

Celebrating Akshay Tritiya – A Day of Eternal Prosperity

Akshay Tritiya, also known as **Akha Teej**, is a highly valued Hindu festival that falls on the third day of the Shukla Paksha of the Vaisakha month. Akha Teej is considered one of the three most auspicious days in the Hindu calendar, believed to bring good luck and success. In this post, we will explore the importance and benefits of Akshay Tritiya, the rituals performed, and the specifics of the celebration for 2027, including date and Muhurats.

Importance of Akshay Tritiya

Akshay Tritiya is celebrated as the day of eternal prosperity. According to Hindu mythology, it is the day when the Treta Yuga began, and the river Ganges, the most sacred river for Hindus, descended to earth. The day is ruled by Lord Vishnu, the protector of the universe, which adds to its auspiciousness. Activities done on this day are believed to be ever-augmenting and bring lasting prosperity, hence the name 'Akshay' which means never diminishing.

On this day both Sun and Moon are in their exalted sign Taurus. It is believed that on this day Parshuram, Nar-Narayan and Hayagriva were incarnated. From this day, the doors of Badrinath also open and on this day the feet of Lord Banke Bihari are seen in Vrindavan.

Benefits of Observing Akshay Tritiya

Spiritual Growth: Performing Puja and charity on this day is said to bring blessings and spiritual growth.

Financial Prosperity: It is considered auspicious for starting

new ventures, buying gold, and making investments.

Eternal Success: Any new project started or valuables bought on this day are believed to thrive and bring prosperity.

Akha Teej Puja Rituals and Celebrations

On Akshay Tritiya, devotees perform [Vishnu Puja](#) early in the morning after taking a holy bath. It is customary to worship Lord Vishnu and Goddess Lakshmi to invoke their blessings for prosperity and happiness. Devotees also chant Vishnu mantras and offer flowers, fruits, and sweets to the deities. Charity is a significant part of the day, with people giving away clothes, food, and money to the needy.

Akshay Tritiya/Akha Teej 2027 Date and Muhurats

Akshay Tritiya celebrations

In 2024, Akshay Tritiya will be observed on Sunday, May 9th. The most auspicious Muhurat to perform the Puja is between 05:34 AM and 09:03 AM on the same day. This time is considered highly beneficial for purchasing gold and starting new financial ventures.

Akshay Tritiya Vrat Katha

The Vrat Katha associated with Akshay Tritiya involves the story of Lord Krishna and Sudama, his poor Brahmin childhood friend. Sudama visited Krishna to seek some financial help. Without asking anything, Krishna understood his plight and showered him with affluence. This story symbolizes the virtues of charity, friendship, and the divine blessings associated with the day.

Vishnu Puja on Akshay Tritiya

[Vishnu Sahasranama Stotram](#)

[ॐ नमो भगवते वासुदेवाय ॥](#)

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[Vishnu Mantra in English](#)

[ॐ नमो भगवते वासुदेवाय ॥](#)

[Om Jai Jagdish Hare Aarti In English](#)

Akshay Tritiya gold purchase