



वसुधैवकुतुम्बकम्
vasudhaiva
kutumbakam



MONTHLY GLOBAL NEWSLETTER



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Message from Sadguru Sri Madhusudan Sai

One World One Family

Nations are at war, Nukes are being amassed madly, economic crisis is gripping the debt ridden countries, suicide rates are high, religious conflicts are increasing, climate change is causing floods in one region and drought in another, global supply chains are disrupted, rending millions to go without food! The aftereffects of the pandemic are still far from over, and more than 800 million people go to sleep on a hungry stomach every night. At the same time, the world GDP has crossed 100 trillion US Dollars, whereby rich are getting richer with an estimated 1 billion US dollars adding every 30 hours to the already overflowing wealth of the billionaires, during the last year. In summary, the divide between the haves and the have-nots is widening every day, which is the surest recipe for a global disaster.

Where is the end to this mayhem? What is the solution?

The Indian idea of – *vasudhaiva kuṭumbakam* – one world, one family, where each lives for the other and all live for God, is the only permanent solution to avert the impending global humanitarian crisis. This idea is at work in our Foundations across the globe, which are a part of the Sai Global Federation of Foundations.

Sri Lanka, which is going through an unprecedented economic and political crisis and called as the tear drop of the Indian Ocean, had a reason to smile after a long time with the inauguration of the first phase of the free 75-bedded Super Speciality Hospital – Sri Sathya Sai Sanjeevani Hospital, the second one outside India after the one in Fiji Islands. The doctors, nurses, paramedics, devotees, and the new found friends worked round the clock to make the miracle happen in the emerald island; despite the odds stacked into too many, from fuel shortage to food scarcity, from lack of medical consumables to power outages and the burden of bureaucracy; still, it happened for the sake of our brothers and sisters of Sri Lanka.

In the USA, People Shores Centre at Clarksdale, which was set up as an endeavour to improve the lives of the marginalised in rural areas, especially the Southern Delta Region, where 80% of the population are of people of colour, celebrated its third anniversary. It was powered by an all-women's team as it helped working mothers unite with their children and young with the elderly due to the availability of jobs right in their own town. Around the same time, this Centre in the State of Mississippi crossed over the river to the other side into the State of Arkansas to start another Centre at Pine Bluff to bring more jobs to the marginalised. While this was going on down South, in the upstate New York, the third Centre opened at Brooklyn to support many homeless and jobless youths. While jobs went to people as against people going to jobs, the Sathya Sai Sanjeevani Free Medical Centre at Clarksdale, that slowly but steadily gained the trust and acceptance of the people, and served over 750 of them who were without medical insurance and social benefits, planned its next big leap to become a full-fledged hospital in a year.

In Australia – The Heart of Love *āśrama* is all set to expand into a Human Development Centre offering multiple programmes for the young and the old, and in Singapore, a symposium on mental health issues in youths and adolescents was undertaken by the 1Youth Singapore.

I was there in all these places to participate, encourage and help assimilate the idea of kindness and compassion in the spirit of One World One Family.

And so it is, **One World One Family, our new vision with the renewed mission to love and serve all, forever more.**



At the Forefront

One World One Family - The New Vision

(From the diary of Sadguru Sri Madhusudan Sai's visits to USA, Australia and Singapore during the months of August and September 2022)



USA

- People Shores, an endeavour to improve the lives of the marginalised in the rural areas, especially the Southern Delta Region, celebrated its third anniversary at Clarksdale. Powered by an all-women's team, it helped working mothers unite with their children and young with the elderly due to the availability of jobs right in their own town
- The People Shores Centre at Mississippi started another centre at Pine Bluff in the State of Arkansas to bring more jobs to the marginalised



Board Meeting with the Medical Team at Sathya Sai Sanjeevani Medical Centre, Clarksdale

- In the State of New York, another People Shores Centre was opened at Brooklyn to support many homeless and jobless youths
- Sathya Sai Sanjeevani Free Medical Centre at Clarksdale, has served over 750 people who were without medical insurance and social benefits in the last few years. It has planned its next big leap to become a full-fledged hospital within a year's time



Satsang at Australia



Australia

- The Heart of Love āśrama is all set to expand into a Human Development Centre offering multiple programmes for the young and the old



Singapore

- A symposium on 'Influence of Socio-Cultural Factors in Improving Mental Health in Adolescents' was organised by 1Youth Singapore with the support of SG Mental Well-being Network and powered by National Youth Council. Experts deliberated on how mental health is influenced by socio-cultural factors and how one can support the mental health and well-being of today's youths

SYMPOSIUM ON THE INFLUENCE OF SOCIO-CULTURAL FACTORS IN IMPROVING MENTAL HEALTH IN ADOLESCENTS

NTUC Centre
One Marina Boulevard
Level 7 Room 701
3 SEP 2022
8:30AM - 2:00PM
FREE ADMISSION
LIMITED SEATS

Guest of Honour
Ms Rahayu Mahzam
Senior Parliamentary Secretary at
Ministry of Health & Ministry of Law

Please register at:
<https://bit.ly/3WwYyXN>

Keynote Speakers

A-PROF JOHN WONG CHEE MENG (Virtual) Senior Consultant Psychological Medicine at the National University Hospital Lin Jia Yan & Yeo Boon Khim Professor in Mental Health & Neuroscience	DR VICKNESAN MARIMUTTU (Virtual) Senior Consultant Psychological Medicine at KK Women's & Children's Hospital	EMERITUS PROFESSOR RON TOOMEY Emeritus Professor from the College of Arts & Education, Victoria University (Australia)	SADGURU SRI MADHUSUDAN SAI Founder of Sri Sathya Sai University for Human Excellence (India)
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Join us to hear from experts and advocates in the field on how to develop mental health strategies.

*"Teens & Kin" Exhibition
by NUS Mind Science Centre*
which places the spotlight on youth mental health with a specially curated section that seeks to initiate conversations about intergenerational bonding and the resilience of our youths, will also be on display.

Organised by **1YOUTH** LIVING • LOVING • SERVING

Supported by **SG MENTAL WELL-BEING NETWORK**

Powered by **NVC** National Youth Council

Inauguration of People Shores Centre, Pine Bluff, Arkansas



Sadguru Sri Madhusudan Sai addressing the gathering at People Shores, Clarksdale on the event of its Third Anniversary Celebrations



Sadguru's interaction with Ms Rahayu Mahzam, Senior Parliamentary Secretary at Ministry of Health and Ministry of Law, Singapore



Sadguru Sri Madhusudan Sai addressing the gathering at the Symposium



At the Forefront

09 August 2022 – Inauguration of the Sri Sathya Sai Sanjeevani Hospital, Batticaloa, Sri Lanka

On 09 August 2022, Sadguru Sri Madhusudan Sai inaugurated the Sri Sathya Sai Sanjeevani Hospital at Batticaloa, Sri Lanka to serve the unserved population of Sri Lanka, which is already undergoing difficult times. The function was presided over by the **Guest of Honour – Mr Aravinda de Silva, Former Sri Lankan International Cricketer and Captain**, and was attended by officials from the Government and the Diplomatic Community of Sri Lanka, members of the medical fraternity and armed forces from Sri Lanka, as well as volunteers and well-wishers from around the country and the world.

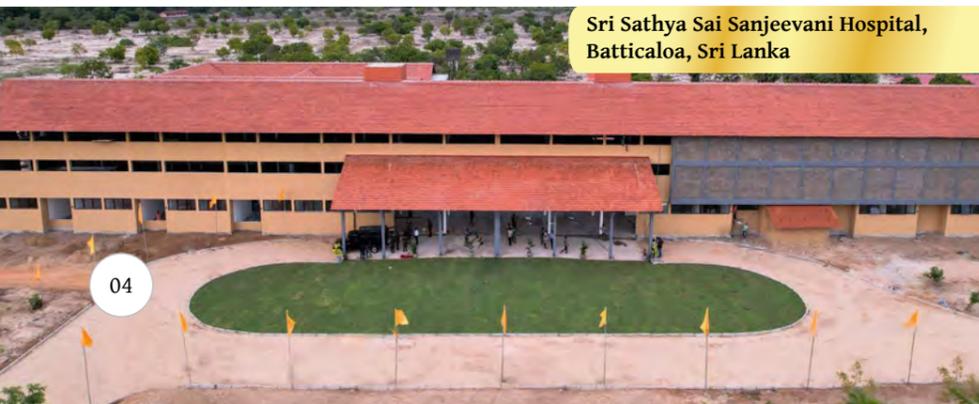
Mrs Penny Jayewardene – Chairperson, Sri Sathya Sai Karuna Nilayam Foundation addressed the gathering by stating that this institution will stand as a beacon of hope and love, not only in the Eastern region of the country, which has been severely affected by war and natural disasters, but to the entire country during its time of crisis.



Address by the Chief Guest – Mr Aravinda de Silva

Speech by Mr Aravinda de Silva

“About two weeks ago, I got a message from a very famous man from India, who has been very dear to me and has been one of my childhood idols...that was none other than, Mr Sunil Gavaskar. His message was a request to represent him at the inauguration of the Sri Sathya Sai Sanjeevani Hospital at Batticaloa in Sri Lanka. Before coming here, I didn’t anticipate this kind of magnitude, effort and love that has gone into this project, and witnessing this in person is a remarkable experience; for something like this to happen within 5 years is indeed remarkable. Congratulations for achieving this in the last 5 years. Today, after having completed my childhood phase of enjoying playing cricket, as a cricketer who contributed towards the game of cricket by representing Sri Lanka, as a business man who has established his own business for the last 14 years; it is time to serve my country, and at this juncture, I find my thinking matching with the motto of this Organisation – Love All Serve All. We have enjoyed everything from this lovely nation and now it is time to give the country back, what it deserves. Thanks to everyone who has put in so much effort and time to make this hospital happen. My support and help will be there anytime.”



Sri Sathya Sai Sanjeevani Hospital, Batticaloa, Sri Lanka



Sadguru Sri Madhusudan Sai felicitating the Chief Guest – Mr Aravinda de Silva



Gift of Life certificate being bestowed on little Chaturiya

Message from the Sri Lankan President, Mr Ranil Wickremesinghe

“It gives me immense pleasure to be addressing all of you on this momentous occasion of the inauguration of Sri Sathya Sai Super Speciality Hospital at Kirankulam in Batticaloa under the Sri Sathya Sai Karuna Nilayam Foundation. The services rendered by this Foundation, completely free of cost, stands out even more so in the background of the economic turbulence, we are facing at present in our country. I understand that the Foundation, since its inception in 2017, has treated over 16,000 outpatients. The services rendered are inspiring and their vision for the future healthcare mission with this specialised hospital is truly something very special. I’m grateful to the Founder of Sri Sathya Sai Sanjeevani Chain of Hospitals, Sadguru Sri Madhusudan Sai under whose leadership and vision, the Sri Sathya Sai Karuna Nilayam Foundation has set up this hospital. Also, on behalf of the people of Sri Lanka, my heartfelt gratitude to the international team of expertise from Sai Sanjeevani India who have exhibited the true meaning of brotherhood during these challenging times. I wish to thank all the guests who have come here from across the globe and shown their solidarity and support and also to those who were not able to be physically present but have continuously supported this noble initiative from all around the world. Finally, on behalf of the Government of Sri Lanka and its people, I once again extend my heartfelt gratitude to the whole team and wish them and the Karuna Nilayam Foundation and the Sai Sanjeevani Super-Speciality Hospitals, all the very best for their future endeavours.”

A letter of collaboration was exchanged between the Sri Sathya Sai Karuna Nilayam Foundation and the Eastern University and Lady Ridgeway Hospital for Children in Sri Lanka. Nutrition care packages were distributed to pregnant women and children. ‘Gift of Life’ – Chiranjeevi Bhava was presented to Ms Chaturiya, a child who had travelled all the way from Sri Lanka to the Sri Sathya Sai Sanjeevani International Centre for Child Heart Care & Research in Palwal, Haryana for surgery. Her father expressed his sincere gratitude to the Sanjeevani team, and shared his joy about having this centre in his homeland to pave way for saving many more children like his daughter.



Benedictory Message of Sadguru Sri Madhusudan Sai

vasudhaiva kuṭumbakam – A Child in Sri Lanka is as much our Child as in our own Country

अयं निजः परो वेति गणना लघुचेतसाम् ।

उदारचरितानां तु वसुधैव कुटुम्बकम् ॥

ayaṃ nijah paro veti gaṇanā laghucetasām |

udāracaritānāṃ tu vasudhaiva kuṭumbakam ||

To consider some as our own and others as different from us is the way of narrow-minded people. But, for the broadminded ones, the whole world is one family. Today, people from countries like USA, UK, Australia, Malaysia, Singapore, some of the European countries, the Middle East, India have come together under one roof in Sri Lanka in the spirit of one global family. The whole universe conspires to support good work and this is what has happened here in Sri Lanka.

In a family when one member is in need, the whole family must come together to support and that is the reason why all of us are here. So, first and foremost, I welcome all of you to this wonderful family – the Sai family, which is expanding by the day and embracing the whole world in its love. Few of the members who have joined us today may be new to us, but they are not new to this idea of love, fraternity and brotherhood.

Time is of Essence in Cardiac Care

The doctors from the hospitals here in Sri Lanka spoke about the number of children who are waiting to be operated. The earlier we intervene, the earlier we take care of them, better are the chances of their health and good survival. The later we do it, the more complicated it becomes. Therefore, it is important to take care of them early. This Hospital, in its first phase now, will commence paediatric cardiac surgeries to start with, and will grow into a 75-bedded multi-speciality hospital with many more specialised services.

If a child survives today despite suffering from a heart ailment, unsure of whether he or she will see another sunrise, it is important that we tend to the child's ailment as early as possible.

A Kairotic Moment for Sri Lanka

The year 1996 was a moment to reckon when Sri Lanka shed its old ways. The country that was thought to be an underdog in cricket, suddenly went on to win the World Cup. This is another such kairotic moment for Sri Lanka, when, for the first time, so many countries have come together to set up a completely free healthcare facility—absolutely no charges to anybody—be it rich, poor, educated, illiterate, from the East, West, North, South or the Centre.

This speciality hospital is being set up completely free of charges on the principles taught by Bhagawan Sri Sathya Sai Baba that education, health and nutrition are the fundamental rights of everybody and should be provided free. They should not be commoditised and hence should not be bought and sold. This is the way to a prosperous and wonderful world that we look forward to living in.

It's Not the Buildings, It's the Human Resources

The Sri Sathya Sai Sanjeevani Chain of Hospitals will be working with the Eastern University to institute programmes to train nurses and paramedics in specialised paediatric cardiac care, and this is how we can increase the human resources. We need good teachers, doctors, social servants, and they need a facility to get trained. So, we look forward to working with the Eastern University to exchange knowledge and help the entire country. I hope the finest surgeons, finest doctors, and finest healthcare professionals will come out of Sri Lanka to not only serve Sri Lanka, but serve the rest of the world as well.

The world's first free medical college will be soon established by the Sri Sathya Sai University for Human Excellence. Some of the Sri Lankan students will be trained at this college and sent back to Sri Lanka to continue serving their motherland.

India and Sri Lanka – An Ancient Bond

India and Sri Lanka shares a lot of things—our spirituality, our history – both cultural and colonial, our passion for cricket, and so also our problems, one among which is congenital heart diseases. So, we are here today to share a solution as well. The solution is to provide as many people with quality healthcare as early as possible. These children cannot be treated by any other way other than through surgery. So, these speciality hospitals are important.

Sanjeevani Journeyed From India to Sri Lanka 10,000 Years Back

What a wonderful name the hospital has – Sanjeevani is in its name itself! The Indian mythology talks about the incident where Lord Sri Rama came to Lanka to fight a war. His brother, Lakshmana was arrow shot by Ravana's

son, Indrajeet, due to which he fainted and lay swooned and lifeless. At that point in time, *suṣeṇa* the great *vaidya* tells that the only cure for Lakshmana is a particular herb called Sanjeevani, which can be found in the Himalayan mountains in the north of India. Hanuman, the monkey servant of Lord Rama, went all the way to Himalayas to fetch those herbs to Lanka, in order to save the life of Lakshmana. But, he couldn't locate the Sanjeevani herb particularly, because the mountain was full of herbs. So, he got the whole mountain here to Lanka. As we travel back to Hatton Tea Plantation, this Sanjeevani mountain still exists. So, Sanjeevani came to Sri Lanka 10,000 years ago. That time, it was brought only to save the life of Lakshmana; but today, hundreds of Lakshmanas will be saved here at this Sanjeevani Hospital. **The Sri Sathya Sai Sanjeevani Chain of Hospitals is one of the finest and quality paediatric care providers in India, and perhaps the largest chain in the world. We also have a hospital in Fiji and today the second international chapter is opening in Sri Lanka.**

We love Sri Lanka. We have a soft corner for Sri Lankan people and their warm hospitality. Their kindness and goodness is truly heart-warming every time we come to Sri Lanka, and I always feel that Sri Lanka is like a second home to us. People are so nice, so courteous, so kind, so well mannered, so cultured—this is something which is unique about Sri Lanka, and I think this is to do with the traditions and culture in Sri Lanka.

The crisis that Sri Lanka is going through today is only a matter of time. It will bounce back from wherever it is today, to reclaim its rightful place in the world. And I hope a day comes when there is no child in Sri Lanka, who is hungry, no child is bereft of education, healthcare, and all children grow, to serve the country – Country Before Self.

Unveiling of Plaque



In Focus

07 August 2022 – Conference on Accessible and Affordable Rural Healthcare Models, Sri Sathya Sai Sarla Memorial Hospital, Sathya Sai Grama

Prashanthi Balamandira Trust in collaboration with Sri Sathya Sai Sujala Sravanthi Trust organised a conference on accessible and affordable rural healthcare models, to address the dire need for better healthcare access for rural poor. About 65 eminent professionals from the pharmaceutical industry, medical equipment manufacturers, medical insurance companies, surgical equipment manufacturers, and hospitals and diagnostic centres attended the conference.

The following topics were discussed in the technical sessions:

- Health ecosystem in rural India and impact on macroeconomics, and role of the pharmaceutical industry
- Technology-enabled rural outreach programmes to improve access to good health
- Preventive healthcare strategies to reduce the cost burden on healthcare system
- Integrated healthcare delivery for improved health outcomes in rural India
- Role of digital diagnostics, telemedicine and mobile clinics in making rural healthcare accessible
- Medical education and creating rural healthcare professionals



CEOs of various pharmaceutical companies attending the Conference



Dr Arokiaswamy Velumani lighting the lamp

The Guest of Honour, **Mr Arokiaswamy Velumani**, Managing Director of Thyrocare Technologies Ltd, said in his keynote address thus:

“Coming from a family of a poor farmer and a mother who reared two buffaloes that produced 10 litres of milk per day, selling which for 10 INR per litre a day; she managed not to borrow money from anyone, and made her five children study in Madras University for undergraduate studies and in Mumbai University for postgraduate studies. The mid-day meal scheme introduced by our then, Chief Minister, Dr Kamaraj, helped me continue with my studies.”



Technical Sessions

Today, 75% of the people in India only have a less than \$3,000 per annum income, but I am sure that with sheer hard work and sincerity, one can climb up the economic pyramid. What is needed is to make everyone believe that it is possible. We need to create jobs to lift people from the bottom of the pyramid to the top.

In order to be efficient, we have to scale and do volumes. The RT-PCR test that was costing 1,500 INR twelve months before is only costing INR 50 now. Demand, supply and volume drove this change. Thyroid test that was costing 150 INR per sample for a person, who collected 100 samples per day, was reduced to 30 INR per sample by doing 10,000 samples per day. A lot of things can be managed as long as we have volumes.

Today, tuberculosis diagnosis and treatment is facing problems because of discontinuation of treatment, resulting in MDR – Multidrug Resistance and XDR – Extensive Drug Resistance, and ultimately medicines stop working. So, it is important to have a centralised diagnosis system and a whole body genomic sequencing should be done to identify which medicines don't work for the patient.

India has more than ten crore diabetic patients, half of whom are not diagnosed. 75% of hospital bills are only because of uncontrolled diabetes. If we can deploy just one nurse per village to test people for diabetes, this could really help. A nurse for a village of approximately 1,000 people helps her earn 250 INR per person, and this is one way of creating jobs.

In the entire world, healthcare is cheapest in India. Thyrocare was the cheapest diagnostic centre in the whole of India, yet with 40% profitability.

‘zindagi badi honi chahiye, lambi nahi’ – जिंदगी बड़ी होनी चाहिए लंबी नहीं – This means that it is not as important as to live a long life than to live a magnanimous life.

This organisation is addressing the three core areas of nutrition, education, and healthcare, and it is my commitment that I will do my best in this mission.”

Technical Sessions





Inaugural address by Sadguru Sri Madhusudan Sai

Key Points from the Message of Sadguru Sri Madhusudan Sai

- *dharma artha kāma mokṣāṇām ārogyaṃ mūlaṃ uttamaṃ* – Health is the fundamental requirement for one to achieve the four goals of human life. *dharma* – righteous living, *artha* – wealth needed to sustain ourselves, *kāma* – fulfilling the right kind of desires, and *mokṣā* – liberation
- Businesses have to generate revenue based on *dharma*, so that it can impact the overall wealth and prosperity of a nation. Improving livelihoods and bringing awareness about diseases should be the focus of healthcare businesses
- A free healthcare model without concerns for profit margin can reach out far and wide, and this will help healthcare businesses to deliver huge volumes with less impact on their cost
- In the near future, healthcare businesses will thrive in rural India because most of the children born are in the villages and hence it is said, India lives in its villages
- India is known as the ‘pharmacy of the world’, because it is one of the largest manufacturers of most of the generic medicines and vaccines. This is because of the indigenous intelligence that lives in India, and a sense of entrepreneurship and enterprise that is unique to Indians
- India has produced the largest number of doses during the COVID pandemic in a short span, and this could be achieved due to the coming together of the industry, institution and government
- Pharmaceutical industry is bound to grow with growth in population, and so it is necessary to make growth inclusive by embracing everyone in this
- Nutrition, Healthcare, and Education are the fundamental rights of every child and must be provided free. A well-fed, healthy, and educated child grows up to become an earning member, and consumes products and services, thus leading to the prosperity of the nation
- A tripartite model of *sarakāra* (government), *saṃsthā* (organisation), and *samāja* (society) should be the way forward. This, in other words is public-private-people partnership. The public sector or government has the right kind of policy, and private sector or businesses have the right kind of potential resources, knowledge, skills, training and wealth. So, these have to come together
- ‘Let nobody be left behind’ should be the policy. Any child born in the remotest north-eastern tribal village must also have access to education, nutrition and health care
- A first-of-its-kind completely free of cost medical college and also a paramedical college will be coming up soon at Sathya Sai Grama, which will act like a teaching hospital. This college shall prepare medical and paramedical professionals who will serve in the villages
- Preventive health care is the need of the hour, in order to identify problems early and nip it in the bud. This should be the futuristic vision of healthcare model
- The difference between an illness and wellness is only one – adding an ‘i’ makes it illness, and adding a ‘we’ makes it wellness. Only with ‘we’, a India full of wellness can be created

Question and Answer Session with Sadguru Sri Madhusudan Sai

1) What is the vision for the upcoming medical college that you are building now? Are you going to scale this up and in how many places?

While we are running free educational institutions and hospitals, we are noticing that, in the healthcare system, there is either a dearth in competency or compassion. We are opening 10 Mother and Child Care Centres from Rishikesh to Karnataka, spread across the East, West, North and Central India, and hence we wanted doctors and paramedics who will be inspired to serve with compassion in the rural areas, rather than with any personal career ambitions.

Many of our own students who wanted to become doctors, but could not pay for it in outside colleges, had to be given an opportunity so that they become our future warriors who will serve in the rural areas.

In another ten years, if we have good participation from the people, from governments, and all sections of the society, we shall open five such free medical colleges across the five corners of the country, especially in the North East and desert areas of the West. This is our vision.

2) We have seen that most of the spiritual institutions in society focus mainly on enlightening people through discourses and attaining peace through meditation. Contrary to that, you are doing lots of *sevā*. What is the idea behind choosing to do a lot of service to mankind, not just by advising, but by giving them what they need to better their lives?

It is our firm conviction that all spirituality must express itself as service. Spirituality bereft of service is not spirituality at all and service bereft of spirituality is not service at all. So, they are like two sides of the same coin. If someone says that they are spiritual and that they see the oneness in all, then how can they see another person hungry, sick, uneducated or unemployed?

On the other hand, many NGOs believe in service, but they don’t believe in God. Hence, they bring only physical and mental relief to people and exclude the spiritual well-being of people. So, we are a service organisation founded on spiritual values. Mahatma Gandhi said, “*There are people in the world so hungry that God cannot appear to them except in the form of bread.*”

Hence, our concept of spirituality is to make it service-oriented, and ensure that service is born out of spiritual love and not for any self-aggrandisement. Service is our face and spirituality is what that encourages it from behind.



3) In the corporate world and in our daily life, we as CEOs, business leaders, and senior management professionals, always battle for time with lots of priorities and changes that are happening in today's world. We always find it difficult to balance between our work, family and personal life. We hardly find time to concentrate on spirituality. Could you please guide us, as to how we can deliver our business priorities and still manage to balance? All of us are almost at the fag end of our lives. If we can't do it, now, we can never do it. So could you please shed some light on this aspect?

I should answer this question in your own language. You are a pharmacy man and every pharmaceutical product comes with certain terms and conditions. There is a dosage and timing. It works only when it is taken at the right time in the right dosage. If it is taken at the wrong time, it can prove fatal.

Even in our life, everything has to be given its due place, due attention—not more and not less. Well, I can fully understand that as business people, the priorities of running a business, especially when so many people are dependent on you for their existence, their livelihoods, it's a pressure of a great kind and is not an easy task. Some sacrifices are made. But, end of the day, we must enquire – what is the purpose of my life and why we do what we do?

Our scriptures say that, if we have done everything, but have not found our true Self within, then this life is a sheer waste. One thing that you can do is to consider your business as a tool for your emancipation or *mokṣa*. Instead of segregating as business/ worldly life, and spiritual/ higher life, you can find a way to think that they actually are not different from each other. If you start considering them as one and the same, then your work becomes your worship, and your duty becomes God. This means that you must do your work selflessly without any selfish

agendas and desire for personal recognition—then your business, work and your life will become an extension of love and compassion.

Our scriptures talk about King Janaka, who was spiritual within, but externally, always worked for the welfare of the society as a king. In fact, King Janaka after having attained Self-realisation, confessed to his *guru aṣṭāvakra* that he wanted to quit his kingship and follow the path of God. Listening to his thoughts, his *guru* replied, 'You cannot disown your responsibilities as a king because you are born to rule. You are a king and are supposed to run the kingdom. What should change is your attitude. Earlier you wanted to be a king and you wanted the kingdom. Now, think that the kingdom wants you and therefore work for the welfare of the kingdom.' Till now, your idea was to run the business for your own growth. Now, run the business for the betterment of society. The change of attitude will change everything for you.

Nevertheless, find some time for yourself. After every hour, take a minute and calm yourself down. Just think about—what you are doing and why you are doing it. Are you on track or are you deviating? Is it selfish or selfless? Is there a greater idea for which you are working? This one-minute meditation can be done literally anywhere. Second thing is, please share your vision and ideas with your family, so, they are on board with you. Many families break because the person has done very well for himself and the society, but didn't do much for his family. You must take them all along with you. Sometimes you have to slow down your pace of business to help your family evolve. Sometimes you have to sacrifice your family time for the sake of business. At the end of it, your intention is important and this is what matters the most. If your intention is pure and selfless, you will find a way to balance everything.

4) In our corporate world, we have lots of hierarchies, systems, procedures, Key Performance Indicators (KPIs), metrics, and reviews for measuring performance. In spite of it all, people do not give their best at the workplace. Whereas, I have seen people in your *āśrama* or any other spiritual organisation that operates with very less hierarchy, yet a work force that is so self-driven and self-motivated. So, they work in a very quiet and smooth manner making a lot of things happen. Why is this difference observed? In a business organisation, we always find it difficult to scale our operations because somewhere people don't align with the same thought process. We need to invest more time in reviewing and monitoring their performance. Is it good to have such structured processes? At the same time, having an informal set up makes employees take things lightly. Hence, please clarify if a structured process is best for a business; or engaging them in the purpose and leaving them on their own, is best.

In the cartoon series Tom and Jerry, we see that Tom keeps chasing Jerry, but never gets to catch hold of it. The reason for this is that, while Tom is running for his food, Jerry is running for his life. Therefore Tom fails to catch Jerry. Similarly, you work and run your business as your life, whereas your employees work there for a living. This is the reason why they aren't as motivated as you. Unless they make their work their life's only purpose, they won't be as efficient as you. But, most of the people are working for a livelihood, and hence, if not this company, they will move on to the next one for a better salary and better prospects. In charitable organisations, there is 100% participation because the passion for doing good is topmost in all our minds. Whereas, in corporate organisations, there are people and processes in place; however there is no shared vision about the purpose.

The Former President of USA, Mr John F Kennedy went to the NASA space centre during the launch of a rocket, and asked the janitor there at the gate, 'What are you doing here?' and the Janitor replied, 'I'm helping America put a man on the moon'—look at his sense of purpose and shared vision! This is the same message, I try to give my staff, right from the Watchman till the Chairman—our shared vision is to save children. For this to happen, the top management has to spend time with the lowermost level of employees also. The Tatas built their organisation by being in touch with the last person, keeping their ears to the ground, and sharing the vision.

Hierarchies will not work. This is why our organisation structure is flat and lean. During our common time that we call *satsang*, everybody gets an opportunity to meet me and even talk to me. A sweeper's son can get up and ask me a question, as he has as much right on my time as everybody else. Hence, it is important to make time for the last person. This is when everybody will start speaking the same language.

The Maslow's Hierarchy Theory works at every level. People may initially come for food, security, livelihood...etc. Purpose could be the last in their priorities list. But, once we share our vision, spend time with them, engage them—sooner or later, they will pick up the purpose.

If an employee comes to you, and is willing to spend all his life with you, out of his own joy, and doesn't want to leave you even for better prospects and opportunities; then you have done your job as a great leader.

Organic growth is good. Spending time with your employees, sharing your vision rather than running behind achieving things, will build a strong organisation that will last for long.

5) We notice that whatever project you undertake finishes at a rapid pace and your wish becomes a command for your team. Whereas, we are always overrun with our schedules behind, and find it very difficult to motivate people. People have been sharing that whatever you decide comes true. This calls for a lot of commitment from the team. What is the secret behind your success?

Half of the answer is in the previous question itself. Our team is driven by a sense of purpose and they attain a sense of fulfillment by doing whatever they are doing. So, they are willing to go that extra mile to do anything to make the vision happen—this is one part of it. The second part is that I'm always very goal oriented. You may think that a spiritual organisation is quite flexible in its processes. But, we are also a social service organisation and we have to have very tight timelines and efficient modes of operating. Somebody from the Tatas asked me – 'How is it that you finish everything on time?' I told them that the reason is, I don't give my team the start date of the project, I only give them the end date of the project. It will start whenever the team wants, that is their convenience, but the end date is fixed and non-negotiable. So, everybody takes it very seriously, because the earlier they start, it is better for them.

We are not paymasters, we just pay average, or whatever little is needed according to the skill-sets. In fact, in the Sarla Memorial Hospital, many people have volunteered their services and that's a huge savings for the Institution, which can be used for something better. But more importantly, as I said, people are driven by a certain purpose. Everyone works 24/7/365, driven by joy and not out of pressure. Our hospitals open in a time frame of nine to ten months, because I tell them – 'If there was your child that needed a surgery, will you delay it even by a day?' This motivates them. If there is a purpose, the purpose itself can achieve anything. If all of us feel the same purpose and vision, there is no limit to human potential. It becomes infinite. Hence, make your people purpose-driven.

6) It's heartening to know the kind of work that you are doing in the areas of holistic education, health and nutrition with world-class facilities. Now, sometimes I wonder, when you are doing such a great work, why not look at its sustainability and expand its benefits to some more people, like the lower middle class or middle-class people, who will be ready to pay some fee to have better education and health-care facilities? I'm sure this question was asked many times to you and you have refused to accept the idea because you have a firm belief that 'free' is the way to work. However, I would like to once again listen from you.

I think every organisation has certain core values that they should not compromise on, because the moment you start compromising or having the 80-20 model, there is no end to it. So, our organisation's core values are very clear—healthcare, education, and nutrition is to be given free to all.

When a disease, like the recent COVID, does not differentiate between the poor and the rich, why should treatment or any other health facilities be differentiated? Education is a common basic right, and hence this should be provided to all for no cost. Many children from abroad, in spite of their affordability for better facilities, come and study here, not just because it is free, but because they get something here which they don't get anywhere else—like our value system and culture.

If one looks at the last 10 years of our work, one can see the way the growth has happened. A specialisation like paediatric cardiac care which is the costliest, which generally do not have any insurance cover, and not many experts in the country—has been taken up by us without charging a penny from the patient. We have done well in the last 10 years, and this year in April, we have started another paediatric cardiac centre in Fiji, and another one is shortly coming up in Sri Lanka.

On the education front, in the last 10 years, we have grown from a school to a University, with 27 campuses. The Annapoorna Morning Nutrition Programme that started by serving 50 children in 2015, is today providing breakfast to 500,000 children every morning across 22 States and three Union Territories.

Many people have joined our cause, because they find our core idea of free services unique. When people ask me questions about our sustainability for tomorrow, all I tell is that, if we take care of our today, tomorrow will take care of itself. It may not be easy; it may not be simple; this path takes a lot of effort of convincing people, talking to them and invoking the goodness in them—but, the moment we consider everybody as our own, everything falls into place.

vasudhaiva kutumbakam must be practiced in action. The secret is, when our intentions are pure, the universe conspires to support good work. Through struggles and strikes, our institutions have been growing exponentially, despite 'free' services, without compromising on the quality, or shutting down any of our operations. More people join us just by getting inspired by us, and so far, we have not been proven wrong.

'Free' services is not a new idea for India. Our doctors never charged anyone. Our teachers never charged anybody, and hence we said *ācārya devo bhava*. Food was free in temples and homes. You could get food anywhere you go. There was never a concept of hotel or restaurants in India.

To buy food, is a Western idea. In India, anybody could walk into your house and say 'I'm hungry, please feed me' and whatever was available, would be served. Even today, in Chattisgarh, the tribals who carry food from their homes into the forest, for collecting forest produce, call out – 'Is there anybody hungry around? I have some food which I would like to share.' Even a tribal person knows that food should be shared and not sold. He doesn't say – 'If anybody's hungry around, I can sell half the food for a price.' The practice of sharing food exists in villages even today, where people wait for a guest or a passerby to arrive, so they can offer them food and only then partake food themselves.

This is the India that we lived in. This was the reason, why we were so prosperous. However, we thought, we may become more prosperous by not living like this, and look at our state today! We have become poorer as a country and are still called a developing country. After 75 years of independence, I completely and firmly believe that human goodness has infinite potential and wherever good happens, God is there. Even literally, 'God' is there in the word 'Good.' So far, it has been going well, and we will stick to our guns come what may!



“Service is the ultimate expression of Love”, says Sri Sathya Sai Baba. The Centres for Human Development of the Sai Global Federation of Foundations are the beacons of hope for the world with the twin goals of spreading the light of love and the joy of service.

Sai Global Federation of Foundations (SGFF) brings together an international community of organisations which share the common goal of alleviating human suffering, promoting

environmental responsibility and creating new opportunities for those in need. It is a non-religious, non-denominational, non-political group promoting harmony by serving humanity, transcending the barriers of gender, caste, creed, ethnicity, nationality and colour. All Foundations and Trusts under SGFF work independently, collectively and in collaboration by exerting efforts in a focussed and purposeful manner, creating significant impact, throughout the world.

“Service is the ultimate
expression of Love”

Region 1

Australia



Heart of Love Foundation, Australia



Queensland

- In the month of July 2022, a total of **423 hot and nutritious meals** were served to the homeless in Brisbane CBD and the destitute living in a Caravan Park in Queensland

Victoria

- The volunteers served close to **150 deprived families** with ration items worth **580 meals** by collaborating with Wyndham Park Community Centre located in Western Melbourne. The items included pasta and pasta sauce, rice, soup, canned vegetables, etc.
- Around **140 meals** worth of breakfast items were provided to families in need, by collaborating with Anglican Church in Western Melbourne

Western Australia

- The volunteers served close to **412 meals** to deprived individuals, refugees, indigenous families, and homeless youth by collaborating with several NGOs such as CARAD, HD Streetwise, Tom Fisher House, Beananging Kwuurt Institute (BKI), and Passages Youth Engagement Hub
- Five welcome packs containing pantry items worth cooking **15 meals** were distributed to Women's Refuge
- Period Aid Project is yet another initiative undertaken to provide sanitary pads, tampons, liners, etc., to homeless youth, refugees, and individuals from indigenous communities. Around **116 packs** containing all the hygiene items were distributed
- Close to **12 welcome hygiene packs** were delivered to the Women's Refuge

Health in Kind

Volunteers from the 'Health in Kind' team, who are qualified health professionals conducted a health education session on the topic 'Depression', at a Senior High School for 30 students from refugee or migrant backgrounds.

Region 1



Sai Prema Foundation



United Nations Association of Fiji and Sai Prema Foundation Fiji signs a MoU

A teacher's training workshop was held at Sai Prema Ashram for the first time in the month of July 2022.

Dr Ron Farmer and Mrs Suwanti Farmer from the Australian Academy for Human Excellence led the workshop along with Mr Sunil Naidu – Head of the Department for Business and Leadership Management at Canterbury Technical College, Australia.



The workshop was presided over by special chief guests such as Dr Giulio Paunga – Deputy Vice-Chancellor and Vice-President of the University of the South Pacific, Suva, Fiji; Professor Dr Tupeni L. Baba – Dean and Professor of Education at the University of Fiji; and Dr Mumtaz Alam – Dean of College of Education, Fiji National University, Suva, Fiji.

Over 150 teachers from around Fiji's main island of Viti Levu participated in the event. Teachers were inspired to be engaged in a practical process of manifesting human values in every thought, word, and deed; and thereby set right examples to their students.



Region 2

Middle East



Sai Love Kits

In the month of July 2022, 24 Sai Love Kits which can cook about 2,160 meals were distributed to the beneficiaries. The kits comprised of cooking ingredients such as wheat flour, spices, rice, lentils, sugar, tea powder, and hygiene essentials like soap, washing powder, and tooth paste.



OMAD – One Meal A Day

One Meal A Day was started as part of 'Feed the World' initiative to ensure that 'No one goes to sleep on a hungry stomach.' Every volunteer of the Middle East serves at least one other person every day.

Close to 130 meals were served in the month of July 2022 along with biscuits, laban, juice, snacks etc. on a daily basis.



Region 2

Nigeria



Spiritan Self Awareness Initiative

Joy Village Enugu, Nigeria



Aruike Specialty Hospital (ASH) runs two clinical facilities in remote rural areas in the States of Enugu and Imo. These hospitals are meant for rural dwellers who cannot access quality healthcare services. Both the hospitals offer a wide range of paediatric and maternal healthcare services, absolutely free of cost, while also treating children and adults from all age groups.

- On an average, the Hospitals treat **72 patients** on a daily basis absolutely free of cost
- In the month of July 2022, a total of **460 children, 871 adults** and **120 eye patients** were provided with world-class treatment. Around **four deliveries** were performed and numerous surgeries such as circumcision, catheterisation, appendectomy, herniorrhaphy, caesarian section, and cervical laceration repair were conducted. Close to **815 medical investigations** were also conducted



Region 3

Turkey



Karşılıksız Hizmet Vakfı (Selfless Seva Trust)



- Once a week, grains or pastas with legumes was cooked and served alongside milk or yoghurt, and bread in the districts of Şişli, Pendik and Ömerli. Close to **3,068 meals** were distributed door to door in the month of July 2022
- In the district of Uskumruköy, grocery boxes consisting of flour, milk, pasta, rice, sugar, vegetable oil, tea, toilet paper, paper napkin, bleach, sanitary napkins, etc., were distributed to **10 families**. A needy family in the district of Şişli was also helped in this manner
- Around **24 families** were provided with shoes and **29 families** were provided with tracksuit bottoms. Financial aid was extended to **three deprived families**

The volunteers of the Trust helped **13 economically deprived families** in the district of Şişli, by paying their house rents and bills for utilities such as electricity, water and gas, etc.



Region 4

Argentina



Fundación Sai Prema de Salud, Educación y Valores Humanos (Sai Prema Foundation for Health, Education and Human Values)



During the month of July 2022, around **2,127 meals** and **3,834 breakfasts** were provided at different soup kitchens – Mi Dulce Sueño – Benavídez, Buenos Aires, Los Pequeños de Juan y Evita, Refugio Uguet Mondarca, and La Bonorino – Buenos Aires.

In the city of La Plata, food supplies were delivered to **five soup kitchens**, and assistance was also provided to **two families** in need.

The Latin American Institute of Human Values held seminars on two topics – Saber vivir para saber morir – To know how to live, to know how to die, and La vida como tránsito y transformación – Life as Transition and Transformation. 60 people from different countries participated in the seminar.



Lessons For Life

Which is true – Free Will or Destiny? If everything is destined, then what is the use of free will? And if free will is there, then what is meant by destiny?

This question haunts most people, especially when they are going through rough times. When good times are on, rarely does anyone get this question; however when things go wrong, people question – ‘Why me?’ –no one asks this question when things are favourable. Anyways, this question is as intriguing to the ordinary, as whether Sunday came first or Monday, whether the tree came first or the seed. The Supreme Creator bestowed everyone with a free will and allowed them to use it according to their inclinations and dispositions. It is something like, say, a father who gave pocket money to his young son and allowed him to spend it as he pleased. The father giving money to his son is destiny, but the way the son can spend it is his free will. Now, the son can spend it as he wants or could return it to the father; he can ask the father to decide what is best to buy. God gave free will to all to use. But those who are devoted and those who surrender their will to God, becomes God’s responsibility and all decisions are taken by the Divine for them; whereas, the others go about doing things for themselves and must undergo the consequences accordingly.

Another way of looking at it is to think of God as the director of a drama and the individual as an actor. The role is fixed, and the dialogues are decided but the actor still has the freedom to practise, rehearse and perform to the best of his or her ability. The casting of the actors in their roles is destiny; the individual performance is free will. Therefore, they are intertwined. Only those who are completely surrendered to God are guided by their divine destiny.

Someone may state another philosophy and say that everything is predestined and so, what is it that we can do as humans; our mistakes are also predestined, and so are our good deeds. Then they must also believe that the good results they experience are also predestined, and so also the bad experiences of the bad actions.

The truth is that only a realised being will have no doubts about it as he would always live in the constant awareness of his divinity, and look at everything as mere illusion – like a dream. Whether a good dream or a bad dream, it is still a dream! And what you do within a dream with your will or without your will, is still in the dream.



My Inner Journey

Always Trust Swami

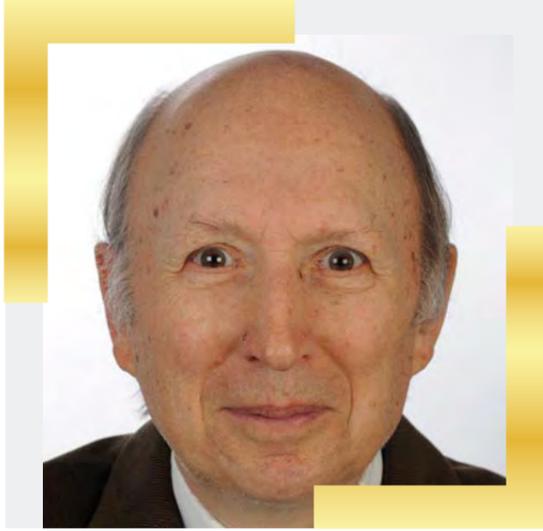
– Dr Géza Sebastian

Dr Géza Sebastian is a doctor and psychotherapist by profession based in Germany. He is an ardent devotee of Bhagawan Sri Sathya Sai Baba since 1984. His wife, Mrs Gisela Sebastian is also a psychotherapist and she is been following in Baba's footsteps for more than four decades. Both husband and wife have been serving the Divine mission of Baba for the past 35 years. Under Baba's and now Sadguru Sri Madhusudan Sai's guidance, they are continuing to spearhead several projects in Germany for the welfare of society.

In January 2015, my wife and I were on our way back from Prasanthi Nilayam to Germany. When we were waiting at the airport in Bengaluru for our flight, someone gave us a book – Sri Sathya Sai Uvacha Volume 1 which had compilations of discourses that Sai Baba had given in His subtle form. We immediately started reading this book during the flight and couldn't resist until we had read it all the way through.

We were so overwhelmed after reading the book, that we decided to fly back to India immediately after landing in Germany to experience Sai Baba in His subtle form. Of course, we also wanted to check for ourselves whether everything we had read about Him so far was really true. So, we flew back to India again shortly afterwards.

Staying in the serene and vibrant āśram located at Muddenahalli, we experienced a sense of serene peace within us. The place was radiating with so much purity, brightness and holiness. A soothing silence enveloped us while we were sitting in Sai Anandam. It was such an uplifting, sacred experience to be in this divine energy.



The Divine discourse which Swami communicated through Sadguru Sri Madhusudan Sai, reminded us very much of His earlier discourses. It was so authentic and seemed like the continuity of His previous form and working style. The essence of His teachings then and now is one and the same. We felt very close and connected to Swami.

But, through this experience with Baba's subtle form, we were also challenged and tested whether we really believe in Him. Do we trust Him even under these circumstances, when we are unable to see Him with our naked eyes? Do we trust and follow the voice of the Divine in our hearts or does our doubting mind win?

We knew that to follow the heart sometimes also means to let go of old ideas, belief systems, habits, etc., ultimately everything that is dear to us and is standing in the way between our goal and us. And this is exactly what we are often afraid of. But there is no other way than to follow the heart and let go of everything else. Finally our hearts were convinced and told us to trust and have faith that Sai Baba was operating here in Muddenahalli in His subtle form.

We can never really understand or classify God's ways as they always tend to remain a mystery. The only solution is to trust and allow oneself to experience the Divine. Sincere and unwavering faith in the Divine is necessary for this.

To our great joy, we learnt after our first meeting with Baba in His subtle form, that He was currently visiting His devotees in various countries throughout the globe. So, we invited Him to Germany, our motherland. On our next visit to India in August 2015, Baba graciously gave us a personal interview. Sadguru Sri Madhusudan Sai communicated Baba's words

to us. Firstly, Swami spoke to us about some events that had happened in our lives, including situations from previous interviews, which only He knew. I received a beautiful ring from Swami, which He had promised to give me 14 years ago in an interview in Prasanthi Nilayam. Then, He spoke to us about His planned visit to Germany and instructed us to organise everything for His arrival during the spring of 2016.

With so much love and gratitude in our hearts and with full determination to serve Swami, we went back to Germany and started preparing for His visit. But, soon we realised that this was a real challenge because we had absolutely no idea about the preparation for such an event and what was needed. This caused some fears and uncertainties. At that time, we were only four people who knew about Baba's visit. When we introduced it to our own Sai group, many did not believe it, which ended up in the splitting of the group. We also knew that almost none in Germany knew about His subtle form and only those who had some clue about this phenomenon would turn up to this event.

For months, days and nights, we thought about nothing else but the preparation. All kinds of obstacles and complications came our way. Questions over questions piled up. We searched for months to find a suitable venue for the event. We got refusals everywhere. This task proved to be particularly difficult. We also did not even know the exact date when Baba and his entourage would arrive. Finally, we found a very small venue which could accommodate about 70 individuals. We did not expect more than 50-70 individuals to come. But, even more complicated was the answer to the question of where Baba and His entourage could be accommodated for their entire stay in Germany. We were searching for alternatives desperately. During this mad rush, a devotee offered her house, however the house turned out to be too small.

In December 2015, we again visited Muddenahalli and got another interview. Baba revealed that there would be 400 individuals coming for the event. We were shocked and flabbergasted! This meant that we had to look again for a much bigger venue. He also instructed us to keep a low profile and not to announce His arrival. But the question in our minds was – How could 400 individuals come to the event if we did not announce it publicly?



Always Trust Swami

– Dr Géza Sebastian

From the experience of many previous projects with Swami, we knew that He always had His divine plan. So, we trusted Him. Eventually, He would be the one, who will invite the right people, whom He wanted to have with Him.

Sai Baba's visit was now firmly scheduled for 6 and 7 April 2016. After we returned to Germany, thanks to His Grace, all the difficulties dissolved unanticipatedly. We now got the right big house, which a devotee couple offered, where Swami and His entourage could be easily accommodated and we got the right venue which could accommodate around 400 individuals. All went perfectly well and we could clearly feel that Swami had taken over everything. All further questions were clarified and answered. Everything was falling into place.

We learnt that the key lies in trusting Swami unconditionally and not giving up, even if the task seems impossible in the beginning. If Swami wants something, it will definitely happen. On

06 April 2016, when Baba arrived in Germany with His entourage, it was truly a historic day for all of us. Our team was deeply touched by the fact that we were the chosen ones who had the unique privilege of welcoming Baba in his subtle form with His entourage to Germany and we are most grateful to Him that He guided us through all difficulties. And as it is rightly said that God's word will never fail—exactly 400 individuals participated in the *satsang*. How they came and who briefed them—only Swami knows the answer!

One year later in the year 2017, Swami once again visited Germany and also wanted the European Youth Meet to be organised there. More than 600 youth participated. As you can imagine, it was another big challenge and a divine adventure with the Lord. We have learnt so much and are continuing to learn and explore much more under our Master's vigilance and guidance.

Much gratitude to Sadguru Sri Madhusudan Sai!

