



LOVE ALL - SERVE ALL

SATHYA SAI INTERNATIONAL ORGANISATION

GUIDELINES

JULY 2017

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JULY 2017



SATHYA SAI INTERNATIONAL ORGANISATION

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Sathya Sai International Organisation
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BHAGAWAN SRI SATHYA SAI BABA

PRASHANTI NILAYAM (A.P.)

Date.....

PRAYER

Oh! Lord! Take my love and let it flow in fullness
" Take my hands and let ^{or devotion to thee} them work
incessantly for thee
" Take my soul and let it be merged in one
with thee
" Take my mind and thoughts and let them
be in ~~time~~ tune with thee
" Take my everything and let me be an
instrument to work.

With Love and Grace
Baba.

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CHAPTER 1

History of the Guidelines: The International Sathya Sai Organisation was formed more than five decades ago with the blessings and guidance of Sathya Sai Baba. On 10 July 2014, the International Sathya Sai Organisation was renamed the Sathya Sai International Organisation (SSIO).

In 2010, after receiving approval from Sathya Sai Baba, the Guidelines Committee was formed to develop a set of guidelines to apply generally to the whole SSIO. The Guidelines were published in August 2012. They are herewith updated to reflect changes in the SSIO's structure and activities as of 2017.

These Guidelines succinctly describe the principles, structure, practices and activities of the SSIO, including Sathya Sai Centres and Sathya Sai Groups. The Guidelines will be supplemented from time to time by recommendations/advisories issued by the Prasanthi Council. Whilst intended for use by office bearers and members of the Organisation, these Guidelines may also guide persons who are interested in joining the Organisation.

Another document known as the *Operations Manual for Sathya Sai Centres and Sathya Sai Groups* describes in detail the duties and responsibilities of officers as well as the rules and regulations that apply to the various programmes conducted by Sathya Sai Centres.

Purpose of the Guidelines: The organisations that bear His name exist for the benefit of people who choose to dedicate themselves to practise His teachings and further His mission. These Guidelines provide for the harmonious functioning within and among Sathya Sai Centres and Sathya Sai Groups, and between them and the Prasanthi Council, Sri Sathya Sai World Foundation (SSSWF), and the International Committees. As such, they complement any obligations stipulated by local laws binding on national SSIOs.

As mentioned above, these Guidelines set out the ideal principles, structure, practices and activities of the SSIO, which are in accordance with the teachings of Sathya Sai Baba in His writings and divine discourses. Whilst they apply to all Sathya Sai Centres and Sathya Sai Groups around the world, it is recognised that local religious and cultural traditions, customs, and circumstances need to be accommodated, so long as they are consistent with the teachings of Sathya Sai Baba. Sathya Sai Centre leaders may consult their Zone Chair and Central Coordinator through the National Council President if they seek to adopt practices that vary from those recommended here. Ultimately, these Guidelines will be implemented with love, as love is the source, the path and the goal of all Sathya Sai endeavours.

In reading these Guidelines, it is important to remember that Sathya Sai Baba did not come to establish a new religion or to advance a particular religion. Rather, His life and message encourage and provide support to followers of all religions and faith traditions to practice their faith with greater earnestness. The principle of "heart to heart contact" means that all people are welcomed and encouraged to participate actively in the SSIO if they are willing to follow His teachings and these Guidelines and the Operations Manual.

Sathya Sai Baba has given His teachings to all humanity and these include numerous divine guidelines that apply to the organisations that bear His name. His teachings form the basis of the structure, rules and regulations, and activities of the SSIO. These Guidelines should be read accordingly. The following quotes highlight some of Sathya Sai Baba's core tenets for the effective operation of the SSIO.

The Main Goal of the Organisation

The main goal of the Sathya Sai Organisation ... is to help humanity recognise its inherent divinity. ... So, your duty is to emphasise the One, to experience the One in all you do and speak. Do not give any importance to differences of religion, sect, status, or colour. Have the feeling of Oneness permeate all your acts. Only those who do so have a place in this Organisation; the rest can withdraw.

– Sathya Sai Baba, 6 January 1975

The Objectives of the Organisation

The Organisations named after Me are not to be used for publicising My Name or creating a new cult around My worship. They must try to spread interest in reciting God's Name, meditation, and other spiritual exercises that lead man Godward. They must demonstrate the joy derivable from devotional singing and remembering the Lord's Name, and the peace that one can draw from good company. They must render selfless service to the helpless, the sick, the distressed, the illiterate and the needy. Their service should not be exhibitionistic; it must seek no reward, not even gratitude or thanks from the recipients.

– Sathya Sai Baba, 23 February 1968

Unity to Earn Grace of the Lord

Members of Sathya Sai Organisations should consider UNITY as their very life breath.

[Sathya Sai Speaks, vol. 31, pg. 41]

He who sees unity wins the grace of the One.

[Sathya Sai Speaks, vol. 11, pg. 29]

Universality of Outlook

To understand God's nature, man has to develop universality of outlook and cultivate the all-embracing concept of expansive love.

[Summer Showers 1979, pg. 63]

There is only one religion, the religion of Love. There is only one caste, the caste of Humanity. There is only one language, the language of the Heart. There is only one God, and He is Omnipresent.

[Summer Showers 2000, pg. 8]

Self-Transformation is the Primary Focus

To transform society, the first requisite is individual transformation. Purify your heart, then society will also become pure.

– Sathya Sai Baba, 14 January 1998

Whatever sadhanas (spiritual practices) one may perform or however much one may recite the Lord's name, God will not judge one by these criteria. What is the transformation in one's heart? If there is no transformation of the heart, of what avail are spiritual sadhanas?

– Sathya Sai Baba, 9 April 1995

Despite all the teachings, no real transformation is taking place in the behaviour of man. Of what use are bhajans and satsang (the company of the good) if one does not become purer? Through the company of the good, one should cultivate good thoughts, which in due course will lead one to Jeevan Mukthi (Self-realisation in this very life).

– Sathya Sai Baba, 15 May 1996

Omnipresence of Sathya Sai Baba in the Organisation

The name of Sathya Sai is attached to each wing of this organisation. It is Sathya Sai that inspires each activity of each wing. This fact has not been taken to heart by many of you. Sai is the inner inspiration and light for each worker.

– Sathya Sai Baba, 22 November 1978

Kinship and Love in the Organisation

When you are aware of the kinship, the oneness in God, the fundamental Atmic Unity, no one will knowingly cause pain or distress to another. Let your Organisation promote Love, be fragrant with Love and preach the Gospel of Love, through example.

– Sathya Sai Baba, 20 December 1967

... in this Organisation the Master is here available for help, advice, and direction. You cannot behave in accordance with your whims and wishes here, you have to be vigilant everywhere at all times.

– Sathya Sai Baba, 14 May 1971

Duty involves loyal adherence to the rules and regulations framed for the efficient working of the Organisation.

– Sathya Sai Baba, 4 January 1974

Unity of Faiths in the Organisation

Truth (God) is One. The same Paramatma (Supreme Soul) is called by different names, like Rama, Krishna, Christ and Allah. This is the cardinal principle on which Sai Organisations work. The unity of faiths is the main plank of Sai Organisations ... Never entertain malice (hatred) towards anyone; the same God is inherent in all beings.

– Sathya Sai Baba, 6 January 1975

Practising the Universal Human Values Individually and in the Organisation

Obeying My instructions is enough; it will benefit you more than the most rigorous asceticism. Practise Sathya (truth), Dharma (righteousness), Santhi (peace) and Prema (love), which are dear to Me; resolve to keep those ideals before you ever, in all your thoughts, words and deeds. That can confer on you the summum bonum of mergence in the Supreme Substance of Divinity.

– Sathya Sai Baba, 17 May 1968

More vital than the five pranas (vital airs), Sathya, Dharma, Santhi, Prema and Ahimsa are the vital life-breath for everyone. Of these the greatest is Prema (love). Fill yourself with love. Love should express itself in service to society. You should look upon society this way. We exist for society and society exists for the good of all. Try to sanctify your life by doing service and spreading joy and comfort all around.

– Sathya Sai Baba, 11 December 1985

The Importance of Selfless Service

The organisations named after Me are not to be used for publicising My name or creating a new cult around My worship. They must render seva (selfless service) to the helpless, the sick, the distressed, the illiterate and the needy. Their seva (selfless service) should not be exhibitionistic; it must seek no reward, not even gratitude or thanks from the recipients. – Sathya Sai Baba, 23 February 1968

Man is born to render selfless service. Selfless service alone can achieve unity in humanity. Only through unity, can humanity attain Divinity. Hence service is very essential to understand unity in diversity. People are under the impression that service meant rendering help to the forlorn and the weak. It is a great mistake to think that you are rendering service to others. In fact, you are doing it for yourself because the same principle of Atma, the same principle of love exists in all.

– Sathya Sai Baba, 20 November 2000

Selfless service is a more exalted means of spiritual progress than such other ways as meditation, bhajan and yoga. This is so because when we undertake meditation, japa or yoga, we do so for our own benefit and not for the good of others. These are aimed at subjugating one's individual desires and securing happiness for oneself. What we should aspire for is the attainment of the good of others without any desire for personal gain.

– Sathya Sai Baba, 24 November 1990

The Vow

All of you should take a vow to continue developing this service organisation. Take all people into the fold. Consider everyone as a child of God. Whomsoever you serve you think that you are serving your own brothers and sisters. Only then will God manifest in you. You will definitely get the vision of God. There is no doubt that you will experience great things in a short time. ... People who have gone away from this organisation are the unfortunate ones. Do not become an unfortunate one. Come what may, do not give up this service organisation. Consider it as your very life's breath and do this with real determination. This is what I desire. Sai's love will be with you and in whatever you may be doing.

– Sathya Sai Baba, 24 November 1990

GOAL OF THE SATHYA SAI INTERNATIONAL ORGANISATION

CHAPTER 3

The main goal of the Sathya Sai Organisation ... is to help humanity recognise its inherent divinity.
– Sathya Sai Baba, 6 January 1975

It is established to translate the principles of Love and Nonviolence into daily practice.
– Sathya Sai Baba, 20 November 1970

The Sathya Sai International Organisation (SSIO): The main goal of the SSIO is to promote ever-increasing faith in God and to awaken in man the awareness of the divinity inherent in him and in all of God's creation. The SSIO is a spiritual organisation founded by Sathya Sai Baba for the blossoming of human excellence in mankind, not recognising any distinctions based on religion, caste, colour or creed. This is achieved by propagating the five universal human values of *Sathya* (Truth), *Dharma* (Righteousness), *Shanti* (Peace), *Prema* (Love) and *Ahimsa* (Nonviolence) in daily life through practice and example.

Sathya Sai Baba's life, His example and teachings are the foundation and guide for the SSIO. The structure and activities of the SSIO reflect the universality of Sathya Sai Baba's teachings and the unity in diversity in all creation. Thus, whilst the religious beliefs and customs of members of Sathya Sai Centres are respected, religious rituals are avoided as much as possible, particularly where members come from a diversity of religious, cultural, or ethnic backgrounds. Sathya Sai Baba explained that Sathya Sai Organisation is intended to broaden one's love and this is the foundation of all activities in Sathya Sai Centres.

A Single, Unified Organisation: The SSIO operates as a single, unified organisation to further this main goal in all countries where there are Sathya Sai Centres and Sathya Sai Groups. It does so by achieving uniformity in name and form: In all countries, it is known as the "Sathya Sai International Organisation of (name of country)". The structure and practices of Sathya Sai Centres around the world share certain common characteristics by following the teachings and instructions of Sathya Sai Baba. As stated above, where required by local customs and circumstances, Sathya Sai Centres may, with the approval of the Zone Chair and Central Coordinator, modify these practices so long as they are consistent with Sathya Sai Baba's instructions and teachings and they promote the main goal of the SSIO.

Sathya Sai Centres: The Sathya Sai Centre, consisting of members from a local community, is the principal instrument by which the main goal stated above is achieved. The Sathya Sai Centre provides a loving environment that nourishes the devotion of its members by creating opportunities to study, self-reflect and practise the teachings of Sathya Sai Baba. It also serves to spread His divine love and teachings in the local community through service activities and by creating awareness of His teachings.

Every Sathya Sai Centre around the world is an essential part of the SSIO and shares a single, yet dynamic vision with other Sathya Sai Centres around the world in serving the Sathya Sai

mission. Thus, whilst every Sathya Sai Centre serves the needs of its local community, it also maintains a global perspective of the work of the SSIO and participates in it.

Spiritual Transformation through the SSIO: In serving in the SSIO, all officers, members, and devotees should be ever-engaged in the twin process of purifying the mind and clarifying the intellect. In so doing, they become living exemplars of Sathya Sai Baba's love for all creation and His teachings.

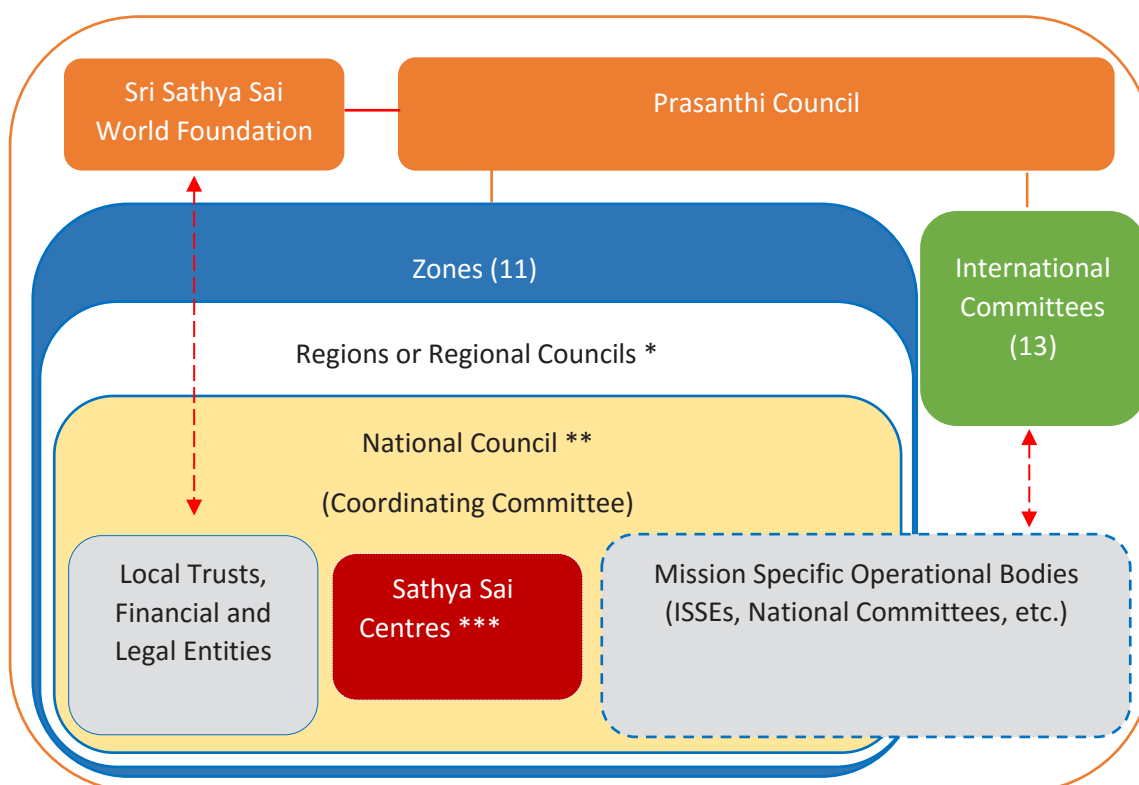


STRUCTURE OF THE SATHYA SAI INTERNATIONAL ORGANISATION

CHAPTER 4

Organisation Chart: The structure designed to effectively administer the affairs of the Organisation is as follows.

Sathya Sai International Organisation (SSIO)



- * Some Zones may be arranged into geographical Regions or Regional Councils, which oversee a group of countries.
- ** In countries governed by a Regional Central Council, a (National) Coordinating Committee exists in place of a National Council.
- *** For administrative purposes some countries may have additional internal layers (such as sub-regions) under which the Sai Centres are grouped.

Prasanthi Council and Sri Sathya Sai World Foundation

Duties of the Prasanthi Council: In November 2004, Sathya Sai Baba established the Prasanthi Council as the managing body of the SSIO. The duties and responsibilities of the Prasanthi Council according to the guidance of Sathya Sai Baba are:

1. To guide and supervise the working of the various constituents of the Organisation throughout the world.
2. To make rules and regulations and provide guidelines for the Organisation in overseas countries from time to time.
3. To determine all matters requiring authoritative decision in the Organisation and in relation to its constituent units.
4. To convene meetings of members or officers of the Organisation, as may be necessary from time to time.
5. To compile information relating to the working of the Organisation in each region.
6. To form and oversee standing committees and task forces of the Organisation, as needed, from time to time.

Duties of Sri Sathya Sai World Foundation: In March 2006, Sathya Sai Baba established the SSSWF to oversee legal and financial matters relating to the SSIO. It provides guidance to Sathya Sai Trusts around the world to ensure the highest standards of propriety are consistently applied in relation to legal and financial matters, in accordance with Sathya Sai Baba's teachings. Communications from Sathya Sai Trusts are through the Prasanthi Council, as the managing body of the SSIO.

International Committees

International Committees have been established under the auspices of the Prasanthi Council to focus on specific areas identified by their names. These committees plan, coordinate, and lead specific areas of work of the SSIO and they provide guidance and assistance to the work done locally by Sathya Sai Centres around the world. They also serve members of Sathya Sai Centres, devotees and others around the world when they visit Prasanthi Nilayam for spiritual pilgrimages, retreats, conferences, etc.

These International Committees receive valuable input from Sathya Sai Centres around the world of their experience in carrying out spiritual, educational, and service programmes in their respective countries. This mutual support ensures a coordinated and significant global effort in carrying out activities around the world in the name of Sathya Sai Baba.

Members of these International Committees include officers and members of Sathya Sai Centres from around the world with relevant specialist training, skills and experience to serve Sathya Sai Baba and the SSIO at the international level. At the time of publication of the present Guidelines, the International Committees are:

- Archive
- Education
- Environmental
- Events (International)
- Hospitality (for visits to Prasanthi Nilayam)

- Humanitarian Relief
- Information Technology
- Intellectual Property
- Media
- Medical
- Public Outreach
- Resource Management
- Young Adults

Zones, Regions, and Countries

Administrative Overview: The SSIO serves the Sathya Sai Mission outside of India and for administrative convenience it is divided geographically into 11 Zones, which may be subdivided into one or more Regions. The SSIO operates in countries around the world through a National Council or Coordinating Committee, which is overseen by the Zone Chair and Central Coordinators appointed by the Prasanthi Council.

To promote unity in deed and name, and to ensure consistency in implementing the main goal of the SSIO in every country, all affiliated local Sathya Sai Centres and Sathya Sai Groups, Sathya Sai Trusts, ISSEs, Sathya Sai Schools and other entities in the country using Sathya Sai Baba's name work in cooperation with the Zone Chair, Central Coordinator(s) and the National Council or Coordinating Committee in serving the Sathya Sai Mission under the auspices of the Prasanthi Council and the SSSWF.

The Zones: The composition of the SSIO geographical Zones as of 2017 is as follows (see the SSIO's website www.sathyasai.org for more information or updates):

- Zone 1: Aruba, Barbados, Canada, Curacao, Guyana, Jamaica, St. Kitts, St. Lucia, St. Martin, Surinam, Trinidad & Tobago, USA/Virgin Islands
- Zone 2A: Costa Rica, Cuba, Dominican Republic, El Salvador, Guadeloupe, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Puerto Rica
- Zone 2B: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela, French Guyana
- Zone 3: Australia & Papua New Guinea, Fiji, New Zealand
- Zone 4: Bhutan, Brunei, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Thailand
- Zone 5: China, Hong Kong, Japan, Taiwan
- Zone 6: Bosnia & Herzegovina, Croatia, France, Greece, Israel, Italy, Macedonia, Romania, Serbia/ Montenegro, Slovenia, Spain, Switzerland
- Zone 7: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, Ireland, Latvia, Lithuania, Netherlands, Poland, Slovakia, Sweden, United Kingdom
- Zone 8: Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Ukraine, Uzbekistan

- Zone 9A: Benin, Botswana, Cameroon, Congo DR, Gabon, Ghana, Kenya, Madagascar, Malawi, Mauritius, Morocco, Nigeria, Sierra Leone, South Africa, Tanzania, Togoland, Uganda, Zambia, Zimbabwe
- Zone 9B: Abu Dhabi (UAE), Bahrain, Dubai (UAE), Iran, Kuwait, Oman, Qatar, Ruwais, Saudi Arabia, Sharjah (UAE), Syria, Turkey

Duties of Senior Leaders of the SSIO

The lists below are intended to be helpful but are not exhaustive.

Commitments and Responsibilities of Zone Chairs and Central Coordinators

1. As the person with overall responsibility for the Zone, the Zone Chair, with the assistance of Central Coordinators, shall motivate and help all countries in the Zone to foster spiritual awareness through the SSIO's activities.
2. To oversee and guide all activities in countries in the Zone, including the work of the Sathya Sai trusts, the ISSEs and the Sathya Sai Schools.
3. To appoint the President of the National Council or Coordinating Committee with the approval of the Prasanthi Council.
4. To disseminate information about SSIO programmes and communicate announcements, decisions, recommendations and guidelines of the Prasanthi Council to all National Councils or Coordinating Committees in the Zone and to implement the same.
5. To carry out any other activities assigned by the Prasanthi Council.
6. Central Coordinators, in consultation with the Zone Chair, are responsible for media contacts, publications and the selection of their respective deputies in the Zone.
7. To transmit to the Prasanthi Council periodic reports on the activities of the Sathya Sai Centres and Sathya Sai Groups and to ensure that the online Annual Survey conducted each year by the SSIO is completed accurately by the Presidents of the National Council and all Sathya Sai Centres and Sathya Sai Groups in all countries in the Zone by the date specified.
8. To intervene in those circumstances which could jeopardise the Sathya Sai Name and/or the SSIO's welfare, by overseeing and supporting the actions of the National Council.
9. To attend meetings in Prasanthi Nilayam called by the Prasanthi Council during Guru Poornima and the commemoration of Sathya Sai Baba's Birth Anniversary.
10. Arrange meetings of Zone leaders from time to time as is considered necessary.

Commitments and Responsibilities of National Councils and Coordinating Committees

1. The President and Vice President of National Councils shall be responsible for all the policies, programmes, and procedures pertaining to the SSIO nationally and to report periodically to the Zone Chair and Central Coordinator on such matters. Programmes are generally carried out with the approval of the Zone Chair and Central Coordinator.

2. To disseminate information about SSIO programmes and communicate announcements, decisions, recommendations and guidelines of the Prasanthi Council to all Sathya Sai Centres and Sathya Sai Groups and to implement the same.
3. Encourage and guide the establishment of new Sathya Sai Centres and Sathya Sai Groups.
4. Accredite and affiliate all Sathya Sai Centres and Sathya Sai Groups in the country.
5. Coordinate and supervise national SSIO activities and verify that all activities are consistent with the teachings and instructions of Sathya Sai Baba and the interests of the SSIO.
6. Assist, support, encourage and inspire by example all Sathya Sai Centres and Sathya Sai Groups to better fulfill their objectives.
7. Be aware of and support, where requested, the work of the ISSE and Sathya Sai Schools in the country and keep the Zone Chair and Central Coordinator informed of the same.
8. Develop and conduct leadership training programmes for all office-bearers.
9. Arrange public meetings to share Sathya Sai Baba's message and teachings.
10. Submit bi-annual reports to the Prasanthi Council, through the Zone Chair and Central Coordinator, in July and November, for the country. Additionally, ensure that the online Annual Survey conducted each year by the SSIO is completed accurately by National Council President and Presidents of all Sathya Sai Centres and Sathya Sai Groups by the date specified.
11. Provide to the Prasanthi Council, through the Zone Chair and Central Coordinator, reports on any significant activities that have been carried out in the country as soon as possible thereafter.
12. Take any action, with the guidance of the Zone Chair and Central Coordinator, in cases of breach of these Guidelines and the Operation Manual in relation to activities or the conduct of any officer/member that are against the best interests of the SSIO.
13. The President may, with the approval of the Zone Chair and Central Coordinator, replace the officers of the National Council or the Coordinating Committee who have renounced their duties of their own free will or who have failed to fulfill the responsibilities assigned to them, or whose conduct is against the teachings of Sathya Sai Baba.
14. To attend meetings in Prasanthi Nilayam called by the Prasanthi Council during Guru Poornima and the commemoration of Sathya Sai Baba's Birth Anniversary.
15. Arrange meetings of national leaders and members, including Presidents of Sathya Sai Centres, from time to time as necessary.

Reporting of activities/events/programmes at Zonal, National and Centre/Group levels

The Importance of Reporting: It is important that the work of the SSIO is reported diligently and with transparency so that:

1. There is greater awareness nationally and internationally of the Sathya Sai Mission.

2. All members of Sathya Sai Centres are kept informed in a timely fashion of the work being done by the SSIO around the world. This can be a source of great inspiration to members and galvanise them to strengthen their commitment to the work of the SSIO. For these purposes, the SSIO has established several websites and social media platforms (see below), which all members should become familiar with.

The main purpose is to create awareness of the divine mission as well as to serve the members and unify the Organisation at all levels. This will inspire, motivate, and encourage participation in the sacred work of the SSIO.

Reporting System: Sathya Sai Centres, with the guidance and assistance of the National Council and Zone Chair and Central Coordinators, are requested to accurately and promptly report activities undertaken in local communities to the relevant International Committees of the SSIO. The reports should meet standards suitable for publication, as specified by the SSIO's International Committees. Reports require sufficient details, photographs, videos, etc., which are described in relevant guidelines that are available on the SSIO website.

Effective System in Sathya Sai Centres for Collating Information: It is important that every Sathya Sai Centre assigns members with relevant skills in writing, photography and videography to collect, authenticate and submit the reports to the National Council, Central Coordinators or Zone Chair. Sathya Sai Young Adults should be given opportunities in this area to the greatest extent possible, based on local circumstances.

Dissemination of Information / Communication

Efficient and Effective Communication within the SSIO: In order to ensure the proper administration of the SSIO around the world and to foster the devotion and spiritual awareness of members of SSIO, the Prasanthi Council provides guidance, encouragement, and assistance as required. For this purpose, an efficient and effective system of communication between the Prasanthi Council and all members/devotees around the world is needed, as it is essential that communications reach every member of the SSIO and all devotees. Thus, it is important that officers of national SSIOs maintain an accurate list of contact details.

To facilitate two-way communication between the SSIO leadership and the members, the views of SSIO officers and members should be transmitted to the Prasanthi Council by Zone Chair, Central Coordinators and National Council Presidents, and others, including Media, Public Outreach and I.T. Coordinators.

Communication Coordinator: Where required, a Communication Coordinator may be appointed at Zonal level to assist the Zone Chair with this dissemination of information / communication. In countries where English is not widely spoken and read, such information / communications will be translated into the local language for distribution to all Sathya Sai Centres.

Logo of the SSIO

New Logo of the SSIO

The new logo of the SSIO, approved in February 2017, is to be used uniformly and consistently in all official communiques, letters, documents, publications, materials, artistic and literary works, films, websites, social media platforms, etc. of the SSIO in all countries and at all levels.



The new logo retains the five universal values given to us by Sathya Sai Baba: Truth (*Sathya*), Right Conduct (*Dharma*), Peace (*Santhi*), Love (*Prema*) and Nonviolence (*Ahimsa*). The tall pillar with a lotus flower at the top is called the Sarva Dharma Stupa. The pillar, with its concentric rings, represents yoga, or union with God. The rings indicate the stages of yogic discipline required for unfolding the “lotus of the heart”, the petals of which are at the top of the pillar. The flame of inner illumination is at the centre of the lotus. Just as the lotus lives in dirty water but remains uncontaminated by it, so we should live in the world but remain uncontaminated by it. The design and colour schemes of the new logo meets the modern needs of the SSIO.

Previous Logos of the SSIO (no longer in use)



This logo was adopted in 2006 and was the official logo of the SSIO until February 2017.



Prior to 2006, a logo depicting the world’s major religions was used. These logos, together with the name Sathya Sai Baba (and variations of it), have been trademarked in many countries to protect them from misuse.

www.sathyasai.org/trademark/trademark.html

Important Resources

This section provides the official sources of information about Sathya Sai Baba's life and teachings and the SSIO:

A. Sathya Sai Baba's Words and Discourses:

- *Sathya Sai Vahini Series* (at www.sssbpt.info)
- *Sathya Sai Speaks Series* (at www.sssbpt.info or www.sathyasai.org/media/ebooks)

B. Informational and Inspirational Websites:

www.sathyasai.org	Sathya Sai International Organisation, contains links to websites of Zones, Regions, Countries, etc.
www.saiuniverse.sathyasai.org	Sathya Sai Universe which reports on the spiritual, educational, and service activities of Sathya Sai volunteers around the world.
www.facebook.com/SathyaSaiUniverse	Facebook page of Sathya Sai Universe.
www.sathyasaihumanitarianrelief.org	Sathya Sai Humanitarian Relief, which reports on disaster relief provided by Sathya Sai volunteers reconstruction.
www.srisathyasai.org.in	Sri Sathya Sai Central Trust, in Prasanthi Nilayam.
www.saicast.org	Sathya Sai Videos
www.theprasanthereporter.org	Sri Sathya Sai Sadhana Trust, Publications Division, reporting on events in Prasanthi Nilayam.
www.sssbpt.org	Sri Sathya Sai Sadhana Trust, Publications Division, the Prasanthi Nilayam bookstore.
www.radiosai.org	Radio Sai Global Harmony, webpage and 24 hour-online radio, includes Heart2Heart, an online journal.

C. Important Sathya Sai Organisation Publications:

- SSIO Annual Reports (at www.sathyasai.org)
- Sri Sathya Sai Central Trust Annual Reports (at www.srisathyasai.org.in)

D. Other Management Resources for the SSIO:

- [Swami's letter to His brother on 25th May 1947](#)
- [Divine Discourse at the First All-India Conference of Sri Sathya Sai Seva Organisations, Madras, 21st April 1967 \[SSS, vol. 7, chapter 18\]](#)

- Divine Discourse at the Sri Sathya Sai World Conference of the Sri Sathya Sai Seva Organisations, Bombay, 17th May 1968 [SSS, vol. 8, chapter 19]
- Resolutions of the World Conferences of the Sathya Sai International Organisation
- SSIO publications on Sathya Sai Baba and the SSIO



In the Sai organisations, the primary requisite is unity and mutual trust. Only with unity can you promote the well-being of the world. If there is discord within the organisation, how can you serve others? Make forbearance your ornament. Through love, eliminate your bad traits.

– Sathya Sai Baba, 7 October 1993

In the carrying out of sacred tasks in the service of the Divine, the Vedic prayer has indicated the spirit in which they should be done. "Let us live in amity. Let us move together. In harmony and understanding let us live together. Let us promote unity and friendliness." If only we have unity, how much joy can we experience! Unity is strength. To develop unity, you must have the consciousness of spiritual oneness.

– Sathya Sai Baba, 24 November 1990

Unity, Purity and Divinity: The work of the SSIO is sacred. The SSIO unifies the separate wills of individuals into one will. All Sathya Sai Centres, Sathya Sai Trusts, Institutes of Sathya Sai Education, Sathya Sai Schools, etc. around the world need to work together and cooperate in a spirit of love and unity to encourage the spiritual practices and personal transformation of millions of people around the world through devotional, educational and service activities. SSIO units need to comply with national laws and the guidelines of the SSIO.

Resolving Disagreements: Regarding any disagreements that may arise, Sathya Sai Baba gave the following directives:

My desire is that whenever any slight misunderstanding arises among you, you set it right amongst yourselves, exercising love and tolerance. You should not plunge into a passion over it and let things blaze into a quarrel or a factional split. Recognise that you are engaged in the exercise of widening your hearts, of reaching the Feet of the Lord through the expression of love. Unless you cultivate love, tolerance, humility, faith and reverence, how is it possible for you to realise God.

– Sathya Sai Baba, 20 November 1970

Do not talk as you please, which may hurt the feelings of others. Some people may not pay heed to you if you talk softly and sweetly. It is their fate. They may listen or not, but you should always talk in a pleasing manner. If that is not possible, observe silence. When you are silent, there can be no conflict.

– Sathya Sai Baba, 9 October 2001

Let the past be past ... From this moment, give up envy, pride and hatred from your hearts and instead plant therein prema and mutual help.

[SSS, vol. 10, pg. 228-9]

If a disagreement is not resolved despite best efforts, the President of a Sathya Sai Centre or Sathya Sai Group shall consult the National Council President, who may in turn consult the Zone Chair and Central Coordinator. For disagreements at the country level, the National Council President shall consult the Zone Chair and Central Coordinator. The aim in either case is to facilitate a resolution and forge a constructive pathway towards unity. Where necessary, the Zone Chair may consult the Prasanthi Council for guidance.

The Sathya Sai Centre and Sathya Sai Group

Our relationship is only heart-to-heart and love-to-love, nothing else. Swami is love personified. Swami gives importance to love and nothing else. Do not give any value to mean and meaningless talk.
– Sathya Sai Baba, 15 October 1999

Talking of faith, I must issue a warning. Many people are collecting money in various places using My Name for various purposes, like arranging receptions, building temples, doing Puja, etc. That is unauthorised and against My wish and command. Do not yield to such requests and encourage this practice, which I condemn.
– Sathya Sai Baba, 25 November 1962

Affiliation to SSIO: The Sathya Sai Centre is the principal instrument through which the goals of the SSIO are achieved. It is accredited by and affiliated to the national SSIO, which is administered by a National Council or Coordinating Committee. The purpose of a Sathya Sai Centre is to provide a meeting place for studying, self-reflection, and practising the teachings of Sathya Sai Baba and to provide information about Him to the public. The Sathya Sai Centre is a focal point for individuals who are striving to lead disciplined spiritual lives and who want to devote a significant portion of their time and energy each week to performing acts of selfless service to the needy and the distressed.

Sathya Sai Groups: Generally, any group of Sathya Sai Baba devotees numbering less than nine but not less than three (not belonging to the same family), and engaging themselves in activities under one or two Wings of the SSIO, may constitute themselves as a Sathya Sai Group and apply for affiliation to the National Council or Coordinating Committee. If activities of only one Wing are carried out, activities of a second Wing should be planned. Sathya Sai Baba has lent His Name to this Organisation for the upliftment of mankind, therefore only groups accredited by and affiliated to the National Council may use the name of Sathya Sai Baba and the logo of the SSIO.

Venue: In keeping with the fact that the SSIO is a spiritual organisation rather than a new religion, where practical, Sathya Sai Centre meetings are normally held in venues not associated with a particular religion. Sathya Sai Centre meetings may take place in a private home or a public venue, as appropriate. In all instances, the venue of the Sathya Sai Centre meeting should have a clean and wholesome appearance with adequate space, and it should be accessible to members of the community-at-large. While there is never an attempt to recruit members, the Sathya Sai Centre lovingly welcomes all genuine spiritual aspirants, without regard to race, ethnicity, social class or religious affiliation.

Altars: The altars at Sathya Sai Centres are simply adorned. They reflect the universality of Sathya Sai Baba's teachings by the *Sarva Dharma* Logo. It is sufficient if there is one picture of Sathya Sai Baba; a flame is optional. Sathya Sai Baba came for the transformation and spiritual upliftment of all people and so the layout and practices in Sathya Sai Centres should represent this fact – care is taken to avoid misunderstanding that one or more religions are favoured or should be

followed by members. Where local customs and circumstances require, quotations/symbols of the local faith traditions may be placed in Sathya Sai Centres after consultation with the Zone Chair and Central Coordinator.

Discipline: In keeping with the sanctity of the Sathya Sai Centre as a place of worship and community service, the disciplines stipulated by Sathya Sai Baba and His teachings are followed. Thus, for example, men and women are seated separately and interact minimally, participants dress and conduct themselves modestly, and the focus is on one's spiritual learning and practices inside the Sathya Sai Centre.

“Heart-to-Heart” Relationship with Sai: Sathya Sai Baba has repeatedly stated that He does not use intermediaries to communicate with His devotees. Rather, He says that He has a personal “heart-to-heart” communication with each devotee. Accordingly, devotees are advised to ignore claims by individuals that they have messages from Sathya Sai Baba or special “inner” guidance for the benefit of others. No person has been authorised to give mantras, solicit donations, build ashrams or perform healings or marriages in the name of Sathya Sai Baba.

Universality

Task of the SSIO: Sathya Sai Baba came for the spiritual awakening of all beings. In fact, when He formed the Prasanthi Council, He asked every member to go to every corner of the world to share His message. This does not mean that Sathya Sai Centre members should persuade others to become Sai followers. Rather, Sathya Sai devotees have a sacred duty to share, accurately represent and live His message of Universal Oneness and Selfless Service.

Members of Sathya Sai Organisations must not cavil at other Names and Forms of God; they should not become fanatics blind to the Glory of other Names and Forms. They should join those that honour those other manifestations and demonstrate that all Names and Forms are Mine. They should contribute to the joy and happiness of all without giving up their faith.

– Sathya Sai Baba, 18 May 1968

SSIO – A Local Organisation: Similarly, Sathya Sai Baba has indicated that Sathya Sai Centres must reflect the local culture of the country. He said we should not uproot the “spiritual trees” planted in other countries. We should take the essence of His teachings and grow them in all countries.

For this reason, Sathya Sai Centre meetings, activities and practices should always reflect this message of universality, and every member or guest should embrace it and understand it, thereby promoting unity amongst all. No predominance is given to any single religious tradition or belief.

One-Pointed Devotion

Do not dig a few feet in several different places and moan that you could not strike water. Dig in one place steadily and with faith, and the boring drill goes down into the very underground spring of water.

– Sathya Sai Baba, 22 January 1967

Intensity of our Devotion: Whilst there is deep respect for and acknowledgement of the validity of other Masters and spiritual teachers, Sathya Sai Centres focus on the teachings of Sathya Sai Baba. Members, and particularly officers, should be committed to studying the life and teachings of Sathya Sai Baba and whole-heartedly participating in the activities of Sathya Sai Centres to

bring about a personal transformation, instead of joining the many lectures and programmes of other spiritual teachers. It is to be noted that even though the fundamental teachings of other spiritual teachers may not be significantly different, there may be differences in the points of emphasis and in the practices of these organisations.

Uniqueness of SSIO: Sathya Sai Centre activities emphasise the importance of practising the universal human values of Truth, Right Conduct, Peace, Love and Nonviolence to realise man's inherent divinity. The Sathya Sai Centre promotes selfless service as an essential spiritual *sadhana* (spiritual practices), and seeks to establish the unity of faiths, with the objective of identifying the Oneness in all creation.

Sathya Sai Centres seek to avoid creating an impression that one has to worship Sathya Sai Baba in place of one's religious beliefs. He said that He came to make the Christian a better Christian, the Hindu a better Hindu, etc. Thus, the emphasis is on the universality of Sathya Sai Baba's message and its practice in daily life to inspire each member to realise his inherent divinity. Sathya Sai Centres should always welcome members of the community in which they exist and should reflect, wherever possible, the local culture and customs.

Membership

The qualifications for membership are to be an eager aspirant for spiritual progress, to have full faith in the name that the Organisation bears ... and to have won recognition as a good person. That is all the qualification needed; nothing else counts. – Sathya Sai Baba, 21 April 1967

Prerequisites for Membership: There are no charges or membership fees, and donations are never solicited. An individual who is at least 18 years old may become a member of a Sathya Sai Centre after becoming familiar with these Guidelines and expressing a sincere intention to follow them. Members are expected to do their best to practice the Nine-point Code of Conduct and the Ten Guiding Principles laid down by Sathya Sai Baba, and thereby become exemplars of His teachings and worthy instruments to contribute to the main goal of the SSIO. Practical spirituality is striving to incorporate the universal human values in all aspects of our lives during every conscious moment. Members should be willing to abide by the rules and regulations of the SSIO.

Nine Point Code of Conduct

1. Daily meditation and prayer.
2. Group devotional singing or prayer with family members once a week, where possible.
3. Participation in Sai Spiritual Education by children of the family.
4. Regular attendance at the Sathya Sai Centre's (at least once per month) devotional meetings.
5. Participation in community service work and other programmes of the Organisation.
6. Regular study of Sathya Sai Baba literature.
7. The practice of placing a ceiling on desires – consciously and continuously striving to eliminate the tendency to waste time, money, food and energy – and utilising the savings for service to mankind.

8. The use of soft, loving speech with everyone.
9. Not speaking ill of others, especially in their absence.

Ten Guiding Principles

(Given by Sathya Sai Baba in His discourse on 21 November 1985)

1. Love and serve your country. Do not be critical of others' countries.
2. Honour all religions, for each is a pathway to the one God.
3. Love all people without distinction; know that humanity is a single community.
4. Keep home and surroundings clean.
5. Help people to become self-reliant. Provide food and shelter, love and care, for the sick and the aged.
6. Do not tempt others by offering bribes or demean yourself by accepting them.
7. Do not develop jealousy, hatred, or envy on any account.
8. Do not depend on others to serve your personal needs; become your own servant before proceeding to serve others.
9. Adore God, abhor sin.
10. Observe your country's laws and be exemplary citizens.

Purpose of Membership: All members, and especially office bearers, are in the Organisation for their own personal spiritual growth, to realise and manifest their innate divinity, and to support others in their own spiritual awakening. This can be fostered fully by the variety of activities in the Sathya Sai Centre. Each member actively forges his connection with Sathya Sai Baba by following His teachings sincerely with faith and love.

Sathya Sai devotees endeavour to avoid negative qualities, such as anger, greed, envy, lust and jealousy, for these are harmful to one's spiritual life and to the health and welfare of everyone. When these qualities manifest themselves while participating in any activity, self-reflection and personal transformation is required on the part of the devotee(s).

Members: Where national laws and/or the governing documents of any Sathya Sai Centre require that a list of members be maintained and stipulate the rights and responsibilities of members, people can become members of the Sathya Sai Centre only after they have actively participated in the core activities of the SSIO. This also applies to Sathya Sai Centres which do not keep a list of members. Where there is no consensus in the Committee in relation to the admission to membership of any person, or if a review of the Committee's decision in relation thereto is requested, the National Council President (or any appointed officer of the Subregion) shall be consulted before a final decision is made by the President of the Sathya Sai Centre. The National Council in consultation with the Zone Chair and Central Coordinators may publish binding criteria to stipulate what is active participation in the Organisation.

People unable to satisfy these may continue to participate in Sathya Sai Centre activities as non-members.

Removal of Members: A member who ceases to satisfy the above requirements and conducts himself to the detriment of the good functioning of the Sathya Sai Centre should correct himself by self-reflection and follow the guidance of officers. In the case of repeated or serious transgressions, the member may be requested to excuse himself from Sathya Sai Centre activities until the member corrects his behavior and follows the guidelines.

Do not enforce rules without mercy or thoughtful consideration ... Give him chances to reform, to be within the group, so that he may reform. If even this does not mend, remove the name without compunction. Do not have anyone in who would much rather be outside the group of Sai Bhaktas, either because his habits or indifference towards religious matters, especially towards the directions given by Me. [Sathya Sai Speaks, vol. 2, pg. 159]

Three Main Wings of the Sathya Sai Centre

The main activities of a Sathya Sai Centre are undertaken by three Wings: Devotion, Education, and Service. These correspond to the three main paths to Self-realisation: devotion (*bhakti-yoga*), spiritual wisdom (*jnana-yoga*), and selfless service (*karma-yoga*). Though members may tend to gravitate towards a particular Wing, they are strongly advised to participate to every extent possible in the activities of all three Wings, as these are important for the spiritual growth of members.

Devotion Wing

One can be liberated now by the spiritual practice of singing the glory of the Lord and listening to the Name being sung. ... It can help the process of liberation not only for the members of the group ... the whole world can benefit by the vibrations. – Sathya Sai Baba, 26 January 1982

The Lord has said: Where my devotees sing, there I seat myself. – Sathya Sai Baba, 11 July 1957

The Devotion Wing focuses on group devotional singing, prayers, meditation, Sadhana Camps and retreats, inter-faith activities, newcomers' programmes, arranging pilgrimages to Prasanthi Nilayam and other activities designed to strengthen one's faith and devotion to God, and one's understanding and practice of universal spiritual knowledge.

As the oil is to the flame in the lamp, Bhakti (devotion to God) is to the flame of Jnana (spiritual wisdom). [Jnana Vahini, pg. 32]

Education Wing

Study Circle is not just reading books. It means taking a point and each person discussing what it means to them. Like a round table conference. ... The study circle looks at the different facet, ... but, as in a diamond, there is one facet that is flat, and from it, all can be viewed. To discover the top facet is the task of the study circle.

[Hislop, Conversations with Bhagavan Sri Sathya Sai Baba, pp. 165–166]

Purpose: The Education Wing promotes the study and practice of the teachings of Sathya Sai Baba through study circles, publication of His teachings, and producing audio-visual material on His teachings. Where there is no ISSE in a country, the Education Wing carries out SSEHV programmes in the community with the guidance of the SSIO's Education Committee and the Zone. Where there is an ISSE, the Education Wing supports its work to spread SSEHV programmes in the community. The Education Wing oversees the Sai Spiritual Education (SSE) programme in the Sathya Sai Centre.

Sai Spiritual Education: SSE classes are provided at Sathya Sai Centres for children from ages 6 to 17. The aims are to foster character development and spiritual transformation by helping the children to bring out and practice the values that are inherent in them (*Educare*). The children will: (1) learn about the life and teachings of Sathya Sai Baba, (2) render selfless service to others, (3) embrace the unity of the different faiths, (4) practice the five universal Human Values and (4) practice placing a ceiling on their desires. In addition, the children learn about the importance of respecting their parents, properly discharging their duties at home, being loyal to and taking pride in their country and developing a good character. The devotees who teach the Sai Spiritual Education Classes should have received appropriate training.

Bal Vikas (now called Sai Spiritual Education) is the primary basis of the great movement to restore Dharma (a spiritual way of life) in the world. It is raising a generation of boys and girls who have clean and clear consciousness (and) ... the creation of an atmosphere where noble habits and ideals can grow and fructify.
– Sathya Sai Baba, 6 June 1978

Service Wing

Selfless service is the very essence of devotion. – Sathya Sai Baba, 29 March 1967

It is the best cure for egotism. – Sathya Sai Baba, 13 January 1968

Consider selfless service as the best spiritual discipline. ... But do not believe that you can by means of selfless service reform or reshape the world. You may or may not; that does not matter. The real value of selfless service, its most visible result, is that it reforms you, reshapes you. Do selfless service as a spiritual discipline; then you will be humble and happy.

– Sathya Sai Baba, 29 March 1967

Service is the very essence of devotion to God, and the goal of devotion is realising one's innate divinity. Sathya Sai Baba emphasises that every act of selfless service, performed with unconditional love and the attitude of serving God residing in those being served, confers immense spiritual benefit. It is primarily *sadhana* (spiritual discipline) that allows compassion, love and peace to blossom within and helps to get rid of the ego.

Members engage in service activities depending on local needs. Among these are: Providing food, water, and clothing to the needy, orphans and handicapped; visiting hospitals, nursing homes, or shelters for the homeless; organising medical camps and blood donation drives; initiating disaster relief programmes; adopting under-privileged schools and slums; participating in community development and environmental protection practices; visiting prisons; and tutoring and mentoring students.

The Ladies' Section

Men should realise the high status of women and honour and respect them accordingly. They should not make women weep and shed tears. A home where the woman sheds tears will be ruined. Men should give an honourable place for women and lead a respectable life.

– Sathya Sai Baba, 19 November 1995

Sathya Sai Baba explained that the ancient scriptures have accorded women a pre-eminent status in society as they are the embodiments of sacrifice. As the first preceptor for their children, they mould the lives of their children to develop good character, love for God, and service to society.

A Ladies' Section may be established in Sathya Sai Centres depending on local customs and circumstances – it is not a requirement to do so. The Ladies' Section should have devotional, educational, and service activities and should concentrate on its duties within the Sathya Sai Centre. There may be a section Coordinator and Secretary.

Young Adults Programme

In His discourse during the World Youth Conference of 1997, Sathya Sai Baba revealed the important role of Young Adults in fulfilling a noble mission:

The youth of today are the future leaders of the nation and the architects of the new society. The future of a nation depends on its youth. The strength of the youth lies in their spirit of patriotism. The primary duty of the youth is to render service to the society. The physical and mental strength of the youth is the foundation on which a nation is built. [SSS, vol. 33, pg. 18]

The guiding principle for Young Adults is **self-transformation**. Sathya Sai Baba revealed a clear path to achieve this grand mission. He said:

It is the privilege and duty of the young men and women to promote the welfare, progress and peace of the world. Transform all your actions into sacred duties. Experience the love of the Divine. That is the meaning of Swami's declaration: "My life is my message." Adhere to the ideals set before you by Swami. - Sathya Sai Baba, 16 July 1997

Young people should consider the true purpose of life. They should get rid of all the impurities in their hearts. With pure hearts, they should embark on service at all times and everywhere. "Hands in society, head in the forest." From today develop an unwavering mind and a steady vision. That is the way to divinise the world. - Sathya Sai Baba, 16 July 1997

Accordingly, in recognition of the unique needs of devotees between the ages of 18 and 40, the Sathya Sai Young Adults (YA) Programme encourages young men and women to lead purposeful lives in service of their families, communities, and countries. By learning and practising the spiritual principles revealed by the life, teachings, and work of Sathya Sai Baba, and with the guidance of a YA advisor, the YAs can move forward in their spiritual pursuit. For the YA, primary importance is given to good character development and personal transformation through devotional, educational, and service activities.

The YA Programme is an integral part of the Sathya Sai Organisation and Young Adults are expected to participate fully in Sathya Sai Centre activities.

Good company and being part of a spiritual community are vital for the development of healthy, happy, productive and spiritually mindful Young Adults who contribute to the peace and prosperity of their families and communities. Therefore, it is common practice for Young Adults to have gatherings that focus on the mission, teachings, and work of Sathya Sai Baba.

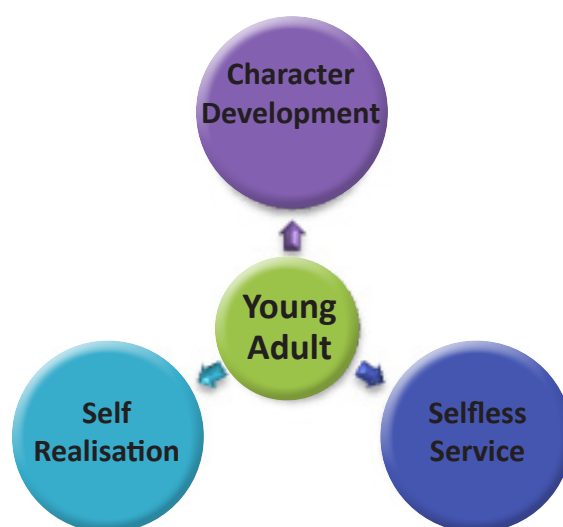
Tell me your company and I shall tell you what you are! - Sathya Sai Baba, 28 July 2007

Sathya Sai YA meetings and gatherings are organised around the pursuit of spiritual rather than social goals. In keeping with the spiritual focus of such gatherings, YAs are requested to maintain discipline, which helps them to imbibe the spiritual teachings of Sathya Sai Baba and develop a fraternal bond of unity. Such disciplines are simple and include:

1. Being on time;
2. Wearing modest and comfortable clothing;
3. Courteous speech and conduct; and
4. Showing respect for others.

As part of the discipline, male and female YA activities are often conducted separately to enable the young men and women to concentrate on their own spirituality and to give them a safe space to discuss and address gender sensitive topics.

All YA gatherings are conducted to bring forth the latent talents and strengths in Young Adults.



Therefore, the primary objectives of the YA are:

1. **Character Development:** Create activities to learn and practice the universal teachings of Sathya Sai Baba.

Money is lost, nothing is lost. Health is lost, something is lost. Character is lost, everything is lost.
– Sathya Sai Baba, 30 May 1999

2. **Selfless Service:** Provide opportunities to contribute to their communities, countries, and the world through selfless service, which are tailored to their local / regional / national environments. This helps in self-transformation.

From today, develop your faith in God. Engage yourselves in dedicated service to society, and make your lives purposeful and helpful to those in distress or need. Remember that whomsoever you may serve, you are serving God.
– Sathya Sai Baba, 21 July 1986

The world's prosperity or otherwise is based upon the character of the youth – men and women. Hence, young men and women should be pure hearted and render selfless service to the country.
– Sathya Sai Baba, 21 July 1986

3. **Self-Realisation:** Work together to realise the inherent divinity in all by living and sharing the five universal human values of Truth, Right conduct, Peace, Love and Nonviolence.

The purpose of all spiritual practices is to discover the nature of the 'I' that is experienced in all different states of waking, dreaming, and deep sleep. – Sathya Sai Baba, 30 March 1987

The moment you establish yourself in the truth, "I am Atma", you will attain liberation. Always think, "Swami is in me. I am in Swami." However, there will be no use if you simply repeat, "I am Swami", "I am Swami", with a fickle mind. Develop firm faith, "I am Swami," "I am God; I am God." It is only when you develop that firm conviction, you will attain Divinity which is attribute less, unsullied, final abode, eternal, pure, enlightened, free and the embodiment of sacredness. – Sathya Sai Baba, 28 July 2007

Officers of a Sathya Sai Centre

There is no place in the Sai Organisations for bossism. Whether they are office-bearers or others, all are equally sevaks engaged in service. This Organisation is intended for those who are wedded to dedicated and selfless service ... Only those who have humility to regard themselves as 'servants of servants' can become true servants of God. All that has so far been achieved by Sai Organisations is due to the unostentatious work of the 'active workers.' I am well aware of your dedication and sacrifice in rendering service. – Sathya Sai Baba, 21 November 1987

Necessary Skills of Leaders: Sathya Sai Baba has said that: *Only men and women who have unshaken faith in His Avatarhood with this Name and Form may be selected as leaders in the Organisation ... The leaders of these units lead because they have the vision and yearning, not because they have the votes or the purse.* – Sathya Sai Baba, 13 January 1970

A Sathya Sai leader should possess the following attributes:

1. Ability (have the skills to perform the task);
2. Availability (have the time, interest and enthusiasm to participate);
3. Affability (be cheerful, have a positive attitude and be a good team player); and
4. Accountability (they are accountable to Sathya Sai Baba and the SSIO and so discharge their duties righteously, lovingly and with self-sacrifice for the benefit of all members and devotees).

Selection of Leaders and their Responsibilities: Sathya Sai Baba also said: *Once a person is selected in an atmosphere of peace and love, co-operation and tolerance should prevail and everyone must follow his directions and respect his guidance. It is only then that Divine Grace will be conferred.* [Sathya Sai Speaks, vol. 7, pg. 325]

Leaders carry great responsibility to use this opportunity to: *Overcome (their) ego, and to inspire others in the Godward path.* [Sathya Sai Speaks, vol. 8, pg. 27]

They lead by example, speak obligingly and work with humility and love to build consensus whenever possible and to resolve differences of opinions amicably to avoid misunderstanding.

Prerequisites for Officers: The necessary conditions to be an officer of the SSIO are:

1. Have faith, devotion and unconditional trust in God in the form of Sathya Sai Baba;

2. Practice the Nine-point Code of Conduct;
3. Be a living example of Sathya Sai Baba's teaching; and
4. Conduct themselves with love.

Officer Selection Process: Officers of the Sathya Sai Centre are chosen by selection and not an election. A Selection Committee shall be made up of the National Council President (or any appointed officer of the Subregion, where these have been created in the country), the Sathya Sai Centre President and Vice President, and two senior members who are not officers and are chosen by the Sathya Sai Centre President.

A SSIO member shall not be eligible for officer selection in the SSIO if he/she is involved in the activities of any organisation whose principles and practices are contrary to or not in accordance with the spiritual teachings of Sathya Sai Baba that are followed by the SSIO.

To ensure fairness and inclusiveness, the Selection Committee will invite nominations of members who have actively participated in Sathya Sai Centre activities in the preceding 9 months, and it will prepare a proposed list of nominees of those it considers to be suitable candidates to serve as officers. Where possible, those with new, constructive ideas for the management of the Sathya Sai Centre and its activities should be considered for the list. After publication of the list, the Selection Committee shall consider both open and confidential representations from members about the proposed nominees before preparing the final list of nominees.

The Selection Committee's task should be carried out to ensure that love and unity are maintained in the Sathya Sai Centre after the selection. Officers will be selected from the final list of nominees by members seeking unanimity. The Selection Committee may permit choices to be submitted in private chits when the selection is taking place.

If a review is requested of the final list of nominees or if unanimity is not achieved in the actual selection process after three attempts, the matter is submitted for resolution to the Subregional President if one exists, or otherwise, to the National Council President, who may appoint the officer(s) in a Sathya Sai Centre. The National Council President may consult the Zone Chair and Central Coordinator, who shall have the right to determine the final list of nominees or appoint officers in the Sathya Sai Centre respectively.

In the case of small Sathya Sai Centres and Sathya Sai Groups, after consulting the Zone Chair and Central Coordinators the National Council may permit selection of officers by active members in an open discussion (or by way of private chits), without the need for a formal selection committee. Where no unanimity is achieved after three attempts, the National Council President shall consult the Zone Chair and Central Coordinators, who shall have the right to appoint officers in the Sathya Sai Centre.

Instruments of Sathya Sai: Sathya Sai Baba cautions: *These offices should not be regarded as positions of authority or 'prizes' for devotion. They must be accepted with humility and discharged with love towards members and the public.*
– Sathya Sai Baba, 18 May 1968

Be a servant, a servant of God – then all strength and joy will be added unto you. Try to be a master (and) you will arouse envy, hatred, anger and greed in everyone around you. Feel that you are an instrument in His hands, let Him shape you and use you as He knows best.

[Sathya Sai Speaks, vol. 6, pg. 262]

Composition of Committee: Sathya Sai Centres have five officers: President, Vice President and a coordinator for each wing of the Sathya Sai Centre: Devotion Coordinator, Education Coordinator, and Service Coordinator. Because of its size, a Sathya Sai Group may have fewer officers, the exact roles to depend on the makeup and needs of the Sathya Sai Group. Additionally, Sathya Sai Centres have a Young Adults Representative to coordinate specific young adult issues and activities, and may have a Ladies' Section Coordinator (where a Ladies' Section is established) in its committee.

SSIO officers govern the Organisation according to its mission and values. They apply these Guidelines, including those that govern Legal, Administration and Trust Matters (see page 39). They identify and address key risks to safeguard the sanctity of Sathya Sai Baba's Name and the integrity of the SSIO.

Duties of Sathya Sai Centre Officers: It is the responsibility of the officers of a Sathya Sai Centre to ensure that the Sathya Sai Centre is run in accordance with these Guidelines and the Operations Manual. Unity, harmony, and cooperation form the basis of a properly administered Sathya Sai Centre. Officers are expected to be of high moral character and to set an example by practising Sathya Sai Baba's teachings in their daily lives.

Officers of a Sathya Sai Centre may retain membership in their religious or other spiritual organisations but may not serve as officers of such organisations. Professional teachers of yoga, meditation, priests in temples, etc. are not permitted to be officers of the Sathya Sai Centre because their professional work may be confused by the public with the teachings of Sathya Sai Baba.

The duties of the five officers are:

The **President** is the administrative authority within the Sathya Sai Centre and has responsibility for all aspects of the Sathya Sai Centre. It is the President's responsibility to provide leadership by personal example, to participate actively in the Sathya Sai Centre's programmes, and to coordinate Sathya Sai Centre meetings and activities. The President promptly disseminates to members and non-members all official communications received from the Prasanthi Council. Informational flyers or announcements from other organisations should not be read or distributed at Sathya Sai Centre meetings. The President's duties include:

- Ensuring that the Sathya Sai Centre conducts itself in accordance with these Guidelines.
- Ensuring that the Sathya Sai Centre maintains a complete programme of devotion, service, and study activities, including welcoming newcomers and having orientations for them.
- Periodically conducting officers' meetings and members' planning meetings.
- Providing support to regional, National and International SSIO officers, events, reports, and initiatives.
- Disseminating information about SSIO programmes and communicating announcements, decisions, recommendations and guidelines of the Prasanthi Council to all the members of Sathya Sai Centres and Sathya Sai Groups, and implementing the same.
- Encouraging and inspiring Young Adults to participate in Sathya Sai Centre activities and take positions of responsibility within the Sathya Sai Centre.

The **Vice President** assists the President and presides in the President's absence. The VP can also be assigned oversight or development of special projects or Sathya Sai Centre needs (such as media, humanitarian relief or public outreach coordination), while the President attends to day to day matters.

The **Devotion Coordinator** has responsibility for the various devotional activities in the Sathya Sai Centre, as described above. The Devotional Coordinator's duties include:

- Coordinating devotional meetings and practice of devotional singing.
- Establishing and maintaining activities to welcome newcomers.
- Maintaining Sathya Sai Centre premises and an altar that is simple, universal, and in accordance with these Guidelines.

The **Education Coordinator** has responsibility for promoting the study and practice of the teachings of Sathya Sai Baba in the Sathya Sai Centre, including conducting study circles, as described above, and for the Sathya Sai Centre's SSE programme, conducted for children between the ages of 6 and 17.

The **Service Coordinator** has responsibility for the various service activities undertaken by the Sathya Sai Centre, including assessing the need for the service, that there is sufficient interest among members, and that appropriate resources are available. The Service Coordinator will work with Subregional Service Coordinators when national or regional projects are undertaken by the organisation. The SSIO should engage in service activities within the scope of its own resources. It should not seek assistance from other organisations. In some instances, some general collaboration may be necessary, only to the extent that it does not infringe upon Sathya Sai Baba's teachings and the SSIO Guidelines.

Unanimity in Making Decisions: Should officers in Sathya Sai Centres (and in the National Council or Coordinating Committee) fail to achieve unanimity in any decision and where differences of opinions amongst members on important issues remain after a fair and open discussion has taken place, the Sathya Sai Centre President (and President in the case of the National Council or Coordinating Committee) shall take the final decision. Where necessary, the Sathya Sai Centre President shall consult the National Council President to ensure detachment and conscientiousness in all decision making. For this same reason, the National Council President shall consult with the Central Coordinators and Zone Chair.

Term of Service: Officers are normally selected for a term of two years and may serve two consecutive terms. However, the term may be changed by the Central Coordinators and Zone Chair as required by the special circumstances of any country.

Dedication only to Sai: Sathya Sai Baba has instructed that officers of a Sathya Sai Centre should not serve as officers in other spiritual organisations.

Removal of Officers: Officers are expected to lead by example and demonstrate discipline in the practice of Sathya Sai Baba's teachings, both in the discharge of his organisational responsibilities and in his personal life. Transgressions should be corrected by personal reflection and the guidance of senior officers, but in the case of repeated or serious transgressions, the officer may be removed from office by or on behalf of the National Council or Coordinating Committee with

the approval of the Central Coordinators and Zone Chair. The vacated position may be filled by appointment or selection, as directed by the National Council or Coordinating Committee.

Dissemination of Information / Communication

Efficient and Effective Communication within National SSIOs: Sathya Sai Centres are the principal instruments by which the goals of the SSIO are achieved around the world. It is important that all officers and members understand Sathya Sai Baba's teachings and the main goal of the SSIO, including the principles, structure, practices and activities of the SSIO globally and nationally. This understanding provides the foundation for unity amongst all officers and members in Sathya Sai Centres in serving the Sathya Sai Mission with a common purpose.

As the National Council is the local administrative authority of the SSIO, it is important that:

1. All dissemination of information/communication is done only to spread greater awareness of the life and teachings of Sathya Sai Baba and to further the main goal of the SSIO, as set out above. It is important to foster love and unity amongst all officers and members by actively communicating information of the activities of the SSIO.
2. All announcements, decisions, recommendations, guidelines and programmes advised by the Prasanthi Council or the Zone leadership for dissemination to members are communicated to all Presidents of Sathya Sai Centres for timely distribution and action to all members.
3. All queries and opinions of Presidents, officers and members of Sathya Sai Centres in response thereto – or on any other national and local matters – are responded to clearly and consistently with the provisions of these Guidelines and the announcements, decisions, etc. of the Prasanthi Council. Where necessary, the President should consult the Zone Chair and Central Coordinators.
4. Only official communications of the SSIO and Bhagawan's teachings and works should be disseminated. Care should be taken not to disseminate and endorse messages from other organisations.

Public Outreach, Media, Archive and Humanitarian Relief

SSIO Serving the Local Community: Under the guidance of the Prasanthi Council and the SSSWF, the SSIOs, ISSEs, Sathya Sai Schools, Trusts, Foundations and International Committees around the world operate in their local communities in accordance with their resources and the local needs and circumstances. The only purpose of these activities is to serve humanity and share Sathya Sai Baba's teachings, and not to seek publicity of any kind. The SSIO respects local traditions and beliefs, and is sensitive to local circumstances.

Sathya Sai Centres may have coordinators responsible for each of these areas, even if they have other duties in the Sathya Sai Centre. The work of these coordinators is collaborative with the work of the Wings. These coordinators provide timely and accurate reports of local activities to the Prasanthi Council through the National Council.

Public Outreach: Sathya Sai Baba directed the SSIO and all His devotees to spread His message and help others move forward on their spiritual journey. To this end, the SSIO engages in public outreach initiatives around the world and inspires local communities through Sathya Sai Baba's teachings of the five human values. These outreach activities include:

1. Interfaith dialogue, collaboration and activities, e.g. seminars, service activities, music programmes, drama festivals, choirs and orchestras that reflect the rich tapestry of faiths.
2. Public meetings to share Swami's message and His works with local communities on a regular basis. Newcomers should be welcomed and given information about SSIO activities.
3. Community Engagement at the local, national and international levels. Online videos, all types of media in general, including television and radio, are strongly recommended for enhancing community participation.
4. *Walk for Values* events wherever it is accepted by the community. This is a community activity that promotes awareness and practice of the five universal human values.

Media: The task is to collect, review, edit and sort documents, audio, video and other media to build a wealth of information on the life, message, and work of Sathya Sai Baba and the activities of the local and national SSIO. It is acceptable to use, where appropriate, social media responsibly and with proper care to effectively disseminate the teachings of Sathya Sai Baba and the work of the SSIO. This work should be done under the guidance and oversight of the International Media Committee of the SSIO. Local and National SSIOs are responsible for sharing the work of SSIO around the world with all members in a timely manner.

Archive: The goal is to collect and preserve records of divine memories and lessons learned from direct interactions with Sathya Sai Baba and of the valuable memorabilia received by devotees from around the world. The archive is a service to future generations who will yearn for and highly value accounts of the life and messages of and the cherished experiences with Sathya Sai Baba.

The Archival Committee of the SSIO collects and preserves: historic letters, documents, or other memorable gifts from Sathya Sai Baba; rare photographs, films, videos and audio recordings about Him, particularly from His earlier days; information about the history of the Sathya Sai Organisation around the world; and other spiritual and historic material. The archived material includes interviews with senior devotees who interacted with Sathya Sai Baba personally and learned valuable lessons in His presence. This benefits Sathya Sai devotees in their personal spiritual practices now and in the future. Sathya Sai Centres around the world constitute an integral part and source of this exercise.

All Sathya Sai Centres are encouraged to participate in this divine duty to collect and preserve such materials with the guidance of the Archival Committee of the SSIO.

I am advising you to garner and treasure all the Grace and all the Bliss you can, while you may, so that you can sustain yourselves, ruminating on the sweetness of the memories and the experience.

– Sathya Sai Baba, 8 April 1972

Humanitarian Relief: The primary objective is to serve our brethren in their time of greatest need when their lives are impacted by devastating natural events. Relief efforts are provided under the guidance of the Prasanthi Council and the SSSWF. There are three aspects of the service rendered by the SSIO that stand out: First, expenses for services are generally borne by the volunteers; second, services are rendered with love and compassion, and third, SSIO volunteers often provide comprehensive services, including food, water, shelter, medical care, clothes and supplies, and educational needs.

Websites and Social Media

Many national SSIOs and Institutes of Sathya Sai Education have websites and social media platforms. As important sources of online public information of Sathya Sai Baba's divine mission and teachings, great care is taken to ensure the authenticity and accuracy of information. Care is also taken to ensure that these are set up and maintained to high standards – the SSIO's websites and social media platforms are a reference for such standards. It is important to encourage members and devotees to visit the national and international websites of the SSIO. National websites and social media platforms should complement those of the SSIO to ensure consistency and uniformity. It should also reflect the oneness in all Sathya Sai activities around the world and provide a link to the international websites of the SSIO.

Intellectual Property rights

It is imperative that the important logos of the SSIO together with the name Sathya Sai Baba and other important names recommended by the Prasanthi Council are trademarked in every country of the SSIO. These trademark registrations worldwide are to be made in the name of the "Sri Sathya Sai World Foundation". In the event local laws do not permit overseas entities to register a trademark or in the case of existing registrations, these are to be transferred to the Sri Sathya Sai World Foundation as soon as possible.

TYPES OF MEETINGS AND WELCOMING NEWCOMERS

CHAPTER 7

At devotional singing (bhajans) and other meetings, men devotees should sit apart from women devotees. The rule should be applicable to all members – whether they are Indians or non-Indians, in India or elsewhere. It is part of the spiritual discipline that is necessary for devotees.

– Sathya Sai Baba, 22 November 1980

It is recommended that Sathya Sai Centre meetings are held in public venues rather than in private homes or places of worship associated with a particular religion. This is because Sathya Sai Baba's teachings are universal in nature and emphasise the basic oneness of all religions.

Regular Meetings

Weekly Devotional Singing: Typically, Sathya Sai Centre meetings are held once or twice a week and last approximately 90 minutes. The programme usually includes group recitation of prayers, a short period of meditation, group devotional singing, study circle and announcements. Whilst Indian devotional songs (*bhajans*) that are commonly sung in Prasanthi Nilayam tend to be popular, devotional songs from other faith traditions and cultures, especially the local culture, should also be sung so that newcomers can participate in singing the Lord's glory. It is important that the Sathya Sai Centre embraces the local culture. What is most important is that attention is focused on the divine via the recitation of God's many names in the languages understood by the local community. Sathya Sai Centres may provide classes and practice sessions to enhance the quality of devotional singing.

Discipline: Sathya Sai Centre meetings require disciplined, courteous, and respectful behaviour of all attendees so that an appropriate devotional atmosphere is maintained and everyone's full attention is directed towards the meeting. In accordance with the expressed recommendation of Sathya Sai Baba, men and women are requested to sit separately at Sathya Sai Centre meetings. Though many devotees prefer to sit on the floor, chairs are provided for anyone who wants them.

Importance of Study Circles: It is important for all members to participate regularly in study circles conducted at the Sathya Sai Centre. The purpose of a study circle is to help members deepen their understanding of Sathya Sai Baba's teachings so as to practise these in their daily lives. Study circles should be held on a regular schedule. The study of Sathya Sai Baba's discourses (*Sathya Sai Speaks, Summer Showers*, among others) and the *Vahinis* should form the basis for study circles. This learning will help promote unity and love in the SSIO.

Membership Meetings

Membership meetings are held regularly to plan and discuss the Sathya Sai Centre's programmes and to consider any other matters requiring attention.

Guest Meetings

In addition to having one or two members trained to serve as official greeters, each Sathya Sai Centre may have a meaningful programme of newcomer orientation to familiarise newcomers

with Sathya Sai Baba and the programmes and activities of the Sathya Sai Centre. The programme may include a talk by an approved speaker, devotional singing, sharing of experiences, etc. Visitors and newcomers are welcome to attend regular devotional meetings.

Welcoming Newcomers and Visitors

Do not proclaim that you are a sect, distinct and separate from those who adore God in other Names and Forms. Thereby, you limit the very God whom you are extolling. Do not proclaim in your enthusiasm, "We want only Sai; we are not concerned with the rest." You must convince yourselves that all forms are Sai's, all names are Sai's. There is no "rest", for all are He.

– Sathya Sai Baba, 17 May 1968

All are Welcome: Sathya Sai Baba has stated that newcomers must be treated as the most important persons in the Sathya Sai Centre. Thus, we recognise that newcomers require attention with love and respect. We welcome visitors and newcomers from all faiths and religions.

Reflecting the Universality of Sathya Sai: It is likely that first time visitors to Sathya Sai Centres may not be familiar with some of the language or traditions practiced there. For this reason, visitors should experience an atmosphere of universality, unity, and love – the very message of Sathya Sai Baba that has drawn them to the Sathya Sai Centre. The meeting place, the meeting itself, and the way the person is welcomed should reinforce that impression.

Sathya Sai Conferences and Retreats

Sai conferences/retreats at all levels (Zonal, Regional, National, Subregional, Sathya Sai Centre) may be held at regular intervals so that devotees from a wider area can meet. Sathya Sai Centres play a large role in organising and holding these conferences/retreats, which are open to the public.

The International Young Adults Council (IYAC), which is comprised of the 11 Zonal Young Adult Representatives and the International and Deputy International Young Adult Coordinators, is an International Committee of the SSIO. The IYAC coordinates the Sai Young Adult Programme in more than 75 countries, which have thousands of active young adult members. These young adults are fully integrated into the SSIO, participating in all its activities – devotional, educational, community service and humanitarian relief projects. Furthermore, the young adults hold leadership positions at all levels within the SSIO.

There are several dynamic and inspiring activities being undertaken by Young Adults all over the world through the Sathya Sai Young Adult Programme. They are engaged in these activities in their respective communities around the world with the understanding that they are uplifting themselves spiritually by helping their fellow man. The activities include:

- **Young Adult Leadership Development:** *I want you to be leaders to protect the world. Leaders like lions, self-reliant, courageous, majestic and just. Lion is the king of animals and I want you to be king among men.* [Summer Course, 1992]

The Sathya Sai International Youth Leadership Programme (SSIYLP), developed in 2014, provides standardised leadership training to Young Adults based on Sathya Sai Baba's teachings. The course covers both foundational knowledge and practical application in society through nine modules, six online sessions and three residential sessions at the SSSIHL, Prasanthi Nilayam. Graduates thereafter work with their local senior leaders and the International Committees on a variety of projects which are carried out locally, regionally and internationally.

- **Sadhana of Love:** The *Sadhana of Love* programme, which was developed especially for Young Adults in preparation for the 2016 Sathya Sai World Youth Festival, presents 72 spiritual disciplines that lead to Self-realisation through the practice of love. Inspired by this initiative, Young Adults around the world are encouraged to adopt the programme into their spiritual practices. As the programme contains an universal and eternal message of Sathya Sai Baba, the *Sadhana of Love* programme should also be adopted by all members of the SSIO.

True Sadhana lies in recognising and manifesting peace, truth and sacrifice that are present in our heart. [Sathya Sai Speaks, vol. 40, pg. 12]

Strengthen your love, that is proper Sadhana. [Sathya Sai Speaks, vol. 40, pg. 13]

- **Serve the Planet:** Serve the Planet (STP) is a Young Adult led service initiative that was launched in October 2013 as a global public outreach project of the SSIO. It aims to organise a worldwide service project on/around 20th October every year, where SSIO members, in partnership with local communities, participate in a common service project

under a single theme. The theme for STP is based on the five universal human values and changes every year.

Tread softly, move reverentially, utilise gratefully. – Sathya Sai Baba, 15 October 1966

- **Local Service Projects:** Young Adults lead and participate in soup kitchens, disaster relief, blood donation, medical camps and other initiatives in their own countries that help sustain the society, the environment, mother nature and all beings in this planet.

The youth of today are the future leaders of the nation and the architects of the new society. The future of a nation depends on its youth. The strength of the youth lies in their spirit of patriotism. The primary duty of the youth is to render service to the society. The physical and mental strength of the youth is the foundation on which a nation is built.

– Sathya Sai Baba, 14 January 2000

- **Retreats and Conferences:** Workshops are organised by the Young Adults at National or Zone level for personal enrichment, with motivational speakers and unique programmes. These events provide a platform for Young Adults for deeper study of Sathya Sai's teachings as well as the development of talent.
- **Cultural Programmes:** Young Adults organise cultural events in their countries, such as music concerts, drama, poetry recitations, devotional and radio programmes. Such events provide Young Adults the opportunity to develop young adult interests and talent and address young adult specific issues in leading a spiritual life. They also enable Young Adults to practise unity and spread Sathya Sai Baba's message to the community.
- **Involvement and Representation in all Committees of the SSIO:** Through all the above-mentioned activities and programmes, Young Adults integrate into all mainstream activities of the SSIO.

Role of Sathya Sai Education in Human Values (SSEHV): SSEHV started off initially for children of non-devotees as a modification of the Sathya Sai Spiritual Education programmes operated in the Sathya Sai Centres for children of Sai devotees. SSEHV enables us to share Sathya Sai Baba's message with the community at large, especially in the field of education. The awareness and practice of the five universal human values of Truth, Right Conduct, Peace, Love and Nonviolence, which are aspects of man's true nature, are the primary focus. These values are applicable universally across all faith-based and non-faith-based societies and cultures. Therefore, the primary focus is on the values themselves and the programme, and not on Sathya Sai Baba. He may be presented as the founder of this programme of values-based education and recognised as an educator of time-honoured principles and practices.

Intrinsic Importance of SSEHV: The application of the five human values can vary widely in its situational and social contexts. For example, the human values may be applied to promote spiritual awareness in adolescents, to help in dynamic parenting and to increase awareness of social and ethical issues in corporate institutions, businesses and professional practices. The principles of SSEHV have been applied with great success in government and private schools, various community programmes, in the rehabilitation of 'at risk youth', empowerment of women and single parents, and in enhancing environmental awareness and social conscience.

Equally respectful of all faiths and religions, SSEHV promotes human transformation that manifests as character development. It seeks to instill inner strength, personal confidence and high self-esteem in the participants, arising from the universal identification with humanity and nature. At the same time, it instills deep respect and reverence for nature and for the rights of others. As with Sai Spiritual Education, children enrolled in SSEHV are taught respect for all faiths. SSEHV gives high priority to self-management skills, which includes placing a ceiling on desires. It strengthens social conscience and will-power through regular selfless service to others. It cultivates a soft and tender heart through the practice of five human values in daily life.

SSEHV in Schools: When SSEHV is introduced in public or private schools, the school administrators retain control of the implementation of the programme, and SSEHV teachers strive to adapt the programme to support and reinforce the mission of the school. SSEHV provides schools with a rich environment of love that permeates every aspect of the operation of the school. Consequently, schools become peaceful places of learning and personal transformation, in which relationships between the staff, administration, parents and teachers become suffused with positive dynamics. SSEHV teaching techniques are integrated with the standard instructional strategies of the school, as well as incorporated into lesson plans for direct lessons through specific subject areas. In some countries SSEHV is incorporated through citizenship or civics education.

SSEHV teachers find that if they practice the human values earnestly in their own lives it brings about significant positive change to their own professional and personal well-being.

Institutes of Sathya Sai Education (ISSE): The SSEHV programme is the responsibility of the Institute of Sathya Sai Education (ISSE) in the country or region — see below.

Institutes of Sathya Sai Education (ISSE)

Role: ISSEs train SSEHV teachers and oversee all SSEHV programmes, providing some standardisation and quality assurance with respect to teacher training and certification. ISSEs also establish and maintain professional links with non-Sathya Sai schools, teacher-training institutions, universities, ministries of education, and appropriate international organisations. In addition, upon request, the ISSEs provide support in the form of training and materials for the teachers of Sai Spiritual Education (SSE) in Sathya Sai Centres.

SSEHV Resources: Teacher training manuals, curricula, lesson plans and other resources for teachers have been developed around the world to meet the legal, cultural, and educational requirements of the different countries. The ISSEs regularly review and evaluate this material.

Oversight: ISSEs work under the direct oversight of the Education Committee of the SSIO and maintain a good working relationship with the Sathya Sai Organisations in their respective countries. The functions and governance of Sathya Sai Schools and ISSEs are guided by a comprehensive set of educational guidelines approved by the SSIO.

Sathya Sai Schools

Function: Another function of the ISSEs is the fostering of Sathya Sai Schools, which will be accredited by the SSIO Education Committee. The over-arching goals of Sathya Sai Schools are:

1. To create an environment, culture, and ethos in which the five human values are practiced actively.
2. To prompt the realisation in students of the full potential of human excellence.
3. To provide a model of educational excellence in the development of human values for other schools to emulate.

Objectives: In pursuit of these goals, Sathya Sai Schools promote:

1. The teacher as exemplar of the human values.
2. The spiritual transformation of students and teachers.
3. Academic excellence.
4. Identification with and respect for one's culture and nation.
5. Appreciation of the unity of the different faiths.
6. Social conscience and an inclination to render selfless service to others.

SSEHV in Community Settings

Spreading SSEHV in the Community: On-going SSEHV classes may be provided for children in non-Sathya Sai School settings, such as community public and private schools, in-school afterschool programmes, community centres, juvenile correction homes or at other venues

considered appropriate. SSEHV can also be integrated into medical camps conducted by the Service Wing of the Sathya Sai Organisation.

The ISSEs provide guidance, support, and training for community SSEHV teachers. Curricula and teacher-training manuals have been developed in several countries for the implementation of SSEHV programmes in these settings. Moreover, the aims of community SSEHV are the same as those of SSEHV in public and private schools.

SSEHV for Teens and Young Adults

Around the world there is a steady increase in SSEHV programmes for teens and Young Adults. The aim of these programmes is to develop strength and wisdom to face life's challenges and leadership skills. The classes promote group activities, youth leadership, team building, self-reflection, and selfless service, along with a focus on the five human values.

Sathya Sai Parenting

Sathya Sai Baba emphasises the critical importance of the role of parents in the holistic development of the child. Accordingly, SSEHV efforts include a focus on proper parenting. The classes seek to prepare parents to assist their children in surmounting the many negative influences they face in growing up in today's society.

Fund collection is as much opposed to this movement as fire is to water. If you yield on this point, spiritual advance will perish.

– Sathya Sai Baba, 14 May 1971

Role of Money: One overriding principle guiding the operation of all Sathya Sai Centres is *to have as little to do with money as possible*. There are no membership dues or fees for any activities.

No Public Solicitation of Funds: Community service projects are carefully planned and thoroughly discussed by the Sathya Sai Centre officers to ensure that the projects are within the resources of the Sathya Sai Centre. Once a project has been agreed upon, provisions are made for members to anonymously contribute if they wish to do so. If there is a shortfall, either the officers may make up the shortfall or the project is cancelled. Costs associated with the rental of space for Sathya Sai Centre meetings are handled in similar fashion. In no case shall a public appeal be made for any funds, donations, or contributions in cash or kind. A pure intention to serve and the communication of adequate information to members / devotees about service projects will bring forth sufficient funds.

There will be no lack of funds for any good cause.

– Sathya Sai Baba, 21 November 1987

Financial Management: As donations may be received and sums spent for the maintenance of the Sathya Sai Centre and payment for its activities/projects, proper financial records should be kept and accounting undertaken in accordance with local laws to ensure confidence in the financial integrity of the Sathya Sai Centre and due compliance with the law. Whenever the SSSWF extends funds for specific purposes (such as Disaster Relief missions), prompt accounting and reporting should be provided to the SSIO by the recipient national organisation.

Purchase of Land: No collection for capital expenditure such as the purchase of land, building, or property of any kind is made by Sathya Sai Centres or other units, including Trusts, without prior written permission of the Prasanthi Council and the Sri Sathya Sai World Foundation.

National Trusts: Where necessary, a National Trust should be constituted to hold or administer assets or to carry out the activities of the Organisation. Such a Trust must be established in accordance with national laws and, where required, it should manage all financial activities, releasing the SSIO from these tasks. Senior devotees respected by all should form the Board of Trustees. To secure that the SSIO will remain united at all times, the Board should be appointed by the National Council President and Central Coordinator with the approval of the Zone Chair and the Prasanthi Council. The National Council President should have a seat on the Board. The President of the Trust may be invited to join meetings of the National Council. The appointments should be for a limited time. In relation to the formation of such trusts the Zone Chair should always be consulted.



SATHYA SAI INTERNATIONAL ORGANISATION