

Hindu Temple and Cultural Society of USA Inc.
Sri Venkateswara Temple (Balaji Mandir) and Community Center
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Ugadi:

Ugadi (uga = year; adi = beginning) marks the beginning of a new Hindu lunar calendar with a change in the moon's orbit. Ugadi heralds the beginning of a New Year, New month, and a New day. With the onset of the beautiful Spring season, Ugadi brings in lots of happiness. Ugadi falls on the first day of Chaitra masa during the bright fortnight (sukla paksha). Chaithra Masa (month) ends the shivering winter season and the beginning of new life, shoots and leaves. We find happiness booming everywhere. Naturally, it is the happiest day of the year. The dawn of Spring signifies growth, prosperity and well-being. While this is called 'Ugadi' in Andhra Pradesh and Karnataka, it is known as 'Gudipadava' in Maharashtra. Though Kannadigars, Konkanis, Kashmiris, Marathis, and Telugus in particular celebrate Ugadi, all the Hindus enjoy and participate in this celebration.

People listen to Panchanga (Religious yearly almanac) on Ugadi. Experts will open the new Panchanga on the day and explain the forecast of rain, crop, storms, crop prices and other relevant things pertaining to our day today life of the New Year. This is called Panchanga Shravana.

On this day, it is the practice to eat 'Ugadi Pacchadi' (Ugadi Chutney). This special preparation is made from neem flowers, honey, sugar, and a number of other ingredients with special tastes. This preparation signifies that life is a mixture of happiness and sorrow, and that we have to treat them alike.

On the Ugadi day, we perform Abishekam to all the Deities in our Temple. This is followed by Panchanga Shravana in Telugu and Kannada.

May the Blessings of Lord Sri Venkateswara and Sri Mahalakshmi be with you and your family

HTCS