

Sri Rama Mahotsavam

Sri Naren Chandrashekar

Sri Gurubhyo Namah! Jai Sri Ram!

*maccittaaha mad-gata-praanaah bodhayantah parasparam
kathayantah cha maam nityam tushyanti cha ramanti cha.*

- Srimad Bhagavad Gita (10.9)

[Bhagavan says, "The thoughts of My pure devotees dwell in Me, their lives are fully devoted to My service, and they derive great satisfaction and bliss from always enlightening one another and conversing about Me."]

Ananth's Veda Group, for 2014, has planned a grand three day celebration of Sri Rama with a Mahotsavam from Aug 1st through the 3rd, for Loka Kshema. Lord Rama is the seventh Avatar of Vishnu, who destroyed evil and upheld the highest virtues of dharmic life. Rama is also called the Maryada Purushottama or the Perfect Man with self-control and virtue. For the sake of his father's honor he gave up his claim to the throne to spend 14 years in exile, undergoes harsh tests of life and time, seeks the help of Hanuman and vaanaras when Sita is kidnapped by Ravana, eventually, destroys the Raakshasas and Ravana to liberate Sita, returns to Ayodhya and rules with peace, prosperity and justice for all. Rama's life in all aspects was a mission for Loka Kshema. Befittingly, AVG has decided to celebrate Sri Rama Mahotsavam for Loka Kshema, with a three day event devoted to the worship of Lord Hanuman and Sri Rama on August 1st, 2nd and 3rd. The three day event is orchestrated with a unique set of homams, parayanams, celebrations and worships.

Aug 1: Akhanda Sundara Kanda Parayanam:

Sri Hanuman is an ardent devotee of Rama and his heart is filled with devotion to Lord Rama. It is said that, Hanuman is wherever Sri Rama is worshipped. So the three day event starts and ends with worship to Lord Hanuman. Day one of the grand event on August 1st, is devoted to Akhanda Sundara Kanda Parayanam in celebration of the greatness of Sri Hanuman. Over ages, devout Hindus read or listened to Sundarakanda for removing obstacles in all aspects of life, realizing health, wealth, progeny and prosperity. We start our grand event for Loka Kshema, seeking the devotion and blessing of Karya Siddhi Hanuman, to remove obstacles and perils in all our lives with all day Sundara Kanda Parayanam.

Aug 2: Special homams and Veda Parayanam:

Rama Moola Manthra, Sudarshana and Purusha Sukta Homams) are being organized by AVG as a part of the Sri Rama Mahotsavam. Like how the water offered to the root of the plant nourishes the entire plant, being part of the Homam blesses all those who are present. For the first time in North America AVG is planning a recitation of Ashwamedha (Veda Mantras) parayanam by devotees – the benefits of participating in the Ashwamedham are many – including fulfillment of one's desires, good health and prosperity. Combined with Sudarshana Homam (protection against obstacles and illnesses), Sri Rama Moola Mantra Homam (Taraka Mantram) and Purusha Sukta Homam (Loka Kshema), this will provide an unique opportunity for everyone.

Aug 2: Sahasra Vishnu Sahasranama Archana:

Sri Bhagavatpada in Bhajagovindam advises everyone to chant Vishnu Sahasranama. Sri Rama says to Sugreeva, "Be it Vibhishana or Ravana himself, anyone who does Sharanagathi to me, I promise to treat them as mine and protect them. That is my vow." AVG is organizing sahasranama archana to be done by 1000 individuals and everyone who takes part in the archana, gets to take home a beautiful Sri Rama Parivaram in brass after performing the archana.

Aug 3: Sri Sita Kalyanam:

(With Special Blessings from Bhadrachalam Rama Temple)

Ananth's Veda Group has received special blessings from Sri Bhadrachalam Rama for this grand Mahotsavam. When Bhaktha Ramadas was imprisoned by Hasan Tana Shah for the embezzlement of the treasury to build the beautiful Bhadrachalam Rama's Temple, Sri Rama and Lakshmana themselves came as Ramoji and Lakshmanoji and offered the king 6,000 Gold Coins as fulfillment of Sri Ramadas's debt and got Sri Ramadas' release. The King having realized that the two men were none other than Lord Rama and Lakshmana themselves, prayed to Ramadas for his forgiveness and donated all the coins that were received from Rama himself to the temple. This gold coin is called the Rama Tanka or Rama mada. It is still preserved in the Bhadrachalam temple museum. The king also sent every year, as a part of the Sri Rama Navami Mahotsavam, valuable pearls carried on an elephant for Sita Rama Kalyanam to be a part of the Talambralu, a ritual common at all Telugu weddings, when the bride and the groom pour a mixture of Akshata and on each other signifying prosperity.

For this special Sri Rama Mahotsavam, the pearls from the talambralu offered to Sri Rama and Sita at Bhadrachalam during Sita Rama Kalyanam on February 15, 2014, shall be given to the devotees who participate in the grand 3 day event as prasadam. In addition, by our special request and prayers, we have been blessed with the silver and gold replicas of Sri Rama Tanka that were placed on the Holy feet of Sri Rama from Sri Bhadrachalam temple for this event. (These are made from the mold of the original Tanka. The mold is owned by one family and no one else has the rights to reproduce the tankas).

"Nidhi Chala sukhama, Ramuni sannidhi seva sukhama? Nijamuga paluku manasaa" (Oh mind! tell truthfully, does wealth give happiness or the kinkaryam to Sri Rama), asks the great saint Sri Thyagaraja. What Kinkaryam can I do? No Kinkaryam is small. Be a small squirrel or the mighty Hanumaan, Sri Rama sees no difference among his Bhaktas. The devotees are requested to make best use of this wonderful opportunity to do Sri Rama kinkaryam.

Please spread the message about this divine 3 day event, participate with your family and friends, and receive the blessings of Sri Rama, Sita, Lakshmana and Hanuman.

**For details on the three days activities, registrations and sponsorships please click on our URL:
www.AVGUSA.org**