

Samskruti Samachar

Hyderabad September 2022



Samskruti Foundation
Our Culture Our Identity

Azadi Ka Amrit Mahotsav Celebrations at Samskruti Foundation

The Government of India has launched the **Azadi Ka Amrit Mahotsav** to commemorate and celebrate 75 years of independence as well as the historic past of its people, culture, and victories. This Mahotsav is dedicated to the Indian people who, in addition to playing a key role in the country's progress to this point, also possess the strength and capacity to realize Prime Minister Narendra Modi's vision of creating India 2.0, driven by the spirit of

Aatmanirbhar Bharat.

Every Indian citizen will always remember the appeals made by the Quit India Movement - '**Delhi Chalo**' and '**Purna Swaraj**' movements of Lokmanya

Tilak. Mangal Pandey, Tatya Tope, Rani Laxmi Bai, Chandrashekhar Azad, Bhagat Singh, Pt. Nehru, Sardar Patel, and Ambedkar are some of the role models we aspire to emulate.



Hoisting of the National Flag at Samskruti Foundation by Chairman Dr. C Umamaheswara Rao, IAS (Retd.)

Rakhi for Soldiers (RFS)

Rakhi for Soldiers is an activity to encourage girl students from higher education institutions to express their gratitude for the outstanding service and bravery of our Soldiers.

Rakhi for Soldiers program was conducted in 3 ways:

- ◆ Signature & Rakhi Post campaign to Border Soldiers
- ◆ Online Signature Campaign, and
- ◆ Celebrating Rakhi at various Army and Air Force Units

Posting Rakhis and Signature Campaign to Border Soldiers

In this event, 9655 girl students from 25 colleges in Hyderabad and 10 other colleges from Telangana (35 colleges in total) participated. These Rakhis and Signature Letters were posted to 6 Army cantonment Areas, 4 Navy, and 12 Air force Stations; a total of 22 Areas.

Rakhi for Soldiers Program at Colleges

In this event, which was part of Samskruti Foundation's Rakhi for Soldiers initiative, **Vathsalya group of Institutions** students, CLC student leaders collected the signatures of many other students on a letter of gratitude.

Sravan Kumar, a student leader at CLC, oversaw this event and shared his sentiments that the Samskruti Foundation had given him a wonderful opportunity to learn about the brilliance of the Indian Army and the culture of Raksha Bandhan,



which promotes human in collaboration with Samskruti Foundation.

Jangaon Institute of Pharmaceutical Sciences, Chaitanya Deemed University, Care College of Pharmacy, Vagdevi Degree & PG College in Hanumkonda & Ekashila Degree College participated in Rakhi for Soldiers program.

sense of patriotism. They learned about the Indian Army. Rakhi for Soldiers was organised including more than 800 students. Major Macharla Bixapathi (Retd Army) and Dr. B Sanjeev Rao, a Samskruti Foundation member, were present as Resource Persons.



Major **Macharla Bixapathi** discussed his 22 years of Army experience as a doctor. He described the climatic challenges that soldiers encounter. Gujarat, Rajasthan, J&K, Himachal Pradesh, and the North Eastern states all have distinct climates. He elaborated on how warriors sacrifice their entire lives for the country while remaining satisfied.



Nearly 20 lakh personnel serve in our armed forces. Our Defense Department protects the country's frontiers, both inside and beyond the country. The government prioritised defence. Youth should consider joining the Army as a career. Students should follow in the footsteps of the troops and strive to attain their objectives. People should always help the military.

AVV Degree & PG College, Arora Degree College

Students should take part in this programme actively in order to enable us to recognise them as members of our family and send rakhis. Students engaged actively and signed thank you messages.

AV Degree & PG College, Domalguda, Visvesvaraya College of Engineering & Technology, Bonguluru, Babu Jagjeevan Ram Government Degree College, Narayanaguda, Vivekananda Government Degree College, Vidyanagar, Sardar Patel College, Government Degree College for Women in Begumpet, JB Reddy Engineering College in Moinabad, Malla Reddy Institute of Engineering Technology, Dhullapally, - Students participated in the Rakhi For Soldiers program. Smt Sangeetha Reddy coordinated with the students and motivated 30 students to present Rakhis to the border areas on behalf of Samskruti Foundation.

❖ Online Signature Campaign

There were a lot of students interested in the drive for signatures. It has had a significant effect on students. It is an 11-state, national initiative for India. A total of 2249 students from 95 colleges took part in this online signing campaign.

❖ Rakhi for Soldiers

Tied to Culture...by Threads of Love and Respect!

About 450 girl students from 14 Engineering Colleges in and around Hyderabad expressed their love and respect to Soldiers by physically tying 'Rakhi' to over 1,000 soldiers from different Army and Air Force units based in Hyderabad. The soldiers were pleasantly delighted while the students were ecstatic. They exchanged well wishes during the functions held at seven different places. Samskruti Foundation, a Hyderabad-based NGO, runs the "Rakhi for Soldiers"

initiative every year to lessen the soldiers' sense of missing the Rakhi celebration and to show them our respect, appreciation, and affection. Every year, on "Shravana Poornima," brothers and sisters in our nation celebrate Raksha Bandhan, a holy festival during which they reinforce their close relationship as symbolised by the tying of "Rakhi" by sisters to their brothers. While the general public has plenty of opportunities to celebrate the event, our

soldiers frequently miss it while performing national duty and cannot join their sisters and family members to celebrate.



❖ Bowenpally Army Unit

Lt Col Abhishek Sandhu, the unit's second-in-command officer, Lt Col P A Nagraj (Retd) and Lt Col Sounderajan, 200 soldiers, 65 students from the A V College of Arts, Science, and Commerce in Domalguda, and six faculty members participated in tying Rakhis to Soldiers.

Naib Subedar Narendra KshirSagar Welcoming to the occasion Later, Dr. Vivek Modi spoke about the Azadi Ka Amrit Mahotsav, the 150th anniversary of Shri Aurobindo Ghosh's birth, the Rakhi for Soldiers project, the chairman's message, the importance of culture and the

spiritual ethos of Bharat. Abhishek Sandhu, Lt. Col. greeting college



students and teachers, thanking Samskruti Foundation, and expressing gratitude for this kind act on their part. "Stay Focused, Work Hard, and Achieve Your

Goals," is the advice given to students. Dr. Vivek Modi thanked the students and gave an overview of the Cultural Leadership Centre's programmes to all of them.

Students got a real sense of the brilliance of Bharateeya Culture and the sense of national pride. During our conversations over tea, many of the soldiers mentioned how appreciative they were of the gesture.

❖ Airforce Station Begumpet

Lt Col P Neerada (Retd), Air Commodore P Ramu (Retd), Sri G Ashok Rao, Sqn Ldr Swarnim Awasthi, Navigator in Air Force, 30 students from CMR College of Engineering and Technology and three faculty participated in the Rakhi for Soldiers program at Air force Station, Begumpet. Rakhi for Soldiers program conducted at Air

force station Begumpet was overall a successful program. The objective was fully met as it is part of Nation building program. The bonding and positive feeling were spread among students and soldiers. Most of the soldiers and students expressed their overjoyed feelings during conversations at the time of tea.

❖ **Bollaram Army Unit- B (10 Eng Regim)**

Col. Akshay Shiv, Veteran Guest Lt Col Samba Shiva Rao (Retd), Sri P Vanaja Kumar Smt. N. Naga Prasanthi, 140 Army Soldiers, 74 students from Vignana Bharathi Institute of Technology & Aurora's Technological and Research Institute participated in Rakhi for Soldiers Program conducted by Samskruti Foundation.

Smt Naga Prasanthi gave introduction of Samskruti Foundation and RFS, activities of SF related to culture, the importance of Indian Culture and its identity before the world, the responsibility of every citizen towards our ancient culture to sustain the identity and also shared the experiences of earlier RFS activities.

Col Akshay Shiv welcomed the students and he expressed his happiness after observing the volunteers and said that he did not expect there is so much awareness about the army in society. All we need is some solace, a pat on the back from our society. 'Watching you all here today, my chest is heaving, and I am speechless, happiness is crossing the limits, we expect such support from you so

❖ **RK Puram Unit**

Veteran Chief Guest retired Brigadier Sri. Avula Bhushan, Brigadier Sri. Jaspreeth Singh, Sri N.V.Ramana, Sri Sai Krishna, Sri Srideskhmukh, 180 Soldiers, 60 students, five faculty members from Bharat Institute of Engineering and Technology, Sreyas Institute of Engineering and Technology & Vignana Bharathi Engineering College participated in Rakhi for Soldiers program. It is not the event, it is a 'feast' to our eyes as in two rows systematically brothers were seated and the girl students stood in front of them holding the Rakhis, tilak in the harathi plates. Students were overwhelmed

❖ **Medhipatanam Army Unit**

At the Raksha Bandhan event, Brigadier Col Kameshwara Rao, Col Dayal, Captain Shubham, 21 students from G. Narayanamma Institute of Technology and Science, 24 students from KL University, and 20 students from KG Reddy College of Engineering & Technology had the chance to tie Rakhis to warriors. To express their gratitude and respect for the achievements these

that we can fight for you till the last drop of blood, he said. "Marte dam tak". He praised the works of Samskruti Foundation and the services they are providing for the benefit of cultural society.

Overall it was a very successful program. The students truly had a glimpse of the strength of Bharateeya Culture and the pride of the nation.



with enthusiasm and joy and every girl while tying Rakhi uttered the slogan in joy...

**"HUM AAPKE RAKSHA KARTHE HAIN
AAP HAMARA RAKSHA KARTHE HAIN,
HUM DONO MILKE DESH KA RAKSHA KARTHE HAIN!!!"**

The army was jovial and happy and showered much of the hospitality on each one of them. Later they offered snacks with love and affection to all the students and the staff. Students expressed special thanks to each one of the soldier-brothers. They were grateful to Samskruti Foundation for organizing the rather impossible and unimaginable meet with the soldiers and everyone experienced a sweet-bonding of Raksha-Bandhan.

vivacious men have made to our nation. 65 students were chosen and transported to the Mehdiapatnam Army Unit. Captain Shubham inaugurated the event. Furthermore, he expressed his gratitude to Samskruti Foundation for running such a fantastic initiative. Later, Sri Udutha Venu Gopal introduced Samskruti Foundation and the various initiatives taken by the Foundation.



They were introduced to the Chief Guest who gave them an overview of his accomplishments throughout his career

❖ Bollaram - A Army Unit (54 INF DIV)



expressed their emotions during the conversations over tea

as well as a brief indication of what the army stands for. It was incredibly enlightening and inspiring. The main ritual, which involved tying Rakhis to our fellow brothers in uniform, the soldiers, came next. Every girl was overjoyed to be doing this, and their joy could be seen all over their faces. They received the Indian flag in exchange, and nothing makes Indians more proud than to fly the national flag since it symbolizes our spirit and freedom. The students had the opportunity to speak with each soldier individually while enjoying refreshments. They spoke about their personal experiences and sought guidance on how to register in the army.

Lt Col Tarkeshwar, Veteran Guest Lt Gen K Ramachandar Rao (Retd), Brigadier SP Singh, Sri LV Subrahmanyam, IAS, (Retd), 150 soldiers, Sri Rambabu, Sri Balu Nagaraj, Sri Madhu Sudhan Jhun Jhunwala, 60 students from Malla Reddy group of Institutions, three faculty members participated in the Rakhi for Soldiers program.

The students truly had a glimpse of the strength of Bharateeya Culture and the pride for the nation. Many of the Soldiers were overjoyed with the gesture and



❖ Golkonda Army Unit

Lt Pokhriyal, Sri Mahesh Shetty, Dr Padma, 150 Soldiers, 50 students and four faculty from Mahaveer Institute of Science and Technology and TKR College of Engineering & Technology participated in Rakhi for Soldiers Program.

The students got a real sense of the brilliance of Bharateeya culture and the sense of national pride. Many of the soldiers were delighted with the gesture.

"When I tied the Rakhi to soldiers, for a moment, I got tears in my eyes because it's a rare moment and only a few people can get this lucky chance. I felt so proud being with them. I thank my college and Samskruti Foundation for giving me this amazing moment. These are the most memorable, happiest and proud moments of my life- Krithika

From the Chairman's Desk



Dr. C. Umamaheswara Rao
IAS (Retd.)

This month has been packed with great events to fill the youth with patriotic spirit. On the occasion of the 75th Independence day, the whole country celebrated it in a very grand manner. The tricolor festival has now set a benchmark in the way of celebrating festivals. As an organization, Samskruti Foundation wishes to inculcate patriotic spirit, not only through National Festivals but also through our age-old festivals like Raksha Bandhan.

The Rakhi for Soldiers program has been a grand success this month. We believe that every person who participated in this event has perceived the greatness of a soldier, and realized how a soldier extends his service at the cost of his life. A perspective like this is enough to ignite a nationalistic spirit among the young students. If we strive to drive more into the right path, with the right spirit, there will be no stopping our country in exponential progression.

Glimpses of the Rakhi for Soldiers Program



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

Address: 3-5-1090/G, Metro Pillar No: B1158, Narayanaguda, Hyderabad, Telangana - 500029

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Editorial Team - Sri G Natraj, Dr. Vivek Modi, B. Annapurna