



17th October 2016

Dear Brothers and Sisters,

Om Sri Sai Ram.

It is our blessing and good fortune to be contemporaries of the Avatar of the age who has incarnated with a blissful form, sweet name and unparalleled divine sport (*Leelas*). The devotees of Sri Sathya Sai Baba celebrate His Birthday on 23rd November all over the world with love, dedication and enthusiasm.

Swami has repeatedly said, “I do not consider one particular day in the calendar as my birthday. When divinity blossoms in your heart, I consider that day as my birthday in you. Therefore, each of you should individually celebrate such a day as my birthday. When you resolve to practice my advice, follow my directives, translate my message into selfless service and engage in spiritual discipline, that day is my birthday for you.”

Consistent with this divine message, this year, members of the Sathya Sai International Organisation (SSIO) are urged to offer their love to Baba by intensifying their spiritual practices (*sadhana*) by observing the following recommendations from 23rd October to 23rd November.

1. Repetition of the name of God (*naamasmarana*), offering prayers for world peace, singing devotional songs and doing Light Meditation.
2. Active participation in selfless service at the family level, in the work environment, in society and in the Organisation. Let us also practise kindness and compassion in our thought, word and deed, and talk softly and sweetly, without criticism and ill will.
3. Unity is divinity. Therefore, let us practise unity at the individual level through the harmony of thought, word and deed. Let us also practise unity at the family level, in society and in the Organisation, so that we can experience divinity not only within us but all around us. We should see only good in others, and identify and eliminate our own inner enemies and bad qualities.
4. Swami’s teachings are the essence of all scriptures. Let us read “Prema Vahini”, every day – the first *Vahini* written by Baba, which teaches us that Love is the Source, the Path and the Goal.

Treading on the spiritual path laid down by Bhagawan Baba will make us all happy. Swami says the day we are happy is His Birthday and that happiness is



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union with God. Let us practise these teachings and redeem our lives, and live in divine love and bliss.

In addition, please see attached [various programmes](#) being organised in Prasanthi Nilayam, the holiest of holy places of pilgrimage. I wish all of you a divine life, surcharged with pristine love for our beloved Swami.

Thank you.

Lovingly in the Service of Sai,

Narendranath Reddy, M.D.

Chairman, Prasanthi Council

Sathya Sai International Organisation

Enclosure: Birthday Programme (2016) in Prasanthi Nilayam