



Hindu Temple and Cultural Society of USA, Inc.

Sri Venkateswara Temple (Balaji Mandir) And Community Center

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Sri Mahalakshmi Jayanthi

Friday, Mar 30, 2018

09:00 AM Sri Mahalakshmi Homam

10:30 AM Sri Mahalakshmi
Abhishekam & Puja



The day of incarnation of the goddess Sri Maha Lakshmi is celebrated as Sri Maha Lakshmi Jayanti. The incarnation occurred on Uttara nakshatra of Meena masam as per the Solar calendar and in Phalguna masam as per the Lunar calendar.

Devas (*Gods*) and Asuras (*Demons*) performed Ksheera Sagara Mathanam (*Churning of the ocean of milk*) to obtain Amrita (*Nectar*). However, first Kala Koota Visham (*Lethal poison*) erupted. Later, many divine things such as Airavatam (*Elephant*), Kamadhenu (*Wish granting cow*), Koustubham (*Jewel*) and then Goddess Sri Maha Lakshmi emerged from the ocean during the churning. Goddess Maha Lakshmi chose Lord Vishnu's chest (*Vakshasthala*) as her dwelling place and in the form of Aishwarya Lakshmi (*representing both materialistic and spiritual wealth*) helping Lord Vishnu who is the Sthitikaraka (*Sustainer and Protector*) and became Sthitikaraka Shakti (*Executive Power of Lord Vishnu*).

Worshipping goddess Maha Lakshmi on this day pleases her. She confers Astitva (*Individual existence*) and Siddhi (*Fulfillment*) to the devotees and grants them wealth.