



*Professor Vipin Gupta is a professor of management and a co-director of the Center for Global Management at the Jack H. Brown College of Business and Public Administration, California State University, San Bernardino. Dr. Gupta has a Ph.D. in managerial science and applied economics from the Wharton School of the University of Pennsylvania. As an educator, Dr. Gupta believes that a lack of information can cause the human mind to fall into a dangerous slumber, and he advocates for the public to receive a blend of science, metaphysics, and cultural wisdom so that society can solve the major social, human, ecological, economic, national, and psychological challenges of our day. In *What Is Consciousness*, Professor Gupta investigates the reality that is created when we become the universe's consciousness and the ramifications that this has for our world.*

“We are an intelligent species,” says Dr. Gupta, “and we are capable of great achievements. However, we are so often limited in what we can do because we work within the limits of our consciousness. This causes problems on a scale far bigger than we think. It actually limits the goal that the universe realizes as a collectivity, which, in turn, comes back to what each entity realizes as an individual. If we can break out of the limitations of our mind, we will experience what Mother Nature ultimately intends us to become: a guru devoted to helping others.”

Gurus, Professor Gupta explains, know a lot and are capable of doing great good for society. “However, we must be careful,” he cautions. “There is potentially a dark side to this, if you want to call it that, one in which as gurus, we want to be the magic wand that transforms the world into the beauty and perfection that a perfect, heavenly universe provides.”

What is wrong with that? On the surface, nothing. “It’s understandable that each of us would want to be joyful and to help those around us as well as the universe to experience that same happiness. It is important, however, to examine our motivations and to be sure that being a guru is more about helping others and less about wielding the power that Mother Nature gifts us with to satisfy our own egos.”

Dr. Gupta continues by saying that as we work to be a dominating paternal guru, we become the consciousness that self-perpetuates the universe. “This is truly beautiful,” he believes, “and I wish more people understood this. Think of it! We actually become the child medium for making the consciousness of a paternal guru the soul of the universe. It is proof that we are all connected with Mother Nature on a much deeper level than we might initially believe.”

With the superpositioning of our consciousness, the totality of the two layers of consciousness are shaped into each entity’s essential nature. “That transference of energy or thoughts is further evidence that none of us are true individuals in this world,” Dr. Gupta believes. “We are all part of each other, which is in itself peaceful, don’t you agree?”

Mother Nature, in turn, moderates the mediating “personal force” of each of her children with a maternal consciousness of the reality she is multiplying by reproducing each entity over time. “It is incredible because the result is that with this primordial grandmaternal consciousness, any of us can manifest a reality that goes beyond our maternal, paternal, or child

consciousness,” Dr. Gupta says. “There is a much deeper reality waiting for any of us, one that will enrich your life in ways that are hard to imagine.”

The key, he explains, is to cleanse our primordial consciousness so that we become a self-luminous entity. “This is huge because it gives us the ability to unify our cleansing grandmaternal consciousness. That’s when we can be the primordial greeter, one who gifts the varying forms of consciousness to the universe, free from any influence. That is when you find peace and your place in the universe.”

Dr. Gupta turns thoughtful as he contemplates consciousness. “Think how united we all really are. Consciousness is the soul, we embody the soul of other entities, and we disembody our soul as the consciousness of other entities. Our existence gets entangled with those of other people. Our consciousness guides other people, and we are guided by theirs. There is always an energy flowing between us and those around us, making us one in more ways than we realize.”

That connection has the power to transform the world and to solve so many of its ills. “It starts with opening your mind to new ideas,” Dr. Gupta states. “There is a whole other world beyond traditional science, one that is based in fact and wisdom. By exploring that world, you will better understand yourself, those around you, and your place in the universe, which will ultimately bring you peace.”

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