojh lenge khud kabhi,
Baat kya samjhaiye jo an-kahi si hai abhi.*

— **Jatindra Veer Yakhmi 'Jayveer'**

*Waqt aane de dikha denge tujhe ai aasman,
Hum abhi se kyun batayen kya hamare dil mein hai.*

— **Bismil Azimabadi**

(In short- whatever is being narrated is just a glimpse of the entire vision)

TARGET

The target of Sambal is any individual or group of individuals who aspire to find simple solutions to their problems and who believe in achieving success through smart and thoughtful ways.

This initiative began with the idea of supporting NEET aspirants and other students, helping them simplify their path to success in competitive examinations by understanding the fundamental principles of subjects. With this objective, the Rajasthan Knowledge Corporation (RKC) and Soumitra–Deepti Academy of Fundamentals (SDAF) were established.

Although RKC and SDAF could not go very far, the journey of thought continued—towards discovering simple solutions to complex problems.

During this journey, inspiration came from the simple methods of Inner Engineering as taught by Sadhguru and the practices of Heartfulness. The study of the Bach Flower Remedy System, along with exposure to several courses and knowledge traditions—such as Jin Shin Kala, *The Power of the Subconscious Mind*, *The Secret*, *Secrets of Perfect Living* and *You Are the Placebo*—also contributed to shaping the foundation of Sambal. The intellectual companionship of distinguished scholars such as Professor Himmat Singh Sinha and Sheen Kaaf Nizam has also been an important influence.

Thus, Sambal is an endeavor that seeks to provide support and guidance to all those who, knowingly or unknowingly, are in search of Perfect Living or wish to realize their full potential.

Sambal does not oppose any of the established pathways to success. Rather, it seeks to support and complement them, while also presenting simpler and smarter approaches through which individuals may achieve their goals with greater ease.

The aim of Sambal is to help people win the race of life, but not the “rat race,” because even after winning a race, a rat still remains a rat.

The guiding inspirations of Sambal include Nishkaam Karma Yoga of the Bhagavad Gita, the inner transformation practices of Sadhguru’s Inner Engineering and Heartfulness

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the energy principles of Jin Shin Kala, and the power of the subconscious mind

PRODUCTS AND PRICING

At present, the initial products of Sambal Enterprise include publications and online courses in the areas of Wellness, Education & Career Success, and Life Skills, aimed at helping individuals live a balanced and fulfilling life. In pursuit of these ideas, sixteen books have been developed across these three domains and are currently under publication. Both printed and digital versions will be made available on a Print-on-Demand / Digital-on-Demand (POD/DOD) basis.

Product Codes

SBE = Sambal English Titles

SBH = Sambal Hindi Titles

Wellness

1. SBE1 : Fundamentals of Bach Flower Remedy System

The book attempts to explain the summary of all the three levels of Bach Flower Remedy System in a simple language.

ISBN: 9-3-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

2. SBE 2: Fundamentals of Jin Shin Kala

The book introduces a safe and effective Japanese healing method that can be practiced in daily life using only two tools—breath and hands.

ISBN: 0-8-995729-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

3. SBE 3: Bach Flower Remedies and Jin Shin Kala: A Comparative Exploration

The book encourages an integrated understanding of two complementary healing systems.

ISBN: 7-9-995729-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

4. SBE 4: Blessings of Bach Flower Remedy System: Dietmar Kramer's Book on BODY Maps

Helps develop an advanced understanding of emotional expressions on the surface of the body.

ISBN: 5-3-995729-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

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5. SBH 1: Bach lower remedy pranai ke mool tatv (Fundamentals of Bach Flower Remedy System (Hindi))

The book gives a basic understanding of Bach Flower Remedy System in Hindi.

ISBN: 3-7-995729-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

6. SBH 2: Jin Shin Kala ke mool tatva (Fundamentals of Jin Shin Kala (Hindi))

The book introduces the fundamental principles of Jin Shin Kala, the Japanese art of healing by touch, in Hindi.

ISBN: 8-2-995729-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

Life Skills

7. SBE 5: Switch Words: Theory and Practice

The book describes practical methods for the coordination of conscious and subconscious mind for achieving positive life outcomes.

ISBN: 1-9-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

8. SBE 6: Law of Attraction and Manifestation: Theory and Practice

The book explains the principles and practice of the science of manifestation.

ISBN: 4-8-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

9. SBE 7: Geeta: Let Us Read Together

The book explores the role of the Bhagavad Gita in creating a successful and fulfilling worldly life.

ISBN: 978-81-995459-4-6 Book Price: ₹499 Total (With Postal Delivery): ₹649

10. SBH 3: Attraction and Manifestation: Theory and Practice (Hindi)

The book explains the science behind fulfilling desires and intentions.

ISBN: 3-5-995459-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

11. SBH 4: Switch Words: Theory and Practice (Hindi)

The book introduces the art of harmonizing the subconscious and conscious mind through the use of selected English words.

ISBN: 0-6-995459-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

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12. SBH 5: Geeta: Let Us Read Together (Hindi)

The book discusses the relevance of the Bhagavad Gita in leading a successful and harmonious worldly life.

ISBN: 7-7-995459-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

Success

13. SBE 8: Fundamentals of Elementary English Grammar

A book designed to make English grammar simple and interesting with exercises.

ISBN: 5-1-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

14. SBE 9: Fundamentals of Botany

A book aimed at making the study of Botany simple and engaging.

ISBN: 8-0-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

15. SBE 10: Comparative Fundamentals of English and Sanskrit Grammar

The book enhances the understanding of both English and Sanskrit grammar through comparative study.

ISBN: 2-2-995459-81-978 Book Price: ₹499 Total (With Postal Delivery): ₹649

16. SBH 6: Sanskrit vyakaran ke aarambhik mool tatv (Fundamentals of Elementary Sanskrit Grammar (Hindi))

The book develops a basic understanding of Sanskrit grammar to encourage interest in the Sanskrit language.

ISBN: 2-4-995729-81-978 Book Price: ₹349 Total (With Postal Delivery): ₹499

ENTERPRISE

Sambal is an enterprise—a venture where the products and services are essentially designed to enhance the quality of human life.

Enterprise Registration

MSME Registration Number: Udyam-RJ0179881-22 (Dated: 01.09.2025)

SAN: 8006580002000315

SBI - Current Account Number: 445453379783

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How to Order

To place an order, share the Book Title or Order Code (SBE / SBH) through WhatsApp or Email. An invoice will be issued, and the book will be processed for printing after payment confirmation.

How to Pay

Payments are accepted only in Indian National Currency (INR).

Payment options include:

Online UPI:8290639891@sbi (Google Pay, PhonePe, Paytm)

Net Banking

Current Account Number: 445453379783

Account Name: Sambal

Bank: State Bank of India, Jalori Gate Branch, Jodhpur

IFS code: SBIN0031201

QR code: Sambal



Payment details will be reconfirmed at the time of **invoice issuance**
Orders will be processed **only after payment confirmation**.

Printing & Dispatch Timeline

All books are printed on a Print-on-Demand (POD) basis. After payment confirmation, **printing and dispatch may take 10–15 working days**. Delivery timelines may vary depending on location and courier network.

Shipping Policy

Flat shipping charges apply across India. (Introductory offer valid until 31 December 2026)

Note: Currently delivery is available within India only

International shipping may be introduced in a future phase. As each copy is printed specifically for the customer, **orders once confirmed are non-cancellable**.

Note: Flat Postal Delivery Charge: ₹150 per order (Valid up to 31 December 2026)

Contact

Sambal

Dr. Arvind Kumar Purohit

Pannalal Ji Hakim Sahab Ki Haveli

Banawatn Ki Gali, Jalap Mohalla

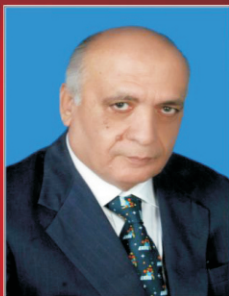
Jodhpur – 342001, Rajasthan, India

Phone: +91-8290639891 (WhatsApp) +91-9414217745

Email: purohitak2016@gmail.com; sambalpurohit@gmail.com

Website: <https://sambalglobal.com>

VISIONARY AND FOUNDER



Dr. Arvind Kumar Purohit

Dr. A. K. Purohit obtained his M.Sc. and Ph.D. degrees in Botany from Jai Narayan Vyas University, Jodhpur, with specialization in Plant Physiology, Abiotic Stress Tolerance, and Plant–Water Relations.

He served as Professor of Plant Physiology and later as Director of Human Resource Development, Agricultural Extension Education, Planning and Monitoring at Swami Keshwanand Rajasthan Agricultural University, Bikaner.

Dr. Purohit has more than 45 years of rich academic and administrative experience. He has served as Professor and Director in several academic institutions and has continued to remain active even after retirement as a Visiting Professor, Officer on Special Duty (OSD), Consultant and Advisor to Vice-Chancellors.

He has edited and published 11 books in Agricultural Sciences and has authored 16 books in the areas of Wellness, Life Skills, and Success. In addition, he has written numerous research papers, articles, and book chapters related to agricultural sciences and plant physiology and has participated in as well as organized several national and international seminars.

Dr. Purohit is the first and only Bach Foundation Registered Practitioner (BFRP) in Rajasthan, having completed three levels of certification from the Bach Centre, England.

He has also earned two Sanskrit certificates from Open Pathshala and has studied several online courses including Artificial Intelligence (AI).

Dr. Purohit is an effective writer and public speaker in both Hindi and English. He is also an initiated disciple of Sadhguru of Isha Foundation and Daaji, the Head of Heartfulness.



Contact :

SAMBAL

Dr. Arvind Kumar Purohit

Panna Lalji Hakim Sahab ki Haveli
Banawaton Ki Gali, Jalap Mohalla
Jodhpur -1 (Rajasthan)

Mobile : +91-8290639891 (WhatsApp)

mail: purohitak2016@gmail.com

web.sambalglobal.com

