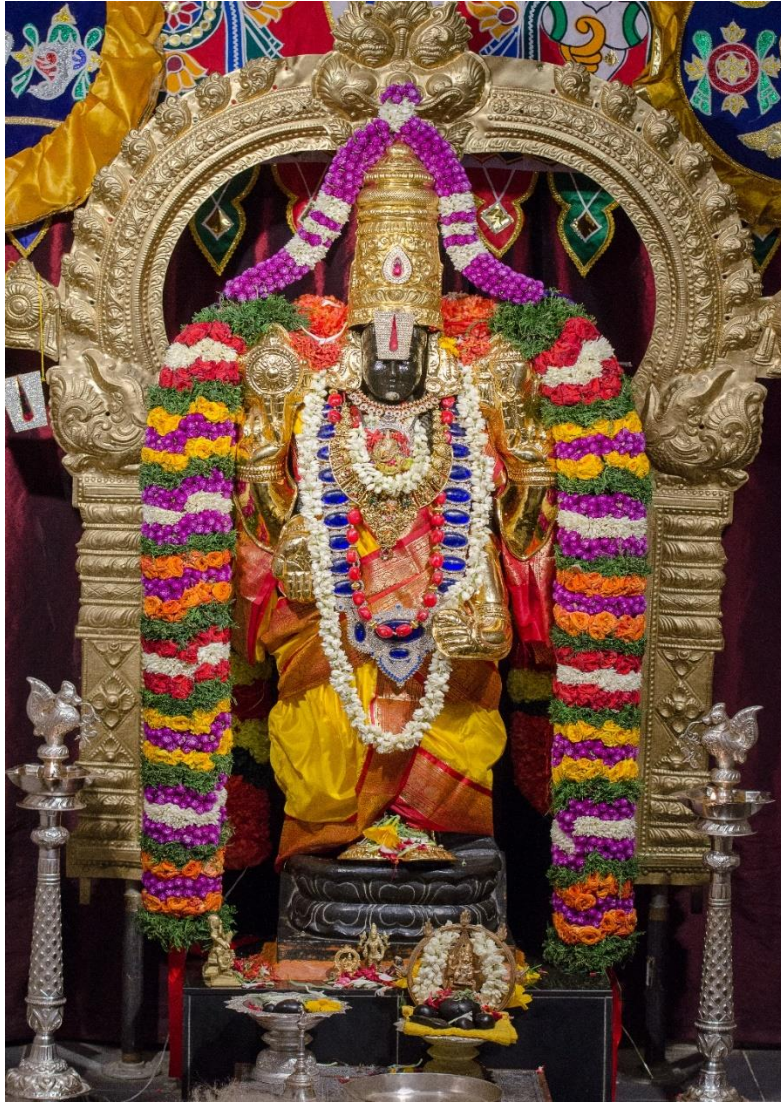


Sri Venkateswara



Sri Venkateswara is a form of Vishnu. He is also known as Srinivasa, Balaji, Venkataramana, Venkatachalapati, Govindha. The name Venkateswara is split as Venkata and Iswara meaning the "Lord of Venkata". Venkata is the hills in Andhra Pradesh in India. Venkateswara's chief temple is located at the top of the Seven hills (Venkata) in Tirumala, the location of the divine marriage of Lord Venkateswara with Padmvathy (Lakshmi). Lord Vishnu resides at Tirumala as Tirupati Venkateswara.

Lord Balaji is seen with a tilakam on forehead, Conch on the left shoulder, chakra on right shoulder, left hand in the resting form (to offer peace and comfort) and right hand in a bestowing

posture (to bless and safeguard the righteous). Sridevi (Goddess of wealth) and Bhudevi (Goddess of Earth) are found at the heart. The hands are decorated with adishesha (snake). Prosperity (in form of coins) pours at his feet. Lord Venkateswara is usually adorned with multiple ornaments. The broad tilakam is usually applied with camphor.

Conch is the natural shell which was used as body by a living creature in the ocean. It has the capacity to produce the reverberating waves of sound with thumping force that can generate alertness in the minds of everyone who listens to it. Chakra is the weapon of the Lord. Lord Vishnu uses his chakra to kill the demons and the evils. Seating "Sridevi" and "Bhudevi" in his hearts, Lord Venkateswara bestows wealth to the devotees who seek his blessings.

Sloka

Om Namo Venkatesaaya Kaamitaartha Pradhaayine

Pranatah Klesa Naasaaya Govindaaya Namo Namaha

"I pay my obeisance to You, O' Lord Venkateswara – the Bestower of success and prosperity; and offer my salutations to You, O' Govinda – the Destroyer of evils and sufferings"

Sriyah kanthaya kalyana nidhaye nidhayerthinam

Sri Venkata nivasaya Srinivasaya Mangalam

May all auspiciousness shower on SrinivAsA of Venkatagiri! He is the Lord of Lakshmi and is the rich mine of all auspiciousness. He is the immeasurable wealth for all those who seek Him.

"kalyana Adbhuta Gaatraya Kaamita Artha Pradayine,

Shreemad Venkatanathaya Srinivasaya Tey Namaha!"

"Lord Srinivasa! You wear the signs of Kalyana (auspiciousness) on your wonderful Body to convey that hearing your glory bestows all wealth and worshipping. You create the light of Knowledge that leads your devotees to your abode. Salutations to you.. "