

Samskruti Samachar

Hyderabad February 2022



Samskruti Foundation
Our Culture Our Identity

It was him who introduced India to the world stage. It was him who revealed the concealed greatness of Indian culture. It was him who inspired millions of youth all over the world. It was him who added a new vision to the youth. It was the man in Saffron. It was Swami Vivekananda.

Swami Vivekananda had tremendous faith in youth and addressed them as the makers of Golden India. His birth anniversary is observed as National Youth Day to honor his ideas and contributions to society.

Nation Building Campaign: The world has been appreciating India for its unmatched growth in technical and industrial growth over the past few years. But due to our exceeding population, there is a huge mismatch in supply and demand. Nation Building Campaign, an initiative by Samskruti Foundation, attempts to fill this gap by contributing to eradication of poverty and hunger, and providing security and shelter to everyone.

"It is a privilege to serve mankind, for this is the Worship of God. God is here, in all these human souls"

In the footsteps of Vivekananda: Vivek Band, an exclusive event conducted by Samskruti Foundation, has glorified the messages of Swami Vivekananda to the youth on serving our society and embracing our culture. The motto of this event is *"Be Good, Do Good."*

Every student was encouraged to think of the ways they could contribute to our society and encourage others to do the same. Just not to limit these good activities to this event, students pledged to bring a positive change by adopting and promoting a healthy lifestyle and good attitude.



Vivek Band Activities in Institutions

Sardar Patel College, Secunderabad

Students distributed food to Pedestrians as a part of **Vivek Band Be Good Do Good**. They distributed 50 food parcels. The college students visited a nearby orphanage and spent effective time with them tried to understand their concerns and distributed fruits and masks to the students. All the childrens were overjoyed. The volunteers were overwhelmed for doing such a service.



Government Degree College, Khairatabad

Students spread awareness about Covid 19 and Omicron and distributed masks to Red Cross Government High School, Masab tank. The students emphasized the importance of masks and vaccination for protecting humans from the virus. One can see the happiness on the faces of the students participated in this awareness campaign and urged more such activities should be conducted.



Babu Jagjivan Ram Government Degree College

students organized Cleanliness Campaign at their college premises as part of **Be Good Do Good** activity. Most of the students came forward to clean their college campus. All the students have appreciated Samskruti Foundation for their motivation given to the students.



Aurora's Technological and Research Institute students spread awareness on abiding by the laws and rules relating to our Nation and Contribute to Social Harmony. More than 100 students participated in this session. The college students have also been a part of Blood Donation Camp organized in their campus. Most of the students donated as a part of the camp.

The students were motivated other non teaching staff, drivers and working staff to donate blood. A total of Two hundred and twelve units of blood was collected.



Mahaveer Institute of Science and Technology students went on a spree of Sapling Plantation. 25 students planted around 50 plants within their college campus along with the management staff. Students and management members have appreciated this event as a great initiative. Further all the college students have also participated in the Cleanliness drive, Yoga and Pushpanjali event.

Over all 400 - 500 students participated in this initiative **Be Good Do Good** campaign from the Institute.



“My faith is in the younger generation, the modern generation. They will work out the whole problem, like lions.”

— Swami Vivekananda

Sreyas Institute of Engineering and Technology all students embarked on an awareness program on Traffic rules and importance to abide with the traffic regulations. Students from multiple streams took part in this **Be Good Do Good** activity. These College students also visited a Government School near their college and helped the students in their academics with their teaching techniques.



Bharat Institute of Engineering and Technology students did Cleanliness campaign and Sapling Plantation activities as a part of **Vivek Band Be Good Do Good**. The main purpose of this programme was to create awareness among the students regarding Cleanliness and its benefits. Under this activity 25 students participated in planting saplings.

AV College of Arts, Science, and Commerce students were given an awareness program about *Respecting Rules and respecting the legal framework of our country and its importance for bringing in better society.*

A session was also conducted to brief students on various aspects such as how important suicidal tendencies in youth, Unity in Diversity, relationships among youth and superstitions and Healthy Environment.



National Youth Day

As a part of the Vivek Band activities, Samskruthi Foundation has organized the [National Youth Day celebrations on the birth anniversary of Swami Vivekananda](#) (12/01/2022). On this occasion, students from multiple colleges were gathered on an online platform, amidst the Omicron outbreak. Nevertheless, every participant has given their valuable input and made the program a grand success.

Various Speakers have spoken about Vivekananda, his greatness and expressed their views on **"The youth in Nation Building Campaign."** Samskruti Foundation was determined to make every session an influential and worthy stretch, to have the potential to move thousands of students towards the right path.

The main speakers of this event were **Shri Murali Krishna Abbaraju Ji** (Development Officer, LIC), **Shri Durga Srinivas Gudimetla Ji** (Senior Director Portfolio & Management & PMO Services, Novartis) **Shri Ravindra Babu Ji** & **Shri S. Karunanidhi Ji**, (Associate Director, RCI). Samskruti Foundation is thankful to each and every speaker's gem-like inputs to the students, which certainly kindles social analysis and a corner for social service in the youth. Some of the notable inputs were:

The youth plays a great role in nation-building. It has the power to help a country develop and move it towards the golden future. The youth are responsible for bringing social reform within a country. The youth of a country determine the future of a nation

Viveka Subhashitham

Every year, on 23rd January, Samskruthi Foundation celebrates the birth anniversary of Netaji Subhash Chandra Bose as Viveka Subhashitham.

This year, Samskruthi Foundation has organized **The National Youth Seminar On Birth Anniversary of Netaji Subhas Chandra Bose** through an online platform. Though it was

conducted online, a whopping great 800 students took part in this virtual mega event. Every college representative has come forward and shared the generous activities they've conducted as a part of **Vivek Band 2022**. Each college has proved the event's motto **"Be Good, Do Good"** in its unique way.

Shri B.V.R. Mohan Reddy Ji (Founder & Chairman Cyient Ltd & Chairman, Board of Governors, IIT Hyderabad & IIT Roorkee and member of Advisory Council), was one of the Main Speakers for this virtual session. Mohan Reddy Ji remembered the quote written by Swami Vivekananda **"I am with you, and when I am gone, my spirit will work with you"**. Mohan Reddy Ji has given a session on different learnings from Swami Vivekananda and Netaji Subhas Chandra Bose. A few of the notable points to be taken are: Youth development in Nation Building, The enormous amount of importance for education and Women upliftment.

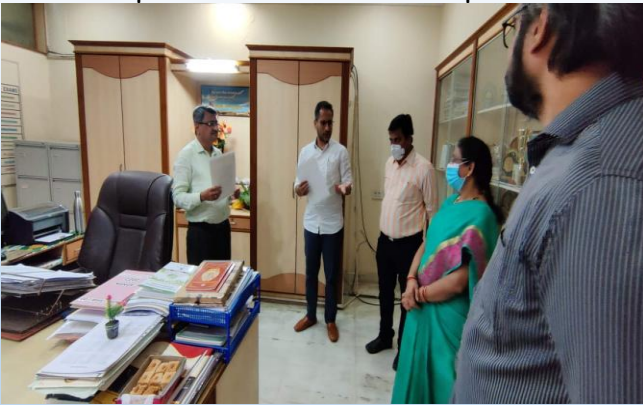
Shri Srivari Chandra Sekhar Ji (Secretary, Department of Science and Technology), one of the main speakers for this virtual session, contributed their worthy time to inspire the youth. Chandra Shekar Ji started the session by giving guidelines about the Covid-19 situation. Later, spoke about the climate change and environmental changes on the earth and also motivated participants in the session to protect our nation from global warming and to follow the abiding rules, laws, and regulations of our country.

Shri Wundavalli Gayathri Prasanna Kumar Ji (Chairman, MGNCRE) one of the main speakers for this virtual session, has added his worthy messages to the youth on this occasion. Prasanna Kumar Ji started the session by remembering Swami Vivekananda's quote **"Arise, awake and stop not till the goal is reached"**. Also remembered Netaji Subhas Chandra Bose by saying, Jai Hind word first came from the voice of Netaji.

MoU Updates

Samskruti Foundation has continued to expand its network with further more institutions to join hands to bringin awareness on Nationlism, promotion of traditional culture & Values and drive youth to adopt a lifestyle condusive with our heritage.

On 4th January, Samskruti Foundation inked an MOU with G. Narayanamma Institute of Technology and Science (Sri Ramesh Reddy - Principal), Shaikpet to set up a Cultural Leadership Centre within the Campus.



On 5th January, Samskruti Foundation signed an MoU with Lala Lajpat Rai Memorial College of Education, Punjab, to set up Cultural Leadership Centre within the Campus.



On 6th January, Samskruti Foundation inked an MoU with Sardar Patel College (Dr. K. Narmada - Principal), Secunderabad to set up Cultural Leadership Centre within the Campus.



On 28th, January, Samskruti Foundation signed an MoU with Bharat Institute of Engineering and Technology (Sri Venu Gopal Reddy - Chairman) to set up Cultural Leadership Centre within the Campus.



Samskruti Adhyayana Kendra

Samskruti Adhyayana Kendra is one of the initiatives of Samskruti Foundation aimed at taking up work in the relative unexplored area of linking our ancient culture to the process of Public Policy formulation. This division of Samskruti Foundation has now finalized its concept paper, and has also come out with a plan of action.

Samskruti Adhyayana Kendra envisages collaborative work among personnel engaged in three distinct domains. **One** - academic and practicing experts from the fields of Social Sciences, Anthropology, Political Sciences,

History, Public Policy; **Two** - Scholars well versed in both Sanskrit language and our ancient scriptures and texts whose expertise will enable extraction of specific knowledge relevant to Public Policy formulation from myriad sources; and, **Three** - Both academicians and practitioners from the domain of Public Policy such as University professors and senior administrators. Samskruti Adhyayana Kendra conducted several interactive meetings with experts from different domains in person as well as in online modes.



Dr. C. Umamaheswara Rao
IAS (Retd.)

From the Chairman's Desk

This National Youth Day has indeed been a splendid way to spread the messages and ideologies of Swami Vivekananda to the blooming generation. Samskruti Foundation has done a proud job of inculcating a societal thought process into the youth. Conducting various activities on this occasion, the theme "**Be Good Do Good**" has reached many more people than expected which makes us proud. Each of these services are service to God himself. Circumscribing all the contemporary issues, each team has implemented with an innovative idea within various college communities. It is heartening to note that the upcoming generation does have service oriented people, who at times go out of the way and help others.

Samskruti Foundation is trying to spread the nobleness of our culture and kindle a spark of positive attitude with social responsibility insculpting to shape the future generation. Each week, Samskruti Foundation is signing MoUs with many prestigious institutions so that their students are not only technically ahead in the race, but also adopt a traditional and ethical lifestyle. Samskruti Foundation has its base as Swami Vivekananda's ideologies and strive to drive the youth in the appropriate direction.

Samskruti Foundation

Samskruti Foundation is a registered trust consisting of prominent and accomplished senior civil servants, professionals and corporate citizens. It is constituted under section 4 of Indian Trust Act 1882 with registration no. 000124/2009. It has been striving towards promoting Nation Building activities among the youth of the society in Telangana and across India.

Our Vision – To be National Resource Center for Culture

Our Mission – To preserve, protect and encourage practice of the Bharateeya Culture and Ethos through research, education, training and dialogue

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