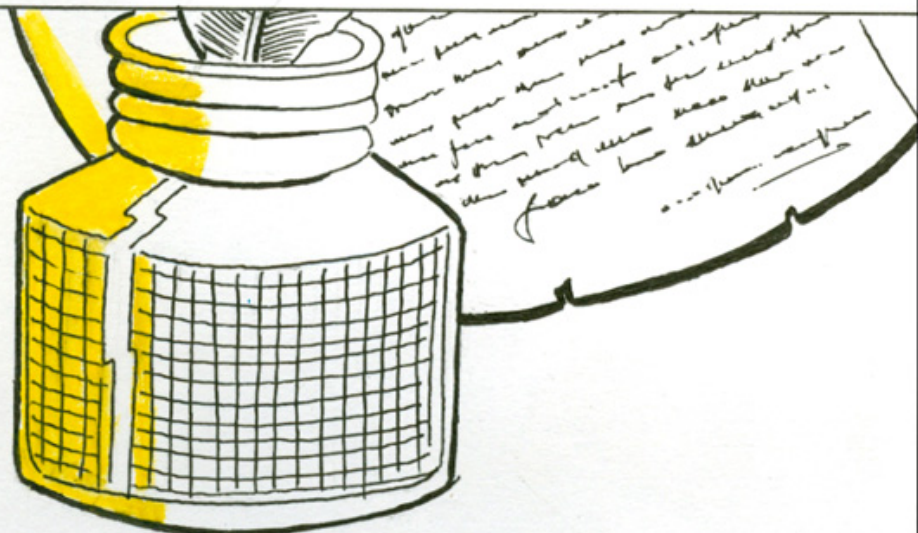


**CHAPTER 17**  
**(PART 01)**

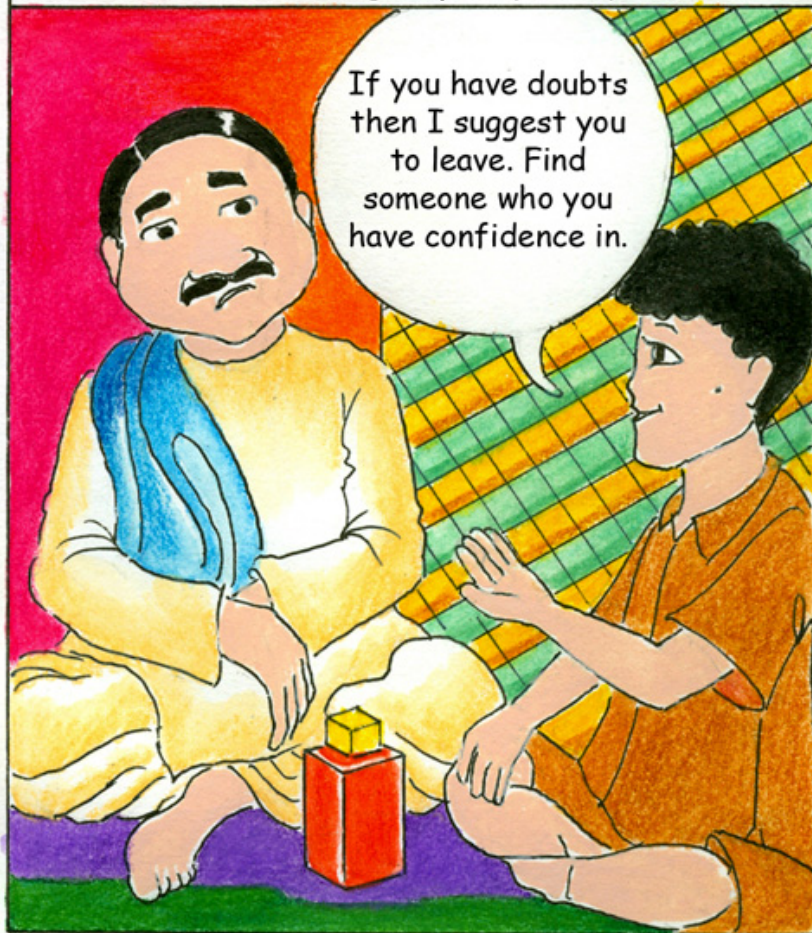
**THE POET OF POETS**



A provision shop owner wanted to sell an Ayurvedic medicine named 'Bala Bhaskara' in his provision store. He wanted to use an interesting song for its propaganda.



He had heard about Sathya's poetry writing skills. He approached Sathya but he was confused by the Boy's external appearance. He told Sathya that he was not convinced He could write good poetry. Sathya told him -



When the shop owner kept hearing Raju's praises, he returned. Thinking Him a small boy he tried to tempt Him. He said -



Raju did appreciate such attitude. He did not accept presents in return for favours. He told him bluntly -



The man apologised to Raju.



Raju too yielded a bit and said -

I have nothing to do with the business of give and take. Keep your business tactics aside. Tell Me about your medicine, I will compose an appropriate poem.



The man was very happy to hear that. He said -

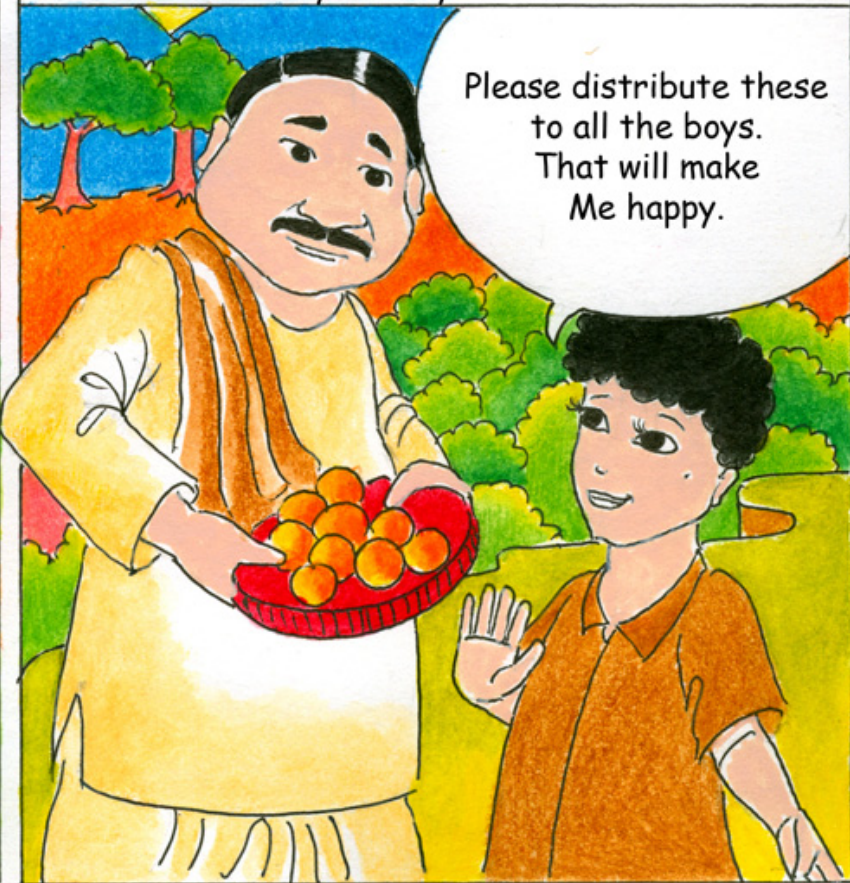
Thank you Raju. I will collect some children and make them sing the poem in every corner of the village for advertisement.



Sathya composed a very interesting poem keeping whatever the man had told about the medicine in mind.



When the shop owner read the poem he was so happy that he ran back home and brought sweets for Sathya. Sathya told him -



Please distribute these to all the boys. That will make Me happy.

The man distributed the sweets amongst the boys under Raju's care making Him happy.



Rigorous propaganda was conducted. Young boys went around the village singing the poem composed by Sathya. People were very impressed and the entire stock of Bala Bhaskara was sold out.



www.padiosai.org



The shop owner was very pleased with the advertisement. He thought -

This is all because of that talented young Boy!



Sathya please help us as well. Write for us too.

When other shop keepers saw the response to the medicine due to advertising, they all approached Sathya and said -

Sathya's brother was uncomfortable with what was going on. He heard many people asking favours from Sathya.

Raju You are so talented. Please write for me.



Seshama Raju asked Sathya to return to Parthi as the school holidays had commenced and He was wasting His time in useless pursuits.

