



26<sup>th</sup> September 2016

Dear Brothers and Sisters,

Greetings of loving Sairam to you.

We will celebrate Avatar Declaration Day on 20<sup>th</sup> October with a global service project, “Serve the Planet.” On this day in 1940, Bhagawan Sri Sathya Sai Baba, in His infinite love and compassion, declared to the world that He is the Avatar who has come for the redemption of mankind. Sathya Sai devotees all over the world will express their gratitude to Bhagawan on Avatar declaration day by participating in various service projects, as part of the global initiative, “Serve the Planet”.

This year, the theme selected by the Youth, who are leading the projects globally, is *Love for Animals*. Bhagawan has always showered animals with divine love and exhorted us to love and serve animals, as our very own selves. Shirdi Sai Baba, Rama, Krishna, Buddha, Jesus and many Avatars and saints have demonstrated their love for animals, showing us that at the fundamental level, animals and human beings are part of the same divinity. Sathya Sai devotees should render loving service to animals, following the teaching of Baba.

The Serve the Planet International Team has recommended four types of projects to be undertaken to reflect our love for animals. The recommended activities, focused on serving animals, are listed below, and further explained in the attached file, *Global Initiatives 2016 – Love for Animals*:

- Service Activities at Animal Shelters and Sanctuaries,
- Walk for Values/Distribution of Human Values Quotations to promote greater awareness of love for animals,
- Human Values Classes and Creative Workshops for Children to emphasise the importance of kindness and compassion for animals,
- Public Talks to Promote Greater Self-Awareness of vegetarian food, non-violence and respect for animals.



**Sathya Sai International Organisation**

P.O. Box 660995, Arcadia, CA 91066-0995, USA

---

Ms. Raksha Mahtani will coordinate this work, as the international team leader for the Serve the Planet project.

As you prepare to implement this project at the national, regional, and local levels, kindly prepare a short summary of the activities lovingly undertaken, along with high resolution pictures (jpg file), or short videos, to capture the moment. Please submit the report with pictures and/or video by 30<sup>th</sup> November 2016 to Ms. Raksha Mahtani at [RakshaMahtani@hotmail.com](mailto:RakshaMahtani@hotmail.com) with a copy to the SSIO Media Team at [MediaTeam@sssio.org](mailto:MediaTeam@sssio.org) .

I pray to Swami that by His grace we will continue to love and serve animals, with the understanding that all life on earth is divine.

*Samastha Lokah Sukino Bhavantu* – May All the Worlds be Happy.

Jai Sai Ram.

With loving regards,

Narendranath Reddy, M.D.

Chairman, Prasanthi Council

Sathya Sai International Organisation

Attachment: Global Initiatives 2016 – Love for Animals