

**SRI SATHYA SAI CENTRAL COUNCIL OF SOUTH AFRICA**  
**National Spiritual Wing**

**R6 – SAI AVATAR DAY**

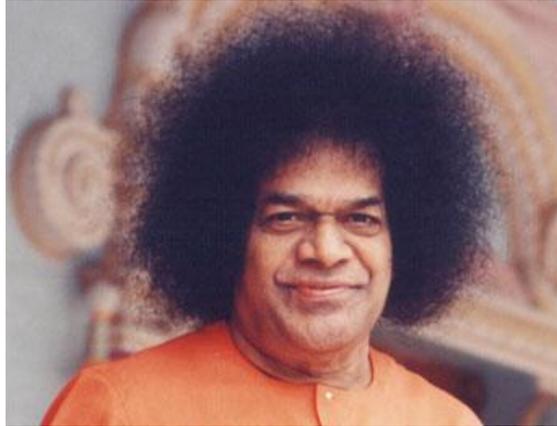
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**1. Name of religious event / Observance / Celebration:**

Avatarhood Declaration Day OR Sai Avatar Day

**2. Picture:**

2.1 Picture or symbol pertaining to the particular observance/celebration



2.2 The date/period of the religious event

“20<sup>th</sup> October every year is celebrated as Avatar Declaration Day”

[http://www.srisathyasai.org.in/Pages/AshramInfo/Avatar\\_Declaration\\_Day.htm](http://www.srisathyasai.org.in/Pages/AshramInfo/Avatar_Declaration_Day.htm)

**3. About the festival:**

*“It is on this historically significant day in the year 1940 that the young lad Sathyanarayana Raju revealed to the world His Divine identity and the glorious mission on which He has come. The following lines capture the events on that epochal day:*

*Sathyanarayana started for school as usual. However, within a few minutes, He returned to the house. Standing on the outer doorstep, He cast aside the books He was carrying and called out, “I am no longer your Sathya. I am Sai.” The sister-in-law came from the kitchen, only to be blinded by the splendour of the halo around Baba's head! He addressed her, “I am going; I don't belong to you; Maya (delusion) has gone; My Bhaktas (devotees) are calling Me; I have My Work; I can't stay here any longer.” When the brother hurried home on hearing all this, Baba only told him, “Give up all your efforts to 'cure' Me. I am Sai; I do not consider Myself related to you”.*

*In spite of repeated pleas, Sathya would not step into that building again. He moved in into the garden of the Excise Inspector Sri Anjaneyulu's bungalow, and sat on a rock in the midst of the trees. People came into the garden from all directions bringing flowers, fruits, incense and camphor to worship Him. The garden resonated with the voices of hundreds singing bhajans (devotional singing) and following the lines of the first prayer that Sri Sathya Sai taught them.*

**“Manasa Bhajare Gurucharanam Dusthara Bhava Sagara Tharanam”**

*(O Mind! Meditate on the Feet of the Guru, which will take you across the wearisome sea of Samsara or worldly existence.)*

*To celebrate this landmark event in Baba's life, the Avatar Declaration Day is celebrated every year with devotion and gratitude.*

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**Excerpts from Bhagawan's Discourses:**

*In 2002, Avatar Declaration Day discourse Swami recalled His childhood days and shared with everyone His early years. A small excerpt is here:*

*"The Corporation Commissioner of Bellary and his wife played host to us for three days. They took us to the Virupaksha temple in the nearby Hampi Kshetra. Seshama Raju and his wife told Me to remain outside the temple and keep a watch over their belongings as they would go inside to have darshan of the deity. I readily agreed and remained outside. As soon as they entered the temple, to their utter astonishment, they found Me standing inside the sanctum sanctorum where the deity is supposed to be standing. Seshama Raju could not believe his eyes. He thought, "Why did he come here when I told him specifically to remain outside and take care of our belongings?" He at once came out of the temple only to find Me standing there! He again went inside and found Me there also! Still he was not convinced. He told his wife, "You go outside and keep a watch over Sathya. Do not allow him to go anywhere. Meanwhile, I will go inside and see whether he is still there." She did accordingly. He again saw a smiling Sathya standing in the sanctum sanctorum. The Corporation Commissioner was also a witness to all this. He recognised My divinity. When they came out of the temple, he caught hold of Seshama Raju's hands and said, "Raju, do not be under the impression that Sathya is your brother. He is not an ordinary person. You are deluded seeing His physical form. There is divine power in Him.*

*We came back to the Commissioner's house, had our food there and started our return journey to Uravakonda. The Commissioner wanted to give Me a gift. He said that he would get four pairs of shorts and shirts stitched for Me. I firmly told him that I would not accept even one. He did not want to force Me either. Then his wife suggested that a gold collar pin would be an appropriate gift for Me. In those days, it was a matter of prestige for children to wear a collar pin. Immediately, he bought a gold collar pin and put it on the collar of My shirt. I protested. Under any circumstances, I never accepted anything from others. But, Seshama Raju insisted that I accept the gift. He said that my refusal to accept the gift would amount to showing disrespect to the Commissioner. So, I obeyed him.*

*After returning from Hampi, I was going to school wearing the collar pin. The pin dropped on the way and could not be traced. A major change took place in Me. Worldly attachment left Me in the guise of a collar pin. I decided to embark on My mission to alleviate the sufferings of My devotees."*

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#### **4. Suggested programme or method of observing the event:**

**Suggestion/Guide for South Africa at CENTRE or REGIONAL level on or about the 20<sup>th</sup> October:**

- Conduct a CENTRE or REGIONAL level "**bhajan**" programme for 12 / 6 / 3 / 1 hours **OR** a REGIONAL "**unity of faiths**" programme for 2 - 3 hours inviting speakers from other faiths (audience mixed with Sai devotees and non-Sai devotees);
- Singing of the "SATHYA SAI CHALISA" continuously 108 times and/or bhajans. The Chalisa can be done by rotating different centres/groups using time slots. To accomplish 108 chants within the time constraint, the repeat line "**Om Namō Sathya Sai Namah**" could be done only once at the end of the whole chalisa, instead of after every verse.
- A seva programme could be included before or after the 12 hour programme

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**5. Verbal dedication / prayer / chant / other - with meanings:**

Sai Gayatri can be chanted

**Aum**

*Name and audible form of God*

**Saayeeshvaraya Vidhmahe**

*We know this Sai as supreme divinity incarnate*

**Sathya-Dhevaaya Dheemahi**

*We meditate on this God of Truth*

**Thannah-Sarvah Prachodayaath**

*May this Almighty All-in-all Personality lead us on the path of total liberation*

**6. Any personal offering / sacrifice / practice**

**7. Other material for preparation / discussion:**

7.1 Any other recommended material that could be used for additional information / preparation, such as VCDs, DVDS, books, charts, etc

7.2 Use this link to download the audio version of the 1968 43<sup>rd</sup> birthday discourse  
<http://www.saicast.org/discourses.htm>

**8. Bibliography / Reference Section for all references used**

1. [http://www.srisathyasai.org.in/Pages/AshramInfo/Avatar\\_Declaration\\_Day.htm](http://www.srisathyasai.org.in/Pages/AshramInfo/Avatar_Declaration_Day.htm)

## **9. Divine Discourse: Milestone Discourse (43 Birthday – 23 Nov 1968)**

*For the protection of the virtuous, for the destruction of evil-doers and for establishing righteousness on a firm footing, I incarnate from age to age. Whenever disharmony ([asanthi](#)) overwhelms the world, the Lord will incarnate in human form to establish the modes of earning peace ([prasanthi](#)) and to re-educate the human community in the paths of peace. At the present time, strife and discord have robbed peace and unity from the family, the school, the society, the religions, the cities, and the state.*

*The arrival of the Lord is also anxiously awaited by saints and sages. Spiritual aspirants ([sadhus](#)) prayed and I have come. My main tasks are fostering of the [Vedas](#) (Hindu scriptures) and fostering of the devotees. Your virtue, your self-control, your detachment, your faith, your steadfastness: these are the signs by which people read of my glory. You can lay claim to be a devotee only when you have placed yourself in my hands fully and completely with no trace of ego. You can enjoy the bliss through the experience the [Avathar](#) confers. The Avathar behaves in a human way so that mankind can feel kinship, but rises into his superhuman heights so that mankind can aspire to reach the heights, and through that aspiration actually reach him. Realizing the Lord within you as the motivator is the task for which he comes in human form.*

*[Avathars](#) like [Rama](#) and [Krishna](#) had to kill one or more individuals who could be identified as enemies of the righteous ([dharmic](#)) way of life, and thus restore the practice of virtue. But now there is no one fully good, so who deserves the protection of God? All are tainted by wickedness, so who will survive if the Avathar decides to uproot? Therefore, I have come to correct the intelligence ([buddhi](#)), by various means. I have to counsel, help, command, condemn and stand by as a friend and well-wisher to all, so that they may give up evil propensities and, recognizing the straight mark, tread it and reach the goal. I have to reveal to the people the worth of the [Vedas](#), the [Sastras](#) and the spiritual texts which lay down the norms. If you will accept me and say "Yes," I too will respond and say, "Yes, yes, yes." If you deny and say "No," I also echo "No." Come, examine, experience, have faith. This is the method of utilizing me.*

*I do not mention Sai Baba in any of my discourses, but I bear the name as Avathar of Sai Baba. I do not appreciate in the least the distinction between the various appearances of God: Sai, Rama, Krishna, etc. I do not proclaim that this is more important or that is less important. Continue your worship of your chosen God along lines already familiar to you, then you will find that you are coming nearer to me. For all names are mine, and all forms are mine. There is no need to change your chosen God and adopt a new one when you have seen me and heard me.*

*Every step in the career of the Avathar is predetermined. [Rama](#) came to feed the roots truth ([sathya](#)) and righteousness [dharma](#). [Krishna](#) came to foster peace [shanti](#), and love [prema](#). Now all these four are in danger of being dried up. That is why the present Avathar has come. The righteousness that has fled to the forests has to be brought back into the villages and towns. The anti-righteousness that is ruining the villages and towns must be driven back into the jungle.*

*I have come to give you the key of the treasure of bliss [ananda](#), to teach you how to tap that spring, for you have forgotten the way to blessedness. If you waste this time of saving yourselves, it is just your fate. You have come to get from me tinsel and trash, the petty little cures and promotions, worldly joys and comforts. Very few of you desire to get from me the thing that I have come to give you: namely, liberation itself. Even among these few, those who stick to the path of spiritual practice ([sadhana](#)) and succeed are a handful.*

*Your worldly intelligence cannot fathom the ways of God. He cannot be recognized by mere cleverness of intelligence. You may benefit from God, but you cannot explain him. Your explanations are merely guesses, attempts to cloak your ignorance in pompous expressions. Bring something into your daily practice as evidence of your having known the secret of the higher life from me. Show that you have greater brotherliness. Speak with more sweetness and self-control. Bear defeat as well as victory with calm resignation, I am always aware of the future and the past as well as the present of every one of you, so I am not so moved by mercy. Since I know the past, the background, the reaction is different. It is your consequence of evil deliberately done in the previous birth, so I allow your suffering to*

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*continue, often modified by some little compensation. I do not cause either joy or grief. You are the designer of both these chains that bind you. I am the embodiment of bliss ([Anandaswarupa](#)). Come, take bliss ([ananda](#)) from me, dwell on that bliss, and be full of peace ([shanti](#)).*

*My acts are the foundations on which I am building my work, the task for which I have come. All the miraculous acts which you observe are to be interpreted so. The foundation for a dam requires a variety of materials. Without these it will not last and hold back the waters. An incarnation of the Lord has to be used in various ways by man for his uplift.*

*The Lord has no intention to publicize himself. I do not need publicity, nor does any other Avathar of the Lord. What are you daring to publicize? Me? What do you know about me? You speak one thing about me today and another tomorrow. Your faith has not become unshakable. You praise me when things go well and blame me when things go wrong. When you start publicity you descend to the level of those who compete in collecting plenty by decrying others and extolling themselves.*

*Where money is calculated, garnered or exhibited to demonstrate one's achievements, I will not be present. I come only where sincerity and faith and surrender are valued. Only inferior minds will revel in publicity and self-aggrandizement. These have no relevance in the case of Avathars. Avathars need no advertisement.*

*The establishment of righteousness ([dharma](#)): that is my aim. The teaching of dharma, the spread of dharma: that is my object. These miracles, as you call them, are just a means toward that end. Some of you remark that Ramakrishna Paramahansa (an Indian saint) said that yogic powers ([siddhis](#)) are obstructions in the path of the spiritual aspirant ([sadhaka](#)) Yes, yogic powers may lead the spiritual aspirant astray. Without being involved in them he has to keep straight on. His ego will bring him down if he yields to the temptation of demonstrating his yogic powers. That is the correct advice which every aspirant should heed. But the mistake lies in equating me with a sadhaka, like the one whom Ramakrishna wanted to help, guide and warn. These yogic powers are just in the nature of the Avathar -- the creation of things with intent to protect and give joy is spontaneous and lasting. Creation, preservation, and dissolution can be accomplished only by the Almighty ... no one else can.*

*Cynics carp without knowledge. If they learn the Sastras or scriptures, or if they cultivate direct experience, they can understand me. Your innate laziness prevents you from the spiritual exercises necessary to discover the nature of God. This laziness should go. It has to be driven out of man's nature in whatever shape it appears. That is my mission. My task is not merely to cure and console and remove individual misery but is something far more important. The removal of misery and distress is incidental to my mission. My main task is the reestablishment of the [Vedas](#) and [Sastras](#) (spiritual scriptures), and revealing the knowledge about them to all people. This task will succeed. It will not be limited. It will not be slowed down. When the Lord decides and wills, his divine will cannot be hindered.*

*You must have heard people say that mine is all magic. But the manifestation of divine power must not be interpreted in terms of magic. Magicians play their tricks for earning their maintenance, worldly fame, and wealth. They are based on falsehood and they thrive on deceit, but this body could never stoop to such a low level. This body has come through the Lord's resolve to come. That resolve is intended to uphold truth ([sathya](#)). Divine resolve is always true resolve. Remember there is nothing that divine power cannot accomplish. It can transmute earth into sky and sky into earth. To doubt this is to prove that you are too weak to grasp great things, the grandeur of the universe.*

*I have come to instruct all in the essence of the Vedas, to shower on all this precious gift, to protect the ancient wisdom ([sanathana dharma](#)) and preserve it. My mission is to spread happiness, so I am always ready to come among you not once, but twice or thrice -- as often as you want me. Many of you probably think that since people from all parts of India, and even foreign countries outside India, come to Puttaparthi, they must be pouring their contributions into the coffers of the Nilayam (Prasanthi Nilayam: name of Sai Baba's ashram). But let me declare the truth. I do not take anything from anyone except their love and devotion. This has been my consistent practice for the last many years. People who come here are giving me just the wealth of faith, devotion, and love. That is all.*

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*Many of you come to me with problems of health and mental worry of one sort or another. They are mere baits by which you have been brought here. But the main purpose is that you may have grace and strengthen your faith in the divine. Problems and worries are really to be welcomed, as they teach you the lessons of humility and reverence. Running after external things produces all this discontent. That type of desire has no end. Once you have become a slave to the senses, they will not leave hold until you are dead. It is an unquenchable thirst. But I call you to me and even grant worldly boons so that you may turn God-ward. No Avathar has done like this before, going among the masses, counseling them, guiding them, consoling them, uplifting them, and directing them along the path of truth, righteousness, peace and love (sathya, dharma, santhi and prema).*

*My activities and movements will never be altered, whoever may pass whatever opinion on them. I shall not modify my plans for the establishment of righteousness ([dharmasthapana](#)), my discourses, or my movements. I have stuck to this determination for many years and I am engaged in the task for which I have come: that is, to inculcate faith in the path of the highest spiritual peace (prasanthi). I shall not stop or retract a step.*

*Not even the biggest scientist can understand me by means of his laboratory knowledge. I am always full of bliss. Whatever may happen, nothing can come in the way of my smile. That is why I am able to impart joy to you and make your burden lighter. I never exult when I am extolled, nor shrink when I am reviled. Few have realized my purpose and significance, but I am not worried. When things that are not in me are attributed to me, why should I worry? When things that are in me are mentioned, why should I exult? For me it is always, "Yes, yes, yes." If you give all and surrender to the Lord, he will guard and guide you. The Lord has come for just this task. He is declaring that he will do so, and that it is the very task that has brought him here. I know the agitations of your heart and its aspirations, but you do not know my heart. I react to the pain that you undergo and to the joy that you feel, for I am in your heart. I am the dweller in the temple of every heart. Do not lose contact and company, for it is only when the coal is in contact with the live embers that it can also become live ember.*

*Cultivate nearness with me in the heart and it will be rewarded. Then you too will acquire a fraction of that supreme love. This is a great chance. Be confident that you will all be liberated. Know that you are saved. Many hesitate to believe that things will improve, that life will be happy for all and full of joy, and that the golden age will recur. Let me assure you that this divine body ([dharmaswarupa](#)) has not come in vain. It will succeed in averting the crisis that has come upon humanity.*

<http://www.sathyasai.org/discour/1968/d681123.htm>