

Biography of

Mallikarjuna Rao
Rachakonda JP

December 2025



Sri Mooleswara Swami Temple, Tottaramudi



Nandi in Sri Mooleswara Swami Temple



Village view of Tottaramudi

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Rachakonda JP

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My Background

Curiosity, in great and generous minds, is the first passion and the last.



What began as curiosity slowly matured into conviction. My journey—from the rustic rhythms of Konaseema to the structured corridors of Sydney, from engineering systems to spiritual inquiry—has been a mosaic of disciplines, duties, and *dharma*.

At each step, I have sought not merely achievement, but alignment—with truth, culture, and community. Whether advancing IT systems or supporting language preservation, whether exploring Vedanta or organizing cultural initiatives, I have felt the invisible thread of purpose weaving these actions together.

This biography is not an account of accomplishments alone—it is a humble reflection on what it means to live a life rooted in *dharma*, to contribute meaningfully, and to serve society with sincerity. I offer it as a testament to the language, values, and traditions that continue to guide my path.

Our Rachakonda family



Grandparents: Late Sri Venkayya
and Smt Subhadramma

Parents: Late Sri Ganapathi Rao
(1910-1965) & Smt Bhagya
Venkata Seshu (1927-1999)

Siblings:

Row 1: Mallikarjuna Rao (MR),
Subhadra, *Mother*, Gopi Devi,
Seshadri (SR)

Row 2: Pravina (w/o MR),
Visalakshi, Sita Maha
Lakshmi, Prabhavathi,
Sesharatnam (w/o SR)

Origins and early childhood

I hail from the tranquil village of Tottaramudi, nestled amidst the verdant landscapes of Konaseema in Andhra Pradesh—formerly part of the East Godavari District. I am the seventh child of Late Sri Rachakonda Ganapathi Rao and Late Smt. Bhagya Venkata Seshu born on 12/08/1952. The eldest among us is my brother, followed by five sisters. My early years were shaped by the quiet rhythms of rural life—steeped in tradition, simplicity, cultural grace, and the loving presence of my elder siblings.

Though I did not attend primary school, my mother lovingly taught me the Telugu alphabet, basic mensuration, and helped me memorise several *satakams* such as Sumati, Vemana, Krishna, and Dasaradhi. This home-based instruction enabled me to pass the “Into First Form” examination and join the 6th class at ZPH School, Macherla, in 1962.

Education, Training, and Professional Affiliations

SSLC	SKRP ZPH School, Mukteswaram	EG District	1968
PUC	Govt Arts College, Rajahmundry	MPC	1969

BSc	Govt Arts College, Rajahmundry & SKBR College, Amalapuram	MPC	1972
MSc	Osmania University, Hyderabad	Mathematics	1977
PG Cert	JN Tech University, Hyderabad	Mathematical Programming	1977
PG Cert	University of Technology, Sydney	Management Skills	1984
MA	Osmania University, Hyderabad	Personnel & Public Admin	2000
AIMM	Australian Institute of Management	Professional Affiliation	1996
MACS	Australian Computer Society	Professional Affiliation	1987
TAFE, NSW	Interpreting Skills	for NAATI Certification	2021
TAFE, SA	Translating Skills	for NAATI Certification	2022
NAATI	Recognized Practicing Translator	Telugu into English	2022
NAATI	Recognized Practicing Translator	English into Telugu	2022
NAATI	Certified Provisional Interpreter	Telugu and English	2023
Pravesha	Sanskrita Bharati, Bengaluru	Sanskrita Bhasha	2025

Family

I married Pravina, the daughter of Late Sri Lakshmishanker Bhatt and Late Smt. Gitaben Bhatt, of Mumbai on 22nd February, 1980. Together, we raised two daughters, Bindavi and Madhavi (Vaishali) who are now married and leading fulfilling lives with their own families. We are blessed with three lovely granddaughters and a grandson, each bringing joy and meaning to our lives.

Global Professional Journey

In 1974, I began my professional journey at Electronics Corporation of India Limited (ECIL) in Hyderabad. My aptitude for systems thinking and strategic foresight soon led me to Hinditron Computers in Mumbai.

In 1982, I migrated to Sydney, Australia—marking the beginning of a remarkable international career. Over the next four and a half decades, I held senior leadership and technical roles across India and Australia, contributing to transformative projects in both public and private sectors. My professional journey took me across the United States, the United Kingdom, Asia, and Europe, where I engaged with diverse business clients, fostered global partnerships, and embraced the enriching experiences of international travel.



Pravina and
Mallikarjun Rao.



Vijay Vuppaladadium,
Avni,
Bindavi (Elder Daughter),
Arjun.



Sejal,
Nareen Ravichattu,
Madhavi (Vaishali-Younger
daughter),
Shreya.

Summary of Professional Career

Contract Consultant (Sydney)	Software Cybernetics Pty Ltd, Worked for Australian Securities & Investments Commission, Sydney ASIC and other clients	2004-'10
Executive Vice President	Polaris Software Lab Ltd, Chennai, India	2003-'04
Head (AIC) - Insurance Vertical	Satyam Computer Services Ltd, Hyderabad, India	2001-'03
Chief Executive Officer	Satyam-GE Software Services Ltd, Hyderabad, India	1999-'01
General Manager	Satyam Computer Services, Hyderabad, India	1997-'99
Contract Consultant (Sydney)	Software Cybernetics Pty Ltd, Worked for St George Bank, Westpac Bank and other clients	1994-'97
Systems Developer	Bankers Trust, Sydney	1990-'94
Chief Systems Engineer	State Bank of NSW, Sydney	1982-'90
Systems Specialist	Hinditron Computers, Mumbai/Bangalore, India	1979-'82
SA-B	Electronics Corporation of India, Hyderabad, India	1974-'79

Career: Transformation Over Titles

My career was defined not merely by titles, but by transformation. I guided start-ups into global enterprises through the build-operate-transfer (BOT) model and mentored a generation of emerging business leaders. My core competencies—strategic planning, team leadership, contract negotiation, and performance optimization—left a lasting imprint across the sectors I served, particularly in services, banking, insurance, and government.

Serving Academia and Strategy

I also served on the Academic Council of ICAI University in Hyderabad, where I contributed strategic insights into market trends and graduate employability. These inputs played a key role in shaping forward-looking curricula aligned with industry needs. In addition, I conducted multiple faculty development sessions, emphasizing the practical integration of Project Management principles and Customer Expectations Management within academic environments.

Justice of the Peace and Civic Engagement

My commitment to community service deepened in 2014 when I was appointed as a Justice of the Peace (JP) in New South Wales. In this voluntary role, I assist the public by witnessing Statutory Declarations and Affidavits, certifying

identity documents, and endorsing legal paperwork—ensuring that civic trust, accessibility, and inclusivity remain at the heart of public service.

Language Services and Civic Duty

Recognising a critical gap in language services for the Telugu diaspora in Sydney, I pursued formal certification as a translator and interpreter through TAFE NSW and TAFE SA. Today, I serve as a NAATI-Certified Telugu Interpreter and Translator, assisting individuals, communities, and institutions with high-quality interpretation.

I also serve as a Telugu Examiner for both the Credentialed Community Language (CCL) and Certified Provisional Interpreter (CPI) tests, playing a key role in enhancing linguistic access for migration, education, and civic engagement.

Seeing the challenges faced by Telugu-speaking candidates preparing for NAATI exams, I created a resource-rich online platform, **mytelugu.online**. The website offers guidance, worksheets, and audio lessons tailored to help candidates confidently navigate the CCL tests.

A Life of Thought, Service, and Dharma

Beyond my professional and civic engagements, I continue to serve as a management educator, consultant, researcher, and community leader. I remain actively involved with Chinmaya Mission, the Telugu Association, United Indian Associations, and the Federation of Telugu Associations of Australia—fostering unity, cultural pride, and a spirit of selfless service across diverse communities.

My life is a testament to a higher calling—where technology meets tradition, leadership serves community, and *dharma* gently yet firmly steers the course.

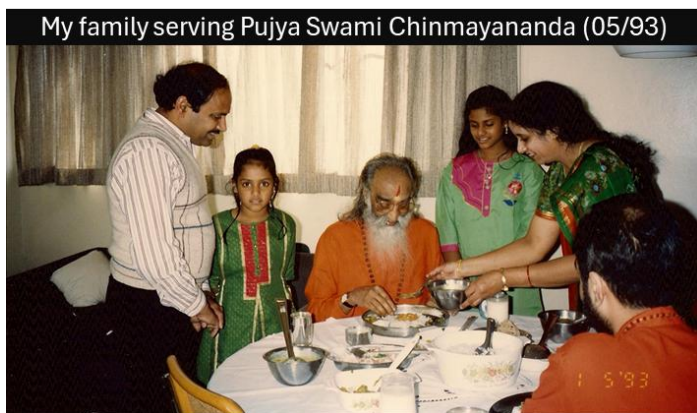
Hobbies and Interests

I regularly engage with Vedantic literature and attend discourses to deepen my understanding of its timeless wisdom. My travels on both personal journeys and professional engagements have taken me across the globe spanning over 150 cities throughout the Indian subcontinent, Australia, Europe, Asia, and North America.

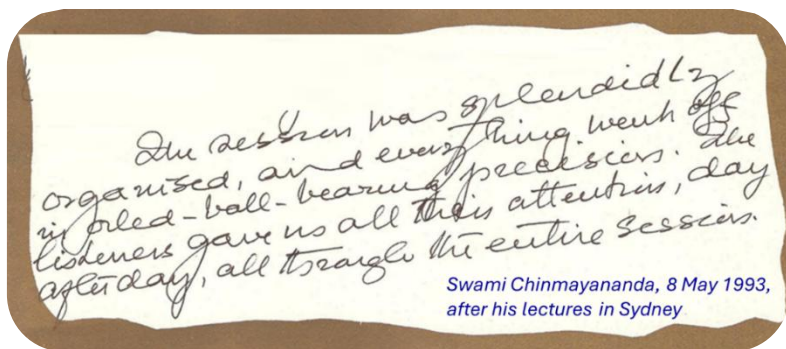
Philosophical Journey and Chinmaya Mission

At the heart of my philosophical journey lies a steadfast devotion to Advaita Vedanta—the timeless non-dualistic wisdom that continues to illuminate my reflections and shape my worldview. My engagement with Vedanta transcends intellectual inquiry; it is a lived experience, quietly profound and deeply internalized, guiding my actions, aspirations, and understanding of the Self.

Among my heartfelt contributions to cultural and spiritual life in Australia, my service to *Chinmaya Mission* holds a special place. As President of Chinmaya Mission in Sydney, I led several meaningful initiatives that brought our community closer to Vedantic teachings and the living wisdom of our revered Gurus.



In 1993, I played a pivotal role in organizing the Mission's residential spiritual camp and public discourses by Pujya Swami Chinmayananda-ji in Chatswood, NSW. It was a momentous event, cherished by all who attended—and one in which my family had the rare honour of offering personal hospitality and transportation to the revered Guru throughout his visit. Reflecting on the experience, Swami Chinmayananda-ji wrote:



A Legacy of Service and Spiritual Connection

This endorsement stands as a testament to the precision, humility, and sincerity with which my team and I served—not only Chinmaya Mission but the wider seeker community.

Over the years, my dedication remained unwavering. I went on to organize and facilitate discourses by Pujya Swami Tejomayananda-ji and Pujya Swami Swaroopananda-ji, each

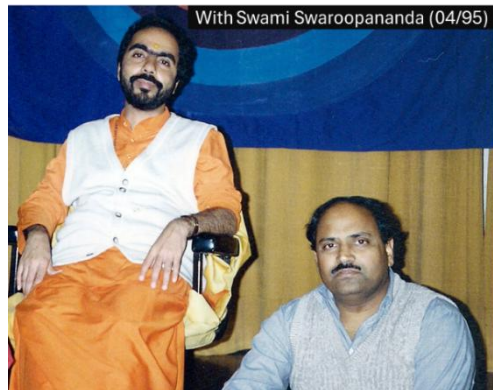
event further enriching the spiritual fabric of Sydney's Indian diaspora.



The continuity of these connections was not merely organizational—it was deeply personal. My family had the honour of hosting both Gurus in our

home on multiple occasions, sharing moments of grace, wisdom, and enduring friendship with the Mission's spiritual leaders and community.

This thread of connection—rooted in reverence and extended through service—has become a treasured legacy. The blessings, encouragement, and guidance that flow



from these relationships continue to illuminate our lives, shaping a journey anchored in *dharma*, and devotion.

Building the Telugu Legacy in Australia

In 1991, I joined a visionary community initiative that would become a defining force for Telugu culture in Australia. As Secretary of the formation committee, I played a pivotal role in drafting the Constitution and formally establishing the Telugu Association Inc as a registered body in Sydney. Guided by our motto—to promote, conserve, and advance Telugu culture—we launched a series of enduring programs, including:

- **Telugu Vani**, a community radio platform
- **Telugu Vahini**, a printed newsletter connecting households
- **Telugu Badi**, a weekend language school for children
- **Telugu Vanita**, a cultural forum for women
- And a vibrant calendar of festivals and gatherings to celebrate Dipavali, Ugadi, and other cherished traditions

Magazine Editor

As Editor of Telugu Vani, I contributed a rich array of essays, poems, stories, and travelogues—each reflecting literary finesse and a deep sense of cultural pride.

Radio Host

I also hosted radio segments that amplified the voices and aspirations of Telugu-speaking Australians, offering a platform for dialogue, identity, and celebration. In addition to my editorial and hosting roles, I was frequently invited as a guest speaker to share insights on topics of community interest, further strengthening the radio's role as a cultural bridge.

Service to diaspora

My leadership continued into my presidency of the Telugu Association (2009–2010), where I reinforced the organisation's cultural mission and expanded its community reach.

Telugu Badi: Nurturing Language, Igniting Identity

Founded in 1993, Telugu Badi emerged from the Association's commitment to preserve and promote the language among young Australians of Telugu heritage. In 2010, I assumed the role of Convener and ushered in a transformative phase. Faced with the challenge of teaching Telugu to children for whom it was not a native tongue; I sought a new approach.



Collaborating with Prof. Muniratnam Naidu of PSTU, I pioneered a reimagined pedagogy. I designed interactive classroom and at-home materials that replaced rote learning with intuitive, engaging techniques—grounded in shape recognition, tracing, and word-based learning. This method broke away from traditional phonetic sequencing, offering children dynamic pathways into the script.

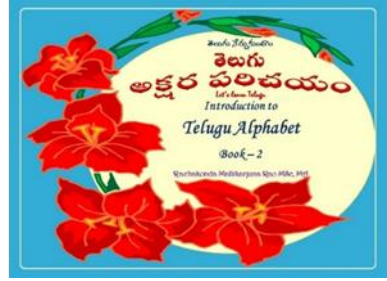
To strengthen the teaching ecosystem, I encouraged volunteer parents to undertake Community Teaching Training at the University of Sydney, cultivating a pool of committed grassroots educators.

Akshara Parichayam: A New Dawn in Telugu Instruction

In 2016, my vision culminated in the publication of two textbooks—Akshara Parichayam Volumes 1 and 2. These were formally launched by Prof. Siva Reddy, Vice Chancellor

of Potti Sriramulu Telugu University, who commended their scientific structure and global relevance.

“A commendable effort for teaching Telugu abroad—planned, powerful, and accessible,” he noted.



శ్రీ రాచకొండ మల్లికార్జునరావుగారు ప్రతిభావంతుడైన సాఫ్ట్‌వేర్ ఇంజనీర్. పోలారీస్, సత్యం వంటి ప్రసిద్ధ సంస్థలతో పాటు, దేశ విదేశాలలో ఉన్నత పదవులను నిర్వహించి, ప్రస్తుతం సిడ్పీ (ఆస్ట్రేలియా)లో పనిచేస్తున్నారు. వృత్తి రీత్యా సాఫ్ట్‌వేర్ ఇంజనీర్ అయినప్పటికీ, ఆయనకు గల మాతృభాషాభిమానం ప్రశంశనీయమైనది. ఆస్ట్రేలియాలోని తెలుగు పిల్లలకు తెలుగు నేర్పాలనే తపనతో ఈ 'అక్షర పరిచయం' వున్నకాన్ని రెండు సంపుటాలుగా ప్రచురిస్తున్నారు. ఇందుకోసం ఆయన పడిన శ్రమ విలువ కట్టలేనిది. తేలిక తెలుగు పదాలను ఎంచుకొని, కూర్చుకొని, వాక్యాలను నిర్మించారు. గుణింతాలను నేర్చుకొనే పద్ధతి తెలిపారు. తెలుగు అక్షరాలను సులభంగా వ్రాసే విధానం చూపించారు. చిన్న చిన్న కథలు, గేయాలు, పద్యాలు పొందుపరిచారు. అందమైన అక్షరాలను, వాటికి తగిన చిత్రాలను రంగులలో కూర్చారు.

Mandali Buddha Prasad, Dy Speaker, AP Legislative Assembly 26/02/2016



Releasing of Akshara Parichayam books by Prof Siva Reddy, VC, MR, Prof Thomsaiah Registrar, Prof Muniratnam Naidu of PSTU (02/26)

“రాచకొండ మల్లికార్జున రావు గారు విదేశాలలో ఉంటూ తెలుగులో అక్షర పరిచయం (Book 1 and 2) అనే పుస్తకాలను ప్రణాళికా బద్ధంగా, శాస్త్రీయంగా, చాలా శక్తివంతంగా రాశారు. ఇంత గొప్ప భాష

నేర్చుకుందుకు విదేశాలలో ఉన్నవారికి, ఎవరి సహాయము లేకుండా కూడా, తెలుగు నేర్చుకునేందుకు వీలుగా మంచి వాచకాలు రాసిన మల్లికార్జున రావు గారి ప్రయత్నం సఫలమైనదని నా ఉద్దేశ్యం.” Prof. Siva Reddy VC of PSTU

Recognition and Pedagogical Innovation

Prof. Thomsaiah, Registrar of Potti Sriramulu Telugu University (PSTU), further praised the technological integration and structured innovation embedded in my textbooks. He noted that *Akshara Parichayam* offered a refreshing alternative to traditional phonetic drills by:

- Grouping letters based on visual similarities
- Teaching through tracing meaningful words
- Skipping rigid alphabetical order to spark curiosity and engagement

These methods were designed to make Telugu learning intuitive and joyful—especially for children growing up outside India, for whom the language is a heritage rather than a native tongue.

ఈ అక్షర పరిచయం పుస్తకాలకి market లో ఉన్న పుస్తకాలకి ఏమిటి వ్యత్యాసం అని గమనించినట్లైతే పలికే విధానం ఆధారంగా ధ్వనిసూత్రాలు ఉంటాయి. దాని ఆధారంగా అక్షరాలు నేర్పుతారు. దీనికి భిన్నంగా shape similarity method ద్వారా



నేర్చుకోవడం ఒక పద్ధతి. ఈ పుస్తకాల్లో ధ్వని సూత్రాలు ఉండవు. అక్షరాల రూపాలను ఆధారంగా గ్రూప్ చెయ్యడం (ఉదా. శ, శ) వాటి నుండి అక్షరాలు నేర్పడం జరుగుతుంది. అదే కాకుండా అక్షరాలు దిద్దటం తో అక్షరాలను నేర్పిస్తాం. మరొక పద్ధతి పదాలతో అక్షరాలను

నేర్చుకోవడం. అక్కడ మనం అక్షరాలతో కాకుండా ముందు పదాలతోనే అక్షరాలను దిద్దిస్తాం. వాటికి అర్థం చెప్పుకుంటూ రాయడం నేర్పుతాం. అక్షరాలు వరుసక్రమంలో ఉండవు. ఆవిధంగా విద్యార్థులకు ఆసక్తికరంగా ఉంటుంది. అక్షరాలతో మొదలు పెట్టినప్పుడు చాలా మందంగా, విసుగ్గా ఉంటుంది. పదాలతోనే అక్షరాలను దిద్దిస్తే ఆ విసుకుదల ఉండదు. *Prof. Thomasaih, Registrar of PSTU*

A New Benchmark in Diaspora Language Instruction

Children found the experience less monotonous and more intuitive—an approach that set a new benchmark in diaspora language instruction. The textbooks were later presented to Prof. Ken Cruickshank at the University of Sydney for academic review, further affirming their pedagogical value.

Teaching Through Turbulence: ZOOM & Mobile Learning

During the COVID-19 pandemic, I introduced remote learning via ZOOM—a move that surprised many with its reach. Students from far-flung suburbs of Sydney began



joining in greater numbers, prompting *Telugu Badi* to continue its online streams even beyond lockdowns. This ensured that distance was no longer a barrier to learning.

Quizlet

Recognising the changing educational landscape, I also created over 170 interactive

lessons on **Quizlet** online app (search: “MR Telugu”), integrating audio support for pronunciation. This mobile-first approach offered learners convenience and engagement right from their devices at home.

Growth, Structure & Cultural Visibility

Under my leadership, Telugu Badi evolved from a single school into a vibrant network of branches, supported by a dedicated cadre of volunteer teachers and structured pedagogical systems. Weekend classes were hosted at NSW public school premises, operating in alignment with standard school protocols.

To unify practices across campuses, I authored an **Administrative Manual** covering:

- Branch setup
- Teacher recruitment and training
- Child safety
- Student attendance tracking
- Curriculum delivery
- Periodic examinations

As of 2025, the program spans over eight physical locations across Sydney, complemented by a thriving online stream. Together, these platforms serve more than 450 students, guided by a committed team of current leadership, voluntary

educators and engaged parents—reflecting a model of community-driven, culturally rooted education sustained through collective effort and shared pride.



Students – Cultural Ambassadors

Beyond the classroom, *Telugu Badi* students became cultural ambassadors, participating in events such as:

- Telugu Association’s cultural programs
- NSW Harmony Day
- AFL Ceremonies
- SBS video competitions
- And numerous other multicultural gatherings

These appearances elevated the visibility of Telugu language and heritage in Australian society, sparking pride among families and appreciation among audiences.

Leadership in Education and Community

As Convener of the Telugu Language Committee within the Federation of Telugu Associations in Australia (FTAA), I have championed efforts to promote and standardize the Telugu curriculum across schools in conjunction with PSTU.

My Love for Telugu

“Mankind owes to the Child the best that it has to give.”

— Declaration of the Rights of the Child, United Nations

Like every Telugu-speaking soul, I carry an innate love for my mother tongue. I take pride in knowing that Telugu is not only the third most spoken native language in India—with over 94 million speakers—but also holds a place on the global linguistic map, ranking fifteenth worldwide with more than 96 million native and second-language speakers.

From the rich cadence of its script to the poetic gravitas of its literature, Telugu’s essence transcends geography. Its vibrancy flourishes through the growing influence of Tollywood, the beauty of classical poetry, and the resilient voices of its global community. Yet, alongside this pride comes a gnawing concern:

Telugu is among the fastest-declining languages in the world.

This truth weighs heavily on me—not as a lament, but as a call to action. It stirred a sense of personal responsibility, modest yet unwavering. Initially, I focused on building learning resources for Telugu-speaking children living outside Andhra Pradesh and Telangana. But as I reflected more deeply on the magnitude of the challenge, my mission widened.

A Language at the Crossroads

Conversations with friends, educators, and language experts revealed a troubling undercurrent. Yes, institutions—from government bodies to individual scholars—are working to safeguard Telugu literature. But the true battleground lies in our schools.

In many primary and high schools across Andhra Pradesh and Telangana, Telugu is being eroded—not just in depth but in presence. If this dilution continues, who will remain in the next few decades to read the literature we strive to protect?

The answer, I believe, lies in creating readers of the future. We must make Telugu learning joyful, relevant, and engaging—across classrooms, homes, communities, and digital spaces. The effort must be both global and grassroots.

Just as the study of the Vedas transcends institutional boundaries, so must the revival of Telugu.

Personal Philosophy: Joyful Learning, Cultural Anchoring

I hold a simple, powerful motto close to heart:

అడుతూ పాడుతూ తెలుగు నేర్చుకుందాం!

Let's learn Telugu through play and song.

For children to fall in love with a language, they must first hear it spoken at home—not as a relic, but as a rhythm of everyday life. I believe Telugu should be nurtured as both a skill and an identity. That is why I launched my initiative under a guiding call:

“ఇంటింటా తెలుగు, ఇంట్లోనే తెలుగు!”

Telugu in every household. Telugu learned in every home.



Resources Rooted in Relevance *Let's Learn Telugu*

Recognising that children today—whether in India or abroad—are adept in English and fluent with technology, I decided to meet them where they are.

My learning resources use English as a scaffold to open pathways into Telugu, forming the foundation for the development of the *Let's Learn Telugu* series of teaching resources.

This series is crafted around five core principles:

Principle	Description
Global Accessibility	Available in both print and digital formats for learners worldwide
Curriculum Alignment	Follows ACARA community language guidelines

Progressive Introduction	Concepts unfold in a manageable, child-friendly sequence
Clarity & Relevance	Features easy text, rich examples, and learner-specific exercises
Creativity & Discovery	Encourages exploration through storytelling, observation, and activity

తెలుగు బోధిని: Telugu Bodhini

A Structured Series for Progressive Learning

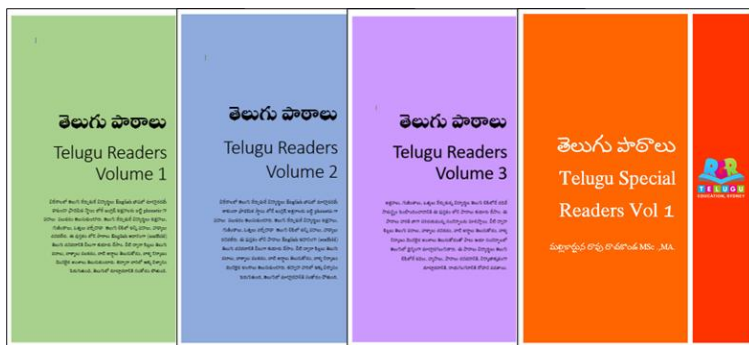


I developed a structured series of six textbooks, spanning Early Stage to Level five, designed to build proficiency through age-appropriate content and engaging activities. Each level introduces concepts in a gradual, child-friendly manner.

తెలుగు పాఠాలు Telugu Readers

Colouring, Reading & Creative Association

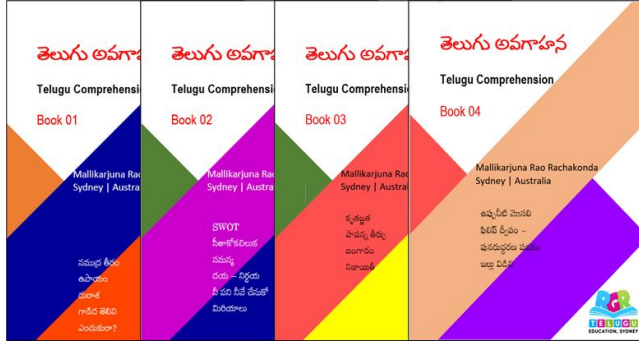
To support early learners, I created a set of four interactive colouring-and-reading books that help children associate Telugu words with meaning and creativity. These books combine visual engagement with simple vocabulary and sentences, allowing young readers to explore the language through art, imagination, and storytelling.



Each page invites children to colour, trace, and read—making Telugu not just a subject, but a joyful experience.

తెలుగు అవగాహన Telugu Comprehension

Deepening Literacy Through Reflection



To strengthen reading and interpretive skills, I developed a set of four Telugu Comprehension books. These volumes guide learners through short stories, dialogues, and reflective exercises—designed to build vocabulary, enhance understanding, and foster critical thinking.

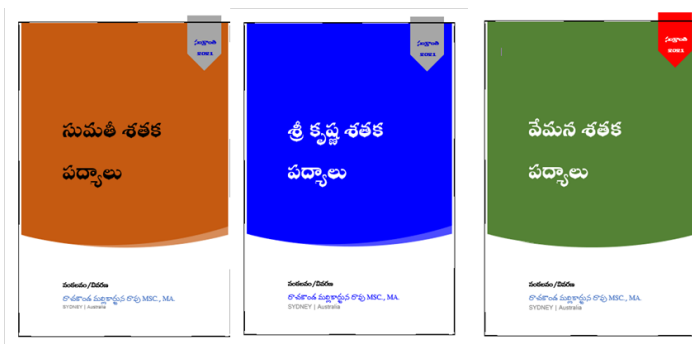
Each book encourages children to engage with the text meaningfully, drawing connections between language, context, and personal experience.

శతక పద్యాలు వ్యాఖ్యానాలు – Commentaris on Sataka Poems

Interpreting Classical Satakams (collection of 100 poems) with Storytelling:

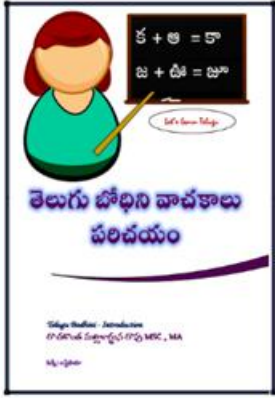
To deepen cultural literacy and poetic appreciation, I authored three volumes of commentaries on select poems exploring the Sumati, Sri Krishna, and Vemana Satakams. These works offer contextual interpretation and illustrative

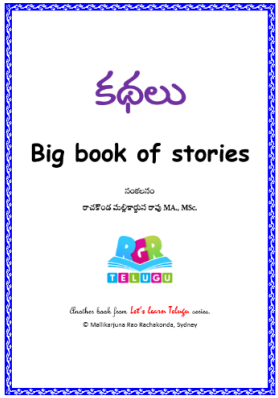
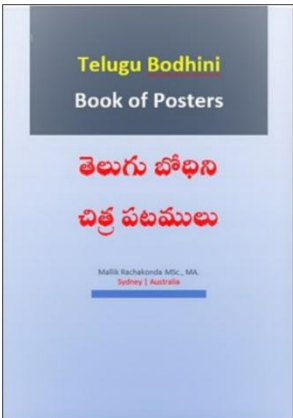
storytelling, helping learners connect with the philosophical, moral, and linguistic richness embedded in each verse.

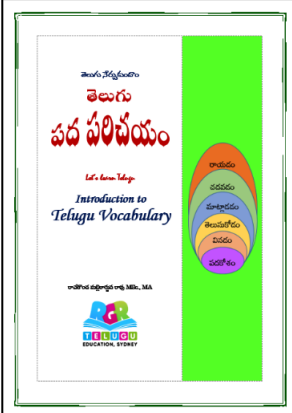
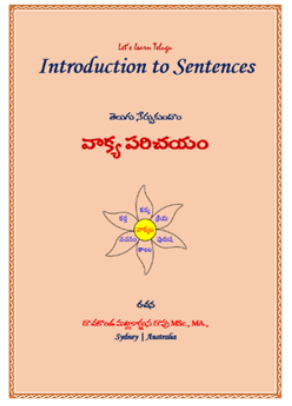


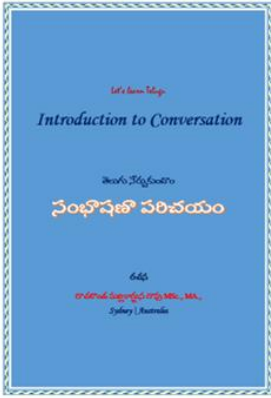
Each volume is designed to make classical Telugu poetry accessible to modern readers—especially young learners—by weaving together meaning, metaphor, and cultural relevance.

Other books

 వాచకాలు – పరిచయం	Introduction to Telugu Bodhini Books: To support both classroom and homeschooling environments, I developed a practical handbook with Learning Objectives & Timetables. This resource outlines stage-wise teaching goals and provides structured timetables tailored to each level of instruction. It serves as a guide for educators and parents alike—ensuring consistency and clarity.
 గేయాలు	Book of Rhymes: To reinforce fluency and deepen emotional connection with the language, I curated a lyrical collection of Telugu songs that highlight rhythm, emotion, and cultural resonance. These classical compositions are crafted to engage learners through melody and meaning—making language acquisition joyful and memorable.

 కథలు	<i>Big Book of Stories:</i> Imagination Rooted in Values I compiled the Big Book of Stories as a treasure trove of moral tales, folk stories, and cultural fables—each designed to spark imagination and instill timeless values. These stories draw from Telugu traditions and universal themes, offering young readers a gateway into ethical reflection, cultural pride, and joyful discovery.
 చిత్ర పటములు	<i>Book of Posters:</i> To support immersive and intuitive language acquisition, I created the <i>Book of Posters</i>—a collection of over 25 visual vocabulary posters spanning themes such as animals, fruits, objects, and places. These posters are designed to reinforce word recognition through vibrant imagery and thematic grouping, making Telugu learning both engaging and memorable. Ideal for classrooms and homeschooling for engaging learning.

 పద పరిచయం	A Pictorial Dictionary for Intuitive Learning. To make vocabulary recognition both intuitive and engaging, I created <i>Telugu Vocabulary</i>—a pictorial dictionary that pairs images with words across everyday themes. This resource helps learners associate Telugu terms with visual cues, reinforcing memory and meaning through context. It offers a playful yet structured way for children to build their vocabulary.
 వాక్య పరిచయం Building Blocks of expression, a handbook for educators.	To help children transition from isolated words to meaningful expression, I created <i>Introduction to Sentences</i>—a grammar guide designed to support early sentence construction. This resource introduces foundational grammar concepts in a clear, engaging manner, enabling learners to form simple, structured sentences with confidence. Through examples, activities, and visual cues, children begin to understand how words come together to convey thought, emotion, and story—laying the groundwork for fluent communication in Telugu.



సంభాషణ పరిచయం

Everyday Telugu, a
handbook for educators.

To help learners move from vocabulary to confident interaction, I created *Introduction to Conversation*—a guide focused on **greetings, everyday phrases, and role-play activities**. This resource is designed to build fluency through practical usage, enabling children to engage in real-life scenarios with ease and cultural authenticity.

Whether practicing at home or in the classroom, learners explore conversational Telugu through guided dialogues, situational role-plays, and expressions that reflect daily life—making the language both functional and familiar.

Technology with a Purpose – Making Telugu Global



To ensure that Telugu learning reaches every corner of the globe, I developed an online learning portal — **mytelugu.online**— a comprehensive resource hub aligned with the *Let's Learn Telugu* textbook series. This platform bridges tradition and technology, offering structured, stage-wise instruction to learners wherever they are.

Interactive Online Lessons

Each course module is designed for clarity and accessibility, featuring:

- Audio-Visual charts with images to help children recognize and name common objects
- Phonetic English transliterations to support pronunciation accuracy
- English meanings to ease comprehension and broaden vocabulary
- Audio support for repetition and reinforcement of pronunciation



Learners can also test their understanding through interactive exercises and download worksheets for offline practice—making learning flexible and engaging.

My heartfelt thanks to my grandchildren for lending their beautiful voices and talent. Their joyful participation has brought life and warmth to this project.

Online Video Lessons

Dynamic video lessons bring cherished Telugu stories to life, rekindling the warmth of childhood tales passed down through generations. These videos also include instructional segments on Telugu grammar—such as forming *gunintalu*—delivered through visual and verbal demonstrations that make abstract concepts tangible.

Interactive Poem Learning

Specialized modules guide learners from basic word-level pronunciation to full poem recitation. This approach reflects the oral traditions of grandparent-led verse learning—now revitalized in the digital age through intuitive media and online shadowing techniques. It offers a way to preserve not only the language, but also the rhythm and soul of Telugu heritage.

Prayer Sri Krishna - శ్రీ కృష్ణ ప్రార్థన

► Let's Learn Telugu Poems and Prayers! ►
Have fun listening, repeating, and singing!

Tip from Appu the Elephant:

 "Practice with a smile and your voice will shine!"

- Word Buttons:** Tap the **blue buttons** to hear one word at a time.
 - Listen carefully! • Say it out loud!
 - Practice a few times until you remember!
- Line Buttons:** Tap the **dark yellow bar** to hear a full line.
 - Listen closely to the whole line. • Try saying it just like the recording!
 - Repeat to become a line-learning star!
- Full Poem Button:** Tap the **purple bar** to hear the poem.
 - Now it's time to sing or say the whole poem!
 - Try it with your voice, again and again!



శ్రీకృష్ణమధుర చాంగళః పూదండః
బంగారు మెలుతాడు పట్టుదర్భి
సంధ్య తాయెతులవ్రతమువ్వ గీతలా:
దీన్నికథిస్తా నీన్ను చేరికొలుతు

Oh Krishna, with butter in hand, adorned with a garland of red water lilies, a golden waistband, silk garments, a talisman at your waist, and anklets that chime, I extend my prayers to you.

చేత వ్రతముధుర చాంగళుడ

chEla	wennamudda	chengalva	pUdanDa
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బంగారు మెలుతాడు పట్టుదర్భి

bangaru	molebADu	paTudaTTi
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సంధ్య తాయెతుల వ్రతమువ్వ గీతలా

sandeTis	TApetulanu	sarimuvva	gitaLa
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దీన్నికథిస్తా దీన్నిచేరికొలుతు

chinnaRahNA	ninnu	chERikolu
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చేత వ్రతముధుర చాంగళుడ బంగారు మెలుతాడు పట్టుదర్భి సంధ్య తాయెతులవ్రతమువ్వ గీతలా దీన్నికథిస్తా దీన్ని చేరికొలుతు



With the Chairman and members of the Federation of Community Language Schools NSW, Sydney



Let's learn Telugu

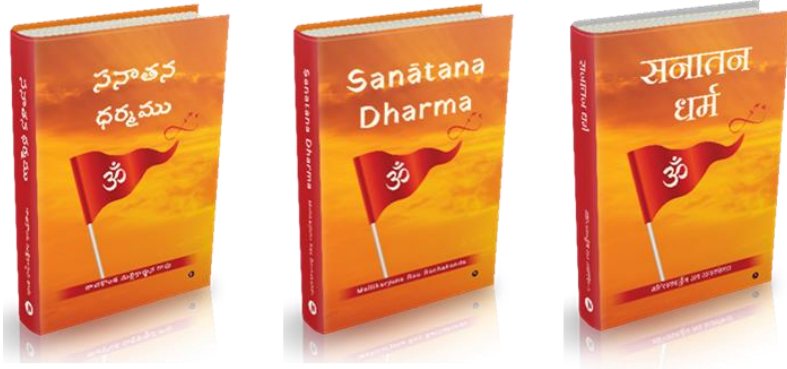


Humble Offering

This is my response to a call I once heard in the depths of my heart—a call to preserve, teach, and celebrate the language that shaped me: Telugu. I share it now in the hope that others may hear that same call, and feel inspired to carry it forward.



Sanātana Dharma — An Offering to the Soul



My literary journey reached a milestone with the publication of Sanātana Dharma, my first major work released in Telugu, Hindi, and English. This book is the culmination of over three decades of intense contemplation and study of Advaita Vedanta. It is an offering to seekers, students, and thinkers drawn to the timeless wisdom of Advaita Vedanta. Through modern analytical methods,

I've sought to show how the profound truths of Vedanta can seamlessly integrate into everyday life leading to self-realization.

Why I Wrote This Book

My journey into Advaita Vedanta began in 1991, inspired by Swami Chinmayānanda's lectures on the Bhagavad Gita and Upanishads at Petersham Town Hall, Sydney. What began as curiosity evolved into a lifelong quest—spanning scriptures like the Upanishads, Ramayana, Mahabharata, Bhagavatam and Puranas.



Offering prerelease copy of Sanatana Dharma to
Swami Tejomayananda (02/25)

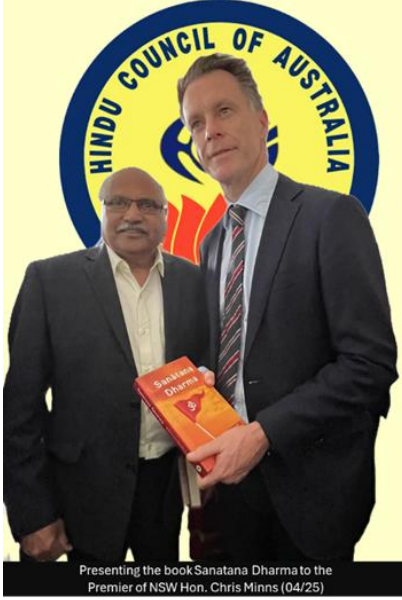
I came to see how dharma—the moral and social order—shapes both personal conduct and societal harmony. Spiritual practices guiding seekers toward *moksha* (liberation) and inner transformation grew clearer through study, contemplation and satsangs. I discovered that many questions I wrestled with echoed in the hearts of fellow aspirants. This compelled me



to document not mere answers, but reflections and pathways to deepen understanding of scriptural teachings.

Through this book, supported by electronic media and community discussions, I aim to spread awareness of Sanātana Dharma across Australian and worldwide Indian diaspora —making its wisdom accessible and its relevance undeniable.

What Is Sanātana Dharma?



Sanātana Dharma—literally, “eternal duty”—is not confined by time, region, caste, or creed. It offers a living framework through which self-realisation becomes possible. At its heart lies *swadharma*—one’s personal responsibility.

We all belong to families, schools, workplaces, and communities. Sanātana Dharma teaches us to live

with care, responsibility, and cooperation within any group or society. It does not bind us with rigid roles, but offers a moral compass: follow your dharma, and you harmonise with life’s deeper rhythm.

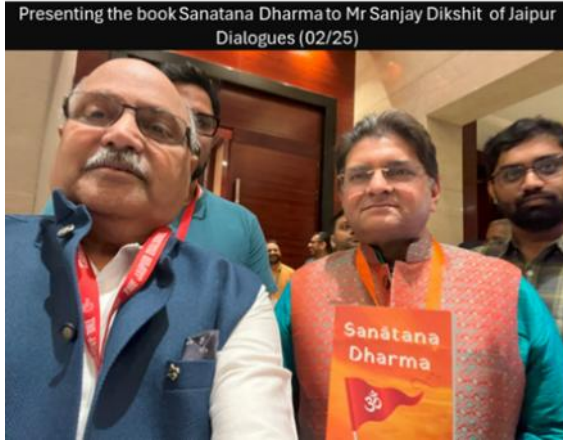
ధర్మో రక్షతి రక్షితః। *Dharma protects those who protect it.*

Protecting *dharma* means performing your ordained duties diligently and unwaveringly in alignment with righteousness.

Ancient texts urge us to cultivate ten essential inner qualities or *dharmas*:

ధృతిః క్షమా దమోఽస్తేయం శౌచమింద్రియ నిగ్రహః| ధీః విద్యా సత్యమక్రోధో దశకం ధర్మలక్షణమ్||

These include steadfastness, forbearance, self-restraint, non-stealing, purity, sense control, wisdom, knowledge, truthfulness, and non-anger.



Far from abstract ideals, these are deeply practical virtues — now mirrored in modern management theory as essential soft skills. Their presence strengthens character and enables deeper inquiry into the nature of the Self.

Their absence leads to dysfunction and rejection

Dharma Before Moksha

Although *moksha* is the ultimate goal of human existence, *dharma* guides at every step. As scriptures affirm:

మోక్షస్య కారణం ధర్మః The cause of liberation is *dharma*.



I recall my mother's story: when a king is crowned, he gains supreme power. Yet the Raja Purohit touches him with the Dharma Danda, reminding him that *dharma* rests upon his shoulders—and is above his authority.



A poignant verse echoes the urgency to practice *dharma*:

అజరామరవత్ప్రాజ్ఞో విద్యామర్థం చ చింతయేత్| గృహీత ఇవ కేశేషు మృత్యునా ధర్మమాచరేత్||

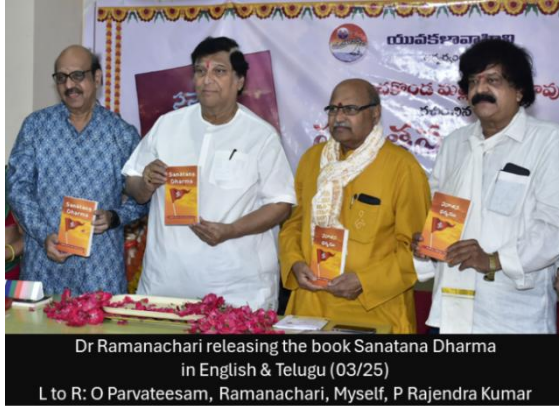
Seek knowledge and wealth as if eternal, but practice *dharma* as if death has seized you by the hair.

Release of the Book

Sanātana Dharma, presented in both Telugu and English, was officially released on March 1, 2025, in Hyderabad by Dr. Ramanachari IAS (Retd.), former advisor to the Telangana state government. The launch was graced by distinguished scholars, marking a significant moment in the revival and dissemination of ancient wisdom.

Dr. Ramanachari's remarks:

“నిజంగా ఈ పుస్తకం ఒక రత్నం లాంటి గ్రంథం... ఈ పుస్తకం పిల్లలు చదవవలసిన పుస్తకం... Hi-Tech lifestyle కి అలవాటుపడ్డ వాళ్ళకి ఎంతో అవసరం... దీని వల్ల కుటుంబాలు నిలుస్తాయి, పిల్లలు బాగుంటారు... ‘నేనేమిటీ?’ అనే ఆలోచనలు కలుగజేయడమే ఈ పుస్తకం లక్ష్యం.”

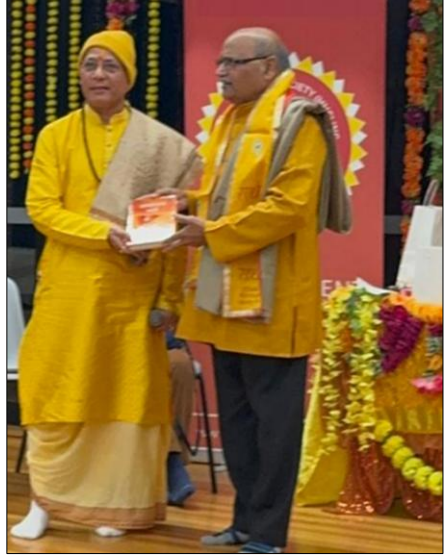


Dr. Voleti Parvateesam, renowned scholar and poet, praised the book's clarity and depth:

“ధర్మము యొక్క మూలస్వరూపం మారదు... కాలాన్ని బట్టి అనేక రకాలుగా ఆచరించవచ్చు... ధర్మాన్ని పాటించడం ఏ యుగంలోనైనా తప్పనిసరే...”

Expanding Across Languages and Continents

The book was meticulously translated into Hindi by my wife, Smt. Pravina, whose unwavering dedication, deep knowledge of Vedanta, command of the Hindi language, and extensive professional experience as both an IT professional and a psychological counsellor ensured that the essence and precision of the original work were preserved with clarity and grace. This Hindi edition was formally launched in Sydney during the annual day celebrations of the Hindu Heritage Society by Pandit Narayana Bhatt, on 26/04/25 affirming the book's cultural resonance across diverse languages.



What You'll Find Inside

- Core teachings from the Vedas, Upanishads, Puranas, and Bhagavad Gita
- Practical applications of dharmic values in everyday life
- A step-by-step guide to inner peace and harmony
- Reflections on karma, society, emotional intelligence, and forgiveness
- Exploration of *moksha* through the paths of Karma, Dhyana, Bhakti, and Jñana
- Real-life stories and scriptural allegories to illuminate Vedantic ideas

This book demystifies spiritual topics in two parts that often puzzle the modern mind. It shows how Sanātana Dharma remains not just relevant—but vital—as a blueprint for both worldly success and spiritual fulfilment.

The first part of the book **Dharma Patham** delves into the relevance of Sanātana Dharma in today's world, illustrating how it harmonizes with the pursuit of Artha and Kama while being



Presenting the book Sanatana Dharma to Sri Raja Singh MLA, TS (02/25)

on the path of *dharma*. It offers practical insights and profound wisdom on achieving material success and personal satisfaction without compromising ethical and spiritual values.

The second part **Moksha Patham** takes on a profound journey into the concept of *moksha*, the ultimate goal of human birth. It explores the path to liberation from the cycle of rebirth, providing a deeper understanding of oneness in all, self-realization, and spiritual freedom.

Community Reach

With its multilingual editions and thoughtful presentation, Sanātana Dharma

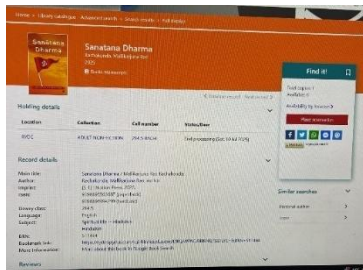


seeks to deepen the understanding of dharmic values across generations and cultures. Whether read in Telugu, English, or Hindi, the book invites seekers, students, and scholars to explore the eternal principles that illuminate a life of purpose, harmony, and self-realization.

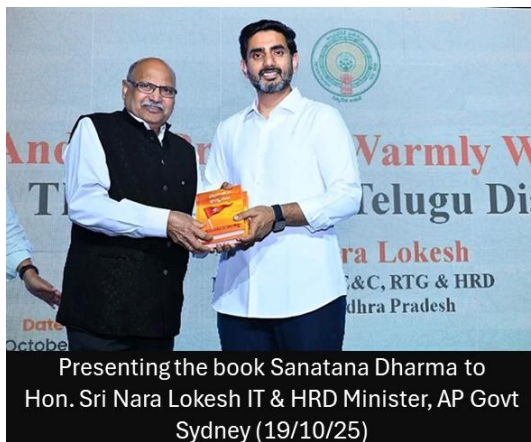
I have so far presented the relevance and importance of Sanātana Dharma on Telugu Vani and Janaranjani community radio programs in Sydney, CVR TV Channel (Hyderabad) in a

series of talks in both Telugu and Hindi, and on Tori YouTube Channel.

The English version of the book Sanātana Dharma is added to the collection of books in Ryde City Library on 16/07/25 and is now available for members to borrow.

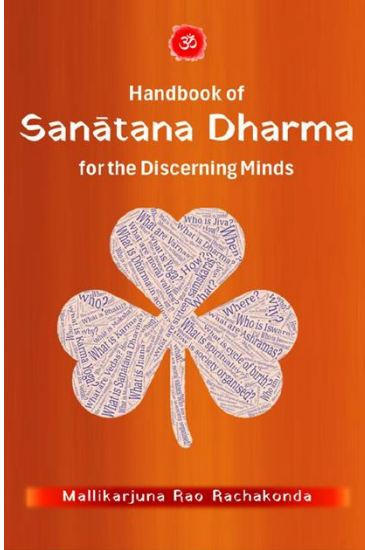


As it continues to reach new audiences through community events, media platforms, and educational initiatives, Sanātana Dharma stands as a beacon of timeless wisdom in an ever-evolving world.



Presenting the book Sanatana Dharma to Hon. Sri Nara Lokesh IT & HRD Minister, AP Govt Sydney (19/10/25)

Handbook of Sanātana Dharma For Descrening minds



This book is designed as a companion to my comprehensive main volume “**Sanātana Dharma**” available in English, Hindi, and Telugu, this Handbook distills the essence of India’s spiritual and ethical heritage. The two volumes are designed to be read together: the main text offers depth and context, while this Handbook provides brevity and recall through a question-and-answer format.

Its primary aim is pedagogical—to make foundational concepts more accessible to students, educators, and seekers who approach the subject through inquiry. Each question is crafted to awaken curiosity; each answer offers a concise yet faithful interpretation of dharmic principles. This approach promotes inquiry over dogma, and reflection over persuasion, encouraging readers to engage with the tradition in a spirit of exploration.

Recognition for Cultural Service

In honour of my work in preserving and promoting Telugu language and culture, I have been humbled to receive several accolades over the years:

- **NTR Award** by Telugu Desam Australia (2017) for exemplary cultural service
- **Excellence in Community Services Award** by United Indian Associations (UIA, 2018) in the presence of Premier of NSW Hon. Gladys Berejiklian.



- **Hindu Heritage Society's Annual Award** for cultural support and advocacy, 2025
- **VGF National Literary Award** 2025 for research into Sanātana Dharma

- **Gidugu National Lifetime Achievement Award 2025** by the **Gidugu Ramamurthy Pantulu Foundation** for my services to the Telugu language
- All editions of **Sanātana Dharma** have been digitally deposited with the **National eDeposit service (NED)**, ensuring their long-term preservation. This contribution safeguards the work as part of **Australia's cultural memory**, making it accessible to future generations through national and state library networks
- All editions of **Sanātana Dharma** have been **Copyright protected** by the **Copyright Office, Government of India**



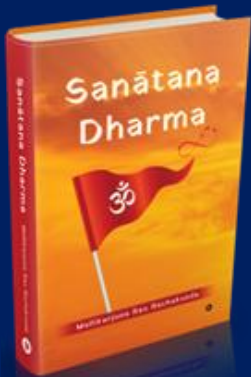
These honours reflect not only personal dedication, but also the deep impact of my work across generations and geographies.

Personal Fulfilment & Gratitude

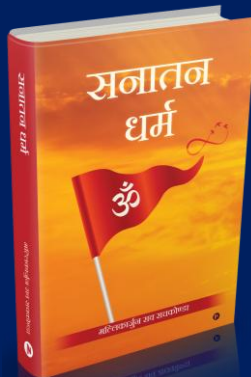
Driven by passion, I have devoted my life to nurturing the Telugu language and sharing the enduring teachings of Sanātana Dharma. These works have not only evolved over time but have also brought me profound fulfilment. I trust they will resonate with readers, inspiring reflection, growth, and a deeper connection to the world around them.

I take this opportunity to express heartfelt gratitude to my wife, Pravina, for her unwavering support and her meticulous translation of the Hindi edition of the book Sanātana Dharma—a contribution that has greatly expanded the book's reach and impact.

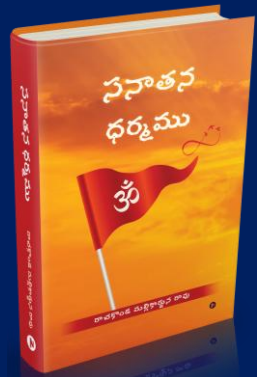




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Copies of the book Sanatana Dharma—available in English, Hindi and Telugu—can be obtained in paperback, hardcase, or eBook formats from leading online bookstores such as Amazon and Flipkart depending on your country of residence.

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