

Invitation to Participate in the 2020 SSIO Ladies' Day Celebrations

With Bhagawan Sri Sathya Sai Baba's blessings, we are delighted to announce that, the Sathya Sai International Organization (SSIO) will host an Online Global Ladies' Day Celebrations on November 18 and 19, 2020 with the theme: "*Women are the Beacons of Nations.*"

The Ladies' Day Committee consisting of Dr. Hyma Reddy, Ms. Marianne Meyer, Ms. Sujata Ganguli, Ms. Kayoko Hira, Ms. Chitra Mirpuri, Ms. Alida Parkes, Ms. Maria Cecilia Villamizar, Ms. Aparna Murali, Ms. Roshini Visvanathan and Ms. Hemma Sundaram kindly invite you and your zone to participate in the 2020 SSIO Ladies' Day Celebrations by providing the following material.

All the material below should be sent to events@sathyasai.org and cc to the relevant task leader by the indicated dates.

Kindly review all submissions received from your countries to check the quality of the materials. Please pre-select the videos (photos) to be shared with us. To enable the use of highest quality materials, please send us links to download materials in high resolution format from the original source.

The deadline for all submissions is September 30, 2020.

Testimonials videos on Spiritual Transformation:

Ladies from all zones including YA and longtime members representing all cultures/traditions are invited to produce one to two minutes video clips on how the practice of teachings of Sathya Sai improved their lives and made a positive impact on their families, work, society, and the planet.

Some of the above clips will be included during the two sessions of the Ladies' Day Program according to the time slots available.

Some of the above clips will be posted on social media and websites before the event as teasers (to promote Ladies' Day) and may be used to inspire SSIO members and the public both at national and international level.

As the clips may be consolidated into one longer video, please do not include overlay graphics, special effects or background music. (See example attached, as reference)

If the clip is recorded in a local language, please send that clip in its original language (with translation in Microsoft Word doc.) and, if possible, a copy edited with subtitles in English.

Guidelines for Testimonials:

Technical Tips:

1. If you are using a phone or tablet, please hold it horizontally.
2. Please send the links to your video files in highest resolution preferably in .mov or .mp4 format.
3. Please name each video file with Zone-Country-Name of Testimonial and also include this information in the opening caption subtitle.
4. Please frame your video from waist up in a quiet, neutral location preferably outdoor.
5. Please dress as you would in the presence of Bhagawan.
6. Be careful to avoid background noises.

Contents Tips:

1. Start with your first name, country, and occupation.
2. Give an example of Swami's teaching that has transformed your life.
3. Close with a smile.
4. Please see the attached video clip as an example (<https://drive.google.com/file/d/1HyigVhaVdJHII-Q9ElwqEWOqK2PFSyIB/view?usp=sharing>)
5. Please see the attached Release Form to be signed with the testimonial and sent together with video recording.

For further details/clarifications please contact:

Alida Parkes: aparkes@sathyasai.org

Ladies Cultural Program:

Please share with us musical productions, choirs, dramas, skits or orchestra performed by ladies recently or in the past years.

Please send these presentations to:

Ms. Marianne Meyer: mmeyer@sathyasai.org

Ladies Service Activities:

We are looking for videos or photos of ladies engaged in various service activities. Activities from last year are also acceptable.

Please send the service activity materials to:

Ms. Sujata Ganguli: sganguli@sathyasai.org

SSE Children Program:

Young girls also have the opportunity to participate in the Ladies' Day program either with a skit or dance based on short stories depicting the culture, traditions of countries within your zone.

Here is an example from

Radiosai- http://media.radiosai.org/journals/Vol_05/01APR07/04-chinese.htm

As a first step, kindly provide a short story/stories by clicking on this link: <https://tinyurl.com/LD2020childrensprogram>.

Please submit the first draft of script, costumes and general concept **by September 26th** and video by **October 10th**.

Please send these materials to:

Aparna Murali: amurali@sathyasai.us

Thanking you for your kind attention and support,

Loving regards,
Ladies' Day Committee
Sathya Sai International Organization