

వేదవ్యాస విద్య విజ్ఞాన వారధి
ప్రత్యేక సంచిక

సంస్మరణ టిపిక



ENDOWMENT MAGAZINE

VEDAVYASA VIDYA VIGNANA VARADHI

Flat no.306, Tulip Towers , Adj to T S Civil Supplies Bhavan ,
Somajiguda Hyderabad- 500082

www.vidyavaradhi.org, email : vedavyasa2009@gmail.com

VEDAVYASA VIDYA VIGNANA VARADHI

COMMITTEE MEMBERS

PRESIDENT	:	Dr. JAGANMANI SRIKANTH
VICE PRESIDENT	:	L RAJU GOLLAMUDI
VIDE PRESIDENT	:	G MANIKYA PRASAD
SECRETARY	:	R S LAKSHMAN
TREASURER	:	J VEERABHADRA RAO
MEMBER	:	LALITHA GOLLAMUDI
MEMBER	:	K NARASIMHA MURTY
MEMBER	:	R RADHIKA
MEMBER	:	J V RAMA MURTHY

TARANI

(A Society for the welfare of under previlaged)

PRESIDENT	:	GABBITA SIVARAMA KRISHNA PRASAD
VICE PRESIDENT	:	JONNALAGADDA SHRAVAN KUMAR
SECRETARY	:	Y SRINIVASA RAO
TREASURER	:	R S LAKSHMAN
MEMBER	:	R RADHIKA
MEMBER	:	JAGANMANI SRIKANTH
MEMBER	:	JAYANTHI VENKATA ACHUTHA SARASWATHI

BANKERS

Andhra bank	:	Rajbhavan Road Branch , and Basheer Bagh Branch
IDBI	:	Basheer Bagh Branch
Corporation Bank	:	Punjagutta

AUDITORS

Jawahar & Associates	Umamaheshwar Rao & Co
Chartered Accountants	Chartered Accountants
C-5, Skyline , Apartments, 3-6-309, Basheer Bagh Hyderabad -29	Road No. 12 , Banjara Hills , Hyderabad.

ముందు మాట

విద్యా వ్యాప్తి కోసం మనం అందరం ఒక దశాబ్ద కాలం కిందట ఏర్పాటు చేసుకున్న వేదవ్యాస విద్య విజ్ఞాన వారధి ,అంచెలంచలుగా అందరి మన్ననలను అందుకొని నిర్దేశించిన

లక్ష్యాలను,గమ్యాలను చేరుకొని అనేకమంది ప్రతిభ కలిగిన విద్యార్థుల జీవితాలలో వెలుగు నింపిందనడములో అతిశయోక్తి లేదు. ఒక అకుంటిత దీక్షతో,ఒక తపనతో లక్ష్యాన్ని సాధించాలని అనుకోవడం, దానికి అందరి సహాయ సహకారాలు తగిన సమయములోమా సంస్థకు లభించడం మా అదృష్టం గ భావిస్తున్నాము.మా సంస్థ ఈ పది సంవత్సరాల కాలములోఅనేక మార్పులు చేర్పులు చేస్తూ అందరి సలహాలు , సంప్రదింపులు తీసుకొని భవిష్యత్ తరాల వారికీ చక్కని దశ దిశ నిర్దేశించడానికి ముందుకు వెళ్తుందని గట్టి నమ్మకముతో ఉన్నాము.

అలాగే అవకాశము ఆస్కారము దొరకని పేద వ్యక్తులకు ఉపాధి కల్పించడానికి , వారి వారి కాళ్ళ మీద స్వశక్తి తో నిలబడటానికి తరణి (సొసైటీ ఫర్ ది వెల్ఫేర్ ఆఫ్ అండర్ ప్రివిలెజ్డ్) అనే సంస్థను నెలకొల్పి మాకు చేతనంత సహాయం చేస్తున్నామని , ఆ సంస్థ గూడ మీ అందరి మన్ననలను చూరగొంటుందని ఆశిస్తున్నాము.

ఇటువంటి బృహత్తర కార్యక్రమాలను చేపట్టి , వాటిని ముందుకు తీసుకొని వెళ్ళాలంటే సమాజములో అనేక మంది సామాజిక స్పృహ ఉన్న వ్యక్తులు తెర వెనుక ముందు ఉండి నడిపిస్తున్నారు. వారందరికీ మా కృతజ్ఞత పూర్వక అభినందనలు.

వేదవ్యాసవిద్యవిజ్ఞానవారధి మరియు తరణి సంస్థలు ఈ రోజు ఇంత చక్కగా పయనిస్తున్నాయంటే ఇద్దరు మూల వ్యక్తుల గురించి ప్రస్తావించవలసిన అవసరము ఉంది. 2017,2018 లో మా సంస్థ విశిష్ట మైన ఈ ఇద్దరు మార్గాదర్శులను కోల్పోయిందని చెప్పటానికి చింతిస్తున్నాము. వారు 2017 లో శ్రీ పి వి ఆర్ కే ప్రసాదు గారు, 2018 లో శ్రీ సి ఎస్ రావు గారు. ఒకరు తరణి సంస్థకు అధ్యక్షులు అయితే మరిఒకరు వేద వ్యాస విద్య విజ్ఞాన వారధి కి అధ్యక్షులు, ఇద్దరు ఎవరికీ వారె సాటి. వారి మార్గదర్శకత్వములొ మా సంస్థలు మంచి ప్రగతిని సాధించి మీ అందరి మన్ననలను చూరగొంటున్నది. వారి చేసిన సేవలను స్మరణ చేసుకుంటోనే ఉంటాము .ఈ రెండు సంస్థలు వారిని చిర స్థాయి గా గుర్తు ఉంచుకోవడానికి వారిద్దరి పేరు మీద ప్రతి ఏట , వారి ఆశయాలు, అభిలాషలకు అనుగుణంగా విద్యార్థులను తీర్చి దిద్దడానికి విడి విడి గా ధర్మ నిధి ని (Endowment) ఏర్పాటు చేయటానికి కార్య నిర్వాహక వర్గం తీర్మానించింది.కొంత మంది ఆ నిధు లకు వారి వంతు సాహాయం కూడ చేయడం జరిగింది.

35 ధర్మ నిధులతో (ఎండోమెంట్స్), మా సంస్థ సుమారు 45 మంది ప్రతిభ కలిగిన విద్యార్థులకు సహాయము చేసి , ఇంగినీర్లగాను, డాక్టర్ల గాను ఛార్టర్డ్ అకౌంటెంట్, కంపెనీ సెక్రటరీ ల గాను తీర్చి

దిద్ద డ మైనది. ఇప్పుడు ఐఏఎస్, మ్యూజిక్ ,లా వంటి కోర్స్ ల మీద , అలాగే విదేశాలలో మంచి ఐ వి లీగ్ స్కూల్స్ లో ప్రవేశానికి అవకాశం కల్పించడానికి మా ప్రయత్నాలు చేస్తున్నాము.ఎండోమెంట్స్ నెలకొల్పుటకు కావలసిన మార్గ దర్శిక వివరాలను ఈసంచిక లో పొందు పరచటం జరిగింది.

మా వేదవ్యాస సంస్థ విదేశాల నుంచి విరాలాళ్ళు అందుకోడానికి FCRA క్రింద అనుమతులు ఉన్నవి. అందువలన విదేశాలలో మీ స్నేహితులు, ఆవులు ఎవరైన ఇటువంటి ఆశయాలకు వితరణ చేయ దలచుకొంటే వారి వివరాలను మాకు దయ చేసి తెలపగలరు.

ఇట్లు

కార్య నిర్వాహక వర్గం

ENDOWMENT LIST

1	P V R K Prasad	Vedavyasa Management Committee & Smt C. Sri Vidyavalli
2	C S Rao	C S Prabhavathi Garu & Vedavyasa Management Committee
3	Kunapuli Suryanarayana	Smt K. Kameshwari & Family Members
4	Renduchintala Viswanath	R. Krishnamurthy & Family Members
5	Renduchintala Lakshmayya	R. Krishnamurthy & Childern
6	Renduchintala Krishna Muthy	R. Kamala Devi & Family Members
7	Ippagunta BhujangaRao and Venkatappiah	Ippagunta Mallikarjuna Rao & Family Members
8	Jonnala gadda Sita Devi	Jonnalagadda Ramasastry & Family Members
9	Sri Jonnalagadda Venkata Krishnayya, Smt Manikyamma, and Sri Venkatappayya Sastry	Jonnalagadda RamaSastry & Family Members
10	G S Madhavarao	G. Lingaraju & Family Members
11	YVenkatappaiah	Y.S. Rao & Family Members
12	Dr. A Chalapathi Rao	A Gayatri Hari Priya

13	Jonnalagadda Kameswaramma	J.V. Rao & Family Members
14	Maadugula Kesavaswamy & Kaushalyamma	Dr. M.V.K. Murthy
15	Kamaraju Annapurnamma	Kamaraju Narendra Kumar
16	Pathuri hanumantha Srikanth Merit Appreciation Award	P.H. Srikanth
17	Madapati lakshmi Narasimha Rao	M. Chandra Mouli
18	Chamarthy Veerabhdra Rao	Chamarthi Hanumantha Rao
19	Chamarthy Seetha Ramamma	
20	Kapilavai Bala Lakshmi Narayana Sastry	Kapilavai Vijay Kumar
21	Sri Chunduru Kasi Viswanadharao Sarma & Subbalakshamma	Chanduri Satya Narayana Murthy & Family Members
22	Sri B.K Rao / B Sita Devi Merit Appreciation Award	Sri B.K. Rao & B Sita Devi
23	Sri Jayanthi Lakshminarayana	Jayanthi Family
24	Sri K Naga Bushan Rao	Kamaraju Narendra Kumar
25	Sri Maganti Ramakrishnaiah &Uppaluri Krishna Sastry	Smt Uppaluri Lalitha

26	Koppolu Suryanarayana & Padmavathi	K Venkateshwarlu
27	Sri I.V. Chalapathi Rao	I.V. Chalapathi Rao Family & Smt R. Krishnamurthy Family
28	Gannavarapu Bhargava & Parige Harika Merit Appreciation Award	Gannavarapu Bhargava & Parige Harika
29	Uma Maheshwara Rao Endowment	G Sivarama Krishna Prasad
30	Vadapalli AnandaRao	Vadapalli Ananda Rao & Family Members
31	Mangalpalli Bala Murali Krishna Endowment	Music Lovers
32	Nedunui Krishna Murthy	Music Lovers
33	Nookala Chinna Satyanarayana	Music Lovers
34	Sripada Pinakapani Endwoment	Music Lovers
35	Usha Kant Merit Appreciation Award	Dr. J Sreekanth

Institution of Endowments and Merit Appreciation Awards for Needy Meritorious Students

Vedavyasa Vidya Vignana Varadhi is an organization registered under Societies Act of Andhra Pradesh vide Regn.No.223/2008.It is a non-profit, non-governmental organization focused on providing financial support to deserving meritorious needy students hailing from States of Andhra Pradesh and Telangana for pursuing higher education.

The Organization is voluntary in nature and the selection is based on criteria of poverty and merit irrespective of caste, creed and other considerations. Donations to the organization are exempt under sec 80(G) of the Income Tax vide Lr.F.No.DIT(E)/HYD/80G/Ren/13(06)09-10 dated 29/06/2009 .

The Organization Consists of people of an eminence from different walks of society and had strong foundations with late Sri C S Rao garu IAS (Retd) and eminent officer. Now headed by Dr J Sreekanth of Appollo hospitals. It consists of Chartered Accountants, Lawyers , Doctors and other Professionals with a passion and a desire to serve the society. The founder members have also contributed their might to the creation of the corpus of the society.

The Organization organizes a series of events, accepts small and big donations and through sponsorship raises Corpus fund and the interest earned on the Corpus only is utilized for distribution of these scholarships.

Endowment /Merit appreciation Scholarships

Thanks to the generous contribution by various individuals and corporates, we were able to raise awareness among the community about the need to support the needy and meritorious students. Thanks to our events, we were able to attract more interested individuals, each of whom are talking about supporting the deprived students. **“These individuals approached us with newer ways of spreading awareness, by instituting endowments in the memory of their near and dear for which we have accepted their proposal to make our organisation a means to educate more and more needy and meritorious students in the name of their beloved ones”**. While instituting the Endowment, the family members set up certain criteria and the same will be followed and accordingly selection of

the candidates are finalised for awarding scholarships from the Endowment.

Criteria for Instituting Endowment: Any individual or any one or all the family members can institute an endowment in the memory of their beloved ones. The endowment shall start with a minimum of Rs. one lakh or in multiples thereof. All endowments instituted for Rs. 500000 (rupees five lakhs) and above will be considered as **individual endowments**, and others when distributed will be clustered with other endowments and will be passed on to the beneficiary .Donors can always add to the endowment already instituted in one or more years to a sizeable endowment with contributions from the self, friends and near relations. Regular updating will be maintained with all details for each endowment at back end office and will be communicated to the principal donor as and when additional contributions are made. The ultimate objective is that the a full-fledged self-reliant individual is created out of the Endowment creation, thereby giving the donor the immense satisfaction that the donation helps in transforming the families for generations together in terms of Education and Social standing.

Endowment scholarship: The student i.e. the beneficiary will be awarded scholarship every year with the interest earned on the endowment amount and also any additional funds given on year on year basis will be supported till he completes the course for which the beneficiary is selected and the quantum of money is not fixed.

Pre-conditions of Endowment: The donor can always while instituting an endowment can put certain precursors to fulfil the objective of instituting an endowment in perpetuating the memory ,such as supporting a beneficiary from a specific district or region, a specific course, or a specific field such as music, art, professional/ technical /medical education/ competitive services. However the pre-conditions shall always be supported with sufficient interest accrual on endowment amount.

Parking of Endowment: Donations received are parked in fixed deposits with nationalised banks as prescribed under income tax act for each endowment separately to get the best yield for best possible maximum period so that each endowment is identified separately. The fixed deposit receipt will be separately maintained for donor's reference. A separate file is maintained for

each Endowment wherein the initial contributions by the family members and the additions made there after by other family members over a period of time.

Procedure for Distribution: A student will be selected for endowment as per the decision of selection committee and donors precondition statement. Every year the beneficiary will be given scholarship till the completion of study. The donor or his family members will be called upon to be present at annual award ceremony to present the award with their own hands, thereby providing a platform for the donor and beneficiary to know each other and other antecedents, The donor not only gives the scholarship amount but also a certificate to the beneficiary detailing the endowment specifics. The photographs of the event and details of beneficiary will be furnished to the main donor (to be specified while instituting the endowment) after the event.

Admin procedure: The organisation after collection of cheque acknowledges the receipt and on realisation of cheque issues a receipt cum 80(g) exemption certificate together with relevant enclosures. The donor is required to arrange a high resolution photograph and a brief profile of the person in whose favour the endowment is instituted. All Cheques and D.D's may kindly be drawn in favour of **Vedavyasa Vidya Vignana Varadhi** payable at Hyderabad. All online transfers can be made to IDBI Bank, Basheerbagh Branch, Account No. 002104000328371, IFSC code: IBKL0000002, MICR code: 500259002,

Foreign contributions to the organizations are covered under FCRA Act, 2010 with Regn. No. 010230915, Ministry of Home Affairs. For N R I Remittance Details of FCRA Account.

A/c.No. 0002104000508407 ,

IDBI Bank, Basheer Bagh, Hyderabad,

Swift code : IBKLINBB002

All donors shall invariably furnish their communication address , cheque no, Bank ,

Amount, and PAN No. for our record purpose.

SRI PVRK PRASAD



‘Rajarshi’ PVRK Prasad

The closer they went to him, the more they loved him.

As a man of conviction, commitment, courage and vision, PVRK Prasad was a truly remarkable person who touched the lives of countless people in all walks of life in so many ways. The fact that thousands of people felt a genuine sense of loss at his passing is evidence of this fact.

He was blessed with extraordinary interpersonal skills and a razor-sharp intellect. He was able to instantly connect with anyone he spoke to, whether it was a small child or the Prime Minister of India. He had the rare ability to quickly comprehend what a person was saying to him and to formulate a response even before that person finished talking.

His professional accomplishments during his long and illustrious career as a highly regarded and respected IAS Officer, are legendary. In fact, his services as the Executive Officer (1978-82) of Tirumala Tirupati Devasthanams (TTD) are recognized to this date and have become part of the local folklore.

More than a dozen major projects implemented by TTD such as shelter over stairs-path to Tirumala hills, Nitya Annadaanam, Free transport in Tirumala, Annamaacharya project, Daasa Saahitya project, Vaikuntam Queue complex, Paapanaasanam Dam and so on, and good number of services like Special Kalyanotsava Seva, Sahasra Deepalankarana Seva, Melchat Sesha Vasthra Seva, Nijapaada Darshana Seva, Pushpa Yaagam and so on stand as mute testimony to his visionary execution. In other words, he left indelible marks of his passion and devotion in serving the Lord Srinivasa.

During his brilliant and impeccable career, as Collector of Khammam district, Commissioner of Excise, Commissioner of Panchayat Raj, Chairman of Visakhapatnam Port Trust, Principal Secretary - Higher Education, Director General of HRD Institute and so on, he exhibited inimitable performance in every post that he held. His initiative as DG, MCR HRDI, led to establishment of Centre for Good Governance (CGG) in Hyderabad.

As additional secretary and media advisor to the Prime Minister, he played a very key role behind the scenes when the nation was passing through a very crucial and transformative period during the tenure (1991-96) of P.V. Narasimha Rao. He was Narasimha Rao's trusted confidant, and hence, was entrusted with the most sensitive assignments such as constitution of an apolitical trust for construction of Ram Mandir at Ayodhya.

He was a great people-person and institution-builder. He could have chosen a life of ease after retirement from government service. But he decided to devote his time and energy during his post-retirement years to numerous social and religious causes. His services as Advisor, TTD, and Chairman, Hindu Dharma Parirakshana Trust are most noteworthy in this regard. His master plan to bring together the religious heads of various streams of Hinduism under the auspices of TTD in order to bring about a spiritual renaissance and combat the onslaught of aggressive religious conversions was indeed commendable.

He never took credit for any of his achievements. He always attributed his success to the Grace of his dear Lord Venkateswara. He recognized the intrinsic worth of every human being. Despite being a very senior and powerful government officer, he made it a point to always greet everyone affectionately regardless of position, including people such as his driver or a security guard.

His amazing altruism, humility, sincerity, friendly disposition, cheerful attitude, sense of humor and his self-deprecating self-effacing style, endeared him to everyone who came into contact with him. The closer they went to him, the more they loved him.

He was the epitome of a 'Nishkaama Karma Yogi'. He was a humanist who went to great lengths to help anyone who approached him with genuine cause.

He was a loving father and caring husband who taught his children how to face the challenges of life confidently, be helpful to everyone, be of service to society, and a good human being.

His sudden demise at the age of 76 in August 2017 has left a huge void in the lives of his family members and those who had the privilege of crossing paths with him. Although he is not with us physically, he is very much with us in spirit. The best tribute that all of us can pay to him is to keep his legacy alive.

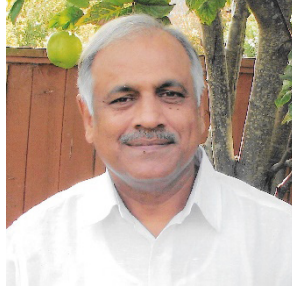
A WhatsApp group, 'Naham Karta', promoted by young IT professionals who were his ardent fans, but couldn't meet him till a few months before he passed away, is still carrying the spirit of PVRK Prasad. All his extensively sold books, 'Naaham Karta, Harih Karta', 'Wheels behind the veil', 'Tirumala Leelamrutham' and 'Tirumala Charitamrutham', can be read in PVRK's FB account, blog and website maintained by this group.

As president of TARANI he gave an immense thrust in laying excellent foundation for the organisation. His guidance and services are remembered for ever . The management committee has not only condoled his sudden demise but also instituted an Endowment to perpetuate his memory and every year young scholars in vedic education will be awarded financial support as it is more dearer to his heart.

Persons who contributed to this Endowment. " The management team of Vedavyasa out of its corpus funds and Smt. V Srividyalavalli of Pune.

Beneficiaries under Endowment : Karanam Sreedatta (Who Lost his Father) For the years 2017-18 & 2018-19 for pursuing " Ghanam" at SGS Vedapatashala.

SRI C S RAO



Sri Chellapilla Satyanarayana Rao (C.S. Rao) was born in May 1943 at Kakinada in Andhra Pradesh. His father was Sri C. Sitaramamurti Murthy, a popular college lecturer of English, and mother Smt. C. Suryakantam, and was the fourth of five siblings. Being born on the day of Kalyana Utsavam at the Annavaram Satyanarayana Swami temple, he was named for the Lord. He had his school education at Kakinada, Collegiate education at Rajahmundry, and obtained a Masters' degree in English literature (with specialization in American literature) at Sagar University. He joined the English faculty of Sri Venkateswara College at New Delhi in 1963. He entered the Indian Administrative Service in 1967 and was allotted to Andhra Pradesh cadre.

Sri C.S. Rao worked as Sub-Collector, Chandragiri, an assignment he regarded an auspicious start to his career, as the district is at the foot of the Tirumala Hills. He then worked for three years at Project Officer, Girijan Development Agency, Srikakulam. His work here was highly appreciated by both the tribal people and the government; some of his initiatives were taken as models for replication in similar projects across the country. His next posting was at the State Secretariat as Dy. Secretary in the Finance Department in charge of State Budget. This began his long association with Finance Ministries at both the Centre and the State, as association that would constitute 24 of his 36 years in Government Service. After two years as Dy. Secretary (Budget), he worked as District Collector in two districts, namely Krishna and Visakhapatnam.

His work in both districts was highly regarded. His tenure at Krishna district saw him deal with the tidal wave of 1977. In the face of grave adversities arising from the natural calamity itself and the politicization of

it, he maintained perspective and did outstanding work. Those who worked closely with him at the time recall that he never showed irritability or lost his cool even in hostile circumstances.

He moved to the Ministry of Finance, Government of India in 1981. He worked as Joint Secretary in the Ministry of Finance dealing with State Finances. During this period, he was associated with the formulation of the Overdraft Regulation Scheme that restricted the access of states to overdraft from RBI and also prepared a working paper on Centre-State financial relations for discussion with Sarkaria Commission. After working for 5 years at the Centre, he returned to Andhra Pradesh in 1986 as Secretary Finance, a post in which post he continued till 1994.

In May 1990, when the state was affected by a major cyclone, he was entrusted with the preparation of a project report for obtaining World Bank assistance for rehabilitation of the affected area. This project report was prepared in a short period of six weeks and the negotiations with the Bank completed within another two months. The World Bank approved a total assistance of \$ 265 million with a stipulation that it be utilized within a three-year period. As it was a multi-sectoral project with a short execution period, he established a Project Monitoring Unit (PMU) within the Ministry of Finance with the overall responsibility of planning and monitoring of the project. The efforts of the PMU resulted in full utilization of aid and completion of the project on time. The Government of India borrowed the PMU concept and facilitated establishment of such units in all states where externally-aided projects are under implementation. On promotion as Principal Secretary to Government of Andhra Pradesh, he headed the state Irrigation Department. He held other important positions in the state such as Principal Secretary to the Chief Minister.

In early 1998, he returned to the Government of India as Additional Secretary & Financial Advisor, Ministry of Food and Consumer Affairs. While in this post, he was closely involved in the disinvestment of Modern Foods.

He was elevated to the post of Secretary to the Government of India and posted as Secretary Expenditure in the Ministry of Finance in October 2001. As Secretary, Expenditure in the Government of India he was associated with

disinvestment of state-held enterprises, expenditure budgeting, and clearance of projects for implementation by the Government of India.

He was then posted as Revenue Secretary, Government of India, where he was associated with a major initiatives towards the rationalization of Direct and Indirect taxes. He retired from the IAS in May, 2003.

He was immediately appointed for a 5 year term as the Chairman of the Insurance Regulatory and Development Authority of India (IRDAI). During his tenure, he was associated with a number of initiatives such as detariffing, the nurturing of health insurance as a sector, and promotion of microinsurance. As Chairman, IRDAI, he was a very active member of the Executive, Technical and Implementation Committees of the International Association of Insurance Supervisors (IAIS). He took particular interest in the Working Group on Microinsurance. The IAIS had honored him as Distinguished Fellow in the year 2009 for his outstanding contribution to IAIS.

After completing his five-year tenure at the Authority, he headed the State Pay Revision Commission for the state of Andhra Pradesh, which submitted its report in December 2009. The report was widely appreciated for the sensitivity displayed in addressing issues faced by employees and pensioners.

In 2014, he was appointed Financial Advisor to the Government of Andhra Pradesh. Here, he played a key role in interactions with the Fourteenth Finance Commission, which were crucial for a state dealing with the aftermath of the bifurcation of the combined Andhra Pradesh state into AP and Telangana.

In the year 2016, he declined an extension due to declining health, bringing to an end a long and distinguished career. His was a career made remarkable not only by the prestigious designations he held but by the integrity, professionalism, and humility with which he held them. His was a positive disposition, always considerate and courteous to those who came in contact with him. His instinct was to base all decision-making in humanitarian considerations, a quality that was highly valued by colleagues and those impacted by these decisions. He was a self-effacing personality, one who shied away from seeking praise or public acknowledgement. He preferred to be understated, often underplaying his abilities and intellect. There was a simplicity to his approach to his life and work. He was wary of ideological

grandstanding or pedantry as a basis for administration. He believed that doing a job efficiently and with the intention of benefiting ordinary people was enough. He always believed in trying to help everyone who reached out to him to the best of his abilities. In the final years, he turned his attention to helping several charitable and religious institutions.

At a personal level, he was deeply devoted to God, and particularly to Lord Venkateswara. He attributed all his successes to the grace of God and retained his faith in the most testing of circumstances. Doctors treating him for an advanced lung condition marveled at his ability to stay positive in the face of great suffering. He passed away on June 28, 2018. He is survived by his wife, two sons, and two grandchildren.

The Management team while lauding the guidance and services and contributions he has made to the organisation of Vedavyasa Vidya Vignana Varadhi has condoled his death and decided to constitute an endowment award to perpetuate his memory. When the team informed the decision Smt. Sri C Prabhavathi garu (wife of late C.S. Rao garu) contributed Rs. 1,00,000/- to the corpus.

Persons who created the endowment : Smt C Prabhavathi Garu (Wife of late Sri C S Rao Garu) and Vedavyasa Management Team out of its corpus.

Beneficiaries under this Endowment : Mr. Vinod Maloth (Who is an IITian from Chennai) for cracking IAS examinations. For the year 2018-19

SRI K V S SURYANARAYANA



When speaking of Shri KVS, one can list the usual information about Shri KVS, date of birth, date of joining service, postings held, date of retirement and ultimately the date of his death.

But that does not define him or only partly defines him. It does not bring out his unique, individual characteristics, his in-built value system, his attitude towards life and whole other aspects that were integral to his personality.

The essence of his uniqueness is that he while not being the brightest and the best achieved far greater heights than those who were overtly so.

He combined the rare virtues of being both a visionary and an implementer. While accepting life as it comes, he tried to learn and implement whatever was within his control. He always felt that the system was not wrong but the people implementing it. The system would as time went by need some upgradation for sure. Instead of setting out to change the system entirely, he tried to improve upon it by doing whatever was within his ambit.

He understood the value of “working smart” prioritising the to do list as opposed to working long and late. He was able to make a proper work life balance.

He did not start his life being perfect at everything. At one point of time he was an average student too. After entering civil service at the tender age of 22 years he was quite raw in many ways.

What made him stand out was his ability to absorb, learn, imbibe and focus. He read a lot. He was never afraid of asking questions even at the cost of being made fun of. He made a note of all his queries and decisions on all files pertaining to his posting at hand.

He was committed and loyal to the Govt of India and the state of AP and was grateful for having been given the chance to serve it to the best of his ability.

His confidence and decision-making nature, fearless attitude stemmed from his thoroughness and grasp of the subject how ever varied they may be from Dairy Development, to Steel to Glass, Jute and departments like Road Transport, Revenue, Commercial Taxes, Excise, Medical to name a few. He took each posting cheerfully and did his best to improve upon it

He had true compassion for the under privileged and in his stints in the districts understood how through various govt policies he can benefit and empower them.

What set him apart is that coming from a small town, with no mentors as such he realised his potential, his strengths and built upon them.

Everyone can do that! One need not be a gold medallist to achieve great heights

All it needs is to learn, understand, analyse remember, use the learning. Confidence comes with thoroughness and compassion and humility stem from listening to others to know their problems.

When one realises that there is always something to do however restricted one might be, there is a feeling of purpose as also gratefulness. It is pointless to just criticise without offering a solution

This was what Shri KVS did in fact – nothing extraordinary – but with so much conviction that it made him memorable.

For academic interest I am appending his Official Timeline

He made a mark in every department he served and remains a legendary figure to date among the young and old.

Persons who created the endowment : Smt Kameswari garu (Wife of Sri Late K V S Suryanarayana) Smt Saraswathi , Sri J Ramamurthy and Sri K Satya.

Beneficiaries under this endowment : Kum M Prakeerthika and Kum Anjani Praveena for doing their B-Tech program upto 2017-18 and Sri Kameshwara Siva Sampat doing B-tech from NIT Harimpur 2018-19 (His widowed mother works as a clerk at shankermut vishakapatnam)

RENDUCHINTALA VISHWANADH



Sri Renduchintala Vishwa Nath was born on 05-05-1958 coinciding with the Birthday of Saint Annamacharya. He was a “eka santhagrahi” and was a topper in studies and was a State Merit Scholarship holder for his rank in intermediate. He did his Btech (electrical and electronics engineering) from Sri Venkateswara University Tirupati and secured Top rank in the university. During his free time in university, he used to gather children and help them to learn various subjects and all those children who were motivated by him today are distinguished professionals and they fondly remember him for his encouragement. He finished Btech in March. Unfortunately he died in September of 1979 at a young age due to Cancer. Being the son of a Professor he has assisted his father in preparing text books for Telugu Academy. This endowment is created and instituted in his memory and scholarship is being given on the interest earned on the corpus.

Fund Contributors

- 1) R Krishna Murthy (Father)
- 2) R Kamala Devi (Mother)
- 3) RRavindranadh (Eldest brother)
- 4) R SLakshman (Younger brother)
- 5) Lakshmi S Parige (Eldest sister)
- 6) Padma Gosala (Younger sister)
- 7) K. Ramachandra Raju (Blossom Friend)
- 8) Sholavaram Sinduja (Beneficiary under Endowment)

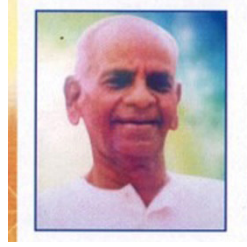
Beneficiaries from 2011

1) Kumari Sholavaram Sinduja D/o Sri S Balaji hailing from Vizag secured support for her studies for doing Btech (Mechanical) from Andhra university

college of Engineering for the years 2011 to 2015. She has joined Infosys and after a stint of two years she is at present working with Wells Fargo at Hyderabad. Sindhuja believed in giving back to the VVVV and has contributed Rs. 30,000 to the corpus in the year 2017_18 and also Rs. 30000 to the corpus of Musical trio of Mangalampalli BalaMurali Krishna, Nedunuri Krishna Murthy and Nookala China Satyanarayana.

2) Ayyajula Somatajula Vishnu vardhan from Amalapuram got 10/10 in tenth class and is receiving support since 2015 to pursue intermediate studies and Btech at Sastra University subsequently.

SRI RENDUCHINTALA LAKSHMAIAH



Sri Renduchintala Lakshmaiah Garu was born on 9th September 1909 in Pandita villuru, West Godavari District of Andhra Pradesh. His father was a vedic scholar of poor means and could not educate his children beyond Matriculation. Young Lakshmaiah undertook a fast near his village pond to impress upon his father to send him for higher education. His father agreed to send him to Machilipatnam where he graduated from Noble college and Sri Lakshmaiah was the first graduate from the village . He concentrated on education of his children and four of his children were engineers and other two were postgraduates and have become teachers and were instrumental in educating many emphasizing the importance of education. Children and grandchildren of sri Lakshmaiaha Garu have instituted this award to perpetuate his memory during the centenary year of his birthday in 2009 and disbursed scholarship assistance annually in his memory.

Members of the family who have contributed for endowment

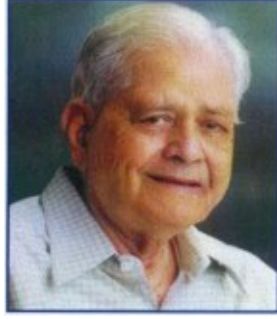
- 1) Sri Krishna Murthy Renduchintala
- 2) Sri Ravindranadh Renduchintala
- 3) Sri sunderLakshman renduchintala
- 4) Smt Parige sundari Lakshmi
- 5) Smt Gosala padma
- 6) Smt Renduchintala sundari
- 7) Smt Padmini Renduchintala

Beneficiaries of Endowment

The objective of the endowment is to identify a person who is a native of West Godavari District.

Mr Sainath has been identified from the 8th class in the year 2009 and is supported continuously till he finished Btech education in 2017_18. This year additional amount has been granted to undergo tools of Technical training to enable him to settle down securing a job.

PROFILE OF SRI RENDUCHINTALA KRISHNA MURTHY



Sri Renduchintala Krishna Murthy was born in Machilipatnam to Sundaramma and R. Lakshmayya in 1930. He was the eldest of the nine children.

Krishna Murthy completed his initial schooling in Eluru, Rajahmundry and attended Hindu College in Machilipatnam. After his post graduate studies at Andhra University, Visakhapatnam he began his career at PR College, Kakinada as a lecture, with per excellence, in Commerce at the young and humble age of 21. He worked nearly 40years with the Government of Andhra Pradesh in the Education Department, climbing up the ladder as a passionate teacher and as an able administrator. He was dearly referred to as RKM garu by his colleagues! He was instrumental in starting the distance education department and worked on deputation as a founder Director of Distance of Higher Education in higher studies at both SV University and OSmanina University for over eight years, finally retiring as the Joint Director of Higher Education.

He was married to Kamala Devi (Rachakonda) on Feburary18, 1953. They had three sons and two daughters who he brought up along with his devout wife imbibing culture, spiritual awareness and good education. He would refer to his seven grandchildren as the seven diamonds in his life and encouraged them to do their very best in their respective fields they passionately wanted to pursue.

He was a strict disciplinarian, while his focus was on following the dharma, teaching philosophy, pass on his wisdom and caring towards the family! He treated everyone with utmost pure affection. He encouraged and supported

the education of members from the extended family even with his simple earnings! His beliefs and principles as a guiding light had inspired many from the family, extended family friends to become Engineers, Mathematics and Accountants.

Krishna Murthy enjoyed the best culinary cuisine and ensured that anyone that came home would enjoy the sumptuous food made with devotion by his wife Kamala!

Krishna Murthy's devotion to his teachers and professors was unparalleled, he always reverentially kept in touch with them even at the age of 80. As Prof. VV. Ramanatham, his mentor and guru said, he had seen many students who produced remarkable academic work, but none that both excelled and had guru bhakti like him.

Even at the age of 82, he had a remarkable memory and always had encouraged to write a journal to document once thoughts on life. He left for his heavenly abode on August 24, 2012 leaving the near and dear with a wealth of knowledge with his beautiful notes from his dairies on a wide range of topics including thoughts on Cooking, the Economy, Modern Medicine, Sports and spirituality!

Krishna Murthy was one of the first few supporters of Veda Vyasa Vignana Varadhi and its mission from early days and attended most of the award ceremony functions and marveled at the hard work and success of the meritorious students.

His dear children call this silent teacher affectionately as " Nanna Garu" and in their humble effort to perpetuate his memory have started his Endowment in his honour!

Members of the family who have contributed for endowment

- 1) Sri Ravindranadh Renduchintala
- 2) Sri sunderLakshman renduchintala
- 3) Smt Parige sundari Lakshmi
- 4) Smt Gosala padma
- 5) Smt R Kamaladevi

Beneficiaries of Endowment : 1. Sri Sripada Pavan Kumar received support from 2011-2017 from 9th Class till completion of his Studies of Chartered Accountancy and Company Secretaries . The boy had a distinction of securing all india rank at CA PPT level and CS final examinations . As a gesture of getting support under the endowment he has donated Rs. 40,000/- to the corpus in the year 2018-19 and promises to do many more in future.

2. Kum. U N R R Sai Roja received support from 2016 onwards, She is doing her medicine and continues to get the support till she completes the course.

**SRI IPPAGUNTA BHUJANGA RAO &
RAMACHANDRUNI VENKATAPPIAH**



Sri I. Bhujanga Rao was born on 25.02.1910 at Choutapalem village in the then Kandukur Taluq of Nellore District. He did his B.A. (English) Literature from Andhra Christian College, Guntur during 1935-37 and till his retirement in 1970 taught students English Literature with distinction. He was a great lover of Shakes Sphere. He married Smt. Saraswathamma on March 16,1930 and this brought Sri R. Venkatappaiah brother of Smt. Saraswathamma and Sri Bhujanga Rao into contact which flowered into a lifelong and their relationship was considered by their sons and relatives as that of Krishna and Arjuna. Sri Bhuhanga Rao knew Telugu literature equall well and used to enact the role of Sri Krishna in Dramas. He was Headmaster of Kondepi High School from 1951 till his retirement in 1970 serving the Institution for almost all (20) years he believed Nishkamakarma and never compromised on his self -respect. He was greatly attached to Gandhian philosophy and was moved by his death in 30th January 1948. A staunch follower of Jawahar Lal Nehru and was deeply influenced by Aravinda philosophy. After leading a peaceful retirement life for (34) years, he passed away at Kandukur on 21.02.2014.

Sri Venkatappaiah garu was born at Karavaidi on November 15, 1905 and was village Karnam for the village Pathsava for (65) years from 1920-1985. He was known as a English speaking Karnam since he studied upto 7th Class at V.R. High School, Nellore. He was a man of compassion and goodness and the whole village never went against his wish and his words used to be an un-written Law in the village. He passed away on 04.10.1992 in Hyderabad and this present Endowment is instituted in memory of both of them by the family

members of both the families for an amount of Rs. 3.40 lakhs. The interest on which is to be given as scholarships to bright and economically under privileged students from Kandukur – Kondepi area of Prakasam District.

Persons who contributed to this Endowment :

Sri IYR Krishna Rao , Sri I Jayakara Rao , Sri R Radhakrishna Murthy , Sri. I Sreekara Rao, Sri . R Baradwaja Rushi, Sri R. Raghavaiah, Smt I S Anuradha, Smt I Nagalakshmi, Sri I Madhava Sharma, Sri I Bhujanga Rao and Sri I Mallikarjuna Rao , Shravanthi Ippagunta.

Beneficiaries of Endowment :

1. Mr. Guda Venkata Sai Chaitanya received support from 2012-2017 for pursuing B-tech program.

2. Mr . Ramachandrani Praneeth received support from 2014 for Intermediate and later for doing B-tech program at Sastra University and will receive the same till he completes the course.

SMT JONNALAGADDA SITA DEVI



Smt. Sita Devi (1941-2009) was the youngest of three children and only girl child born to Sri Bhamidipati Suryanaryana and his wife Smt. Subbalakskmi. She grew up in Bhimavaram, West Godavari district alongside her brothers Sri BK. Rao and Sri BJ Rao, who were loving and supportive throughout her life. She was married to Sri JVS Rama Sastri while still in college. It was her remarkable capacity to adjust to new surroundings and people that made her transition to Bombay where she joined her husband as a young girl, then later to Hyderabad and New Delhi while her husband was working, and finally to various cities in the United States after his retirement, seem effortless. Besides Telugu and English, she picked up several local languages like Tamil, Marathi and Hindi making close lifelong friends wherever she went, due to her natural social skills and ever-helpful attitude.

While her husband was busy at work, Smt. Sita Devi took complete responsibility of managing the home and taking responsibility for the children and extended family. Starting with her early twenties upon the death of her father-in-law, she and her husband assumed responsibility for the well-being of her husband's family: performing the marriages of his two siblings, caring for his mother and elder brother in her home and hosting many family members over the years. And she found time to be an exemplary mother. Her focus while raising children was always on developing good values, providing a good education, and teach them responsibility towards family and society, while being spiritually centered. Today, her children are married with children, active in their communities, and in turn taking care of their parents, in-laws and extended families- hopefully fulfilling their mother's aspirations.

She had varied hobbies ranging from knitting, sewing and embroidery to an interest in electrical and similar work such that she enjoyed fixing electrical, appliances and plumbing problems around the house.

By the time Sri Sastri retired from the Indian Economic Service (IES) in 1990, all three children had completed their education in India and USA, gaining multiple advanced degrees and being well-placed in careers. This helped greatly in leading a happy, connected retired life. A true Karma Yoga practitioner, Smt. Sita Devi was deeply spiritually inclined from a young age and after her children became adults, she started spending a lot of time on religious discourses, bhajans, chanting and vedantic literature and also community service. She and her husband undertook pilgrimages with like-minded friends and family. However, she continued to be a pillar of support for her children and a loving grandmother who helped raise her grandchildren.

Having completed all her worldly tasks and with no more desires left, she passed away peacefully on an auspicious Purnima (full moon) in December 2009, being stringently prescient about her own death. She will be remembered for a life lived by example - a highly spiritually evolved human with a tremendous capacity for deep love, friendship and hard work, and who was in turn deeply loved and revered.

Realising that children's education was close to her heart, her husband Sri Rama Sastri and children Rajini Kant, Padma Ranjita and Venu Krishna instituted this endowment to provide financial assistance to the deserving. The hope that the beneficiaries too, when they are settled, will "pay forward" by similarly helping deserving yet financially challenged students in the future.

Persons who contributed to this Endowment : Sri Jonnalagadda Ramasastry & Family Members.

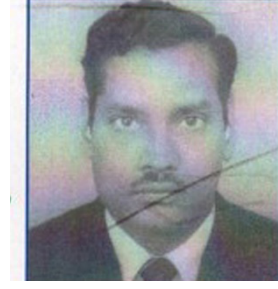
Beneficiaries of Endowment : 1. Kum Gayatri Iswarya , Received support for doing her B.com and later MBA Program at Bhavan's Vidyalaya from 2013-2018. She is presently working with Tech Mahindra .

2. Mr. Vanka Sai Ramesh , Received support from 2014-2018 for doing his B-tech program from NIT Suratkal, and at present working as software engineer with Radisys Bengaluru and as a gratitude contributed Rs. 40,000/- to the corpus.

3. Mr Kuppa Krishna Sai Vineeth , Received support from 2015 for doing his B-tech Program at IIT Chennai and he is now in his Final Year,

4. Mr. Thimmaraju Venkata Sai Harsha, Receiving support from 2018-19 for doing His B-tech Program at NIT Suratkal .

SRI JONNALAGADDA VENKATAKRINAYYA,
SMT. MANIKYAMMA
& SRI VENKATAPPAYYA SASTRY



Jonnalagadda Family Endowment in memory of Sri Jonnalagadda Venkata Krishnayya, Smt. Mankyamma and Sri Venkatappayya Sastry Foreseeing the value of formal education for future generations of his family, Sri Jonnalagadda Sitaramayya (1864-19330) moved residence from Ramanagram village in Divi Taluka, Krishna District to the nearby town of Machilipatnam which was gaining prominence for higher formal education. This helped greatly and all three of his sons became graduates in the early 1900s.

The youngest son Sri Venkata Krishnayya (1895-1964) received BA and BL Degree from Madras University and practiced law in the local district and subordinate courts. Realizing that this profession did not ensure stable income except for the very few extremely successful ones, he encouraged his sons to pursue careers of their interest and expectations. Besides law, Sri Venkata Krishnayya volunteered his time to the promotion of educational facilities in Machilipatnam. He was elected a member of the Managing Committee of the Hindu College, its High School and branches for a number of years. A man of few words, this deeply caring family patriarch lived an exemplary, principled life.

Smt. Manikyamma (1913-1980), wife of Sri Venkata Krishnayya was an orphan raised by a loving aunt and married early. A beautiful lady with child-

like simplicity, she was a loving mother, grandmother and great-grandmother in her lifetime. Together with her husband, she headed a home which supported several members of Sri Venkata Krishnayya's extended family, and also raised six children who in turn went on to lead productive lives.

All the three sons of Sri Venkata Krishnayya and Smt. Manikyamma received post-graduate degrees. The eldest son Sri Venkatapayya Sastry (1930-1987) had a brilliant academic record through high school and college, standing First in Telugu Language and Second in English Language in the Intermediate examinations of the Andhra University in 1947. Later in 1951, he secured first rank in BE (Telecommunications) from a premier educational institution of its time - the college of Engineering at Guindy, Madras. While working in the Indian Telecommunication Service (ITS), he went to the USA and completed his MS in Electrical and Communications Engineering, returning in 1971 to continue his service as a government servant. Sri Venkatappaya Sastry was an erudite scholar who pursued diverse interests like advanced Mathematics, Computer Science, German and Spanish languages, advaita philosophy and poetry and short stories in Telugu. Despite never having studied music formally, he was deeply interested in classical carnatic music, sang well, often engaging in "identify the raga" contests with his nieces and nephews who formally learnt music. His hallmark was his work ethic, personal integrity and honesty for which he was admired and respected by his colleagues and friends alike. Sri Sastry was working as Senior Deputy Director General (DDG) of the Post and Telegraphs (P & T) Board, Govt., of India, New Delhi when his life was cut short by a massive cardiac arrest in January 1987.

Due to the impact of education on his own family, Sri Rama Sastri the second son of Sri Venkata Krishnayya and Smt. Manikayamma, and younger brother of Sri Venkatappayya Sastry instituted this endowment to provide financial assistance to the deserving, and over time this endowment will be enhanced by other members of the family. He hopes that the beneficiaries too, when they are settled, will "pay forward" by similarly helping deserving yet financially challenged students in the future.

Persons who contributed to this Endowment : Sri Jonnalagadda Ramasastry & Family Members.

Beneficiaries of Endowment :

1. Mr. B Gargeya Received support from 2014 to finish his B-tech Program and also later for preparation of TOFEL & GRE to get a overseas seat to do MS Program and presently working with Tech Mahindra.
2. Mr. Vanka Sai Suresh Received support for doing the B-tech Program for the year 2014-18 and presently working as associate engineer with Capgemini Bengaluru.
3. Mr. T V V N S Sri Krishna , Receiving support from 2017-18 for doing his B-tech Program from NIT Warangal .
4. Kum A. Y Haindavi Saraswathi , Receiving support from 2018-19 doing her B-tech Program from IIT Patna.

SRI GOLLAMUDI SETHU MADHAVA RAO



Late Sri Gollamudi Sethu Madhava Rao was Renowned Chartered Account having started is carrier in 1947. Subsequently established his own firm as G. S. Madhavarao & Company at Hyderabad with branches in Warangal, Karimnagar, contributed for various Philanthropic, Religious, and Arts & Culture in Warangal. In fact both of his sons are the active members as Vice President of Veda Vyasa Vidaya Vignana Varadhi. The registered office of Veda Vyasa Vidya Vignana Varadhi is in their premises.

Persons who contributed to this Endowment : Sri G.L. Raju Elder son has instituted the endowment.

Beneficiaries of Endowment :

Mr. Pothuganti Anil kumar , Receiving support from 2014-15 and he is now doing his III Year B-Tech ,

SRI YANAMBAKA VENKATAPPAIAH



Yanambaka Venkatappaiah was born on 27.12.1927 at Anikepalli village of Nellore District. He was born to his parent Yanambaka Iyyaparaju who was Karnam of Konduru Village. He was married to Venkata Lakshamma in the year 1949. He did his schooling from V.R. High School, Nellore and used to go a distance of (15) miles on cycle from Konduru to Nellre and completed his graduation in B. A. (Mathematics) in 1949. Did his M. A. (Mathematics) in 1951 from the Presidency College of Madaras and has a special interest in Mathematics. His mother sold her gold chain and gave him money to join in Presidency College Madras. When he was in Presidency College, pursuing M. A. (Mathematics) he got 200 marks in Mathematics Paper. On scrutiny, it was found he did not pick up any choice and answered all the questions. Sri Y. Venkatappaiah worked in the Board of Revenue, RDO, Guntur, Dy. Executive Officer of TTD, and as District Revenue Officer and died while working as P.A. to Special Collector, Srisailam.

Persons who contributed to this Endowment : Sri Y S Rao , Secretary , Tarani

Beneficiaries of Endowment : P Shesha Sai Kumari , Receiving the support for doing her B-Tech Program from the year 2017-18. She is an orphan with her Brother doing purohitam.

DR. A. CHALAPATHI RAO



Sri Chalapati Rao garu born in the Year from a modest family from chittore district and his father Si Hanumanth Rao Garu, a farmer and mother Smt Krishna Veni and did his PUC SV high School Tirupathi, he is a versatile doctor by profession

- 1). He did his MBBS from SV Medical college Tirupathi
- 2) Studied Diploma in Anesthesia at Stanley medical college Chennai
- 3) Did His M.D at BHU Varanasi
- 4) Did MNAMS (membership of the National Academy of medical Sciences) at Delhi university

He started his career at Tirupathi and rendered services as professor of Anaesthesia in SV Medical College, Tirupathi and headed Ruia hospital as superintendent and passed away while in service leaving his wife Dr K.Rajeswari a gynaecologist and a son and daughter. He has presented many papers in different symposia apart from publishing articles in different medical Journals. In recognising his services the Government of Andhra Pradesh has instituted a Gold Medal in his name for awarding to the best student.

Person who contributed to this Endowment : Smt A Gayatri Hari Priya, (Daughter)

Beneficiaries of Endowment. : P Shesha Sai Kumari , Receiving the support for doing her B-Tech Program from the year 2017-18. She is an orphan with her Brother doing purohitam.

SRI JONNALAGADDA KAMESHWARAMMA



Jonnalagadda Kameswaramma Wo Late Jonnalagadda Radhakrishna Murthy. Her husband suddenly expired when she was 28 years old, survived with two daughters and two sons.

Due to poverty and sudden demise of her husband, she had to undergo hardships.

Her earnings was through working in Brahmin community houses and with tuition fee, it was the sole income to maintain her family, none helped her. She was optimistic and believes "Trust in God do the Right."

With her meagre income she brought up her four children and they have become responsible citizens and well settled and inturn following their mother footprints i.e, Help Ever - Hurt Never, Love A11. Late Kameswaramma's burning desire, was to give apart of life for services to society and contribute their harden savings to the society. Her motto was SARVEJANA SUKHINOBHAVANTU.

Persons who Contributed to Endowment : Sri J. V. Rao Garu (High Court Advocate) , Son , and Treasurer of Vedavyasa Vidya Vignana Varadhi.

Beneficiaries of Endowment : Kum. Kota Gayatri Receiving the support for doing her B-tech Program from 2015-16 . She is now in the B-tech III year at Mallareddy College of Engineering.

MADUGULA KESAVASWAMY & KAUSHALYAMMA

The Family is very modest in sending the following message. We have been asked to appreciate one percept humbly and inform that Smt. Kausalyamma is of the opinion that any donation given by right hand shall not be known to the left hand to mean no publicity and propaganda. That is the morale of his late parents their son Dr. M.V.K. Murthy is not qualified to say either way of any things about the pious and holy parents. He says that bowing to their lotus feet for bestowing him this birth , a very meagre amount was given to the trust for doing the most wonderful and worthy service to the society and wanted us to carry forward their golden statement in our magazine in whatever humble expression.

Persons who contributed to Endowment : Dr. M.B. K. Murthy and Family members

Beneficiaries of Endowment : Kum. Ch . U Anantha Lakshmi Naga Sai, Receiving support from 2015-16 doing her BSC III , and her father is an electrician.

KAMARAJU ANNAPURNAMMA



Late Smt Annapurnamma Kamaraju was the eldest daughter of Late Kommaddi Venkata Ramana & Ratnamma. She Strived very hard through our her life to justify the name given to her by her parents. She was very kind, soft humane by nature and helpful to everyone. She was also mentally brave to withstand all odds in life mentally, physically and financially. She spent her life like Bhishma in Maha Bharatham. She believed and practiced the following.

1. Help the needy or guide them from where one can get it.
2. Help the needy without expecting anything God will help you in the form someone else.
3. Help others physically if not able to help financially.
4. She organised Annadaanam even in those days with help of so many people.
5. She used to always present where need is there.
6. She loves children and believed they are God's gift.

Because of that noble works of her today we are in this position .

Persons who contributed to Endowment : Narendera Kamaraju, Grandson.

Beneficiaries of Endowment : Mr. V Srihari Sandeep , Son of a Purohit doing his medicine at Ananthapur Govt. College receiving support from the year 2016-17.

PATHURI HANUMANTHA SRIKANTH



Pathuri Hanumanth Srikanth born on 30.05.1986 , to Smt. P Usha Rani, and P Shyam Sunder at Nellore, he had his basic education in Vikasa Bharathi Ibrahimpatnam and at Brilliant Grammer High School at Hyderabad. He did his engineering at Farah Engineering college at Chevella , and stood 1st in the class and he is the only student who got selected to infosys on campus selection from that college. After working for three years with Infosys he is right now working at a MNC at California .

Right from childhood he has inculcated discipline , love and affection , respecting elders which he has imbibed from his mother.

His mother sacrificed all her earnings and time towards his personality development which made him a gentleman of first order. He has stopped celebrating Diwali, and his birthdays for the past 15 years and started visiting orphanage schools and homes and shared all their happiness and sorrows which gave him immense satisfaction of looking beyond life. It made him thinking about people who are in need and started using austerity measures , on graduating he took a oath that he should support a needy student perusing medicine who in turn saves the lives of many people for years to come.

The subtle qualities, he imbibed made him to look beyond his carrier and job and started helping the needy when ever he came across such incidents, this prompted him to institute a Merit Appreciation Award in the year of his marriage to a needy student for pursuing a course in medicine and for the higher studies.

Merit Appreciation Award created by : Sri Pathuri Srikanth himself.

Beneficiaries : Kum . G Sridevi Naga Rajeswari , receiving support from 2016-17 doing her MBBS III year from “ Great Eastern Medical School & Hospital” Srikakulam.

శ్రీ మాడపాటి లక్ష్మీ నరసింహారావు



కీర్తిశేషులు శ్రీ మాడపాటి లక్ష్మీ నరసింహారావు (కరణం గారు) మాగల్లు గ్రామం నందిగామ మండలం కృష్ణాజిల్లా. జననం 07-01-1928 - మరణం 14-04-2005.

కీర్తిశేషులు శ్రీ మాడపాటి నరసింహారావు గారు ది07-01-1928 తేదీన, కౌశికస గోత్రం , కీర్తిశేషులు శ్రీ శివ రాజు నాగభూషణ రావు గారు శ్రీమతి సీతమ్మ గార్ల దంపతులకు, కృష్ణాజిల్లా, వత్సవాయి మండలం, కంభంపాడులో జన్మించినారు. తదుపరి తన రెండో ఏట కీర్తిశేషులు మాడపాటి వెంకట సత్యనారాయణ ,పిచ్చమ్మ గార్లకు(మాగల్లు గ్రామ కరణం గారు) దత్త పుత్రునిగా వచ్చారు

కీర్తిశేషులు మాడపాటి లక్ష్మీ నరసింహారావు గారు ఎస్.ఎస్.ఎల్.సి వరకు విద్యాభ్యాసాన్ని నందిగామ హై స్కూల్ నుండి పూర్తి చేసి మాగల్లు గ్రామానికి వంశపారంపర్యంగా సంక్రమించిన కరణీకాన్ని ఉద్యోగంగా ఎంచుకొని ,ఆంధ్రప్రదేశ్ ప్రభుత్వం 1983 వ సంవత్సరంలో గ్రామ కరణాల వ్యవస్థను రద్దు చేసే వరకు, గ్రామ కరణంగా వ్యవహరించారు.

కీర్తిశేషులు శ్రీ మాడపాటి లక్ష్మీ నరసింహారావు గారు మృదుస్వభావి, అజాత శత్రువు .మొత్తం ఏడుగురు సంతానం. ఏడుగురు సంతానంలో ఐదుగురు కుమారులు ఇద్దరు కుమార్తెలు.

కీర్తిశేషులు మాడపాటి నరసింహారావు గారి జ్ఞాపకార్థం ,వారి మూడవ కుమారుడు ప్రముఖ చార్టెడ్ అకౌంటెంట్ శ్రీ మాడపాటి చంద్రమౌళీశ్వర రావు గారు ముందుగా మూడు లక్షల రూపాయలు ,కీర్తిశేషులు మాడపాటి లక్ష్మీ నరసింహారావు గారి ఎండోమెంట్ నిమిత్తమే వేదవ్యాస విద్యా విజ్ఞాన వారధి వారికి జాతీయ సేవ ఒక నిధిని ఏర్పరిచి, నిరంతరం దాని మీద వచ్చే వడ్డీతో వివిధ్యార్థులను చదివించడానికి బహూకరించారు. శ్రీ చంద్రమౌళీశ్వరరావు గారు ఆ మూల నిధిని భవిష్యత్తులో పెంచటానికి కంకణబద్ధులై ఉన్నారు.

అబ్బిదారులు : కే.నఎస్.వి.ఎల్.యెస్.అర్. సాకేత్ , తృతీయ సంవత్సరం , బి-టెక్ , సిదార్థ ఇంజనీరింగ్ కాలేజీ , విజయవాడ. 2016-2017 సంవత్సరము నుండి.

SRI CHAMARTHI VEERABHADRA RAO

My father swargiya Chamarthi veerabhadra rao was a legal personality and served in Muktyala, Challapalli, and Nadigudem samsthans. He was known as Ajatha satruvu in all surrounding villages. When there are disputes he arbitrate and compromise among the disputed parties. .

He participated in Freedom struggle during the year 1946 during the padhayatra of Mahatma Gandh in Krishna District.

HewasanorthodoxBrahminanddailyused to performSandhyavandhanam siva pooja and siva abhisekham as Lingadhari Niyogi Brahmin. His love and affection among family members is memorable. He was one of the Agraharikulu of Vemulappali Agraharam, Near Keesara, Nandigama Taluq. Krishna District.

Persons who contributed to Endowment : Chamarthi Hanumantha Rao.

Beneficiaries of Endowment : Kum , Nandam Aarthi Aslesha, Doing her preparation for IIT (long term) and got support for the year 2016-18 for Two year Intermediate Course.

SRI CHAMARTHI SEETHARAMAMMA

My mother Swargiya Chamarthi Seetharamamma was a dignified personality respected by all villagers and family members. She was having lot of sympathy towards poor and downtrodden and used to contribute for Education of children for purchase of books, payments of fees etc. Most important is that our village is situated on the river banks of Muneru river. There was a high school at Vatsavay village and many students have to cross the river and then go to High School at Vatsavay. During the rainy season when floods come students cannot cross the river and at the same time parents also cannot cross the river to receive their children. My mother used to give them shelter and food to the children in our house irrespective caste and creed. Next day morning parents used to come to receive their children. And even today the villagers praise her. She used to honour Purohiths, Brahmins. Every year during Summer she used to invite Haridas for Harikatha Kalasheypam for 21 days in village and used to give all kinds of satkar to Haridasgaru.

She was a brave lady underwent Satyagraha without water and meals a day when an English Inspector occupied our house when we are out of village. When the villagers supported her the English Inspector has apolozised her and vacated house.

She expired on Vysaka Pournami thidhi after completing Ramayana Pravachanams for 40 days and she expired on the 41st day. I believe that she knows her death and firmly today she is in Kyalasem.

Persons who contributed to Endowment : Chamarthi Hanumantha Rao.

Beneficiaries of Endowment : Kum , Nandam Aarthi Aslesha, Doing her preparation for IIT (long term) and got support for the year 2016-18 for Two year Intermediate Course.

కపిలవాయి బాల లక్ష్మీనారాయణ శాస్త్రి మరియు వరలక్ష్మి గారు



లక్ష్మీ నారాయణ గారు భద్రాచలములో పౌరహిత్యం చేస్తూ వారి నలుగురి పిల్లల్ని కష్ట పడి చదివించారు. వారు అప్పట్లోనే పిల్లలు హైదరాబాద్ వెళ్లి అక్కడ ఉన్నత స్థానాలలో స్థిర పడలని చాల ధృఢంగా సంకల్పించారు. వారు ఎంత కష్ట పడిన, పిల్లలకు ఎటువంటి లోపము లేకుండ చూసి వారి భవిష్యత్తును నిర్దేశించారు. వారిది చాల దాత్రుత్వ స్వభావము. తమకు ప్రాప్తించిన దానిలో కొంతైన తమ చుటుప్రక్కల వారికి పంచేవారు (ఇంటిలో పండే కూరగాయలు ఇత్యాది) వారిది చాల గొప్ప మనసు, తమ ఇంటిలో పని చేసే వారిని చాల బాగా చూసుకొనే వారు.

వారి సతీమణి, వారి మనసు తెలుసుకొని వారికి అండగా నిలిచారు. శాస్త్రి గారు తమ పెద్ద కొడుకు IAS చేయాలని కోరుకొనే వారు. చివరగా వారి గురించి చెప్పలంటే వారి ప్రేమ అత్యంత గొప్పది. పౌరహిత్యం చేస్తూ, ఊరిలో చాల గౌరవంగా కాలక్షేపము చేసి అందరి మన్ననలను పొందారు. ఆయన కోరికను బావిష్యత్తు తరాలవారు మెండుగా తిర్చుటకు గాను IAS మరియు ఇతర సివిల్ పరీక్షలకు ప్రణాళిక బద్ధముగా సన్నద్ధమయ్యే విధ్యార్థులకుగాను, ఈ భవిష్యత్ నిధి ఏర్పాటు చేసి దాని మీద వచ్చే వడ్డీ తో సహాయం చేయటము జరుగు తుంది.

ధర్మ నిధి ఏర్పాటు చేసిన వారు : కపిలవై విజయ కుమార్ గారు మరియు కుటుంబ సభ్యులు.

లబ్ధి దారులు :

1. సాయి తేజ - 2016-2018 సంవత్సరములకు ఐ ఏ ఎస్ ని చేదిన్పుటకు సహాయము చేయడము జరిగినది.

2. తండ్రిని కోల్పోయిన గార్తి శ్రీవిద్య కి 2018-19 కి గాను NIT Suratkal లో ఇంజనీరింగ్ మొదటి సంవత్సరముకు సహాయం చేయుచున్నారు.

చుండూరు కాశీ విశ్వనాథ రావు శర్మ , సుబ్బలక్ష్మమ్మ దంపతుల జీవన స్మృతి పదము,



కీర్తిశేషులు చుండూరు కాశీవిశ్వనాథ రావు శర్మ 1942, సంవత్సరమున తెనాలి పట్టణంన జన్మించిరి. వీరి మాతామహులు కీర్తిశేషులు సీతారామమ్మ ,పితరులు కీర్తి శేషులు రఘురత్నం దంపతులు. బాల్యము, కౌమారము తెనాలి పట్టణమున కొనసాగెను. ఉన్నత విద్య- సాంఘికశాస్త్ర పట్టభద్రులు. కీర్తిశేషులు వెంకట సుబ్బమ్మ తో కీర్తిశేషులు విశ్వనాథం గారి సుమారు 25 సం॥ ల వయస్సులో వివాహ శుభకార్యము జరిపించిరి. ముచ్చటగా ముగ్గురు పుత్రరత్నాలకు జన్మనిచ్చిరి. వీరి ఇరువురి అన్యోన్య దాంపత్యం ఆధ్యాత్మికజైన్నత్యమునకు వెనులుబాటు అయినది. మనస్సులు ఏకమై ధార్మికకార్మిక కార్యక్రమములకు చేదోడువాదోడుగా ఉండిరి. ధార్మిక కార్యక్రమాలకు సహాయసంపత్తులు నిరంతరం అందించిరి.

ఉదాహరణకు

- 1) బీద విద్యార్థులకు విద్యాభ్యాసమునకు ఇతోధిక ప్రోత్సాహము ,ఫీజులు, పుస్తకముల ఖర్చు నిమిత్తము వితరణ పేర్కొనదగినది
- 2) “అన్ని దానములలో కన్నా అన్నదానము మిన్న” అని గుర్రెరిగిన పుణ్య దంపతులు. కాశీ ,శ్రీశైలం ,దుర్గ గుడి విజయవాడ మొదలలుగా గల పుణ్య క్షేత్రములోని అన్నదాన కార్యక్రమమునకు భారీ మొత్తంలో విరాళములు అందించిన దాతలు.

3) “సర్వేంద్రియానం నయనం ప్రధానం” అన్న ఆరోగ్యకీని ఎరిగిన మహనీయులు. ధార్మిక నేత్రాలయములలో నేత్ర చికిత్సకు విరాళము అందించిన సహృదయులు సాంఘిక కార్యక్రమము నిర్వహణ ఒక ప్రక్కన, మరొక ప్రక్కన ఎల్.ఐ.సి బాధ్యతగల ఉద్యోగము వెరసి 35 సంవత్సరముల సుదీర్ఘ ఉద్యోగ నిర్వహణ తో పాటు విశ్వనాథం గారు చదరంగ క్రీడాకారునిగా ఎనలేని కీర్తిని ఆర్జించిరి. ఎన్నో జ్ఞాపికలను చదరంగం క్రీడ వీరికి బహుకరించినది. కాశీ విశ్వనాథం గారి వివాహము సుబ్బలక్ష్మి అనే జవ్వని తో (సుమారు 18 సంవత్సరముల వయస్సు) జరిగెను.

పుట్టు పుట్టగానే పువ్వు పరిమళిస్తుంది అన్న చందాన సుబ్బమ్మ గారి ఆధ్యాత్మిక ఔన్నత్యము మెట్టినింట వెలిగులు జిమ్మెను. వీరిరువురి వైవాహిక జీవితము ' హైదరాబద్ ' నగరము వేదిక అయ్యెను. అనతికాలంలోనే 'మెహదీపట్నం' వాసులు లలితా సహస్రనామ బృందంగా ఏర్పడిరి. సుబ్బమ్మ గారి నాయకత్వం ఈ బృందమునకు పటుత్వము. ప్రతి శుక్రవారము సభ్యులు గృహమునందు లలితా సహస్ర పారాయణం నిర్వహించేది వారు. 35 సంవత్సరముల సుదీర్ఘకాలము లలితాదేవి పారాయణము నిరాటంకముగా సాగెను. సుబ్బమ్మగారి నిరాడంబర జీవనము ,అందరినీ కలుపుకొని నవ్వుతూ, నవ్విస్తూ, గడిపిన మధుర స్మృతులు, నాటికీ నేటికీ మిత్రుల స్మృతి పదములో గిలిగింతలు పెడుతూనే ఉన్నవి. అంతేకాకుండా అతిధి అభ్యాగతులను ఆదరించిన పుణ్య గృహిణి. సన్నిహితులు ,బంధువులు వివాహోది శుభకార్యములు కార్యములు, పురుడు పున్యాధులను తన భుజస్కందాలపై ఉంచుకొని చిరునవ్వుతో స్వగృహము నిర్వహించిన సహనశీలి. విశ్వనాథం గారు సుబ్బలక్ష్మమ్మ దంపతులు విష్ణు సహస్రనామ పారాయణ బృందమునకు కేంద్ర బిందువై- బంధువులను స్నేహితులను కూర్చి లెక్కకుమించిన పుణ్యక్షేత్ర దర్శనా కాంక్షభిలాషులై కురుక్షేత్ర మహా పుణ్యక్షేత్రము లో కనీవినీ ఎరుగని రీతిలో విష్ణు సహస్రనామ యజ్ఞమును నిర్వర్తించిన సంధానకర్తలు. అమరనాథ్ కేదార్నాథ్ వారణాసి పుణ్యక్షేత్రములలో ఏకాదశ రుద్రాభిషేకమును నిర్వహించిన పుణ్య దంపతులు. విష్ణుపూజాభిలాసక్తులై ' బద్రీనాథ్ ' పుణ్యభూమిన సామూహిక విష్ణు సహస్రనామ పారాయణ సప్తాహము నిర్వహించిరి.

ధర్మ నిధి ఏర్పాటు చేసిన వారు : చుండూరు సత్యనారాయణ మూర్తి మరియు కుటుంబ సభ్యులు.

లబ్ధి దారులు : సర్వేపల్లి భవ్య సాయి. బి-టేక్ , IV సంవత్సరము , 2015-16 సహాయము చేయుచున్నాము.

SRI B.K. RAO & SMT B. SITA DEVI



Shri BK. Rao had a brilliant academic record and topped BSc Honours and MSc (Research) in Geology at Andhra University., Visakhapatnam. He joined the Indian Administrative Service(IAS) in 1954 and had an illustrious career both in the State Government of Andhra Pradesh and the Central Government, where he retired as a Secretary to Government of India in the Ministry of Steel and Mines. In addition to senior State Government positions, during the course of his career he held senior State Government positions, during the course of his career he held senior positions like Add. Secretary to the Government of India, Ministry of Water Resources, Director General of Shipping Chairman, Visakhapatnam Port Trust and Deputy Director General, All India Radio and Television.

He established several institutions and since his retirement from services, held advisory roles for various organizations. He was awarded the Tata Gold Medal in 1989 by the Indian Institutions of Metals for Outstanding Service

to Metallurgical Industries and the John Dunn Medal by the Mining and Metallurgical Society of India for Outstanding Services to the Mining Industry.

In his ninth decade of life he continues to stay active, intellectually engaged, and continues his interests in a wide array of topics ranging from Science, Mathematics to Metaphysics and Hinduism.

Smt. B. Sita Devi

Married at a young age, Smt. Sita Devi has been a loving companion to Sri BK. Rao for about seven decades, a doting mother to two sons and a loving grandmother to four grown grandchildren. She is deeply religious and instilled good values in the children and grandchildren.

Persons who contributed to Endowment : Sri B.K. Rao & Family & Smt B Sitadevi & Family.

Beneficiaries of Endowment :

1. Kum. Yaddanapudi Sruthi , Receiving support from 2015-16 doing her MBBS II Year from “Gayatri Vidya Parishad institute of Health and Medical Technology.
2. Kum. N L Gayatri , Receiving support from 2015-16 doing her B-Tech Program from “ Marri Lakshman Reddy Engineering College.
3. Kum. Srividya Mani Meghana, Receiving Support from 2015-16, doing her B-tech I Program in NIT Calicut,

Sri JAYANTHI LAKSHMINARAYANA
&
Smt. JAYANTHI SATYAVATHI



Sri Jayanthi Lakshminarayana garu, who was fondly remembered as Professor Lakshminarayana garu, was born on 3rd December 1909 at Mogalikuluru in East Godavari District to Sri Lakshmi Narsimha Sastry and Smt Sooramma. After loss of his mother at the age of two he was brought up by his grandmother Sripada Venkammagaru and his education was sponsored by his granduncle Sridhara Sidhantigaru, a famous astrologer who prophesied the bright future of the young boy. Jayanthi Lakshminarayana garu attended a school in Sivakodu, in Razole Taluka, East Godavari District. Being a bright student, he passed his matriculation in flying colours. He continued his education in P.R. College, Kakinada where he studied Intermediate and thereafter in Rajamundry for his B.A. in Physics from the Andhra University. He graduated with Sambayya Gold Medal in Physics from Andhra University. He then migrated to Madras to pursue his post graduation. He completed M.A. in Physics from Madras Christian College with distinction. He started his career in teaching in Madras Christian College as Laboratory Attendant

for one year. He then switched over to Pachayappas College in Madras for one year, while at the same time pursuing home tuitions and working part time lecturer in Minerva Tutorial College teaching Physics. In 1952, he started his own Tutorial College named Jayanthi Tutorial College and by sheer hard work and popularity gained from his students the venture grew into a most sought-after college for students from outside Madras too. Many of his students in their later life became engineers, doctors, professionals and occupied high positions in the society. Even to this day they pay their respects to their chief mentor. Even his children, grandchildren and great grandchildren were benefitted by his tutoring and are all spread over the four quarters of the globe occupying leading positions.

Smt Jayanthi Satyavathi, wife of Sri Jayanthi Lakshminarayangaru, was born in Achanta / Penumanchili, West Godavari District, Andhra Pradesh on 1st May 1912 to Sri Hari Subba Rao and Smt Hari Narsamma. She was married to Sri Lakshminaraynagaru at the age of 12 and remained a faithful wife throughout her life. Though she dropped out of School after marriage, her knowledge of current affairs was impressive and had personally supervised the education of her children. She had been a great assistant to her husband when he had to write notes or make question papers and other academic errands. Passionate music lover, she spent her spare time listening to classical music and encouraged her daughter to learn music.

Persons who contributed to Endowment :

1. Sri Jayanthi Shankar Rao garu
2. Smt. Hemalatha Korvi.
3. Sri. K.G.K. Subba Rao
4. Sri. Ravi Krovi
5. Smt. Gorthi Jyothi
6. Smt. Aruna Jayanthi
7. Sri . Jayanthi Sen
8. Sri. Duvvuri Narsimha Rao
9. Smt. B. Sujatha

Beneficiaries of Endowment :

1. Smt. Varanasi Sravani , Kum. R .V. Satya Pratyusha, Kum P. S. S .Sri Vidya, Kum R. V. Suguna, who are doing M.sc Physics in Andhra and Rayalseema Universities.

2. Kum , K. Sharvani, Kum , K. Sharanya, Kum , K. Swetha Learning Carnatic Classical Music with Soumya Varanasi.

SRI KAMARAJU NAGABHUSHANA RAO



Late Sri.Nagabushana Rao Kamaraju was the eldest son of Late Sri. KamarajuSubbanarasinga Rao and Late Smt. Annapurnamma

He had higher secondary education and preferred hereditary job of village Officer rather than Government job which were available in plenty and with less competition. He was very straightforward, trusted everyone. He faced the difficulties in life without murmur owing to this nature.

He believed in do not harm any one, if not help much

He followed karma Siddhanta which he got from his mother.

He brought up his children with some values trusted by him.

We can proudly say that we are his children because of his noble thoughts and non selfish nature. Time and our life has took a full turn.

We are thankful to him and God for giving strength to one of his children to help the needy.

Persons who contributed to Endowment : Sri Kamaraju Narendra

Kumar, Son

Beneficiaries of Endowment : Mr. B.V.N.S.S. Sravan Kumar , Receiving support from 2016-17 , doing his B-tech Program , mother widowed , and dependent on his grandparents.

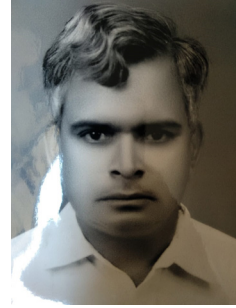
Sri MAGANTI RAMAKRISHNAIAH

&

Sri UPPALURI KRISHNA SASTRY



Sri Maganti Ramakrishnaiah garu,
automobile business, Krishna district
Veda Sabha founder member



Sri Uppaluri Krishna sastry garu,
farmer and worked in automobile
industry passed away in 2010

Persons who contributed to Endowment : Smt. Uppaluri Lalitha

Beneficiaries of Endowment : Mr. V. Chandra Sekhar, Receiving support from 2016-17 doing his B-tech program from JNTU , Kukkatpally , Father is a Purohit.

SRI KOPPOLU SURYANARAYANA & PADMAVATHI

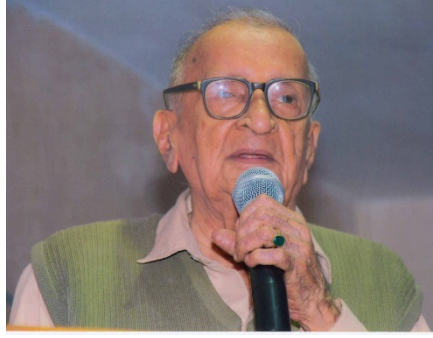
Late Koppolu Suryanarayana garu born on 10.01.1913, the day of saint Thyagaraja's vardhanti . He has his basic training in Carnatic music , under his brother -in -law, Lakshminarayana. Having heard to Chembai Vaidyanatha Bhagavatar, decided to approach him. Chembai after conducting due diligence , accepted him as a gurukula student, learned music under Chembai for around 7 years , started his career as a free lancer, later he moved to Chennai and served in the All India Radio. Chennai.

During 1950's moved to his native place for personal reasons.

Persons contributed to Endowment : K Venkateshwarlu.

Beneficiaries of Endowment : Mr. V. Chandra Sekhar, Receiving support from 2016-17 doing his B-tech program from JNTU , Kukkatpally , Father is a Purohit.

SRI DR. I V CHALAPATHI RAO



Prof. I.V. Chalapati Rao (b.1923) passed M.A. (English) from Nagpur University in 1946 with distinctions. After working as Lecturer and Principal in several Affiliated Colleges in Nagpur University, Andhra University, S.V. University and Osmania University, he worked as Dy. Director of Public Instruction, Dy. Director of Higher Education, Head of the Collegiate Cell, Professor and Director of State Council of Educational Research and Training.

As Management expert he was a frequent resource person to the Indian Air Lines Management Training Centre, A.P.S.R.T.C Academy, Bharat Dynamics Ltd., Survey of India, Administrative Staff College of India, Judicial Academy, the N.C.E.R.T (Delhi) and the Academic Staff Colleges of the Central University, Hyderabad, Osmania University, J.N.T. University, Sri Venkateswara University, Andhra University and several Organisations.

After retiring from Government service in 1978 Prof. Chalapati Rao worked as Registrar of the Central Institute of English and Foreign Languages and Coordinator of the Association of Indian Universities, Regional Centre. Subsequently he held the positions of Director of Vivekananda Institute of Management accredited to New Port University, U.S.A., Consultant, A.P. Commissionerate of Higher Education and Member Secretary of the Committee to advise Government in forming the State Council of Higher Education. He was the Chairman of the Forum of Higher Education and Editor of 'Triveni' an age old cultural Quarterly of India and 'Twilight Life'. He wrote more than 30 books on culture, education, communication and inspirational biographies of Mahatma Gandhi and other patriots. He is a senior member of the faculty of Vivekananda Institute of Human Excellence, Ramakrishna Math, Hyderabad.

In 1981 the Chief Minister of A.P. Sri T. Anjaiah felicitated him for his integrity and administrative abilities. On 8-5-2010 he received from Government of Andhra Pradesh a prestigious Award - Pratibha Rajiv Puraskaram for outstanding contribution to the field of Education.

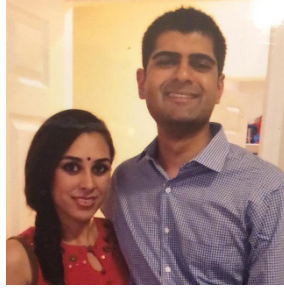
Chief Minister Sri K. Rosayya presented with a Citation in the presence of the Home Minister Culture Minister and the Mayor.

On 01.12.2011 Sarvardha Samkshema Samiti awarded him P.V. Memorial Gold Medal for life time achievement as journalist in public meeting in Lalitha Kala Thoranam, Public Gardens , by the Chairman of Andhra Pradesh Legislative Council.

Persons who Contributed to Endowment : Sri I V Chalapati Rao
Friends, Family & Sri . R. Krishnamurthy & Family

Beneficiaries to Endowment : Vakkalanka Akhil doing 1st year
Intermediate for the year 2018-19.

GANNAVARAPU BHARGAVA & HARIKA PARIGE



Gannavarapu Bhargava and Harika Parige strongly believe that education is the foundation for a strong future and that every child has the right to an education. They feel privileged that they are in a position to help support such a strong cause. They were blessed to have the support and access to education growing up and see the value in giving it forward.

Throughout Bhargava's medical career, education has been the basis for lifelong learning as was obtaining a master's degree in healthcare communications. It gives them a great joy to directly support and engage with the younger youth of the future through providing financial support through scholarship.

Education is a basic human right for all and is important for everyone to make the most of their lives. Parige Harika with a Master's degree in health communication and her husband Bhargava a doctor (Gastroenterologist) feel honored for having this opportunity of giving back.

Persons who contributed to Merit Appreciation Award : Gannavarapu Bhargava & Harika Parige

Beneficiaries to Endowment : Kum. Kasturi Nagadivya Sree, Receiving support from 2015-16 for doing her MBBS Final year from NTR University of Health Sciences.

SRI VADLAMANI UMAMAHESHWAR RAO



SRI VADLAMANI UMAMAHESWARA RAO S/o.Satyanarayana Murthy and Subhadra was born on 24.06.1929 and died on 02-03-2013. He was graduated in Batchelor of Sciences in First Class from Andhra University in 1949. Later he became Member of THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA in 1952.

Before practicing under the name and style of UMAMAHESWARA RAO & CO., from 1956, he worked in P.Ramachandra Rao & Co., Chartered Accountants Guntur as Branch Manager from 1952 to 1956. He was the Founder Partner of UMAMAHESWARA RAO & CO., Chartered Accountants having its Branches at Hyderabad, Guntur, Vizag, Tirupathi and Gudivada.

He had over **Sixty Years** of Post Qualification experience and is one amongst very few Chartered Accountants in the Country who served profession for more than **SIX DECADES**. By being in profession of Chartered Accountancy, he involved with many Professional Organisations and served viz., as “ Founder President of Tax Bar Association, Guntur, and Founder Chairman of Branches of “ The Institute of Chartered Accountants of India” Guntur and Past Chairman of Vijayawada and as Member in Direct Taxes Advisory Committee for two terms. “

He addressed many tax forums, Seminars, Study Circle Meets, Wokshops, All India and Regional Conferences on Taxation and Company Law Matters organised by the Southern Regional Council of ICAI as well as other Regions of the ICAI apart from other Professional and Public bodies for the benefit of members of Chartered Accountancy and General Public.

He has very rich experience in the Audit of Banks as **Statutory Central Auditor of Many Public Sector Banks** viz., Andhra Bank, Canara Bank, State Bank of India, Indian Bank, Oriental Bank of Commerce, Pinakini Grameena Bank, Andhra Pradesh Vikas Grameena Bank etc., and Conducted **Statutory Audits for many Maharatna and Navaratna Public Sector Undertakings** viz., National thermal Power Corporation Ltd., New Delhi, Power Grid Corporation of India Ltd., New Delhi, Hindustan Petroleum Corporation Visakhapatnam, Rashtriya Ispat Nigam Ltd., Vizag Steel Plant, Visakhapatnam, Bharat Heavy Plates & Vessels Ltd., Visakhapatnam, National Mineral Development Corporation, Hyderabad, Hyderabad, Electronics Corporation of India, Hyderabad.

Presently, the Firm established by him is conducting **Statutory Audit of Life Insurance Corporation of India, Mumbai** which was one of his dreams.

He was also the Recipient of "**Professional Expertise Award**" from Viswa Bharati Academy.

Apart from Profession, he was very actively involved in Social Service Activities by Joining Rotary Club of Guntur in the Year 1954 and served as **District Governor of R.I. District, 3150** from 1973-74. He became Member of **Rotary International World Community Services Committee** and served from 1975-77. He Represented District 3150 on "**Council on Legislation**" in 1998. He has also served Rotary as a **Rotary Paul Harris Fellow**.

He was the Recipient of "**Citation for Meritorious Services and Distinguished Service Award**" from Rotary International and also recipient of Rotary International's Highest Award "**Service Above Self**" Award "**Golden Century Certificate**" and "**Distinguished Past Governor**".

Apart from Rotary Activity, he Served as District Secretary for Indian Red Cross Society for more than 30 years and was instrumental in running an Orphanage for 45 Boys for the last 25 years. At present in his loving memory his son Ravi Vadlamani has created a Blood Bank of State of Art at Indian Red Cross Society Branch, Guntur and named it after him.

In recognition of his services to the Indian Red Cross Society, he was awarded "**Certificate of Merit**" from the **President of India in 1973**.

Sri Vadlamani Umamaheswara Rao is also widely known for his generosity and concern for Charitable Organisations, Poor Children and Aged persons. He served for more than 30 years as President for **Sri Guntur Annadana Samajam** which is running “ Home for the Aged” and “Beggars Home” .

He served as Chairman for 25 years for “ **Daya Hrudaya Seva Samstha**” a home for Street Children.

His deep interest and involvement in Cultural Activities resulted in many national and international programs in Guntur and also served as Secretary for “**The Tagore Memorial Theatre Trust**” which owns Sri Venkateswara Vignana Mandir, a largest Auditorium in Andhra Pradesh. He was also the Founder President for **Guntur Cultural Association** and served till his death and served as Chairman for **Lalitha Kala Academy of AP**.

He was an Ex-Member, Senate of the **Nagarjuna University** for Two terms.

He was the President for **Brahmana Seva Samithi** at Guntur and also for **Andhra Pradesh Brahmana Seva Sangha Samakhya** for more than 6 years and constructed Brahmin Hostel Building at Guntur in memory of his wife Smt.Bhaskara Lakshmi.

He constructed a Temple at Syamala Nagar, Guntur along with other Donors and was the president for more than Two Decades to “**The State Government Gazetted Officers’ Co-operative Building Society Ltd.,**” and was also the Managing Trustee for “**Gayathri Chartiabale Trust**”.

An Endowment is instituted in his memory by his Partners, CA Ravi Vadlamani, CA G.Sivaramakrishna Prasad, CA L.Shyama Prasad and other partners.

His family consists of Two Sons who are Chartered Accountants and Two Daughters who are Post-Graduates are happily settled.

Persons who Contributed to Endowment : Sri Gabbita Sivarama Prasad garu,(Chartered Accountant) and President of TARANI.

Beneficiaries to Endowment : Mr. C Venkata Srinivasa Sarma , receiving the support for the year 2018-19 for doing his C.A. Final from Sri Lakshmi Sai Medha Institute.

SRI VADAPALLI ANANDRAU



“Vadapalli Anandarau was born on August 25th, 1941 at Berhampur (Ganjam Dt.) Odisha and joined the Andhra Pradesh Cadre of the Indian Administrative Service in 1964 as an outsider. In a career spanning more than 37 years, he held the usual posts under the State and Central Governments including the post of Chief Secretary to the Government of Andhra Pradesh. After retirement he is devoting his time for doing Gurubhakti (of the Snat Sad Guru of the Radhaoami Faith, Dayalbagh, Agra, UP) and for doing Abhyas of Surat sabda Yoga(or Anhad Sabda Yoga). He has two sons and a daughter and all of them are well settled in life. He graduated from the Utkal University in 1960 and obtained a Master’s degree in Nuclear Physics from the Banaras Hindu University, Varanasi in 1962. He was on the faculty of BHU for two years before joining the IAS in 1964. He obtained a diploma in Industrial Management in 1975 from RVB, delft, The Netherlands.”

Persons who contributed to Endowment : Sri Vadapalli Anandrau
Family Memebers

Beneficiaries to Endowment : Mr. N V Abhishek, receiving support from 2015 doing his CA , his mother widowed and his sister doing her B-tech program.

SRI MANGALAM PALLI BALAMURALI KRISHNA



Dr. Balamuralikrishna was born at Sankaraguptam in Andhra Pradesh and was endowed with the ability of being an accomplished instrumentalist in addition to being a vocalist. He played the Violin, Viola, Ganjira, Veena and the Mridangam with equal ease. He had over 400 compositions to his credit including Varnams, Krithis, Javalis, Devotional Songs and Thillanas. Dr. Balamuralikrishna also did a comparative study of Ragas in film music and classical music and presented the same in Doordarshan. Being the first producer in All India Radio, he was also known for pioneering early morning broadcast called "Bhakthi Ranjani". He was the first Principal of the Government Music College, Vijayawada besides having sung in various languages including Tamil, Oriya, Marathi, Telugu, Bengali, Kannada, Malayalam, Hindi and French. He was the state musician of Tamil Nadu, Andhra Pradesh and Ashthana Vidwan of Sringeri Peetam and Tirumala Tirupathi Devasthanam. He was a member of the Expert Advisory Committee at Music Academy and an Executive Committee Member of Kalakshetra Foundation, ICCR and Central Sangeeth Natak Academy.

Dr. Balamuralikrishna's rich contribution to Indian Classical Music in particular his sustained efforts to resurrect Ragas which were not in vogue like Narthaki, Sunadavinodini etc, and his genius in creating new ragas like Lavangi, Mahati, Manorama, Murali, Omkari, Prathimadhyamavathi, Rohini, Sarvashree, Sumukham, Sushma, Ganapathi, Siddhi, Pushkara Godavari, Mohanagandhi, Kalidasa, Chandrika, Vallabhi, Swarashtram, Mohanangi, Chinmaya, Krishnaveni, Ashwini etc, have shown him to possess an unparalleled intellect . He was also credited with innovating Tala Systems

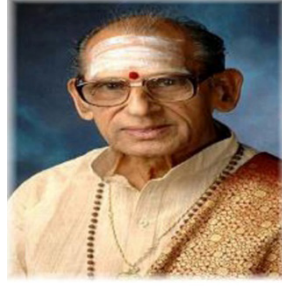
(Rhythms). He was the only South Indian artiste who, on invitation, sang Tagore's Rabindra Sangeeth in All India Radio to preserve it for posterity.

The magnetic capacity of his voice and music saw crowds pulled towards Jugalbandhis he performed with renowned vocalists and instrumentalists of North Indian Classic Music and helped in bringing about an understanding of National Integration through music.

Persons who Contributed to Endowment : Sri Kapilavai Vijay Kumar & Family , Smt R. Kamala Devi and Sholavaram Sindhuja

Beneficiaries to Endowment : Kumari Yaraswani Polla a student learning Karnatic Music under Sri D.V. Mohan Krishna.

SRI NEDUNURI KRISHNA MURTHY



Born to late Sri Rama Murthy Pantulu of the Pithapuram Estate Office and Smt. Vijayalakshmi on 10th October 1927 at Kothapalli, Pithapuram Taluk, Andhra Pradesh, INDIA. Sri Krishnamurthy bears deep musical heredity through his mother and maternal uncle.

Sri Krishnamurthy joined the Maharajah's Music College at Vizianagaram in the year 1940 and received his initial training in Violin and Vocal from the Late Sri Dwaram Narasinga Rao Naidu and has started giving Vocal Music performances since 1945. In 1949 he came under the influence of great master SANGITA KALANIDHI - PADMABHUSHAN Dr. Sripada Pinakapani. Under his guidance formed a style of his own, followed by many. Sri Nedunuri is a 'TOP RANK' artiste in the A.I.R. and has been performing in the Madras Music Academy for more than five decades continuously, since 1951. Nedunuri is well known as one of the front rank artiste all over India and abroad.

Sri Krishnamurthy worked in the government as Principal of G.V.R Govt. College of Music & Dance, Vijayawada, Govt. College of Music & Dance, Secunderabad, M.R. Govt. College of Music & Dance, Vizianagaram and also worked on deputation at Sri Venkateswara College of Music & Dance, Tirupati. Nedunuri retired from government service in 1985.

Sri Krishnamurthy was the Dean of Faculty of the Fine Arts and also the Chairman of Board of Studies in Music of Sri Venkateswara and Nagarjuna Universities. He is a Member of The Carnatic Music Audition Board of All India Radio and also a Member of Experts Committee of the Madras Music Academy.

Sri Krishnamurthy has been appointed as 'Asthana Vidwan' of Tirumala Tirupati Devasthanams (T.T.D.) in recognition of his valuable services rendered for popularizing the compositions of the great composer Sri Annamacharya. T.T.D. has released two cassettes of his renderings of Annamacharya's compositions.

Nedunuri has established a trust by name 'Nadasudha Tarangini' with the aim of preserving and popularizing the traditional values of Carnatic Music for posterity. Under the auspices of 'Nadasudha Tarangini' three volumes of Annamayya Pada Sourabham consisting of 108 Annamacharya compositions (set to tune by Nedunuri) with notation have been published. These Publications were partly funded by T.T.D., Tirupati, AP, INDIA, Sri Annamacharya Project of North America (SAPNA), and Sri Venkateswara Swamy Devasthanam of Mysore. Further, three audio cassettes were also released with the sponsorship of Smt. Sridevi Rangaraj (Chicago, U.S.A) and Smt. Jyotsna Potaraju and

Sreedhar Potaraju (Potomac, U.S.A). 'Annamacharya Padartha Prakasika' a treatise giving the quintessence in Telugu, of the 108 compositions of Annamayya tuned by Nedunuri was the latest release by Nada Sudha Tarangini in April 2002.

Sri Nedunuri released a CD in 1995 with the sponsorship of Sri Garimella Ramarao, USA. He also released one CD in 2000, rendering the compositions of Annamacharya. A second CD of Annamacharya's compositions was released in 2002, with the special financial grant from the Dept. of Tourism and Culture, Govt. of India.

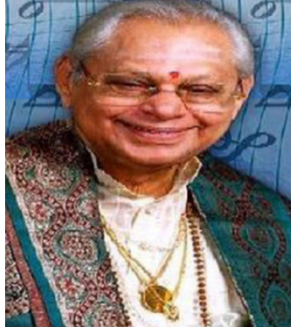
Nedunuri's Notations have been acclaimed as unique universally.

He has also presented many compositions of Sri Bhadrachala Ramadas and Tarangams of Narayana Teertha in the Bhakthi Ranjani of All India Radio, which became very popular.

Persons who contributed to Endowment : Sri Kapilavai Vijay Kumar & Family , Smt R. Kamala Devi and Sholavaram Sindhuja

Beneficiaries to Endowment : Kumari MSS Keerthana learning Karnatic Classical Music for the year 2018-19.

SRI NOOKALA CHINNA SATYANARAYANA



Nookala was born on 4th of August 1927 at Anakapally, Andhra Pradesh, India to Smt. Yegnachayanamma and Sri Annapurneswara Sarma as 'Srividya' upasaka. His mother fostered his talent and gave him the basic training in music and she is the cause of his passion for music in his life. His father always motivated and encouraged him.

Nookala was spotted as a young musically talented boy by the traditional theatre too, and handled a few boy roles singing the verse with gusto that stunned the seniors. But it was the classical music that attracted **Nookala** right from the start. He has started as violin student and Sri Kambhampati Akkaji Rao led him to Sri Mangalampally Pattabhiramayya garu at Vijayawada, and he was under his guidance for ౫ years. **Nookala** attracted by the violin legendary Prof. Dwaram Venkataswamy Naidu garu made his way to Vijayanagaram to learn violin under him. Prof. Naidu garu have **Nookala** the total encouragement and tutored him fully. **Nookala** accompanied Prof. Naidu garu on his concerts all over India. Prof. Naidu garu introduced **Nookala** to Dr. Sripada Pinakapani.

To **Nookala**'s delight, the singing style underwent a sea change right after he came under the influence of Dr. Pinakapani who is a Doctor among Musicians and a Musician among Doctors. It was here **Nookala** sharpened his analytical approach, achieving a deeper understanding of the science and art of music and pepping up his style and unique new element of infusing the raga bhava in every note, every phrase that adorned his Kritis musical structure.

Nookala was attracted by several musical greats but never aspired to become their clone. He developed his own style of singing never departing from classicism, at the same time justifying and beholding the beauty of 'raga'

and the meaning of the 'Kriti', with special emphasis to the diction of the kriti which he rendered.

Nookala is married to Smt. Sesha daughter of Smt. Annapurna and Sri Ayyalasomayajula Kameswar Rao a «Srividya» upasaka, and has seven children. Their home at Secunderabad always wears a look of festivity with guests, students and visitors of all kinds. The couple are famous for their hospitality.

The **commitment** to the **cause** of music displayed by **Nookala** is rare to find. Such dedication and devotion to music have been his credo all his six decade plus, music career. He is always found occupied with music. He is either singing or teaching or writing about music or innovation newer methods in teaching music or planning for it's propagation.

Nookala being a visionary, thought always ahead of times, and leads a musical scene. He is born leader in his chosen vocation and mode of self expression which remained music, music and music alone.

Persons who contributed to Endowment : Sri Kapilavai Vijay Kumar & Family , Smt R. Kamala Devi and Sholavaram Sindhuja

Beneficiaries to Endowment : Kum. V Ratna Mahathi , Receiving support for doing her B.sc II year from Osmania college for Women along with Music.

SRI SRIPADA PINAKINI



Sri Sripada Pinakini garu was born in 1913 and finished his M.B.B.S in 1932 and M.D in general medicine in 1938. Pinakapani served as an Assistant Professor of Medicine in **Madras Medical College** between 1944-49. He did not learn carnatic music in a systematic way. Pinakapani learnt music from the great violinist **Sri. Dwaram Venkataswamy Naidu**. During his stay at Madras, he learnt the nuances from **Sri. Rangaramanuja Iyengar** whose idle was none other than **Veena Dhanammal** and hence he imbibed Thanjavur bani from listening to great stalwarts at Madras.

After his return to Andhara Pradesh, he established Thanjavur bani of Carnatic music and produced a galaxy of great musicians such as **Voleti Venkateswaralu, Nedanuri Krishnamoorthy, Nookala Chinna Sathyanarayana, Gopalarathnam, Malladi Suribabu**, father of **Malladi Brothers**.

Sripada Pinakapani could notate even the minute details of carnatic music and had authored several books and his **Gaanakalasarvasvamu** is very famous. One of his books is translated in Tamil with the title “**Manodharma Sangeetham**” and it is a must for every carnatic music aspirant.

Sripada Pinakapani was awarded **Padma Bhushan** from the Government of India, **Sangeetha Kalanidhi** from the Madras Music Academy and **Sangeet Nataka Academy Fellow** in 2011.

Tirupathi Devasthanam awarded Sri.Pinakapani the highest honour with the title “**Gana Vidya Varadhi**” on his 100th birthday.

One of his pupils **Nedanuri Krishnamorthy** was also awarded **Sangeetha Kalanidhi** from Madras Music Academy.

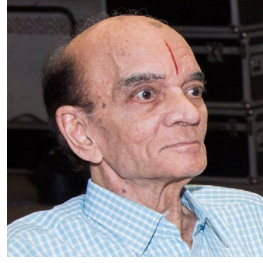
Sri.Pinakapani considered **Sri.Ariyakudi Ramanuja Iyengar** as the **greatest** carnatic musician and said,"**Ariyakudi brought elegance to music**".

Pinakapani imparted music to his pupils **for free and never charged anyone.**

Persons who contributed to Endowment : Smt. R. Kamaladevi & Other Music Lovers

Beneficiaries to Endowment : Kum . Navya Piusupati. Receiving support from 2017-18 , she is doing her MA in Music from Padmavithi University through Andhra Mahila Sabha, and done her MBA from St. Josephs College.

SRI USHAKANTH



Sri Gundimeda vedantam popularly known and recognised as USHAKANTH is a retired LIC official, and is a familiar name over AIR, Doordarshan and music circles. He is the source of energy to MAHATHI Music Academy. He is in music field for the last 60 years and the eldest son of Sri Jagannadhacharyulu and Choodamani who themselves are learned musicians and veena artists.

A singer, Lyricist and a music composer himself, Ushakant is a great devotee of Satya sai baba and inherited great musical knowledge from parents and fore fathers. During the past 60 years he has scripted, did musical direction for ballets, TV files and serials, feature films and audio albums. To name a few Ballets Sri Andal Kalyanam, Sri MahaGanapathy, Geethagovindam, Kalyana Ramam, Sri Dattagadhabeing scripted by H.H. Ganapathy Sachidananda Swamiji. This ballet has won special appreciation from Swamiji and thus is close to his heart. ChilakaPalukulu (Childrens Rhymes In Telugu) Siva Ganga (amusical play) got him appreciation overseas. Chalo Delhifilm won him state and national awards. A receipt of Ghantasala Award for the services to music world, ushakanths recent work include Palikedidi BHAGAVATAMATA (Pothana bhagavatam) Saphachala Sankeerthanam and with guidance to his son Dr J Sreekanth, a doctor in internal medicine at Apollo Hospital a unique music therapy for healing and meditation based 72 melakartha ragas and genue ragas and named it as nada thanu manisam. This on going project is getting high appreciation across different parts of country and world. Ushakanths vision is "Projecting Light Music as a superspeciality in the field of Music"

Persons Who instituted the Appreciation award: Dr J Sreekanth and family and R.S.Lakshman and family.

The Beneficiaries: Baby Nikhita learning light classical music.

