



Samskruti Foundation  
Our Culture, Our Identity

# Newsletter

Issue 16 February 2023 Hyderabad

www. <https://samskrutifoundation.in/>

## Samskruti Samachar

**Be Good Do Good!**

**Happy Republic Day to all Indians!**

As we celebrate the 74<sup>th</sup> Republic Day, the day when the Constitution of India came into effect, marking a significant moment in our country's history, let us remind ourselves of the values that we stand for as a nation, including democracy, equality, justice, and liberty. On this special day, let us take a moment to remember and honour all those who



sacrificed their lives to make India a free and democratic country. Let us also appreciate the diversity of our country and pledge to work together towards a more prosperous and inclusive future. May our country continue to grow and thrive, and may we all work towards making India a better place for all its citizens. Jai Hind!

Samskruti Foundation salutes the martyrs who have laid down their lives for the country. Their sacrifices are the foundation on which we have built our independent India. We bow to the Father of the Nation and all the martyrs on the occasion of Mahatma Gandhi's Birthday (January 30). Gandhiji's holistic vision for India's liberation encompassed political, economic, and social independence, as well as nonviolent resistance and peaceful conflict resolution.

We remember with great devotion Swami Vivekananda and Netaji Subhash Chandra Bose – two great visionaries who made the whole world know about the legacy of India. Samskruti Foundation celebrated the birthdays of Swami Vivekananda (January 12 as National Youth Day) and Netaji Subhash Chandra Bose (January 23 as Parakram Divas).

*Dare to be free, dare to go as far as your thought leads, and dare to carry that out in your life.*

**Swami Vivekananda**

*Nationalism is inspired by the highest ideals of the human race – Satyam (the truth), Shivam (the God), and Sundaram (the beautiful).*

**Netaji Subhash Chandra Bose**



### Vivekasubhashitam 2023

*India is self-sufficient and is well equipped to become an exporter instead of importer as of now. You need to channelize your energies, develop science and technology, and build a great India.* Dr. S K Jha, CMD, MIDHANI, Chief Guest

*Culture, Confidence and Concentration leads to Skill Development which leads to great jobs and careers.* Swami Shitikanthananda Ji, Director - Vivekananda Institute of Languages, Ramakrishna Math, Hyderabad

*Ardham.. Antharardham...Paramardham is Culture. Be a Human Being.* Sri Akella Raghavendra, Author, Motivational Speaker, IAS Trainer, Keynote Speaker

On Dais – L-R- Sri Ram Babu, Co-convener, Samskruti Foundation, Dr. Sanjay Kumar Jha, CMD MIDHANI, Swami Shitikanthananda Ji, Director - Vivekananda Institute of Languages, Ramakrishna Math, Dr. C Umamaheswara Rao, Chairman, Samskruti Foundation, Sri Akella Raghavendra, Author, Motivational Speaker, IAS Trainer, Dr. W G Prasanna Kumar, Convener Samskruti Foundation, Chairman Mahatma Gandhi National Council of Rural Education



The purpose of Vivekasubhashitam is to spread wisdom and knowledge covering a wide range of topics, including ethics, morality, spirituality,

The event was a huge success with students from different colleges participating along with NSS Coordinators and faculty. Prizes and Certificates were distributed to the colleges which conducted several activities and competitions based on the call given by Samskruti Foundation (essay writing, running marathon, celebration of Vijay Divas, Rakhi tying to soldiers), as a token of appreciation. The event was attended by NSS coordinators from different institutions who shared their activities in collaboration with Samskruti Foundation, including promoting culture, food, textiles, organizing fairs, and doing "be good do good" activities. Lt. Col. Neerada Krishna (Rtd), Sri Gudla Natraj, Director, Samskruti Samvad, and Smt. Naga Prasanthi compered the event. The participating institutions shared their experiences of Vivekband program – **Our Life, Our Environment.**

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## Vivekasubhashitam 2023

The event was graced by Dr. Sanjay Kumar Jha, Chairman and Managing Director (CMD), Mishra Dhatu Nigam Limited (MIDHANI), Swami Shitikanthananda Ji, Director, Vivekananda Institute of Languages, Ramakrishna Math, Hyderabad, and Sri Akella Raghavendra, Author,

Motivational Speaker and IAS Trainer. Floral tributes were paid to Bharat Mata, Swami Vivekananda and Netaji Subhash Chandra Bose. The event started with Jyothi Prajwalan.



***Let us behave like cultural leaders*** – emphasized Dr. Vivek Modi, Director Cultural Leadership Centre, Samskruti Foundation, Motivational Speaker and Wellness Expert. Samskruti Foundation has two verticals – one works with the educational institutions across the country through Cultural Leadership Centres (CLCs); and the other is the research-oriented wing – the Samskruti Adhyayana Kendra where research on ancient Indian culture and its impact on policies are studied.

The CLCs are representatives of Samskruti Foundation in colleges. They work in teams of 10 and 1 faculty towards the vision and mission of Samskruti Foundation. The core vision is to promote and understand and inculcate the ethos and culture of India through practices. These CLCs conduct 5 main activities – Vivekband – Be Good Do Good. Let us make the world know that there are lot of good people around. Let goodness make the sound. Youth should take the responsibility and show that as much as there is negativity around, being good and doing good is the way of life that will ultimately conquer negativity with positivity. The birthdays of Swami Vivekananda and Netaji Subhash Chandra Bose are commemorated with these activities. The second activity is observing National Science Day (February 28), which marks the discovery of the Raman effect by Indian physicist Sir C. V. Raman. Institutions visit several national institutions of importance and scientific

establishments, where they interact with scientists and explore future career opportunities. The third is Yoga Day (Yoga for Youth, June 21), and fourth is Raksha



Bandhan for soldiers, where students send and tie Rakhis to soldiers on the borders and in the nearby cantonments, expressing solidarity and compassion with them. These four are once a year activity, while the fifth is Samvad. Debates are conducted on Indian culture and national importance. These debates help in understanding nuances of communication, logic and expression. The activities are not just limited to these five.

There are colleges across the country celebrating and understanding festivals, games, food, toys and other cultural traditions of India. We are in alignment with the cultural traditions of India. We do not believe in exploitation of nature but in milking nature. For the first time CLCs are doing these activities and it is very encouraging.

What is the differentiating factor between a CLC team leader and any other student leader? If you want to be a cultural leader, you will imbibe characteristics that will not only help becoming cultural leaders but also excellent professionals in their careers. They need to have the ability to work unsupervised without handholding. They also have the ability to certify the completion of their work. ***Cultural leaders take responsibility, finish the work and gain the confidence of their supervisors. Such characteristics will help them become successful in their careers.***



## Vivekasubhashitam 2023



Dr. W G Prasanna Kumar, Convenor, Samskruti Foundation, Governing Council Member, Samskruti Foundation, Chairman Mahatma Gandhi National Council of Education, Govt. of India, Advisor to Govt. of Telangana, and a Social Scientist, welcomed the guests of honour to the dais. He commended the students for their achievements and called the event an occasion to celebrate their success. He elaborated how Swami Vivekananda and Netaji Subhash Chandra Bose introduced India to the world and gave the country international recognition.

*A great opportunity to contribute awaits you* stated Dr. W G Prasanna Kumar as he encouraged the students to contribute for a better society. There are two goals for us – being successful and being great. The more we give the more we become great. You need to be a contributor to become great.

Cows are great because they give milk, trees are great because they give us nourishing food, mother is great because she gives, earth is great because she bears all of us, sky is great because it enables to give rain for nourishing the earth. The ones that give are great. This is an opportunity for all of you to become great. Listening to the great speakers on the dais is an opportunity. We have established Cultural Leadership Centres across the country. Our aim is to establish 500 such CLCs right from Kanyakumari to Kashmir and from the west to the east. You are representatives of these CLCs. Hence you are blessed that you are getting the chance to contribute towards nation building.



*Dig into the past.. but don't live in the past...* reverberated Dr. C. Umamaheswara Rao, IAS (Retd.), Chairman Samskruti Foundation. He further spoke eloquent on the efforts of the Foundation to keep the cultural connect alive.

Birds move in large numbers but always maintain a pattern while flying. We can also do that. We all talk about the greatness of our country. What is this greatness? This country has survived many onslaughts, aggression and lootings from outside. There were several attempts to convert the country into other religions. In spite of all these, we stand today as a proud Hindu nation. This has not happened by accident. This is because we have been maintaining our cultural identity and integrity irrespective of the variations across the regions. Therefore, there is a reason for us to understand the reason behind our greatness. Samskruti Adhyayana Kendra helps in digging

into our past to study various aspects of our culture. There are 47 departments in the Government of India which take decisions on various subjects. Our idea is to assist the Government by giving impactful and meaningful inputs so that they can take policy decisions. Our knowledgebase, our usefulness, our practices, our principles in helping policy making is the main objective of Samskruti Adhyayana Kendra. I pay my respects to our volunteers who have done voluminous work in taking forward Samskruti Foundation's mission. Infact, this country has benefitted by a great deal of voluntary work which gets done silently.

The recent seminar on Chhatrapati Shivaji's Statecraft and the lessons for modern India at Srisailem was attended by dignitaries and eminent scholars from different states and universities. The deliberations gave the outcome that a global research centre should be set up so that more research can be done about Chhatrapati Shivaji. Hence, Chhatrapati Shivaji can become an

international icon. We have lot of upcoming activities, and also intend to publish books on our Indian culture which would influence the countrymen.

There are many areas on which knowledge is not available and we know only about the tip of the iceberg. Samskruti Talks aims to organize talks on various cultural topics with few

eminent scholars as moderators in groups of about 50 people for smooth transmission of intellectual information. Faculty from educational institutions can come forward and take forward this agenda in their institutions by organizing **Samskruti Talks**. Cultural Leadership Centres are the visible agenda of Samskruti Adhyayana Kendra.





## Vivekasubhashitam 2023

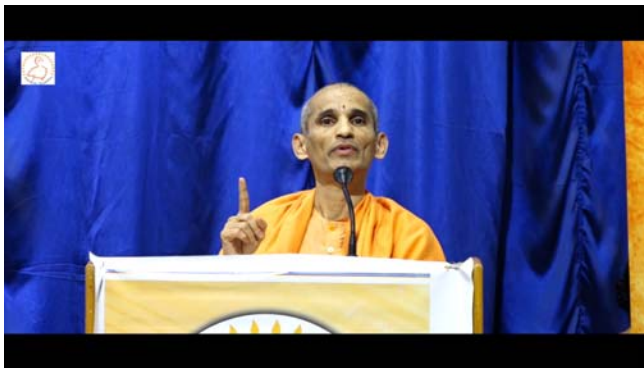
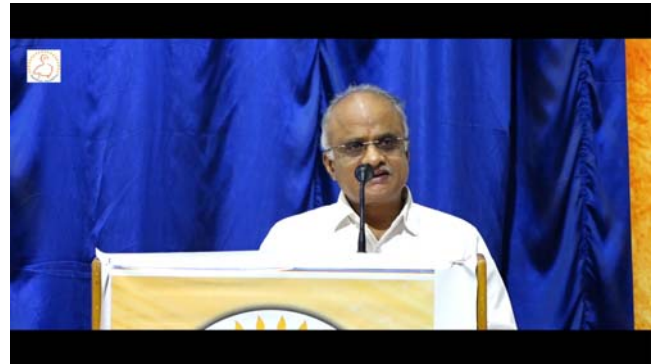
We are exposed to western culture and it is not possible to stop the influence in this age of the internet and technology. At the same time we should know what has happened in this country and what should happen to this country. Our Prime Minister is currently the President of the G-20 nations. We are now going to expose to the other countries what is good about our country. A delegation is going across each state finding out the key and specific aspects of each state which will be put forth in front of the world at large. Our country is progressing in the right direction. So, we need to understand what is this progress, and where this

progress is taking us. Our future is in our hands.

We see that the aggressions meted out to our country are highlighted more than the resistance put forth by our country. This resistance is what has helped us become one in our fights and made us stand as united India. We have come out with three text books with CBSE syllabus for 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> classes. These text books are now being used in CBSE schools in Chennai. These text books, prepared by Vidya Bharati Shiksha Sansthan and Chinmaya Mission, took the efforts of 200 teachers to study and rewrite them and 2 years to complete. We are optimistic that this will spread to other parts of the country as well.

The New Education Policy 2020 received more than 2 lakh suggestions and efforts are on way to come out with text books. This year text books using the NEP 2020 suggestions are coming out for pre primary to second class. Text books are coming out also for classes 1-5 years (foundation course). We look forward to imbibe our cultural aspects and come out with a Bharat-centric education. NEP 2020 is tuned to the needs of the country and future education needs to align itself to it. We need to dig into the past but not live in the past. Use the past to launch yourself into the future. Whatever career you choose, the practices of today will help you keep vibrant.

Sri T. Ram Babu, Co-convenor, Samskruti Foundation, introduced Guest of Honour, Swami Shitikanthananda Ji, Director, Vivekananda Institute of Languages, Ramakrishna Math, Hyderabad (since 2014). Swamiji joined Ramakrishna cadre in 1997 and was initiated into Sanyasa in 2006. He has been serving Ramakrishna Sangha in different capacities at Hyderabad.



***Culture is empowerment. You need spiritual culture to become successful leaders,*** asserted Swami Shitikanthananda Ji. He emphasized on the power of silence to overcome obstacles in life. **Silence is Yoga**, he said. It is difficult to practice. But if you practice, nothing is difficult. Our forefathers perfected the art of meditation (tapasya) to crack the mystery of the universe. A scattered mind will not achieve greatness in life.

Animals do not have culture. There is no good or bad tiger. Culture is a powerful word. ***Samskruti heenaha, pashubhi samanaha...***A man devoid of culture is like an animal as culture is the differentiating factor between human beings and animals.

Animals follow instinct while human beings follow intellect (buddhi). We can differentiate between good and bad. People indulging in bad habits (alcohol addiction, drug abuse) know it is wrong intellectually but are not able to overcome due to their weak spiritual and cultural strength. That is why we need culture. Culture is empowerment.

Youth are the backbone of the nation. The nation's progress and prosperity depends on the youth's goals and aspirations. Unfortunately, training of the mind is not

focused upon in colleges today. When you have culture, you have concentration. When you have concentration, you have confidence. When you have confidence you have skill. When you have skill you will acquire great jobs and subsequently wealth. Today we remember and draw inspiration from Swami Vivekananda and Netaji Subhash Chandra Bose because they exuded confidence and were successful in influencing people. We experienced political colonization under the British. But today, we are experiencing cultural colonization due to the advent of the internet. The internet has made the whole world one global village. Technological integration is okay, but cultural integration is not okay. If cultural colonization should take place, then Indian culture is the only culture that can be adopted for the entire world.



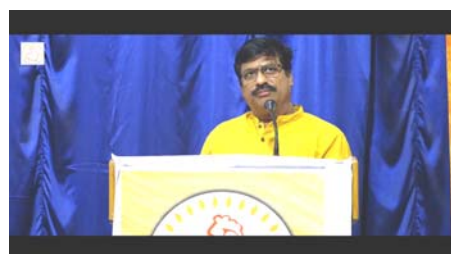
## Vivekasubhashitam 2023

*India has been the cultural and spiritual capital of the world for ages. We experience cultural shocks when we go abroad. We truly comprehend our great Indian culture when we step outside of India. When asked how he would feel after going to India after his sojourn in America, Swami Vivekananda said that he realized more than before that the Indian soil and air itself reek of spirituality and culture.*

We do not understand our superior knowledgebase and culture until we are exposed to the cultures of the other lands. Samskruti Foundation's initiative to create Cultural Leadership Centres is really laudable. *"There is no chance for the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on only one wing,"* said Swami Vivekananda. The highest goal a woman can have is "how can I become a great mother?" The ideal of womanhood in India is motherhood. India is mother-centric society. In India 2 million children are born every year with congenital disorders, 1.7 children are born pre-term. A child born with birth defects has irreversible damage. This is mainly due to the fact that the mother while bearing the child underwent serious stress and psychological problems.

Our **Aaryajanani** programs promote a healthy prenatal lifestyle for the mothers-to-be. A woman needs the unstinted love and support of family, especially the husband, when pregnant. When the woman is exposed to stress, she gives birth to congenital or deformed infants. Women need to be empowered culturally to give birth to good and healthy children. **We need to promote cultural nationalism and spiritual socialism.**

Culture enhances a human being's capacities. We are exposed to so many temptations as well as knowledge resources due to the internet. Youth need to guard themselves against these temptations. Please study Swami Vivekananda and make him your idol, your friend, philosopher and guide of your life to overcome the tribulations of your life. You can enhance your life by making Swamiji your companion. "All power is within you; you can do anything and everything", said Swamiji.

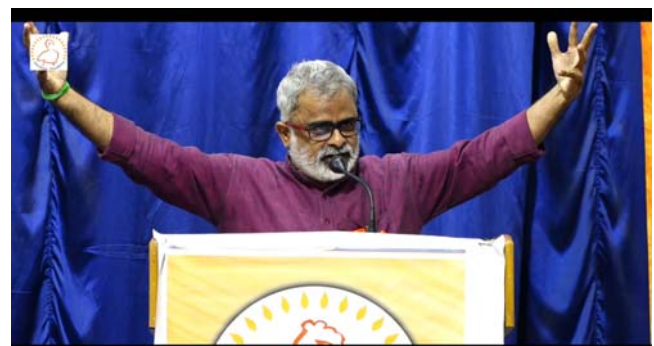


**Sri Abbaraju Muralikrishna, Leader of West Zone of Samskruti Foundation,** a professional Development Officer in LIC, singer, dubbing artiste, columnist in Eenadu, introduced Sri Akella Raghavendra, a motivational speaker, author, IAS trainer, and founder of Akella Raghavendra Foundation.

These quotes serve as capsules to the mind. Fill your mind with positive thoughts. There is only problem in life, no multiple problems. The only problem is that our thoughts and emotions are not in sync with the way we want them. We need to give a concrete expression to our thoughts and emotions. To express your thoughts and emotions consciously and mastery over your thoughts, culture is required. Conquer yourself and conquer the world. Unless you empower yourself spiritually and culturally all these words of success and greatness are fake. India's environment is in alignment with culture. Countries like USA spend trillions of dollars on health. There is almost a mental pandemic going on there.

**Outwardly simple, inwardly profound** – that is our culture. Swami Ramakrishna Paramahansa, Swami Ramana Maharshi experienced great richness in their lives. To preserve our environment, our ecology and conserve nature, we need to practice Indian culture as it is the only way we can practice to hand over our legacy to our children of the future. The soul, the consciousness, is the very source of bliss. To preserve environment and provide environment solutions, we need Satwik people. A sustainable society can be created only when we push ourselves in pursuit of inner happiness.

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***You are representatives of your parents and your teachers, so you need to behave with responsibility wherever you go, urged***

Sri Akella Raghavendra as he invigorated the students on their path of life. Swami Vivekananda was the person who brought out the latent inferiority complex of the youth in colonized British India and made them come out of their shells with his intoxicating speeches. Swamiji introduced India to the western countries. He extolled the greatness of Swami Vivekananda, Sri Ramakrishna Paramahansa and Netaji Subhash Chandra Bose, whom we remember even today with great reverence. He urged the youth to take inspiration from them, and the accomplished guests on dais. You need to behave like human beings. Only human

beings can behave with culture in different scenarios. The ancient man lived in caves and was bereft of civilization. Today if you have knowledge and are behaving civilly then it is the credit of your Gurus, the teachers. If you respect your parents, your elders, your teachers and the earth, then you are a human being. We have been taught to offer salutations to the earth we tread on, the sky, the trees, the sun and the earth as whole, which is nothing but environmental awareness, our cultural connect, which has been conveyed to us since ages. Today the world is talking about environmental protection.



## Vivekasubhashitam 2023

But if there is any country that has been aware of environment conservation and preservation, then it is India, as our Upanishads and Vedas talk about it. If Swami Vivekananda made the world aware about India's Dharma, then it is Netaji Subhash Chandra Bose who showed the world India's Dhairya. Only Dharma and Dhairya can make you great. If you love society you can do things with Dhairya. The food that you eat, the technology you use, the medicines you take, the material things that you enjoy are all the works of humans. The independence we enjoy today is due to the sacrifices of warriors like Sardar Bhagat Singh, Chandrashekar Azad, Rani Rudramma Devi, Jhansi Lakshmibai and several known and unknown martyrs.

Your parents gave birth to you, your teachers made you. You should always be indebted to your educational institutions. Be Good Do Good. Reminisce on what you have achieved and charter your life goals as what you need to achieve. The Mahabharata says Dharma is nothing but **not** doing the same thing to others who have caused sadness to you due to their actions. Goodness means not telling the wrongdoer how he has caused sadness to you. Once you realize your Ardham, Antarardham, Paramardham (Meaning, Inner Meaning, Eternal Meaning) you will realize yourself and achieve success in life. Feel gratitude for all the things that you enjoy like food, clothes, education and all other daily things that you experience. Ultimately, contribute in your way to society and build the nation.

Sri Udutha Venugopal, Expert Consultant,



Tech Mahindra, introduced the Chief Guest, Sri Sanjay Kumar Jha. Quoting Netaji Subhash Chandra Bose - Nationalism is inspired by the highest ideals of the human race – Satyam (the truth), Shivam (the God), and Sundaram (the beautiful), Sri Venugopal elaborated on the great sacrifices done by Netaji. He urged the students to listen keenly to the accomplished scientist, Dr. Sanjay Kumar Jha, CMD, MIDHANI, whose life is a story of great struggle, academics, research and commitment to the nation. Dr. Jha holds a Doctor of Philosophy (Ph. D) in Engineering from Homi Bhabha National Institute. He is also a Metallurgical Engineering graduate from NIT Jamshedpur. He has worked for more than 27 years in Department of Atomic Energy (DAE).

Dr. Jha is recipient of many awards of excellence from the state and central governments.



***"You, the students, are the strength of our country. You can do wonders for the country."***

Dr. S K Jha stated as he took over the stage for his speech as Chief Guest. He extolled the great visionaries, Swami Vivekananda and Netaji Subhash Chandra Bose, and urged the students to get inspired by them and make them their idols. He emphasized on the importance of science for the good of society and for nation building. Taking his life experiences and his journey towards being the CMD of MIDHANI, the leading manufacturer of special steels, superalloys, and the only manufacturer of Titanium alloys in India, catering to Defence and other Strategic Sectors such as Energy, Space and Aeronautical applications. The guiding factors for setting up of MIDHANI are the demand for Defence oriented technologies, which come under the national priorities.



The students listened with rapt attention as Dr. S K Jha made a presentation on the work of MIDHANI and how it is contributing to nation building. He urged the youth to make careers in science and technology. The energy and talent need to be channelized and utilized for the nation. India is a Vishwaguru. There are innumerable areas where science applications can be used in the different industry sectors. You need to meet the expectations of your parents and your country. India's geopolitical condition requires top-class defence. Satellite launches are increasing and are highly successful. India is self-sufficient today. Almost all critical materials are manufactured here. There are lots of opportunities in this sector. There are several incubation centres such as T Hub in Telangana. You can get attached to these hubs to explore startup ideas. The metals manufactured at MIDHANI are used in space applications,



air force and in submarines. Materials are also manufactured for PSLV, GSLV, and Tejas. 3-D Printing is also an emerging area of application where corrode-fiber light material is used.

Students need to get exposed to industry before coming out of college. A continuous study is required. Hardly 20-30% of our potential is utilized. You need to increase your potential.

Become good engineers and managers. You need to become future leaders in your area of specialization, channelize your energy in that aspect. Our scientists are highly talented. Take inspiration from them. The Science sector has promising career areas for engineering students.



Sri Madhusudhan Jhunjhunwala proposed the vote of thanks. The event concluded with a very positive and encouraging response. The guests of honour were felicitated with shawls and mementos. The program ended with

the reciting of the Shanti Mantra and singing of the National Anthem.



## From the Chairman's Desk



**Dr. C. Umamaheswara Rao**  
IAS (Retd.)

I wish my countrymen Happy 74<sup>th</sup> Republic Day. The month of January 2023 marked the celebrations of National Youth Day (January 12) and Parakram Divas (January 23), the birth anniversaries of Swami Vivekananda and Netaji Subhash Chandra Bose. The Cultural Leadership Centres across the country conducted Be Good Do Good activities. Vivekasubhashitam 2023 was held at Ramakrishna Math Hyderabad. I profoundly thank Dr. S K Jha, CMD, MIDHANI, Swami Shitikanthananda Ji, Director, Vivekananda Institute of Languages, Ramakrishna Math, and Sri Akella Raghavendra, Author, Motivational Speaker, IAS Trainer, for participating in the program and motivating the students. I congratulate the Cultural Leadership Centres who have actively participated in the Be Good Do Good activities.

I reiterate Dr. Jha's call to the youth to channelize their energies, realize their potential and contribute to nation building scientifically. The opportunities that the industrial sector offers is immense and there is no dearth for career options for students pursuing science. Swami Shitikanthananda Ji's words – "Outwardly simple, inwardly profound – that is our culture" are indeed thought provoking. Sri Akella Raghavendra's inspiring

thoughts on Dharma, Dhairya, Ardham, Antarardham and Paramardham are ideals to be put into practice by youth to be successful in their lives. I thank my team members who set the tone for the event by giving impactful speeches and coordinating the event. Indian culture is the beacon light for the world. The upcoming months will see a lot of activities by our CLCs and Samskruti Adhyayana Kendra. Let us be aware of our past, but not live in the past. We should change with the times meaningfully, but should not get disconnected with our rich cultural heritage.

### 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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