



Chandi Sahita Ati Rudra Mahayajna



CHARM 2023

June 24 to July 2, 2023

Organized by

S3 FOUNDATION • USA

SHRADDHA - SABURI - SAMIDHA

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With the Divine Grace and Blessings of Bhagawan Sri Sathya Sai Baba varu, S3 Gaushala along with all the devotees of Bhagawan Sri Sathya Sai Baba, invites all to celebrate CHARM 2023 at the largest cow sanctuary in the USA.



Ati Rudra Maha Yajnam is the highest form of worship to Lord Siva invoking 14,641 times of Sri Rudram chanting and 1,461 times as offerings in sacred fire. Chandi is a synonym for the feminine aspect of Divine Consciousness (Shakti) that is omnipresent, omniscient, and omnipotent. Devi Mahatmyam (Glory of the Divine Mother) from the Markandeya Purana (Epic conceived by Sage Markandeya) consists of 700 mantras extolling the glory of the Divine Mother. Shata Chandi involves recitation of the entire Devi Mahatmyam for 100 times along with 10 times as offerings in the sacred fire. CHARM is Siva Sakti Yajna offering our collective love as presence and awareness for universal peace.

CHARM 2023 is the second Yajna in a series culminating in 2025, commemorating the Centennial of Advent of Bhagawan Sri Sathya Sai Baba. With Bhagawan's immense grace, CHARM 2022 offering in Sacramento brought unprecedented rains in California and peace across the globe with the ending of a global pandemic that preceded the event for two long years. The intent of CHARM 2023 is to expand beyond human suffering and eliminate the cruelty against all the other beings that share this planet with us, especially the divine cows that harbor the cosmos. The event is organized under the auspices of S3 Gaushala, whose mission is to protect cows and promote kindness.

SATURDAY JUNE 24, 2023

Morning, 9 AM to 1 PM

Arrival, Registration, Ritwik Orientation

Afternoon, 3 PM to 8 PM

- Yajñashala Pravesham • Go Puja • Jyothi Prajvalana
- Purvāṅgam • Mahasankalpam • Gaṇapati Puja
- Punyahavacanam • Raksha Bandhana • Ritwik Avaranam
- Ankuraropana • Poorvāṅga Godana • Vastu Rakshoghna Puja and Homa • Mahaganapathi Pooja and Homa
- Multi-faith Prayers • Mahamangala Arathi
- Maha Prasada Vinīyoga

SUNDAY JUNE 25, 2023

Morning, 6 AM to 1 PM

- Nadi Sandhanam • Kalasa Sthapana / Mahanyasam / Aruṇa Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhiṣekam / Parayana • Agni Pratisthapana
- Agni Vibhajana • Sri Rudra Homam • Sri Sai Gayatri Homam • Mahamangala Arathi • Maha Prasada Vinīyoga

Afternoon, 4 PM to 8 PM

- Rudra Kramarchana • Nitya Homam • Samputita Sri Suktam • Cultural Program • Bhajans • Multi-faith Prayers
- Mahamangala Arathi • Maha Prasada Vinīyoga

MONDAY JUNE 26 TO

WEDNESDAY JUNE 28, 2023

Morning, 7 AM to 1 PM

- Kalasa Aradhana / Mahanyasam / Aruṇa Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhiṣekam / Parayana • Sri Rudra Homam
- Sri Sai Gayatri Homam • Mahamangala Arathi
- Maha Prasada Vinīyoga

Afternoon, 4 PM to 8 PM

- Rudra Kramarchana • Nitya Homam • Samputita Sri Suktam • Cultural Program • Bhajans • Multi-faith Prayers
- Mahamangala Arathi • Maha Prasada Vinayoga

THURSDAY JUNE 29, 2023

Morning, 7 AM to 1 PM

- Kalasa Aradhana / Mahanyasam / Aruna Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhishekam / Parayana • Sri Rudra Homam
- Sri Sai Gayatri Homam • Mahamangala Arathi
- Maha Prasada Vinayoga

Afternoon, 4 PM to 8 PM

- Rudra Kramarchana • Nitya Homam • Shata Chandi Parayanam • Multi-faith Prayers • Mahamangala Arathi
- Maha Prasada Vinayoga

FRIDAY JUNE 30, 2023

Morning, 7 AM to 1 PM

- Kalasa Aradhana / Mahanyasam / Aruna Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhishekam / Parayana • Sri Rudra Homam
- Sri Sai Gayatri Homam • Mahamangala Arathi
- Maha Prasada Vinayoga

Afternoon, 4 PM to 8 PM

- Rudra Kramarchana • Nitya Homam • Chandi Homa
- Multi-faith Prayers • Mahamangala Arathi
- Maha Prasada Vinayoga



SATURDAY JULY 1, 2023

Morning, 7 AM to 1 PM

- Kalasa Aradhana / Mahanyasam / Aruṇa Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhiṣekam / Parayana • Sri Rudra Homam
- Sri Sai Gayatri Homam • Mahamangala Arathi
- Maha Prasada Viniyoga

Afternoon, 4 PM to 8 PM

- Rudra Kramarchana • Nitya Homam • Siva Parvati Kalyanam • Multi-faith Prayers • Mahamangala Arathi
- Maha Prasada Viniyoga

SUNDAY JULY 2, 2023 GURUPURNIMA

Morning, 6 AM to 2 PM

- Kalasa Aradhana / Mahanyasam / Aruṇa Prasna / Mantra Japa • Panchamrita abhishekam • Ekadasa (11x) Rudrabhiṣekam / Parayana • Sri Rudra Homam (x2)
- Sri Sai Gayatri Homam • Agni Samyojanam
- Jayadi Homa • Mahapurnahuti • Kumbhodvasana
- Kalasa Abhisheka • Prokshana

Program Conclusion: 4 PM to 8 PM

- Sri Sathya Sai Satya Narayana Vratam
- Aservacanam • Multi-faith Prayers
- Mahamangala Arathi
- Maha Prasada Viniyoga

You **Tube**

Live Stream:

<https://www.youtube.com/saiatirudram>

