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शब्द ब्रह्मन्
Sabda Brahman



Sri Sathya Sai Seva Organisations, India

Aum is the primeval sound, the sound caused by the vibrations of creation through the Emergent Will of the formless and attribute less *Brahman* (Divine Source/Self/God), and this sound is referred to as *Śabda Brahman* (divine transcendental sound).

- *Divine Discourse, 06 Jun 1978, Bala Vikas Gurus Training Camp.*



Aum is termed the *Pranava*. The *Pranava* is also described as the embodiment of the eight forms of *Aiswarya* (divine wealth) and hence described as:

***Śabda* Brahmamayi(Sound), Characharamayi (Mobility and immortality), Jyothirmayi(Light), Vangmayi(Speech) Nityanandamayi (Eternal Bliss), Paratparamayi (Supreme Majesty), Mayamayi (Delusion) & Srimayi (Wealth)**

Easwara refers to the one who is endowed with all types of this *Aiswarya* (wealth). The types of wealth that we enjoy in the worldly sense are not what we mean by *Aiswarya*. Everything in the phenomenal world, every person, every bit of matter that we see, has this principle of *Aiswarya* in it. This *Aiswarya* is nothing other than *Easwara*. In other words, the entire phenomenal world is made up of *Easwara*. This has also been described as *Sathamatra Chaitanya* (Pure Consciousness). This principle of *Chaitanya* cannot be directly **seen; it exists** unseen. It is eternal, it is permanent, and it is all pervasive. This is the *Aiswarya* that permeates and fills this world. This is the very embodiment of *Easwara* Itself.

The *Pranava*, constituted by the three sounds A+U+M, pervades the three worlds represented by the terms: *Bhur*, *Bhuvah* (which is above the *Bhuloka*) and *Suvaha* (the top-most of the three worlds). The three Vedas - *Rig*, *Yajur* and *Sama* have emanated from the *Pranava*. The three Vedas in their hymns glorify the *Pranava*. Thus, the *Pranava* is the all-pervading primordial sound.





Swami expounded on the significance of Vedic chants and what benefits the mantra yields. Different sounds have varied effects on the human psyche. The Vedic hymns create higher vibrations and resonate with higher visions and realization that help in calming our physical, emotional, psychological, and spiritual planes. The science of Mantra has originated from the word *Śabda Brahman*. The energy is manifested from the frequencies generated in the atmosphere by the sound vibrations which are actually generated through chanting.

As part of the commemoration of the 96th year of the advent of Avathar Bhagawan Baba, a 96 hour-long Mass Relay Recitation of *Akhanda Rudram* entitled *Śabda Brahman* is offered from 6:00 PM on the auspicious **Avathar Declaration Day** of 20th Oct. 2021 to 6:00 PM of 24th Oct.2021, dedicating intense prayers to the Divine Lotus feet of Swami for the '*Loka Kalyanam*' (safety of the mankind) and '*Vishwa*

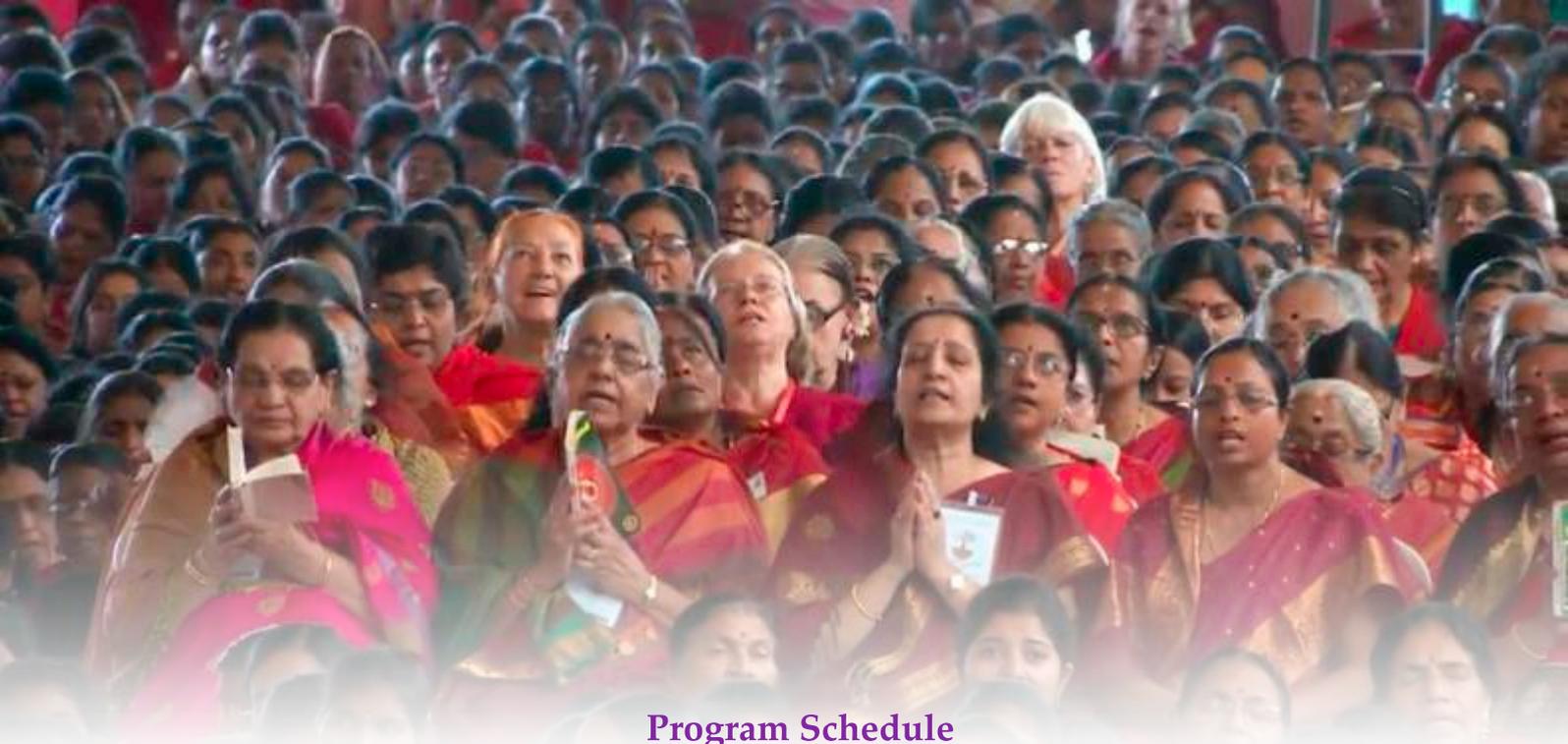
Shanti'(world peace). The massive pandemic Covid-19 swept through the whole world and it is far from over yet. Because of the prevailing situation of distress and amid changing scenarios and apparent threatening developments of global magnitude the mankind is suffering on every front. This power-packed 4 day long uninterrupted chanting will infuse the intense prayers with the vibrations of the rhythmic Rudram chants to absorb the negativity that the world is ridden with.

Significance of *Śabda Brahman* of Avathar Declaration Day

Swami told after the Avatharic declaration that "*He would rebuild Vedic Dharma on a stronger foundation. The Vedas are the bases of Dharma. The Vidwans are the instruments. Dharma is the panacea for the illness of mankind*". We are blessed and fortunate that the Lord, who is beyond name, form, attributes, time, and space, descended as the Avathar Supreme assuming the human form of Bhagawan Sri Sathya Sai Baba for uplifting mankind and redemption of humanity by reestablishing righteousness. He left His mortal coil and went back to the original state of being formless and attributeless. He is all-pervasive *Śabda Brahman* and He pervades in every nook and corner of this cosmos. We have to invoke His Divine blessings through collective prayers for '*Loka Kalyanam*'. Every devotee whoever comfortable in chanting Rudram is most welcome to join in this collective sadhana.

Every year Avathar Declaration Day is going to be observed with the gusto of *Śabda Brahman* with uninterrupted *Rudram* Chants offering to the Divine Lotus feet of Bhagawan Baba.





Program Schedule

Sl. No.	State / Cluster of State	Date	Day	Timing	Responsibility
1	Andhra Pradesh	Oct.20-2021	Wednesday	06 PM to 09 PM	Ladies
2	Delhi NCR + Chandigarh Haryana + Punjab	Oct.20-21,2021	Wednesday/Thursday	09 PM to 12 AM	Ladies
3	Himachal Pradesh + UP & UK	Oct.21,2021	Thursday	12 AM to 03 AM	Gents
4	Goa	Oct.21,2021	Thursday	03 AM to 06 AM	Gents
5	Jharkhand + Bihar+ Chhattisgarh	Oct.21,2021	Thursday	06 AM to 09 AM	Ladies
6	Sikkim +Assam + Manipur	Oct.21,2021	Thursday	09 AM to 12 PM	Ladies
7	Kerala	Oct.21,2021	Thursday	12 PM to 03 PM	Gents
8	Gujarat + Rajasthan	Oct.21,2021	Thursday	03 PM to 06 PM	Gents
9	Goa	Oct.21,2021	Thursday	06 PM to 09 PM	Ladies
10	Himachal Pradesh + UP & UK	Oct.21-22,2021	Thursday/Friday	09 PM to 12 AM	Ladies
11	Andhra Pradesh	Oct.22,2021	Friday	12 AM to 03 AM	Gents
12	Delhi NCR + Chandigarh Haryana + Punjab	Oct.22,2021	Friday	03 AM to 06 AM	Gents
13	Kerala	Oct.22-2021	Friday	06 AM to 09 AM	Ladies
14	Gujarat + Rajasthan	Oct.22,2021	Friday	09 AM to 12 PM	Ladies
15	Sikkim +Assam + Manipur	Oct.22,2021	Friday	12 PM to 03 PM	Gents
16	Jharkhand + Bihar+ Chhattisgarh	Oct.22,2021	Friday	03 PM to 06 PM	Gents
17	Mumbai Metro Region	Oct.22,2021	Friday	06 PM to 09 PM	Ladies
18	Madhya Pradesh	Oct.22-23,2021	Friday/Saturday	09 PM to 12 AM	Ladies
19	Odisha	Oct.23,2021	Saturday	12 AM to 03 AM	Gents
20	Madhya Pradesh	Oct.23,2021	Saturday	03 AM to 06 AM	Gents
21	Karnataka	Oct.23,2021	Saturday	06 AM to 09 AM	Ladies
22	West Bengal	Oct.23,2021	Saturday	09 AM to 12 PM	Ladies
23	Maharashtra	Oct.23,2021	Saturday	12 PM to 03 PM	Gents
24	Mumbai Metro Region	Oct.23,2021	Saturday	03 PM to 06 PM	Gents
25	Telangana	Oct.23,2021	Saturday	06 PM to 09 PM	Ladies
26	Odisha	Oct.23-24,2021	Saturday/Sunday	09 PM to 12 AM	Ladies
27	West Bengal	Oct.24,2021	Sunday	12 AM to 03 AM	Gents
28	Telangana	Oct.24,2021	Sunday	03 AM to 06 AM	Gents
29	Tamilnadu	Oct.24,2021	Sunday	06 AM to 09 AM	Ladies
30	Maharashtra	Oct.24,2021	Sunday	09 AM to 12 PM	Ladies
31	Tamilnadu	Oct.24,2021	Sunday	12 PM to 03 PM	Gents
32	Karnataka	Oct.24,2021	Sunday	03 PM to 06 PM	Gents





“ Samastha Lokah Sukhino Bhavanthu ”

“Let all the worlds be happy,” (and thereby all the beings in the worlds).

साईश्वरार्पणमस्तु

Sāīśvarārpaṇamastu



An offering by

Sri Sathya Sai Veda Poshana