



SRI SATHYA SAI INTERNATIONAL ORGANIZATION

January 1, 2026

Dear Brothers and Sisters,

Om Sri Sai Ram.

With love, reverence, and gratitude, I offer my prayerful *pranams* at the divine lotus feet of our dearest, loving, and omnipresent Lord, Bhagawan Sri Sathya Sai Baba.

Dear brothers and sisters, I wish you, your families, and your friends a happy, holy, and blessed New Year 2026, filled with love, peace, and bliss.

We are the most blessed and fortunate on this planet earth, being contemporaries of the *Kaliyuga Paripoorna Avatar*, Bhagawan Sri Sathya Sai Baba. He is an incarnation of pure love.

He has come to show us the purpose and goal of human life, to make us realize our real nature, that we are the embodiments of divine love, that we are the embodiments of divine *Atma*, and that we are the embodiments of divine bliss.

He advised us to help others also realize their divinity, and He has shown us the way to attain this. The way is the path of love. Swami's life is His message, and His message is love. He says God is love, love is God and live in love. He says love is selflessness; selfishness is lovelessness. Love gives and forgives, and the self gets and forgets. That is why He exhorted us to start the day with love, fill the day with love, spend the day with love, end the day with love, and this is the way to God.

In His infinite love and compassion, He has gifted humanity with the Sathya Sai Organizations, which help us live in divine love and nurture this divine love. He has founded, nurtured, and guided the Sri Sathya Sai International Organization, which practices His teachings and carries out His work in 114 countries around the world.

He says love should be pure, unconditional, and selfless. To practice this, members of the organization in 114 countries engage in devotional practices such as prayers, devotional singing, *bhajans*, meditation, and the repetition of the divine name. These practices were intensified in 2025, the special and auspicious 100th year of the advent of Bhagawan Sri Sathya Sai Baba. Many conferences were held on His teachings, His work, and His love, and our divine experiences.

And all this culminated in the grand event of celebrating His 100th Birthday on November 23rd, 2025, when devotees all over the world celebrated His Birthday in their homes, in their Sai Centers, and in their countries. The unique culminating event was a five-and-a-half-day celebration at Sai Prema Nilayam in Riverside,

California, USA, where more than 1,100 delegates from 43 countries participated with love and enthusiasm. The theme of the 11th World Conference of the SSSIO was *Purity is Enlightenment*.

Swami says that Divine love should be one-pointed and intense. But this love should be translated into action as service.

Swami says love in action is service, and He has shown how to do service. Service should be done with an attitude of gratitude and with humility. But one should be very careful when doing service, not to have ego and attachment. We know whether we are really doing selfless service by doing a self-audit: whether the service is leading to the transformation of the heart and purity. There were many service activities organized by the volunteers of Sri Sathya Sai International Organization in 2025. I will touch on a few highlights.

Healthcare

We performed 1000 cataract surgeries in Paraguay and held mega medical camps in Madagascar and Fiji.

Many medical clinics served numerous patients. We also organized many environmental initiatives, including massive tree planting, an effort to offer our reverence and gratitude to Mother Nature.

Humanitarian Relief

Numerous humanitarian relief activities were organized, during which SSSIO served the victims of earthquakes, cyclones, volcanoes, wildfires, and floods with love and humility. In December of 2025, our volunteers in Sri Lanka are serving the flood victims to meet their needs.

Media and Communications

The organization's service activities are too numerous to list, and I urge people to visit our official websites sathyasai.org and saiuniverse.sathyasai.org for more details.

We also have several other media channels, such as the SSSIO YouTube channel. In 2025, we gained more than 11,000 new subscribers and had 3.8 million views. Thus, we are able to share Swami's love, message, and His work with more and more people.

In addition, we publish the monthly flagship publication *Sathya Sai - The Eternal Companion*. It provides an overview of various aspects of the SSSIO, including service activities done around the world, activities by the SSE children and the Young Adults, the experiences of senior devotees with Swami, various upcoming events of the SSSIO, and most importantly, divine discourses delivered by Swami.

Four Commitments

Going forward, in 2026, we need to intensify our *sadhana*. So, let us make four commitments:

1. Daily devotional practices, prayer, *japa*, and meditation for at least 15 minutes. We should do this with intensity, one-pointedness, and unconditional love.
2. At least study and contemplate one teaching of Baba and practice it in daily life and share it with family and friends.
3. Do at least one service activity daily. It could be giving food, serving the sick, or giving water or shelter. If we cannot do that, we can offer kind thoughts, sweet comforting words, or even a nice gesture of love or prayer. Any of these practices could be a service activity – anything that helps alleviate the suffering of others. Everyone can do these service activities every day.
4. Practice seeing Sai in everyone. As Swami says, Sai is everything, everywhere, ever. To realize this, every day, we need to practice seeing Sai in everyone, in every being, including animals, plants, birds, beasts, mountains, rivers, waterfalls, stars, the moon, and galaxies. Then, finally, we realize that Sai is everything. There is only one thing that exists, and that is God.

Let us pray to Swami to bless us with the strength to practice these commitments daily with devotion, dedication, and determination, so that we realize that all that exists is God.

Samastha Loka Sukhino Bhavantu.

May all the worlds be happy.

Jai Sai Ram.

Lovingly in the service of Sai,



Narendranath Reddy, M.D.

Chairman

Sri Sathya Sai International Organization

[Sri Sathya Sai International Organization](https://www.sathyasai.org)

