



Sri Sathya Sai Sadhana Trust

(Publications Division)

Prasanthi Nilayam, Anantapur District - PIN 515134. Andhra Pradesh, India

Ph: 08555-287375, Fax- 08555-287236

Email: editor@sssbpt.org www.srisathyasaipublications.com

OUR REF: SSSST PD / SS guidelines

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Aum Sri Sai Ram

Guidelines for Sanathana Sarathi

On 4th March 1962, the holy day of Mahasivaratri, in Prasanthi Nilayam, Bhagavan Sri Sathya Sai Baba said, "The Sanathana Sarathi is the result of My *Sankalpa* (Will), My *Utsaha* (enthusiasm), and *Ananda* (delight). Nothing can stand in the way, once I have decided on any step."

In the inaugural issue of Sanathana Sarathi, Bhagavan declared, "This day, the Sanathana Sarathi, the Eternal Charioteer, starts out on the campaign against Falsehood, Injustice, Viciousness and Evil—the Minions of the Spirit of Selfishness. The Army is the Vedas, the Upanishads and the Sastras; the object is the welfare of the world."

From the time of inception of Sanathana Sarathi in February 1958, Bhagavan in His immense compassion, wrote divine messages for the welfare of the world for 26 long years! Imagine the sacredness of the monthly, when the Avatar of Kali Age wrote articles for such a long period of time for the uplift of human beings! These divine writings have been preserved for posterity in the form of Vahini Series of books.

'Sanathana' means Eternal, the timeless one; Sarathi is defined as Charioteer. We must recognise God as the Sarathi, the Charioteer of our life, yield wholeheartedly to His direction and reach our destination expediently. Come, let us all rededicate ourselves in our endeavour to disseminate Bhagavan's divine messages to the devotees under the following guidelines:

1. **Cover design and the main inner photo** of Bhagavan should be the same in all regional editions as per the "Sanathana Sarathi" (English). In case any regional Sanathana Sarathi desires to have a different cover design or main photo of Swami for a particular month, a request with the copy of the photo/cover design, the reason thereof etc., should be forwarded and prior, written permission obtained from the Convener and Editor, Sri Sathya Sai Sadhana Trust, Publications Division (SSSST-PD), Prasanthi Nilayam 515134, Andhra Pradesh. (email ID: editor@sssbpt.org – subject matter: Change of Cover design for language) (It must be for publishing any cover story relating to Bhagavan's divine life, philosophy, teachings, mission, etc.)

2. **Other inner photos/ pictures of Swami:** Great care should be taken while using Bhagavan's photos and ensure they are of good quality, clean, without distortion

of any kind, including artificial decorations. Drawings/paintings should be critically examined so that they are of high quality, including resemblance to Swami. As far as possible, avoid using photos of Swami on a wheelchair, with a tired appearance. The Colour of Bhagavan's robe should not be changed. Flipped pictures (mirror images) of Bhagavan should not be published.

3. Number of pages: The monthly issues should be within the range of a minimum of 28 pages and a maximum of 40. The November issue should be brought out as a special issue with more pages under normal conditions. (Number of additional pages should be decided by mutual consultation between the editor and the publisher after considering the budgetary allocation for the financial year and before determining the contents, inviting articles etc.)

4. The aim of articles and other contents: Every article published should reflect the Glory and Grandeur of Sri Sathya Sai Avathar, His Divine Mission, His message of love, service and the unifying spiritual aspects of various religions etc.

5. Quality of contents: The quality of contents should be of a high standard, including the correctness of translation and the language used in all the issues. The excellence of clarity, coherence, correctness and simplicity in communication should be maintained.

6. Physical appearance and get up: Attention should be given to ensure the magazine's aesthetics and overall appearance. Font selection, layout etc., should be done keeping in view reading comfort.

7. Size of the magazine: It is desirable to have a uniform size for all editions of Sanathana Sarathi.

8. Subscription rates: The variations in the rate of subscription between all editions of Sanathana Sarathi should be limited to 30% and not more, so that uniformity is maintained in this regard.

9. At least 40% of the magazine should carry Divine Discourses, excerpts from Divine Discourse, Vahinis, Chinna Katha, Swami's letters to devotees and students etc. translated in regional language either from "Sanathana Sarathi (English) or Sathya Sai Speaks/Vahinis/Summer Showers/Monsoon Showers and books **published by SSSST(PD) only** and NOT from any other source. Episodes from the divine life of Bhagavan taken from authentic, official sources should be included. Source reference must be mentioned.

10. Another 30% to 40% contents can be translations of interviews, articles etc., taken from English Sanathana Sarathi, and also from amongst the Sai Youths, including alumni of Sri Sathya Sai Educational Institutions and Bal Vikas, affiliated members of Sri Sathya Sai Organisations from their respective states etc. However, before publication, the author's PRESENT allegiance to Bhagavan's Divine Mission and Sri Sathya Sai Organisation must be thoroughly checked from official sources.

11. A maximum of 30% of the total content for regional activities: Regional language editions of Sanathana Sarathi can have the freedom to publish a

maximum of 30 % of the total content of the magazine for their regional Sri Sathya Sai Organisational news/events/reports/articles etc. within the guidelines mentioned above

12. **Reproducing articles, passages, quotes** from privately published books, souvenirs, periodicals etc., are not permitted. Articles from earlier editions of Sanathana Sarathi published from Prasanthi Nilayam are permitted. Excerpts from Trust publications are allowed.

13. **Reviews of Book / Audio Video etc.**, should be considered only for the Trust Publications.

14. **Reports and News:** Translation of reports of celebrations, various service activities of Sri Sathya Sai Organisations (India and Overseas) etc., at Prasanthi Nilayam must be published in all regional editions. The contents can be taken from Sanathana Sarathi (English) AND our official websites in Prasanthi Nilayam, and those of Sri Sathya Sai Organisations). Apart from these, a couple of pages can be allotted to cover regional educational (including Bal Vikas), spiritual or service activities of the respective State organisation collected from the State President only. Reports / News from overseas should be sent to the Editor, English Sanathana Sarathi, only from the Chairman of SSSIO.

15. **All Notices**, including those for admissions to Sri Sathya Sai Educational Institutions, job opportunities in various Sri Sathya Sai Institutions etc., published in "Sanathana Sarathi (English) should be published in all regional editions of "Sanathana Sarathi". (These are e-mailed to Editors/Publishers of Regional Editions of Sanathana Sarathi).

16. Manifestations of vibhuthi, kumkum, letter etc., are signs of Bhagavan's blessings, love, and grace. They are Bhagavan's "visiting cards" and should be viewed as *Nidarshanam* (indicative) of His divine presence; they are not meant for *Pradarshanam* (publicity). In the past, there were instances of people taking undue advantage of such manifestations for selfish purposes. In general, such events should not be published in Sanathana Sarathi.

17. Advertisements or coverage of private events like family functions, birthdays, weddings etc., should be strictly avoided. Obituaries and articles extolling members of the Organisation are not permitted.

18. Complimentary copies to be given to Sri Sathya Sai Educational & Medical Institutions, State/district / local libraries.

19. Every Sanathana Sarathi issue must contain a statement on the copyright page as follows: The views and opinions expressed in articles published are solely the personal statements of respective author/s. The Editor / Publisher do not take responsibility for the same.

Bhagavan has said, "Sanathana Sarathi is the bridge which leads you to Me and brings Me to you." In His message on the inauguration Sanathana Sarathi in

1958, Bhagavan gave His benediction, “May this “Charioteer” fight for world prosperity, by making the drum of victory sound and resound, spread joy among all mankind.”

And finally, let us remember Bhagawan’s message that was published in the February 1973 issue of Sanathana Sarathi: “May Sanathana Sarathi flow on, as the *Santhosha-Dai* (Grantor of Joy); may it swell and surge as Prema-Sai (Bringer of the Love that Sai embodies); may Sanathana Sarathi reside in and find fulfilment as the *Sarva-Jiva-Samaikya-Varadhi* (Bridge that promotes unity among all beings)! May Happiness, Peace, and Prosperity be attained all.”

Jai Sai Ram

With Warm regards

K.S. RAJAN

Convener

Sri Sathya Sai Sadhana Trust

Publications Division, Prasanthi Nilayam 515134,

Andhra Pradesh