

# Mata Amritanandamayi's Birthday Fete Begins

By Express News Service | Published: 27th September 2015 03:10 AM | Last Updated: 27th September 2015 03:10 AM



Mata Amritanandamayi releasing an Express special focus to commemorate her 62nd birthday at Amritapuri in Kollam on Saturday. Lakshmi Menon, Sr Vice-President (Sales and New Initiatives), Suresh P, GM, Kerala, and Vishnu Kumar P (DGM - Sales), are also seen | Manu r mavelil

**KOLLAM:** Mata Amritanandamayi released an 'Express' special focus to commemorate her 62nd birthday on Saturday evening. The 12-page supplement, released a day before the 62nd birthday of the spiritual guru, features her life and message. The inside pages have been dedicated to the institutions that implements her message and the important events she has attended recently. The supplement ends with an exclusive interview with Amma. This is the third time that 'The New Indian Express' is dedicating an additional supplement.

Thousands of devotees from all over the world are pouring in at the massive pandal, that could easily accommodate 1,50,000 devotees. The pandal has been erected at the Amrita University grounds. A huge posse of policemen have been deployed at the venue and city police commissioner P Prakash has been entrusted with the duty to oversee the arrangements. Video walls have been placed at vantage points so that devotees can watch the programme with ease.

The pandal is also equipped with basic amenities like drinking water, food, ambulances, fire extinguishers, medical clinic and toilets. Swami Purnamritananda Puri gave 'satsang' filled with interesting anecdotes. Around 6.30 pm, Amma greeted the crowd before starting the bhajan. Sunday's special event will start with 'Guru Padapuja' and it will be followed by Amma's address. Along with the charitable activities of the ashram, the Amrita Keerthi Puraskar will be awarded to Sanskrit scholar Muthukulam Sreedharan.