

# Sanathana Sarathi and Other Reports



# Bhagawan declared on Maha Sivarathri Day on Feb 16, 1958

*"From this day, our Sanathana Sarathi will lead to victory the cohorts of Truth - the Vedas, the Sastras and similar scriptures of all faiths, against the forces of the ego such as injustice, falsehood, immorality and cruelty. This is the reason why it has emerged. This Sarathi will fight in order to establish world prosperity. It is bound to sound the paeon of triumph when universal Ananda is achieved."*



# News from Sai Centres

- ▶ Covers events and activities outside of India
- ▶ Hundreds of inspiring articles have been submitted to date
- ▶ Over 3000 pictures have been submitted
- ▶ Articles for over 50 countries have been submitted
- ▶ Sanathana Sarathi is now available in electronic format in PDF and ePub at <http://sanathanasarathi.org/>



# Areas We Can Improve

- ▶ Articles are not consistent
- ▶ Information is missing
- ▶ Pictures not sent or sent in incorrect format
- ▶ Poor quality pictures
- ▶ High level officers having to spend too much time on mundane issues
- ▶ Multiple requests required to get information and pictures
- ▶ Lack of technical familiarity causes lots of communications that can be avoided



# A Picture is Worth a Thousand Words

- ▶ Pictures are very important to telling the story
- ▶ Most people look at the pictures first before reading the article
- ▶ Pictures help transport the reader to the activity



# Legal Issues

- ▶ Must observe laws related to publishing pictures in the country of the event/activity
- ▶ Obtain appropriate permission to take pictures if there are legal restrictions
  - ▶ Example: For a medical camp, the registration form can have language to allow pictures to be taken
- ▶ If a professional photographer is used, please make sure the Sathya Sai Organization has full legal right to use the pictures



# Issues with Pictures

- ▶ Resolution too low
  - ▶ Printed material requires much higher resolution than when viewing on a computer screen
  - ▶ File size usually a good indicator of resolution
- ▶ Pictures in Word Document or PowerPoint files
- ▶ Out of focus
- ▶ Poor Lighting
- ▶ No action
- ▶ Date on the pictures
  - ▶ Date is incorrect date
- ▶ Pictures with caption/text on them



# Low resolution





# Low resolution



# Low Resolution



# Out of Focus



# Poor Exposure/Lighting



# Out of Focus and Poor Lighting



# Date on the pictures



# Pictures should not have text on them



Beautiful Picture, but what is the message?





# Guidelines for “Good Quality Pictures”

- ▶ Shows action, pictures should show what is being done
- ▶ Audience shots, but avoid lot of empty seats
- ▶ Includes those serving and being served
- ▶ Shows multiple individuals vs. focusing on a single person
- ▶ Include multiple pictures for all aspects of the event/activity
- ▶ Pictures that are in focus and clearly shows the event/activity
- ▶ Banners or signs of the event and awards
- ▶ Happy recipients of the activity
- ▶ Send us many picture, but not too many
  - ▶ Remove pictures that are not of good quality
  - ▶ For pictures that are similar please select the best ones



# Examples of Good Quality Picture



# Examples of Good Quality Picture



# Examples of Good Quality Picture



# Examples of Good Quality Picture



# Examples of Good Quality Picture



# Examples of Good Quality Picture



# Help Us Tell the Story

- ▶ Provide captions for each picture
- ▶ Each caption should describe what is happening
- ▶ If there are any noteworthy people (speakers, special guests, etc.), please name them in the caption.
- ▶ Captions should be short yet descriptive
- ▶ Order pictures in chronological order or in an order that tells the story
- ▶ The file name should be the caption
- ▶ Example: “*Serving food to residents of a leprosarium.jpg*”





# Missing Captions

- ▶ Excellent pictures
- ▶ Very high resolution
- ▶ Looks professionally done

But...

- ▶ No Captions
- ▶ Who are the individuals in the photo
- ▶ Why are they significant
- ▶ We have to guess what the caption should be. Caption we created: "Speakers from Various Faiths and Religions"



# How Do We Improve the Process?

- ▶ Assign two individuals per Zone or Country as contacts
  - ▶ One individual will be responsible for coordinating and sending us the written reports on activities/events by members of the Sathya Sai Organization in your Zone
  - ▶ The second individual will be the technical contact
    - ▶ He/she will verify pictures meet the required criteria
    - ▶ Pictures will be uploaded to file sharing sites (Dropbox, Google Drive, SkyDrive, etc.)
- ▶ Please send the reports as soon as the activities are completed



# How Do We Improve the Process? (cont.)

- ▶ The reports should include the following details:
  - ▶ Date of activity
  - ▶ Place of activity
  - ▶ Number of people attending
  - ▶ Summary of any talks given during the event
  - ▶ Details of activity
  - ▶ Heartfelt comments from volunteers and recipients of service
  - ▶ Any ongoing activities (permanent clinics, educational institutes, schools etc. ) can be written up based on any recent noteworthy activity
  - ▶ High quality jpeg pictures uploaded to file sharing site



# Recommendations

- ▶ Camera
  - ▶ dSLR (Generally, takes the best pictures)
  - ▶ Good quality point and shoot/compact camera
  - ▶ Cell phones made in the last two years take pretty good pictures, but not the ideal choice
- ▶ Photographer is more important than the camera
  - ▶ A good photographer with a mediocre camera is better than a poor photographer with a good camera
  - ▶ For important events designate a professional photographer
  - ▶ Contact your local Sai Centers to find individuals with photographic talent



# Technical Specifications

- ▶ Images should be sent in JPG, TIF or Raw format
- ▶ Images should be at least 4 Megapixels, 8 Megapixels or more is preferred
- ▶ Please send the original files from the camera
  - ▶ Please do not reduce the resolution
  - ▶ Unless done by a professional, please do not retouch the photos



Om Sri Sai Ram

