

Report on the Satabhishekam

Krishnan Sugavanam – Organizing Secretary



True to the positioning of the event as a “Grand Private Family Celebration”, the 3 day celebration of the Satabhishekam of Pujya Sri Swamiji took place in a manner befitting the great master.

The celebration was only a context raise funds and create a corpus to institutionalize Pujya Swamiji’s activities. Accordingly, over 110 regional teams were setup, 70+ in India and 40+ overseas, with a view to raise funds. Various schemes were drawn to

provide for every section of the society to participate in this auspicious event.

The function was celebrated on the 20th, 21st and 22nd of July 2011, at Hall E, CODISSIA, Coimbatore, which is a fully air-conditioned facility sprawling almost 22,000 sq ft in size. The area was fully red-carpeted. A stage of size 62’x32’ was erected, and equipped with professional light and sound equipment. Seating for about 3000 people was provided inside the hall.

There were 11 activities connected with Pujya Swamiji that were showcased, in another fully air-conditioned area at the backside of Hall E, 15,000 sq ft in size. In addition to the stalls, there were 2 CCTV projectors displaying the proceedings on two huge screens, with additional seating for 1000 people who could not be accommodated inside the hall.

The 2-floor air-conditioned food court, adjacent to Hall E, is where the food for all the visitors was served. While Swamis were seated and served food, all others enjoyed a buffet, across 7 counters. In all, starting from 19th afternoon, till 23rd afternoon, close to 30000 meals was served. About 175 different menu items were served over 12 full course meals session, across the 3 days of celebration. All the food was prepared without onion or garlic. Madampatti Nagaraj told us that in 25 years of their cooking service, they have never served so many people food without onion or garlic.

Each session was attended on an average by roughly 3000 people, with the Satabhishekam session (22nd afternoon) attended by over 5000 people.

4000 welcome kits, 4000 prasadam kits, and over 6000 entry badges were printed and distributed to people.

Over 250 priests took part in the Vaidika Rituals, with over 130 Patashala children also participating. In all, the rituals ran for 18 hours spanning over the 3 days.

Over 87 advertisers took advertising space in the unique Souvenir, which was released in commemoration of the event.

10 different cultural programs were presented, comprising of Dance and Music,

with over 80 artistes taking part in the presentation. There were several thematic presentations, all offered with Shraddha and Bhakti.

Accommodation for close to 1000 people, comprising of Sanyasis, Veda Patashala Children, Priests, Artistes, Dignitaries, Special Invitees and Volunteers, was provided.

Over 100 vehicles comprising of buses, mini vans, MUVs, and sedans were employed to transport devotees to another world and the devotees were truly moved.

Over 20 teams were formed, under the stewardship of a coordinator for each team with over 250 volunteers contributing their services across the board. The teams were formed to coordinate Pujya Swamiji Requirements, Security, Reception, Vehicle Parking, Meeting Hall Management, Stage, Compeering, Cultural, Dignitaries, Audio Video and Lighting, First Aid, Food, Stores, Vaidika Rituals, Transportation, Accommodation and Samarpanam office. Over 60 volunteers from Dharma Rakshana Samiti and 50 volunteers from Manjakudi took part in the services.

Over 100 patients were treated for illness across the 3 days.

Travel desks were set up and manned continuously for 48 hours to facilitate devotee's arrival both in the Railway Station and at the Airport.

The entire proceedings were telecast and webcast live by Sri Sankara TV.

Across the three days, various Acharyas and Leaders on the Global Scene attended the



function and sought Pujya Swamiji's blessings.

Three Veda Pandits and Five Veda Scholars were honored with a shawl and a purse.

"Arsha Kula Ratnam" award, instituted to commemorate the occasion, was conferred

upon Samskrta Bharati. The award carries a citation and a purse for 5 lakhs.

The event was truly a lifetime experience for all those who attended.

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