



LOVE ALL - SERVE ALL

GUIDELINES

SATHYA SAI INTERNATIONAL ORGANISATION

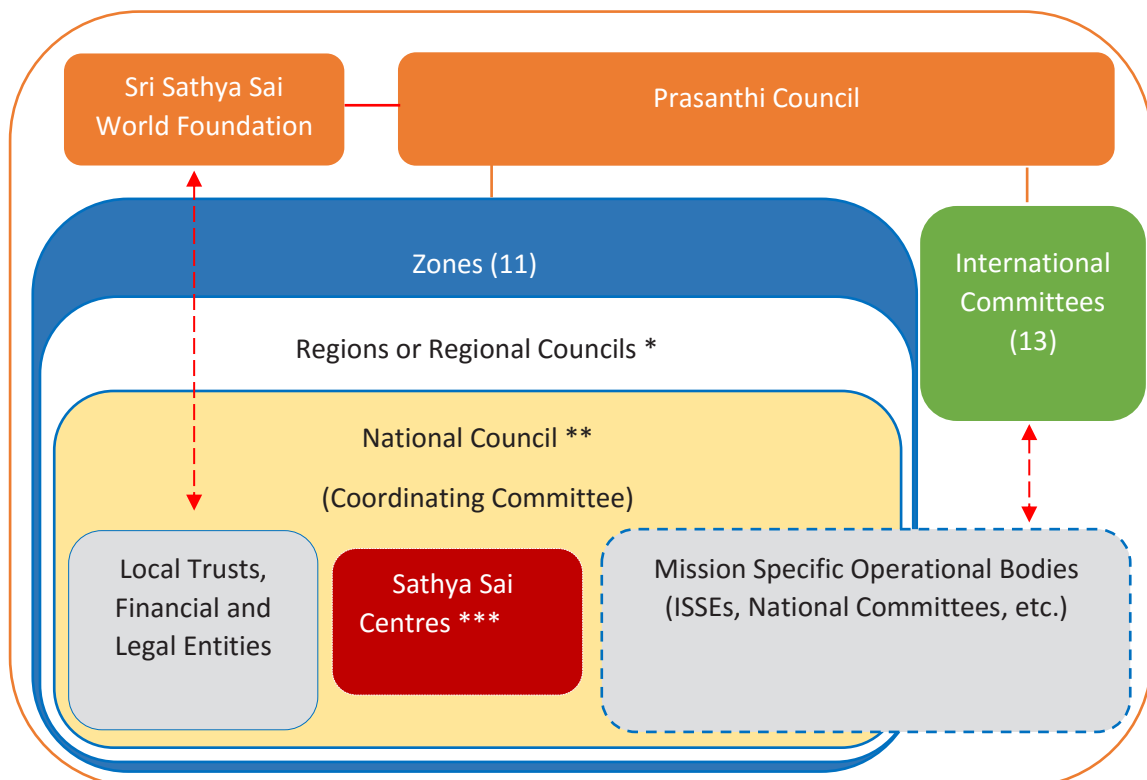
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STRUCTURE OF THE SATHYA SAI INTERNATIONAL ORGANISATION

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





SATHYA SAI INTERNATIONAL ORGANISATION